

Analysis of the Role of Tour Leader Professional Leadership in Creating a Travel Agency Brand Image

Nova Erlyasari¹, Alfian Nur Firdaus², Supriono^{3*}

^{1,2,3}Business Administration, Faculty of Administrative Science,
Universitas Brawijaya

*Corresponding author: suprionofia@ub.ac.id

**Bulletin of Management
and Business**

Vol. 7, No. 1, Maret 2026, pp.
63–77

© The Author (s) 2025



link DOI

<https://doi.org/10.31328/bmb.vii.946>

Received: 29 November 2025

Revised: 14 December 2025

Accepted: 2 February 2026

ABSTRACT:

This study aims to identify the role of tour leader leadership in shaping the brand image of travel agencies and to examine how such leadership influences brand perception. A descriptive qualitative approach was employed, utilizing in-depth interviews, observations, and documentation involving tourists, tour leaders, and travel agencies. The findings indicate that tour leader leadership plays a critical role in conveying company values and creating positive tourist experiences, which in turn contribute to the formation of a strong brand image. Effective leadership is reflected through communication skills, tour management, and responsiveness to tourist needs. However, the study also identifies several challenges, including limited training provided by travel agencies, difficulties in obtaining professional certification, low awareness among tour leaders, and a lack of public trust in new practitioners. These findings highlight the importance of strengthening institutional support through structured training programs, comprehensive certification systems, and collaboration with government stakeholders to enhance the professionalism of tour leaders as key actors in tourism development. This study contributes by positioning tour leaders as strategic agents in brand co-creation and offers practical insights for improving service quality and brand image in the travel agency sector.

Keywords: Travel Agency; Brand Image; Tourism Leadership Role; Tour Leader

1. INTRODUCTION

Tour leaders are individuals who play a crucial role in the tourism industry, acting as a liaison between tourists and the destinations they visit, fulfilling various roles such as leaders, educators, tourism ambassadors,

and event managers (Teng & Tsaur, 2021). A tour leader not only facilitates the trip but also plays a crucial role in educating tourists about the culture, history, and environment of the destinations they visit. A tour leader's communication skills are a key factor in creating tourist satisfaction. Tour leaders who communicate well can build positive relationships and trust with group members, creating a more enjoyable experience and influencing tourist satisfaction levels (Dusra et al., 2024). Research by Schlegel and Pfoser shows that experienced tour leaders can adapt their information delivery to provide a more neutral perspective, thereby reducing the likelihood of conflict among participants with differing views or backgrounds (Schlegel & Pfoser, 2021).

The role of a tour leader in conflict prevention is crucial, especially in the context of tourism, which involves interactions between individuals from diverse backgrounds. A tour leader is responsible not only for guiding tourists but also for managing group dynamics that can lead to disagreements. Conflict often arises from a lack of communication and understanding between group members, which requires specific skills to manage effectively (Suganda et al., 2022). This involves understanding not only the destination but also the personalities and preferences of each group member. Thus, tour leaders can design experiences tailored to customers' preferences, which research shows can enhance the overall value and customer experience (Nurmilayanti & Hartono, 2023). With skills in managing group dynamics, tour leaders can facilitate interactions among group members, both through group activities and informal discussions throughout the trip (Kennedy & Lumbantoruan, 2024). These positive experiences not only provide instant gratification but can also encourage word-of-mouth recommendations, which are valuable for the sustainability of the tourism business.

As a tour leader, the leadership role is key to successfully integrating the various characteristics of tourist customers. The relationship between the tour leader and leadership attitudes within the tour context is crucial and influences the participant's experience during the trip. Tour leaders, as trusted leaders in the field, must possess appropriate leadership attitudes to create a conducive and enjoyable environment. Effective leadership roles can contribute to group performance and customer satisfaction, two key aspects of the tourism industry (Tampubolon et al., 2024). Leadership

in the tour leadership profession is a crucial element that influences the quality of the tourist experience and the image of the travel agency.

According to Usman et al., (2022), they found that tour guide performance and tourist satisfaction positively influence their behavioral intentions, which in turn influence their willingness to revisit and the destination's reputation. Furthermore, Sa'adah & Prapanca, (2024) conducted research showing that interpretive humor displayed by tour guides can effectively promote positive word-of-mouth promotion from tourists. This highlights how tour leader leadership significantly influences the brand image of travel agencies. Image here is not only the customer's experience but also a guideline for the results of the realization of a service.

According to (Sari et al., 2021), tourists will repeat purchases of a brand if they have a positive image of the brand, and vice versa. Meanwhile, research by Lucky et al., (2023), supports this finding by emphasizing that tourists' experiences can influence their perceptions of a brand and, consequently, the decision to repeat purchases not only helps in attracting new customers but is also crucial for retaining existing customers. Brand image builds trust and a positive image for products and companies, which can increase tourist loyalty and preference (Parris & Guzman, 2023). Customers feel more secure when purchasing products from companies with a good corporate image, as it serves as an effective differentiator that can determine the company's long-term success (Le, 2023; Kosasih et al., 2024).

It is crucial for tour leaders to implement leadership roles as a fundamental aspect of their profession (Salgin et al., 2025). However, not all tour leaders can apply the meaning of leadership to their tour customers. This can have a significant impact after the group has completed their tour, as it leaves an impression of the tour leader's role as a protector of customers or tourists. Based on the researcher's initial observations at travel agencies, the researcher witnessed numerous complaints from tourists about tour leaders, ranging from a lack of understanding of the history or knowledge of the destination, to the tour leader's unpleasant demeanor, to an unattractive appearance, and so on. If these problems persist, the company's image will be damaged and detrimental.

Despite the growing body of literature on tourism service quality and customer satisfaction, limited studies explicitly examine the role of

leadership at the operational level—particularly tour leaders—as a determinant of brand image formation. Previous studies tend to focus on service quality, destination image, or marketing strategies, while overlooking the micro-level interaction between frontline leadership and brand perception (marmat & Kashif et al., 2024; Han et al., 2025; Kim & Goh, 2026). This study addresses this gap by integrating leadership theory—specifically service leadership—with brand image formation in tourism contexts. In the service context, brand image is not only built through external communications such as e-WOM, but also through the quality of direct interactions between customers and service providers (Solihah et. al., 2023).

This research contributes to the literature in three ways. First, it conceptualizes tour leaders as strategic actors in brand co-creation rather than merely operational staff. Second, it introduces a mediating mechanism of tourist experience linking leadership practices and brand image. Third, it provides an empirical qualitative model that explains how leadership behaviors translate into brand perception in service-based tourism industries. Therefore, this study focuses on examining how tour leader leadership at the operational level contributes to brand image formation through tourist experiences.

METHODS

The type of research used by the author is descriptive research using observation with a qualitative approach. Qualitative research aims to understand phenomena in depth through descriptive interpretation and analysis.

The research focus refers to a specific topic that is the primary focus of a study. This research focuses on identifying the role of tour leader leadership in creating a travel agency's brand image and how tour leader leadership impacts the travel agency's brand image.

The research location and site refer to the physical place or location where the research was conducted. The location in this research is Gresik Regency, the objects of this research are various colleagues who work as tour leaders and travel agencies that have tour leader crews. The reason the researcher chose this location and research site is because of the author's interest in the role of leadership in the tour leader profession that influences the group of customers brought when traveling or touring. The

author's interest in improving the brand image of the travel agency through repeat orders or requests for tour leaders due to the comfort when carrying groups.

The data sources used in this study are two types: primary and secondary. Primary data sources were obtained through observations and interviews conducted by the researcher. Secondary data sources in this study were obtained from interview recordings and documentation, as well as information accessed through the official Gresik Regency website. Additionally, previous research journals relevant to the research and other reference books were used.

The data analysis method used in this study does not employ statistical data analysis but rather uses qualitative descriptions in conducting this research. According to Fadilla et al. (2023), the data analysis process begins with: 1) reviewing all data from various sources, 2) reducing data through abstraction, 3) organizing data and drawing conclusions.

This study, to ensure data validity, used a source triangulation test method. This method is carried out by comparing data obtained from different data sources. For example, this study aims to analyze the role of tour leader leadership in creating a travel agency brand image. This information was used as a reference in interviews with various sources, including tourists, tour leaders, and travel agency leaders.

The informants in this study consisted of 10–15 participants, including tour leaders, tourists, and travel agency representatives. A purposive sampling technique was used to select participants based on their direct experience with tour leader services. Data were collected through semi-structured interviews, allowing flexibility in exploring participants' perspectives while maintaining consistency across key research themes. The interview guidelines were developed based on service leadership and brand image indicators to ensure data relevance.

3. RESULTS

Based on the interviews and observations, several initial themes emerged regarding the role of tour leaders in tourism. The first theme was interpersonal communication skills. Informants stated that tour leaders who are able to explain destination information clearly, in a friendly, and communicative manner make tourists feel more comfortable during their

trip. Good communication also helps tourists understand the itinerary and rules during the tour. The second theme was tour management skills. Several respondents stated that tour leaders who are able to organize travel times, coordinate tourist groups, and resolve technical issues during the trip provide tourists with a sense of security. Organized tour management creates a more enjoyable travel experience. The third theme was responsiveness to tourist needs. Tourists tend to give positive feedback to tour leaders who are responsive to complaints, able to provide solutions to problems that arise during the trip, and who pay personal attention to tourists' needs.

"One respondent stated, "The tour leader explained everything clearly and made us feel comfortable throughout the trip"

This statement highlights the importance of effective interpersonal communication in enhancing tourist comfort and overall experience. Clear and engaging communication not only helps tourists better understand the itinerary and destination information but also fosters a sense of trust and emotional connection between the tour leader and participants. This finding supports the notion that communication competence is a fundamental component of service leadership, which directly contributes to positive tourist experiences and strengthens the perceived brand image of the travel agency

Second-Order Findings

Based on the synthesis of the first-level findings, two broader conceptual themes emerged. The first theme is service leadership. Communication skills, trip management, and responsiveness to tourist needs indicate that tour leaders act as service leaders who directly influence the tourist experience during the trip.

The second theme is the formation of a travel agency's brand image. The interactions between tour leaders and tourists during the trip shape the tourists' perceptions of the company's service quality. If the travel experience is positive, tourists tend to form a positive brand image of the travel agency. Thus, the quality of a tour leader's leadership not only influences tourist satisfaction but also contributes to building the company's reputation and image in the eyes of consumers.

Emergent Model or Conceptual Framework

The results of the qualitative analysis indicate a conceptual relationship between tour leader leadership, tourist experience, and travel agency brand image. In the model that emerged from this study, effective tour leader leadership—demonstrated through good communication, trip management skills, and responsiveness—will create a positive travel experience for tourists. This positive experience then contributes to the formation of a stronger travel agency brand image in the minds of tourists. This conceptual model (Figure 1) shows that the tour leader acts as a mediator between the company's services and tourists' perceptions of the travel agency brand.

“Another participant mentioned, “The tour was well-organized, and we didn’t have to worry about scheduling or logistics.”

This statement underscores the importance of tour management skills as a critical component of tour leader leadership. Effective organization of schedules, coordination of activities, and the ability to handle logistical aspects contribute to a seamless travel experience for tourists. When operational aspects are managed efficiently, tourists can focus on enjoying the experience without unnecessary concerns or disruptions. This reflects the role of tour leaders as service leaders who ensure reliability and professionalism, which ultimately enhances tourist satisfaction and reinforces a positive brand image of the travel agency.

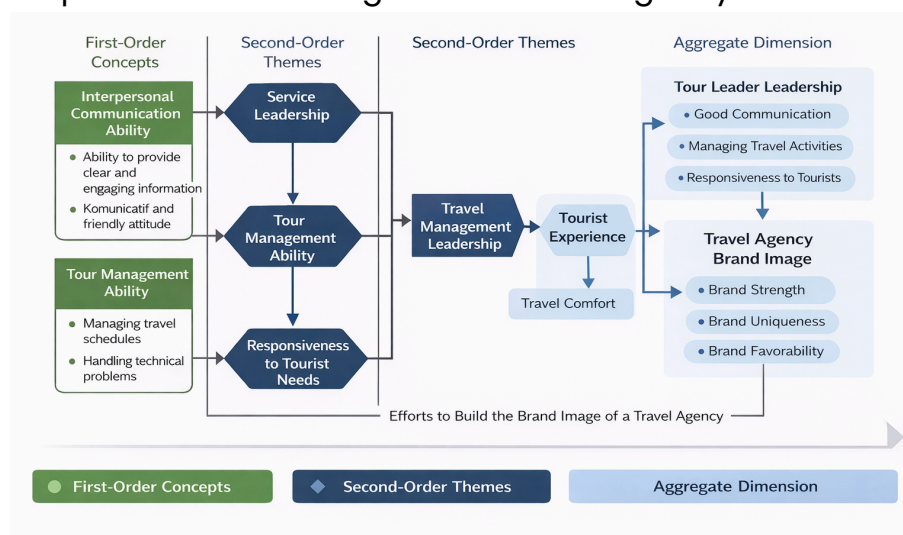


Figure 1. Conceptual Model of the Relationship between Tour Leader Leadership, Tourist Experience, and Brand Image

Source: Authors (2026)

4. DISCUSSION

The qualitative analysis results in this study indicate that tour leader leadership plays a strategic role in shaping the brand image of a travel agency through tourists' experiences during their tours. Based on the Gioia method approach, the research findings are categorized into three levels of analysis: first-order findings, second-order themes, and an emerging conceptual model.

In the first-level findings, this study identified two main aspects related to the basic competencies of a tour leader: interpersonal communication skills and tour management skills. Interpersonal communication skills are reflected in the tour leader's ability to convey information clearly, interestingly, communicatively, and in a friendly manner to tourists. In the context of tourism, communication is a crucial element because the tour leader serves as a liaison between tourists and various information about the destination, local culture, and the tourist activities carried out. Effective communication not only helps tourists understand the tour program but also creates a comfortable and enjoyable interaction atmosphere throughout the trip.

Furthermore, tour management skills were also a key finding at the first level. This skill encompasses the tour leader's ability to manage travel time, ensure a smooth schedule, and address any technical issues that may arise during the trip. Good tour management provides a sense of security and certainty for tourists, allowing them to enjoy their travel experience without worrying about the technical aspects of the trip.

These first-level findings then developed into second-level findings that describe more conceptual dimensions of leadership. In this study, interpersonal communication skills and tour management contribute to the development of service leadership in tour leaders. This service leadership is reflected in three main characteristics: the ability to provide communicative service, the ability to manage tours professionally, and a responsive attitude to tourist needs.

Responsiveness to tourist needs is a crucial aspect of tour leadership, as tourists often have diverse needs and expectations during their travels. Tour leaders who are able to respond to these needs quickly and appropriately will create a positive emotional connection with tourists. This responsiveness also demonstrates the tour leader's level of empathy and professionalism in carrying out their duties.

Based on the integration of these findings, this study produces a conceptual model (emergent model) that describes the relationship between tour leader leadership, tourist experience, and travel agency brand image. This model shows that tour leader leadership demonstrated through good communication, tour management skills, and responsiveness to tourists will shape positive tourist experiences, particularly in terms of comfort during the tour.

Positive traveler experiences then contribute to the formation of a travel agency's brand image. This brand image is reflected through three key indicators: brand strength, brand uniqueness, and brand excellence. When travelers experience professional service and a pleasant travel experience, they tend to have a more favorable perception of the travel agency that organized the trip.

Thus, this research model confirms that tour leaders serve not only as tour guides but also as direct representatives of the company in building the travel agency's reputation and brand image. Therefore, improving communication skills, travel management skills, and responsive service delivery are crucial factors in strengthening a travel agency's position amidst the increasingly competitive tourism industry.

The findings of this study reinforce the perspective of service leadership theory, which emphasizes that leadership in service contexts is manifested through direct interaction with customers and the ability to create meaningful service experiences. The identified dimensions—communication, tour management, and responsiveness—align with the concept of frontline leadership, where employees act as boundary spanners between the organization and customers.

From a branding perspective, the results support the notion that brand image is not only formed through marketing communication but also through experiential encounters (Chen & Wu, 2022; Sihaib et al., 2024). Tour leaders, as frontline representatives, play a crucial role in delivering brand promises. Their behavior directly influences tourists' perceptions of reliability, professionalism, and service quality, which are core components of brand image.

Furthermore, this study extends prior research (Tsaur et al., 2025; Gamage et al., 2026) by demonstrating that leadership in tourism is not merely about guiding but also about symbolizing the brand identity of the travel agency. This aligns with the concept of internal branding, where employees embody brand values in their interactions with customers.

The emergent model also confirms that tourist experience acts as a mediating variable, consistent with experiential marketing theory (Schmitt, 1999), where positive emotional and cognitive experiences lead to stronger brand associations. Thus, leadership behavior indirectly shapes brand image through experience construction.

However, the study also identifies structural challenges such as lack of standardized training and certification, which indicates a gap between theoretical expectations of leadership and practical implementation in the tourism industry.

5. CONCLUSION

This study confirms that tour leader leadership plays a strategic role in shaping tourist experiences and influencing travel agency brand image. Based on the results of a qualitative analysis conducted through a stepwise approach, this study identified that interpersonal communication skills and tour management skills are important factors that shape tour leader leadership practices. These two aspects develop into a service leadership dimension that is reflected through effective communication, the ability to manage tours professionally, and responsiveness to tourist needs. The research findings indicate that tour leader leadership plays a role in creating a positive tourist experience, especially in the form of comfort during the tour. This experience then contributes to the formation of the travel agency's brand image, which is reflected in brand strength, brand uniqueness, and brand excellence. Thus, the results of this study confirm that the service interaction that occurs between tour leaders and tourists plays a significant role in shaping tourists' perceptions of the quality of travel agency services.

Overall, this study provides an understanding that tour leader leadership is not only related to managing travel activities but also plays a strategic role in creating service experiences that can influence the brand image of travel agencies. These findings demonstrate the importance of developing communication competencies, travel management, and service

capabilities in improving the quality of the tourist experience in the tourism industry. This study has several limitations that need to be considered in interpreting the results. First, this study used a qualitative approach with a limited number of informants, so the results emphasize an in-depth understanding of the phenomenon being studied. Second, this study was conducted in the context of a specific travel agency, so the findings may have limitations in terms of generalization to a broader context. Based on these limitations, further research can develop the conceptual model generated in this study through a quantitative or mixed-methods approach to examine the relationships between concepts more broadly. Future research can also explore different tourist destination contexts or involve various types of travel agencies to obtain a more comprehensive understanding of the role of tour leader leadership in shaping tourist experiences and brand image in the tourism industry.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to the Faculty of Administrative Sciences at Brawijaya University, Indonesia, for their invaluable support and resources provided throughout this project. The authors also wish to thank the participants for their time and valuable input, which played a crucial role in enriching the research findings. Lastly, appreciation is given to the anonymous reviewers for their constructive feedback, which helped improve the quality of this article.

FUNDING

Financial support by BPPM Faculty of Administrative Sciences at Brawijaya University, Indonesia with number: 1/UN10.F0301/B/AA/PT.01.05.1/2025

CONFLICT OF INTEREST

The authors declare no conflict of interest

DATA AVAILABILITY

The data is available on request from the corresponding author: novaerlyfia@ub.ac.id

AUTHOR CONTRIBUTIONS

Conceptualization	: Nova Erlyasari
Data Curation	: Alfian Nur Firdaus, Supriono
Methodology	: Nova Erlyasari, Alfian Nur Firdaus
Investigation	: Nova Erlyasari, Alfian Nur Firdaus, Supriono

Formal Analysis : Nova Erlyasari, Alfian Nur Firdaus
 Validation : Alfian Nur Firdaus, Supriono
 Writing – original draft : Nova Erlyasari, Alfian Nur Firdaus, Supriono
 Writing – review & editing : Alfian Nur Firdaus, Supriono
 Supervision : Nova Erlyasari
 Project Administrator : Nova Erlyasari
 All authors have read and approved the final version of the manuscript

REFERENCES

- Chen, A. H., & Wu, R. Y. (2022). Mediating effect of brand image and satisfaction on loyalty through experiential marketing: A case study of a sugar heritage destination. *Sustainability*, 14(12), 7122. <https://doi.org/10.3390/su14127122>
- Dusra, E., Akbar, M., & Sonni, A. F. (2024). Tour leader PT Al-Bayan Permata Ujas communication competency relationship with satisfaction of Umrah pilgrims for the 1445 Hijriah period. *International Journal of Religion*, 5(10), 5746–5756. <https://doi.org/10.61707/b8p47n19>
- Fadilla, AR, & Wulandari, PA (2023). Literature review of qualitative data analysis: Data collection stage. *Mitita: Research Journal*, 1(3), 34–46.
- Gamage, T. C., Tajeddini, K., Hameed, W. U., & Abeysekera, N. (2026). When the match is right: How influencer–brand–follower congruence drives travel purchase behavior. *Journal of Hospitality and Tourism Technology*, 1–27. <https://doi.org/10.1108/JHTT-08-2025-0684>
- Han, J., Kim, H. J., & Yuan, L. (2025). A systematic review and meta-analysis of hospitality internal branding and cultural roles in brand dedication. *International Hospitality Review*, 1–23. <https://doi.org/10.1108/IHR-01-2025-0009>
- Kennedy, T., & Lumbantoruan, M. (2024). The role of tour leaders in managing group dynamics: An empirical study. *Eltek*, 21(2). <https://doi.org/10.33795/eltek.v21i2.4419>
- Kim, J. S., & Goh, B. K. (2026). Personality at play: Exploring how frontline employees' personalities drive work performance in hospitality. *Journal*

- of Hospitality and Tourism Insights, 9(3), 1256–1274. <https://doi.org/10.1108/JHTI-06-2025-0720>
- Kosasih, O., Hidayat, K., Hutahayan, B., & Sunarti. (2024). Achieving sustainable customer loyalty in the petrochemical industry: The effect of service innovation, product quality, and corporate image with customer satisfaction as a mediator. *Sustainability*, 16(16), 7111. <https://doi.org/10.3390/su16167111>
- Le, T. T. (2023). Corporate social responsibility and SMEs' performance: Mediating role of corporate image, corporate reputation and customer loyalty. *International Journal of Emerging Markets*, 18(10), 4565–4590. <https://doi.org/10.1108/IJOEM-07-2021-1164>
- Lucky, OS, Aisjah, S., & Ningrum, AP (2023). The impact of store price image and brand image on repurchase intention with customer satisfaction as mediation: A study on Transmart MX Mall Malang. *International Journal of Research in Business and Social Science*, 12(1), 22–30. <https://doi.org/10.20525/ijrbs.v12i1.2269>
- Marmat, G., & Kashif, M. (2024). Micro-meso-macro framework: A three-layered approach to understand brand pride. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-03-2024-0172>
- Nurmilayanti, & Hartono, N. (2023). Implementation of clustering methods as a supporting strategy in customer management. *Jurnal Fasilkom*, 13(3), 605–613. <https://doi.org/10.37859/jf.v13i3.5617>
- Parris, D. L., & Guzmán, F. (2023). Evolving brand boundaries and expectations: Looking back on brand equity, brand loyalty, and brand image research to move forward. *Journal of Product & Brand Management*, 32(2), 191–234. <https://doi.org/10.1108/JPBM-06-2021-3528>
- Sa'adah, IN, & Prapanca, D. (2024). Driving satisfaction through service quality, price, and word-of-mouth promotion. *Interaction Communication Studies Journal*, 1(2), 249–265. <https://doi.org/10.47134/interaction.v1i2.2939>

- Salgin, B., Mersky, R. L., & Agyekum, K. (2025). Exploring waste reduction approaches in the architectural design stage of university buildings in the United States. *International Journal of Construction Management*, 25(5), 510–518. <https://doi.org/10.1080/15623599.2024.2337206>
- Sari, NN, Fauzi, A., & Rini, ES (2021). The effect of electronic word of mouth (e-WOM) and brand image on repurchase intention moderated by brand trust in the Garuda Indonesia airline. *International Journal of Research and Reviews*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Schmitt, B. H. (1999). *Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands*. Free Press.
- Schlegel, S., & Pfoser, A. (2021). Navigating contested memories in a commercialized setting: Conflict avoidance strategies in Kyiv city tour guiding. *International Journal of Heritage Studies*, 27(5), 487–499. <https://doi.org/10.1080/13527258.2020.1821235>
- Sohaib, M., Safeer, A. A., & Majeed, A. (2024). Does firm-created social media communication develop brand evangelists? Role of perceived values and customer experience. *Marketing Intelligence & Planning*, 42(6), 1074–1092. <https://doi.org/10.1108/MIP-09-2023-0465>
- Solihah, U. A., Suci, R. P., Rahayu, Y. I., & Iswari, H. R. (2024). Pengaruh Citra Merek Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Yang Dimediasi Kepercayaan Konsumen. *Ekoma: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(3), 667–678.
- Suganda, T., Huda, KK, Suwahyu, R., & Septiani, N. (2022). Conflict management styles of nurse managers in hospitals: Implications for nursing management during the COVID-19 pandemic. *ASJN: Aisyiyah Surakarta Journal of Nursing*, 3(1), 1–11. <https://doi.org/10.30787/asjn.v3i1.878>
- Tampubolon, TS, Dhaniswara, P., Nainggolan, RH, Karimah, N., Ajrina, DZ, Nathanael, KH, Alfionita, S., Amoro, KHPD, & Tarina, DDY (2024). The role of leadership in sustainable tourism development in Ragunan Wildlife Park. *Indonesian Journal of Law and Justice*, 1(4), 10. <https://doi.org/10.47134/ijlj.v1i4.2631>

- Teng, H.-Y., & Tsaur, S.-H. (2021). Charismatic tour-guiding: Scale development and validation. *Journal of Travel Research*, 61(7), 1495–1507. <https://doi.org/10.1177/00472875211039556>
- Tsaur, S.-H., Cheng, T.-M., & Yang, T.-L. (2025). An exploratory study on the personal brand of tour leaders. *Tourism Management Perspectives*, 58, 101371. <https://doi.org/10.1016/j.tmp.2025.101371>
- Usman, A., Hidayat, M., & Daud, A. (2022). The influence of tourism marketing mix and service quality through tourist satisfaction on revisit intention (an empirical study at the Bantimurung tourist attraction, Maros Regency). *Nobel Management Review*, 3(3), 527–541. <https://doi.org/10.37476/nmar.v3i3.3289>