

Characteristics and Motivation of Visitors at Tunjungan Plaza, Surabaya City, East Java

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ABSTRACT

Tunjungan plaza is one of the locations for leisure & recreation activities in the city of Surabaya. This study aims to determine the characteristics and motivations of visitors at Tunjungan Plaza.

The technique of determining the sample is using purposive sampling with 100 respondents which calculated by the slovin formula. Data collection techniques were carried out by observation, questionnaires, literature studies and documentation. The research data were analyzed using quantitative descriptive analysis techniques using frequency distribution and Likert analysis.

The results showed that 60% of visitors at Tunjungan Plaza had a last education high school/equivalent with 85% unmarried marital status and domiciled in Surabaya City (50%). The majority of visitors spend time at Tunjungan Plaza for 2-3 hours (50%) and spend under IDR 1,000,000 (84%). The push factor for visitors when visiting Tunjungan Plaza is the Relaxation factor with a score of 4.14 or strongly agree and the pull factor that attracts visitors to visit is the Facilities factor with a score of 4.24 or strongly agree. From the research results, the target market for visitors at Tunjungan Plaza is very high. This can be a consideration for the management of Tunjungan Plaza to understand the characteristics and motivations of visitors to take strategic steps in terms of marketing and location development so that it can be better.

Keyword : *leisure & recreation, visitor characteristics, visitor motivation, Tunjungan Plaza*

1. INTRODUCTION

Tourism is a journey undertaken for recreation or vacation and also preparations made for these activities. Fennell (1999), states that tourism is a system that includes tourists and the services provided (in the form of facilities, attractions, transportation, and accommodation) to satisfy and support their trip. Tourism is one sector that is able to support the economy in Indonesia because the tourism sector can be developed throughout Indonesia with the uniqueness of each region. Tourists or visitors become the main object or main target in tourism.

Urban communities certainly often experience boredom due to daily activities and work, this can be overcome by making maximum use of productive time and filling free time with positive activities. In the context of tourism, this activity is Leisure & Recreation which is an activity that is universal, flexible and can have a positive impact on the perpetrators. The benefits of doing leisure and recreation are self-development, strengthening social ties, dreams and escape, as a means of self-reflection, increasing awareness of the surrounding environment and respecting the interests of others, exploration, creating self-confidence, respecting aesthetics, eliminating boredom and improving mental health. Suryasih, 2019).

Mall or plaza has become a choice, which is important for the community because it brings millions of pleasures. Starting from the availability of various desired needs (one stop shopping), to the right place to relax with family and friends. There are many facilities in modern shopping centers or malls such as snack centers or food courts, clothes or fashion, supermarkets, bookstores, cinemas, restaurants or cafes, department stores or department stores, accessories, playgrounds or games and music. So do not be surprised if the mall is now very much visited because the visitors will not be difficult to find what they want.

Surabaya is the second largest city in Indonesia. As one of the metropolitan cities in Indonesia, it certainly attracts both local and foreign tourists to visit the city of Surabaya, especially coupled with the historical value possessed by the city of Surabaya itself. Even though it has become a metropolitan city, the city of Surabaya still has various

tourist attractions, ranging from natural, artificial, and cultural. Foreign tourists who visit the city of Surabaya come from various countries, the majority come from Asian, Australian and European countries. The characteristics and motivations of tourists also vary in visiting the city of Surabaya.

In today's modern era, tourism activities seem to have become a lifestyle and community needs, especially urban communities. In the midst of busy daily activities, people need tourism activities for revival or just to unwind from their daily activities. The chosen tour does not have to be a tour that is far from the city. Travel within the city can also be a destination to visit on vacation or in your spare time.

that the majority of mall locations with the highest number of visitors are in DKI Jakarta and Banten provinces, while in East Java province, especially Surabaya City, there are only Pakuwon Trade Center Mall and Tunjungan Plaza. Tunjungan Plaza itself is the Mall with the 8th most visitor visits in Indonesia and the 2nd most in Surabaya.

One of the tourist attractions in the city of Surabaya is Tunjungan Plaza which is located in the center of Surabaya, Tunjungan Plaza is one of the largest shopping centers or malls in Indonesia. located in the city center and has a strategic location. Seeing this situation, the researcher felt the need to conduct research on the characteristics and motivations of visitors at Tunjungan Plaza. This research is important to know how the characteristics and motivations of visitors at Tunjungan Plaza are so that they can add references for managers in capturing market opportunities and developing Tunjungan Plaza as a better tourist destination.

2. METHODOLOGY

The data analysis technique used in this research is descriptive quantitative using frequency distribution and Likert analysis. According to Indrianto and Supomo (2009) quantitative descriptive analysis is a transformation of research data in tabulated form so that it is easy to understand and interpret. This is done by taking data based on the answers that have been distributed to the respondents.

Quantitative descriptive analysis was performed using a frequency distribution. According to Suharyadi and Purwanto (2003) frequency distribution is an analyst by grouping data into several categories which shows the amount of data in each category, and each data cannot be included in two or more categories. The frequency distribution is a comparison of the frequency of each class and the total number of frequencies and is expressed in percent (Hanif, 2018).

Furthermore, to analyze the motivation of visitors using a Likert scale. The Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2015). With a Likert scale, the variables will be translated into variable indicators and then used as a measuring tool for compiling instruments in the form of statements or questions. The basis of measurement is by scoring as follows:

1. Answers strongly disagree are given a weight of 1
2. Disagree answers are given a weight of 2
3. Neutral answers are given a weight of 3
4. Answers agree are given a weight of 4
5. Answers strongly agree are given a weight of 5

Then the answer scores obtained will be added up according to the number of variable dimensions with the given value category, namely one for the lowest value and five for the highest value. The answer scores for each question will be added up and then divided by the number of respondents, so that the average value is obtained.

3. RESULT

3.1 Tunjungan Plaza's Profile

Tunjungan Plaza or what local people often call it by its abbreviation (TP) is one of the shopping centers located in the center of Surabaya City. Tunjungan Plaza has become an icon of lifestyle and shopping center since 1986. Tunjungan Plaza consists of 6 sections that continue to grow and stands on an area of 175,000 square meters and has more than 600 outlets.

Tunjungan Plaza as a modern shopping center and one part of the superblock developed by PT Pakuwon Jati, Tbk has easy access thereby strengthening its position as a complete destination for entertainment, shopping, and hangouts as well as being close to business and office centers (Pakuwon Center and Pakuwon Tower), hotels (Sheraton Hotel and Four Points), and modern and luxurious residences (The Peak Residence and One Icon). With a charming and modern design, Tunjungan Plaza is home to many international brands and department stores. Tunjungan Plaza provides a pleasant and comfortable experience beyond just shopping and dining. Large-scale dining places both international and local are suitable for hangouts and relax. In addition, Tunjungan Plaza has two Convention Centers, and four main atriums, Tunjungan Plaza offers a one-stop shopping and entertainment concept and a family mall concept that will provide a new experience for all its visitors.

Tunjungan Plaza has several sections with each section having a difference from one another which is in line with the aim of pampering visitors with the concept of one stop shopping & entertainment. Tunjungan Plaza 1 is the oldest building, but now Plaza East has become a fashionable part after the renovation. Tunjungan Plaza is one of the main entrances for visitors who want to visit Tunjungan Plaza.

Tunjungan Plaza 2 is a continuation of the development of Tunjungan Plaza 1 which is located between Tunjungan Plaza 1 and Tunjungan Plaza 3. Although not as big as its predecessor, Tunjungan Plaza 2 has become one of the busiest parts of this business district. TAJ Tunjungan is an urban style of Muslim, Muslim fashion center and has the largest prayer room in a mall in Surabaya, has now become an inseparable part of other Tunjungan Plazas.

Tunjungan Plaza 3 is the widest part of Tunjungan Plaza, where in the middle there is a large atrium that used to be an ice skating arena, but has now become a large atrium which is usually used as a venue for national and regional events. Tunjungan Plaza 3 also has a direct link with Sheraton Hotels and Resorts. In addition to a world-class shopping experience, Tunjungan Plaza 3 also offers fine dining which makes it the busiest part of Tunjungan Plaza.

Tunjungan Plaza 4 is the fourth stage of Tunjungan Plaza. This Plaza section is focused on pampering shoppers and culinary enthusiasts because various international boutiques and selected food outlets enliven the plaza targeting this high-end segment. Shopping satisfaction is also complemented by the presence of the Sogo Department Store which consists of seven floors, Tunjungan Plaza 4 is also directly connected to the Four Point by Sheraton hotel.

Tunjungan Plaza 5 is the fifth stage of Tunjungan Plaza. Above it is The Peak Residence which consists of 52 floors and is currently the tallest building in Surabaya. This section of the shopping center has the nickname "Fashion Avenue" which has a variety of fashion outlets.

Tunjungan Plaza 6 is the newest part of Tunjungan Plaza. Above it there is One Icon Residence which also consists of 52 floors and Pakuwon Tower which consists of 40 floors. This shopping center is located adjacent to Tunjungan Plaza 4. Tunjungan Plaza 6 has a direct bridge to Tunjungan Plaza 3 which is located on the 2nd Floor. This section of the shopping center surrounds the Grand Circle Tunjungan Plaza.

Tunjungan Plaza is a shopping center that has a modern concept as well as a family mall, therefore Tunjungan Plaza offers a variety of services and facilities that greatly pamper visitors when visiting Tunjungan Plaza.

In addition to the services and facilities provided by the manager, Tunjungan Plaza also offers a variety of products that are divided into 16 categories spread across Tunjungan Plaza 1 to Tunjungan Plaza 6. visitors.

3.2 Characteristics of Visitors Who Visit Tunjungan Plaza Mall

Tourists are divided into groups based on the type of trip they do. In general, the types of trips are divided into: recreational trips, visiting friends/family (VFR = visiting friends and relatives), business trips and other group trips (Seaton & Bennet, 1996). Smith (1995) added the types of travel for health and religion beyond other groups. Furthermore, these types of trips can also be differentiated based on the length of the trip, the distance traveled, the time of the trip, the type of accommodation or transportation used in the trip, the organization of the trip, the amount of expenses and others.

This study uses a trip descriptor as a tool to determine the characteristics of visitors who visit Tunjungan Plaza. visitors spend less than one hour with 1 person (1%), time 1-2 hours with 11 people (11%), time 2-3 hours with 50 people (50%), time more than 4 hours with the number of 38 people (38%). The largest percentage of visitor duration is 2-3 hours with a percentage (50%) and the smallest percentage of visitor duration is under 1 hour with a percentage (1%).

Based on the results of the percentage of visitors' answers at Tunjungan plaza, it can be seen that the majority of visitors who visit Tunjungan Plaza are urban people who have the aim of refreshing or relaxing from daily activities or work, the duration of 2-3 hours is a duration that is very suitable for the majority visitors at Tunjungan Plaza. Visitors who spend 2-3 hours and more than 4 hours have various activities such as shopping, eating, meeting with friends or relatives, watching movies, attending exhibitions, sports or just sightseeing.

the distance traveled by visitors in less than 30 minutes is 27 people (27), the time of 30 minutes – 1 hour is 60 people (60%), the time of 1-2 hours is 13 people (13%). The largest percentage is at 30 minutes – 1 hour with a total percentage (60%) while the smallest percentage is in 1 - 2 hours with a total percentage (13%).

Based on the results of the percentage of visitors' answers above, it can be concluded that this is in line with the type of transportation that the majority use cars, so it takes a relatively longer time, which is 30 minutes - 1 hour because the city of Surabaya is a metropolitan city so that traffic density often occurs. Therefore, to get to Tunjungan Plaza it takes a little longer time if you use this type of car transportation. Visitors who take 1-2 hours are visitors who come from outside the city of Surabaya.

the types of transportation used by visitors are cars with a total of 71 people (71%), motorcycles with a total of 26 (26%), online transportation with a number of 2 people (2%), public transportation with a total of 1 person (1%).

Based on these results, it is in accordance with the results of observations and complaints from several visitors who complained that the motorbike parking access was very far so that visitors switched to using cars because car parking access was easier to reach and closer.

the source of information used by visitors is based on family / friends with a total of 64 people (64%) then based on personal searches with a number of 29 people (29%) and the last one based on social media with a total of 7 people (7%).

Based on these results, Tunjungan Plaza is one of the biggest malls or shopping centers in the city of Surabaya and even in Indonesia, this makes the majority of visitors at Tunjungan Plaza know this information from family / friends who have previously known or visited Tunjungan Plaza.

total expenditure with the largest percentage is less than IDR 1,000,000 with a percentage (84%), then the second largest percentage is IDR 1,000,000 - 2,000,000 with a percentage (14%) and the smallest percentage is IDR 2,000,000 - IDR 3,000. 000 with a percentage (2%).

Based on these results, it can be concluded that the majority of visitors at Tunjungan Plaza are students who still do not have a steady income so that it affects the amount of expenditure which is relatively less compared to visitors who are married or who already have a permanent job, most likely to have more expenses. .

Visitors who visit Tunjungan Plaza generally come from the Surabaya area. The highest percentage of visits came from the city of Surabaya with a total of 50 people (50%). And the second highest percentage came from Sidoarjo Regency with 47 people, Lamongan City, Sragen City and Ngawi City with 1 person (1%).

Based on these results, the majority of visitors at Tunjungan Plaza are indeed residents of the City of Surabaya because the location is close and easy to reach. And it can also be concluded that Tunjungan Plaza has its own charm so that it attracts many visitors who come from outside the Surabaya City area. This is in line with the phenomenon of visiting a shopping center that has a different atmosphere or atmosphere from the shopping center in the area of origin, because actually visitors want to find something new, the same as visiting a new or different shopping center from usual.

The gender of visitors at Tunjungan Plaza is not dominated by a certain gender, with details of men as much as 53% and women as much as 47%. It can be concluded that Tunjungan Plaza is favored by both men and women.

The majority of visitors to Tunjungan Plaza are dominated by visitors aged 10-25 years or commonly referred to as Generation Z with a percentage (85%). Then there is the 26-41 year age category or what is commonly called the millennial generation with a percentage (12%), age 42-57 with a percentage (1%), age 57-75 years with a percentage (2%).

Based on these results, it can be concluded that visitors aged 10-25 years have more free time because they are still students and Generation Z in urban areas prefers to visit places such as shopping centers compared to other tourist attractions, compared to other age categories. already have a job so do not have enough free time.

The percentage of visitors' answers at Tunjungan Plaza was dominated by visitors with unmarried marital status (92%), while visitors who were married made up the percentage (8%). The importance of research on the marital status of visitors aims to support tourist activities carried out by visitors, according to the results of research on the age of visitors to Tunjungan Plaza which is dominated by Generation Z who have more consumptive behavior than married visitors because their status is not bound by marriage. so it has no expense responsibility.

visitors with high school education or the equivalent totaling 60 people (60%), final Diploma education totaling 5 people (5%), final undergraduate education totaling 31 people (31%) and postgraduate final education totaling 4 people (4 %).

Based on these results, it shows that these results are in accordance with the age characteristics of visitors, the majority of whom are aged 10-25 years and the characteristics of the type of work that the majority are students. High school education level or equivalent is the answer with the highest percentage because visitors at Tunjungan Plaza are dominated by visitors of generation Z or aged 10-25 years, the majority of whom are still students. Meanwhile, visitors with a final education level of Diploma, Bachelor and postgraduate have a low percentage because the majority already have permanent jobs so they have relatively little free time.

The majority of visitors at Tunjungan Plaza are still students with a total of 72 people (72%). In the second place, there are private employees with a total of 18 people (18%). In third place and there are 7 people (7%) self-employed. In the last order, there are housewives with a total of 3 people (3%).

Based on these results, it can be concluded that students have more free time and energy to carry out leisure & recreation activities compared to those who already have a permanent job.

3.3 Motivation of Visitors at Tunjungan Plaza Surabaya

Travel activities are closely related to motivation. Motivation is an important aspect or element possessed by visitors or tourists in making decisions to travel. Of course the motivations possessed by each visitor or tourist are very

different from one another, the link between push motivation and pull motivation needs to be examined carefully so that it can be seen what are the motivations of visitors or tourists who visit a certain place or tourist attraction.

Tunjungan plaza has a good rating by visitors who have visited, it can be based on a strategic location, adequate facilities, completeness of tenants from local to international brands as well as modern architecture that spoils the view of visitors. Good rating ratings from various sources indicate that visitors are satisfied when visiting Tunjungan Plaza. Based on the rating on Google, it shows a rating of 4.7/5 out of 75,000 more reviews, while based on reviews on the tripadvisor website it shows a rating of 4.5/5 out of 1,000 more reviews and is one of the most popular recommended places in the city of Surabaya.

There are various activities or activities that can be done while at Tunjungan Plaza, it can attract visitors to visit Tunjungan Plaza. Tunjungan plaza is designed for various groups of visitors. It is very rare that a tour or tourist attraction is designed for various groups of tourists, this is a positive value in itself.

According to Maslow's theory of motivation, there are various aspects contained in the motivation of visitors or tourists when they want to visit a place or tourist attraction. This aspect is part of Maslow's push & pull factor theory, the use of this theory can provide an overview of the motivations possessed by visitors or tourists which will later be used as questionnaires to visitors using a Likert scale.

visitors at Tunjungan Plaza have different motivating factors. The score for each indicator is a score of 4.06 on the escape indicator, a score of 4.14 on the relaxation indicator, a score of 4.08 on the play indicator, a score of 3.64 on the family bonding indicator, a score of 2.25 on the prestige indicator, a score of 4.13 on the social interaction indicator, a score of 2.79 on the romance indicator, a score of 3.51 on the education indicator, a score of 2.21 on the self-fulfillment indicator, a score of 2.27 on the wish full-filment indicator.

There are 6 indicators in the agree category, namely the relaxation indicator with a score of 4.14. This is in accordance with the issues raised in this study, namely that urban people who are bored with work or daily activities and want to find a place to do refreshing or relaxing activities, then the social interaction indicator with a score of 4.13. It can be concluded that the majority of visitors who visit Tunjungan Plaza are with their friends or relatives. Tunjungan Plaza is also usually a meeting location because it has a strategic location and is easily accessible by all circles. The escape indicator with a score of 4.06, the play indicator with a score of 4.08, the family bonding indicator with a score of 3.64, the social interaction indicator with a score of 4, 13, and the last is the education indicator with a score of 3.51.

There are 2 indicators in the disagree category, namely the self-fulfillment indicator with a score of 2.21 and the wish full-filment indicator with a score of 2.27. Therefore, it can be concluded that these two indicators are not the main motivation for visitors to Tunjungan Plaza.

The motivation of visitors when visiting Tunjungan Plaza in terms of the pull factor motivation aspect is more dominant, the facilities indicator which has a value of 4.24, this proves that visitors, especially urban communities, prefer tourist attractions with adequate facilities and infrastructure that can support tourist activities every day. visitors and provide convenience to visitors.

Then the indicator with the next highest value is the location indicator with a value of 3.93, it can be concluded that the dominant visitor chooses the location of tourist attractions with strategic and easy-to-reach locations. Visitors who mostly come from urban communities do not want to travel to distant tourist sites which can cause fatigue because they are tired and drained of energy with work or daily activities.

At the same time, visitors who visit Tunjungan Plaza have other motivations such as aesthetic, promotion and affordable indicators. Visitors have a very good perception of the shopping center, therefore it is concluded that there are indeed other motivations when visiting the shopping center.

Visiting a shopping center in today's modern era can be interpreted as an activity or travel activity. Visitors interpret that doing recreation or tourism activities is not only through natural tourism and cultural tourism but can also be done on artificial tourism. Today's shopping center functions not only as a place for shopping but has become a tourist attraction because it can carry out activities related to traveling. Recreation can also make visitors develop psychographically while doing tourism activities.

4. CONCLUSIONS

Based on the results of data analysis that has been carried out by researchers in this study, there are several important things related to the characteristics and motivations of visitors at Tunjungan Plaza, Surabaya, East Java as follows:

1. The characteristics of visitors on the trip descriptor show that more than 50% of visitors spend more than 2 hours visiting Tunjungan Plaza and the rest spend less than 2 hours. The highest travel time is 30 minutes – 1 hour with a total of 60%. The type of car transportation has the highest number with 71%. Family or friends are the highest

source of information with 64%. The majority of visitors have expenses under one million rupiahs with a total of 84% and the rest have expenses above one million rupiahs. Based on the tourist descriptor, visitors are grouped according to geographical characteristics and visitors from the city of Surabaya have the highest number with a total of 50%. For gender, the results were evenly distributed with the results for men 53% and women 47%. The age of visitors is dominated by visitors aged 10-25 years, or what is commonly called Generation Z with a total of 85%. Unmarried marital status has the highest score with 92%. Senior high school education or equivalent has the highest score with a total of 60%. The type of student or student work has the highest score with a total of 72%.

2. Empirically, the motivation of visitors who visit Tunjungan Plaza is quite diverse. At the same time, visitors have push & pull factors motivation, the highest value for push factor motivation is on the relaxation indicator regarding the purpose of visiting Tunjungan plaza for self-relaxation with a score of 4.14 and the lowest score is on the self-fulfillment indicator with a score of 2.21. Meanwhile, for the pull factor motivation, the highest value is found in the facilities indicator with a score of 4.24 and the lowest value is found in the affordable indicator with a score of 3.52.

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