

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS, AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT REGENCY

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Abstract

This research is motivated by an analysis of the influence of service quality, tourism products, and location on the interest of tourists visiting Svarga Simelir, Lalat Regency. The purpose of this study is to find out and analyze the influence of the quality of services, tourism products and tourist locations on the interest in visiting both partially and simultaneously. The approach used in this study is an associative approach. The population in this study is all tourists in the same district as Langkat Regency in 2024 as many as 22,486 people. The sample in this study used the slovin formula so that a sample of 100 svarga simelir tourists was obtained. The data collection technique in this study uses interview techniques, documentation studies, observations, and questionnaires. The data analysis techniques in this study used the Multiple Liner Regression Analysis Test, Hypothesis Test (t-test and F test), and Determination Coefficient. The data processing in this study uses *the SPSS (Statistic Package for the Social Sciences) software program* version 24.00. The results of this study prove that partially and simultaneously the quality of services, tourism products, and locations have a significant effect on the interest of tourists visiting Svarga Simelir, Lalat Regency.

Keywords:

Service Quality; Tourism Product; Tourist Location Interest min Visiting ;

Introduction

The tourism industry in Indonesia, especially in Langkat Regency, has enormous potential to support local economic growth and improve people's welfare. Svarga Simelir as one of the tourist destinations in this area offers a variety of interesting tourist products, but the interest of tourists still needs to be increased.

Mesra B, Annisa Febrina, Angga Pratama Sembiring:
ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
REGENCY

One of the key factors in attracting tourists is the quality of services provided. Good service includes not only the friendliness and professionalism of the staff, but also the comfort and satisfaction of customers during their stay at the tourist site. In addition, the tourism products offered, including unique attractions, facilities, and experiences, also influence the decision of tourists to visit a place.

Location is also an important factor in determining the interest of visitors. The accessibility and geographic appeal of a destination can influence travelers' decisions. If the location is easy to reach and offers beautiful views or a cozy atmosphere, it is likely that tourists will be more interested in visiting.

However, even though Svarga Simelir has this potential, there are still challenges faced in increasing visitor interest. There are still many tourists who are not familiar with this destination, as well as the lack of promotion and adequate information about the quality of tourism services and products offered. Therefore, it is important to conduct an analysis to understand how much the quality of services, tourism products, and locations affect the interest of tourists.

Through this study, it is hoped that it can provide deeper insight into the factors that affect the interest of tourists visiting Svarga Simelir. The findings of this study are expected to be the basis for destination managers to design more effective strategies in increasing tourist attraction and satisfaction, so that they can contribute to the development of tourism in Lalat Regency.

The urgency of this research is in the context of local tourism development. Langkat Regency holds tourism potential that has not been fully utilized, and this research can identify key factors that influence tourist interest in visits, thereby supporting more effective destination development efforts. Good service quality, attractive tourism products, and strategic location are important elements that need to be analyzed to improve the tourist experience. The findings of this study can provide recommendations for destination managers in improving service quality, optimizing tourism products, and improving infrastructure. In addition, the results of this research can also serve as a basis for stakeholders in formulating more targeted marketing policies and strategies, which in turn are expected to increase tourist interest and contribute to economic growth and the welfare of the local community.

Research Methods

1. Research Approach

In this study, quantitative and associative research approaches were used. Where seen from the type of data, this study uses quantitative research. Data collection instruments used in questionnaires, interviews and others.

2. Place and Time of Research



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This research was carried out in svarga simelir Pamah Simelir Hamlet, Telagah Village, Sei Bingai, Langkat Regency, North Sumatra province. The research time will be carried out from November 2024 until it is completed.

3. Population and Sample

Population is a generalized area consisting of, objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn. The population in this study is all tourists in the same district as Langkat Regency in 2024 as many as 22,486 people.

Samples are part of the number and characteristics possessed by the population (Sugiyono, 2018). In this study, not all members of the population were taken, but only a part of the population due to the author's limitations in conducting research both in terms of time, effort, and the number of unknown populations. Therefore, the sample taken must be truly representative.

3. Data Collection Techniques

The data used in this study is primary data, namely data that is obtained and must be reprocessed, namely questionnaires. Each respondent was asked for his or her opinion on a question with the following rating scale:

Table 1. Likert Scale

Yes	Notation	Question	Weight
1	SS	Strongly agree	5
2	S	Agree	4
3	KS	Disagree	3
4	TS	Disagree	2
5	STS	Strongly Disagree	1

Source: (Scott, 2022)

4. Data Analysis Techniques

Validity testing was carried out by correlating the scores obtained on each indicator with the total score using Pearson correlation (r). The generally used validity criteria are if the value of the correlation coefficient between each indicator and the total score is found to be positive and greater than or equal to 0.30 ($r \geq 0.30$); then the indicators for statements in the research questionnaire can be considered valid. This validity test refers to the results of the correlation calculation for r calculation obtained from the output *corrected item-total correlation* and subsequently compared to the critical r value of 0.30. The following are the results of the validity test of the instrument for the interest in visiting are as follows:

Table 2. Results of Testing the Validity of the Instrument of Interest to Visit

Indicators	Items	r	Cut Off	Ket.
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Mesra B, Annisa Febrina, Angga Pratama Sembiring:
**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
 AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
 REGENCY**

Tourist activity looking for information about products (Y.1)	I always visit the svarga simelir instgram	0,68 2	≥ 0.30	Valid
	I always ask my friends about the experience of visiting svarga simelir	0,64 2	≥ 0.30	Valid
Stability to visit (Y.2)	I will capture it by taking a picture in svarga simelir	0,61 7	≥ 0.30	Valid
	I would like to visit svarga simelir	0,59 1	≥ 0.30	Valid
Decisions to visit (Y.3)	I will revisit svarga simelir	0,76 6	≥ 0.30	Valid
	I will make the svarga simelir place as a place to vacation	0,62 2	≥ 0.30	Valid

Source: Primary data processed (2025).

In Table 4.6 it can be seen that the correlation coefficient of all statement items on the visiting interest instrument shows a value above the critical value of 0.30. The validity results obtained show that the value of the correlation coefficient shows how well each item in the research instrument measures the concept being measured.

The following are the results of the instrument validity test for service quality as follows:

Table 3. Results of Validity Testing of Service Quality Instruments

Indicators	Items	r	Cut Off	Ket.
Tangibles (X1.1)	Svarga simelir employees always look neat	0,82 2	≥ 0.30	Valid
	The cleanliness and neatness of svarga simelir satisfy visitors	0,81 1	≥ 0.30	Valid
Reability (X1.2)	Svarga simelir employees provide fast service to visitors	0,73 9	≥ 0.30	Valid
	Svarga simelir employees are able to provide relevant services	0,69 9	≥ 0.30	Valid
Responsive (X1.3)	Svarga simelir employees serve visitors quickly	0,60 1	≥ 0.30	Valid
	Svarga simelir employees handle visitor complaints quickly	0,60 7	≥ 0.30	Valid
Assurance (X1.4)	Svarga simelir employees pay attention to visitors	0,64 4	≥ 0.30	Valid
	Svarga Simelir has a sense of security to visitors while in the Svarga Simelir environment	0,38 7	≥ 0.30	Valid
Empathy (X1.5)	Employees provide convenient service to visitors	0,66 9	≥ 0.30	Valid



Mesra B, Annisa Febrina, Angga Pratama Sembiring:
**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
 AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
 REGENCY**

	Svarga Simelir understands the needs and interests of visitors	0,57 7	≥ 0.30	Valid
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Source: Primary data processed (2025).

The following are the results of the instrument validity test for tourism products as follows:

Table 4. Results of Testing the Validity of Tourism Product Instruments

Indicators	Items	r	Cut Off	Ket.
Tourist Attractions (X2.1)	Svarga Simelir has a variety of rides (swimming, fishing, sports, entertainment events, etc.)	0,69 9	≥ 0.30	Valid
	Svarga Simelir has an interesting view	0,73 0	≥ 0.30	Valid
Facilities and Amenities (X2.2)	Svarga Simelir provides culinary venues	0,64 3	≥ 0.30	Valid
	Svarga Simelir provides clean toilet facilities	0,66 9	≥ 0.30	Valid
Accessibility (X2.3)	Svarga Simelir is easy to reach by the public	0,60 4	≥ 0.30	Valid
	Strategic location of svarga simelir	0,75 5	≥ 0.30	Valid

Source: Primary data processed (2025).

The following are the results of the instrument validity test for tourist locations as follows:

Table 5. Results of Testing the Validity of Tourist Location Instruments

Indicators	Items	r	Cut Off	Ket.
Access to Tourism (X3.1)	Access to svarga simelir is very easy	0,33 1	≥ 0.30	Valid
	Access to Highly Secure	0,32 2	≥ 0.30	Valid
Parking (X3.2)	Svarga Simelir provides ample parking	0,81 1	≥ 0.30	Valid
	Svarga Simelir provides a secure parking lot	0,87 3	≥ 0.30	Valid
Location visibility (X3.3)	The location of svarga simelir is close to residential areas	0,82 4	≥ 0.30	Valid
	The location of svarga simelir is close to the city center	0,67 8	≥ 0.30	Valid

Source : Primary data processed (2025)

The validity results obtained show that the value of the correlation coefficient shows how well each item in the research instrument measures the concept being measured.

a. Reliability Testing



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The basis of reference is that a research instrument used has consistency and/or consistency of measurement, and is reliable obtained through reliability tests. High reliability values on measurements indicate reliable and consistent results. Measurement of internal consistency reliability is commonly used, where Cronbach's Alpha value of a construct or variable is calculated. A construct or variable is considered reliable if the alpha value is above 0.60, and vice versa, below that value indicates unreliability. The following are the results of the instrument reliability test as follows:

Table 6. Reliability test results for each variable

Variable	Alpha <i>Cronbach</i>	Cut-Off <i>Reliability</i>	Ket.
Quality of Service (X1)	0,850	0,60	Reliable
Travel Products (X2)	0,765	0,60	Reliable
Tourist Locations (X3)	0,732	0,60	Reliable
Interested in Visiting (Y1)	0,724	0,60	Reliable

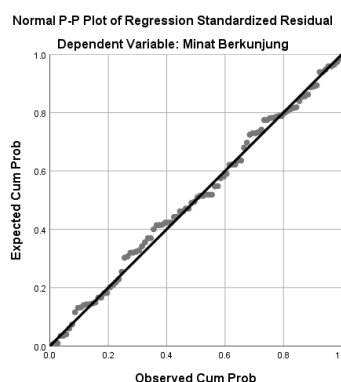
Source : Primary data processed (2025)

The reliability value for each latent variable measured in this study is revealed in Table 4.10. The results of the reliability test, as shown in Table 4.10, show the value of Cronbach's Alpha reliability coefficient for the service quality variable (X1) of 0.850; the tourism product variable (X2) of 0.765, the tourist location variable (X3) of 0.732; and the interest of visit variable (Y1) by 0.724. In this study, these values indicate that all variables observed and tested in the research model have a Cronbach's Alpha value above 0.60.

1. Classic Assumption Test

a. Normality Test

The normality test is carried out to find out whether the variables in a regression model, namely bound variables and free variables, are normally distributed or not.



Source: Data processed SPSS version 24.0

Figure 1. Normality Test Results

In the normal p-plot graph it can be seen in the image above that the normal graph pattern is seen from the dots that are spread around the diagonal line and the spread follows the direction of the diagonal line, so it can be concluded that the regression model has fulfilled the assumption of normality.



Mesra B, Annisa Febrina, Angga Pratama Sembiring:
ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
REGENCY

One of the statistical tests that can be used to test residual normality is the *Kolmogorov Smirnov* (K-S) statistical test. This test is used to find out whether an independent variable and a dependent variable or both are normally or abnormally distributed. *Kolmogorov Smirnov's* test i.e. Asymp, Sig. is less than 0.05 (Asymp, Sig. < 0.05 is abnormal).

Table 7. Kolmogorov-smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.96760793
Most Extreme Differences	Absolute	.053
	Positive	.041
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS Version 24.00

b. Multicollinearity Test

Table 8. Multicollinearity Test Results

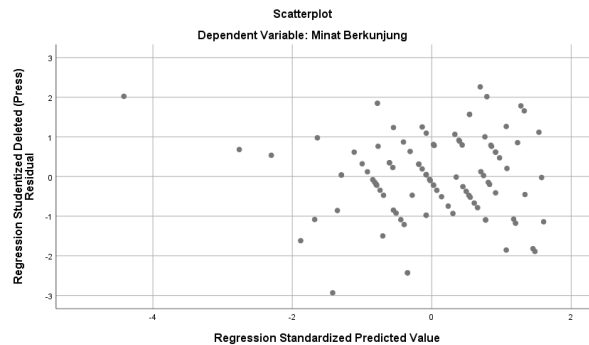
Coefficient			
		Collinearity Statistics	
Type		Tolerance	VIVID
1	(Constant)		
	Quality of Service	.213	4.701
	Travel Products	.212	4.726
	Tourist Locations	.500	2.000
a. Dependent Variable: Interest in Visiting			

Source: Data processed SPSS version 24.00

c. Heteroscedasticity Test



Mesra B, Annisa Febrina, Angga Pratama Sembiring:
**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
 AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
 REGENCY**



Source: Data processed SPSS version 24.00

Figure 2. Heteroscedasticity Test Results

2. Multiple Linear Regression

Table 9. Multiple Linear Regression Results

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.233	.977		.239	.812
	Quality of Service	.141	.046	.250	3.081	.003
	Travel Products	.493	.081	.494	6.072	.000
	Tourist Locations	.259	.051	.267	5.042	.000
a. Dependent Variable: Interest in Visiting						

Source: Data processed SPSS version 24.00

The above results are included in the multiple linear regression equation so that the following equations are known:

$$Y = 0.233 + 0.1411 + 0.4932 + 0.2593$$

So the above equation means if:

1. The constant of 0.233 shows that if all independent variables of service quality, tourism products and tourist locations are assumed to be zero, then the interest rate of visiting is 0.233.
2. The value of the service quality regression coefficient of 0.141 indicates that if the value of the service quality variable increases, then the interest in visiting increases by 0.141 assuming that other independent variables are zero.
3. The value of the regression coefficient of tourism products of 0.493 shows that if the value of the variable of tourism products increases, then the interest in visiting increases by 0.493 assuming that other independent variables are zero.
4. The value of the regression coefficient of tourist sites of 0.259 shows that if the value of the tourist location variable increases, then the interest in visiting increases by 0.259 assuming that other independent variables are worth zero.



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Mesra B, Annisa Febrina, Angga Pratama Sembiring:
ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
REGENCY

3. Hypothesis Testing

a. T test (Partial test)

Table 10. Test Results t

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.233	.977		.239	.812
	Quality of Service	.141	.046	.250	3.081	.003
	Travel Products	.493	.081	.494	6.072	.000
	Tourist Locations	.259	.051	.267	5.042	.000

a. Dependent Variable: Interest in Visiting

Source : SPSS 24.00

a. F Test (Simultaneous Significant Test)

Table 11. F Test Results

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	598.060	3	199.353	206.472	.000b
	Residual	92.690	96	.966		
	Total	690.750	99			

a. Dependent Variable: Interest in Visiting

b. Predictors: (Constant), Tourist Locations, Service Quality, Tourism Products

Source : SPSS version 24.00

4. Determination Coefficient Test (R-square)

Table 12. Determination Coefficient Test Results

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.930a	.866	.862	.98261

a. Predictors: (Constant), Tourist Location, Quality of Service, Tourism Products

b. Dependent Variable: Interest in Visiting

Source: SPSS version 24

$$D = R^2 \times 100\%$$

$$D = 0.866 \times 100\% = 86.6\%$$

Based on the table above, it can be seen that the value of the R square is 0.866 which means 86.6% and this states that the variable of service quality, tourist products and tourist locations is 86.6% to affect the variable of interest in visiting. Furthermore, the difference is 100% - 86.6%



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= 13.4%. This shows that 13.4% is another variable that does not contribute to the research on visiting interest.

Results

The findings in this study are about the findings of this research on the suitability of theories, opinions and previous research that have been stated by the results of previous research and the behavior patterns that must be carried out to overcome these things. The following are four main parts that will be discussed in the analysis of the findings of this study, which are as follows:

1. The Effect of Service Quality on Interest in Visiting

Based on the research obtained regarding the influence of service quality on the interest in visiting, a value of 3,081 was obtained and with $\alpha = 5\%$ was known to be 1,985, thus greater than and the significant value of service quality was $0.003 < 0.05$, meaning that from these results it was concluded that H_0 was rejected (H_1 accepted) showing that the quality of service had a significant effect on the interest of tourists visiting in Svarga Simlir, Lalat Regency. $t_{hitung} > t_{tabel}$

The results of this study are supported by the results of research conducted by Japariato (2019), Wahyudi (2021), and Faradila et al (2021) that the quality of service (X_1) has a positive and significant effect on interest in visiting (Y).

Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires. If the service or service received or felt is in accordance with what is expected, then the quality of the service or service is perceived as good and satisfactory. If the service or service received exceeds the expectations of consumers, then the quality of the service or service is perceived as ideal quality. On the other hand, if the service or service received is lower than expected, then the quality of the service or service is perceived as bad (Tjiptono, 2014b).

2. The Influence of Tourism Products on Interest in Visiting

Based on the research obtained on the influence of tourism products on the interest in visiting, a value of 6,072 was obtained and with $\alpha = 5\%$ was known to be 1,985, thus greater than and the significant value of tourism products was $0.000 < 0.05$, meaning that from these results it was concluded that H_0 was rejected (H_2 accepted) showing that tourism products had a significant effect on tourists' interest in visiting Svarga Simelir, Lalat Regency. $t_{hitung} > t_{tabel}$

The results of this study are similar to the results of previous research conducted by (Elmas, 2019); Ramadhan (2016); (Priyanto et al., 2016); (Ghaisani & Prihatini, 2020); (Zakia & Farida, 2017); (Tamahela & Nugroho, 2020); (Cahyono & Pradana, 2021) and (Eviana & Achmadi, 2018) stated that tourism products are influential in determining visiting decisions.

A product in the tourism industry is one of the so-called line products for simultaneous use in the form of art (Yoeti, 2013). Tourism products are tangible or intangible facilities or services



that can be offered, obtained, enjoyed, felt by tourists, and a series of trips until they leave their residence and return to the chosen tourist destination area. experience for tourists (Sukrin et al., 2022).

3. The Influence of Tourist Locations on Interest in Visiting

Based on the research obtained regarding the influence of tourist sites on the interest in visiting, a value of 5,042 was obtained and with $\alpha = 5\%$ was known to be 1,985, thus greater than and the significant value of the tourist location was $0.000 < 0.05$, meaning that from the results it was concluded that H_0 was rejected (H_3 accepted) showing that the tourist location had a significant effect on the interest of tourists to visit in Svarga Simelir, Lalat Regency. $t_{hitung} > t_{tabel}$

The results of this study are strengthened by the results of research conducted by Sudarwati, Eny Kustiyah, and Atika Fikri Tsani (2017) (13) locations that have a positive and significant influence on the decision to visit the Taru Jurung Solo Wildlife Park.

Location as one of the keys to success is location, location starts with choosing a community. This decision is highly dependent on the potential for economic growth and stability, competition, the political climate, and so on. Location relates to where the company should be headquartered and carry out its operations or activities (Fajrin et al., 2021).

A tourist visits tourist attractions because of the strategic location and easy to reach. If the location perceived by tourists is in accordance with what the tourist wants, then tourists will feel satisfied that this location affects the decision to visit.

4. The Influence of Service Quality, Tourism Products and Tourist Locations on Interest in Visiting

Based on the research, a score of 206,353 was obtained with a significant level of 0.000. While the value is known to be 3.09 based on these results, it can be known that $(206,353 > 3.09)$ means rejected (H_4 accepted). So it can be concluded that the quality of services, tourism products and tourist locations have a significant effect on the interest of tourists in visiting Svarga Simelir Lalat Regency. $F_{hitung} > F_{tabel}$

In marketing tourism products, of course, you must pay attention to the three aspects mentioned earlier so that they can be the cause of tourists visiting a tourist attraction. Of course, tourists before visiting will first assess whether the tourist attractions chosen or to be visited are worth visiting or not. Tourists need to make sure from the attractiveness of their tourist attractions, supporting facilities, and transportation accessibility whether they are adequate or not because the more feasible the facilities and infrastructure owned by tourist attractions can affect the decision to visit tourists.

Conclusion

The research on the Analysis of the Influence of Service Quality, Tourism Products, and Location on the Interest of Tourists in Svarga Simelir, Langkat Regency is as follows:



Mesra B, Annisa Febrina, Angga Pratama Sembiring:
*ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
REGENCY*

1. The quality of service has a positive and significant effect on the interest of tourists visiting in Svarga Simelir Lalat Regency.
2. Tourism products have a positive and significant effect on the interest of tourists visiting in Svarga Simelir Lalat Regency.
3. The location has a positive and significant effect on the interest of tourists visiting in svarga simelir Lalat Regency.
4. The quality of services, tourism products and locations have a positive and significant effect on the interest of tourists visiting in Svarga Simelir, Lalat Regency.

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Mesra B, Annisa Febrina, Angga Pratama Sembiring:
*ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TOURISM PRODUCTS,
AND LOCATION ON TOURIST INTEREST IN SVARGA SIMELIR, LANGKAT
REGENCY*

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Mesra B, Annisa Febrina, Angga Pratama Sembiring:
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