

# Analysis of Information Search Behaviour Based on The Age of Indonesian Outbound Traveler

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## ABSTRACT

### Keyword :

Outdoor Recreation, Visitor  
Satisfaction, Bogor Botanical  
Gardens

*This study aims to determine trends in choosing information channels and conducting overseas travel activities with a focus on "Analysis of Information Search Behaviour based on the age of Indonesian Overseas Tourist". The factors tested in this study are information source search behavior that influences the choice and ease of access chosen as Univariate Variables with classification based on the age of Indonesian tourists planning to go abroad. The research design used is a quantitative approach. The population in this study is the Indonesian population who will plan an overseas trip represented by 200 samples. The technique is nonprobability sampling with non-probability sampling methods, through purposive sampling. The analytical method used is the analysis of the use of Pie chart and the F test (anova analysis). The results showed that there were no differences in the average information source search behavior that influenced the choice and ease of access chosen based on the age characteristics of Indonesian overseas tourist. Personal sources are chosen as sources of information that influence choices because interpersonal communication is the most effective type of communication to change attitudes and opinions. The travel agency was chosen for the ease of access because it provides tangible services to you.*

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## SARI PATI

### Kata kunci:

Karakteristik Umur Wisatawan,  
Perilaku Wisatawan,  
Perilaku pencarian informasi

Penelitian ini bertujuan untuk mengetahui tren pemilihan saluran informasi dan melakukan kegiatan wisata ke luar negeri dengan fokus pada "Analisis Perilaku Pencarian Informasi Berdasarkan Usia Wisatawan Indonesia Mancanegara". Faktor-faktor yang diuji dalam penelitian ini adalah perilaku pencarian sumber informasi yang mempengaruhi pilihan, dan kemudahan akses yang dipilih sebagai Variabel Univariat dengan klasifikasi berdasarkan usia wisatawan Indonesia yang berencana pergi ke luar negeri. Model penelitian yang digunakan adalah pendekatan kuantitatif. Populasi dalam penelitian ini adalah penduduk Indonesia yang akan merencanakan perjalanan ke luar negeri yang diwakili oleh 200 sampel. Teknik yang digunakan adalah *nonprobability sampling* dengan metode *non-probability sampling*, melalui *purposive sampling*. Metode analisis yang digunakan adalah Pie chart dan uji F (analisis anova). Hasil penelitian menunjukkan tidak terdapat perbedaan rata-rata perilaku pencarian sumber informasi yang mempengaruhi pilihan dan kemudahan akses yang dipilih berdasarkan usia c karakteristik wisatawan mancanegara Indonesia. Sumber pribadi dipilih sebagai sumber informasi yang mempengaruhi pilihan karena komunikasi antarpribadi merupakan jenis komunikasi yang paling efektif untuk mengubah sikap dan pendapat. Agen perjalanan dipilih karena kemudahan akses karena memberikan layanan nyata kepada Anda.

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## INTRODUCTION

Tourism in this era has become a rapidly growing industry. It can be seen with the competition between countries in terms of tourism. One of the tourism stakeholders who has an important role is tourists. According to Horner and Swarbrooke (2007), there are two factors that are considered by tourists in determining tourism destination, namely factors that determine whether consumers will be able to take vacation or not, and factors that determine the travel types and the experience that which will be gained during a vacation.

Currently, there are significant numbers of Indonesian tourist who has desire to travel abroad. According to data that has been released by The Ministry of Tourism of Indonesia in 2016, there are growing number of Indonesian tourists who travel abroad. The number of Indonesian tourists who travel abroad shows a significant increase, especially after Indonesian economic condition improved. In making decision, the tourists who travel abroad will encounter the information search stage. Engel et al. (1994) argued that there are five stages which affect consumer behavior towards decision making in purchasing: introduction of needs, information search, information evaluation, purchase, and post-purchase.

According to Wilson in Yulianti (2017) information search behavior is formed when someone needs information about something and has a motive for getting the information. When choosing the source of information, there are several criterias used in selecting an information source. The easiness in obtaining the information is one of the criterias that had

been used, the availability of information is often more important than the accuracy of the information (Poernomowati, 1995 in Riyai 2011). While according to Kotler (2000) consumer information sources consist of the following four groups: personal sources, commercial sources, public sources, and experience sources. Each information source carries out the different functions in influencing purchasing decisions. Commercial sources are usually carrying out information functions while private sources carry out legitimacy or evaluation functions (Kotler, 2001 in Parhati, 2011).

Based on research by Sunaki et al. (2015) tourists as a group who need information have active searching behavior. Tourists always want to know what happens when they are on a trip, they even can afford to pay fees to access relevant information (Okoroma, 2014, in Sunaki, 2014). Besides having an active search behavior, tourists also have a unique information searching behavior, namely internal and external search behavior (Gursoy 2004 in Sunaki, 2014). Another study by Sunaki and Rukiyah (2015) entitled "The needs and behavior of tourist information seeking at the Pemuda Semarang tourist information center", aims to determine the form and type of information needed by tourists and the behavior of tourist information search at the Pemuda Semarang Tourist Information Center. The method used is qualitative data collection techniques in the form of interviews, observation, and study documentation. The results found in this study produced three things that became important points. First, tourist information needs can be seen from the type and form. Second, information seeking behavior by tourists shows similarities with Gursoy (2004) model. Third, tourists need the latest information that can be accessed easily.

Decision making can be influenced by past experience or external sources such as advertising, retail displays, news, online search sources, and recommendations from colleagues and family. In decision making in order to visit foreign countries, tourists characteristics can also affect the tourist's behavior in the process of finding information. Tourists characteristics can be divided into tourist characteristics based on psychography, socio-economic aspects, educational background, income, gender, and family cycle (Kotler,

2006 and Cooper, 2005 in Ismayanti (2010)). According to Marpaung (2002) the age characteristics of tourists are grouped into three groups which are teenager, adults, and elderly. Age is an important characteristic for marketers to understand (Sumarwan 2003), and their composition and distribution must be clearly known if age is the basic of product segmentation.

This research is part of cooperation research study between the Faculty of Tourism of the University of Pancasila and Taiwan Tourism Bureau titled “Survey in Choosing or Selecting Information Sources and Conducting Overseas Travel Activities.” This study will utilize some of the data from cooperation research, specifically focusing on “Analysis of information Search Behaviour Based on The Age of Indonesian Overseas Tourist”. From this research, it is expected to know the general tendency of the searching information sources behavior based on the age characteristics among Indonesian tourists both for domestic and foreign/abroad destinations.

## **RESEARCH METHOD**

The research in this study is using a quantitative research method with descriptive approach. Quantitative research methods are one of the types of research which specifications are systematic, planned, and clearly structured from the beginning to the making of the research. According to Sugiyono (2013), quantitative research methods can be interpreted as research methods based on the positivism philosophy, used to examine certain populations or

samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is descriptive/statistical on purpose to test the hypothesis that has been set.

Determination of respondents in this study is using Non-probability sampling method with purposive sampling technique. The non-probability sampling method itself is a technique for determining which samples were not chosen randomly. While purposive sampling is a sampling unit with the aim of obtaining the desired sample. The sample in this study is Indonesian tourists who have traveled at least once abroad. Respondents needed in this study were 200 respondents.

The survey was carried out using a questionnaire distributed to 200 respondents ranging from 12 years to over 66 years. With respondents living in different cities in Indonesia, using two techniques namely offline and online questionnaires with a Likert scale. The data obtained is then processed using SPSS application with statistical analysis. The analytical method used is the analysis of the use of Pie chart and the F test (anova analysis). In the ANOVA (Analysis of Variance) technique one path is usually used in experimental research or Ex-Post-Facto (Widiyanto 2013). ANOVA is used to compare the means of several populations represented by several sample groups together. the f test was carried out to see whether or not there were differences in the average behavior of searching for the chosen source of information due to ease of access and which influenced the choice of the age characteristics of foreign tourists.

Types and sources of data that are used in this study are primary and secondary data. The primary data source of this study were respondents, which are Indonesian tourists who traveled abroad. Secondary data sources from books, journals, notes and documentation or literature as well as other readings that are used as theories and references in analyzing the data found. This study intends to analyze the behavior of searching for information sources of Indonesian tourists abroad based on age characteristics.

## RESULTS AND DISCUSSION

- General Overview of Respondents

Table 1. Characteristic Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	74	37.00%
Female	126	63.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

Based on Table 1 it can be seen that the questionnaire that was filled out by male respondents was 74 respondents (37.00%), the questionnaire filled out by female respondents was 126 respondents (63.00%).

Table 2. Characteristic Respondents Based on Age

Age	Frequency	Percentage
Teens	29	14.50%
Adults	167	83.50%
Elderly	4	2.00%
<b>Total</b>	<b>200</b>	<b>100%</b>

Based on Table 2 it can be seen that the majority of respondents are in the adult category of 167 respondents (83.50%).

- **Information Search Behaviour of Indonesian Outbound Tourists**

According to Damara et al. (2014) tourists seek information through available information, for example through the internet, social networks, newspapers, magazines, friends or close relatives and so on. Information can be obtained anywhere according to their needs.

- Information sources used to plan overseas trips during the past two years

Table 3. Information sources the past two years

Information Sources	Frequency	Percent	Cumulative Percent
Personal Sources	3	1.5	1.5
Commercial Sources	148	74.0	75.5
Public Sources	44	22.0	97.5
Experience Sources	5	2.5	100.0
<b>Total</b>	<b>200</b>	<b>100.0</b>	

Based on table 3 the most information sources used to plan during the past two years is commercial sources 148 respondents (74%), public sources 44 respondents (22%), experience sources 5 respondents (2,5%) and personal sources 3 respondents (1,5%). It can be concluded that information sources that had been used here comes from commercial information sources because commercial information sources are sources that are dominated by marketers. These results are in accordance with the theory explained by Kotler (2002) in Parhati (2011) that in general consumers will get various information about a product through commercial sources as sources that are dominated by marketers. The results also prove that each commercial information carries out its role as a source of information.

- Website used to plan trips in the past two years



Table 4. Website in the past two years

Website	Frequency	Percent
A travel planning/booking website (e.g., Expedia, Travelocity)	111	25.0
An airline' website	121	27.0
The website of country/state/province/or city tourism authority	44	10.0
The website of hotel or a resort	88	20.0
A motorciach website	8	2.0
A cruise line website	2	0.0
The website of an attraction (museum,theatre, amusement park, etc.)	61	13.0
Some other website	13	3.0
<b>Total Respondents</b>	<b>200</b>	<b>100.0</b>

Notes : mark all that apply

Based on table 4 the most website used to plan trips in the past two years are an airline's website 121 respondents (27%), a travel planning/booking website (e.g., Expedia, Travelocity) 111 respondents ( 25%), the website of hotel or a resort 88 respondents ( 20%), and some other website  $\leq 20\%$ . It can be concluded that websites that are used most to plan trips are airline websites and booking websites (such as, Expedia, Travelocity) because airline websites and booking websites will make it easier for travelers to plan their holidays by providing information about attractions and destinations.

- The most social media used to plan overseas trip

Table 5. Most Used of Social Media

Media Sosial	Frequency	Percent
facebook	21	10.5
google+	6	3.0
instagram	106	53.0
pinterest	7	3.5
tripadvisor	21	10.5
youtube	39	19.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

Based on table 5 the most social media used to plan trips overseas trip is Instagram 106 respondents (53%) because Instagram is a social media that is currently used by various age groups. Instagram tends to be chosen because it is considered to have up to date information.

Table 6. Parts of trips booked over the internet

Parts of trips booked	Frequenc y	Percent
Airline ticket	162	27.0
Ticket for rail, bus, or boat/ship fares	98	16.0
Accomodation	160	26.0
Tickets or fees for specific activities or attractions (theatres, museums, art galleries, amusement park, etc.)	110	18.0
Car rental	43	7.0
A package containing at least two of above items	36	6.0
Others	0	0.0
<b>Total Respondents</b>	<b>200</b>	<b>100.0</b>

Notes : mark all that apply

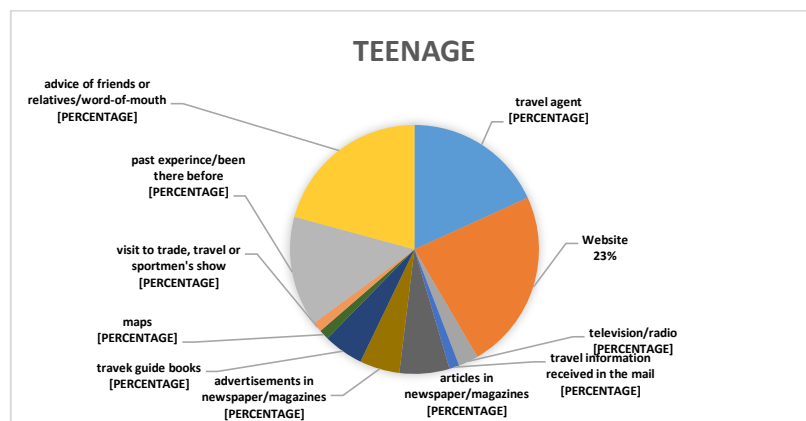
Based on table 6 parts of trips booked over the internet are airline ticket 162 respondents (27%), accommodation 160 respondents (26%), Tickets or fees for specific activities or attractions (theatres, museums, art galleries, amusement park, etc.) 110 respondents (18%), and others  $\leq 10\%$ . The part that is booked through the internet is mostly airplane tickets because accessing online airplane ticket reservations makes it easy for tourists to book and

also purchase. Booking tickets via the internet can also provide more references to tourists making it easier to compare and decide on airline selection, also in ordering airplane tickets online there are also many promotions that can be obtained by tourists. Through the internet tourists can see how the condition of the accommodation through photos and also existing reviews and can compare prices and facilities that are owned at each accomodation.

- **Information Search Behaviour Based on The Age of Indonesian Outbound Tourist**

Age grouping of tourists according to Marpaung (2002) is divided into three, namely teenage tourists, adults tourists and elderly tourists. Each tourist with a different age will have different interests in traveling.

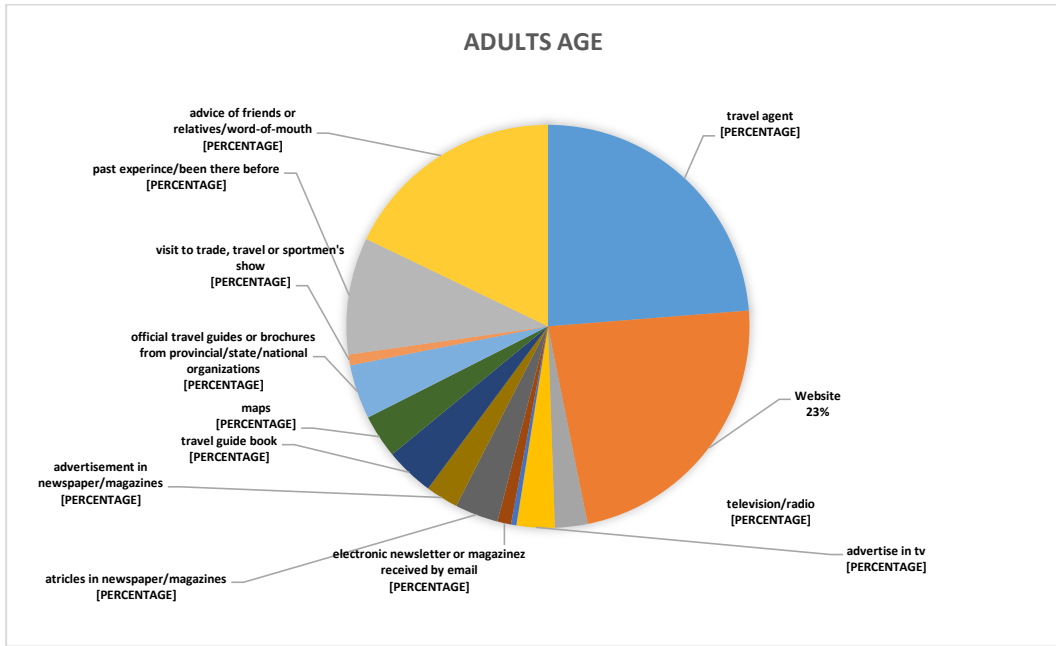
- Characteristic of Teens Age (12-19 years)



Picture 1. Characteristic of Teen Age Respondents

Based on picture 1 information search behavior based on the age of Indonesia overseas tourist, teenagers mostly used website (23%), advice of friends or relatives/word-of-mouth (21%), travel agent (18%), past experiences/been there before (14%), articles in newspaper/magazines (6%), advertisements in newspaper/magazines (5%), travel guide books (5%), television/radio (3%), and travel information received in the mail (1%). It can be concluded that website as commercial sources are mostly used by teenagers tourist. Teenage tourists usually do and plan their own trips, the website is most widely used to gather the information needed because various kinds of websites available on the internet make it easy for them to plan their own trips (Marpaung, 2002).

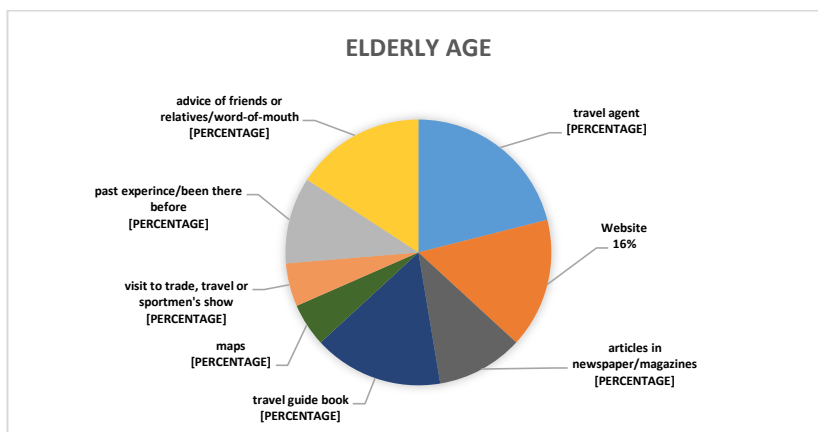
- Adults Age (20-59 years)



Picture 2. Characteristic of Adult Respondents

Based on picture 2 information search behavior of adults respondents: travel agent 24%, website 23%, advice from friends or relatives/word-of-mouth 18%, past experience/been there before 9%, official travel guides or brochures from provincial/state/national organizations 4%, advertisement newspaper/magazines 3%, television and radio, electronic newsletter or magazine received by email 1%. Travel agents as commercial sources that are widely used by tourists in adulthood. According to Marpaung (2002) there are usually no special needs for adult tourists but always have a great desire to travel. With that desire, tourists who are in adulthood are more mature in planning their trips. The Travel Bureau can provide a real service for tourists because the Travel Bureau cooperates with many hotels, restaurants, souvenir shops, and companies engaged in other tourism.

- Characteristic of elderly age (>60years)



Picture 3. Characteristic of Elderly Age Respondents

Based on picture 3 information search behavior by elderly age is travel agent 21%, website 16%, advice from friends or relatives/ word-of-mouth, travel guide book 16%, past experience/been there before 11%, articles in newspaper/magazines, visit to trade 5%. Same as characteristic adults age, elderly age mostly used plan trips through commercial sources which is travel agent. According to Marpaung (2002) elderly tourists will conduct tourist activities accompanied by careful planning such as, whether the destination is suitable for the physical abilities of tourists or not in carrying it out. Therefore, the Travel Bureau is widely used because the Travel Bureau is a company that specializes in arranging a tour starting from preparation to departure for someone or group who intends to hold it with a specific destination.

Information search behavior based on the age of Indonesian overseas tourist both tourists in their teens, adults, and elderly tend to use the same source of information, which are commercial information sources. Where in adolescence/teenagers, the website as the most widely used commercial information source, while in adulthood and old age the most widely used commercial information source is travel agents.

• Respondents' Responses Regarding Information Sources That Influence Options for Conducting Overseas Travel Activities

Tabel 5. Information Sources That Influence Options for Conducting Overseas Travel Activities

No	Items	Answers					Mean	Notes
		SA	A	QA	NA	SD		
1	Travel Agent	27	140	27	0	6	3.91	Quite Agree
2	An Internet Website	62	104	34	0	0	4.14	Agree
3	An electronic newsletter or magazine received by e-mail	34	111	21	26	8	3.68	Quite Agree
4	Articles in newspaper/magazines	17	106	27	48	2	3.44	Agree
5	Advertisements in newspapers/magazines	18	93	52	35	2	3.45	Agree
6	Travel guide books	39	86	38	35	2	3.62	Agree
7	Advice of friends or relatives/word-of-mouth	71	98	31	0	0	4.20	Agree
8	Visit to trade, travel, or sportmen's show	37	110	30	23	0	3.81	Quite agree
9	Programs in televisions	20	115	46	19	0	3.68	Quite agree
10	Advertisements on television	22	84	66	28	0	3.50	Agree
11	Travel information received in the mail	20	114	29	31	6	3.56	Agree
12	Official travel guides or brochures from provincial/state/national organizations	95	54	26	23	2	4.09	Agree
13	Cinema advertising	79	44	23	33	21	3.64	Agree
14	Billboard	80	45	33	28	14	3.75	Agree
<b>Average</b>							<b>3.75</b>	<b>Agree</b>

“I consider the following information sources have strongly influenced my choice”. With these high numbers contributing to the ideal score, thus causing satisfaction to the respondents regarding Sources of Information Affecting the Choices of respondents.



The existence of this behavior indicates an active search behavior due to the special attention of tourists to search for information through the experience of others. In addition, according to Kotler (2002) in Parhati (2011) the information of experience from other people plays a role to carry out the function of legitimacy or evaluation, so that at this stage tourists are convinced by the information they obtain from advice from friends or relatives / from mouth to mouth.

Advice from friends or relatives / word of mouth become a very influential source of information because according to Devito (2013) interpersonal communication is sending messages from someone and received by others with direct feedback effects in other words the information is responded quickly by tourists so it becomes one of the most influential information. As the most complete and most perfect communication, interpersonal communication or personal resources play an important role at any time, as long as humans still have emotions. The source of personal information is most often used to facilitate persuasive communication, namely psychologically humane communication that is subtle, flexible in the form of solicitation, persuasion or seduction.

• Respondents' Responses Regarding Choosing This Information Source Because Of Ease Of Access

Table 6. Respondents' Responses Regarding Choosing This Information Source Because Of Ease Of Access

No	Items	Answers					Mean	Notes
		SA	A	QA	NA	SD		
1	Travel Agent	61	94	29	7	9	4.96	Strongly Agree
2	An Internet Website	86	89	25	0	0	4.31	Strongly Agree
3	An electronic newsletter or magazine received by e-mail	26	108	23	34	9	3.54	Agree
4	Articles in newspaper/magazines	24	78	36	48	14	3.37	Agree
5	Advertisements in newspapers/magazines	28	77	50	31	14	3.37	Agree
6	Travel guide books	35	71	58	29	7	3.49	Agree
7	Advice of friends or relatives/word-of-mouth	88	79	33	0	0	4.28	Strongly Agree
8	Visit to trade, travel, or sportmen's show	41	85	51	16	7	3.69	Agree
9	Programs in televisions	25	93	57	20	5	3.57	Agree
10	Advertisements on television	40	83	61	8	8	3.70	Agree
11	Travel information received in the mail	25	98	45	24	7	3.55	Agree
12	Official travel guides or brochures from provincial/state/national organizations	59	48	59	23	11	3.61	Agree
13	Cinema advertising	53	41	27	50	29	3.20	Quite Agree
14	Billboard	52	37	36	45	30	3.18	Quite Agree
<b>Rata-rata</b>							<b>3.62</b>	<b>Agree</b>

“I consider the information from the following source to be easy to access”. With these high numbers contributing to the ideal score, thus causing satisfaction to the respondents regarding Sources of Information Affecting the Choices of respondents.

The results shown are supported by articles quoted from kompas.com (2011) that travel agents help provide a variety of information about various vacation spots in accordance with the wishes of tourists. Starting from the cost of cheap ticket reservations, tourist destinations, guides who will accompany you during the holidays so that tourists feel safe and comfortable. The travel agency also has a large and extensive network of tourism industries ranging from airlines, transportation providers, to accomodation. The travel agency will show a detailed and transparent price list for various things that tourists will need. A travel agency is a company that specifically arranges a trip from preparation for departure to equipment during the trip. The travel agency was chosen as the chosen source because of the ease of access because the travel agency itself has a role to provide a real service for tourists and makes travel more practical to do.

- Difference in average information search behavior based on age characteristic Indonesian overseas tourist

1. Testing Difference in Average Information Sources That Influence Options for Conducting Overseas Travel Activities

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	108.339	2	54.170	.467	.628
Within Groups	22870.541	197	116.094		
Total	22978.880	199			

The results obtained from the comparison of the level of significance is  $H_{a1}$  rejected, because the value of sig.  $0.734 \geq 0.05$ , the results of the analysis of the F test:

$H_{o1}$  : There is no difference in the average information search behavior that affects the choice of the age characteristics of Indonesian overseas tourists

**Conclusion:**

Based on the f test carried out that there is no difference in the average information source search behavior that affects Indonesian tourists abroad based on age characteristics. The average tourist tends to choose advice from friends / word of mouth which is included in a personal source. Personal sources are chosen as sources of information that influence choices because interpersonal communication is the most effective type of communication to change attitudes and opinions (Effendy, 2003). According to Morrigan (2015) advice from friends / word of mouth also plays an important role in tourist decision making because the role of personal sources is to carry out the function of legitimacy or evaluation. In addition to advice from friends / word of mouth, websites and travel agents were chosen as a source of

influential information because the development of the era in this rapid technological era has caused information dissemination to be accepted in all age characteristics.

2. Testing Difference in Average Choosing This Information Source Because Of Ease Of Access.

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.035	2	27.518	.310	.734
Within Groups	17502.965	197	88.848		
Total	17558.000	199			

The results obtained from the comparison of the level of significance is  $H_{a2}$  rejected, because the value of sig.  $0.628 \geq 0.05$ , the results of the analysis of the F test:

$H_{o2}$ : There is no difference in the average Choosing This Information Source Because Of Ease Of Access.

**Conclusion:**

Based on the f test conducted that there is no difference in the average behavior of searching for the source of information chosen because of the ease of access based on the age characteristics of tourists who go abroad, it is because the majority who make decisions are in the characteristics of the adult age. In addition, overseas trips with family are dominated by members with adult age characteristics where the role of parent holding the control function in the family is also stated by DeVitto (2001) that there are clear roles and responsibilities of each family member although not written.

**CONCLUSION**

Based on research by the author through statistical data analysis from literature studies and observations by distributing questionnaires, the conclusions can be drawn as follows:

Information seeking behavior of Indonesian tourists who will visit abroad based on information sources that had been used here comes from commercial information sources because commercial information sources are sources that are dominated by marketers. Then the websites used to plan trips are airline websites and booking websites (such as, Expedia, Travelocity) because airline websites and booking websites will make it easier for travelers to plan their holidays by providing information about attractions and destinations. Then the social media most often used to plan trips abroad is Instagram because Instagram is a social media that is currently used by various age groups. Instagram tends to be chosen because it is considered to have up to date information. The part that is ordered through the internet is

mostly airplane tickets because accessing online airplane ticket reservations makes it easy for tourists to book and also purchase.

Searching information sources behavior is based on the age characteristics of Indonesian tourists who will visit abroad both tourists in their teens, adults, and elderly tend to use the same source of information, which are commercial information sources. Where in adolescence/teenagers, the website as the most widely used commercial information source, while in adulthood and old age the most widely used commercial information source is travel agents.

There is no difference in the average searching information source behavior that will influence the options based on the age characteristics of tourists who will visit abroad. Personal resources tend to be chosen by all age characteristics of tourists because interpersonal communication is the most effective type of communication to change attitudes and opinions.

There is no difference in the average behavior of searching for selected information sources because of the ease of access based on the age characteristics of tourists who go abroad. Tourists from the characteristics of adolescents/teenager to elderly people tend to choose a travel agency because the travel agency as a source of commercial information can provide tangible services for tourists so that tourists are more comfortable and practical in conducting tourist activities.

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