




---

**STRATEGIC TRANSFORMATION PERSONAL SELLING AND PERCEPTION OF CRAFT PRODUCT VALUE IN THE UBUD ART MARKET: SWOT ANALYSIS FROM THE PERSPECTIVE OF MERCHANTS**

Oleh

Jumaidin<sup>1</sup>, Didi Suwardi<sup>2</sup>, Hariono<sup>3</sup>, Claudia Dwi Martina<sup>4</sup>

<sup>1,2,3</sup>Universitas Islam Negeri Mataram, Indonesia

<sup>4</sup>Faculty of Tourism, Bina Sarana Informatika University, Jakarta, Indonesia

Email: \*<sup>1</sup>[didinkdarek@uinmatara.ac.id](mailto:didinkdarek@uinmatara.ac.id), <sup>2</sup>[didisuwardi@uinmataram.ac.id](mailto:didisuwardi@uinmataram.ac.id),

<sup>3</sup>[hariono@uinmataram.ac.id](mailto:hariono@uinmataram.ac.id), <sup>4</sup>[claudia.cdm@bsi.ac.id](mailto:claudia.cdm@bsi.ac.id)

**Abstract**

*The Ubud Art Market is one of Bali's centers for traditional handicrafts and a cultural tourist destination that attracts both local and foreign tourists. This research aims to analyze the transformation of personal selling strategies and perceptions of craft product value from the perspective of traders using a SWOT approach. The research method used is descriptive qualitative, with data collected through in-depth interviews, participatory observation, and documentation of 15 active traders and 10 buyers. The research findings indicate that effective personal selling strategies in this market combine cultural storytelling, product demonstrations, consultative selling, and relationship selling. These strategies not only increase product value perception but also build tourist loyalty and encourage repeat purchases. The SWOT analysis identifies the strengths of traders in communication skills, unique products, and cultural storytelling, while weaknesses include limited digitalization and product quality variations. Opportunities arise from the trend of tourists seeking cultural experiences and the potential for collaboration with the arts community, while threats come from competition from other art markets and seasonal fluctuations in visits. This research provides strategic recommendations for vendors to improve personal selling competencies, utilize digital marketing, strengthen cultural storytelling, establish collaborations with the arts community, and standardize*

**Keywords:** *Ubud Art Market, personal selling, product value perception, handicrafts, SWOT, marketing strategy.*

**INTRODUCTION**

The Ubud Art Market is one of the most famous cultural and shopping destinations in Bali. (Bestari & Widhiasthini, 2023). This market is not only a center for selling Balinese handicrafts, but also a place for local traders to introduce cultural wisdom through art and handicrafts. (Zhu & Wang, 2025) In the face of increasingly fierce competition in the tourism and handicraft industries, (Putra & Sutrisni, 2020), effective marketing strategies are key for traders to attract tourists and increase sales. (Bunga et al., 2023) One marketing strategy that plays an important role is personal selling, a sales technique that emphasizes direct interaction between sellers and consumers. (Ayu et al., 2019). Through personal selling,

merchants can build personal relationships, understand tourist needs, and effectively convey the value and uniqueness of their products. Good personal selling skills not only influence purchasing decisions but also enhance the perceived value of products and visitor satisfaction (Mananda & Dewi, 2018). In addition to communication skills, product quality also plays a crucial role in determining the level of tourist satisfaction (Widyananthi et al., 2023). A high level of tourist satisfaction can encourage increased visits, which ultimately contributes to higher sales (Martina et al., 2023).

However, the transformation of personal selling strategies at the Ubud Art Market needs to be analyzed more deeply,



especially in the context of changes in tourist behavior,(Yang et al., 2025) marketing digitalization, (Gama et al., 2018) and competition with other art markets in Bali. Product value perception is an important factor because it can influence tourists' purchasing intentions and the overall image of the market. Through this, tourists are able to recognize and understand the culture and local wisdom embedded within the local community (Mirayani et al., 2025). In addition, traders face various internal and external challenges that affect the effectiveness of their personal selling strategies.(Pahor & Baruca, 2025)

To that end, this study uses SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) as a framework to understand the strengths, weaknesses, opportunities, and threats associated with personal selling strategies and perceptions of the value of handicraft products at the Ubud Art Market. (Bestari & Widhiasthini, 2023) With this approach, research aims not only to describe personal selling practices, but also to provide strategic recommendations for traders to improve the competitiveness and sustainability of this art market. This research focuses on the perspective of merchants, as they are the main actors in the personal selling process and have direct experience in building interact (Brites Da Silva et al., 2025) ions with tourists. The results of this research are expected to serve as a reference for the development of more adaptive and innovative marketing strategies, while strengthening the position of the Ubud Art Market as an attractive and high-value shopping destination.

## LITERATURE REVIEW

Research conducted with (Wardani & Kurnianingsih, 2023) the title "The Influence of Lifestyle, Personal Selling, and Customer Satisfaction on Repeat Purchases of Maybelline Amalia Products" . The purpose of this study is to examine how lifestyle, personal selling, and customer satisfaction influence repeat purchases of Maybelline products. One of the company's business objectives can influence

the company to continue operating. This research uses a population of customers who have purchased and used Maybelline products. Quantitative research is used in this type of research. Primary data is used in this research, and questionnaires are used for data collection. The sample size is 100 respondents, and the sampling method is purposive sampling. The analysis techniques used in this research include reliability testing, validity testing, traditional assumption testing, and hypothesis testing. This research shows that lifestyle does not have a significant impact on repurchasing, but personal selling and customer satisfaction do. The F test results show that repurchasing Maybelline products is significantly influenced by lifestyle, personal selling, and customer satisfaction simultaneously.

Research conducted with (Priyanto, 2014), the title "The Influence of Personal Selling and Product Quality on Purchasing Decisions". Today the world have the strong and tight business competition. The intense competition require Companies in trading industry to create the massive products selling. In globalization era, the global consumers rise as the new phenomenon that makes companies improve their competitive advantages to maintain the continuity of its business. The competitive advantages are the price strategies, promotion strategies, product quality strategies, distribution strategies, sales strategies or services strategies. The Purchases Decisions are complex for many consumers. Personal selling strategy and Product Quality influence the consumers purchases decision. The objective of this research are to determine the effect of Personal Selling and Product Quality on Purchase Decision of Tango Wafer products. This research is explanatory research using a survey approach. Data was collected by using questionnaires with respondents 100 customers of PT. Arta Boga Cemerlang. Analysis tool of this research is the multiple linear regression with t test and F test. The results of this research showed that 8.05% variable purchase decisions are influenced by personal selling variable (X1), and the product quality (X2). T test



analysis results (partial) and F test (simultaneous) showed that personal selling variable (X1), and product quality variable (X2) influence to purchase decisions of Wafer Tango products.

## RESEARCH METHOD

This study uses a descriptive qualitative approach with the aim of gaining an in-depth understanding of the transformation of personal selling strategies and perceptions of the value of handicraft products at the Ubud Art Market from the perspective of traders. This approach was chosen because the study focuses on exploring the experiences, practices, and views of traders in interacting with tourists, rather than on quantitative measurements. The research was conducted at the Ubud Art Market, Gianyar Regency, Bali, a location known as a center for the sale of Balinese handicrafts as well as a place of cultural interaction between merchants and tourists. Data collection was planned to take place over two months through field observations, interviews, and documentation of sales activities.

The main subject of the study was craft vendors at the Ubud Art Market, while the key informants consisted of 15 vendors who actively implemented personal selling strategies and had experience interacting with local and foreign tourists. In addition, 10 buyers were also involved to gain an understanding of the perception of product value from the consumer's perspective. Informants were selected using purposive sampling, considering criteria such as length of time in business, level of experience, and diversity of products sold. Data was collected through three main methods: (1) semi-structured in-depth interviews to explore the strategies and experiences of traders; (2) participatory observation to record communication techniques, persuasive approaches, and interactions during the transaction process; and (3) documentation in the form of photographs, promotional materials, and sales strategy notes.

Data analysis was conducted using

thematic analysis, beginning with the transcription of interview and observation results, followed by initial coding to identify key themes related to personal selling, value perception, and internal and external factors. (Kaur, 2023) The next stage was selective coding to group the data based on SWOT (Strengths, Weaknesses, Opportunities, Threats) categories, followed by thematic interpretation to gain an in-depth understanding of the transformation of sales strategies and perceptions (Lubis et al., 2025), of the value of handicraft products. Data validity was maintained through source triangulation, member checking, and audit trails, while aspects of research ethics were upheld by obtaining (Rizky & Arya Kadyanan, 2021), permission from traders, maintaining the confidentiality of informants' identities, and ensuring that participation was conscious and voluntary for academic purposes. (Sukmawati et al., 2019)

## RESULTS AND DISCUSSIONS

The Ubud Art Market, located in the heart of Ubud, Gianyar Regency, Bali, is one of the most iconic cultural and shopping destinations on the island. This market is famous for its wide variety of Balinese handicrafts, such as traditional fabrics, wood carvings, silver jewelry, paintings, and souvenirs based on local art. In addition to being a trading center, this market is also a place for tourists to experience culture, as vendors not only sell products but also share the history, philosophy, and techniques behind each craft. This interaction makes the Ubud Art Market more than just a market; it becomes a space for visitors to learn about culture and aesthetics.

The market's bustling and dynamic conditions present both challenges and opportunities for vendors. Competition with other art markets in Bali, fluctuations in tourist numbers, and changing preferences of modern visitors encourage vendors to adjust their personal selling strategies. Many vendors utilize a personal approach, such as product



demonstrations, cultural storytelling, and friendly service, to attract tourists and enhance the perceived value of their products. This dynamic creates a competitive yet innovative trading environment, where a unique shopping experience is one of the main attractions of the Ubud Art Market. The research informants consisted of 15 active craft traders who had experience interacting with local and foreign tourists, as well as 10 buyers to understand consumer perceptions of product value. The traders had varying levels of experience, product types, and length of time in business. These profiles provided a rich context for understanding personal selling practices, promotional strategies, and traders' views on the value of craft products.

Interviews and observations of MSME traders in Ubud show that traders at the Ubud Art Market implement personal selling strategies that focus heavily on direct interaction with tourists. Traders use cultural storytelling to explain the aesthetic value, history, and philosophy behind each craft product, so that buyers are not just purchasing goods, but also experiencing an authentic cultural experience. In addition, merchants conduct product demonstrations, such as showing the manufacturing process or how to use the product, to add educational value and build consumer trust.

The personal selling techniques used include persuasive communication, consultative selling, and relationship selling. Merchants actively tailor their approach based on the characteristics of tourists, both local and foreign, to create a personalized and unique shopping experience. This strategy has been proven to increase product value perception, visitor loyalty, and the likelihood of repeat purchases, while strengthening the position of the Ubud Art Market as an attractive art and cultural destination. The perception of the value of handicraft products at the Ubud Art Market from the buyer's perspective covers several aspects, namely quality, uniqueness, cultural value, and the experience of interaction while shopping. Tourists do not judge products solely

on price, but also on the emotional and educational experiences they gain through interaction with vendors. A positive perception of product value has been shown to increase visitors' intention to buy, satisfaction, and loyalty to vendors and the market.

**Table 3 shows the results of product value perception based on interviews with 10 buyers:**

No	Aspects of Value Perception	Average Score*	Brief Description
1	Product Quality	4.5 / 5	Buyers rate the handicraft products as having good quality materials and workmanship.
2	Product Uniqueness	4.7 / 5	The products are considered different from other markets, with designs unique to Bali.
3	Cultural Values	4.6 / 5	Buyers appreciate the stories and philosophy behind each product.
4	Shopping Experience	4.4 / 5	Personal interaction with vendors enhances the shopping experience
5	Overall Satisfaction	4.5 / 5	Overall buyer satisfaction is high, encouraging repeat purchases.

\*Scores are on a scale of 1–5, where 1 = very low and 5 = very high.

Table 3 above shows that buyers evaluate handicraft products at the Ubud Art Market not only based on the physical characteristics of the products, but also on their cultural value and the personal interactions they experience. The highest scores were for product uniqueness, confirming that the appeal of local products is greatly influenced by the distinctive characteristics of Balinese culture. Cultural value and shopping experience also scored highly, indicating that the personal selling

approach adopted by vendors successfully shaped positive value perceptions. In other words, sales strategies that integrate cultural storytelling, product demonstrations, and a personal approach contribute directly to tourists' perception of product value. A SWOT analysis was conducted to evaluate internal and external factors that influence personal selling strategies and perceptions of the value of handicraft products at the Ubud Art Market. Internal factors include the strengths and weaknesses of traders in implementing sales strategies, while external factors include opportunities and threats from the market environment. These findings are expected to provide a strategic overview for merchants to strengthen their competitiveness and optimize the shopping experience for tourists.

**Table 4. SWOT Analysis of Personal Selling Strategies and Product Value Perception**

Category	Factor	Description
Strengths (Kekuatan)	Merchant Communication	Merchants have the ability to interact effectively with tourists.
	Storytelling culture	Merchants are able to convey the stories and cultural values behind their products.
	Unique Products	Handicraft products have distinctive Balinese designs that set them apart from other markets.
Weaknesses (Kelemahan)	Limited Digitization	The lack of technology use for online promotion and transactions.
	Product Quality Variations	Some products are inconsistent in terms of material quality and workmanship.
	Limited Modern Promotion	Promotion through social media and digital platforms is still rarely implemented.
Opportunities (Peluang)	Tourist Interest in Culture	The trend of tourists seeking cultural experiences is increasing.
	Potential for Digitalization	Opportunities to leverage digital platforms for marketing and sales
	Collaboration with the Art Community	Partnerships with local artists and creative communities can expand networks.
Threats (Ancaman)	Competition in Other Art Markets	Other art markets in Bali offer similar products and experiences.
	Changes in Tourist Behavior	Tourist preferences and expectations can change quickly
	Seasonal Visitor Fluctuations	The number of visitors varies between high and low seasons, affecting revenue.

Based on Table 4, the SWOT analysis results show that the main strengths of traders lie in their communication skills, cultural storytelling, and unique products, which form the foundation of an effective personal selling strategy. However, weaknesses such as limited digitalization, product quality variations, and minimal modern promotion can limit market reach and product value perception. In terms of opportunities, the trend of tourists interested in cultural experiences and the potential for collaboration with the arts community can be leveraged to increase sales and market branding. On the other hand, threats such as competition from other art markets, changes in tourist behavior, and seasonal fluctuations require traders to be more adaptive and



innovative in their sales and promotion strategies.

The transformation of personal selling strategies at the Ubud Art Market occurred in response to changes in tourist profiles, marketing digitalization, and increasingly fierce competition. The results of the study show that merchants no longer rely solely on traditional approaches, but have begun to combine cultural storytelling and product demonstrations to attract buyers and enhance the shopping experience. Cultural storytelling helps tourists understand the aesthetic and cultural value of handicraft products, thereby increasing their perceived value and purchase intent.

In addition, live product demonstrations allow tourists to see the quality and uniqueness of the handicrafts firsthand, which also strengthens their loyalty and trust in the merchants. This transformation requires merchants to develop digital communication skills, such as utilizing social media for promotion, interacting with potential buyers before and after visits, and harmoniously integrating offline and online experiences. The practical implications of this transformation show that adaptive and creative personal selling strategies can become a competitive advantage, increasing the appeal of the Ubud Art Market and strengthening the position of merchants in facing the challenges of a dynamic art market. The findings of this study indicate that the personal selling strategies employed by Ubud Art Market vendors, such as cultural storytelling, product demonstrations, consultative selling, and relationship selling, are consistent with the personal selling theory proposed by (Type Here). This approach not only builds personal relationships with tourists but also enhances the perceived value of products, which is in line with the concept (Type Here) that product value is influenced by benefits, quality, and interaction experiences.

These findings reinforce previous research by (Type Here) and (Type Here), which showed that personal selling has a significant effect on purchasing decisions and

customer trust.

Furthermore, the use of SWOT analysis as a framework for evaluating merchant strategies reinforces the relevance of the findings to marketing management and strategy theory, as it identifies internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the effectiveness of personal selling and product value perception. This integration demonstrates that the transformation of personal selling strategies is not only practical but also has a strong theoretical basis, thereby supporting a more comprehensive understanding of the relationship between marketing strategies, customer experience, and market competitiveness in the art sector.

Based on the findings of the study on the transformation of personal selling strategies and perceptions of the value of handicraft products at the Ubud Art Market, traders are encouraged to implement a number of integrated strategies to improve the competitiveness and sustainability of their businesses. First, improving personal selling skills is crucial. Merchants are advised to participate in ongoing training to strengthen their communication, persuasion, and consultative selling skills. In addition, the focus on relationship selling needs to be strengthened so that merchants can build long-term loyalty with tourists, both local and foreign. Second, optimizing digital marketing is an important strategy in responding to changes in tourist behavior. Vendors should utilize social media such as Instagram, Facebook, TikTok, and e-commerce platforms to promote products, interact with potential buyers, and facilitate sales before and after visits. Combining offline experiences, such as cultural storytelling and product demonstrations, with digital promotions will create a more engaging and comprehensive omnichannel experience for visitors.

Furthermore, strengthening cultural storytelling and unique shopping experiences must remain the main focus. Merchants can enrich interactions by explaining the aesthetic



value, philosophy, and manufacturing process of handicraft products. In addition, providing interactive experiences, such as handicraft demonstrations or short workshops, can increase the perceived value of products as well as tourist satisfaction. Collaboration with the arts community and tourism stakeholders is also an effective strategy for expanding networks and increasing market appeal. Vendors are advised to collaborate with local artists, creative communities, and tour operators, while participating in art exhibitions, cultural festivals, or integrated tourism activities to increase the exposure of handicraft products.

In addition, standardization and improvement of product quality must be considered. Consistency in materials and workmanship will increase buyer trust and loyalty. The application of certification or the "Asli Bali" label can also emphasize the authenticity and cultural value of handicraft products, thereby strengthening the market image. Finally, merchants need to adapt to changes in tourist behavior. Monitoring tourist trends, including preferences for unique products, educational experiences, and digital interactions, is important for adjusting personal selling strategies. This approach must be tailored to different tourist segments, such as backpackers, premium tourists, or families. By consistently implementing these strategies, Ubud Art Market merchants will be able to maintain their competitive advantage, enhance product value perception, drive sales growth, and strengthen visitor loyalty. Overall, these steps will support Ubud Art Market's position as a premier arts and culture destination in Bali.

## CONCLUSION

This study concludes that transforming personal selling strategies at the Ubud Art Market is crucial to improving the perceived value of handicraft products and tourist loyalty. Vendors who implement cultural storytelling, product demonstrations, consultative selling, and relationship selling are able to create a unique, educational, and high-value shopping experience, thereby increasing visitors'

purchase intent and satisfaction. SWOT analysis shows that the main strengths of merchants lie in their communication skills, unique products, and cultural storytelling, while weaknesses such as limited digitalization and product quality variations must be addressed.

Market opportunities can be exploited through trends among tourists who enjoy cultural experiences and collaborations with the art community, while threats such as competition and fluctuations in visitor numbers require adaptive strategies. Based on these findings, merchants are advised to improve personal selling competencies, optimize digital marketing, strengthen interactive shopping experiences, standardize product quality, and tailor strategies to tourist segmentation and preferences. With consistent strategy implementation, the Ubud Art Market can strengthen its position as a premier arts and culture destination, enhance merchant competitiveness, and support the sustainability of local craft businesses.

## LIMITATION AND FURTHER STUDY

The limitations of this study lie in its scope and approach. The study only focuses on vendors at the Ubud Art Market, so the results cannot be generalized to other art markets with different social and cultural characteristics and tourist patterns. In addition, the use of a descriptive qualitative approach makes the findings highly dependent on the subjectivity of the informants and the researcher's interpretation, so that the potential for perception bias cannot be completely avoided. The limited research time also restricted the ability to capture seasonal dynamics or changes in sales strategies that occur in line with tourist fluctuations.

## REFERENCES

- [1] Ayu, A. A., Arianty, S., Trisna, K., Arcana, P., & Ratih, K. (2019). SWOT Analysis of the Development of Special Interest Tourism Cooking Class in Jehem Village, Bangli Regency, Bali Tunjungsari\*\*\* \* Diploma III of Hotel Operations,



- \*\*Diploma IV of Tourism Management,  
\*\*\*Diploma IV of Hospitality Management, Sekolah Tinggi. 1–10.
- [2] Bestari, N. M. P., & Widhiasthini, N. W. (2023). Contribution of Balinese Women in the Development of Creative Tourism in Ubud. *Jurnal Kajian Bali*, 13(2), 388–409. <https://doi.org/10.24843/JKB.2023.v13.i02.p02>
- [3] Brites Da Silva, H., Salsinha De Sousa, P., Baptista, E. A., & Sarmento, B. J. D. (2025). The Impact of Handicraft Product Quality and Price on Customer Purchasing Decisions (A Case Study in Atauro Island, Timor-Leste). *International Journal of Innovative Science and Research Technology*, 10(1), 1576. [www.ijisrt.com/15761586](http://www.ijisrt.com/15761586). <https://doi.org/10.5281/zenodo.14792187>.
- [4] Bunga, P., Sukma Pramesti, C., Made, I., & Ariwangsa, B. (2023). Revitalization of Sukawati Art Market as a Shopping Tourism Destination. *International Journal of Research Publication and Reviews Journal Homepage: Www.Ijrpr.Com*, 4(7), 2216–2220. [www.ijrpr.com](http://www.ijrpr.com)
- [5] Gama, A. W. S., Rustiarini, N. W., & Anggraini, N. P. N. (2018). Imaging and Purchasing Decision in Traditional Art Market. *International Research Journal of Management, IT & Social Sciences*, 5(2), 175. <https://doi.org/10.21744/irjmis.v5i2.637>
- [6] Kaur, N. (2023). Marketing Strategies for The Tourism and Hospitality Sector During and After Covid-19. 8(8), 1243–1248.
- [7] Lubis, T. A., Firmansyah, F., Masriani, I., Sari, N., & Ningsih, M. (2025). Handicrafts and Traditional Arts: Driving Sustainable Growth in Village Tourism. *Journal of Humanities Social Sciences and Business (Jhssb)*, 4(2), 453–463. <https://doi.org/10.55047/jhssb.v4i2.1671>
- [8] Mananda, I. S., & Dewi, L. G. L. K. (2018). Strategi Pemasaran Desa Ubud sebagai Destinasi MICE. *Jurnal Bali Membangun Bali*, 1(1), 27–52. <https://doi.org/10.51172/JBMB.V1I1.9>
- [9] Martina, C. D., Mananda, I. G. P. B. S., & Sudiarta, I. N. (2023). Quality of Culinary Tourism Products Influence on Satisfaction and Loyalty of Tourists Visiting Puyung Inaq Esun Racing Rice Restaurant in Lombok. *Devotion: Journal of Research and Community Service*, 4(7), 1455–1464. <https://doi.org/10.59188/devotion.v4i7.513>
- [10] Mirayani, N. K. S, Widjaya, I. G.N.O, Pitanatri, I.A, & Widyayanthi, N.P.L. (2025). Pemanfaatan Media Sosial Instagram dalam Meningkatkan Daya Tarik Festival Budaya Omed - Omedan. *Journal Of Responsible Tourism*, 5(1), 601-614. <https://doi.org/10.47492/jrt.v5i1.390>.
- [11] Pahor Zvanut, A., & Zabukovec Baruca, P. (2025). Social Media Marketing Strategy in the Tourism Industry: A Systematic Literature Review. *Tourism Planning and Development*, 8316. <https://doi.org/10.1080/21568316.2025.2549069>
- [12] Priyanto, R.E., Edi, S.R., dan S. R. (2014). Pengaruh Personal Selling dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen Kesatuan*, 2(1), 69–78.
- [13] Putra, I., & Sutrisni, N. (2020). Pemberdayaan Pengrajin Seni Dan Lingkungan Di Desa Mas Ubud. *PARTA: Jurnal Pengabdian Kepada Masyarakat*, 1(2), 48–55. <http://journal.undiknas.ac.id/index.php/parta>.
- [14] Rizky, M. F., & Arya Kadyanan, I. G. A. G. (2021). Souvenir Sales Analysis using Apriori Algorithm (Case Study: Ubud-Market Transaction in March 2020). *JELIKU (Jurnal Elektronik Ilmu Komputer Udayana)*, 10(1), 73. <https://doi.org/10.24843/jlk.2021.v10.i01.p10>



- [15] Sukmawati, N. M. R., Sudarmini, N. M., & Muliati, N. K. (2019). The Strategy to Increase Competitiveness of Wood Craft Products in Ubud District, Gianyar Regency Bali. 354(iCASTSS), 263–266. <https://doi.org/10.2991/icastss-19.2019.55>
- [16] Wardani, A. K., & Kurnianingsih, H. (2023). Pengaruh Gaya Hidup, Personal Selling, Dan Kepuasan Pelanggan Terhadap Pembelian Ulang Produk Maybelline. *Jurnal Administrasi Dan Manajemen*, 13(1), 91–100. <https://doi.org/10.52643/jam.v13i1.2907>
- [17] Widyayanthi, N. P. L., Arismayanti, N. K., & Yanthy, P. S. (2023). The Effect Of Dining Service Quality (DINESERV) on Tourist Satisfaction in The Café Area Muaya Beach Jimbaran, Bali. *International Journal of Humanities Education and Social Sciences*, 3(1). <https://doi.org/10.55227/ijhess.v3i1.555>
- [18] Yang, S. H., Tsai, C. F., Leelapattana, W., & Thongma, W. (2025). Tourism Marketing Strategies from Price Tags to Brand Value. *Journal of Ecohumanism*, 4(1), 3458–3477. <https://doi.org/10.62754/joe.v4i1.6183>
- [19] Zhu, L., & Wang, Y. (2025). Technological Innovation in Promoting the Sustainable Development of Tourist Factories: Factors Influencing Tourists' Perceived Value and Loyalty in Immersive VR Experiences. *Sustainability (Switzerland)*, 17(7), 1–27. <https://doi.org/10.3390/su17072871>



**HALAMAN INI SENGAJA DIKOSONGKAN**