

ANALYSIS OF THE EFFECT OF FACILITIES, LOCATION, RATES, AND ATTRACTIONS ON THE INTENTION TO REVISIT

Melani Puri Anggraeni¹⁾, Rizal Ula Ananta Fauzi²⁾, Hendra Setiawan³⁾

^{1,2,3} Faculty of Economics and Business, Universitas PGRI Madiun

¹ email: melanipuri2013@gmail.com

² email: rizalula@unipma.ac.id

³ email: hendrasetiawan@unipma.ac.id

Abstrak

Di Indonesia, sektor pariwisata mengalami perkembangan yang cukup pesat, ditandai dengan meningkatnya jumlah kunjungan wisatawan domestik maupun mancanegara setiap tahunnya (Atmaja, 2023). Dengan judul analisis pengaruh fasilitas, lokasi, tarif dan daya tarik terhadap minat berkunjung ulang studi kasus wisata monumen kresek Kabupaten Madiun. Penelitian ini menggunakan data primer yaitu kuesioner yang disebar kepada responden. Jumlah sampel dalam penelitian ini adalah 384 responden. Penelitian ini menggunakan SPSS Versi 21. Hasilnya fasilitas berpengaruh secara signifikan terhadap minat berkunjung ulang pada Wisata Monumen Kresek. Lokasi berpengaruh secara signifikan terhadap minat berkunjung ulang pada Wisata Monumen Kresek. Tarif berpengaruh secara signifikan terhadap minat berkunjung ulang pada Wisata Monumen Kresek. Daya tarik berpengaruh secara signifikan terhadap minat berkunjung ulang pada Wisata Monumen Kresek.

Kata Kunci: Pemasaran, Minat berkunjung ulang, Daya Tarik

Abstract

In Indonesia, this sector has experienced quite rapid development, marked by the increasing number of domestic and foreign tourist visits every year (Atmaja, 2023). With the title analysis of the influence of facilities, location, tariffs and attractions on the interest in revisiting the case study of the Kresek Monument tourism in Madiun Regency. This study uses primary data, namely questionnaires distributed to respondents. The number of samples in this study was 384 respondents. This study uses SPSS Version 21. The results are that facilities have a significant effect on the interest in revisiting the Kresek Monument Tourism. Location has a significant effect on the interest in revisiting the Kresek Monument Tourism. Tariffs have a significant effect on the interest in revisiting the Kresek Monument Tourism. Attractions have a significant effect on the interest in revisiting the Kresek Monument Tourism.

Keywords: Marketing, Revisit Interest, Attraction

A. INTRODUCTION

Tourism is one of the strategic sectors in driving national economic growth (Mei, 2022).

In Indonesia, this sector has experienced significant development, marked by the increasing

number of domestic and international tourist visits each year (Atmaja, 2023). The government, through the Ministry of Tourism and Creative Economy, continues to promote the development of leading tourist destinations across various regions by improving infrastructure, enhancing digital promotion, and increasing the quality of human resources (Tjeme, 2024).

Madiun Regency, located in East Java, is one of the regions striving to develop its tourism sector. This regency possesses various tourism potentials, including natural, cultural, and artificial attractions. Madiun Regency offers a wide range of interesting tourist destinations worth visiting. However, the number of tourist visits to this regency has shown a fluctuating trend and tends to decline in 2024.

Table 1. Number of Tourist Visits in Madiun Regency, 2024

| Bulan | Jumlah Pengunjung Wisata Kabupaten Madiun Tahun 2024 |
|-----------|--|
| Januari | 304.589 |
| Febuari | 302.293 |
| Maret | 291.265 |
| April | 511.683 |
| Mei | 293.340 |
| Juni | 321.402 |
| Juli | 293.006 |
| Agustus | 254.578 |
| September | 234.810 |
| Oktober | 270.396 |
| November | 270.749 |
| Desember | 336.057 |

Sumber: BPS Jatim, 2025

The number of tourist visits to Madiun Regency has shown a fluctuating trend over the past three years. Preliminary data for 2024 even indicate a declining trend in the number of tourists, both local and from outside the region. The tourist destinations that have been the main attractions in Madiun Regency over the past three years are as follows:

Table 2. Number of Tourist Attractions and Visitors

| Obyek Wisata | Alamat | 2022 | 2023 | 2024 |
|------------------------|-------------------------------------|--------|---------|--------|
| Wisata Nongko Ijo | Desa Kare, Kecamatan Kare | 3.130 | 10.043 | 6.763 |
| Bendungan Bening Widas | Dusun Patungrejo, Kecamatan Saradan | 18.254 | 102.844 | 94.449 |
| Monumen Kresek | Desa Kresek, Kecamatan Wungu | 3.870 | 22.920 | 13.120 |

| Obyek Wisata | Alamat | 2022 | 2023 | 2024 |
|------------------------|----------------------------------|--------|--------|---------|
| Air Terjun Tambak Lare | Desa Kare, Kecamatan Kare | 1.072 | 1.916 | 1.237 |
| Madiun Umbul Square | Desa Glonggong, Kecamatan Dolopo | 35.179 | 79.738 | 109.295 |
| Watu Rumpuk | Desa Mendak, Kecamatan Dagangan | 2.422 | 3.651 | 4.472 |
| Wana Wisata Grape | Desa Kresek, Kecamatan Wungu | - | - | 4.821 |
| Makam Kuncen | Desa Sidodadi, Kecamatan Mejayan | 1.348 | - | - |

Sumber: BPS Madiun, 2025

Based on the available data, the Kresek Monument has a lower number of visitors compared to other tourist attractions in Madiun Regency, such as Bening Widas Dam, with a total of 215,547 visitors over the past three years, or Madiun Umbul Square, which recorded a total of 224,212 visitors from 2022 to 2024 (BPS Madiun, 2025).

Revisit intention refers to a person's desire or tendency to return to a tourist destination after their first visit (Selamet et al., 2024). The study by Dewi & Purnomo (2023) found that the variables of tourism facilities, promotion, and price significantly affect tourists' revisit intention. Similarly, Elake et al. (2024) stated that tourism facilities have a positive and significant impact on the intention to revisit Hunimua Beach. Revisit intention is influenced by tourism facilities, promotion, and price (Irawan et al., 2021). Several factors that affect tourists' revisit intention include facilities, location, price, and attractions (Yandi et al., 2023). Furthermore, Marpaung (2023) found that word of mouth (WOM), tourist attractions, and facilities have a positive and significant effect on revisit intention.

Based on the factors influencing revisit intention mentioned above, this study sets limitations on the variables used. The variables in this research include Facilities, Location, Price, and Attractions, which are considered to influence revisit intention.

Facilities are defined as the physical resources that must be available before a service can be offered to consumers (Levyda, 2022).

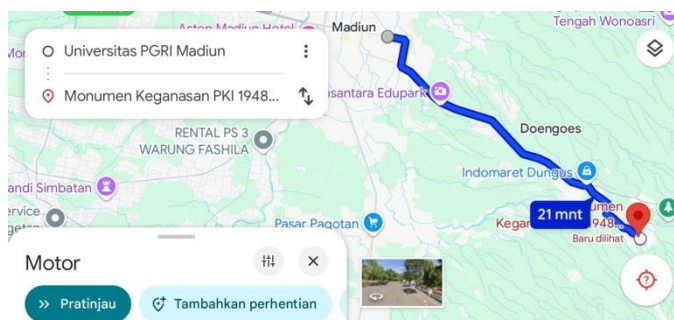


Sumber: Monument Kresek, 2025

Figure 1. Facilities of Kresek Monument

The figure above shows the facilities available at Kresek Monument. Although Kresek Monument is equipped with adequate facilities, such as a spacious parking area, public restrooms, a children's playground, food stalls, and attractive photo spots, the number of tourist visits remains relatively low. Visitors are generally more numerous on weekends or public holidays, while on regular days, this tourist area tends to be quiet.

In addition to facilities, the location of a tourist attraction also plays an important role in influencing visitors' intention to return, as easy access, a comfortable environment, and proximity to busy areas significantly affect revisit interest (Nasirudin & Subarjo, 2025). According to Nasqa & Darmawan (2025), location is one of the key factors in the development of tourist destinations, as accessibility, travel distance, and surrounding environmental conditions greatly influence tourists' decisions to visit and revisit. The location of Kresek Monument, situated in Kare District, Madiun Regency, offers a cool and lush hillside atmosphere and is located not far from Madiun City.



Sumber: Google.com

Figure 2. Location of Kresek Monument Tourist Attraction

Figure 2 illustrates the location of Kresek Monument, situated in Kare District, Madiun Regency. The site is approximately 25 minutes from the center of Madiun City by motor vehicle, making it relatively strategic and accessible for both local and out-of-town tourists. With relatively good road access and a cool natural atmosphere, the location of Kresek Monument holds significant potential to attract visitors. Location also plays a crucial role in the success of attracting repeat visitors, especially when supported by affordable entrance fees that match the quality of the experience offered, thereby creating a positive impression and encouraging revisit intention (Nasqa & Darmawan, 2025).

Ticket prices also influence tourists' perceptions of a tourist attraction (Siahaan, 2022). At Kresek Monument, the current entrance ticket price is IDR 5,000 per person, which is considered affordable for enjoying a historical tourism experience.

Table 3. Entrance Fees and Tourist Visitors

| Obyek Wisata | Tarif Wisata |
|------------------------|--------------|
| Air Terjun Selampir | Rp. 5.000 |
| Bendungan Bening Widas | Rp. 15.000 |
| Monumen Kresek | Rp. 5.000 |
| Situs Wonorejo | Rp. 5.000 |
| Madiun Umbul Square | Rp. 10.00 |
| Waduk Saradan | Rp. 10.000 |
| Wana Wisata Grape | Rp. 10.000 |
| Makam Kuncen | Rp. 0 |

Sumber: Data diOlah, 2025

Although the entrance fee at Kresek Monument is relatively affordable, the number of visitors is still lower compared to Bendungan Widas and Umbul Square. The implementation of entrance fees plays a significant role in helping the management develop the tourist site, thereby creating attractions that utilize both the natural beauty of the area and artificial features aimed at increasing tourists' interest in visiting (Kiriman et al., 2023). This finding aligns with Nurbaeti et al. (2021), who stated that affordable prices offered by tourist attractions can positively impact repeat visits, particularly among tourists with lower income levels

According to Amarrohman et al. (2019), a tourist attraction is an activity that utilizes the beauty or uniqueness of nature or local culture to serve as a destination for visitors. Kresek

Monument offers a unique attraction by combining the historical values of the nation's struggle with the refreshing natural beauty of the hills, making it an ideal destination for both education and recreation.



Sumber: Google.com

Figure 3. Tourist Attraction of Kresek Monument

Kresek Monument is one of the unique and distinctive tourist attractions in Madiun Regency, as it combines the historical value of the people's struggle against the PKI rebellion with the refreshing beauty of the surrounding hills. As a historical monument, this site not only preserves the traces of significant past events but is also equipped with statues and reliefs depicting the heroic stories of the local community. The tranquil natural atmosphere, cool air, and green panoramas surrounding the monument make it an ideal destination for educational tourism as well as a retreat from the hustle and bustle of urban life. This uniqueness has established Kresek Monument as one of the main tourist icons in Madiun worth visiting. However, despite its distinct attractions, the number of visitors to Kresek Monument remains lower compared to Bendungan Widias and Umbul Square. The study by Muhammad et al. (2022) found that tourist attractions significantly influence visitors' interest in traveling to a destination.

THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Revisit Intention

Revisit intention is the internal drive of an individual to return to a tourist destination they have previously visited (Yusuf et al., 2023). According to Irawan (2023), revisit intention is essentially a person's desire to visit a particular tourist attraction that is deemed interesting

for recreation and entertainment purposes. Thus, revisit intention refers to a person's drive to make a return visit with the same purpose.

Facilities

Facilities are physical resources that must be available before a service can be offered to consumers (Levyda, 2022). A strategic location aims to maximize the benefits of the business's position. According to Bilgies et al. (2021), one of the keys to success is location, which begins with selecting the right community. This decision heavily depends on the potential for economic growth and stability, competition, political climate, and other related factors..

Location

Location is the place where a company conducts activities to produce goods and services with an emphasis on economic aspects (Murdani & Martha, 2023). Components concerning location include choosing a strategic site (easily accessible), being near shopping centers, close to residential areas, safe and comfortable for visitors, having supporting facilities such as parking areas, as well as other related factors (Ubaidillah, 2023)..

Price (Tariff)

Price or tariff is the amount of money paid for goods and services or the value that consumers exchange in order to gain benefits from owning or using those goods and services (Sahroni & Alkemega, 2024). According to Widiastuti & Hendarti (2022), price/tariff is the monetary amount paid for goods and services or the value exchanged by consumers to obtain the benefits of possessing or using them.a

Tourist Attraction

A tourist attraction is everything that draws tourists to visit a particular area (Wulandari et al., 2022). Tourist attraction is often associated with the physical appearance of an object or individual, such as being considered attractive, elegant, or appealing (Qie et al., 2021).

Hypothesis Developments

Based on the theoretical review, the research hypotheses can be formulated as follows:

H1: It is hypothesized that Facilities have an effect on Revisit Intention at Kresek Monument Tourism in Madiun Regency.

H2: It is hypothesized that Location has an effect on Revisit Intention at Kresek Monument Tourism in Madiun Regency.

H3: It is hypothesized that Price (Tariff) has an effect on Revisit Intention at Kresek Monument Tourism in Madiun Regency.

H4: It is hypothesized that Tourist Attraction has an effect on Revisit Intention at Kresek Monument Tourism in Madiun Regency.

B. RESEARCH METHOD

This study employed a quantitative method using primary data collected through Google Forms. The sampling technique used was purposive sampling, with a total sample of 384 respondents. The research instrument was a questionnaire utilizing a Likert scale. Data processing in this study was carried out using SPSS version 21.

C. RESULTS AND DISCUSSION

Normality Test

Table 5. Normality Test

| One-Sample Kolmogorov-Smirnov Test | | |
|------------------------------------|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 384 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,30910186 |
| Most Extreme Differences | Absolute | ,062 |
| | Positive | ,062 |
| | Negative | -,047 |
| Kolmogorov-Smirnov Z | | 1,217 |
| Asymp. Sig. (2-tailed) | | ,103 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Sumber: Output SPSS, 2025

Based on Table 5, the results of the normality test using the One-Sample Kolmogorov-Smirnov test show that the Asymp. Sig (2-tailed) value is **0.103**, which is greater than $\alpha = 0.05$. This indicates that the data are normally distributed.

Multicollinearity Test

Table 6. Multicollinearity Test Results

| Model | | Coefficients ^a | |
|-------|--------------------------|---------------------------|-------|
| | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | litas(X ₁) | ,459 | 2,177 |
| | asi (X ₂) | ,615 | 1,625 |
| | f(X ₃) | ,864 | 1,157 |
| | a Tarik(X ₄) | ,483 | 2,072 |

a. Dependent Variable: Minat Berkunjung Ulang
Sumber: Output SPSS, 2025

Based on Table 6, the calculation results show that the Variance Inflation Factor (VIF) values for all variables are less than 10. The variables—Facilities (X1), Location (X2), Price (X3), and Tourist Attraction (X4)—each have VIF values < 10. This indicates that there is no strong correlation among the independent variables. Thus, multicollinearity among all independent variables is considered tolerable.. Additionally, the tolerance values for Facilities (X1), Location (X2), Price (X3), and Tourist Attraction (X4) are all greater than 0.1, indicating that multicollinearity does not occur among the independent variables. Therefore, regression analysis can be performed with significant results.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

| Variabel | Sig. | Kesimpulan |
|---------------------------|-------|----------------------------------|
| silitas(X ₁) | 0,089 | idak Terjadi Heteroskedastisitas |
| kasi (X ₂) | 0,111 | idak Terjadi Heteroskedastisitas |
| rif(X ₃) | 0,072 | idak Terjadi Heteroskedastisitas |
| ya Tarik(X ₄) | 0,799 | idak Terjadi Heteroskedastisitas |

Sumber: Output SPSS, 2025

Based on Table 7, it is shown that the probability values for each variable are greater than 0.05 (alpha). Therefore, the decision is to accept H₀, indicating that there is no heteroscedasticity present.

Partial t-Test (t-Test)

Table 8. Partial t-Test Results (t-Test)

| Model | Coefficients ^a | | | | t | Sig. |
|------------|-----------------------------|------------|---------------------------|--|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | | |
| | B | Std. Error | Beta | | | |
| (Constant) | 3,465 | ,425 | | | 8,155 | ,000 |
| X1 | ,330 | ,047 | ,357 | | 6,994 | ,000 |
| X2 | ,129 | ,024 | ,238 | | 5,401 | ,000 |
| X3 | ,043 | ,020 | ,082 | | 2,203 | ,028 |
| X4 | ,198 | ,044 | ,221 | | 4,440 | ,000 |

a. Dependent Variable: Y

Sumber: Output SPSS, 2025

The criteria for the t-test are: H_0 is accepted if: $t_{\text{calculated}} < t_{\text{table}}$ H_0 is rejected if: $t_{\text{calculated}} \geq t_{\text{table}}$ The critical value at a significance level of 5% ($\alpha = 0.05$) using a two-tailed test with degrees of freedom = $n - k - 1 = 384 - 5 - 1 = 378$ is $t_{\text{table}} = 1.966$.

DISCUSSION

The test result shows $t_{\text{calculated}} = 6.994$, which is greater than $t_{\text{table}} = 1.966$, and $\text{Sig.} = 0.000 < 0.05$. Thus, H_0 is rejected, and H_1 is accepted, meaning that facilities significantly affect revisit intention at Kresek Monument Tourism in Madiun Regency. Adequate facilities such as clean toilets, spacious and secure parking areas, comfortable resting spots, clear information boards, and good accessibility provide a positive experience for visitors.

The test result shows $t_{\text{calculated}} = 5.401$, which is greater than $t_{\text{table}} = 1.966$, and $\text{Sig.} = 0.000 < 0.05$. Thus, H_0 is rejected, and H_2 is accepted, meaning that location significantly affects revisit intention. A strategic, easily accessible, and comfortable location enhances the visitors' positive experiences, increasing the likelihood of repeat visits.

The test result shows $t_{\text{calculated}} = 2.203$, which is greater than $t_{\text{table}} = 1.966$, and $\text{Sig.} = 0.028 < 0.05$. Thus, H_0 is rejected, and H_3 is accepted,

meaning that price significantly affects revisit intention. At Kresek Monument, the affordable entrance ticket price attracts a wide range of visitors.

The test result shows $t_{\text{calculated}} = 4.440$, which is greater than $t_{\text{table}} = 1.966$, and $\text{Sig.} = 0.000 < 0.05$. Thus, H_0 is rejected, and H_4 is accepted, meaning that tourist attraction significantly affects revisit intention. The natural beauty of Kresek Monument successfully attracts visitors by providing pleasing visual experiences and a calming atmosphere.

D. CONCLUSION

Based on the results of data processing and hypothesis testing conducted to examine the four hypotheses in this study which include the effects of facilities, location, price (tariff), and tourist attraction on revisit intention it can be concluded that: Facilities have a significant effect on revisit intention at Kresek Monument Tourism. Location has a significant effect on revisit intention at Kresek Monument Tourism. Price (Tariff) has a significant effect on revisit intention at Kresek Monument Tourism. Tourist Attraction has a significant effect on revisit intention at Kresek Monument Tourism.

E. SUGGESTIONS

Future researchers may expand this study by investigating other factors that could influence revisit intention, such as additional aspects of facilities, location, pricing, and tourist attractions. Further studies may also employ different research methods to explore revisit intention and develop the factors affecting visitors at Kresek Monument Tourism or similar/different destinations.

REFERENCES

- Amarrohman, F. J., Awaluddin, M., & Subiyanto, S. (2019). Kajian Daya Tarik Lokasi Wisata Berdasarkan Nilai Ekonomi Kawasan Di Kota Semarang. *Elipsoida : Jurnal Geodesi Dan Geomatika*, 2(02), 7–11. <https://doi.org/10.14710/Elipsoida.2019.6439>
- Atmaja, J. P. (2023). Peran Teknologi Informasi Dalam Peningkatan Daya Saing Destinasi Pariwisata Di Indonesia. *Jurnal Destinasi Pariwisata*, 11(1), 151. <https://doi.org/10.24843/Jdepar.2023.V11.I01.P20>

- Bilgies, A., Sundari, A., & Muhajir, A. (2021). Analisis Pengaruh Harga, Kualitas Produk, Dan Lokasi Terhadap Loyalitas Pelanggan Distro Mayang Madu Paciran Lamongan.
- Dewi, I., & Purnomo, H. (2023). Pengaruh Fasilitas Wisata, Promosi, Dan Harga Terhadap Minat Berkunjung Kembali Wisatawan (Studi Destinasi Wisata Taman Ghanjaran Trawas). *Jurnal Kajian Ilmu Manajemen (Jkim)*, 2(4). <https://doi.org/10.21107/Jkim.V2i4.18416>
- Elake, A. A., Saleky, S. R. J., & Ufie, A. J. R. (2024). Fasilitas Wisata Dan Pengaruhnya Terhadap Minat Berkunjung Kembali Ke Pantai Hunimua, Kabupaten Maluku Tengah. 3(1).
- Irawan, I. (2023). Pengaruh Bauran Pemasaran Terhadap Minat Berkunjung Ke Coban Lanang Kota Batu.
- Irawan, M. R. N., Sayekti, L. I., & Ekasari, R. (2021). Pengaruh Fasilitas Wisata, Promosi Dan Harga Terhadap Minat Wisatawan Berkunjung Pada Wisata Wego Lamongan. *Ecopreneur*.12, 4(2), 122. <https://doi.org/10.51804/Econ12.V4i2.1008>
- Kiriman, M., Engka, D. S. M., & Tolosang, K. D. (2023). Analisis Pengembangan Potensi Pariwisata Di Kabupaten Kepulauan Sitaro (Studi Kasus Di Pulau Siau). 23.
- Levyda. (2022). The Effect Of Facility Promotion And Prices On The Decision To Visit Dufan Ancol. 11(01).
- Marpaung, H. (2023). Pengaruh Word Of Mouth (Wom), Daya Tarik Wisata, Dan Fasilitas Terhadap Minat Berkunjung Ulang Wisatawan Pada Pemandian Air Panas Sumber Padi Kabupaten Batu Bara.
- Mei, B. (2022). Analisis Pengaruh Sektor Industri Pariwisata Terhadap Produk Domestik Regional Bruto Di Kota Manado. 22.
- Muhammad, S., Mulyani, D., & Nur, K. (2022). Pengaruh Daya Tarik Wisata Terhadap Minat Berkunjung Pada Wisata Hutan Mangrove Kaliwlingi Brebes. *Gemilang: Jurnal Manajemen Dan Akuntansi*, 2(4), 113–126. <https://doi.org/10.56910/Gemilang.V2i4.156>
- Nasirudin, H., & Subarjo, S. (2025). Pengaruh Daya Tarik Wisata, Pengalaman Wisatawan, Dan Kepuasan Wisatawan Terhadap Minat Berkunjung Kembali Pada Punthuk Setumbu. *Journal Of Humanities Education Management Accounting And Transportation*, 2(1), 113–123. <https://doi.org/10.57235/Hemat.V2i1.4934>
- Nasqa, R. A., & Darmawan, D. (2025). Pengaruh Lokasi Terhadap Minat Berkunjung Di Wisata: Literature Review (The Influence Of Location On Interest In Visiting Tourism: Literature Review). 4(1).
- Nurbaeti, N., Rahmanita, M., Ratnaningtyas, H., & Amrullah, A. (2021). Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga Dan Fasilitas Terhadap Minat Berkunjung Wisatawan Di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Ilmu Sosial Dan Humaniora*, 10(2), 269. <https://doi.org/10.23887/Jish-Undiksha.V10i2.33456>

- Ria Murdani & Lidya Martha. (2023). Fasilitas, Lokasi Dan Daya Tarik Wisata Pada Minat Berkunjung Kembali Ke Objek Wisata Pantai Carocok Painan. *Nawasena : Jurnal Ilmiah Pariwisata*, 2(1), 64–81. <https://doi.org/10.56910/Nawasena.V2i1.616>
- Sahroni, D., & Alkemega, S. (2024). The Influence Of Service Quality, Facilities, And Prices On Tourist Satisfaction A Case Study At The Tourism Object Of Bukit Aslan, Bandar Lampung City. 42(2).
- Selamet, S., Hartoyo, H., & Setiana, T. (2024). Analisis Faktor-Faktor Yang Mempengaruhi Minat Kunjung Ulang Wisatawan Di Museum Semedo Tegal. *Manajerial Dan Bisnis Tanjungpinang*, 7(1), 69–83. <https://doi.org/10.52624/Manajerial.V7i1.2435>
- Siahaan, S. L. (2022). Pengaruh Atraksi Wisata, Persepsi Harga, Dan Lokasi Terhadap Keputusan Berkunjung Di Moja Museum Jakarta. 17(2).
- Tjeme, B. (2024). Kontribusi Ekonomi Kreatif Dalam Mendukung Sektor Pariwisata Di Kabupaten Sikka. *Jurnal Transformasi Bisnis Digital*, 1(4), 61–92. <https://doi.org/10.61132/Jutrabidi.V1i4.239>
- Ubaidillah, F. (2023). Pengaruh Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Kepuasan Pelanggan Pada Warkop Stk Di Surabaya. 12.
- Widiastuti, E., & Hendarti, Y. (2022). Analisis Pengaruh Harga, Kualitas Pelayanan Dan Lokasi Terhadap Keputusan Pembelian Pada Konsumen Pt. Sahabat Tour & Travel Sukoharjo.
- Wulandari, R., Yuliar, A., & Widyaningsih, W. (2022). Pengaruh Potensi Daya Tarik Wisata Dan Fasilitas Wisata Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Hutan Pinus Pasekan Wonogiri. *Jurnal Kajian Pariwisata Dan Bisnis Perhotelan*, 2(3), 324–329. <https://doi.org/10.24036/Jkpbp.V2i3.46372>
- Yandi, A., Mahaputra, M. R., & Mahaputra, M. R. (2023). Faktor-Faktor Yang Mempengaruhi Minat Kunjungan Wisatawan (Literature Review). *Jurnal Kewirausahaan Dan Multi Talenta*, 1(1), 14–27. <https://doi.org/10.38035/Jkmt.V1i1.8>
- Yusuf, I. S. H., Demayanti, R., & Pratama, R. (2023). The Effect Of Accessibility And Facilities On Return Interest With Tourist Satisfaction As Intervening Variable (Tourism Of Boki Maruru Cave, Central Halmahera Regency).