



THE STUDY ON VISITORS' REVISIT INTENTION AT SRAGEN'S BAHULAK MARKET

by

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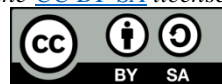
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ABSTRACT

The purpose of this study was to analyze the effect of market image, word of mouth, and visitor satisfaction on the interest of repeat visits at Pasar Bahulak Sragen. This study took place in the Pasar Bahulak Sragen, with the population being visitors to the pasar Bahulak Sragen where the number cannot be known with certainty. The sample used is 100 respondents, with the sampling technique using accidental sampling. Data was collected by giving questionnaires to the visitors they met. Data analysis techniques used include multiple linear regression analysis, F test, t test and coefficient of determination. The conclusion from the results of data analysis shows that (1) Market image has a significant effect on revisit intention. (2) Word of mouth has a significant effect on revisit intention. (3) Visitor satisfaction has a significant effect on revisit intention. (4) Market image, word of mouth, and visitor satisfaction simultaneously have a significant effect on interest in revisit intention at Pasar Bahulak Sragen.

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1. INTRODUCTION

The activities are one of the needs of the community; this is evidenced by the increasing number of activities or visiting activities carried out by the community to tourist objects, especially on holiday. A tourist object or tourist destination is essentially a place or geographical area within one or more administrative areas in which there are elements of attraction, facilities, and community that are interrelated and complementary to realize tourism activities. One of the tourist destinations is the emergence of the Tiban market phenomenon.

Community activities in the trade sector have an impact on the economic development of the city which has influenced the development of the city into a tourist destination, one of which is the Tiban market or the shocked market. The phenomenon of the emergence of the Tiban market can be found in various regions, for example in Sragen Regency, precisely in Karungan Village, Plupuh District, Sragen Regency. The Tiban market is known as the Bahulak Market, which opened in September 2020. The village government has succeeded in making a unique breakthrough by developing the tourism sector through the Bahulak Market which offers a variety of traditional foods, toys and performances. The Bahulak market is not open every day but only opens every Sunday Legi and Sunday Pahing (Javanese calendar). The uniqueness of Bahulak Market is that it takes the concept of the past, all the stalls are made of pieces of bamboo. Another attraction of the Bahulak Market is that all traders must wear lurik clothes and batik jarit cloth. Plus wearing a caping head cover. The merchandise that is being sold is placed in winches made of woven bamboo. While the plates for serving traditional food menus are made of woven broom sticks. This system aims to reduce plastic waste. Buying and selling transactions at the Bahulak Market do not use cash, but use coins made from coconut shells. This coin has been provided by the Bahulak Market committee at a special exchange.

The management of the Bahulak Market involves various parties. All matters related to traders are accommodated by the tourism awareness group (Pokdarwis), the parking area is managed by youth organizations, BUMDes receive a location management share, while the cleanliness of the market area is a shared responsibility.

The importance of management will greatly impact the intention to revisit (*revisit intention*) for market visitors, this is the case with the Bahulak Market. Managers must know what can cause visitors to return. One strategy to keep visitors coming back is to build a good image in the eyes of the public (public or consumers).

Destination image (*destination image*) is a belief/knowledge about a destination and what tourists feel during a tour or often also called an image, thought, belief, feeling and perception of a destination. According to Makalew (2019) tourism image has an influence on *revisit intention* (intention to return).

Revisit intention of visitors to tourist attractions usually arises because of positive perceptions or experiences of tourist attractions. In this case, the theory of intention to revisit is taken from the theory of interest in repurchasing a product, so that in several categories, interest in visiting can be applied to purchase intention. Interest is the urge to motivate someone to do something that they are not aware of or will not do. The intention to visit again is the intention and desire to visit more often. In relation to intention to revisit, interest is a potential customer which means customers who have come back and used the service again.

In addition to image, *revisit intention* can be influenced by *word of mouth*, which is the consumer's act of providing information to other consumers from one person to another (interpersonal) non-commercially for brands, products or services. Personal communication channels in the form of words or words of mouth (*word of mouth*) can be an effective promotion method because they are generally conveyed from consumers by consumers and for consumers, so that satisfied consumers or customers can become an advertising medium for companies.

Visitor satisfaction is an important antecedent of *revisit intention*; therefore management of *revisit intention* is important to be implemented by companies as a process of managing long-term relationships with customers (Minh & Huu, 2016). With the creation of tourist satisfaction born from the results of a comparison between reality and expectations, it will encourage tourists to make return visits. Visits to the same tourist attraction mean an increase in the number of visiting tourists which has an impact on increasing the fees earned. The intention to revisit tourists can be seen from the frequency of visits made more than once to the tourist attraction.

The purpose of this study was to examine the factors that influence *intention* visitor. The aim is to analyze the effect of market image, *word of mouth*, and visitor satisfaction on *revisit intention* at the Bahulak Sragen Market either partially or simultaneously.

2. LITERATURE REVIEW

The definition of image according to Kotler and Armstrong (2012) is a set of beliefs, ideas and impressions that a person has towards an object. In this study, the notion of market image is taken from the notion of brand image. According to Kotler & Keller (2012) brand image is the process by which a person selects, organizes, and interprets information input to create a meaningful image. Brand image describes the product or service extrinsic, including the way in which they try to meet the psychological or social needs of customers. In order for the right image to be embedded in the minds of consumers, marketers must pay attention to brand identity through all available means of communication and brand contact. Brand image in the minds of consumers can be positive or negative, depending on one's perception of the brand.

Word of mouth is communication from person to person between the source of the message and the recipient of the message where the recipient of the message receives messages in a non-commercial way about a product, service or brand (Rangkuti, 2006). Indicators *Word of mouth* include: positive words, recommendations, inviting friends, family to buy Babin et al. (2005).

Customer satisfaction is an individual feeling resulting from the pleasure or disappointment that is felt or expected from a satisfied product or service (Kotler and Keller, 2008). According to Yazid (2008) satisfaction is the difference between expectations and performance. If expectations are high while performance is mediocre then satisfaction is not achieved, conversely if performance exceeds expectations then satisfaction increases. The theory of consumer satisfaction is based on efforts to minimize this gap. Consumer satisfaction will be fulfilled if the service delivery process is in accordance with what is perceived by consumers. Satisfaction is a conscious evaluation or assessment regarding the performance of a product whether it is good or not, and whether the product in question has compatibility with its purpose or use (Tjiptono, 2011). Andaleeb & Conway (2010) developed a customer satisfaction instrument that is measured from three dimensions, namely service, product quality and price.

Revisit intention is usually inspired by visitor or tourist satisfaction with tourist visits to places where tourists visit. Defined as *purchase intention*, namely a strong desire to repurchase (Fullerton and Taylor in Basiya and Rozak, 2012).

Research by Iranita (2019) shows that the destination image variable partially has a significant effect on the variable of intention to return. Nurhayati (2019), shows that affective destination image has a positive and partially significant effect on tourists' intention to return. Research conducted by Makalew, AJL (2019), states that

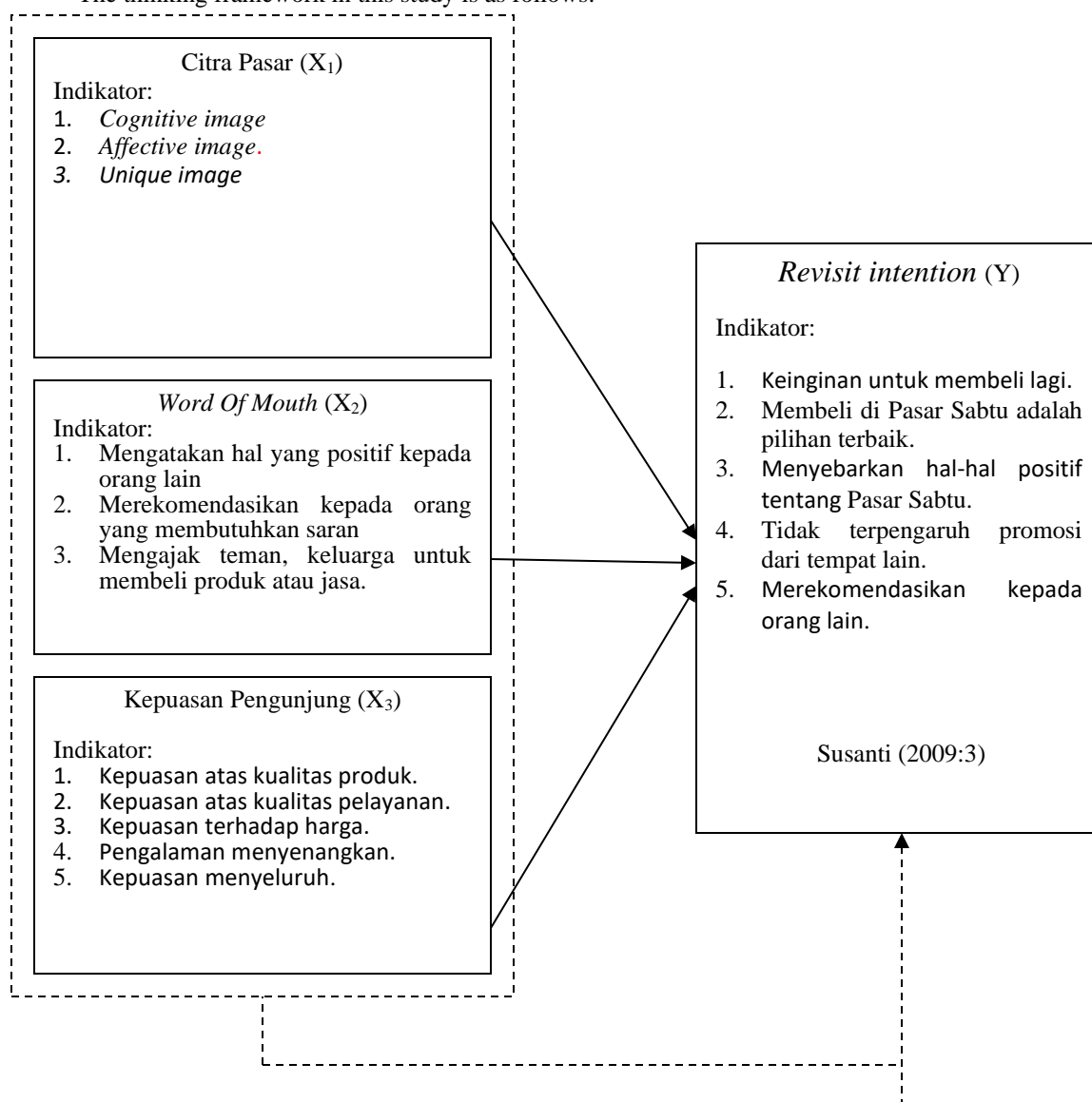


simultaneously promotion, price, tourist image, and physical evidence have a positive and significant effect on the intention to return to the Batu Angus Bitung natural tourism object.

Pamenang W., and Soesanto H. (2016), show that customer satisfaction has a significant effect on consumer repurchase intention of catfish cracker products from UKM Minasari Cikaria Pati, Central Java. Another study conducted by Sulistyan RB, et al (2018), concluded that tourist satisfaction has a significant effect on tourist interest to return to religious tourism.

The results of research by Saputra, Y., et al. (2016), showed that the *word of mouth* had a positive and significant effect on repurchase intention at the Padang Motor Ferry Workshop. Another study conducted by Wijaya, DS, Djawoto (2019) concluded that price, *word of mouth* and location affect repurchase intention through corporate image. While the results of research by Pamenang W. and Soesanto H (2016) also show that *word of mouth* has a positive effect on consumer repurchase interest in catfish cracker products, UKM Minasari Cikaria Pati, Central Java.

The thinking framework in this study is as follows:



Keterangan :

: citra pasar, *word of mouth*, dan kepuasan pengunjung

: *revisit intention*

: pengaruh secara parsial → Variabel dependen

: pengaruh secara simultan -----> Variabel independen

Hipotesis dalam penelitian ini adalah sebagai berikut:

1. Market image has no effect towards *revisit intention* at the Bahulak Market in Sragen.
2. *Word of mouth* has no effect on *revisit intention* at the Sragen Shoulderlak Market.
3. Visitor satisfaction has no effect on *revisit intention* at the Sragen Shoulderlak Market.
4. Market image, *word of mouth*, and visitor satisfaction simultaneously have no effect on *revisit intention* at the Sragen Shoulderlak Market.

3. RESEARCH METHOD

This research took place in the Bahulak Market, Sragen, to be precise, in Karungan Village, Plupuh District, Sragen Regency, Central Java. The population in this study were all visitors to the Sragen Bahulak Market, where the number cannot be known with certainty. The number of samples used is 100 people calculated using the Leedy formula:

$$\begin{aligned}
 N &= \left(\frac{Z}{e}\right)^2 (P)(1 - P) \\
 &= \left(\frac{1,96}{0,1}\right)^2 \times 0,25 \\
 &= 96,04 \\
 &= 100 \text{ (pembulatan)}
 \end{aligned}$$

Sampling technique in this study used *accidental sampling*, where the determination of the sample was based on chance, that is, anyone who met the researcher by chance could be used as a sample.

The operational definitions of the variables in this study are described as follows:

1. *Revisit intention*.
Interest in revisiting in this study is a deep commitment from visitors to the Bahulak Sragen Market to repurchase products or services in the future. Interest in repeat visits is measured using five indicators put forward by Barnes (2011) and Susanti (2009), namely:
 - a. Desire to buy again.
 - b. Buying at a certain place is the best choice.
 - c. Spread positivity.
 - d. Not affected by promotions from stores or other places.
 - e. Recommend to others.
2. Market
Image The market image in this study is the visitor's impression that is formed from a thorough evaluation of the salient attributes of the Sragen Shoulderlak Market. Market image is measured by six image indicators, namely:
 - a. Product quality.
 - b. Product diversity.
 - c. Service quality.
 - d. Price.
 - e. Market cleaning.
 - f. Location.
3. *Word of Mouth*
Word of mouth in this study is communication from visitors to other people where a person who is the recipient of the information does not feel any commercial value when the information provider recommends matters relating to the Sragen Shoulderlak Market. *Word of mouth* is measured by six indicators developed by Babin et al. (2005) namely:
 - a. Say positive things to others.
 - b. Recommend to people who need advice.
 - c. Invite friends, family to use or buy products or services.
4. Visitor
Satisfaction Visitor satisfaction in this study is the level of visitor feelings after comparing the service performance of the Sragen Bahulak Market with previous expectations. Visitor satisfaction is measured using five indicators as follows:
 - a. Satisfaction with product quality.
 - b. Satisfaction with service quality.



- c. Nice experience.
- d. Price satisfaction.
- e. Overall satisfaction.

The data collection technique used a questionnaire measured by a Likert scale, where each question was given 5 answer options. To test the research instrument carried out by testing the validity and reliability. Data analysis techniques using multiple linear regression analysis, F test, t test, and the coefficient of determination.

4. RESULTS AND DISCUSSION

1. Testing Research Instruments

Testing the validity of the variable instrument of *revisit intention*, market image, *word of mouth*, Correlation *Pearson* The results show that all questions are valid, where the value of r count $>$ r table.

Table 1

Results of the Validity Test of the *Revisit Intention*

| Butir pernyataan | r_{hitung} | r_{tabel} | Kesimpulan |
|------------------|--------------|-------------|------------|
| r_{1_1} | 0,713 | 0,195 | Valid |
| r_{1_2} | 0,657 | 0,195 | Valid |
| r_{1_3} | 0,729 | 0,195 | Valid |
| r_{1_4} | 0,880 | 0,195 | Valid |
| r_{1_5} | 0,858 | 0,195 | Valid |
| r_{1_6} | 0,596 | 0,195 | Valid |
| r_{1_7} | 0,722 | 0,195 | Valid |

Sumber: Data primer diolah, 2022

Table 2

Validity Test Results for Market Image Variables

| Butir pernyataan | r_{hitung} | r_{tabel} | Kesimpulan |
|------------------|--------------|-------------|------------|
| X1_1 | 0,882 | 0,195 | Valid |
| X1_2 | 0,880 | 0,195 | Valid |
| X1_3 | 0,821 | 0,195 | Valid |
| X1_4 | 0,866 | 0,195 | Valid |
| X1_5 | 0,847 | 0,195 | Valid |
| X1_6 | 0,857 | 0,195 | Valid |

Sumber: Data primer diolah, 2022

Table 3

Variable Validity Test Results *Word of Mouth*

| Butir pernyataan | r_{hitung} | r_{tabel} | Kesimpulan |
|------------------|--------------|-------------|------------|
| r_{2_1} | 0,915 | 0,195 | Valid |
| r_{2_2} | 0,931 | 0,195 | Valid |
| r_{2_3} | 0,937 | 0,195 | Valid |

Sumber: Data primer diolah, 2022

Table 4

Validity Test Results for Visitor Satisfaction Variable

| Butir pernyataan | r_{hitung} | r_{tabel} | Kesimpulan |
|------------------|--------------|-------------|------------|
| r_{3_1} | 0,850 | 0,195 | Valid |
| r_{3_2} | 0,918 | 0,195 | Valid |
| r_{3_3} | 0,904 | 0,195 | Valid |
| r_{3_2} | 0,916 | 0,195 | Valid |
| r_{3_3} | 0,946 | 0,195 | Valid |

Sumber: Data primer diolah, 2022

As for the reliability test using Cronbach Alpha, and the results showed that all instruments for *variable revisit intention*, market image, word of mouth, and visitor satisfaction were expressed as reliable as indicated by a Cronbach Alpha value of > 0.60 .

Table 5
Instrument Reliability Test Results

| Variabel | Cronbach Alpha | Kriteria uji | Kesimpulan |
|---------------------|----------------|--------------|------------|
| Revisit Intention | 0,928 | 0,60 | Reliabel |
| Citra pasar | 0,919 | 0,60 | Reliabel |
| Word of mouth | 0,944 | 0,60 | Reliabel |
| Kepuasan pengunjung | 0,954 | 0,60 | Reliabel |

Sumber: Data primer diolah, 2022

2. Multiple Linear Regression Analysis

Table 6
Results of Multiple Linear Regression Analysis

| Coefficients ^a | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | |
| | | B | Std. Error | Beta | t |
| 1 | (Constant) | 2.307 | 2.580 | | .894 |
| | X1 | .237 | .072 | .280 | 3.278 |
| | X2 | .451 | .134 | .290 | 3.374 |
| | X3 | .326 | .101 | .287 | 3.242 |

F hitung = 17.142 ; Sig. = 0.000

Adj. R² = 0.328

Testing the hypothesis in this study using the F test and t test, as follows:

- a. F test
 Market image, *word of mouth*, and visitor satisfaction variables simultaneously influence *revisit intention* at the Bahulak Market in Sragen. This is indicated by the calculated F value (17.142) $>$ F table (2.76) or Sig. (0.000) $<$ 0.05 then Ho is rejected and Ha is accepted. This means that market image, *word of mouth*, and visitor satisfaction simultaneously have a significant effect on *revisit intention* at the Bahulak Market in Sragen. Thus the fourth hypothesis is proven.
- b. T test
 - 1) The effect of market image on *revisit intention* indicated by the value of tcount (3.278) $>$ ttable (2.000) or Sig. (0.001) $<$ 0.05 aka Ho is rejected and Ha is accepted. This means that market image has a significant effect on *revisit intention* at the Bahulak Sragen Market. Thus the first hypothesis is accepted or proven true.
 - 2) The effect of *word of mouth* on *revisit intention* is indicated by the value of tcount (3.374) $>$ ttable (2.000) or Sig. (0.001) $<$ 0.05 then Ho is rejected and Ha is accepted. This means that *word of mouth* has a significant effect on *revisit intention* at the Bahulak Sragen Market. Thus the second hypothesis is proven.
 - 3) The effect of visitor satisfaction on *revisit intention* is indicated by the value of tcount (3.242) $>$ ttable (2.000) or Sig. (0.002) $<$ 0.05 then Ho is rejected and Ha is accepted. This means that visitor satisfaction has a significant effect on *revisit intention* at the Bahulak Market, Sragen. Thus the third hypothesis is proven.
- c. Test the coefficient of determination
 Value *Adjusted R Square* (Adj.R²) in this study is 0.328, meaning that the influence of all independent variables (market image, *word of mouth*, and visitor satisfaction) on the dependent variable (*revisit intention*) is 32.8%, the remaining 67.2% is explained by other variables outside the model.



3. Discussion

a. Effect of Market Image on *Revisit Intention*

The results of this study indicate that market image has a significant effect on *revisit intention* at the Bahulak Market in Sragen. The sign of the positive regression coefficient indicates that market image has a positive influence on *revisit intention*, the better the image of the Bahulak Market, the higher the *revisit intention*.

Based on these findings, it can be seen what factors can cause visitors to return. One strategy to keep consumers coming back is to build a positive market image. Market image emphasizes visitors' perceptions or impressions of the product, service, or image of the Bahulak market as a whole. If visitors have a good perception or impression of the attributes in the Bahulak Sragen market, there is a tendency to visit again.

The results of this study support research conducted by Iranita (2019), Nurhayati, N. (2019) which states that destination image influences tourists' intention to return. This is also in line with Arlen JJ Makalew's research (2019) which states that promotion, price, tourist image and physical evidence simultaneously have a positive and significant effect on intention to return.

b. The Effect of *Word of Mouth* on *Revisit Intention*

The results of this study indicate that *word of mouth* has a significant effect on *revisit intention* at the Bahulak Market, Sragen. The sign of the positive regression coefficient indicates that *word of mouth* has a positive influence on *revisit intention*, if *word of mouth* that is formed is more positive, the *revisit intention* will be higher.

Revisit intention at the Bahulak Market in Sragen can be influenced by *word of mouth*. If *word of mouth* that is formed is positive, it will result in more frequent visitors to come to the Sragen Shoulderak Market. Conversely, if *word of mouth* formed is negative, it will result in visitors being increasingly reluctant to come to the Sragen Shoulderak Market. *Word of mouth* in this study is the action or behavior of visitors to provide information to other people that is not commercial in nature either regarding brands, products or services. Information disseminated by visitors that is positive is very useful and helps traders as a cheap and effective promotional medium. However, if the opposite happens, it will be detrimental to traders and can even result in decreased sales turnover.

The results of this study support the results of previous research conducted by Saputra, YH, (2016) and Wijaya; DS (2019) which state that word of mouth has an effect on repurchase intention.

c. The Effect of Visitor Satisfaction on *Revisit Intention*.

The results of this study indicate that visitor satisfaction has a significant effect on *revisit intention* at the Bahulak Market in Sragen. The regression coefficient is positive indicating that visitor satisfaction has a positive effect on *revisit intention*. The higher the visitor satisfaction, the higher the *revisit intention*.

Based on these findings, a *revisit intention* at the Bahulak Market in Sragen can occur because previously visitors had a pleasant experience while visiting the Bahulak Market. This experience can be shown from satisfaction with the products and services they receive or simply enjoying the market atmosphere which they think is fun to be used as a leisure or vacation activity. Visitors who are satisfied on average show a positive attitude towards the products and services provided by the managers of the Bahulak Market. Visitors who feel satisfied are shown by their desire to visit again, recommend others to visit and buy, and spread positive information to others about the Bahulak Market.

These results are in line with previous research conducted by Pamenang W. (2016), Sulistyan, RB (2018) which stated that tourist satisfaction has a significant effect on tourist interest to visit again.

d. Effect of Market Image, *Word of Mouth*, and Visitor Satisfaction on *Revisit Intention*

The results of this study indicate that market image, *word of mouth*, and visitor satisfaction simultaneously have a significant effect on *revisit intention* at the Bahulak Market in Sragen. This means that the increase in market image, *word of mouth*, and visitor satisfaction will simultaneously affect the increase in *revisit intention* at the Bahulak Market.

By accepting hypothesis 4 in this study, it has implications for traders in the Bahulak Market in Sragen, that simultaneous improvement can be achieved if traders maintain a positive image of the Bahulak Market, build positive *word of mouth*, and further increase satisfaction to all visitors.

CONCLUSION

Based on the analysis of the data that has been done, it can be concluded:

1. Market image has a significant effect on *revisit intention* at the Bahulak Market in Sragen, thus the first hypothesis is accepted.
2. *Word of mouth* has a significant effect on *revisit intention* at the Bahulak Market in Sragen, thus the second hypothesis is accepted.
3. Visitor satisfaction has a significant effect on *revisit intention* at the Bahulak Market in Sragen, thus the third hypothesis is accepted.
4. Market image, *word of mouth*, and visitor satisfaction simultaneously have a significant effect on *revisit intention* at the Bahulak Sragen Market, thus the fourth hypothesis is accepted.

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