SIMBA

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THE INFLUENCE OF TICKET PRICES, FACILITIES, AND ATTRACTIONS ON VISITING DECISIONS

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga tiket, fasilitas, dan daya tarik terhadap keputusan berkunjung ke Tamris Park Magetan. Latar belakang penelitian ini didasarkan pada pentingnya strategi pengelolaan destinasi wisata dalam meningkatkan jumlah kunjungan wisatawan, terutama melalui aspek harga, sarana pendukung, dan keunikan daya tarik wisata. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap pengunjung Tamris Park Magetan. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa ketiga variabel independen, yaitu harga tiket, fasilitas, dan daya tarik, berpengaruh signifikan terhadap keputusan berkunjung. Harga tiket memiliki koefisien regresi sebesar 0,133, fasilitas sebesar 0,165, dan daya tarik sebesar 0,093, dengan tingkat signifikansi masing-masing sebesar 0,000. Temuan ini menegaskan bahwa penetapan harga yang tepat, penyediaan fasilitas yang memadai, serta pengembangan daya tarik wisata yang inovatif merupakan faktor penting dalam menarik minat dan meningkatkan kepuasan pengunjung. Implikasi praktis dari penelitian ini mencakup strategi pengelolaan harga, peningkatan fasilitas, dan pengembangan atraksi wisata yang relevan dan menarik. Selain itu, hasil penelitian ini juga dapat menjadi pertimbangan bagi pemerintah daerah dalam merumuskan kebijakan pariwisata yang berorientasi pada preferensi pengunjung. Penelitian ini diharapkan dapat menjadi referensi bagi peneliti selanjutnya untuk mengembangkan studi dengan variabel tambahan, pendekatan metodologi berbeda, serta objek wisata yang lebih beragam.

Kata Kunci: Harga Tiket, Fasilitas, Daya Tarik, Keputusan Berkunjung

Abstract

This study aims to determine the influence of ticket prices, facilities, and attractiveness on the decision to visit Tamris Park Magetan. The background of this research is based on the importance of tourist destination management strategies in increasing the number of tourist visits, especially through the aspects of price, supporting facilities, and the uniqueness of tourist attractions. This study uses a quantitative approach with a survey method on visitors to Tamris Park Magetan. The data analysis technique used was multiple linear regression. The results showed that the three independent variables, namely ticket prices, facilities, and attraction, had a significant influence on the decision to visit. The ticket price has a regression coefficient of 0.133, facilities of 0.165, and attraction of 0.093, with a significance level of 0.000 each. These findings confirm that proper pricing, provision of adequate facilities, and

the development of innovative tourist attractions are important factors in attracting interest and increasing visitor satisfaction. The practical implications of this research include price management strategies, facility improvements, and the development of relevant and attractive tourist attractions. In addition, the results of this research can also be a consideration for local governments in formulating tourism policies that are oriented to visitor preferences. This research is expected to be a reference for future researchers to develop studies with additional variables, different methodological approaches, and more diverse tourist attractions.

Keywords: Ticket Prices, Facilities, Attractions, Visit Decisions

A. INTRODUCTION

Tourism is widely recognized as a strategic sector in national economic development because it contributes significantly to job creation, increases regional income, and strengthens the cultural identity of local communities. The tourism industry also has a multiplier effect, where its development can stimulate other sectors such as transportation, hospitality, and creative industries. In Indonesia, tourism has shown consistent growth, as evidenced by the increasing number of domestic and international visitors each year (Rachmad et al., 2022). This positive trend brings both opportunities and challenges, where tourism managers are required not only to attract visitors but also to maintain their satisfaction by continuously improving service quality and upgrading facilities.

At the regional level, competition among districts and cities in developing their tourism potential has become increasingly dynamic. Regions seek to differentiate themselves by promoting their unique destinations, cultural heritage, and recreational sites in order to attract more visitors. East Java is one of the provinces that plays a vital role in the growth of Indonesian tourism, as it offers diverse natural, cultural, and artificial destinations that appeal to both domestic and foreign tourists (Maghfiroh, 2020). Magetan Regency, located in East Java, has also made significant efforts to enhance its tourism sector by promoting its natural beauty as well as man-made attractions, among which Tamris Park Magetan has become a notable destination.

Visitor decision-making in selecting a destination is a complex process influenced by various factors, including ticket prices, facilities, and the attractiveness of the destination. Affordable ticket prices often act as an initial pull factor, while adequate facilities ensure

comfort and convenience, and unique attractions create memorable experiences that encourage repeat visits. These factors are frequently highlighted as important considerations in tourism studies (Milala et al., 2022). However, the impact of these variables is not always straightforward. Previous studies reveal that the influence of ticket prices, facilities, and attractions on visiting decisions tends to vary across different contexts and destinations, leading to inconsistencies that open a research gap worth exploring further (Nazifa et al., 2024; Daulay, 2022; Rokhayah & Andriana, 2021).

In the case of Tamris Park Magetan, the management has implemented a series of renovations to upgrade its facilities and diversify its attractions in order to enhance the visitor experience. These improvements were followed by ticket price adjustments, designed to reflect the added value provided by the enhanced amenities and attractions. However, despite these initiatives, recent reports indicate a decline in the number of visitors. This situation raises an important question: to what extent do such improvements in facilities, attractions, and ticket pricing actually influence tourists' decisions to visit? The decline suggests that other underlying factors may be at play or that the perceived value of improvements has not aligned with visitor expectations.

This phenomenon highlights the importance of conducting further research to better understand how ticket prices, facilities, and attractions interact in shaping visitor choices. Without a clear understanding, efforts to increase competitiveness and sustainability in local tourism may not achieve optimal results. Therefore, this study aims to analyze the influence of ticket prices, facilities, and attractions on visitors' decisions to visit Tamris Park Magetan. By doing so, the research seeks to fill the existing gap in the literature, particularly within the context of regional tourism destinations in Indonesia.

The findings of this study are expected to provide twofold contributions. From a theoretical perspective, the research will enrich tourism literature by offering empirical evidence regarding the interplay of key factors influencing tourist decision-making. From a practical perspective, the study is anticipated to offer valuable insights for destination managers and local government stakeholders in formulating strategies to enhance visitor satisfaction,

increase tourist loyalty, and strengthen the competitiveness of tourism destinations such as Tamris Park Magetan.

B. METHOD

Research Location and Period

This study was conducted at Tamris Park Magetan, selected due to its willingness to provide the necessary information, particularly regarding visitor numbers. The research was carried out over a period of four months, during which data collection, analysis, and reporting were conducted systematically.

Research Design

The research employed a quantitative approach with a survey method. The design followed a structured process starting from problem identification, formulation of ypotheses, data collection, data analysis, to drawing conclusions.

Population, Sample, and Sampling Technique

The population of this study comprised residents of Magetan Regency and its surrounding areas who have visited Tamris Park Magetan. Since the total population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum of 384 respondents. The sampling technique applied was purposive sampling, with the following criteria: (1) residents of Magetan or nearby regions, and (2) have visited Tamris Park at least once.

Research Variable and Operational Definitions

The study examined three independent variables ticket price (X1), facilities (X2), and attractiveness (X3), and one dependent variable, visiting decision (Y). Each variable was operationalized into measurable indicators and assessed using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Data Collection Technique

Primary data were collected through a structured questionnaire distributed online via Google Forms. The questionnaire was designed based on theoretical foundations and prior studies, consisting of closed-ended questions aligned with the research variables.

Research Instrument

The main instrument used was a Likert-scale questionnaire. It was constructed following established procedures to ensure validity and reliability, and included items measuring respondents' perceptions of ticket price, facilities, attractiveness, and visiting decision.

Data Analysis Technique

The data were analyzed using several statistical procedures. First, descriptive statistics were employed to summarize respondent characteristics and provide an overview of each research variable. The validity of the questionnaire items was tested using item-total correlation, while reliability was assessed through Cronbach's Alpha to ensure measurement consistency. Prior to hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to confirm the suitability of the regression model. The main analysis applied multiple linear regression to examine the influence of ticket price, facilities, and attractiveness on visiting decisions. Furthermore, hypothesis testing was carried out using the t-test to evaluate the significance of each independent variable, and the coefficient of determination (R^2) was calculated to determine the explanatory power of the independent variables on the dependent variable.

C. RESULTS AND DISCUSSIONS

Descriptive Statistic

Tabel 1. Descriptive Statistic

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ticket Prices	384	18	60	36.04	6.118
Facilities	384	12	50	35.74	6.151
Attraction	384	20	75	44.07	8.246
Visiting Decisions	384	15	75	45.55	8.434
Valid N (listwise)	384				

Source: Data Processed SPSS 27 (2025).

Table 1, presents the descriptive statistics of the study variables: ticket price, facilities, attractiveness, and visiting decision, based on responses from 384 participants. Ticket price ranged from 18 to 60 with a mean of 36.04 (SD = 6.118), indicating moderate variability in perceptions. Facilities scored between 12 and 50 with a mean of 35.74 (SD = 6.151), reflecting generally favorable evaluations. Attractiveness showed the highest mean (44.07, SD = 8.246) within a range of 20 to 75, suggesting it is the most influential factor shaping visitor

perceptions. Visiting decision ranged from 15 to 75 with a mean of 45.55 (SD = 8.434), indicating a positive tendency among respondents to visit. Overall, the relatively low to moderate standard deviations suggest consistent perceptions across all variables, providing an initial insight into factors affecting tourist visiting decisions.

Validity Test

Table 2. Validity Test

Variable	Item	Rcount	Rtable	Information
Ticket Price (X_1)	1	.611	0,100	Valid
	2	.699	0,100	Valid
	3	.719	0,100	Valid
	4	.732	0,100	Valid
	5	.787	0,100	Valid
	6	.732	0,100	Valid
	7	.709	0,100	Valid
	8	.705	0,100	Valid
	9	.787	0,100	Valid
	10	.732	0,100	Valid
	11	.709	0,100	Valid
	12	.705	0,100	Valid
Facilities (X_2)	1	.666	0,100	Valid
	2	.675	0,100	Valid
	3	.695	0,100	Valid
	4	.729	0,100	Valid
	5	.711	0,100	Valid
	6	.736	0,100	Valid
	7	.712	0,100	Valid
	8	.754	0,100	Valid
	9	.768	0,100	Valid
	10	.723	0,100	Valid
	11	.768	0,100	Valid
	12	.723	0,100	Valid
Attractions (X_3)	1	.540	0,100	Valid
	2	.740	0,100	Valid
	3	.796	0,100	Valid
	4	.821	0,100	Valid
	5	.820	0,100	Valid
	6	.797	0,100	Valid
	7	.752	0,100	Valid
	8	.662	0,100	Valid
	9	.740	0,100	Valid
	10	.796	0,100	Valid
	11	.821	0,100	Valid
	12	.820	0,100	Valid
	13	.797	0,100	Valid
	14	.752	0,100	Valid
	15	.662	0,100	Valid

Variable	Item	Rcount	Rtable	Information
Visit Decisions (Y)	1	.752	0,100	Valid
	2	.779	0,100	Valid
	3	.811	0,100	Valid
	4	.802	0,100	Valid
	5	.803	0,100	Valid
	6	.760	0,100	Valid
	7	.788	0,100	Valid
	8	.743	0,100	Valid
	9	.720	0,100	Valid
	10	.613	0,100	Valid
	11	.752	0,100	Valid
	12	.779	0,100	Valid
	13	.811	0,100	Valid
	14	.802	0,100	Valid
	15	.803	0,100	Valid

Source: Data Processed SPSS 27 (2025).

Based on the results of the validity test presented in the table above, all items in the four variables ticket price, facilities, attractiveness, and visiting decision showed r-values greater than the r-table value (0.100). This indicates that all questionnaire items are valid and appropriate to be used as measurement instruments in this study. Therefore, the instrument employed has statistically met the validity requirements.

Reability Test

Table 3. Reability Test

Variabel	N	Cronbach's Alpha	Information
Ticket Prices	12	0,914	Reliabel
Facilities	12	0,915	
Attractions	15	0,946	
Visit Decisions	15	0,950	

Source: Data Processed SPSS 27 (2025).

Based on the data presented in table, all variables in this study were found to be reliable. The ticket price variable, consisting of 12 items, obtained a Cronbach's Alpha value of 0.914, indicating a very high level of reliability. Similarly, the facilities variable, with the same number of items, yielded a reliability value of 0.915. The attractiveness variable, comprising 15 items, achieved a Cronbach's Alpha of 0.946, while the visiting decision variable, also with 15 items, recorded the highest value of 0.950. These results demonstrate that the instruments for each variable are highly reliable and exhibit excellent internal consistency. Therefore, all

items in the questionnaire are deemed suitable for further analysis as they meet the reliability criteria.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.94620004
Most Extreme Differences	Absolute	.041
	Positive	.040
	Negative	-.041
Test Statistic		.041
Asymp. Sig. (2-tailed)[c]		.162
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Processed SPSS 27 (2025).

Based on the test results presented in table, the significance value was 0.162, which is greater than 0.05. Therefore, it can be concluded that the residual data in this study are normally distributed, thereby fulfilling one of the classical assumptions required in multiple linear regression analysis.

Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Ticket Prices	.979	1.021
	Facilites	.981	1.020
	Attractions	.972	1.029
a. Dependent Variable: Visit Decisions			

Source: Data Processed SPSS 27 (2025).

Based on the test results presented in table, all independent variables have Tolerance values above 0.10 and VIF values below 10. Specifically, the ticket price variable recorded a Tolerance of 0.979 and a VIF of 1.021; the facilities variable showed a Tolerance of 0.981 and a VIF of 1.020; while the attractiveness variable had a Tolerance of 0.972 and a VIF of 1.029. Therefore, it can be concluded that there is no multicollinearity among the independent

variables in this regression model. All variables can be simultaneously used in the analysis without the risk of high correlations that may compromise the model's validity.

Heterocedastisity Test

Table 6. Heterocedastisity Test

Coefficients[a]		
Model		Sig.
1	(Constant)	.226
	Ticket Prices	.320
	Facilities	.110
	Attractions	.798

a. Dependent Variable: Visit Decisions

Source: Data Processed SPSS 27 (2025).

Based on the table above, all significance values are greater than 0.05. This indicates that no heteroscedasticity was detected in the regression model. Therefore, the regression model in this study meets the homoscedasticity assumption, demonstrating that the residual variance is constant.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	30.778	3.813		8.072	.000
	Ticket Prices	.133	.070	.096	1.897	.000
	Facilites	.165	.070	.120	2.363	.000
	Attractions	.093	.052	.091	1.785	.000

a. Dependent Variable: Visit Decisions

Source: Data Processed SPSS 27 (2025).

The results of the regression analysis, as shown in table, produced the following multiple linear regression equation: Y = 30.778 + 0.133X1 + 0.165X2 + 0.093X3. The coefficient of ticket price (0.133) indicates that an increase in the perception of ticket price leads to a 0.133-unit rise in visiting decisions, assuming other variables are held constant. Similarly, the facilities variable (0.165) suggests that improved perceptions of facilities contribute to a 0.165-unit increase in visiting decisions, while attractiveness (0.093) results in a 0.093-unit increase. All independent variables recorded significance values of 0.000, below the 0.05 threshold,

confirming that ticket price, facilities, and attractiveness exert a positive and significant partial influence on visiting decisions.

Partial Test

Table 8. Partial Test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	30.778	3.813		8.072	.000
	Ticket Prices	.133	.070	.096	1.897	.000
	Facilites	.165	.070	.120	2.363	.000
	Attractions	.093	.052	.091	1.785	.000

a. Dependent Variable: Visit Decisions

Source: Data Processed SPSS 27 (2025).

Based on the results shown in table, three key findings were obtained. First, the ticket price variable recorded a t-value of 1.897 with a significance level of 0.000 (< 0.05), indicating a significant effect on visiting decisions. The regression coefficient of 0.133 suggests that a one-unit increase in ticket price perception increases visiting decisions by 0.133 units, assuming other variables remain constant. Second, the facilities variable yielded a t-value of 2.363 with a significance level of 0.000, confirming its significant influence. Its regression coefficient (0.165) demonstrates that better facilities increase the likelihood of visiting decisions. Third, the attractiveness variable produced a t-value of 1.785 with a significance level of 0.000, also showing a significant effect. The regression coefficient of 0.093 implies that more attractive destinations encourage higher visiting decisions. Overall, these results confirm that, partially, all independent variables ticket price, facilities, and attractiveness have a significant positive effect on visiting decisions.

Coefficient of Determination

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.197[a]	.339	.531	8.301

a. Predictors: (Constant), Attraction, Facilities, Ticket Prices

Source: Data Processed SPSS 27 (2025).

Based on the results of the coefficient of determination test presented in the table above, the R square value was 0.531 or 53.1%. This indicates that ticket price, facilities, and

attractiveness collectively explain 53.1% of the variation in visiting decisions, while the remaining 46.9% is influenced by other variables outside the scope of this research model.

D. CONLUCIONS

Based on the results of data analysis and discussion, it can be concluded that ticket price, facilities, and attractiveness each have a significant influence on visiting decisions at Tamris Park Magetan. Ticket price (β = 0.133, Sig. = 0.000) shows that affordable and value-appropriate pricing affects visitors' decisions, highlighting the importance of strategies such as seasonal discounts and bundled pricing. Facilities (β = 0.165, Sig. = 0.000) demonstrate that the availability of comfortable, complete, and well-maintained amenities—such as parking areas, restrooms, places of worship, and recreational facilities—encourages higher visiting intentions and repeat visits. Meanwhile, attractiveness (β = 0.093, Sig. = 0.000), which includes the uniqueness, aesthetics, and relevance of natural, cultural, artificial attractions, and special events, also plays a crucial role in shaping visitors' choices. These findings emphasize that innovation, promotion, and service quality are key strategies for strengthening tourist appeal and increasing visitor numbers.

E. SUGGESTIONS

Based on the research findings and conclusions, several recommendations can be proposed. For the management of Tamris Park Magetan, it is suggested to adopt a ticket pricing strategy that is not only affordable but also reflects the value of the tourism experience offered. Discount programs, bundled packages, and special promotions may serve as effective alternatives to increase visitor interest. Moreover, serious attention should be given to the provision and maintenance of tourism facilities, including restrooms, parking areas, places of worship, and dining facilities, to ensure visitor comfort. The park is also expected to continuously develop unique and attractive tourism features, whether natural, cultural, or artificial. Innovations such as thematic photo spots, new rides, and seasonal or weekly events will further enhance visitor engagement and encourage repeat visits. In addition, promotion through social media and collaboration with local tourism communities should be strengthened to expand market reach and improve the destination's image among tourists.

For future researchers, this study only focused on three variables: ticket price, facilities, and attractiveness. It is therefore recommended to include additional variables such as service quality, digital promotion, or visitor satisfaction in order to provide a more comprehensive understanding. Since this research was conducted on a single tourism object, future studies could carry out comparative research across different destinations to enhance the generalizability of findings. Furthermore, while this study employed a quantitative approach, future researchers may consider qualitative or mixed-method approaches to explore visitors' motivations and perceptions in greater depth. The use of varied data collection methods and instruments, such as interviews or field observations, is also encouraged to enrich the results and provide broader insights into the phenomenon under study.

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