

THE EFFECT OF TOURIST ATTRACTIONS AND TICKET PRICES ON VISITING DECISIONS WITH REBRANDING AS A MODERATING VARIABLE

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik wisata dan harga terhadap keputusan berkunjung dengan rebranding sebagai variabel moderasi pada Tamris Park Magetan. Metode penelitian yang digunakan adalah pendekatan kuantitatif. Populasi tidak diketahui dan jumlah sampel dihitung menggunakan rumus Lemeshow sehingga diperoleh sebanyak 384 responden. Teknik pengambilan sampel menggunakan metode purposive sampling, sedangkan pengumpulan data dilakukan melalui penyebaran kuesioner. Analisis data menggunakan regresi linier berganda serta uji moderasi dengan bantuan aplikasi SPSS versi 21. Hasil penelitian menunjukkan bahwa daya tarik wisata berpengaruh signifikan terhadap keputusan berkunjung, harga berpengaruh signifikan terhadap keputusan berkunjung, serta rebranding berpengaruh positif terhadap keputusan berkunjung. Namun demikian, hasil uji moderasi menunjukkan bahwa rebranding tidak mampu memoderasi hubungan antara daya tarik wisata maupun harga terhadap keputusan berkunjung.

Kata Kunci: Keputusan Berkunjung, Daya Tarik Wisata, Harga Tiket, Rebranding

Abstract

This study aims to determine the influence of tourist attraction and price on visiting decisions with rebranding as a moderating variable at Tamris Park Magetan. The research method used is a quantitative approach. The population is unknown, and the number of samples was calculated using the Lemeshow formula, resulting in 384 respondents. The sampling technique applied was purposive sampling, while data collection was conducted through questionnaires. Data analysis employed multiple linear regression and moderation tests using SPSS version 21. The results show that tourist attraction has a significant influence on visiting decisions, price has a significant influence on visiting decisions, and rebranding has a positive influence on visiting decisions.

However, the moderation test results indicate that rebranding does not moderate the relationship between tourist attraction or price and visiting decisions.

Keywords: *Decision to Visit, Tourist Attractions, Ticket Prices, Rebranding*

A. INTRODUCTION

Indonesia is known for its beautiful tourist attractions, and every region is now aggressively developing the tourism industry. The emergence of new tourist attractions can displace existing ones, although some remain popular if they are more attractive. The tourism sector plays a crucial role in the country's economic growth. One of the leading destinations is East Java Province, renowned for its natural beauty. East Java Province has significant natural potential for development as a tourism asset, and in the past year, it was recorded as the province with the most tourist visits in Indonesia. One emerging innovation is artificial tourism with educational and family entertainment themes, particularly in semi-urban and rural areas. In Magetan Regency, in addition to natural attractions such as Telaga Sarangan, Tamris Park, an integrated tourism park, opened in December 2024. This destination offers a family recreation concept with facilities such as a children's pool, rabbit park, mini zoo, food court, photo spots, swan boats, and educational rides, and has received a positive response from the community.

One of Tamris Park's icons is the Rainbow Slide, a 6-meter-high slide with a 40-meter rainbow-colored track. This attraction offers the thrill of sliding while enjoying the natural scenery, making it appealing to both children and adults. The combination of entertainment, visual aesthetics, and adventure experiences makes it Tamris Park's main attraction. According to Ardiansyah (2021), a tourist attraction is anything unique, interesting, and has aesthetic or distinctive value that can provide a pleasant experience for tourists and become a compelling reason for them to travel. The Rainbow Slide is not only an entertainment attraction but also strengthens Tamris Park's image and competitiveness in Magetan. Supported by cleanliness, comfortable facilities, and friendly service, this attraction combines aesthetics, entertainment, and tourist attractions, playing a significant role in increasing tourists' visit decisions. Ticket prices also influence the decision to visit Tamris Park. A regular ticket of IDR 10,000 provides access to

the flower garden, children's play area, and photo spots, making it affordable for all groups. There is also a Rp. 50,000 package available which includes entrance tickets, featured rides such as the Rainbow Slide, Tourist Train, Mini Zoo, and food/drink vouchers, making it more economical for groups.

Despite its low price, management maintains service quality, cleanliness, and comfort, ensuring tourists experience value for money. According to Amalia (2020), the perception of fair and reasonable prices is a key factor influencing customer satisfaction and purchasing decisions in the service sector, including tourism. Tamris Park's pricing strategy effectively reaches families and students with high recreational needs but limited budgets. Regular and package ticket options make this destination more competitive compared to other artificial tourist attractions in Magetan. This study used four variables: tourist attraction, ticket price, visit decision, and rebranding. Tamris Park's rebranding from Taman Ria Lanud Iswahjudi included name changes, visuals, additional attractions, and promotions through the Instagram account @tamris.park, creating a fresh and family-friendly image. Research by Pratama and Suharto (2020) also showed that rebranding can increase brand trust and brand equity, significantly impacting consumer decisions. As a moderating variable, rebranding is expected to provide a deeper understanding of the influence of attraction and ticket price on visit decisions.

Theoretical review

a) TPB (Theory of Planned Behavior)

Ajzen in Mentari (2017:23) developed the Theory of Reasoned Action into another theory, namely the Theory of Planned Behavior, and shows the relationship between the behaviors displayed by individuals in response to something.

b) Tourist Attractions

Hadji, Wahyudi, & Pratama (2017) examined the potential of natural resources in Magelang Regency to become educational family tourism destinations. They concluded that

facilities using an educational approach, combined with local values and natural aesthetics, can strengthen family bonds and attract sustainable tourist interest.

c) Ticket Price

According to Philip Kotler (2016), price is similar to currency, which fluctuates depending on market demand. According to Kotler and Keller (2009), price is the most profitable element in the marketing mix.

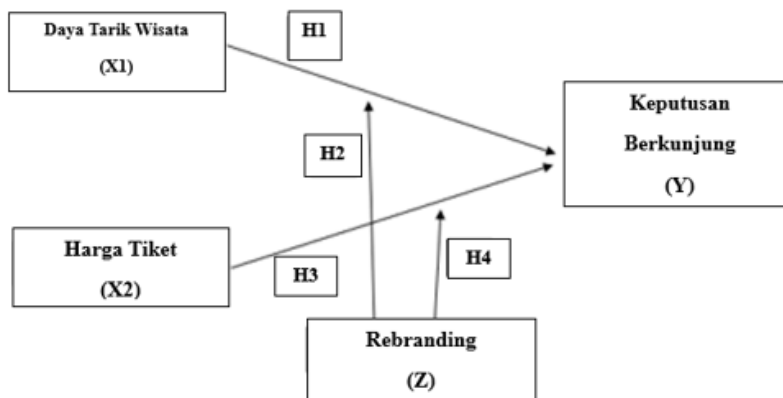
d) Visiting Decision

According to (Lebu et al., 2019), the decision to visit a tourist attraction is closely related to consumer behavior. Consumer behavior is the underlying factor that drives consumer decision-making.

e) *Rebranding*

According to Muzellec and Lambkin (2006), rebranding includes changing the name, logo, color, slogan, and values embedded in the company or product identity.

Conceptual Framework :



Source: Modification {(Aan Kartika Pangesty 2023) Inggit Wijayanti, Rani Kinara,(2023)} (Dwi Agustiniingsih, 2022)}

Hypothesis

H1: Tourist Attractions have a significant influence on the decision to visit.

H2: Tourist Attractions have a significant influence on the decision to visit, moderated by rebranding.

H3: Ticket Prices have a significant influence on the decision to visit.

H4: Ticket Prices have a significant influence on the decision to visit, moderated by rebranding.

B. METHOD

This study was conducted among tourists visiting Tamris Park Magetan, located in Magetan Regency, East Java. The study was conducted over a three-month period, from April to June 2025. The study employed a quantitative approach. The exact population size was unknown, so the Lemeshow equation was used to determine the sample size, resulting in a total of 384 respondents. The sampling technique used was purposive sampling, with respondents being those who had visited Tamris Park at least once. Data collection involved distributing questionnaires based on the research variable indicators.

Data processing in this study used SPSS version 21. Data analysis included validity and reliability tests, classical assumption tests, coefficient of determination (R^2) tests, t-tests, and Moderated Regression Analysis (MRA) to determine the role of rebranding as a moderating variable in the relationship between tourist attractions and ticket prices on visit decisions.

C. RESULTS AND DISCUSSIONS

1) Profile Of Respondents

Based on the results of the research that has been analyzed, it can be seen that the classification of respondents based on age, namely 384 visitors to the Tamris Park Magetan tourist attraction, the majority are aged 17-25 years, as many as 133 respondents or 34.64%. In addition, it shows that of the 384 visitors, most are women, namely 204 respondents or

53.13% and for male respondents, namely 180 respondents or 46.88%. Of the 384 visitors, the majority have a Bachelor's degree (S1) as many as 139 respondents or 36.20%. As for the 384 visitors to this tourist attraction, the majority are unmarried, namely 223 respondents or 58.07%. Based on occupation, the majority of respondents are students as many as 114 respondents or 29.69%. Meanwhile, in terms of frequency of visits, the majority of respondents have visited 3-5 times, namely 157 respondents or 40.89%.

2) Validity Test

Tabel 1. Validity test Results

Variable Item	r count	r table	Description
X1.1	1,000	0,1001	<i>Valid</i>
X1.2	0,380	0,1001	<i>Valid</i>
X1.3	0,204	0,1001	<i>Valid</i>
X1.3	0,205	0,1001	<i>Valid</i>
X2.1	1,000	0,1001	<i>Valid</i>
X2.2	0,111	0,1001	<i>Valid</i>
X2.3	0,179	0,1001	<i>Valid</i>
X2.4	0,145	0,1001	<i>Valid</i>
Y1	1,000	0,1001	<i>Valid</i>
Y2	0,199	0,1001	<i>Valid</i>
Y3	0,180	0,1001	<i>Valid</i>
Y4	0,229	0,1001	<i>Valid</i>
Z1	1,000	0,1001	<i>Valid</i>
Z2	0,224	0,1001	<i>Valid</i>
Z3	0,116	0,1001	<i>Valid</i>
Z4	0,124	0,1001	<i>Valid</i>

Sumber : Data Diolah, 2025

Based on the table above, it shows that all questions on variables X1, X2, Z, and Y are valid. This meets the requirements, namely having a calculated r value $>$ r table (0.100) and a significance value $>$ 0.05.

3) Reliability Test

Tabel 2. Reliability Test Results

Variable	Alpha Calculation Value	CronbachAlpha	Description
X1	0,762	0,6	Reliabel
X2	0,735	0,6	Reliabel
X3	0,740	0,6	Reliabel
Y	0,740	0,6	Reliabel

Sumber : Data Diolah, 2025

Based on the table above, it can be seen that the variables Tourist Attraction (X1), Tourist Ticket Price (X2), Visiting Decision (Y) and Rebranding (Z) have a Cronbach alpha value greater than 0.60 so they are included in the Reliability category.

4) Moderated Regression Analysis (MRA) Test

Tabel 3. Moderated Regression Analysis (MRA) Test Results for Model 1 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1290,156	3	430,052	60,653	,000 ^b
1 Residual	2694,334	380	7,090		
Total	3984,490	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X1Z, Z, X1

Sumber : Data Diolah, 2025

From the results above, the calculated F value was obtained at 60.653 with a significance of 0.000 ($\alpha < 0.05$), which means that the variables of attractiveness, rebranding and moderation 1 have a significant effect on the variable of the decision to visit Tamris Park Magetan.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,460	1,958		1,256	,210
X1	,390	,152	,400	2,558	,011
Z	,585	,154	,588	3,787	,000
X1Z	-,012	,011	-,270	-1,072	,285

a. Dependent Variable: Y

Based on the t-test results, the attractiveness variable has a positive and significant effect on the decision to visit (t count = 2.558; sig. 0.011 < 0.05). The rebranding variable also has a positive and significant effect (t count = 3.787; sig. 0.000 < 0.05). Meanwhile, moderate variable 1 does not have a significant effect on the decision to visit (t count = -1.072; sig. 0.285 > 0.05).

Tabel 4. Moderated Regression Analysis (MRA) Test Results for Model 2 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1421,980	3	473,993	70,289	,000 ^b
	Residual	2562,509	380	6,743		
	Total	3984,490	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X2Z, X2, Z

Sumber : Data Diolah, 2025

From the results above, the calculated F value was obtained at 70.289 with a significance of 0.000 ($\alpha < 0.05$), which means that the price, rebranding and moderation 2 variables have a significant effect on the decision to visit Tamris Park Magetan.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,423	1,994		,714	,476
	X2	,557	,162	,542	3,425	,001
	Z	,558	,162	,561	3,436	,001
	X2Z	-,017	,012	-,374	-1,380	,168

a. Dependent Variable: Y

Sumber : Data Diolah, 2025

The t-test results show that the price variable has a positive and significant effect on the decision to visit ($t = 3.425$; $\text{sig. } 0.001 < 0.05$), as does the rebranding variable ($t = 3.436$; $\text{sig. } 0.001 < 0.05$). Meanwhile, moderate variable 1 has no significant effect ($t = -1.380$; $\text{sig. } 0.168 > 0.05$).

5) Hypothesis Testing

**Tabel 5. T-Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,790	,695		6,895	,000
X1	,200	,048	,205	4,179	,000
X2	,429	,050	,418	8,530	,000

a. Dependent Variable: Y

Sumber : Data Diolah, 2025

Based on the calculations presented above, the following findings were obtained:

- 1) Attractiveness has a positive and significant effect on the decision to visit ($t = 4.179$; $\text{sig. } 0.000 < 0.05$), therefore **H1 is accepted**.
- 2) Price has a positive and significant effect on the decision to visit ($t = 8.530$; $\text{sig. } 0.000 < 0.05$), therefore **H2 is accepted**.

**Tabel 6. F Test Results
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1192,962	2	596,481	81,410	,000 ^b
Residual	2791,527	381	7,327		
Total	3984,490	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sumber : Data Diolah, 2025

Based on the F test in Table 4.37 above, the F value is 81.410 with a significance level of 0.000. Because Sig is less than $\text{sig} = 0.000 < 0.05$. That the independent variables of attractiveness and price together influence the dependent variable of the decision to visit.

D. DISCUSSIONS

- 1) The results of the first hypothesis test show that the tourist attraction variable (X1) has a significant effect on the decision to visit (Y), as evidenced by the calculated T value of $4.179 > 1.9662$ and a significance value of $0.000 < 0.05$. Thus, the hypothesis H1 which states that "tourist attraction influences the decision to visit Tamris Magetan" can be accepted.
- 2) The results of the hypothesis t-test that produced the attractiveness variable on the decision to visit showed a calculated T value of $-1.072 < 1.9662$ and a Sig value of $0.285 > 0.05$. Therefore, the conclusion drawn is that Ha is rejected and H0 is accepted. The results of the study indicate that rebranding is unable to moderate the influence of attractiveness on tourists' decision to visit Tamris Park, Magetan.

- 3) The results of the hypothesis t-test that produces the price variable (X2) on the decision to visit (Y) show a calculated T value of $8.530 > 1.9662$ and a Sig value of $0.000 < 0.05$. Therefore, the conclusion drawn is that H_a is accepted and H_0 is rejected. This shows that the price variable has a positive and significant effect on the decision to visit Tamris Magetan.
- 4) The results of the hypothesis t-test that produced the attractiveness variable on the decision to visit showed a calculated T value of $-1.380 < 1.9662$ and a Sig value of $0.168 > 0.05$. Therefore, the conclusion drawn is that H_a is rejected and H_0 is accepted. The results of the study indicate that rebranding does not moderate the influence of price on tourists' decision to visit Tamris Park Magetan.
- 5)

E. CONCLUSIONS

Tourist attractions significantly influence tourists' decision to visit Tamris Park Magetan. This means that the higher the attractiveness offered, such as attractive ride designs, varied attractions, and interactive experiences, the greater the likelihood of tourists deciding to visit. Price has also been shown to significantly influence tourists' decision to visit. When tourists assess that the ticket price and facilities offered are in accordance with the benefits obtained, this encourages an increase in the decision to visit Tamris Park Magetan. Rebranding at Tamris Park has a positive influence on the decision to visit. However, the results of the moderation regression test indicate that rebranding is unable to moderate the relationship between attractions and price on the decision to visit. Rebranding does not moderate the effect of price on tourists' decision to visit Tamris Park, Magetan. Although various rebranding strategies have been implemented, such as updating the visual identity, increasing digital promotional activities, and adjusting the destination image, these changes are not enough to strengthen the relationship between price and tourists' decision to visit.

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