

THE INFLUENCE OF REBRANDING, TOURISM FACILITIES, TOURISM EVENTS, AND TICKET PRICES ON VISITING INTEREST AT TAMRIS TOURISM, MAGETAN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Rebranding, Fasilitas Wisata, Event Wisata, dan Harga Tiket terhadap Minat Berkunjung pada Wisata TAMRIS (Taman Ria Iswahjudi) Magetan. Wisata TAMRIS mengalami transformasi signifikan sejak 2018 melalui strategi rebranding, penambahan fasilitas modern, dan penyelenggaraan event wisata. . Metode penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 384 responden pengunjung TAMRIS. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa Rebranding, Fasilitas Wisata, Event Wisata, dan Harga Tiket berpengaruh signifikan terhadap Minat Berkunjung, baik secara parsial maupun simultan. Temuan ini menegaskan pentingnya strategi pemasaran terpadu dalam meningkatkan daya tarik wisata TAMRIS.

Kata kunci: Rebranding, Fasilitas Wisata, Event Wisata, Harga Tiket, Minat Berkunjung, TAMRIS

Abstract

This study aims to analyze the influence of rebranding, tourist facilities, tourist events, and ticket prices on visiting interest in the TAMRIS (Iswahjudi Ria Park) tourist attraction in Magetan. TAMRIS has undergone a significant transformation since 2018 through a rebranding strategy, the addition of modern facilities, and the implementation of tourist events. The research method used a quantitative approach with a sample of 384 TAMRIS visitor respondents. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression. The results showed that rebranding, tourist facilities, tourist events, and ticket prices significantly influenced visiting interest, both partially and simultaneously. This finding emphasizes the importance of an integrated marketing strategy in increasing the tourist appeal of TAMRIS.

Keywords: Rebranding, Tourist Facilities, Tourist Events, Ticket Prices, Visiting Interest, TAMRIS

A. INTRODUCTION

Tourism plays an essential role in Indonesia's economy, with East Java being one of the main destinations for domestic tourists. Magetan, located on the slopes of Mount Lawu, has great tourism potential, with Telaga Sarangan as its flagship. TAMRIS (Taman Ria Iswahjudi) is another destination that has undergone revitalization since 2018. Through rebranding, addition of modern facilities, and regular events, TAMRIS aims to position itself as a competitive family tourism destination. However, fluctuations in visitor numbers remain a challenge. Previous studies emphasized the role of branding, facilities, events, and pricing in shaping visiting interest, yet limited studies have specifically examined TAMRIS. Therefore, this research investigates the effects of Rebranding, Tourism Facilities, Tourism Events, and Ticket Prices on Visiting Interest at TAMRIS Magetan.

B. METHOD

This research used a quantitative approach with a survey method. The target population was visitors to the TAMRIS Magetan tourist attraction aged 15–60. A sample of 384 respondents was drawn using a purposive sampling technique. Data were collected through a questionnaire based on a 1-5 Likert scale that had been tested for validity and reliability. The independent variables in this study were rebranding, tourist facilities, tourist events, and ticket prices. The dependent variable was intention to visit. The data collection instrument passed validity tests using Pearson correlation and reliability tests using Cronbach's alpha, each of which met research requirements. The analysis was conducted using multiple linear regression using SPSS, along with classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation. Hypotheses were tested using the t-test (partial) and F-test (simultaneous). The coefficient of determination (R^2) was used to measure the model's ability to explain the variance of the dependent variable.

C. RESULTS AND DISCUSSIONS

1) Rebranding → Visiting Intention

Regression results show that rebranding significantly influences visiting intention ($t = 2.451 > 1.985$; $p = 0.016 < 0.05$; $\beta = 0.185$). This indicates that refreshing TAMRIS's brand image through a new identity and improved promotions increases visitor appeal. The concept of rebranding in tourism relates to a destination's efforts to build a new image to

remain relevant to market needs. This means that TAMRIS's image renewal strategy has successfully increased visitor appeal. However, its impact has not been maximized due to the gap between the new promoted image and the condition of the existing facilities, which have not been thoroughly updated.

2) Tourism Facilities → Visiting Intention

Tourism facilities have a significant positive effect on visiting intention ($t = 3.127 > 1.985$; $p = 0.002 < 0.05$; $\beta = 0.298$). This indicates that comfortable facilities, such as spacious parking areas, clean restrooms, and well-maintained amusement rides, significantly influence visitor satisfaction. Many respondents emphasized the importance of complementary facilities, such as adequate canteens and Instagrammable photo spots, which are currently key attractions for millennial tourists. Visitors prefer destinations with adequate and well-maintained facilities. The availability of playgrounds, clean restrooms, and food courts strongly encourage repeat visits.

3) Tourism Events → Visiting Interest

Tourism events also showed a significant influence ($t = 2.784 > 1.985$; $p = 0.006 < 0.05$; $\beta = 0.214$). Regularly held events increase TAMRIS's exposure on social media, thereby expanding its promotional reach. Cultural festivals, music performances, and competitions provide unique experiences and increase destination visibility. However, their impact is temporary if not managed consistently with good promotion. Furthermore, follow-up is needed to ensure that events do not merely boost visits momentarily.

4) Ticket Prices → Visiting Interest

Ticket price significantly influences intention to visit ($t = 4.012 > 1.985$; $p = 0.000 < 0.05$; $\beta = 0.341$). This indicates that the decision to visit is strongly influenced by price affordability. Visitors consider affordability and reasonableness of prices as crucial factors in deciding to visit. A price that balances value and affordability increases the likelihood of repeat visits. However, most respondents suggested providing family packages or special promotions during holidays to increase the attraction.

5) Simultaneous Effect of X1, X2, X3, X4 → Y

The F-test results indicate that Rebranding, Tourism Facilities, Tourism Events, and Ticket Prices simultaneously influence Visiting Interest ($F = 32.657 > F\text{-table} = 2.47$; $p =$

0.000 < 0.05). The adjusted $R^2 = 0.612$, meaning 61.2% of the variation in Visiting Interest can be explained by the four independent variables, while 38.8% is explained by other factors not included in this study.

D. CONCLUSIONS

This study demonstrates that all tested independent variables significantly influence tourist interest in visiting TAMRIS Magetan. Among these variables, ticket price is the most dominant factor, followed by tourist facilities, events, and rebranding. Managers need to integrate these factors into a comprehensive strategy to enhance TAMRIS's competitiveness. These findings emphasize that a tourism destination marketing strategy cannot stand alone but must be designed in an integrated manner, combining a strong destination image, adequate facilities, attractive events, and competitive ticket prices.

E. SUGGESTIONS

Pengelola TAMRIS disarankan untuk lebih konsisten dalam melakukan rebranding dengan cara memperkuat identitas visual dan komunikasi digital, misalnya melalui branding media sosial yang lebih interaktif. Fasilitas yang ada perlu terus ditingkatkan, baik dari segi kebersihan, kenyamanan, maupun inovasi baru agar tetap relevan dengan tren wisata modern. Event wisata sebaiknya dijadwalkan secara rutin dan dipromosikan dengan strategi digital marketing agar mampu menjangkau generasi muda. Sedangkan dari sisi harga, pengelola dapat mempertimbangkan model harga dinamis dengan memberikan diskon pada periode tertentu, paket keluarga, serta kerja sama dengan agen perjalanan untuk meningkatkan daya saing.

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