

TOURIST ATTRACTION SHAPING VISIT INTENTION IN RELIGIOUS HERITAGE TOURISM: EVIDENCE FROM JAKARTA CATHEDRAL MUSEUM

Rendy Sarudin ^{a*)}, Marcela Angelina ^{b)}, Hetty Yulianti Sihite ^{a)}

^{a)} Politeknik Bintan Cakrawala, Riau, Indonesia

^{b)} Universitas Bunda Mulia, Jakarta, Indonesia

^{*)} Corresponding Author's: rendy@pbc.ac.id

Article history: received 06 Juni 2026; revised 20 Juni 2026; accepted 06 Agustus 2026

DOI: <https://doi.org/10.33751/jmp.v14i02.233>

Abstrak. Religious heritage tourism has become an increasingly important tourism segment because it integrates historical, cultural, educational, and spiritual values into meaningful visitor experiences. However, empirical studies examining the influence of tourist attraction on visit intention within religious heritage museums remain limited, particularly in the Indonesian context. This study aims to examine the role of Tourist Attraction in shaping Visit Intention at Jakarta Cathedral Museum as a Religious Heritage Tourism destination. A quantitative research approach was employed using a cross-sectional survey design. Data were collected from 100 visitors selected through simple random sampling using structured questionnaires measured on a five-point Likert scale. The data were analysed using IBM SPSS Statistics 25, including descriptive statistics, validity and reliability tests, classical assumption tests, simple linear regression, t-test, and coefficient of determination (R^2). The findings reveal that Tourist Attraction has a positive and statistically significant effect on Visit Intention ($\beta = 0.550$; $t = 8.211$; $p < 0.001$). Furthermore, the coefficient of determination ($R^2 = 0.408$) indicates that Tourist Attraction explains 40.8% of the variance in Visit Intention, while the remaining 59.2% is influenced by other factors not examined in this study. These findings demonstrate that historical authenticity, educational value, cultural heritage, and religious significance collectively strengthen visitors' intention to visit Jakarta Cathedral Museum. This study contributes to the growing literature on Religious Heritage Tourism by providing empirical evidence regarding the relationship between Tourist Attraction and Visit Intention in museum-based religious heritage destinations. The findings also offer practical implications for museum managers in enhancing destination attractiveness through improved visitor experiences, educational interpretation, and sustainable heritage tourism management. **Key Words:** *Tourist Attraction; Visit Intention; Religious Heritage Tourism*

I. INTRODUCTION

Background of the Study

Tourism has become one of the strategic sectors contributing significantly to economic growth, cultural preservation, and regional development. Besides generating economic benefits, tourism also plays an important role in promoting local identity, preserving cultural heritage, and strengthening educational values (UN Tourism, 2023). In Indonesia, tourism continues to demonstrate positive growth, particularly in Jakarta as the nation's capital and one of its leading tourism destinations. According to Statistics Indonesia (BPS DKI Jakarta, 2025), domestic tourist trips to Jakarta reached 24.76 million during the second quarter of 2025, representing a 23.04% increase compared with the same period of the previous year. This positive trend reflects the increasing attractiveness of Jakarta as a tourism destination while creating opportunities to develop various tourism segments, including cultural tourism and Religious Heritage Tourism. Consequently, museums and other heritage attractions are expected to strengthen their role in supporting sustainable tourism development through educational and cultural experiences.

Religious Heritage Tourism has increasingly attracted academic and practical attention because it integrates historical, cultural, and spiritual values into a single tourism experience. Nuruddin et al. (2026) explained that religious heritage destinations offer visitors opportunities not only to appreciate historical and cultural assets but also to experience meaningful spiritual values that distinguish them from conventional tourism attractions. Similarly, Wibawa and Nurbaeti (2025) demonstrated that visitors' intention to participate in religious tourism is influenced not only by religious motivation but also by the cultural significance and experiential value offered by the destination. Within this context, museums play an increasingly important role as institutions that preserve historical collections, communicate religious narratives, and provide educational experiences that contribute to cultural preservation and sustainable tourism development.

Among religious heritage attractions in Indonesia, Jakarta Cathedral Museum represents a unique destination because it preserves the historical development of Catholicism in Indonesia while providing historical, educational, cultural, and spiritual experiences within a single destination. Located within the Jakarta Cathedral complex, the museum houses historical documents, liturgical objects, missionary collections, and religious artifacts illustrating the development of the Catholic Church in Indonesia. Unlike many religious attractions that primarily serve worshippers, Jakarta Cathedral Museum welcomes visitors from diverse religious backgrounds, making it an important destination for promoting intercultural understanding, religious tolerance, and historical appreciation. Susanto and Fernanda (2024) further argued that the museum possesses considerable potential to strengthen its competitiveness as a religious tourism destination through improved destination management and visitor experience

Problem of the Study

Despite their important educational and cultural functions, museums generally receive fewer visitors than other tourism attractions. In Jakarta, destinations such as Taman Impian Jaya Ancol, Ragunan Zoo, and the National Monument consistently attract considerably more visitors than museums. Focusing specifically on Jakarta Cathedral Museum, Susanto and Fernanda (2024) identified limited promotional activities, conventional exhibition presentation, and relatively low public awareness as important challenges affecting the museum's attractiveness. As visitor expectations continue to evolve, museums are increasingly expected to provide interactive exhibitions, engaging interpretation, and memorable visitor experiences. Supporting this perspective, Sarjana et al. (2025) emphasized that museum attractiveness and heritage value significantly contribute to visitors' intention to visit museums. Likewise, Oktarisa et al. (2024) found that visitors' perceptions of museum collections and exhibition quality strongly influence their overall museum experience, while Arintawati (2023) highlighted that visitors' motivations and learning experiences play an important role in shaping museum visit intention. These findings indicate that strengthening Tourist Attraction has become an essential strategy for improving museum competitiveness. Following its reopening after the COVID-19 pandemic, Jakarta Cathedral Museum experienced a substantial increase in visitor numbers. Museum records indicate that annual visitation increased from 11,996 visitors in 2022 to 23,261 visitors in 2023, demonstrating growing public interest in religious heritage tourism. Nevertheless, several managerial challenges remain, including limited promotional activities, underutilized digital communication, and exhibition displays that still rely primarily on conventional interpretation compared with more interactive museums. These conditions suggest that there remains considerable potential to strengthen the museum's Tourist Attraction in order to increase visitors' Visit Intention and improve its competitiveness within Indonesia's cultural tourism sector.

Research's State of the Art

Visit Intention is widely recognized as an important indicator of destination performance because it reflects an individual's willingness to visit a tourism destination. Goeltom and Hurriyati (2024) argued that destination attractiveness plays an important role in influencing tourists' behavioral intention through positive destination perceptions and meaningful tourism experiences. Similarly, Khairunnisa and Suryantari (2025) demonstrated that Tourist Attraction significantly influences tourists' intention to visit tourism destinations by creating distinctive and memorable experiences. In the context of heritage tourism, Saryatun et al. (2024) further emphasized that memorable tourism experiences positively contribute to visitors' intention to revisit heritage destinations. Collectively, these studies suggest that attractive destinations characterized by educational value, authentic cultural resources, and meaningful visitor experiences are more likely to encourage tourists to visit.

Gap Study and Objective

Although previous studies have examined the relationship between Tourist Attraction and Visit Intention across general tourism destinations, museum tourism, cultural heritage tourism, and religious tourism, empirical evidence focusing specifically on Religious Heritage Museums remains relatively limited, particularly within the Indonesian

context. Most existing studies have examined museums in general or broader heritage destinations without specifically investigating how Tourist Attraction influences Visit Intention in museum-based religious heritage tourism. Therefore, this study addresses this research gap by examining the role of Tourist Attraction in shaping Visit Intention at Jakarta Cathedral Museum as an empirical context of Religious Heritage Tourism.

Therefore, this study aims to examine the role of Tourist Attraction in shaping Visit Intention at Jakarta Cathedral Museum as a Religious Heritage Tourism destination. The findings are expected to contribute to the growing literature on Religious Heritage Tourism by providing empirical evidence regarding the influence of Tourist Attraction on Visit Intention within museum-based religious heritage destinations. Furthermore, this study offers practical implications for museum managers in strengthening destination attractiveness through improved visitor experiences, educational interpretation, cultural preservation, and promotional strategies, thereby supporting the sustainable development of Religious Heritage Tourism in Indonesia

II. METHOD

Type and Design

This study employed a quantitative research approach using a cross-sectional survey design to examine the influence of Tourist Attraction on Visit Intention at Jakarta Cathedral Museum. A quantitative approach was selected because it enables the measurement of relationships between variables through statistical analysis and provides objective evidence for hypothesis testing (Sugiyono, 2020). The research was conducted at Jakarta Cathedral Museum, Central Jakarta, from February to June 2024

Data and Data Sources

This study employed a quantitative research approach using a cross-sectional survey design to examine the influence of Tourist Attraction on Visit Intention at Jakarta Cathedral Museum. A quantitative approach was selected because it enables the measurement of relationships between variables through statistical analysis and provides objective evidence for hypothesis testing (Sugiyono, 2020). The research was conducted at Jakarta Cathedral Museum, Central Jakarta, from February to June 2024

Data Collection Technique

Data were collected using a structured questionnaire measured on a five-point Likert scale, ranging from (strongly disagree) to 5 (strongly agree). The study examined two research variables. Tourist Attraction was treated as the independent variable and operationalized using the 4A framework, consisting of Attraction, Accessibility, Amenities, and Ancillary Services, as proposed by Wondama et al., as cited in Wibowo et al. (2023). Meanwhile, Visit Intention was treated as the dependent variable and measured using the AIDA framework, consisting of Attention, Interest, Desire, and Action, adapted from Kotler and Armstrong, as cited in Dewi (2019).

Data Analysis

Data analysis was performed using IBM SPSS Statistics version 25. Descriptive statistics were first employed to describe respondents' perceptions of each research variable. The validity and reliability of the measurement instrument were subsequently evaluated using the Pearson Product-Moment Correlation and Cronbach's Alpha, respectively (Ghozali, 2018). Before hypothesis testing, classical assumption tests consisting of normality and heteroscedasticity tests were conducted to ensure that the data satisfied the assumptions required for regression analysis. The research hypothesis was tested using simple linear regression analysis because the study examined the effect of a single independent variable (Tourist Attraction) on a single dependent variable (Visit Intention). The significance of the relationship was assessed using the t-test, while the coefficient of determination (R^2) was employed to determine the proportion of variance in Visit Intention explained by Tourist Attraction (Ghozali, 2018).

III. RESULTS

This study utilized data collected from 100 respondents who had previously visited Jakarta Cathedral Museum and completed the research questionnaire. The collected data were analysed using IBM SPSS Statistics Version 25 through several statistical procedures, including validity testing, reliability testing, classical assumption tests (normality and heteroscedasticity), simple linear regression analysis, t-test, and coefficient of determination (R^2). These analyses were conducted to examine the influence of Tourist Attraction on Visit Intention among visitors to Jakarta Cathedral Museum.

Respondent Characteristics

Respondent characteristics were analysed based on **Gender, Age, Frequency of Visits, and Purpose of Visit**. These characteristics provide an overview of the sample used in this study. The complete profile of the respondents is presented in **Table 1**.

Table 1: Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	47	47.00
	Female	53	53.00
Age	<18–20 Years	41	41.00
	21–25 Years	54	54.0
	30–35 Years	4	4.00
	≥ 40 Years	1	1.00
Number of Visits	2–3 Times	40	40.00
	4–5 Times	38	38.00
	>5 Times	22	22.00
Purpose of Visit	Leisure	37	37.00
	Information Seeking	36	36.00
	Religious Purposes	27	27.00

Table 1 presents the characteristics of the respondents involved in this study. Of the 100 respondents, 53% were female and 47% were male, indicating a relatively balanced gender distribution. The majority of respondents were 21–25 years old (54%), followed by those aged below 18–20 years (41%), while respondents aged 30–35 years (4%) and 40 years or above (1%) represented only a small proportion of the sample. These findings indicate that the respondents in this study were predominantly young adults, suggesting that Jakarta Cathedral Museum is able to attract visitors from this age group.

Regarding visitation patterns, 40% of respondents had visited the museum two to three times, followed by 38% who had visited four to five times, and 22% who had visited the museum more than five times. The predominance of

repeat visitors indicates that respondents had sufficient experience with Jakarta Cathedral Museum, enabling them to provide reliable evaluations of its tourist attraction and their intention to visit.

Regarding the purpose of visit, 37% of respondents visited the museum for leisure activities, 36% visited to seek information about the museum, and 27% visited for religious purposes. The relatively balanced distribution across these categories indicates that Jakarta Cathedral Museum serves multiple functions, acting not only as a religious heritage tourism destination but also as a place for recreation and historical learning. This finding reflects the museum's ability to attract visitors with diverse motivations and supports its role as a cultural and educational tourism destination.

Table 2. Validity Test

Variable	Number of Items	R-value	R-table	Qualifications
Tourist Attraction	20	0.331–0.690	0.1654	Valid
Visit Intention	20	0.339–0.625	0.1654	Valid

Table 2 presents the results of the validity test for all questionnaire items. The Tourist Attraction variable obtained R-values ranging from 0.331 to 0.690, while the Visit Intention variable obtained R-values ranging from 0.339 to 0.625. Since all calculated R-values exceeded the critical value of 0.1654, every questionnaire item was considered valid (Ghozali, 2018). These findings indicate that all measurement items were capable of accurately representing their respective constructs and were therefore appropriate for subsequent statistical analysis.

Table 3. Reliability Test

Variable	Number of Items	Cronbach's Alpha	Standard	Qualifications
Tourist Attraction	20	0.696	>0.60	Reliable
Visit Intention	20	0.613	>0.60	Reliable

The reliability test results are presented in Table 3. The Tourist Attraction variable achieved a Cronbach's Alpha value of 0.696, while the Visit Intention variable obtained a value of 0.613. Both values exceeded the minimum acceptable threshold of 0.60, indicating satisfactory internal consistency (Ghozali, 2018). Therefore, all questionnaire items were considered reliable and suitable for further statistical analyses.

Table. 4 Normality Test

Test	Test Statistic	Asymp. Sig. (2- tailed)	Criterion	Qualifications
Kolmogorov–Smirnov	0.074	0.200	> 0.05	Normal Distribution

The normality test was conducted using the Kolmogorov–Smirnov test to determine whether the residuals followed a normal distribution. As presented in Table 4, the Asymp. Sig. (2-tailed) value was 0.200, which exceeded the significance level of 0.05. Therefore, the residuals were normally distributed, indicating that the regression model satisfied the normality assumption and was appropriate for further statistical analysis (Ghozali, 2018)

Heteroscedasticity Test

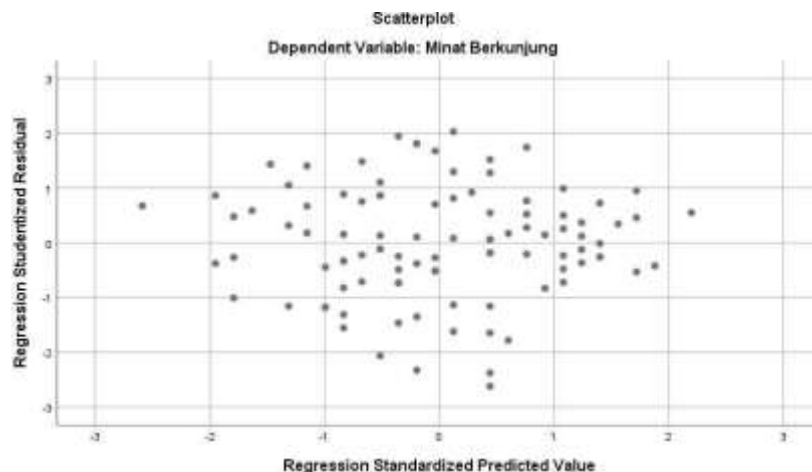


Figure. 1 Scatterplot of Heteroscedasticity Test

As illustrated in **Figure 1**, the residuals were randomly distributed above and below the zero line without forming a specific pattern. This indicates that the regression model did not exhibit heteroscedasticity, suggesting that the assumption of homoscedasticity was satisfied (Ghozali, 2018).

Table. 5 Simple Linear Regression Analysis Test

Variable	B	Std. Error	Beta	t	Sig
Constant	37.613	5.326	–	7.062	0.000
Tourist Attraction	0.550	0.067	0.638	8.211	0.000

Table 5 presents the results of the simple linear regression analysis examining the effect of Tourist Attraction on Visit Intention. The regression equation is expressed as follows:

$$\text{Visit Intention} = 37.613 + 0.550 (\text{Tourist Attraction})$$

The regression coefficient of 0.550 indicates that every one-unit increase in Tourist Attraction is associated with an increase of 0.550 units in Visit Intention, assuming other factors remain constant. Furthermore, the t-value of 8.211 with a significance value of 0.000 (<0.05) indicates that Tourist Attraction has a positive and statistically significant effect on Visit Intention. Therefore, the proposed hypothesis is accepted.

Table. 6 Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error
0.638	0.408	0.402	4.177

Table 6 presents the results of the coefficient of determination analysis. The R Square (R^2) value of 0.408 indicates that 40.8% of the variance in Visit Intention can be explained by Tourist Attraction. This finding demonstrates that tourist attraction plays an important role in shaping visitors' intention to visit Jakarta Cathedral Museum within the context of religious heritage tourism.

The remaining 59.2% of the variance is likely influenced by other factors that were not examined in this study, such as destination image, visitor satisfaction, service quality, perceived value, accessibility, or promotional activities. Therefore, while Tourist Attraction represents a significant predictor of Visit Intention, future studies are encouraged to incorporate additional variables to obtain a more comprehensive understanding of visitors' behavioural intentions.

Discussions

The findings of this study demonstrate that Tourist Attraction has a positive and statistically significant effect on Visit Intention at Jakarta Cathedral Museum. The regression analysis produced a positive regression coefficient ($\beta = 0.550$) with a significance value of 0.000 ($p < 0.05$), indicating that improvements in the museum's Tourist Attraction are associated with higher levels of visitors' Visit Intention. Furthermore, the coefficient of determination ($R^2 = 0.408$)

reveals that Tourist Attraction explains 40.8% of the variance in Visit Intention, while the remaining 59.2% may be explained by other factors beyond the scope of this study. These findings are consistent with Sarjana et al. (2025), who reported that museum attractiveness, together with effective communication and strong heritage value, significantly contributes to increasing visitors' intention to visit museums. This similarity indicates that attractive museum destinations are more likely to generate positive perceptions and encourage future visitation.

The findings further suggest that the role of Tourist Attraction in Religious Heritage Tourism extends beyond the physical attractiveness of a destination. At Jakarta Cathedral Museum, Tourist Attraction is reflected through the integration of historical collections, religious significance, educational interpretation, and cultural heritage, which together create meaningful visitor experiences. Unlike conventional tourism attractions that primarily emphasize recreation and entertainment, religious heritage destinations provide opportunities for visitors to understand history, appreciate cultural diversity, and experience the spiritual values embedded within the destination. These characteristics strengthen visitors' emotional and cognitive engagement, thereby increasing their Visit Intention. This finding is supported by Wibawa and Nurbaeti (2025), who demonstrated that visitors' intention to participate in religious tourism is influenced not only by personal motivation but also by the attractiveness and meaningful value offered by the destination.

This study also demonstrates that Jakarta Cathedral Museum functions not only as a museum preserving the history of Catholicism in Indonesia but also as a Religious Heritage Tourism destination capable of attracting diverse visitor segments. The respondent characteristics revealed that visitors came to the museum for various purposes, including leisure, educational activities, and religious tourism. These findings indicate that the museum's attractiveness is not limited to visitors with religious motivations but also appeals to tourists seeking historical knowledge, cultural experiences, and educational enrichment. This finding is further supported by Susanto and Fernanda (2024), who emphasized that Jakarta Cathedral Museum possesses considerable potential as a religious tourism destination and that strengthening destination attractiveness through effective visitor experience management can enhance its competitiveness. Therefore, the attractiveness of Jakarta Cathedral Museum lies not only in its historical collections but also in its ability to provide integrated educational, cultural, and spiritual experiences.

Novelty and contribution

From a theoretical perspective, this study contributes to the growing body of knowledge on Religious Heritage Tourism by providing empirical evidence that Tourist Attraction remains a significant determinant of Visit Intention within museum-based religious heritage destinations. While previous studies have predominantly examined Tourist Attraction in general tourism settings, the present findings demonstrate that the relationship also applies to religious heritage museums, where historical authenticity, educational value, cultural heritage, and religious significance collectively shape visitors' behavioural intentions. These findings are also in line with Nuruddin et al. (2026), who argued that religious heritage destinations create meaningful tourism experiences by integrating educational, historical, cultural, and spiritual values, thereby strengthening tourists' motivation and intention to visit. Consequently, this study extends the application of Tourist Attraction theory to the context of museum-based religious heritage tourism.

Limitation and future study

This study has several limitations. First, the research was conducted only at Jakarta Cathedral Museum, which may limit the generalizability of the findings to other Religious Heritage Tourism destinations in Indonesia. Second, the study examined only one independent variable, namely Tourist Attraction, which explained 40.8% of the variance in Visit Intention. Therefore, future studies are encouraged to investigate additional determinants, such as destination image, visitor satisfaction, service quality, perceived value, and digital marketing, in order to provide a more comprehensive understanding of visitor behaviour within the context of Religious Heritage Tourism.

Implication and suggestions

From a practical perspective, the findings suggest that managers of Jakarta Cathedral Museum should continue strengthening its position as a Religious Heritage Tourism destination by preserving the authenticity of its historical collections while simultaneously improving visitor experiences through interactive interpretation, digital information services, educational programs, and storytelling techniques. Such initiatives are expected to enhance visitor engagement, strengthen the museum's competitiveness within Indonesia's cultural tourism sector, and ultimately increase visitors' Visit Intention.

IV. CONCLUSION

This study examined the role of Tourist Attraction in shaping Visit Intention at Jakarta Cathedral Museum as a Religious Heritage Tourism destination. The findings indicate that Tourist Attraction positively influences Visit Intention, suggesting that strengthening the museum's attractiveness through its historical, educational, cultural, and religious values can enhance visitors' intention to visit. The coefficient of determination further indicates that Tourist Attraction explains 40.8% of the variance in Visit Intention, confirming that destination attractiveness represents an important determinant of visitors' behavioural intentions, although other factors also contribute to visitors' decision-making. These findings provide empirical evidence that Tourist Attraction plays a crucial role in encouraging visitation within the context of museum-based Religious Heritage Tourism, particularly at Jakarta Cathedral Museum. Accordingly, this study extends the existing literature by demonstrating that religious heritage museums can function not only as institutions for preserving history and culture but also as attractive tourism destinations capable of encouraging visitors' intention to visit. From a practical perspective, museum managers should continue strengthening destination attractiveness through interactive exhibitions, educational interpretation, digital engagement, and visitor-centred experiences to improve the museum's competitiveness and support the sustainable development of Religious Heritage Tourism in Indonesia. Future research is encouraged to incorporate additional variables, including destination image, visitor satisfaction, service quality, perceived value, and digital marketing, to provide a more comprehensive understanding of visitors' behavioural intentions toward religious heritage destinations.

REFERENCES

- Arintawati, M. L. D. (2023). Motivations and visit intentions in a local tourist destination: A qualitative analysis of visitors to the Mpu Tantular Museum. *Jurnal Ilmiah Manajemen Kesatuan*.
<https://jurnal.ibik.ac.id/index.php/jimkes/article/view/2257>
- Badan Pusat Statistik Provinsi DKI Jakarta. (2025). *Perkembangan pariwisata Provinsi DKI Jakarta Triwulan II Tahun 2025*. <https://jakarta.bps.go.id>
- Dewi, K. (2019). Pengaruh produk wisata dan kebijakan harga terhadap minat kunjungan wisatawan. *Media Wisata*.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Goeltom, A. D. L., & Hurriyati, R. (2024). Destination attractiveness and visit intention: Integrating image, cultural experience, and sustainable practices in tourist decision-making. *Journal of Tourism, Hospitality and Travel Management*, 2(1). <https://doi.org/10.58229/jthtm.v2i1.308>
- Khairunnisa, K., & Suryantari, Y. (2025). The influence of contemporary art gallery development as a tourist attraction on tourist visit intention. *EKOMBIS Review: Jurnal Ilmiah Ekonomi dan Bisnis*.
<https://doi.org/10.37676/ekombis.v13i2.7979>
- Nuruddin, Wirawan, P. E., Susanti, P. H., Nashihin, Wiarti, L. Y., & Abdullah, D. (2026). Pilgrimage and cultural heritage: Understanding tourist motivations at the Tomb and Sunan Drajat Museum at Lamongan, East Java, Indonesia. *Pusaka: Journal of Tourism, Hospitality, Travel and Business Event*, 8(1), 512–522.
<https://doi.org/10.33649/pusaka.v6i2.598>
- Oktarisa, T. L., Prihatiningtias, A. L., Prabawa, T. S., & Susilowati, L. (2024). Visitors' motivation and perception on Sangiran Early Man Museum, Krikilan Cluster. *Berkala Arkeologi*, 41(1).
<https://doi.org/10.30883/jba.v41i1.570>
- Sarjana, P. H., Harliantara, H., & Maella, N. A. F. S. (2025). Integrated marketing communication and brand heritage: A strategic approach to increasing museum visit intention in Indonesia. *Jurnal Manajemen Maranatha*, 24(2), 181–194. <https://doi.org/10.28932/jmm.v24i2.10727>

- Saryatun, Riptiono, S., Azizah, S. N., & Rhamdhani, I. M. (2024). Escalating the tourist revisit intention on the heritage destination with memorable tourism experiences. *MIX: Jurnal Ilmiah Manajemen*, 14(2).
https://doi.org/10.22441/jurnal_mix.2024.v14i2.012
- Sugiyono. (2020). *Metode penelitian kuantitatif, kualitatif, dan R&D* (2nd ed.). Alfabeta.
- Susanto, P., & Fernanda, D. (2024). Marketing mix strategy for pilgrimage tourism at the Cathedral Museum Jakarta in efforts to enhance the attraction for international tourists. *Gema Wiralodra*, 15(2), 829–837.
<https://doi.org/10.31943/gw.v15i2.721>
- UN Tourism. (2023). *UN Tourism highlights 2023*. UN Tourism.
- Wibawa, B. M., & Nurbaeti, N. (2025). Predicting pilgrimage tourism intention through the Theory of Planned Behavior: Evidence from Wali Lima, Indonesia. *Journal of Halal Research, Policy, and Industry*, 4(2), 43–51.
<https://doi.org/10.33086/jhrpi.v4i2.8419>
- Wibowo, M. S., Paninggiran, H. N., & Heptanti, U. (2023). Analisis daya tarik wisata dan pengelolaan destinasi Pantai Indah Kemangi Kabupaten Kendal. *Jurnal Manajemen Perhotelan dan Pariwisata*.