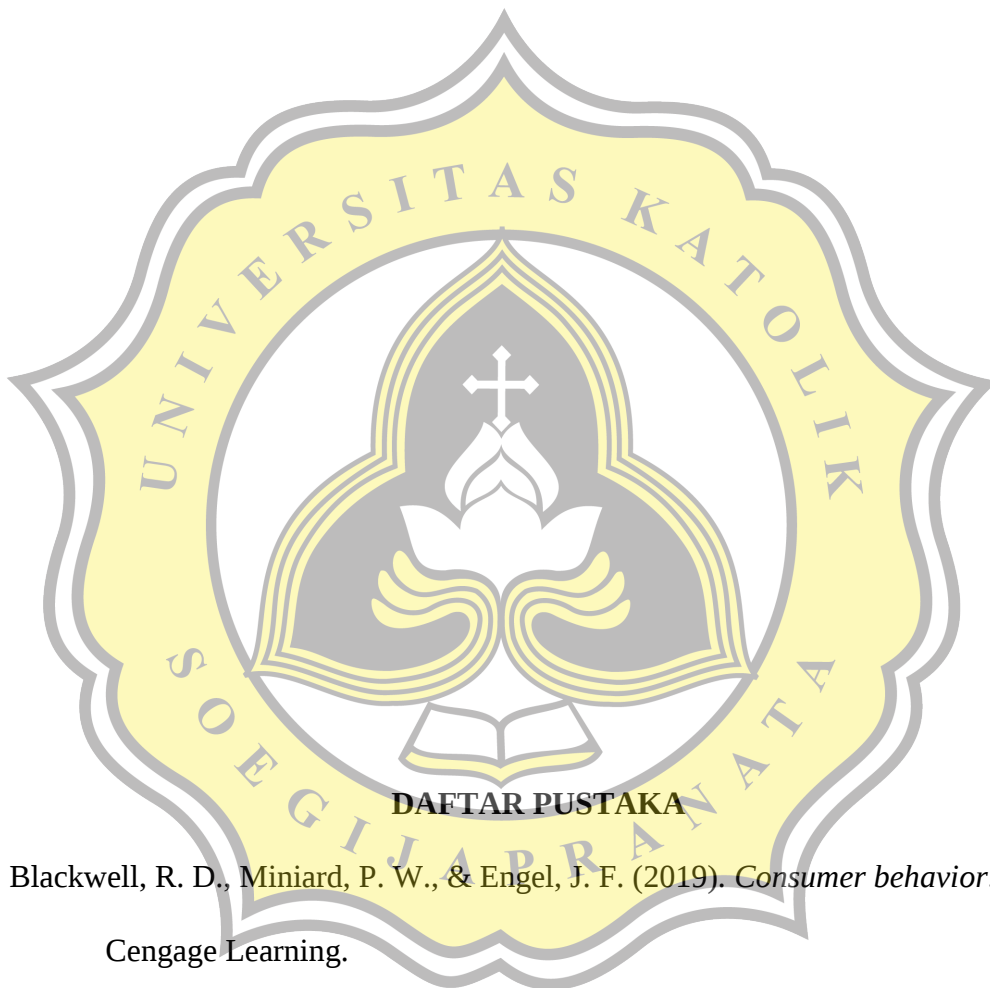


perluasan cakupan geografis akan memperkaya generalisasi hasil. Penambahan variabel lain seperti *destination image*, loyalitas pelanggan, atau pengalaman wisata juga dapat digunakan untuk melihat hubungan yang lebih kompleks dalam perilaku konsumen.



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