Tourist Attraction, Accessibility, and E-WOM Roles on Visit Decisions to Cacalan Beach: Visiting Interest Mediation

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ABSTRACT

Tourism is a strategic sector that plays a significant role in driving economic growth and improving community welfare. Banyuwangi Regency possesses substantial coastal tourism potential, one of which is Cacalan Beach. Despite offering appealing natural attractions, good accessibility, and active digital promotion through electronic word of mouth (e-WOM), the abundance of similar beach destinations presents a challenge for Cacalan Beach in maintaining its competitiveness as a top choice for tourists. This study aims to analyze the influence of tourist attraction, accessibility, and e-WOM on tourists' visit decisions, with visiting interest as a mediating variable. The research employed a quantitative descriptive approach, involving 140 respondents who met the criteria, using a questionnaire as the data collection tool. Data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with WarpPLS version 8.0. The results indicate that tourist attraction has a direct influence on visit decisions, while accessibility and e-WOM do not show a direct effect. However, all three variables significantly enhance visiting interest, which in turn contributes to an increase in actual visits to Cacalan Beach. These findings highlight that visiting interest plays a crucial role in encouraging tourists' decisions to visit.

INTRODUCTION

Tourism is a strategic sector that plays an important role in increasing economic growth, creating jobs, and supporting the preservation of local culture. Banyuwangi Regency, as one of the areas with great beach tourism potential, faces challenges in optimizing tourist attractions, accessibility, and electronic word-of-mouth (e-WOM) as factors that influence tourist visit decisions. One of the leading destinations, Cacalan Beach, experienced a decrease in the number of visitors in 2020 due to the pandemic COVID-19 (Asmoro & Yusrizal, 2021). Even though it has reopened with the implementation of strict health protocols, the enthusiasm of tourists still needs to be increased through effective marketing strategies. The main

problem that must be solved is how tourism attraction, accessibility, and e-WOM can be maximized to increase tourists' interest and decision to visit.

Previous research has extensively discussed factors that influence tourists' decision to visit, such as tourist attraction, accessibility, and e-WOM. Tourist attraction is often associated with the uniqueness of the nature and culture of a destination (Dayrobi & Raharjo, 2020). Meanwhile, accessibility includes ease of transportation and information for visitors (Hapsara & Ahmadi, 2022). E-WOM or digital reviews have become an effective marketing tool in the digital age to influence the perception of tourists (Mustikasari, 2016). Previous studies have shown that each of these factors has a significant influence on tourists' interest in visits and visitation decisions. However, there have not been many studies that comprehensively integrate these three factors with mediating variables such as interest in visiting to understand their impact more deeply.

Research related to tourist attractions, accessibility, and e-WOM has been carried out extensively, but there are some aspects that still go unnoticed. First, there have not been many studies that have examined the mediating role of visiting interest in the relationship between these three factors and tourist decision to visit. Second, most of the research focuses on nationally or internationally famous tourist destinations without paying special attention to local destinations such as Cacalan Beach in Banyuwangi. In addition, the potential for optimizing digital marketing strategies through social media platforms such as Instagram has not been explored to the fullest in the context of this destination.

To fill this gap, this study offers an integrative approach by using interest in visiting as a mediating variable to analyze the influence of tourist attraction, accessibility, and e-WOM on the decision to visit tourists at Cacalan Beach. This approach aims to provide a more holistic understanding of how these three factors can support each other in increasing the competitiveness of local tourist destinations. In addition, this study also emphasizes the importance of optimizing digital marketing strategies through creative content on Instagram as the main promotional tool. This study aims to analyze the influence of tourist attraction, accessibility, and e-WOM on the decision to visit tourists with interest in visiting as a mediating variable at Cacalan Beach. In addition, this study also aims to provide strategic recommendations to destination managers in increasing the number of tourist visits through a digital-based marketing approach and strengthening local attraction. The results of the research are expected to contribute to the development of the tourism sector in Banyuwangi Regency and become a reference for further research related to other tourist destinations.

METHOD

This research was carried out in the tourism of Cacalan Beach Banyuwangi, precisely in the Sukowidi Neighborhood, Klatak Village, Kalipuro District,

Banyuwangi Regency, East Java. This research will be carried out from December 2024 to January 2025. According to Ruslan et al. (2020), purposive sampling is a sampling technique based on certain criteria. This study uses the Non-probability sampling by the purposive sampling with sample criteria used in this study are all tourists who have visited Cacalan Beach tourism with the criteria of at least 17 years old who know Cacalan Beach through social media Instagram. Samples are carefully determined to reflect the entire population being studied without partiality of specific attributes (Amen, 2021). Number of samples in this study 140 respondents, with the calculation of the number of indicators as many as 17 multiplied by 7 times the number of indicators which produced 119 respondents, then added to 140 respondents to anticipate invalid data. Data collection through Google Form and questionnaire sheets with assessments using a scale Likert Five points, namely strongly agree, agree, neutral, disagree, and strongly disagree which were disseminated directly at the research site and through the researcher's social media.

This study uses an explanatory research type with a quantitative method. Primary data in this study was obtained by observation, documentation, interviews with data collection tools in the form of questionnaires. Meanwhile, the secondary data in this study is data obtained from journals, books, and official websites. The analysis methods used in this study are Structural Equation Modeling (SEM) through descriptive analysis. As for conducting analysis tests using instruments in the form of WarpPLS 8.0 software. Structural Equation Modeling (SEM) is a statistical modeling technique that is complex, linear, and mainly used in crosssectional data analysis. SEM integrates two multivariate techniques, namely confirmatory factor analysis and pathway analysis (Latumeten et al., 2018).

RESULT AND DISCUSSION
Respondent Profile
The respondent profile can be seen in table 1.

Table 1. Respondent Profile

Profile	Dominant Results	Number (People)	Percentage (%)
Region of Origin	Banyuwangi Regency	109	77,86
Gender	Woman	82	58,57
Age	17 – 25	88	62,86
Education level	Diploma/Bachelor's	71	50,71
Work	Student/Student	70	50,00
Revenue/Month	< IDR 2,500,000	87	62,14
Expenses/Month	< IDR 2,500,000	93	66,43
Frequency of Visits	1 Time	77	55,00

Source: Primary Data processed, 2025

Based on table 1, the characteristics of the respondents of this study show that the majority are from Banyuwangi (77.86%). Data shows that most of the Cacalan Beach tourism respondents are women (58.57%) and aged 17-25 years (62.86%), which shows that the main market segment consists of consumers of productive age. In terms of education, most of the respondents have a diploma/bachelor's degree education level (50.71%), and most of them have jobs as students/students (50.00%) which reflects a high level of literacy towards tourism information and marketing strategies.

The dominating revenue data was at the < value of IDR 2,500,000 (62.14%), with the same amount of expenditure < IDR 2,500,000 (66.43%), which highlights the price sensitivity among visitors. In addition, 55.00% are first-time visitors to Cacalan Beach.

Validity and Reliability Tests

a. Validity Test

This study uses WarpPLS 8.0 by testing 140 respondents to test the level of accuracy and consistency. In this study, an indicator is considered to meet the validity of seen on *Loading Factor* >0.3 and the value *Average Variance Extracted (*AVE) >0.5 (Solimun *et al.*, 2017). In table 2, the results of the validity test have met the requirements so that they are said to be valid.

Table 2. Validity and Reliability Tests

	Variable	Indicators	*Loading Factor*	AVE	Description
X1	Tourist Attractions	X1.1.1	(0.722)		Valid
		X1.2.1	(0.789)		Valid
		X1.2.2	(0.672)	0,530	Valid
		X1.3.1	(0.665)		Valid
		X1.3.2	(0.764)		Valid
		X1.4.1	(0.748)		Valid
X2	Accessibility	X2.1.1	(0.777)	0,623	Valid
		X2.2.1	(0.769)		Valid
		X2.3.1	(0.821)		Valid
X3	*E-WOM*	X3.1.1	(0.688)		Valid
		X3.1.2	(0.861)		Valid
		X3.2.1	(0.829)	0,546	Valid
		X3.2.2	(0.802)		Valid
		X3.3.1	(0.630)		Valid
		X3.3.2	(0.576)		Valid
Y1	Interested in Visiting	Y1.1.1	(0.712)		Valid
		Y1.2.1	(0.763)	0,565	Valid
		Y1.3.1	(0.777)		Valid
Y2	Visiting Decisions	Y2.1.1	(0.569)		Valid
		Y2.2.1	(0.674)	0,542	Valid
		Y2.3.1	(0.839)		Valid

Variable	Indicators	*Loading Factor*	AVE	Description
	Y2.4.1	(0.829)		Valid

Source: Primary Data processed, 2025

The discriminatory validity of the questionnaire in table 3 has been qualified, where the value of *Square root of Average Variance Extracted (Sqrts of AVEs)* or the root of AVE must be greater than the value of the correlation coefficient of the other latent variable (Solimun *et al.*, 2017).

Table 3. Validity of the questionnaire discriminate

Variable	DT (X1)	AK (X2)	EW (X3)	MB (Y1)	KB (Y2)
DT (X1)	(0.728)	0.711	0.725	0.677	0.671
AK (X2)	0.711	(0.789)	0.670	0.657	0.611
EW (X3)	0.725	0.670	(0.739)	0.459	0.529
MB (Y1)	0.677	0.657	0.459	(0.751)	0.696
KB (Y2)	0.671	0.611	0.529	0.696	(0.736)

Source: Primary data processed, 2025

Description: DT: Tourist Attraction, AK: Accessibility, EW: *E-WOM,* MB: Interest in Visiting, and KB: Visiting Decision

b. Reliability Test

Determination of the reliability test of each variable with the condition of the value *Composite reliability* of >0.7 and the value of *Cronbach's Alpha* of >0.6, then it can be said to be reliable and qualified (Solimun *et al.*, 2017). In table 4, the reliability test results have been qualified so that the reliability test is met.

Table 4. Reliability Test

Variable	*Composite Reliability*	*Cronbach's Alpha*	Information
DT (X1)	0.871	0.822	*Reliability test* met
AK (X2)	0.832	0.697	*Reliability test* met
EW (X3)	0.876	0.828	*Reliability test* met
MB (Y1)	0.795	0.614	*Reliability test* met
KB (Y2)	0.822	0.710	*Reliability test* met

Source: Primary data processed, 2025

Description: DT: Tourist Attraction, AK: Accessibility, EW: *E-WOM,* MB: Interest in Visiting, and KB: Visiting Decision

Model *Fit and Quality Indices*
Table 5. *Model Fit and Quality Indices*

No	Model Fit and Quality Indices	Fit Criteria	Result	Information
1.	*Average Path Coefficient (APC)*	*P-value* < 0.05	0.286 (P<0.001)	Good
2.	*Average R-squared (ARS)*	*P-value* < 0.05	0.650 (P<0.001)	Good
3.	*Average Adjusted RSquared (AARS)*	*P-value* < 0.05	0.641 (P<0.001)	Good
4.	*Average Block VIF (AVIF)*	acceptable if <= 5, ideally <= 3.3	2,507	*Ideal*
5.	*Average Full Colinearity VIF (AFVIF)*	acceptable if <= 5, ideally <= 3.3	2,671	*Ideal*
6.	*Tenenhaus GoF (GoF)*	small >= 0.1, medium >= 0.25, large >= 0.36	0,604	*Large*
7.	*Sympson's Paradox Ratio (SPR)*	acceptable if >= 0.7, ideally = 1	1,000	*Ideal*
8.	*R-squared Contribution Ratio (RSCR)*	acceptable if >= 0.9, ideally = 1	1,000	*Ideal*
9.	*Statistical Suppression Ratio (SSR)*	acceptable if >= 0.7	1,000	*Ideal*
10.	*Nonlinear Bivariate Causality Direction Ratio (NLBCDR)*	acceptable if >= 0.7	1,000	*Ideal*

Source: Primary Data processed, 2025

Based on the results of the *fit* model and *quality indices* test shown in table 5, it can be seen that all test indices of this study have met the criteria for *the fit* model test and *quality indices* with good, *large*, and *ideal description*.

R-Square

Value *R-square* used to show the extent to which exogenous constructs explain endogenous contracts. According to Wijaya, et al. (2022), the R^2 value was classified into 3, namely 0.67 (substantial/strong), 0.33 (moderate), and 0.19 (weak).

Table 6. *R-Square*

No	Variable	R2	Interpretation
1.	Interested in Visiting (Y1)	0,727	Substantial
2.	Visiting Decision (Y2)	0,573	Moderate

Source: Primary Data processed, 2025

Based on the results in table 6, it is known that the R^2 value of the variable of interest in visiting is 0.727 which is included in the substantial/strong category. In the variable of the decision to visit, an R^2 value of 0.573 was obtained which was included in the moderate/medium category.

Hypothesis Testing

This study was tested hypothesis by looking at each variable in the p-value as the basis for determining the decision. The p-value requirement in the hypothesis test decision is divided into 3, which is significantly low when the p-value < 0.10 (α = 10%), significant when the p-value < 0.05 (α = 5%), and very significant when the p-value < 0.01 (α = 1%) (Solimun *et al.*, 2017).
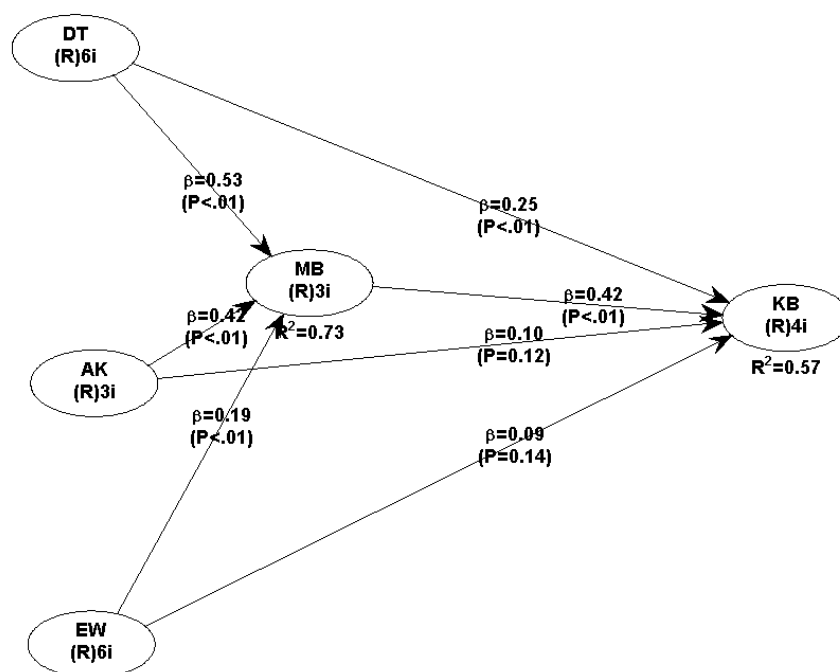
Figure 1. Research Results Model
Source**:** Primary data processed, 2025

This study used two types of hypothesis testing: direct and indirect influences. The direct path assesses the influence of independent variables on dependent variables, while the indirect path examines the mediating role of visiting interest in connecting exogenous constructs to review visiting decisions. This dual approach offers a more comprehensive understanding of the structural relationships in the proposed model.

Table 7. Hypothesis Result Testing

Hypothesis	Line	Path Coefficients	*P-Value*	Result
H1	DT -> KB	0,254	<0.001	Accepted
H2	AK -> KB	0,096	0,125	Rejected
H3	EW -> KB	0,088	0,145	Rejected
H4	DT -> MB	0,531	<0.001	Accepted
H5	AK -> MB	0,419	<0.001	Accepted

Hypothesis	Line	Path Coefficients	*P-Value*	Result
H6	EW -> MB	0,192	0,010	Accepted
H7	DT -> MB -> KB	0,225	<0.001	Accepted
H8	AK -> MB -> KB	0,178	0,001	Accepted
H9	EW -> MB -> KB	0,081	0,084	Accepted
H10	MB -> KB	0,423	<0.001	Accepted

Source: Primary data processed, 2025
Description: DT: Tourist Attraction, AK: Accessibility, EW: *E-WOM,* MB: Interest in Visiting, and KB: Visiting Decision

It can be seen in the results of the SEM analysis table 7 that there are 8 accepted hypotheses that have a positive and significant effect between variables, but there are 2 hypotheses rejected, namely accessibility and *e-WOM* on the decision to visit

The interpretation of the hypothesis test results is explained as follows:

The Influence of Tourist Attraction on Visiting Decisions (H1)

The results of data analysis using WarpPLS 8.0 showed that tourist attraction had a positive and significant effect on the decision to visit, with a path coefficient value of 0.254 and *p-value* <0.001, if hypothesis 1 is accepted. These findings confirm that the tourist attraction of Cacalan Beach has a crucial role in driving tourists' decisions to visit. The better and more attractive the attraction offered, the higher the decision of tourists in choosing this destination. The results of this study are in line with the study conducted by M. K. Dewi, et al. (2020), which found that tourist attraction had a positive effect on the decision to visit Air Manis Padang Beach Tourism thus strengthening previous research.

The Effect of Accessibility on Visiting Decisions (H2)

The results of the analysis using WarpPLS 8.0 showed that accessibility did not have a significant influence on the decision to visit, with a path coefficient value of 0.096 and *p-value* 0.125, so hypothesis 2 is rejected. These findings indicate that the accessibility aspect at Cacalan Beach has not been fully a major factor in influencing tourists' decision to visit. Therefore, efforts to improve accessibility are needed to increase the tourist attraction of Cacalan Beach. One of the steps that can be taken is to strengthen access to information through the development of tourist information centers, so that tourists can easily get information about available facilities, activities, and services. This research produced a new finding, with the results of this study denying and previous findings made by Hapsara & Ahmadi (2022) It is no longer relevant to the finding that the accessibility variable has a significant effect on the ability of tourists to visit Merangin Jambi Geopark Tourism.

The Influence of E-WOM on Visit Decisions (H3)

The results of the analysis using WarpPLS 8.0 show that *e-WOM* did not have a significant influence on the decision to visit, with a path coefficient value of 0.088 and *p-value* 0.145, so that hypothesis 3 is rejected. These findings show that *e-WOM* regarding Cacalan Beach has not fully played a role in encouraging tourists' decisions to visit the destination. To increase effectiveness *e-WOM*, tourism managers need to strengthen the intensity of disseminating information about Cacalan Beach through social media *Posted on Instagram*. This research produced a new finding, with the results of this study denying and previous findings made by H. Purwanto, et al, (2021), is no longer relevant to the finding that the *e-WOM* has a significant effect on the willingness of tourists to visit natural tourism.

The Influence of Tourist Attraction on Interest in Visiting (H4)

Analysis using WarpPLS 8.0 shows that tourist attractions have a positive and significant influence on visitor interest, with a path coefficient of 0.531 and *p-value* <0.001, so that hypothesis 4 is accepted. These results indicate that the tourist attraction of Cacalan Beach plays a role in increasing tourist interest in visiting. The higher the attraction, the greater the interest of tourists in this destination. This study produced findings that strengthen the results of previous research by M. K. Dewi, et al. (2020), the findings of this study are in line with the results of previous research which showed a significant influence between tourist attractions on tourist interest in visiting Lake Cipondoh, Tangerang City.

The Effect of Accessibility on Visiting Interest (H5)

The results of the analysis using WarpPLS 8.0 showed that accessibility had a positive and significant influence on visitor interest, with a path coefficient of 0.419 and *p-value* <0.001, so hypothesis 5 is accepted. These findings indicate that the better the accessibility available, the higher the interest of tourists to visit Cacalan Beach tourism. This study produced findings that strengthen the results of previous research by Hapsara & Ahmadi, (2022), These findings are in line with previous research that showed a significant influence between accessibility and tourist interest in visiting the Merangin Jambi Geopark.

The Influence of E-WOM on Interest in Visiting (H6)

The results of the analysis using WarpPLS 8.0 show that *e-WOM* has a positive and significant effect on the interest in visiting, with a path coefficient of 0.192 and *p-value* by 0.010, so that hypothesis 6 is accepted. These findings indicate that *e-WOM* related to Cacalan Beach tourism contributes to the increase in tourist interest to visit. More positive and informative *e-WOM* spread, the higher the interest of tourists in the destination. This study produced findings that strengthen the results of previous research by Hapsara & Ahmadi, (2022), These findings are in line with previous research that showed a significant influence between accessibility and tourist interest in visiting the Merangin Jambi Geopark.

The Influence of Tourist Attraction on Visiting Decisions by Mediating Interest in Visiting (H7)

The results of the analysis using WarpPLS 8.0 show that tourist attraction has a significant effect on the decision to visit through the mediation of interest in visiting, by *p-value* <0.001 categorized as *Highly significant*, so that hypothesis 7 is accepted. The path coefficient value of 0.225 indicates a positive relationship between tourist attraction and the decision to visit through interest in visiting. These findings show that the tourist attraction of Cacalan Beach, which includes attractions, uniqueness, supporting facilities, and service quality, contributes to increasing tourists' interest in visiting. The results of this study reinforce previous research conducted by H. Purwanto, et al, (2021), with the title "Influence *Electronic Word Of Mouth* and Tourist Attraction on Visiting Decisions Through Visiting Interest as an Intervening Variable" This study found findings regarding the decision to visit Srambang Park tourism where there was a significant influence of tourist attraction on the decision to visit through interest in visiting.

The Effect of Accessibility on Visit Decisions by Mediating Visiting Interest (H8)

The results of the analysis using WarpPLS 8.0 show that accessibility has a significant effect on visiting decisions through the mediation of visiting interest, with *p-value* of 0.001 which is categorized as *Highly significant*, so that hypothesis 8 is accepted. The path coefficient value of 0.178 indicates a positive relationship between accessibility and the decision to visit through interest in visiting. These findings indicate that accessibility which includes easy access to information, supportive road conditions, and adequate final access contribute to increasing tourist interest in visiting Cacalan Beach. The results of this study reinforce previous research conducted by Hapsara & Ahmadi, (2022), with the title "Analysis of Visiting Decisions Through Interest in Visiting: Destination Image and Accessibility in the Merangin Jambi Geopark" this study contains findings regarding the decision to visit the Merangin Geopark tourism, Jambi where there is a significant influence of accessibility on the decision to visit through interest in visiting.

The Influence of E-WOM on Visit Decisions with Mediation of Interest in Visiting (H9)

The results of the analysis using WarpPLS 8.0 show that *e-WOM* have a significant effect on the decision to visit through the mediation of interest in visiting, by *p-value* of 0.084 which is categorized as *weakly significant*, so that hypothesis 8 is accepted. The path coefficient value of 0.081 shows that e-WOM has a positive relationship with the decision to visit through interest in visiting. This relationship shows that e-WOM, which includes the intensity of information conveyed by managers as well as tourist reviews on social media, especially Instagram, contributes to shaping interest in visiting. The results of this study reinforce previous research conducted by H. Purwanto, et al, (2021), with the title "Influence *Electronic Word Of Mouth* and Tourism Attraction to Visiting Decisions Through

Visiting Interest as an Intervening Variable" This study found findings regarding the decision to visit Srambang Park tourism where there was a significant influence of *e-WOM* on the decision to visit through interest in visiting.

The Effect of Interest in Visiting-on-Visiting Decisions (H10)

The results of the analysis using WarpPLS 8.0 showed that interest in visiting had a positive relationship and had a significant effect on visiting decisions, with a path coefficient value of 0.423 and *p-value* <0.001, so hypothesis 10 is accepted. These findings indicate that the high interest of tourists in Cacalan Beach tourism directly encourages the realization of the decision to visit. This study produced findings that strengthen the results of previous research by Hapsara & Ahmadi, (2022), with the finding that interest in visiting has a significant effect on tourists' decision to visit Merangin Geopark, Jambi.

Priority Effectiveness of Influence

Table 8. Priority Effectiveness of Influence

Variable Type	*Direct Effect*		*Indirect Effect*	*Total Effect*	Priority Effectiveness of Influence	
Explanation	Mediation	Response	β (*P-value*)	β (*P-value*)	β (*P-value*)	MB	KB
DT	-	MB	0,531 (<0.001)	-	0,531 (<0.001)	1	-
AK	-	MB	0,419 (<0.001)	-	0,419 (<0.001)	2	-
EW	-	MB	0,192 (0,010)	-	0,192 (0,010)	3	-
MB	-	KB	0,423 (<0.001)	-	0,423 (<0.001)	-	2
DT	MB	KB	0,254 (<0.001)	0,225 (<0.001)	0,479 (<0.001)	-	1
AK	MB	KB	0,096 (0,125)	0,178 (0,001)	0,273 (<0.001)	-	3
EW	MB	KB	0,088 (0,145)	0,081 (0,084)	0,169 (0,020)	-	4

Source: Primary data processed, 2025

Description: DT: Tourist Attraction, AK: Accessibility, EW: *E-WOM,* MB: Interest in Visiting, and KB: Visiting Decision

Table 8 shows the results of the priority of the effectiveness of the influence on the response variables, namely interest in visiting and decision to visit. The order of the path of interest in visiting from the largest, namely (1) the effect of the relationship between tourist attraction and interest in visiting is 0.531 (<0.001); (2) the effect of accessibility relationship on interest in visiting is 0.419 (<0.001); (3) the effect *of e-WOM* relationship on visiting interest was 0.192 (0.010). In addition, the order of each priority path for the effectiveness of visiting decisions is the largest, namely (1) the effect of the relationship between tourist attractions on the

decision to visit either directly or indirectly through interest in visiting as a mediating variable of 0.479 (<0.001); (2) the effect of the relationship of interest in visiting on the decision to visit was 0.423 (<0.001); (3) the effect of accessibility relationship on the decision to visit either directly or indirectly through interest in visiting as a mediating variable of 0.273 (<0.001); (4) the effect *of e-WOM* relationship on the decision to visit either directly or indirectly through interest in visiting as a mediating variable of 0.169 (0.020).

CONCLUSION

The results of this study show that tourist attractions have a significant direct influence on tourists' decision to visit Cacalan Beach. In contrast, accessibility variables and electronic word of mouth (e-WOM) did not have a direct influence on the decision to visit. Nevertheless, these three variables, tourist attraction, accessibility, and e-WOM are simultaneously able to increase tourist interest in visiting. Furthermore, interest in visiting has been shown to play a significant mediating variable in strengthening the relationship between attractiveness, accessibility, and e-WOM to visiting decisions. In addition, interest in visiting also has a direct positive influence on tourists' decision to visit. These findings affirm the importance of managing tourist attractions and strengthening interest as a strategy to increase tourist visits to tourist destinations. Further research is expected to consider the use of other variables not found in this study to expand the diversity of variables and expand the research results. Also, further research is expected to add a wider range of research samples to ensure more accurate data

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