

## THE INFLUENCE OF INTERPERSONAL COMMUNICATION ON VISITATION RATES AT NOVOTEL HOTELS & RESIDENCE PALEMBANG

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*Abstract - Communication is something that is done in everyday life that can be felt by. This research aims to analyze the influence of interpersonal communication on the level of visits at Novotel Hotels & Residence Palembang, and determine the dimensions of interpersonal communication that influence the level of visits. This research is a quantitative type of research using survey methods. The sampling technique used is nonprobability sampling with a purposive sampling method. The data analysis technique used is simple linear regression analysis. Data collection was carried out by distributing questionnaires to 90 consumers who knew, visited and had stayed at Novotel Hotels & Residence Palembang. From the results of this research, the T test indicates that H1 is accepted. This result means that the interpersonal communication variable has an overall effect on the level of visits at Novotel Hotels & Residence Palembang, so the H0 hypothesis is accepted and H0 is rejected. Has a significant influence on consumers on the level of visits to Novotel Hotels & Residence Palembang. From the results of calculating the coefficient of determination ( $R^2$ ), it can be seen that the influence of the Interpersonal Communication variable (X) on the Visit Rate (Y) is 61.5% and the remaining 38.5% is influenced by other factors not examined in this research.*

*Keywords - Interpersonal Communication, Visit Level, Openness, Empathy, Positive Support, Quality.*

### INTRODUCTION

Palembang is located in the province of South Sumatra. This city is actively developing its tourism sector with the aim of boosting economic activity, creating job and business opportunities, as well as enhancing public perception and regional income. Palembang is a city that continuously improves its facilities and infrastructure, where the city government supports the provision of culinary options with an increasing number of restaurants or eateries. There are many hotels in Palembang, one of which is Novotel Hotels & Residence Palembang, which features a unique architectural structure inspired by the Buddhist kingdom of Sriwijaya, reflecting the cultural atmosphere of ancient times with a semi-resort concept. Interaction is a daily activity carried out by humans, serving the purpose of connecting with one another. In communication, there is also interpersonal communication, a situation where there is a process of sharing information about an event involving two or more people, there are two methods: verbal, which involves direct conversation between two or more individuals, where information is exchanged through spoken words. Conversely, non-verbal communication is a type of interaction that does not include words but can be conveyed through body language, facial expressions, eye contact, and vocal intonation. In interpersonal communication, there are various elements involved, such as sender-receiver, information, encoding-decoding, channels, barriers, responses, context, and etiquette.

There are factors that can influence interpersonal communication, such as a lack of work enthusiasm, suboptimal performance, and also the tendency to procrastinate on responsibilities. In a company, of course to achieve the established goals, good communication is necessary between the company and its employees, as well as interpersonal communication. According to Baskin and Aronoff (2013) in (Yosal Iriantara, 2018) in the book titled Interpersonal Communication, it is stated that interpersonal communication aims to create mutual understanding of meaning. However, interpersonal communication at Novotel Hotels & Residence Palembang is still lacking, resulting in insufficient shared understanding in carrying out the job, this is due to the fact that when delivering a conversation, there are differences in thought patterns. There is also a Standard Operating Procedure at Novotel Hotels & Residence Palembang, which states that when answering the phone, it should not ring more than 3 times. When receiving a call, one must apply a greeting that aligns with the standards set by Novotel Hotel (“Main Kitchen/Pastry/Chinese Kitchen (name) speaking, may I help you?”). It is important not to use a loud tone, always respond with a smile, take note of important information in a notebook when receiving calls, and finally, close the phone gently.

According to Joseph DeVito (2016) in (Edi Harapan and Syarwani Akhmad, 2018) in the book titled Interpersonal Communication: In the Context of Human Behavior in Educational Environments, interpersonal communication refers to the exchange of messages between two individuals or within small groups, which involves several effects or direct responses. Interpersonal communication involves an understanding of two distinct concepts, namely communication and personal interaction. Communication

is the process of exchanging messages between a sender and a receiver with the aim of achieving the desired outcome. Furthermore, interpersonal refers to interactions that involve personal or social relationships aimed at building a shared system of expectations, patterns of emotional attachment, and methods of social adjustment. Every company certainly requires communication, one of which is interpersonal communication that occurs at Novotel Hotels & Residence Palembang.

The researcher noticed that there was a delivery error given, such as a mistake in which there was one of the buffet dishes for breakfast or the breakfast was cooked at the evening shift, but was not put into the chiller, so that at the time the morning shift was already displayed, one trainee child accidentally found out by checking before the arrival of guests, it was to the officers in service so that the dishes were immediately replaced. In a study by Dandi Sulisty et al. (2024) titled "The Influence of Tour Guide Interpersonal Communication on Visitor Satisfaction at Taman Mini Indonesia Indah," it was found that the level of tourist satisfaction at Taman Mini Indonesia Indah is directly proportional to the effectiveness of interpersonal communication carried out by the tour guides. Therefore, visitors are more likely to feel satisfied with their visit when the communication skills of the tour guides are more effective. From a preliminary overview and analysis of the problems presented, the researchers concluded some of the key problems that need to be solved in the context of this research, researchers carried out problem limitations to create an understanding that focuses on the research that is studied in depth. Problems to be limited by researchers: The influence of interpersonal communication (X) on visitation rates (Y) at Novotel Hotels & Residence Palembang. There are limitations in collecting data and coordinating with Novotel Hotels & Residence Palembang. As a result, the researcher was unable to obtain population data from Novotel Hotels & Residence Palembang related to the research variables to seek questionnaire data due to policies implemented by the management. The researcher conducted a search using theories from previous researchers in the form of journals, articles, books, and others.

## **METHODS**

The research applied by the researchers is a quantitative method, which Sugiyono (2019) describes as a research approach rooted in the philosophy of positivism. This approach explores a specific group of populations or samples, collects data using research instruments, and analyzes information statistically or quantitatively to test the hypotheses that have been put forward. The one where it requires researchers to conduct research by exploring a specific group of individuals or samples, using special research methods to analyze numerical data, and testing previously proposed hypotheses.

The researchers used a number of techniques in data collection, including primary testing, validity assessment, reliability verification, descriptive statistical analysis, evaluation of normal distribution, correlation evaluation, multicollinearity examination, heteroscedastic assessments, double linear regression analysis, assessment of determination coefficients, t trials, and f trials. In populations and samples, the researchers did not use probability trials of sampling, due to which the size of the population was unknown. In order to gather the data, researchers use the survey method by spreading the questionnaire using the Google Form that will be contained by the community that has stayed at Novotel Hotels & Residence Palembang to generate data and also numbers using the formula and with the presence of the Likert scale can make the researchers measure the indicators in the variable of the research that is being studied.

This research requires primary information in the form of a quiz which will be created and disseminated by researchers using the method of the Likert Scale and also secondary information as an interview. In this study, the researchers were not given the necessary data from the hotel, so the researcher used Hair et. al's theory where in the theory the formula contained in it was used to estimate the unknown truth and apply purposive sampling techniques.

According to (Hair et al, 2018) the following formula is used to determine the number of respondents required:

Calculation: Known number of indicators = 9 (nine)  
n (sample) = 9 Indicators X 10  
Total = 90 Respondents

**RESULTS AND DISCUSSION**

Here are the results from this research paper:

Table 1. Statistic Descriptive Test of Variable X

<u>No</u>	<u>Statement</u>	<u>Code</u>	<u>Mean Value</u>	<u>Criteria</u>
<b><u>Interpersonal Communication (X)</u></b>				
<b><u>Openness (D1)</u></b>				
1	I feel that the information provided by the employees of Novotel Hotels & Residence Palembang is accurate.	KT1	3.36	<u>High</u>
2	I feel that the employees of Novotel Hotels & Residence Palembang provide the necessary information.	KT2	3.30	<u>High</u>
3	I feel that there is good communication from the employees of Novotel Hotels & Residence Palembang.	KT3	3.23	<u>High</u>
4	The information provided by the employees of Novotel Hotels & Residence Palembang has a positive meaning.	KT4	3.13	<u>High</u>
<b><u>Emphaty (D2)</u></b>				
5	I feel that the employees of Novotel Hotels & Residence Palembang respond quickly to complaints.	EM1	3.27	<u>High</u>
6	I feel that the employees of Novotel Hotels & Residence Palembang respond promptly to consumer requests.	EM2	3.37	<u>High</u>
7	I feel that the employees of Novotel Hotels & Residence Palembang can easily understand when given feedback and respond to it efficiently.	EM3	3.21	<u>High</u>
8	I believe the employees of Novotel Hotels & Residence Palembang can set a good example.	EM4	3.24	<u>High</u>
<b><u>Supportiveness (D3)</u></b>				
9	The staff at Novotel Hotels & Residence Palembang provided assistance when I needed it.	DK1	3.18	<u>High</u>
10	The employees at Novotel Hotels & Residence Palembang easily understood the instructions given.	DK2	3.08	<u>High</u>
11	The staff at Novotel Hotels & Residence Palembang can share insights on various matters.	DK3	3.12	<u>High</u>
12	I feel that the employees at Novotel Hotels & Residence Palembang are able to offer support to guests when needed.	DK4	3.17	<u>High</u>
<b><u>Positiveness (D4)</u></b>				
13	I feel that the employees of Novotel Hotels & Residence Palembang significantly contribute to my sense of security.	RP1	3.36	<u>High</u>

14	I feel that the employees of Novotel Hotels & Residence Palembang can create a conducive working environment.	RP2	3.19	High
15	Employees of Novotel Hotels & Residence Palembang participate in their work well.	RP3	3.21	High
<b>Equality (D5)</b>				
16	I received good treatment from the employees of Novotel Hotels & Residence Palembang.	KS1	3.32	High
17	I received the same service as other guests from the staff at Novotel Hotels & Residence Palembang.	KS2	3.29	High
18	The employees of Novotel Hotels & Residence Palembang provided me with positive feedback.	KS3	3.27	High

Source: Data Processed (2024)

Based on the above table, the entire employee service dimension at Novotel Hotels & Residence Palembang received a very positive rating from customers, with an average rating above 3.00, which was categorized as "Very Agree". The Openness dimension (D1) indicates that the information provided by the employee is considered accurate and relevant, although there is little room for improvement in giving better meaning to the information (highest mean value in KT1: 3.36 and lowest mean in KT4: 3.13).

The Empathy dimensions (D2) show rapid response and high empathy from employees, especially in dealing with consumer demands (highest mean at EM2: 3.37). The support (D3) indicate that employees are willing to provide help and are easy to understand, although the understanding of instructions can be further enhanced (the highest mean values in DK1: 3.18 and the lowest in DK2: 3.08). The Positiveness (D4) indicated that employees were able to create a sense of security and a situation conducive to the consumer, with the highest average value in RP1: 3.36.

The Equality dimension (D5) indicates that employees provide fair treatment and service as well as good feedback to consumers (the highest average value in KS1: 3.32). Overall, Novotel Hotels & Residence Palembang employees were rated very positively by consumers in the context of openness, sympathy, support, positive attitude, and equal treatment, with every aspect being in the category "Very Agree", reflecting satisfactory and responsive service.

Table 2. Statistic Descriptive Test of Variable Y

No	Statement	Code	Mean Value	Criteria
<b>Visitation Rates (Y)</b>				
1	Employees of Novotel Hotels & Residence Palembang work in accordance with the SOP.	KK1	3.43	High
2	When I stayed there, I felt that the employees of Novotel Hotels & Residence Palembang were able to deliver good results.	KK2	3.17	High
3	I feel that the employees of Novotel Hotels & Residence Palembang are creative in their work.	KK3	3.32	High
4	I feel that the employees of Novotel Hotels & Residence Palembang are flexible in doing their jobs.	KK4	3.32	High
5	I feel that Novotel Hotels & Residence Palembang operates efficiently, creating a comfortable atmosphere.	KK5	3.22	High
6	The uniforms worn by employees of Novotel Hotels & Residence Palembang are in accordance with their expertise.	KK6	3.18	High
7	The expected results are in line with what was promised.	KK7	3.34	High
8	I feel that the employees of Novotel Hotels & Residence Palembang work diligently.	KK8	3.23	High
9	I feel that the employees of Novotel Hotels & Residence Palembang are friendly towards customers.	KK9	3.18	High
10	Employees of Novotel Hotels & Residence Palembang have a responsibility for their work.	KK10	3.29	High
11	I feel that the employees of Novotel Hotels & Residence Palembang can complete their work on time.	KK11	3.24	High
12	I feel that the employees of Novotel Hotels & Residence Palembang can collaborate with the team to achieve common goals.	KK12	3.17	High

Source: Data Processed (2024)

Based on the above table of Visitation Rates (Y) of Novotel Hotels & Residence Palembang employees, it can be concluded that consumers have a very positive view of various aspects of employee performance. In general, all statements obtain an average value indicating the criterion of "Very Agree", with the highest average value on the employee's aspects of working in accordance with SOP (KK1) with a rating of 3.43, and the lowest in terms of employee ability to share good work and team cooperation (KK2 and KK12) with a score of 3.17. The employee is deemed to perform tasks according to the established operational protocol (SOP) and the outcome of his work according to what was promised (KK7 with the score of 3.34), indicating that the consumer feels confident in the quality of service received.

Employee's creativity and flexibility were also highly rated, each with an average rating of 3.32. (KK3 dan KK4). It reflects an employee's ability to innovate and adapt in everyday work. Consumers also acknowledged diligence and rigour in their work with averages of 3.22 (KK5) and 3.23 (KK8), which indicates that employees are able to maintain a comfortable atmosphere and detail in their jobs. (KK6 dan KK9). Responsibility and ability to complete work on time (KK10 and KK11 with an average of 3.29 and 3.24) indicate that employees have a strong work ethos. Team collaboration, despite gaining the lowest score in this group, remains in the category of "Very Agree" (average value 3.17), which shows that consumers appreciate the efforts of employees in working together to a goal. Overall, Novotel Hotels & Residence Palembang employees were rated very positively in terms of the quality of their work, with all aspects being in the "Very Agree" category, showing consistent, responsive, and high quality service received by the consumer.

Table 3. Validity Test of Variable X

Variable X	Statement	R Count	Sig. (2tailed)	Description
Interpersonal Communication	X.1	0.708	0,000	Valid
	X.2	0.700	0,000	Valid
	X.3	0.575	0,000	Valid
	X.4	0.599	0,000	Valid
	X.5	0.736	0,000	Valid
	X.6	0.639	0,000	Valid
	X.7	0.628	0,000	Valid
	X.8	0.588	0,000	Valid
	X.9	0.671	0,000	Valid
	X.10	0.628	0,000	Valid
	X.11	0.614	0,000	Valid
	X.12	0.598	0,000	Valid
	X.13	0.757	0,000	Valid
	X.14	0.687	0,000	Valid
	X.15	0.556	0,000	Valid
	X.16	0.786	0,000	Valid
	X.17	0.736	0,000	Valid
	X.18	0.650	0,000	Valid

Source: Processed Data, 2024

Table 4. Validity Test of Variable Y

Variable Y	Statement	R Count	Sig. (2tailed)	Description
Visitation Rates	Y.1	0.539	0,000	Valid
	Y.2	0.381	0,000	Valid
	Y.3	0.423	0,000	Valid
	Y.4	0.501	0,000	Valid
	Y.5	0.708	0,000	Valid
	Y.6	0.543	0,000	Valid
	Y.7	0.539	0,000	Valid
	Y.8	0.511	0,000	Valid
	Y.9	0.593	0,000	Valid
	Y.10	0.625	0,000	Valid
	Y.11	0.478	0,000	Valid
	Y.12	0.512	0,000	Valid

Source: Data Processed, 2024

It is known that for  $N = 90$ , the table  $r$  value is 0.207. The results of the instrument validity test against each variable show that all items are considered valid because the calculated  $r$ -value is greater than the  $r$ -value in the table (with a two-sided test and a significance level of 0.05), and the overall instrument significance is  $\alpha < 0.05$ . Therefore, all items in the research instrument can be used in further analysis.

Table 5. Reliability Test

No	Variable	Cronbach's Alpha	Description
1	Interpersonal Communication (X)	0.923	Reliable
2	Visitation Rates (Y)	0.767	Reliable

Source: Processed Data, 2024

Based on the reliability test results in the table, it was concluded that all research instruments had Cronbach's Alpha coefficient greater than 0.60. This indicates that all instruments are reliable and can be used to carry out research

Table 6. Normality Test

Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.Deviation	2.81944094
Most Extreme Differences	Absolute	.085
	Positive	.064
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.120 <sup>c</sup>

Source: SPSS 27 output, 2024

From the analysis of the table, it was found that the significance value is 0.120, which is greater than 0.05. Since the significant value of the Kolmogorov-Smirnov test is larger than 0.05, it can be concluded that the distribution of such a regression model can be considered normal.

Table 7. Correlation Test

Pearson Correlation test			
		(X)	(Y)
Interpersonal Communication (X)	Pearson Correlation	1	.747**
	Sig. (2-tailed)		.000
	N	90	90
Visitation Rates (Y)	Pearson Correlation	.747**	1
	Sig. (2-tailed)	.000	
	N	90	90

Source: SPSS 27 output, 2024

1. The value of the correlation coefficient between Interpersonal Communication (X) and Visitation Rates (Y) is 0.747. This figure shows the strength and direction of the relationship between the two variables. In this case, a high correlation indicates a strong positive relationship between interpersonal communication and the quality of work.
2. Positive correlations indicate that there is a directional relationship between Interpersonal Communication (X) and the Visitation Rates (Y). In this context, the higher the level of interpersonal communication, the greater the degree of work quality. This means that there are positive directional relationships between the two variables.
3. The significance value (Sig.) for both variables is 0,000. This shows the statistical significance of the correlation between the two variables. With very low significance values (at the level of 0.01), these results suggest that the observed relationship between Interpersonal Communication and Visitation Rates is unlikely to occur by chance. In other words, the results strongly indicate that the relationship observed is real and statistically significant.

Table 8. Multicollinearity Test

Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.585	2.346		6.218	.000	
	Interpersonal Communication (X)	.421	.040	.747	10.537	.000	1.000

Source: SPSS 27 output, 2024

From the table, it appears that the tolerance and VIF values for all variables indicate that each variable has a tolerance greater than 0.10 and a VIF less than 10. This indicates that in the regression equation model, there is no problem of multicollinearity.

Table 9. Heterocesity Test

Unstandardized Coefficients			Standardized Coefficients	t	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	4.556	1.511		3.015	.003
	Interpersonal Communication (X)	-.042	.026	-.171	-1.624	.108

Source: SPSS 27 output, 2024

From the table, it can be seen that the significance value of all variables is more than 0.05. It shows that there is no influence between independent variables against absolute residues. Therefore, the model that has been made does not show any signs of heterocesity. Based on the description contained in table 6, table 7, table 8, and table 9 above, it can be concluded that all the classical assumption tests have been met. Therefore, the results of the regression analysis can be considered eligible for further discussion.

Table 10. Simple Linear Regression Analysis Test

Unstandardized Coefficients			Standardized Coefficients	t	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	14.585	2.346		6.218	.000
	Interpersonal Communication (X)	.421	.040	.747	10.537	.000

- a. Dependent Variable: Visit Rates (Y)

Source: SPSS 27 output, 2024

The result of regression equation is:  $Y = 14.585 + 0.421X$   
 The constant coefficient (intercept) in this model is 14.585, which indicates that the estimated value of work quality is 14.585 when interpersonal communication (X) is zero. This means that if there is no interpersonal communication, the visit rate is predicted to remain at a value of 14.585. The coefficient for the variable of interpersonal communication is 0.421, indicating that each one-unit increase in interpersonal communication will result in an increase of 0.421 units in work quality. This coefficient also indicates a positive relationship between interpersonal communication and visit rates; the better the interpersonal communication, the higher the visit rates achieved.

Table 11. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.585	2.346		6.218	.000
	Komunikasi Interpersonal (X)	.421	.040	.747	10.537	.000

- a. Dependent Variable: Visit Rates (Y)  
Source: SPSS 27 output, 2024

H1: Interpersonal communication variables have an overall effect on the level of visits at Novotel Hotels & Residence Palembang. The influence of interpersonal communication variables on the level of visits at Novotel Hotels & Residence Palembang yielded a significance value of 0.000 with a positive regression coefficient of 0.747 and a t-value of 10.537. A significance value of  $0.000 < 0.05$  indicates that H1 is accepted. This result means that the communication variable Interpersonal factors have a significant overall impact on the visit rate at Novotel Hotels & Residence Palembang, thus the hypothesis  $H_A$  is accepted and  $H_0$  is rejected.

Table 12. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 <sup>a</sup>	.658	.553	2.835

- a. Predictors: (Constant), Interpersonal Communication (X)  
b. Source: SPSS 27 output, 2024

The table displays the results of the coefficient of determination test, summarizing the strength of the relationship between the independent variable (Interpersonal Communication (X)) and the dependent variable (Visit Rate (Y)). The value of (R) at 0.658 indicates a strong correlation between the independent variables as a whole and the level of visits. The value of (R<sup>2</sup>) at 0.658 suggests that 65.8% of the variation in work quality can be explained by these independent variables. Overall, the results of the coefficient of determination test indicate that the regression model. The model used has a good ability to explain the variation in work quality based on the identified independent variables, although there is still 34.2% of the variation that is not explained by this model and may be influenced by other factors not included in the study.

## CONCLUSION

In the context of this study, it can be concluded that the Influence of Interpersonal Communication on the Level of Visits at Novotel Hotels & Residence Palembang includes dimensions that affect the variable of Interpersonal Communication Aspects in this study, which encompass aspects of openness, empathy, support, positive attitude, and equality. The results of this study can be concluded from the output provided, which shows a correlation coefficient of 0.747. This indicates a high correlation, demonstrating a strong positive relationship between interpersonal communication and the level of visits. Then, the coefficient of determination reached a value of 0.615, indicating that 61.5% of the variation in the level of visits can be explained by the combination of the five independent dimensions. For the regression coefficient of variable X, it is 0.421, which shows that each increase of one unit in interpersonal communication will result in an increase of 0.421 units in the level of visits. This coefficient also indicates a positive relationship between interpersonal communication and the level of visits; the better the interpersonal communication, the higher the level of visits achieved. Continuing with the T-test, a significance value of 0.000 was obtained, with a positive regression coefficient of 0.747 and a t-value of 10.537. A significance value of  $0.000 < 0.05$  indicates that H1 is accepted. This result means that the variable of interpersonal communication has an overall effect on the level of visits at Novotel Hotels & Residence Palembang, thus the hypothesis  $H_A$  is accepted and  $H_0$  is rejected. It concluded with a



determination coefficient test that obtained an (R<sup>2</sup>) value of 0.658, indicating that 65.8% of the variation in work quality can be explained by the independent variables. Overall, the results of the determination coefficient test show that the regression model used has a good ability to explain the variation in work quality based on the identified independent variables, although there is still 34.2% of the variation that is not explained by this model and may be influenced by other factors not included in the study.

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