

THE ATTRACTION OF BEACH TOURISM IN LAMPUNG AND ITS INFLUENCE ON TOURIST INTEREST

Reza Hardian Pratama¹, Mia Selvina², Harold Kevin Alfredo¹, Ulfah Alfiyah Darajat³, Ayu Nursari¹

Corresponding Author : rezahardianpratama@malahayati.ac.id

¹ Management, Universitas Malahayati, Bandar Lampung, Lampung

² Sharia Accounting, UIN Raden Intan Lampung, Bandar Lampung, Lampung

³Economic, Stebi Liwa, Lampung Barat, Lampung

Abstract

Tourism plays an important role in regional economic development, and beach tourism is one of the main attractions in Lampung. This study aims to analyze the attractiveness of beach tourism in Lampung and its influence on tourists' interest. Various factors such as natural beauty, accessibility, facilities, environmental sustainability, and promotional efforts are examined to determine their impact on tourists' interest in visiting. This study uses a Likert scale by distributing questionnaires through a purposive sampling method to 200 respondents, with Smart PLS 3.0 as the analytical tool. The results indicate that natural beauty, well-maintained infrastructure, and effective marketing strategies significantly influence tourists' interest. However, several challenges such as waste management, security issues, and limited public transportation remain obstacles in the development of beach tourism in this region. Findings from this study suggest that improving beach management, strengthening promotional strategies, and implementing sustainable tourism practices can further enhance tourists' interest in Lampung's beach destinations. This research provides valuable insights for local governments, tourism stakeholders, and business operators in developing more competitive and attractive beach tourism.

Keywords: Tourist interest, Attraction factors, Beach tourism, Lampung province

INTRODUCTION

Tourism is one of the important sectors in the global economy that is able to make a significant contribution to regional income and community welfare. This sector not only encourages economic growth through job creation, but also strengthens cultural identity and preserves the natural wealth of a region. In the context of Indonesia, the Central Bureau of Statistics (BPS, 2023) noted that the number of national tourist trips to Lampung has increased every year. Based on the latest data, Lampung's tourism sector managed to attract more than 10 million domestic tourist trips by 2023, making it one of the main destinations on the island of Sumatra. However, challenges in managing cleanliness, safety, and improving facilities are still a major concern in order to improve the competitiveness of coastal tourism. Lampung is known as an archipelago with a long coastline, marine tourism, especially beach tourism, is a major attraction for domestic and foreign tourists. Lampung, as one of the provinces at the southern tip of Sumatra Island, according to (Yopita and Pratama 2025; Koens, Postma, and Papp 2018; Šegota, Mihalič, and Kuščer 2017; Chi and Qu 2008; Dragan and Camara 2021; Pratama and Manan, 2024) attractiveness has a positive effect on tourist interest has extraordinary beach tourism potential.

With a wide stretch of coastline, Lampung offers a variety of exotic beach destinations, such as Tanjung Setia Beach which is famous for its waves suitable for surfing, Mutun Beach which is a family tourist destination, and Pahawang Beach which is known for its underwater beauty. The uniqueness of the natural landscape, white sand, clear sea water, and marine biodiversity make Lampung one of the promising beach tourism destinations in Indonesia. Beach tourism is one of the main sectors that can improve the economy of a region. Lampung, with its natural wealth and exotic beaches, has great potential in attracting domestic and foreign tourists. However, the reality on the ground shows that the management of coastal tourism in Lampung still faces various obstacles. Some of the challenges faced include the lack of supporting infrastructure, limited accessibility, non-optimal promotion strategies, and environmental sustainability issues. Here are the data of tourists visiting the coast of Lampung Province.

Table 1 Tourist Data

No	Description	Year	Quantity
1	Lampung Selatan	2023	676.486
	Lampung Selatan	2024	1.486.743
2	Bandar Lampung	2022	2.020.386
		2024	2.361.000
3	Ketapang pesawaran	2020	66.944
		2021	2.887
4	Tegal Pesawaran	2020	37.361
		2021	10.960
5	Pahawang Pesawaran	2020	20.000
		2021	5000

Source: BPS Lampung Province 2025

Tourists visiting from year to year are increasing to various regions of Lampung Province such as South Lampung, Pesawaran and Bandar Lampung. However, Bandar Lampung tourists visit not only beach destinations, tourists visit other tourism destinations besides the beach. Although it has great appeal, the development of beach tourism in Lampung still faces various challenges. the main actors that influence tourists' interest in visiting the beach in Lampung are natural beauty, adequate facilities, and promotion through social media. The results of this study indicate that the better a destination is managed and promoted, the greater the interest of tourists to visit. Therefore, a sustainable tourism development strategy is needed to increase the attractiveness and number of tourist visits to Lampung. (Nurbaiti et al., 2025; Alwamy 2023; Baihaqi and Annida 2024; Hasani et al. 2022; Pratama et al., 2024; Nursari et al. 2024). Factors such as limited accessibility, non-optimal infrastructure, non-optimal environmental management, and ineffective promotional strategies are obstacles in attracting more tourists. In addition, the sustainability aspect is also a concern, considering that the increasing number of tourists can have a negative impact on coastal ecosystems if not managed properly. Therefore, a more in-depth study is needed regarding the factors that influence tourist interest in visiting beach destinations in Lampung. (Kusuma et al. 2022; Martoyo, Wiliani, and Basri 2022; Murniati et al. 2024; Nabilah 2024; Ni Made Ayu Windu Kartika and I Gede Mudana 2023; Panalaran and Pamungkas 2024; Saputra, Rosanti, and Murniati 2023). In this study, the attractiveness factors of beach tourism in Lampung will be analyzed comprehensively to see how elements such as natural beauty, supporting facilities, environmental cleanliness, accessibility, and tourism promotion contribute to increasing tourist interest. With a better understanding of these factors, it is expected that policy recommendations can be obtained that can improve the competitiveness of coastal tourism in Lampung and support sustainable tourism development.

Hypotheses:

H1 : Natural beauty factors have a positive influence on tourist interest in visiting beaches in Lampung.

H2 : Facilities and accessibility of beaches in Lampung affect tourist interest.

H3 : Promotion and social media significantly increase tourists' interest in visiting beaches in Lampung.

H4 : Cleanliness and safety of the beach affect the decision of tourists to visit again.

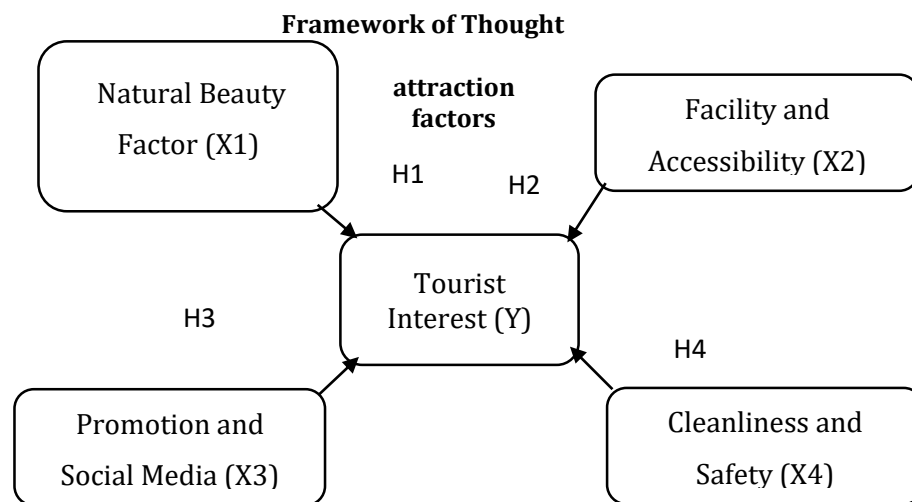


Figure 1 Framework

RESEARCH METHODS

This research was conducted in Lampung Province, focusing on the independent variables of natural beauty factors, facilities and accessibility, promotion and social media, cleanliness and safety. The dependent variable is tourist interest. This study applies a quantitative approach using a Likert scale to assess the influence and perception of individuals or groups on the phenomenon under study (Sugiyono, 2016). The sample was selected using purposive sampling method, which is a selection technique based on certain criteria set by the researcher, not randomly (Sugiyono, 2016). The number of samples is calculated using the Hairs formula, where the number of indicators is multiplied by 5 to 10. For data analysis and hypothesis testing, this study adopted the Structural Equation Modeling (SEM) - Partial Least Squares method. According to Noor (2014), SEM is a statistical technique used to build and test descriptive models, while Partial Least Squares SEM is used to develop or predict existing theories. The descriptive approach is used to provide a clear picture of the research objectives. In this study, a 5 Likert scale was used as a variable measurement tool. Data were analyzed with SEM-PLS to test validity and reliability, and conduct path analysis, which was then continued with hypothesis testing. Data processing was carried out with Smart-PLS software version 3.2.9 to ensure the accuracy of the analysis results.

RESULTS AND DISCUSSION

Researchers use descriptive analysis techniques to describe the characteristics of respondents. This technique is used to clearly explain and understand how conditions or situations exist. The discussion of the characteristics of respondents includes gender, age, origin of work, and others relevant to this research.

Table 2 Descriptive analysis of date

Gender	Frekuensi	Persentase
MALE	35	29.50%
FEMALE	165	70.50%
QUANTITY	200	100%
AGE	Frekuensi	Persentase
18-20 YEARS	5	2%
20-23 YEARS	30	21%
23-26 YEARS	120	62%
26 Year and Above	20	15%
QUANTITY	200	100%
Jobs	Frekuensi	Persentase

Employees and Entrepreneurs	120	55.70%
Students and college students	75	42.60%
Not Working	5	1.60%
QUANTITY	200	100%

Source: Data processed 2024

Based on the data above, descriptive analysis according to gender is the most women, and visitors according to age are 23-26 years old, and the most dominant are employees and entrepreneurs. This study conducted a validity test and reliability test to test the feasibility of the test of the questionnaires that had been distributed, following the validity and reliability tests

Table 3 Validity and Reliability Test

Variable	Variable Indikator	Outer Loading	Composite Reliability	Average Variance Extracted (Ave)	Informations
Natural Beauty Factor	X1.1	0.843	0.905	0.657	Valid Dan Reliable
	X1.2	0.904			Valid Dan Reliable
	X1.3	0.827			Valid Dan Reliable
	X1.4	0.761			Valid Dan Reliable
	X1.5	0.701			Valid Dan Reliable
Falisibility And Accessibility	X2.1	0.771	0.824	0.542	Valid Dan Reliable
	X2.2	0.795			Valid Dan Reliable
	X2.3	0.768			Valid Dan Reliable
	X2.4	0.592			Valid Dan Reliable
Promotions And Social Media	X3.1	0.857	0.881	0.711	Valid Dan Reliable
	X3.2	0.78			Valid Dan Reliable
	X3.3	0.89			Valid Dan Reliable
Cleanliness And Safety	X4.1	0.777	0.888	0.727	Valid Dan Reliable
	X4.2	0.898			Valid Dan Reliable
	X4.3	0.877			Valid Dan Reliable
Tourist Interest	Y1.3	0.888	0.748	0.603	Valid Dan Reliable
	Y1.5	0.647			Valid Dan Reliable

Source: SMART PLS 3.0

To test the proposed research model using Smart PLS software, this study applied covariance-based Structural Equation Modeling (SEM). The validity and reliability of the model were evaluated through factor loadings, which should be greater than 0.5, Average Variance Extracted (AVE) whose value should be greater than 0.5, as well as Cronbach alpha and composite reliability. All these values meet the recommended standards, as shown in the predictive values table.

After analyzing the measurement model, the next step is to test the proposed hypothesis using the structural model. This study applied Path Coefficient as a model within the acceptable range. All four predicted paths show significant results. Thus, H1, H2, H3, and H4 are all proven to be supportive in this study.

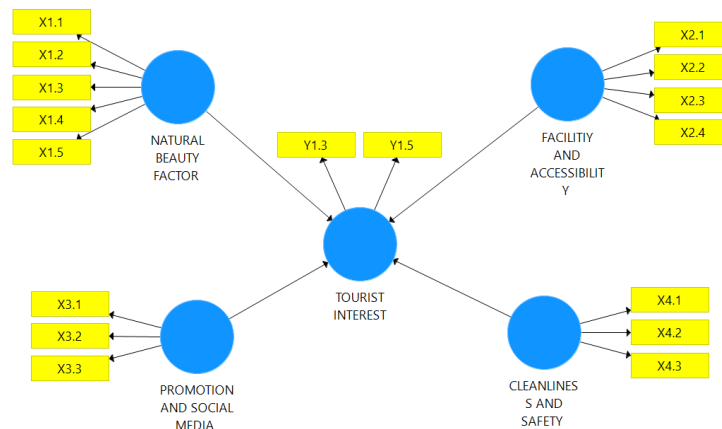


Figure 2 SEM (Structural Equations Model)

The path analysis test is to measure the independent variable on the dependent variable, the relationship between endogenous and exogenous variables in terms of the strength and direction of the relationship.

Table 4 Test of Path Analysis

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (O/Stdev)	P Values	Information s
Natural Beauty Factor -> Tourist Interest	0.641	0.48	0.072	2.957	0.000	Positive And Significant
Facility And Accessibility -> Tourist Interest	0.503	0.57	0.07	3.462	0.000	Positive And Significant
Cleanliness And Safety -> Tourist Interest	0.604	0.6	0.06	10.034	0.000	Positive And Significant
Promotion And Social Media -> Tourist Interest	0.663	0.61	0.07	2.343	0.000	Positive And Significant

Source: SMART PLS 3.0

H1 : Natural Beauty Factor → Tourist Interest

The coefficient of influence (O) is 0.641, meaning that natural beauty has a positive influence on tourist interest. T-Statistics of 2.957 with a P-Value of 0.000, indicating this influence is significant.

H2: Facilities and Accessibility → Tourist Interest

The coefficient of influence is 0.503, meaning that facilities and accessibility contribute to increasing tourist interest. T-Statistics 3.462, with a P-Value of 0.000, indicating this effect is significant.

H3: Cleanliness and Safety → Tourist Interest

The coefficient of influence is 0.604, meaning that cleanliness and safety also play an important role in attracting tourists. T-Statistics 10.034, with a P-Value of 0.000, indicating a highly significant effect.

H4: Promotion and Social Media → Tourist Interest

The coefficient of influence is 0.663, indicating that promotion and social media have the greatest impact on tourist interest. T-Statistics 2.343, with a P-Value of 0.000, indicates that the effect is significant.

DISCUSSION

In this study, there are four main factors tested for their influence on tourist interest, namely Natural Beauty, Facilities and Accessibility, Cleanliness and Safety, and Promotion and Social Media. The results of statistical analysis show that the four factors have a positive and significant influence on tourist interest:

H1: Natural Beauty Factor → Tourist Interest

The coefficient of influence (O) is 0.641, indicating that natural beauty has a fairly strong positive influence on tourist interest. The T-Statistics value of 2.957 with a P-Value of 0.000 indicates that this

effect is significant. This means that the higher the level of natural beauty of a destination, the greater the interest of tourists to visit. (Baihaqi and Annida 2024; Hasani et al. 2022; Pratama et al., 2024; Nursari et al. 2024; Kusuma et al. 2022; Martoyo, Wiliani, and Basri 2022; Murniati et al. 2024; Nabilah 2024). Natural beauty includes various aspects such as attractive landscapes, diversity of flora and fauna, and unique attractions that cannot be found elsewhere. Tourism destinations that have outstanding natural beauty tend to be more attractive to domestic and foreign tourists. Therefore, environmental preservation and sustainable management of tourist areas are very important to maintain tourist attractiveness.

H2: Facilities and Accessibility → Tourist Interest

The coefficient of influence of 0.503 indicates that facilities and accessibility also contribute to increasing tourist interest. The T-Statistics value of 3.462 with a P-Value of 0.000 indicates that this effect is significant. In accordance with (Kusuma et al. 2022; Martoyo, Wiliani, and Basri 2022; Murniati et al. 2024; Nabilah 2024; Ni Made Ayu Windu Kartika and I Gede Mudana 2023; Panalaran and Pamungkas 2024; Saputra, Rosanti, and Murniati 2023). Tourist facilities include various aspects such as lodging, restaurants, parking lots, public toilets, and other supporting facilities that support tourist comfort. Accessibility includes ease of transportation to tourist sites, availability of public transportation routes, and road infrastructure conditions. Tourist destinations with complete facilities and easy access tend to be more attractive to tourists, especially for those traveling with family or in large numbers. To increase tourist interest, tourist destination managers need to continue to develop adequate facilities and improve accessibility, such as building better roads, providing convenient public transportation, and ensuring clear information on routes to tourist sites.

H3: Cleanliness and Safety → Tourist Interest

The coefficient of influence of 0.604 indicates that cleanliness and safety have a considerable influence on tourist interest. The T-Statistics value of 10.034 with a P-Value of 0.000 indicates that this factor has a very significant influence. In accordance with the reviews (Yopita and Pratama 2025; Koens, Postma, and Papp 2018; Šegota, Mihalič, and Kuščer 2017; Chi and Qu 2008; Dragan and Camara 2021; Pratama and Manan, 2024). Cleanliness is one of the important aspects in tourism, because tourists tend to avoid places that are dirty and unkempt. The cleanliness maintained in tourist destinations not only increases the comfort of visitors, but also reflects the professionalism of the management of tourist attractions. In addition, security is also a very important factor, because tourists need a sense of security when they visit a destination. Increased security can be done through better surveillance, placement of security officers in strategic areas, as well as the implementation of technology-based security systems such as CCTV and early warning systems. With clean and safe conditions, tourists will feel more comfortable and motivated to visit again in the future.

H4: Promotion and Social Media → Tourist Interest

The coefficient of influence of 0.663 indicates that promotion and social media have the greatest impact on tourist interest compared to other factors. The T-Statistics value of 2.343 with a P-Value of 0.000 indicates that the effect is significant. In today's digital era, promotion through social media plays a very important role in attracting tourists. Platforms such as Instagram, Facebook, YouTube, and TikTok allow tourist destinations to reach a wider audience at a relatively low cost. Travelers tend to seek information about a place through reviews, photos, and videos shared by other users before they decide to visit. In accordance with the reviews (Nurbaiti et al., 2025; Alwamy 2023; Baihaqi and Annida 2024; Hasani et al. 2022; Pratama et al., 2024; Nursari et al. 2024) Effective promotional strategies include the creation of attractive visual content, cooperation with influencers or travel bloggers, and the use of digital advertising targeted according to the desired market segment. In addition, positive testimonials from tourists who have visited can increase the trust of other potential tourists.

CONCLUSIONS AND SUGGESTIONS

Based on the review of the discussion above, it can be concluded as follows:

1. Natural beauty factors have a positive influence on tourist interest in Lampung Province

2. facilities and accessibility contribute to increasing tourist interest in Lampung Province
3. cleanliness and safety also play an important role in attracting tourists to Lampung Province
4. promotion and social media have the greatest impact on tourist interest Lampung Province

SUGGESTIONS

Based on the review of the results of the discussion, the following suggestions are made:

1. Preservation of Natural Beauty

Local governments and tourism managers need to preserve the beach environment in Lampung by implementing environmentally friendly policies, such as limiting plastic waste, reforestation programs, and educating tourists and local communities about the importance of preserving natural beauty.

2. Improving Facilities and Accessibility

Improvement and development of infrastructure such as roads to tourist sites, parking lots, public facilities (toilets, places of worship, and information centers), as well as comfortable and affordable accommodation are needed so that tourists are increasingly interested in visiting.

3. Strengthening Cleanliness and Security

Tourism managers need to provide adequate trash bins, hold regular beach cleaning programs, and improve supervision and security in tourist areas. The presence of security officers and information posts can help create a safe and comfortable environment for tourists.

4. Optimizing Promotion and Social Media

The government, tourism managers, and businesses need to utilize social media and other digital platforms more actively in promoting the beauty of Lampung's beaches. Marketing strategies such as digital campaigns, collaboration with influencers or travel bloggers, and organizing tourism events can increase the attractiveness and number of tourist visits.

REFERENCE

- Alwamy, Sintia. 2023. "TOURISM ATTRACTION IN TANJUNG SETIA BEACH AS A DESTINATION OF MARINE TOURISM IN KRUI, PESISIR BARAT DISTRICT, LAMPUNG" 12 (03).
- Baihaqi, Faqih, dan Shafira Bilqis Annida. 2024. "The Social and Cultural Impact of Marine Tourism on Coastal Communities: A Qualitative Study at Tanjung Lesung Beach." *International Journal of Contemporary Sciences (IJCS)* 2 (1): 75–82. <https://doi.org/10.55927/ijcs.v2i1.12295>.
- Badan Pusat Statistik Provinsi Lampung. (2014). Jumlah Perjalanan Wisatawan Nusantara Menurut Kabupaten/Kota Tujuan (Perjalanan). Diakses pada 16 Februari 2025, dari <https://lampung.bps.go.id/id/statistics-table/2/ODc2IzI%3D/jumlah-perjalanan-wisatawan-nusantara-menurut-kabupaten-kota-tujuan--perjalanan-.html>
- Badan Pusat Statistik Provinsi Lampung. (2023). Lampung Tembus 10 Juta Wisnus, Urutan Ke-3 Capaian Tertinggi di Sumatera. Diakses pada 16 Februari 2025, dari <https://disperekraf.lampungprov.go.id/detail-post/lampung-tembus-10-juta-wisnus-urutan-ke-3-capaian-tertinggi-di-sumatera>
- Chi, Christina Geng-Qing, dan Hailin Qu. 2008. "Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach." *Tourism Management* 29 (4): 624–36. <https://doi.org/10.1016/j.tourman.2007.06.007>.
- Dragan, Maria Catrinel, dan Gabriel Camara. 2021. "Overtourism – Occurrences and Effects." *Present Environment and Sustainable Development* 15 (2): 281–95. <https://doi.org/10.15551/pesd2021152023>.
- Hasani, Qadar, Maulid Wahid Yusup, Rachmad Caesario, David Julian, dan Ahmad Muhtadi. 2022. "Autoecology of Ceratium Furca and Chaetoceros Didymus as Potential Harmful Algal Blooms in Tourism and Aquaculture Sites at Teluk Pandan Bay, Lampung, Indonesia." *Biodiversitas Journal of Biological Diversity* 23 (11). <https://doi.org/10.13057/biodiv/d231117>.
- Koens, Ko, Albert Postma, dan Bernadett Papp. 2018. "Is Overtourism Overused? Understanding the Impact of Tourism in a City Context." *Sustainability* 10 (12): 4384. <https://doi.org/10.3390/su10124384>.

- Kusuma, Alan Budi, Gunardi Djoko Winarno, Rusita, dan Dian Iswandaru. 2022. "PERSEPSI PENGUNJUNG TERHADAP OBJEK WISATA PANTAI MARINES ECO PARK DI PESAWARAN PROVINSI LAMPUNG." *Jurnal Rimba Lestari* 2 (1): 24–32. <https://doi.org/10.29303/rimbalestari.v2i1.1464>.
- Kementerian Pariwisata dan Ekonomi Kreatif. (2023). *Menparekraf Minta Pelaku Ekraf di Lampung Jangan Berhenti Berinovasi*. Diakses pada 15 Februari 2025, dari <https://kemenparekraf.go.id/berita/Siaran-Pers-%3A-Menparekraf-Minta-Pelaku-Ekraf-di-Lampung-Jangan-Berhenti-Berinovasi->
- Martoyo, Anang, Ninuk Wiliani, dan Hasan Basri. 2022. "STRATEGI PROMOSI DESA WISATA TANJUNGPURA MELALUI PLATFORM DIGITAL." *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan* 2 (2): 971–87. <https://doi.org/10.46306/vls.v2i2.136>.
- Murniati, Yuni Dwi, Rezki Parsinovandi, Mutiara Delia Putri, Bimi Agusanti, Andala Rama, Putra Barusman, dan Tina Miniawati Barusman. 2024. "Analysis of the Influence of Service Quality and Destination Image on the Competitiveness of Beach and Island Tourism in Lampung Province" 1 (1).
- Nabilah, Rizka Nabilah. 2024. "STRATEGI PERENCANAAN WISATA BERDASARKAN PRIORITAS MASALAH DENGAN METODE USG DI PANTAI TIRTAYASA, DESA WAY TATAAN, LAMPUNG." *Jurnal Arsitektur* 14 (2): 99. <https://doi.org/10.36448/ja.v14i2.3486>.
- Ni Made Ayu Windu Kartika dan I Gede Mudana. 2023. "Implementation of Sustainable Tourism at Ketapang Beach Lampung." *International Journal of Travel, Hospitality and Events* 2 (3): 201–10. <https://doi.org/10.56743/ijothe.v2i3.298>.
- Nurbaiti, Dr, Reza Hardian Pratama, Harits Kurniawan, Triendang Yuliyanti, Dr Muhammad, S Kom, dan Ayyumi Khusnul Khotimah. t.t. "EKONOMI KREATIF BERBASIS LOKAL."
- Nursari, Ayu, Reza Hardian Pratama, Ayyumi Khusnul Khotimah, dan Universitas Malahayati. 2024. "Optimasi Penggunaan Whatsapp Business Sebagai Sarana Pengembangan Pemasaran Usaha Pada Masyarakat Tanggamus Sumber Mulyo" 6 (2).
- Panalaran, Satriyo, dan Rifky Jati Pamungkas. 2024. "Analisis Kesesuaian Wisata di Pulau Pahawang, Kabupaten Pesawaran berdasarkan Parameter Oseanografi." *Jurnal Kelautan Tropis* 27 (2): 269–76. <https://doi.org/10.14710/jkt.v27i2.22438>.
- Pratama, Reza Hardian, dan Mohammad Athian Manan. t.t. "PENGARUH PROGRAM KUALITAS PELAYANAN ONLINE TERHADAP KEPUASAN MASYARAKAT DINAS PENCATATAN DAN KEPENDUDUKAN SIPIL KOTA BANDAR LAMPUNG."
- Pratama, Reza Hardian, Mohammad Athian Manan, Muhammad Irfan Pratama, Hiro Sejati, dan Ayyumi Khusnul Khotimah. t.t. "THE INFLUENCES OF BRAND IMAGE, MEDIA SOSIAL AND WEBSITE ON STUDENTS' DECISIONS TO CHOSE MALAHAYATI UNIVERSITY."
- Saputra, Muhamad Riyan, Novi Rosanti, dan Ktut Murniati. 2023. "VALUASI EKONOMI DAN PERSEPSI WISATAWAN TERHADAP WISATA PANTAI M BEACH DI KABUPATEN LAMPUNG SELATAN PROVINSI LAMPUNG." *Jurnal Ilmu-Ilmu Agribisnis* 11 (4): 242. <https://doi.org/10.23960/jiia.v11i4.7652>.
- Šegota, Tina, Tanja Mihalič, dan Kir Kuščer. 2017. "The Impact of Residents' Informedness and Involvement on Their Perceptions of Tourism Impacts: The Case of Bled." *Journal of Destination Marketing & Management* 6 (3): 196–206. <https://doi.org/10.1016/j.jdmm.2016.03.007>.
- Yopita, Yopita, dan Reza Hardian Pratama. 2025. "PENINGKATAN KAPASITAS UMKM DESA SUMBER MULYO MELALUI STRATEGI DIGITAL MARKETING." *MAJU : Indonesian Journal of Community Empowerment* 2 (1): 231–36. <https://doi.org/10.62335/hztvtf49>.