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Strengthening the Tourism Sector Business in Gorontalo Province Through the Utilization of The E-Commerce Platform and The Electronic Word of Mouth

Valentina Monoarfa[1], Syamsul B Biki[2], Komang Widiani[3], Fatriansyah R. Hasan[4]

State University of Gorontalo, Gorontalo, Indonesia

valentina@ung.ac.id

Abstract. This study was conducted to analyze the role or influence between e-commerce platforms, electronic word of mouth on the business performance of the tourism sector in several tourist attractions in Gorontalo. The design of this research was a mix method, where some of the objects of this research were visitors and residents around the tourist attractions amount 30 people. The data analysis that we used were hypothesis testing, validity, reliability, normality and multiple regression as well as interviews as additional research information. The results show that E-commerce has an influence on tourism performance, and E-WOT does not have a significant relationship with tourism business performance in Gorontalo.

Keywords. E-Commerce, Electronic word of mouth, Tourism Sector Business Performance

Introduction

It is widely known that promotion of tourism products will always be related to how a product can be purchased by consumers, known to the wider community, how to attract the hearts of potential consumers, and how to share experiences with the public or travelers. According to Ward (2020) promotion is any communication that tries to influence potential consumers to be able to buy products or services that we have. Businesses generally promote brands, products and services by identifying their target audience and finding ways to get the message across to those potential buyers. So, promotion is not just a selling activity but it must have a strategy and implementation and don't forget the media selling products using technology (e-Commerce).

E-Commerce as a platform for buying and selling goods or services via the internet, for example with a computer or application, Alfonso (2021). Sales using electronics are the main weapon to promote and strengthen the local tourism business, one of which is the tourism business in Gorontalo which is recorded in Google Maps Tourism and Compass Travel which divided into artificial tourism, historical tourism and Geopark tourism. There are dozens of tourist attractions with the highest to lowest ratings presented in the Google my business commercial feature and this is a very good medium so that potential visitors can recognize tourism in Gorontalo.

Promotion of tourism products through e-Commerce must of course be supported by good, creative, innovative and informative processes and communication for the sake of a good

image of tourist attractions. The communication process of prospective customers and customers who have visited is usually recorded from the experiences of good people from social media status, ratings on applications, comments on the website to direct impressions to business managers. Word of mouth promotion is the most popular in the digital era or often referred to as e-WOT (electronic-word of mouth) which will later influence buyer decisions (Susan & Damayanti, 2019). If we look at the picture below, it can be seen that the role of e-Commerce and e-WOT is very strong in influencing potential tourists to visit tourist sites.
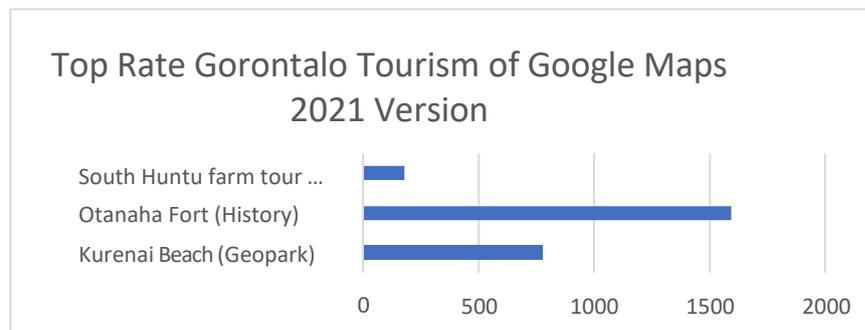
Source: Google Maps Travel
Figure 1: Tourism Survey

This research will take tourist attractions in Gorontalo Province by taking several sub tours which made by Huntu agricultural tourism, Hollandpark, for historical tours such as otanaha forts and Geopark tours such as Kurenai and whaleshark and Botubarani. Based on observations on various e-Commerce platforms such as Google My Business, Facebook Page and Instagram Business, several Gorontalo tourist attractions already exist that utilize E-Commerce and E-WoT features and some have not utilized optimally due to several factors such as lack of knowledge about optimization. e-commerce and so on.

According to Sugiyarti (2020), the role of e-Commerce is very helpful for the progress of MSMEs in Indonesia such as the use of Lazada applications, Tokopedia and so on so as to increase the sales volume of MSME products. For the tourism industry, E-Commerce and e-WOT will increase tourist visitors, and of course e-WOT techniques are more trusted than testimonials given in a direct way, (Rakasiwi & Lestari, 2020). These two models are the basis for researchers to conduct in-depth research with a long-term roadmap because in this way they can see how to maximize the tourism industry in Gorontalo.

This research is also in line with the flagship field of the State University of Gorontalo, namely community economic empowerment through e-Commerce applications or platforms. The digital promotion program in addition to strengthening the image of tourism MSMEs, the people who work in the tourism sector and even tourism business owners will feel more benefits because e-Commerce and electronic word of mouth are business solutions (business solutions) for tourism MSMEs. On the other hand, researchers will examine more deeply about the implementation of e-Commerce, electronic word of mouth for the development of Gorontalo tourism, where development can be seen from performance (increasing the number of visitors, company image and trust from consumers).

Given this backdrop, the study examines two research question: 1. How does the e-Commerce platform affect tourism performance in Gorontalo Province? 2. How does electronic word of mouth affect the performance of tourism business in Gorontalo Province?. Testing and analyzing the influence of e-Commerce platforms (google my business, facebook page and

Instagram for business) and electronic word of mouth on tourism business performance in Gorontalo Province

Background
E-Commerce
Zwass (2021) E-Commerce is electronic-based commerce, maintaining relationships with customers and conducting business transactions which include the sale of information, services, and goods through telecommunications networks. Chai (2020) E-Commerce (electronic commerce) is the buying and selling of goods and services, or the transfer of funds or data, through electronic networks, especially the internet. These business transactions occur as either business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used to refer to the transactional processes that make up online retail shopping

Electronic Word of Mouth
According to Kim, et al (2021) Word of mouth is interpersonal communication of two or more individuals, such as members of a reference group or customers and sellers. Salzman, et all (2004) word of mouth is a buzz or "WOM effect, the transfer of information through social networks. This often happens spontaneously, without anyone lifting a finger from the marketing expert or anyone else. Jalilvand and Samiei (2012). Electronic word-of-mouth is a negative or positive statement made by actual, potential or previous consumers regarding a product or company for which this information is made available to people or through internet social media.

Business Performance
According to HR consulting agency Bgateway, performance measurement is a business area that can help you assess where your business strengths are, where your weaknesses are and what factors you can change for the better. Several factors that influence it, such as: a. Customers, for example how many you have, how often they use the business we have and how many customers are lost or gained. b. Customer service, such as waiting time for help, complaints, or reasons customers complain. c. Market share - eg whether your market share is increasing or decreasing compared to competitors and d. Employees - e.g. satisfaction level, quality of work or attendance records

Hypothesis test
### E-Commerce Influence on business performance
The study, which entitled "Managing the effectiveness of e-Commerce platforms in a pandemic" systematically presents the effect of the e-Commerce effectiveness platforms (PEEP) on consumers who experience economic benefits in predicting sustainable consumption. This study uses the theory of gratification as a conceptual basis by adding a pandemic boundary condition. The results of this study found a positive influence between e-commerce, consumers who have economic benefits, and sustainable consumption. The important side of this research can be seen from the importance of managing an e-commerce platform during a pandemic so that consumers can feel the benefits of a sustainable business.
H1 E-Commerce has an impact on business performance

Word of Mouth Influence on business performance

"Influence of Electronic word of mouth on Visitor's Interest to Tourism Destinations". This study examines the effect of electronic word of mouth communication on the attractiveness of tourist visitors. Social media has been used by companies to provide information, services and products related to tourism, and indeed tourists are used to share information about their travel experiences. Nowadays, tourists are becoming more selective and critical in choosing their destination because they have become observant in finding adequate information about a particular destination before deciding to visit that place. This reaction can be influenced by positive eWOM communication, positive image, and trust given to tourists. Therefore, increasing the number of visits requires the management of certain tourism service companies to be able to implement it properly.

Framework
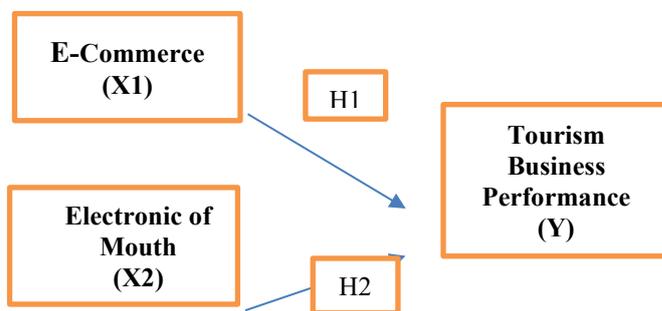
DATA
Research Location
This research was located in several tourist attractions in Gorontalo Province which contained of six tourist objects in the artificial tourism category such as Otanaha Fort tourism, then Geopark tourism such as Kurenai beach and whaleshark Botubarani, the Hajj mess artificial tourism, Limboto Lake and Tangga Provincial Beach 2000.

Research Design
Field study: This stage is a direct survey process to the research location. In this stage, a questionnaire is distributed to each respondent to see how far the index of several variables being tested is. In addition to questionnaires, interviews, documentation and observations were also carried out to see respondents' responses related to e-commerce, electronic word of mouth and tourism business performance.
Data analysis process: From a quantitative perspective, it aims to see whether or not there is an influence between variables, such as e-commerce, electronic word of mouth and tourism performance through a mathematical perspective. To produce a valid data, a structured research instrument is needed, starting with the description test, validity and reliability test, then entering the t test, linear regression and normality. As for the qualitative side, it is carried out directly, both dealing with the object of research in the form of interactive interviews and followed by qualitative data analysis such as data reduction, data presentation and finally data verification.

Population and Research Sample
Due to the Covid Pandemic conditions, several tourist attractions in Gorontalo Province were closed and would be opened on certain days, and at the location we found a total population of 30 people which included visitors, managers and communities around tourist attractions. all members of the population are used as samples, or researchers who want to make

generalizations with very small errors. Another term for saturated sample is census, where members of the population are sampled (Sugiyono, 2015)

Data Analysis Techniques

Data which obtained from respondents, processed and analyzed using statistical analysis methods were consisting of:

1. **Validity and Reliability Testing**
   This test is carried out with the aim of seeing the extent to which the instrument used is reliable as a data collection tool. By using valid and reliable instruments, it is hoped that valid and reliable research data will be obtained (Sugiyono, 2015).

2. **Regression analysis**
   According to Imam Gozali (2013: 96) Regression analysis is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent and independent variables.

3. **Sequential explanatory**
   According to Rosmita (2018), the explanatory sequential design is a way of collecting data that begins with collecting quantitative data and then continuing with qualitative data collection to help analyze the data obtained quantitatively, so that the results of research with this design are to explain a general picture (generalization).

RESULT AND DISCUSSION

Validity and Reliability

Based on the results of the validity test, it can be seen that the E-Comerce variable (X1), Electronic Word of Mouth (X2) variable and business performance variable (Y) obtained an r-count value greater than the r-table value of 0.367. Therefore, it can be concluded that the research instrument used to measure the variable (X1) of E-Comerce, the variable (X2) of the Electronic Word of Mouth variable of marketing performance, and (Y) Business Performance can be said to be valid. Based on the results of the reliability test in table 1, it can be seen that the e-commerce variable (X1), electronic word of mouth (X2), and business performance (Y) variables obtained a greater reliability value when compared to Cronbach's Alpha 0.6. Therefore, it can be concluded that the research instrument used to measure e-commerce variables (X1), electronic word of mouth (X2), and business performance (Y) variables can be said to be reliable or reliable.

Table 1. Realibility Test Results

| Variable	r- count	Cronbach's Alpha	Result
Business Performance (Y)	0,843	0,60	Reliable
E-Comerce (X1)	0,729	0,60	Reliable
Electronic Word Of Mouth (X2)	0,826	0,60	Reliable

Source: SPSS Data Processing Result, 2021

Classic Assumption

Heteroscedasticity Test

Based on the results of the normality test data processing output using the Kolmogorov-Smirnov formula as stated, it can be obtained that the Asymp.Sig value. (2-tailed) for the e-commerce variable (X1), the electronic word of mouth variable (X2), and business performance

(Y) is 0.007 greater than 0.05 (0.007 > 0.05) so that the data is normally distributed.
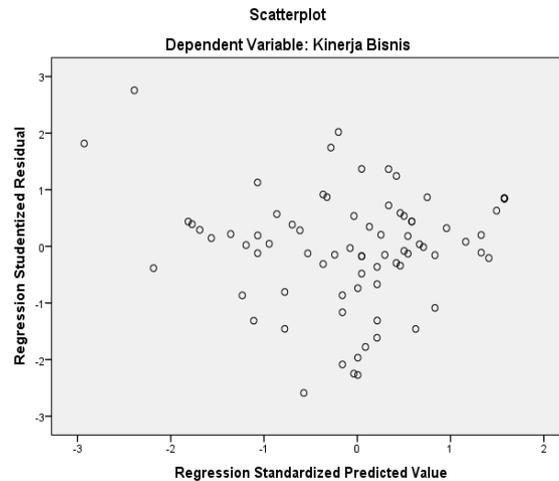
Source: SPSS Data Processing Result, 2021
Figure 2. Sccatterplot Graphic

Based on the graphic above, there is no clear pattern, and the points spread above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity.

Multicollinearity Test Results

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent). Multicollinearity can be detected using the Variance Inflation Factor (VIF) indicator with the following conditions:

- $0 < \text{VIF} \leq 10$ No Multicollinearity
- $0 < \text{VIF} \leq 10$ Low Multicollinearity
- $\text{VIF} >$ High Multicollinearity

Based on the data processing that has been carried out previously, the Variant iVanflation factor (VIF) value for each variable is obtained as follows:

Table 2. Multicollinearity Test Results

Variable	VIF	Tolerance	Result
e-comerce	1,600	0,625	No Multicollinearity
electronic word of mouth	1,600	0,625	No Multicollinearity

Source: SPSS Data Processing Result, 2021

Based on the above data processing, it is found that the Variance Inflation Factor (VIF) of the e-commerce variable (X1) and the electronic word of mouth (X2) variable is 0.625. The value of the Variance Inflation Factor is lower than the number (10). So, it is concluded that the regression model does not have multicollinearity problems so that the e-commerce data (X1) and electronic word of mouth (X2) meet the multicollinearity test.

In another table, the detection of multicollinearity is carried out by calculation using the tolerance value, there is no independent variable that has a tolerance value below 0.10 which means there is no correction between the independent variables whose value is more than 95%. So, the conclusion that can be drawn is that there is no multicollinearity between the

independent variables of the regression model, so that the regression model is feasible to use to predict business performance based on the independent variables.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis in this study aims to determine the effect of the independent variable (e-commerce and electronic word of mouth) on the dependent variable (business performance). The results of data processing using the SPSS program are shown in table 3 below:

Table 3 Hasil. Multiple Linear Regression Analysis Results
Coefficientsa

Model	B	Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	.591	2.634		.224	.823
	E-Comerce	.463	.068	.642	6.799	.000
	Electronic Word of Mouth	.310	.175	.168	1.777	.079

a. Dependent Variable: Business Performance

Source: SPSS Data Processing Result, 2021

From the results of the analysis in table 3 in the Unstandardized Coefficients (B) column, the constant B value is 0.591, the E-Commerce coefficient (X1) is 0.463, the Electronic Word of Mouth (X2) coefficient is 0.310. Thus, the multiple linear regression equation in this study can be written as:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$
$Y = 0,591 + 0,463\ x1 + 0,310\ X2$

From the multiple regression equation, each variable can be interpreted as having an effect on business performance as follows:

1. The positive constant value is 0.591 which shows that the E-Comerce and Electronic Word of Mouth variables have no change or are equal to 0 then it will increase business performance by 0.591.

2. E-Commerce has a positive regression coefficient of 0.463, this means that if the value of X1 E-Comerce increases by 1 unit assuming the variables are fixed (cateris paribus), it will reduce business performance.

3. Electronic Word Of Mouth has a positive regression coefficient of 0.310, this means that if the value of X2 (Electronic Word Of Mouth) increases by 1 unit assuming other variables are fixed (caters paribus), business performance will increase by 0.310s.

Hypothesis testing
Partial Test (t Test)

The t-test was used to determine the effect of the independent variable (partial) E-Commerce and Electronic Word of Mouth on the dependent variable of business performance. The significant positive effect can be estimated by comparing P_{VALUE} and $= 0.05$ or ttable and tcount values. The following is the calculation of the statistical coefficient of the t test can be seen in table 4.

Table 4. Test Result

Coefficients^a

Model	B	Unstandardized Coefficients		Standardized Coefficients		
			Std. Error	Beta	T	Sig.
1	(Constant)	.591	2.634		.224	.823
	E-Comerce	.463	.068	.642	6.799	.000
	Electronic Word Of Mouth	.310	.175	.168	1.777	.079

a. Dependent Variable: Business Performance

Source: SPSS Data Processing Result, 2021

Based on the output above, it can be seen that the calculated t value for the e-commerce variable is 6.799 with a significance value of 0.000. As for the value of t

In the table, it can be seen that the t value for the Electronic Word of Mouth variable is 1.777 with a significance value of 0.079. the significance value of 0.626 is greater than the alpha value of 0.05. The t table value at a significance level of 5% and degrees of freedom of n-k-1 = 30-2-1 = 27 is 2.052 while the t-count value is 1.777. If these two t values are compared, the t-count value is smaller than the t-table value so that H0 is rejected and H1 is accepted. Thus, it can be concluded that Electronic Word of Mouth has a positive and insignificant effect on business performance for tourist attraction visitors in Gorontalo Province. The table at a significance level of 5% and degrees of freedom of n-k-1 = 30-2-1 = 27 is 2.052. if the two t values are compared, the calculated t value obtained is still greater than the t table value of 6.799 > 2.052. Likewise, the significance value of t count is smaller than the value of t table, so H0 is accepted. Thus, it can be concluded that e-commerce has a positive and significant effect on business performance for visitors to tourist attractions in Gorontalo Province.

F test

The f test was conducted to test whether the X1 and X2 variables have an influence on the Y variable. The following criteria for acceptance of the hypothesis in the F statistic test are as follows:

$H_1 = \beta \neq 0$ there is an effect of e-commerce and electronic word of mouth together on business performance.

$H_0 = \beta = 0$ there is no effect of e-commerce and electronic word of mouth together on business performance.

Table 4.14. F test Result

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1105.751	2	552.876	51.338	.000ᵇ
	Residual	829.236	77	10.769		
	Total	1934.988	79			

a. Dependent Variable: Kinerja Bisnis

b. Predictors: (Constant), El   **Source: SPSS Data Processing**

Sumber : Hasil olah data SPSS, 2021

Based   on the results of the analysis in Table 4.14, the f-count results are 51.338 with a significance value of 0.000. The value of f table at a significance level of 5% and degrees of freedom df = k = 2 and df2 = n-k-1 = 30–2-1 = 27 is 3.35. if f count is compared to f table, then f count obtained is still greater so that H0 is rejected. Thus, it can be concluded that the overall e-commerce and electronic word of mouth variables together have an effect on business performance for visitors to tourist attractions in Gorontalo Province.

Coefficient of Determination

The coefficient of determination (R^2) essentially measures how far the model is capable. A small value of R^2 means that the ability of the independent variables (free) in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the independent variables. The following are the results of testing the coefficient of determination of the variables in the study:

Table 4.5 Coefficient of Determination
Model
Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756ª	.571	.560	3.28166

a. Predictors: (Constant), Electronic Word Of Mouth, E-Comerce

b. Dependent Variable: Business Performance

Source: SPSS Data Processing Result, 2021

Results
The Influence of *E-Comerce* on Business Performance at Tourist Attractions in Gorontalo Province
The results of the descriptive analysis of e-commerce found that the average score of the e-commerce variable was 4.06 which was in the high or good category. This shows the high or good value of the e-commerce variable on business performance at tourism objects in Gorontalo Province.

Based on the regression results that e-commerce is high or good for visitors to tourist attractions in Gorontalo Province. The coefficient of the regression for testing the first hypothesis is positive or influential. A positive t-value indicates that there is a unidirectional relationship between e-commerce and business performance at tourism objects in Gorontalo Province.

E-commerce that exists at the research site and which has been obtained by researchers based on the results of interviews with tourist attraction visitors who stated that before visiting this tourist attraction, they got information from social media such as Instagram, Facebook, WhatsApp, and Twitter. By making it easier to find this tourist attraction through social media, it will be easier to introduce it to people so that more visitors will come.

The Influence of Electronic Word of Mouth on Business Performance at Tourist Attractions in Gorontalo Province
The results of the descriptive analysis of electronic word of mouth found that the average score of the electronic word of mouth variable was 4.11 which was in the high or good category. This shows the high or good value of the e-commerce variable on business performance at Tourist Attraction in Gorontalo Province. Based on the regression results that electronic word of mouth is high or good for visitors to tourist attractions in Gorontalo Province. The coefficient of the regression for testing the first hypothesis is rejected. A positive t value indicates that there is no unidirectional relationship between electronic word of mouth and business performance. It can be concluded that electronic word of mouth has no significant effect on business performance at tourism objects in Gorontalo Province.

Electronic word of mouth that exists at the research site and that has been obtained by researchers based on the results of interviews with visitors of the tourist attraction which states that every visitor who visits this tourist attraction, they get information directly from family, friends, and people they meet who ever visited this tourist attraction.

The Influence of E-Commerce and Electronic word of mouth on Business Performance in Tourist Attraction at Gorontalo Province
The results of the descriptive analysis of work performance found that the average score of the work performance variable was 3.78 which was in the high or good category. This shows that there is a high or good business performance in increasing e-commerce and electronic word of mouth. It has been found that the correlation coefficient is 0.756 or the relationship between the independent and dependent variables is 75.6%. So, it can be concluded that e-commerce and electronic word of mouth have a close relationship with business performance variables. The large influence test (the ability of the independent variable to explain the dependent variable) uses R Square or R2, the result is 56.0%. This value indicates that 56.0% of the business performance variables can be explained by the e-commerce variable and the electronic word of mouth variable. While the remaining 44.0% can be explained by other variables not examined in this study

Conclussion and suggestion
This study aims to determine the effect of E-Comerce (X1), and Electronic Word of Mouth (X2) on Business Performance (Y) in Tourism Objects in Gorontalo Province. Based on the results of this study, the conclusions can be drawn as:
  1. Perception of E-Commerce has its own value for the community, especially tourists, E-Commerce really helps promote tourism
  2. Perception of E-WOT as an added value to promote products and experiences

from a tourist destination.
3. E-Commerce has a positive and significant effect on Business Performance at Tourism Objects in Gorontalo Province.
4. Electronic Word of Mouth has a positive and insignificant effect on Business Performance at Tourism Objects in Gorontalo Province
5. E-Comerce and Electronic Word of Mouth simultaneously affect the performance of business businesses in tourism objects in Gorontalo Province.

Suggestion

Based on the conclusions described above, the researchers provide suggestions so that the results of this study are expected to increase knowledge for academics in the field of management and tourism.

For further researchers, it is expected to be able to examine other research objects and other variables that can affect the level of business performance.

For the government that manages tourist attractions to further maintain the cleanliness and beauty of tourist attractions in Gorontalo province, managers also need to maintain the uniqueness of tourist attractions in Gorontalo province. So that tourist objects can be more advanced and more controlled so that visitors are more comfortable when visiting tourist Attraction

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