

THE EFFECT OF TOURIST ATTRACTIONS AND TICKET PRICES ON VISITING DECISIONS THROUGH VISITING INTEREST

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Abstrak

Tujuan dari penelitian ini untuk mengetahui adanya . Pengaruh Daya Tarik Wisata Dan Harga Tiket Terhadap Keputusan Berkunjung Melalui Minat Berkunjung (Studi Empiris Konsumen Wisata Rumah Atsiri Indonesia Di Karanganyar). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *non-probability sampling*. Teknik analisis data menggunakan alat uji berupa software SPSS versi 25. Hasil penelitian ini adalah Daya tarik wisata dan harga tiket berpengaruh signifikan terhadap minat berkunjung dan keputusan berkunjung. Daya tarik wisata dan harga tiket berpengaruh signifikan terhadap keputusan berkunjung melalui minat berkunjung

Kata Kunci: Daya Tarik Wisata, Harga Tiket, Minat Berkunjung, Keputusan Berkunjung.

Abstract

The purpose of this study is to determine the existence of . The Influence of Tourist Attractions and Ticket Prices on Visiting Decisions Through Visiting Interests (Empirical Study of Tourist Consumers of Rumah Atsiri Indonesia in Karanganyar). This study is a quantitative study with a sample of 384 respondents. The sampling technique in this study uses a non-probability sampling method. The data analysis technique uses a test tool in the form of SPSS software version 25. The results of this study are that tourist attractions and ticket prices have a significant effect on visiting intentions and visiting decisions. Tourist attractions and ticket prices have a significant effect on visiting decisions through visiting intentions.

Keywords: *Tourist Attractions, Ticket Prices, Visiting Interests, Visiting Decisions.*

A. INTRODUCTION

Indonesia boasts a wealth of beautiful natural and cultural resources that are a delight to visit. From Sabang to Merauke, there are numerous islands with diverse cultural and natural attractions. In recent years, the government has been aggressively developing the tourism sector to improve public welfare. This sector is expected to support state revenue, develop regional potential, and encourage better development. According to Kurniawan (2020), the tourism industry currently has a significant impact on a country's economy; tourism itself encompasses all community activities related to tourists. One of Indonesia's primary tourist destinations is Java, rich in natural and cultural potential, particularly in its three major provinces: East Java, West Java, and Central Java. In Central Java, Karanganyar Regency is a leading destination, with tourist attractions on the slopes of Mount Lawu, such as Cetho Temple, Grojogan Sewu, Telaga Madirda, and The Lawu Park. One rapidly developing destination is Rumah Atsiri Indonesia in Tawangmangu, Karanganyar, renowned for its natural beauty and unique architectural design, approximately 51 km from Magetan City. Rumah Atsiri Indonesia offers a unique experience through a blend of nature, wellness, and culture, supported by attractive architecture and facilities. Its natural atmosphere relaxes visitors, making it ideal for family outings. Its main attractions include the natural scenery, unique buildings, and gardens with a variety of aromatic flowers, adding to the charm of the place. At Rumah Atsiri Indonesia, visitors can enjoy a beautiful marigold garden as a photo spot, an essential oil production area, and even glamping by reservation. After exploring the area, there is a cafe and restaurant for dining, as well as a souvenir shop selling perfumes, car fresheners, and other products. Supporting facilities are quite complete, including a laboratory, training center, playground, ample parking, restrooms, and a prayer room. The area's cool atmosphere is an added attraction for tourists.

In addition to its attractions, Rumah Atsiri Indonesia also sets an entrance fee of IDR 50,000 in the form of a voucher that can be exchanged for various activities. Price is the sacrifice of something to obtain goods or services (Bolang et al., 2021; Wang & Chen, 2016). Some of the

attractions offered include an aromatic plant tour for IDR 25,000, a museum for IDR 38,500 (students Monday–Friday IDR 27,500), and a daily workshop for IDR 125,000. This ticket price is an important consideration for tourists amidst selective economic conditions. The entrance fee at Rumah Atsiri Indonesia is relatively high compared to the price at the Tlogo Dringo Aromatic Garden. Visitors who want to tour Rumah Atsiri Indonesia will pay an entrance fee of IDR 50,000 in the form of a voucher purchased at the entrance. The entire balance in the voucher can be exchanged for various activities at Rumah Atsiri Indonesia. With a price of IDR 50,000, many people think the price is too high.

Theoretical Study

a) Tourist Attractions

According to Puspa (2019), tourist attractions are tourism objects that can take the form of natural features or beauty, such as flora and fauna, landscapes, plants, and human-cultivated products such as museums, monuments, temples, historic buildings, and tourist attractions that encompass people and culture, traditional music, dance, and customs.

b) Tourist Ticket Prices

According to Kotler and Armstrong (2018: 308) price is the amount of money charged for an item or the amount of money exchanged by consumers for the benefits of having or using the service.

c) Visiting Decision

According to Putra (2021), a visiting decision is a decision made by someone before visiting a destination or region, taking many factors into consideration.

d) Interest in Visiting

According to Putri and Mulyani (2021), interest in visiting is part of consumer behavior that indicates the urge, desire, and loneliness to visit a tourist destination that has attracted the attention of tourists.

B. METHOD

This study used a quantitative method. The research location was Rumah Atsiri Indonesia, Karanganyar. The population in this study were all consumers of Rumah Atsiri Indonesia, Karanganyar, totaling 384. The sample taken was the population itself. Therefore, the sampling technique in this study used the Purposive Sampling method with Accidental Sampling technique. The data analysis technique used a test tool in the form of SPSS software version 25.

C. RESULTS AND DISCUSSIONS

1) Validity Test

Table 1. Validity Test Results

Variabel	r hitung	r tabel	sig	Keterangan
Daya Tarik Wisata (X1)				
X1.1	0,793	0,100	0,05	Valid
X1.2	0,669	0,100	0,05	Valid
X1.3	0,871	0,100	0,05	Valid
X1.4	0,670	0,100	0,05	Valid
X1.5	0,715	0,100	0,05	Valid
X1.6	0,582	0,100	0,05	Valid
X1.7	0,699	0,100	0,05	Valid
X1.8	0,699	0,100	0,05	Valid
Harga Tiket Wisata (X2)				
X2.1	0,660	0,100	0,05	Valid
X2.2	0,753	0,100	0,05	Valid
X2.3	0,789	0,100	0,05	Valid
Minat Berkunjung (Z)				
Z.1	0,798	0,100	0,05	Valid
Z.2	0,843	0,100	0,05	Valid
Z.3	0,772	0,100	0,05	Valid
Z.4	0,477	0,100	0,05	Valid
Keputusan Berkunjung (Y)				
Y.1	0,846	0,100	0,05	Valid
Y.2	0,895	0,100	0,05	Valid
Y.3	0,706	0,100	0,05	Valid

Source: Processed Data, 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.

2) Reliability Test

Table 2. Reliability Test Results

Variabel	Nilai Cronbach Alpha	Kriteria	Keterangan
Daya Tarik (X1)	0,848	0,60	Reliable
Harga Tiket (X2)	0,751	0,60	Reliable
Minat Berkunjung (Z)	0,697	0,60	Reliable
Keputusan Berkunjung (Y)	0,756	0,60	Reliable

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 Visiting Interest (Y) have a Cronbach alpha value greater than 0.60 so they are included in the Reliability category.

3) Hypothesis Testing

a) Path Analysis

Table 3. Path Analysis Test Results for Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.733	.984		4.812	.000
	Daya Tarik	.133	.032	.188	4.104	.000
	Harga Tiket	.556	.057	.445	9.703	.000

a. Dependent Variable: Minat Berkunjung

Sumber : Data Diolah, 2025

- 1) The constant (α) of 4.733 indicates that without the presence of tourist attractions and ticket prices, the intensity of visits to Rumah Atsiri Indonesia remains at 4.733.
- 2) The coefficient of tourist attraction (X_1) of 0.133 means that every 1-unit increase in tourist attraction will increase the intensity of visits by 0.133.
- 3) The coefficient of ticket price (X_2) of 0.556 means that every 1-unit increase in ticket price will increase the intensity of visits by 0.556.

**Table 4. Path Analysis Test Results for Model 2
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.113	.713		1.561	.119
	Daya Tarik	.133	.023	.252	5.723	.000
	Harga Tiket	.211	.045	.226	4.694	.000
	Minat	.234	.036	.313	6.498	.000

a. Dependent Variable: Keputusan

Sumber : Data Diolah, 2025

- 1) Constant (α) = 0.782, meaning that without Tourist Attractions, Ticket Prices, and Interest, the Revisit Intention value remains at 0.782.
- 2) Tourist Attraction Coefficient (X_1) = 0.133, meaning that every 1 unit increase in X_1 increases the Revisit Decision by 0.133.
- 3) Ticket Price Coefficient (X_2) = 0.211, each 1 unit increase in X_2 increases the Decision to Visit by 0.211.
- 4) Visit Intention Coefficient (Z) = 0.234, each 1 unit increase in Z increases the Decision to Visit by 0.234.

b) T - Test

Table 5. T-Test Results for Model 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.733	.984		4.812	.000
	Daya Tarik	.133	.032	.188	4.104	.000
	Harga Tiket	.556	.057	.445	9.703	.000

a. Dependent Variable: Minat Berkunjung

Sumber : Data Diolah, 2025

- 1) Variable X1 has a t count of 4.104 > t table 2.400 with a sig. 0.000 < 0.05, so it has a significant positive effect on Z. **The first hypothesis is accepted.**
- 2) Variable X2 has a t count of 9.703 > t table 2.400 with a sig. 0.000 < 0.05, so it has a significant positive effect on Z. **The second hypothesis is accepted.**

Table 6. T-Test Results for Model 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.113	.713		1.561	.119
	Daya Tarik	.133	.023	.252	5.723	.000
	Harga Tiket	.211	.045	.226	4.694	.000
	Minat	.234	.036	.313	6.498	.000

a. Dependent Variable: Keputusan Berkunjung

Sumber : Data Diolah, 2025

- 1) X1 has a significant positive effect on Y (t-test $5.723 > 2.400$; sig. 0.000). **The third hypothesis is accepted.**
- 2) X2 has a significant positive effect on Z (t-test $4.694 > 2.400$; sig. 0.000). **The fourth hypothesis is accepted.**
- 3) Z has a significant positive effect on Y (t-test $6.498 > 2.400$; sig. 0.000). **The fifth hypothesis is accepted.**
- 4) X1 does not significantly influence Y through Z (Z-test $4.320 > 1.96$; sig. $0.052 > 0.05$). **The sixth hypothesis is rejected.**
- 5) X2 does not significantly influence Y through Z (Z-test $3.802 > 1.96$; sig. $0.239 > 0.05$). **The seventh hypothesis is rejected.**

c) Sobel Test

- 1) The Influence of Tourist Attractions on Visiting Decisions, with Visiting Intention as an Intervening Variable. The Sobel test results show a t-statistic of $3.501 < 1.96$, thus indicating that Tourist Attractions influence Visiting Decisions, with Visiting Intention as an Intervening Variable.
- 2) The Influence of Tourist Ticket Prices on Visiting Decisions, with Visiting Intention as an Intervening Variable. The Sobel test results show a t-statistic of $3.802 < 1.96$, with a sig. 0 value. This indicates that Tourist Ticket Prices influence Visiting Decisions, with Visiting Intention as an Intervening Variable.

D. CONCLUSIONS

- 1) The test results in Table 4.22 yield a calculated t-value of 4.104, greater than the t-table value of 2.400, with a sig. (0.000) < 0.05 . Therefore, H₀ is rejected and H₁ is accepted. This means the hypothesis is accepted. This means that attractiveness has a positive and significant effect on the decision to visit Rumah Atsiri Indonesia.

- 2) The test results in Table 4.22 yield a calculated t-value of 9.703, greater than the t-table value of 2.400, with a sig. (0.000) < 0.05. Therefore, H₀ is rejected and H₁ is accepted. This means the hypothesis is accepted. This means that the price of tourist tickets has a positive and significant effect on the decision to visit Rumah Atsiri Indonesia.
- 3) The test results in Table 4.23 yield a calculated t-value of 5.723, greater than the t-table value of 2.400, with a sig. (0.000) < 0.05, then H₀ is rejected and H₁ is accepted. This means the hypothesis is accepted. This means that attractiveness has a positive and significant effect on interest in visiting Rumah Atsiri Indonesia.
- 4) The test results in Table 4.23 yield a calculated t-value of 4.694, greater than the t-table value of 2.400, with a sig. (0.000) < 0.05. Therefore, H₀ is rejected and H₁ is accepted. This means the hypothesis is accepted. This means ticket prices have a positive and significant effect on interest in visiting Rumah Atsiri Indonesia.
- 5) The test results in Table 4.23 yield a calculated t-value of 6.498, greater than the t-table value of 2.400, with a sig. (0.000) < 0.05. Therefore, H₀ is rejected and H₁ is accepted. This means the hypothesis is accepted. This means that interest in visiting has a positive and significant effect on the decision to visit Rumah Atsiri Indonesia.
- 6) The test results in Table 4.23 yield a calculated Z-value of 3.823 > 1.96, with a sig. (0.000) < 0.05. This means the hypothesis is accepted. This means that tourist attractions have a positive and significant influence on the decision to visit through the interest in visiting Rumah Atsiri Indonesia.
- 7) The test results in Table 4.23 obtained a Z-value of 3.642 > 1.96 and a sig. value (0.000) < 0.05. This means the hypothesis is accepted. This means that ticket prices have a positive and significant effect on the decision to visit through interest in visiting Rumah Atsiri Indonesia.

E. SUGGESTIONS

Based on data analysis and discussion regarding the Influence of Tourist Attractions and Ticket Prices on Visiting Decisions and Visiting Intentions, the results show a positive and significant effect. Tourist Attractions and Ticket Prices have a positive and significant effect on Purchasing Decisions through Purchase Intention as an intervening variable.

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