

## The Influence of Electronic Word of Mouth, Perceived Price, and Experiential Urgency on Intention to Visit Tourist Destinations in Tomohon City Among Emerging Adults from Manado

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### ABSTRACT

This study examines the influence of Electronic Word of Mouth (eWOM), Perceived Price, and Experiential Urgency on Intention to Visit tourist destinations in Tomohon City among emerging adults from Manado. Guided by the Theory of Planned Behavior, the research aims to understand how online reviews, price perception, and urgency-driven motivation affect travel intentions. Using a quantitative method, data were collected from 100 respondents aged 18–25 through a 7-point Likert scale questionnaire. The analysis used SPSS with validity, reliability, and multiple regression tests. Results show that eWOM and experiential urgency have a positive and significant effect on intention to visit, while perceived price does not. These findings emphasize the importance of digital influence and emotional motivation in shaping travel behavior.

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## INTRODUCTION

Tourism is one of Indonesia's most vital sectors, serving as a key contributor to economic growth, employment, and regional development. The government continues to prioritize this sector for its strong multiplier effect across industries such as hospitality, transportation, and creative services (Kementerian Koordinator Bidang Perekonomian RI, 2025). According to the Central Bureau of Statistics (BPS, 2025), foreign tourist arrivals in Indonesia reached 13.9 million in 2024, marking a 20.17 percent increase compared to 2023. This upward trend demonstrates tourism's important role in supporting Indonesia's post-pandemic recovery and long-term economic resilience. Amid global uncertainty (Rumokoy et al., 2023), strengthening the tourism sector remains one of the government's main strategies for achieving inclusive and sustainable growth.

Tomohon City, located in North Sulawesi, is one of the province's leading tourism destinations. The city is known for its natural beauty, cultural diversity, and well-known attractions such as the Tomohon International Flower Festival. Despite this potential, the intention to visit among emerging adults from Manado City, which is geographically close to Tomohon, remains varied. Understanding the behavioral factors that shape this group's travel intentions is crucial for developing regional tourism and designing effective marketing strategies.

This study adopts the Theory of Planned Behavior (Ajzen, 1991), which explains that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. In tourism contexts, these elements are often reflected through online information, perceptions of price fairness, and experiential motivations (Lam & Hsu, 2006). Therefore, this study examines the influence of Electronic Word of Mouth (eWOM), Perceived Price, and Experiential Urgency on the Intention to Visit tourist destinations in Tomohon City among emerging adults from Manado.

By analyzing these relationships, this research aims to contribute to the field of tourism marketing and consumer behavior. The findings are expected to provide useful insights for tourism stakeholders to enhance online engagement, price transparency, and experience-based promotions to strengthen Tomohon's tourism competitiveness.

## LITERATURE REVIEW

### *Theory of Planned Behavior*

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), explains behavioral intention as being shaped by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to the individual's evaluation of the behavior, subjective norms involve perceived social influence, and perceived behavioral control relates to the ease or difficulty of performing the behavior.

### ***Electronic Word of Mouth***

Electronic Word of Mouth (eWOM) is defined as any positive or negative statement made by consumers about a product, service, or experience that is shared widely through the internet (Hennig-Thurau et al., 2004). It serves as a digital extension of traditional word-of-mouth communication that spreads faster and reaches a wider audience. Kotler and Keller (2016) explain that eWOM plays an important role in shaping consumer perceptions and decisions because people tend to trust peer-to-peer communication more than promotional advertising.

### ***Perceived Price***

Perceived price is not the actual price but the price that is set by the customer and how they see it as cheap or expensive (Zeithaml, 1988). From the consumer's perspective, prices are often interpreted in terms of their reference prices, experience, or promotional framing (Monroe, 1990).

### ***Experiential Urgency***

Experiential urgency is an individual's emotional and psychological drive to immediately seek out unique, immersive, and time-sensitive experiences. It is triggered by personal desires, social trends, and limited-time opportunities. It shows a tendency for individuals to act quickly under emotional pressure, sometimes without careful consideration, showing a form of impulsive behavior (Cyders & Smith, 2008). In today's experience economy, people place high value on memorable and engaging moments that feel exclusive or time-limited, which intensifies their motivation to act (Pine & Gilmore, 2011). Immersive and emotionally stimulating environments can also strengthen this urgency, influencing individuals' behavioral intentions when experiences are perceived as scarce or fleeting (Zhou & Wang, 2024).

### ***The Relationship Between Electronic Word of Mouth and Intention to Visit Tourist Destinations***

Strong online social connections allow consumers to share their experiences with products or services through visual and verbal cues, providing useful information for potential travelers (Lončarić et al., 2016). Understanding the role and impact of electronic word-of-mouth (eWOM) is crucial for travel marketers in creating effective destination promotion strategies (Rumli et al., 2022). Positive eWOM enhances a destination's credibility and reduces perceived risks, which increases travelers' intention to visit. Destination marketers should actively manage and encourage favorable online reviews to attract and influence potential tourists.

### ***The Relationship Between Perceived Price and Intention to Visit Tourist Destinations***

Affordability is a subjective concept shaped by individual preferences and perceived value. Tourists' intention to visit a destination depends on the value they expect to receive for the price paid (Rumli et al., 2022). Consumers compare experiences and benefits to costs, using past experiences and information to form a reference price as a benchmark for future decisions. Actual prices and advertising also influence visiting intentions (Song & Jiang, 2018). Well-designed advertising can increase perceived value by emphasizing the destination's uniqueness and justifying its price, which encourages tourists to visit.

### ***The Relationship Between Experiential Urgency and Intention to Visit Tourist Destinations***

Experiential urgency directly influences the desire to visit tourist destinations by creating a psychological drive to act quickly. When people perceive time-sensitive opportunities such as limited festivals, seasonal attractions, or exclusive deals, they are more likely to prioritize travel to avoid missing out on unique experiences (Cyders & Smith, 2008). Marketing strategies that emphasize scarcity, like "last-chance" offers, strengthen this effect by increasing the perceived value of the experience (Alikari et al., 2022). Social media further amplifies this urgency, as real-time posts from peers or influencers can trigger fear of missing out (FOMO), motivating emerging adults to seek similar experiences (Schuemann, 2014). Excessive use of urgency-based promotions may lead to skepticism, thereby reducing consumer trust and long-term interest (Budjanovcanin, 2022).

### ***The Relationship among Electronic Word of Mouth, Price, Experiential Urgency, and Intention to Visit Tourist Destinations***

The combined influence of electronic word-of-mouth (eWOM), perceived price, and experiential urgency plays a key role in shaping potential visitors' decisions. Based on the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is determined by attitudes (experiential urgency), subjective norms (eWOM), and perceived behavioral control (price perception). When these factors interact, they can strengthen an individual's motivation to visit a destination. This effect is especially strong among emerging adults who are highly responsive to digital information and time-limited opportunities. Positive eWOM increases a destination's credibility, and when supported by affordable pricing and a strong sense of urgency, it significantly enhances the intention to visit.

### Conceptual Framework

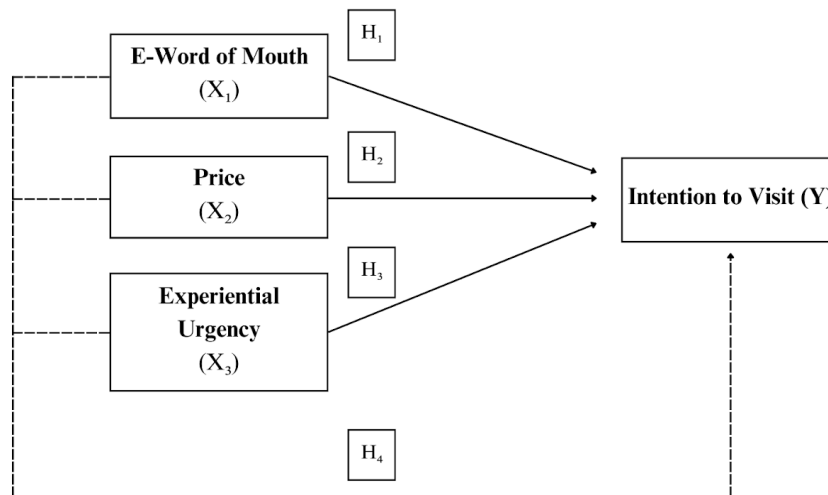


Figure 1. Conceptual Framework

- H<sub>1</sub>: *Electronic word-of-mouth has a positive effect on the intention to visit tourist destinations in Tomohon City among emerging adults from Manado.*
- H<sub>2</sub>: *Perceived Price has a positive influence on the intention to visit tourist destinations in Tomohon City among emerging adults from Manado.*
- H<sub>3</sub>: *Experiential urgency has a positive influence on the intention to visit tourist destinations in Tomohon City among emerging adults from Manado.*
- H<sub>4</sub>: *E-Word of Mouth, Price, and Experiential Urgency simultaneously have a significant influence on the intention to visit tourist destinations in Tomohon City among emerging adults from Manado.*

### METHODOLOGY

This study will employ a quantitative research methodological approach, which is defined by the methodical gathering and examination of numerical data in order to find trends, connections, and causal effects among variables (Creswell, 2014). Data will be collected using a structured questionnaire on the influence of electronic word-of-mouth (eWOM), price, and experiential urgency on the intention to visit tourist destinations in Tomohon City among emerging adults from Manado. The questionnaire will include validated scales to measure eWOM, price sensitivity, and experiential urgency, along with demographic questions to capture relevant participant information. A convenience sampling technique will be employed to guarantee that the target demographic is represented in a variety of ways, consisting of emerging adults aged 15 to 29. Data analysis will be conducted using statistical software, employing techniques such as regression analysis to identify relationships between the variables. This quantitative approach allows for the quantification of the effects of eWOM, price, and experiential urgency on visit intentions, providing insights that can inform marketing strategies for tourism in Tomohon City.

**RESEARCH RESULT***Respondent Characteristics***Table 1. Respondent Characteristics**

Characteristic	Description	Quantity	Percentage %
Gender	Male	17	17
	Female	83	83
Age	18	4	4
	19	4	4
	20	12	12
	21	48	48
	22	20	20
	23	6	6
	24	3	3
	25	3	3
Occupation	Student	74	74
	Worker (Employee/Professional)	10	10
	Entrepreneur	2	2
	Not Employed/Seeking Work	14	14

This research involved 100 respondents who completed questionnaires via Google Forms. All respondents live in Manado, ensuring the data represent emerging adults from the city. Every respondent was already familiar with Tomohon's tourist destinations and had visited at least one, making their responses relevant and reliable for this study. Based on demographics, most respondents were female (83%), while males made up 17%. In terms of age, the largest group was 21 years old, representing 48% of the total respondents, indicating that most participants were in their early twenties. Regarding occupation, 74% were students, 14% were unemployed or seeking work, 10% were workers, and 2% were entrepreneurs. These characteristics reflect the perspectives of young, educated individuals who are active consumers in the tourism sector.

*Validity Test*

**Table 2. Validity Test Result**

Variable	Indicator	Validity			Result
		r-count	r-table	Sig	
Electronic Word of Mouth	X1.1	0.703	0.196	0.000	VALID
	X1.2	0.727	0.196	0.000	VALID
	X1.3	0.755	0.196	0.000	VALID
	X1.4	0.726	0.196	0.000	VALID
Perceived Price	X2.1	0.820	0.196	0.000	VALID
	X2.2	0.893	0.196	0.000	VALID
	X2.3	0.873	0.196	0.000	VALID
Experiential Urgency	X3.1	0.857	0.196	0.000	VALID
	X3.2	0.853	0.196	0.000	VALID
	X3.3	0.714	0.196	0.000	VALID
Intention to Visit	Y.1	0.648	0.196	0.000	VALID
	Y.2	0.909	0.196	0.000	VALID
	Y.3	0.860	0.196	0.000	VALID

From Table 2, it can be seen that the result of all the variable questionnaire items are considered valid because the r-count (Pearson Correlation) is greater than it r-table (0.0196) with a significance value of  $0.000 < 0.05$  it can be stated that the item of the variable Electronic Word of Mouth (X1), Perceived Price (X2), and Intention to Visit (Y) is valid.

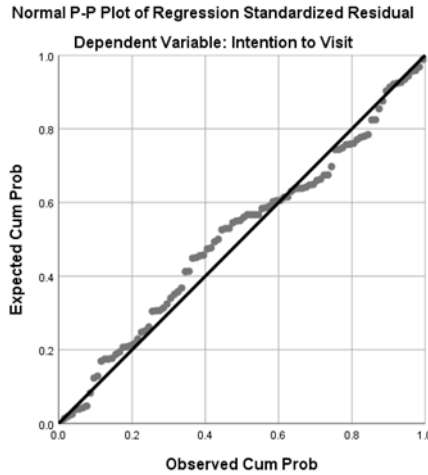
*Reliability Test*

**Table 3. Reliability Test Result**

Variable	Cronbach's Alpha	Result
Electronic Word of Mouth	0.699	VALID
Perceived Price	0.823	VALID
Experiential Urgency	0.735	VALID
Intention to Visit	0.736	VALID

Based on the reliability test results, all variables in this research have Cronbach's Alpha values above 0.70, which means they are reliable. Electronic Word of Mouth (X1) has an alpha of 0.699, which is very close to 0.70 and still considered reliable for research. Perceived Price (X2) has the highest reliability with an alpha of 0.823, while Experiential Urgency (X3) and Intention to Visit (Y) also show good reliability with alpha values of 0.735 and 0.736. This means all the questionnaire items are consistent and can be used for further analysis.

**Normality Test**



**Figure 2. Normal P-Plot Graphic**

As shown in the graphic above, the P-P Plot displays dots that follow and are close to the diagonal line, which means the data in this study is normally distributed and suitable for further analysis.

**Multicollinearity Test**

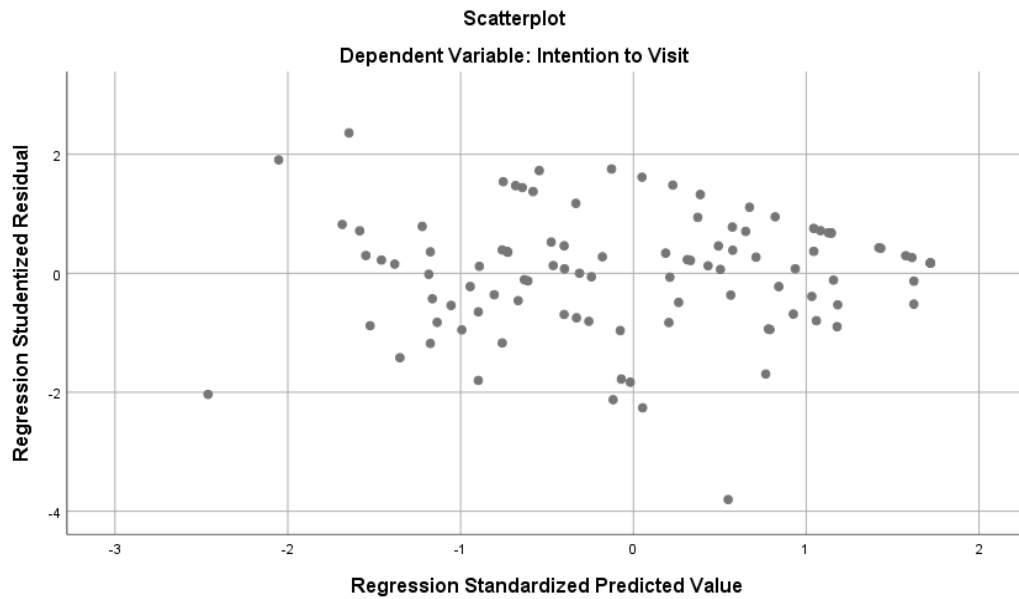
**Table 4. Multicollinearity Test Result Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Electronic Word of Mouth	.777	1.288
	Perceived Price	.774	1.292
	Experiential Urgency	.680	1.472

a. Dependent Variable: Intention to Visit

Based on the multicollinearity test results, all independent variables (X1, X2, X3) have Tolerance values greater than 0.10 and VIF values below 10. Specifically, Electronic Word of Mouth (X1) has a Tolerance of 0.777 and VIF of 1.288, Perceived Price (X2) has a Tolerance of 0.774 and VIF of 1.292, and Experiential Urgency (X3) has a Tolerance of 0.680 and VIF of 1.472. These values indicate that there is no multicollinearity problem among the independent variables in this research, so the regression analysis can be continued without any issues.

**Heteroscedasticity Test**



**Figure 3. Scatterplot**

Based on the scatterplot above, the dots are scattered randomly and do not form any particular pattern, which shows that the data is free from heteroscedasticity and suitable for regression analysis.

**Multiple Linear Regression Analysis**

**Table 5. Multiple Linear Regression Analysis Result Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.474	2.284		.645	.520
	Electronic Word of Mouth	.214	.097	.194	2.216	.029
	Perceived Price	.080	.111	.063	.722	.472
	Experiential Urgency	.543	.100	.507	5.402	.000

a. Dependent Variable: Intention to Visit

The multiple linear regression analysis shows that Electronic Word of Mouth (X1) has a regression coefficient of 0.214, indicating a positive effect on Intention to Visit. Perceived Price (X2) also shows a positive influence with a regression coefficient of 0.080, but with a smaller effect. Experiential Urgency (X3) has the highest regression coefficient of 0.543, indicating it is the most influential variable affecting Intention to Visit.

**T-test (Partial test)**

**Table 6. T-test Result Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.474	2.284		.645	.520
	Electronic Word of Mouth	.214	.097	.194	2.216	.029
	Perceived Price	.080	.111	.063	.722	.472
	Experiential Urgency	.543	.100	.507	5.402	.000

a. Dependent Variable: Intention to Visit

The t-test results show that the t-table value is 1.660 with a significance level of 0.05 and degrees of freedom (df) = 96. The t-count value for Electronic Word of Mouth (X1) is 2.216 with a significance value of 0.029 < 0.05, indicating a positive and significant effect on Intention to Visit. For Perceived Price (X2), the t-count value is 0.722 with a significance value of 0.472 > 0.05, indicating no significant effect. Meanwhile, Experiential Urgency (X3) shows a t-count value of 5.402 with a significance value of 0.000 < 0.05, indicating a positive and significant effect on Intention to Visit.

**F-test (Simultaneous test)**

**Table 7. F-test Result ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	498.132	3	166.044	23.761	.000 <sup>b</sup>
	Residual	670.868	96	6.988		
	Total	1169.000	99			

a. Dependent Variable: Intention to Visit

b. Predictors: (Constant), Experiential Urgency, Electronic Word of Mouth, Perceived Price

Based on the F-test result above, the F-count value is 23.761, while the F-table value is 2.70. Because the F-count is much larger than the F-table (23.761 > 2.70), it means the regression model is significant. This shows that the independent variables, which are Electronic Word of Mouth (X1), Perceived Price (X2), and Experiential Urgency (X3), simultaneously have a significant influence on the Intention to Visit (Y).

*Coefficient of Determination (R<sup>2</sup>)*

**Table 8. Coefficient of Determination Result  
 Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 <sup>a</sup>	.426	.408	2.64352

- a. Predictors: (Constant), Experiential Urgency, Electronic Word of Mouth, Perceived Price
- b. Dependent Variable: Intention to Visit

The Adjusted R Square value is 0.408. This indicates that 40.8% of the variation in Intention to Visit can be explained by the variables Electronic Word of Mouth, Perceived Price, and Experiential Urgency, while the remaining 59.2% is influenced by other factors outside the model.

**DISCUSSION**

*The Influence of Electronic Word of Mouth on Intention to Visit*

The results show a clear positive relationship between what people read online and their willingness to travel to Tomohon. Based on the Theory of Planned Behavior, subjective norms, such as peers' opinions and actions, significantly shape one's intention (Ajzen, 1991). In this case, eWOM functions as a subjective norm, where positive experiences shared by friends or influencers encourage others to visit. From a consumer behavior perspective, emerging adults rely heavily on social media and peer reviews when making travel decisions (Solomon & Russell, 2024). eWOM helps reduce perceived risk by providing trustworthy information and acts as social proof that strengthens a destination's appeal (Hennig-Thurau et al., 2004). Therefore, tourism managers and local businesses should motivate visitors to share their experiences online to generate more positive eWOM and attract future travelers.

*The Influence of Perceived Price on Intention to Visit*

Perceived price was not the main factor influencing emerging adults in Manado to visit Tomohon. Unlike eWOM and experiential urgency, it did not significantly affect their decision to travel. Based on the Theory of Planned Behavior, perceived price is related to perceived behavioral control, where people feel more capable of visiting if the costs seem fair, affordable, and worth the value (Ajzen, 1991; Kotler & Keller, 2016; Zeithaml, 1988). Many respondents likely found travel costs manageable since Tomohon is nearby, making price less relevant in their decision-making. Emerging adults tend to prioritize experiences over affordability (Solomon & Russell, 2024). When prices are perceived as high, visitors may still come once for the experience but are less likely to return (Tumiwa & Nagy, 2021). Therefore, focusing on experiences and unique attractions is more effective than emphasizing discounts.

### ***The Influence of Experiential Urgency on Intention to Visit***

The findings show that a strong sense of “must-go-now” greatly motivates emerging adults to plan a trip to Tomohon. Experiential urgency includes time-sensitive motivation, psychological drive such as fear of missing out, and social trends like seeing friends share travel experiences (Cyders & Smith, 2008; Pine & Gilmore, 2011). According to the Theory of Planned Behavior, this urgency influences people’s attitudes toward visiting (Ajzen, 1991). Emerging adults are driven by limited opportunities or special events, prompting quick decisions (Schuemann, 2014). Price becomes less important than the chance to have a memorable experience, and creating urgency through limited-time offers or exclusive events is more effective than price discounts.

### ***The Influence of Electronic Word of Mouth, Perceived Price, and Experiential Urgency Simultaneously on Intention to Visit***

The findings show that Electronic Word of Mouth (eWOM), Perceived Price, and Experiential Urgency together significantly influence the intention to visit tourist destinations in Tomohon City among emerging adults from Manado. Based on the Theory of Planned Behavior (Ajzen, 1991), these factors represent attitudes, subjective norms, and perceived behavioral control, which collectively shape travel intentions. Positive online reviews, fair pricing, and a strong sense of urgency work together to build trust, enhance motivation, and strengthen the desire to visit. This indicates that tourism marketers should focus on combining engaging digital promotion, clear pricing strategies, and time-limited experiences to effectively attract young travelers.

## **CONCLUSIONS AND RECOMMENDATIONS**

This research concludes that Electronic Word of Mouth positively influences the intention to visit tourist destinations in Tomohon City among emerging adults from Manado, showing that positive online reviews and shared experiences encourage travel interest. Perceived Price, however, does not significantly affect their intention, as emerging adults prioritize enjoyment and experiences over cost. Experiential Urgency has a strong positive influence, indicating that limited, trending, or time-sensitive events effectively motivate people to plan trips quickly. When combined, Electronic Word of Mouth, Perceived Price, and Experiential Urgency together have a significant impact on visiting intention, revealing that these factors collectively shape what drives emerging adults to visit Tomohon.

For tourism businesses in Tomohon, it is recommended to strengthen their online presence through engaging content such as photos, videos, and visitor testimonials. Collaborations with influencers and campaigns that create a sense of urgency, like exclusive or time-limited events, can attract more young travelers. Price promotions may be used strategically, but the main focus should be on offering memorable and trendy experiences. For customers, especially emerging adults, it is encouraged to continue exploring Tomohon’s destinations and share genuine online feedback through reviews and social media posts to support tourism growth. They are also advised to take advantage of special events or limited-time offers to enhance their travel experiences.

## ADVANCED RESEARCH

Future researchers can expand this study by including different age groups or visitors from outside Manado to compare how price, eWOM, and urgency affect different audiences. They can also add other variables like destination image, service quality, or travel motivation for a more complete analysis. Using a larger sample size or combining quantitative and qualitative methods could provide deeper insights into what drives tourism visits.

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