

## THE INFLUENCE OF PROMOTION, TICKET PRICING, FACILITIES, AND LOCATION ON TOURIST REVISITATION INTEREST

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### *Abstrak*

Penelitian ini bertujuan untuk membuktikan secara empiris mengenai pengaruh promosi, harga tiket, fasilitas, dan lokasi terhadap minat berkunjung ulang wisatawan di objek Wisata Waduk Bening Widas Madiun. Penelitian menggunakan sumber data primer yang merupakan hasil jawaban responden melalui item-item kuesioner. Populasi dalam penelitian ini adalah wisatawan Waduk Bening Widas Madiun dengan menggunakan metode *non probability sampling* dengan teknik *purposive sampling* jumlah sampel yang digunakan adalah sebesar 384 wisatawan. Metode dalam penelitian ini menggunakan pendekatan kuantitatif dengan bantuan program SPSS (*Statistical Package for Social Sciences*) versi 25.0. Hasil dalam penelitian ini adalah promosi berpengaruh positif dan signifikan terhadap minat berkunjung ulang wisatawan, harga tiket berpengaruh positif dan signifikan terhadap minat berkunjung ulang wisatawan, fasilitas berpengaruh positif dan signifikan terhadap minat berkunjung ulang wisatawan, lokasi berpengaruh positif dan signifikan terhadap minat berkunjung ulang wisatawan.

**Kata Kunci:** Promosi, Harga Tiket, Fasilitas, Lokasi, Minat Berkunjung Ulang

### *Abstract*

*This research aims to empirically prove the influence of promotions, ticket prices, facilities, and location on the interest of tourists to revisit the Waduk Bening Widas Madiun tourist attraction. The research uses primary data sources derived from the responses of respondents through questionnaire items. The population in this study comprises tourists of Waduk Bening Widas Madiun, using a non-probability sampling method with purposive sampling, with a sample size of 384 tourists. The method used in this research employs a quantitative approach with the assistance of the SPSS (Statistical Package for Social Sciences) version 25.0 program. The results of this study indicate that promotion has a positive and significant effect on tourists' intention to revisit, ticket prices have a positive and significant effect on tourists' intention to revisit, facilities have a positive and significant effect on tourists' intention to revisit, and location has a positive and significant effect on tourists' intention to revisit.*

**Keywords:** Promotion, Ticket Prices, Facilities, Location, Intention of Revisit

## A. INTRODUCTION

The tourism sector in Indonesia has begun to grow and develop, and it is hoped that this sector can become a mainstay that contributes to the increase of foreign exchange for the country. Therefore, the tourism sector is still considered feasible and important for development. Madiun Regency has various tourism potentials that encompass natural beauty, cultural heritage, and rich history which are interesting as tourist destinations for visitors from both Madiun Regency and outside of it. One of the well-known tourist attractions in Madiun Regency for its beautiful waters is the Bening Widas Reservoir. The Bening Widas Reservoir has an area of 570 hectares located in Pajaran village, Saradan District, Madiun Regency, East Java, which was inaugurated by President Soeharto in 1984. Waduk Bening Widas is a multifunctional reservoir that primarily serves the irrigation of rice fields covering an area of 9,120 hectares, generates electricity of 650 KW, and provides sources for drinking water, aquaculture, and capture fisheries. According to data from the management of Waduk Bening Widas Tourism, the number of visitors to Waduk Bening Widas has declined over the past three years as follows:

**Table 1. Visitor Data for Waduk Bening Widas Tourism**

Year	Total Visitors
2022	103.327
2023	91.496
2024	76.087

Source: Annual Report of the Management of Bening Widas Reservoir Tourism

Based on Table 1 shows that in 2022 the number of tourists was 103,327 people, in 2023 the number of tourists was 91,496 people, and in 2024 the number of tourists was 76,087. The decrease in the number of visitors indicates that there are still factors inhibiting tourists' interest in visiting Bening Widas Reservoir tourism. This decline will certainly be a problem for the management of Bening Widas Reservoir Tourism if the underlying issues are not promptly identified. Based on several factors that influence the interest in repeat visits, the author provides limitations in the research conducted. The variables used in this research are promotion, ticket prices, facilities, and location, which will affect the interest in repeat visits from tourists.

Promotion is a type of communication that provides convincing explanations to potential consumers about goods and services to gain attention, educate, remind, and convince potential consumers (Alma, 2000). Related to the phenomenon at Waduk Bening Widas, Waduk Bening Widas has implemented a promotion system through social media such as Instagram, Facebook, and TikTok. In addition to social media, promotions are also conducted by putting up banners around the tourist site during major events such as New Year and Eid celebrations. If the tourism managers frequently promote the latest information regarding tourist attractions, it will increase the interest of tourists to visit the targeted tourist sites.

Price is an amount of money that has an exchange value to gain profit from a product or service (Handayani & Fathoni, 2019). The ticket price is the amount of money that must be paid by someone to gain access to a certain place. Related to the phenomenon at Waduk Bening Widas, it shows that the entrance ticket price for tourism at Waduk Bening Widas is quite affordable compared to other tourist spots in Madiun Regency. By paying the ticket price, visitors can enjoy unlimited time in the playground area, fishing area, gazebo, picnic area, photo spots, parking area, restrooms, and places of worship.

Facilities are everything that can facilitate and smoothen the implementation of an endeavor and are the means and infrastructure needed to carry out or expedite an activity (Wardani, 2020). Related to the phenomena at Waduk Bening Widas, the facilities provided are very complete, such as amusement rides, fishing spots, tourist boats, speedboats, a dam, a camping ground and outbound activities, photo spots and pre-wedding locations, parking areas for cars and motorcycles, and also utilizing empty land filled with several gazebos for visitors to enjoy food and drinks, as well as diverse culinary facilities offering a wide variety of menu options. If a tourist attraction has adequate facilities that meet safety standards and can provide satisfaction to visitors, then this will make it more attractive for tourists to return to that place.

The location is where the company operates or carries out activities to produce goods and services, emphasizing its economic aspects (Alma, 2003). Related to the phenomena at Waduk Bening Widas, the location and road access can be said to be very easy, as it only involves passing through the main road to the destination. If you plan to visit Waduk Bening Widas, you can take the Madiun-Nganjuk main road, which is the fastest route to Waduk

Bening Widas. However, there are also visitors who feel quite far in reaching the tourist attraction of Waduk Bening Widas because the location is almost near the region of Nganjuk. If someone visiting Waduk Bening Widas is located in the city of Madiun, they need to travel a distance of 40 km to get to the tourist attraction of Waduk Bening Widas.

## Theoretical Study

### 1. Theory of Reasoned Action or TRA

The Theory of Reasoned Action is a theory that explains the correlation between attitudes and behaviors in human actions. This theory was developed by Icek Ajzen and Martin Fishbein in 1980 and aims to explain how a person's attitudes and behaviors are interconnected in directing individual actions. The Theory of Reasoned Action links belief, attitude, intention, and behavior.

### 2. Promotion

Promotion is a marketing mix element that focuses on efforts to inform, persuade, and remind consumers about the company's brand and products (Tjipjono, 2015). With the presence of promotion, consumers will become more familiar with the products or services offered. This will encourage them to continue purchasing and using the company's products and services.

### 3. Ticket Price

Price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to gain benefits or ownership or use of a product or service (Kotler & Armstrong, 2016).

The ticket price is the amount of money that must be paid by an individual to gain access to a place. Whether the ticket price is expensive or not can be assessed by the tourists themselves as their needs vary; however, tourists tend to be more attracted to relatively inexpensive prices.

#### 4. Facilities

Tourist facilities are all facilities that serve to meet the needs of tourists who temporarily stay in the tourist destination they are visiting, where they can relax, enjoy, and participate in available activities in the tourist area (Yoeti, 2003).

Customer perceptions of a service can be influenced by the atmosphere created by the exterior and interior of the relevant service facilities (Tjiptono, 2018). Adequate facilities that meet service standards and can satisfy visitors will attract tourists to return to that tourist place.

#### 5. Location

Location refers to the place where a company operates or where it conducts activities to produce goods and services, prioritizing its economic aspect (Alma, 2003). An important factor in the development of a business is the location's proximity to urban areas, the means of access, and the travel time to the destination.

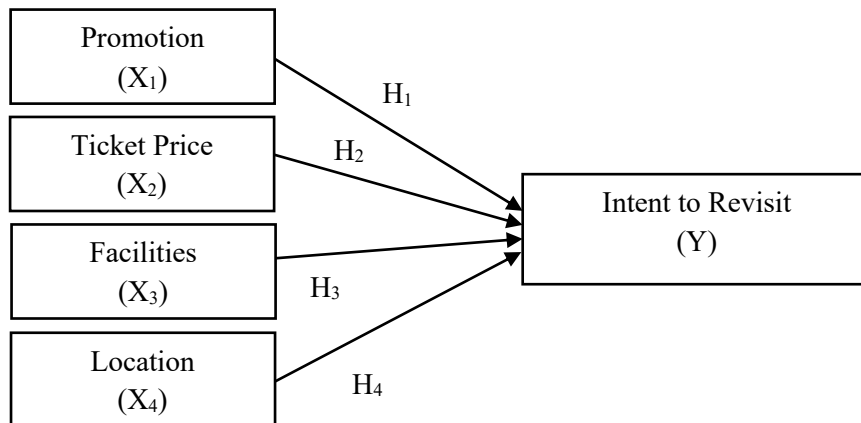
A strategic location becomes one of the most important factors determining a company's success. When choosing a location for a business, it is essential to consider location selection factors, as the business location is a long-term asset and will affect the success of the business itself.

#### 6. Intent to Revisit

The intention to revisit is an individual's drive to engage in repeated visits to a destination that has been previously visited, and the desire to travel in the future is influenced by their attitudes toward past experiences (Nuraeni, 2014).

The intention for repeat visits is not just about the extent of desire, but also includes the readiness of tourists to undertake the visit, such as having researched or even purchased a travel package for the same destination.

## Conceptual Framework:



**Picture 1. Conceptual Framework**

Source: Modified from Utami *et al.*, (2021), Tumanggor *et al.*, (2025), Fajrin *et al.*, (2021), and Naimah *et al.*, (2020)

## Hypothesis:

H1: It is suspected that promotion influences the interest of tourists to revisit.

H2: It is suspected that ticket prices influence the interest of tourists to revisit.

H3: It is suspected that facilities influence the interest of tourists to revisit.

H4: It is suspected that location influences the interest of tourists to revisit.

## B. METHOD

The aim of this research process is to empirically test the effects of promotion, ticket prices, facilities, and location on the interest of revisiting tourists at the Bening Widas Madiun Reservoir Tourist Attraction. The research was conducted on tourists who have previously visited the Bening Widas Madiun Tourist Attraction. The study was carried out over four months from February to May 2025. The type of research used in this study is quantitative research. The population in this study is quite large, so sampling was done using the Lemeshow formula, resulting in a sample size of 384. The sampling technique in this study used purposive sampling with criteria that tourists must have visited the Bening Widas Madiun tourist site at

least once and be at least 17 years old. Data collection was done through the distribution of a questionnaire via Google Form and data processing used SPSS (Statistical Package for Social Sciences) version 25.0. Data analysis includes instrument testing, classical assumption testing, multiple linear regression testing, and hypothesis testing.

## **C. RESULTS AND DISCUSSIONS**

### **Profile of Respondents**

Based on the research results, it is known that visitors of the Bening Widas Dam Tourism in Madiun are predominantly female tourists. Based on the research results, it is known that visitors of the Bening Widas Dam Tourism in Madiun are predominantly tourists aged 17-27 years. Based on the research results, it is known that visitors of the Bening Widas Dam Tourism in Madiun are predominantly tourists with a high school/vocational education level. Based on the research results, it is known that visitors of the Bening Widas Dam Tourism in Madiun are predominantly tourists with a monthly income of more than Rp 2,000,000. Based on the research results, it is known that there are 384 respondents visiting the Bening Widas Dam Tourism in Madiun that can be used as a sample for the research.

### **Validity Test**

Based on the research results, it is known that 6 questionnaire statements are valid for variable X1 or promotion. Based on the research results, it is known that 8 questionnaire statements are valid for variable X2 or ticket price. Based on the research results, it is known that 8 questionnaire statements are valid for variable X3 or facilities. Based on the research results, it is known that 10 questionnaire statements are valid for variable X4 or location. Based on the research results, it is known that 6 questionnaire statements are valid for variable Y or interest in revisiting.

### **Reliability Test**

Based on the research results, it is known that the promotion variable (X1) is proven reliable, because the Cronbach Alpha value is  $0.802 > 0.70$ . Based on the research results, it is known

that the ticket price variable (X2) is proven reliable, because the Cronbach Alpha value is  $0.867 > 0.70$ . Based on the research results, it is known that the facility variable (X3) is proven to be reliable, as the Cronbach Alpha value is  $0.898 > 0.70$ . Based on the research results, it is known that the location variable (X4) is proven to be reliable, as the Cronbach Alpha value is  $0.895 > 0.70$ . Based on the research results, it is known that the interest in revisiting variable (Y) is proven to be reliable, as the Cronbach Alpha value is  $0.855 > 0.70$ .

## Multiple Linear Regression Test

**Table 2. Results of Multiple Linear Regression Test**

		Coefficients <sup>a</sup>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.135	.618		1.835
	X1	.169	.034	.166	4.975
	X2	.242	.029	.328	8.326
	X3	.111	.029	.168	3.792
	X4	.198	.026	.333	7.556

a. Dependent Variable: Y

Source: Data processed with SPSS 25.0 (2025)

Based on the table above, the coefficient  $\beta$  represents the form of a regression equation that can be produced as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 1,135 + 0,169 X_1 + 0,242 X_2 + 0,111 X_3 + 0,198 X_4 + e$$

The regression equation can be explained as follows:

- 1) A constant of 1.135 means that if the independent variables remain constant, the average interest in repeat visits (Y) is 1.135.

A positive constant value indicates a positive influence between the independent variable and the dependent variable.

- 2) The regression coefficient for the promotion variable (X1) is 0.169, meaning that if other independent variable values remain constant and promotion increases by 1 unit, the interest in repeat visits will increase by 0.169.

A positive coefficient indicates a positive relationship between promotion and interest in repeat visits.

- 3) The regression coefficient for the ticket price variable (X2) is 0.242, meaning that if other independent variable values remain constant and the ticket price increases by 1 unit, the interest in repeat visits will increase by 0.242.

The positive coefficient means that there is a positive relationship between ticket prices and the interest in revisiting.

- 4) The regression coefficient for the facilities variable (X3) is 0.111, which means if the values of other independent variables remain constant and the facilities increase by 1 unit, the interest in revisiting will increase by 0.111.

The positive coefficient indicates a positive relationship between facilities and the interest in revisiting.

- 5) The regression coefficient for the location variable (X4) is 0.198, which means if the values of other independent variables remain constant and the location increases by 1 unit, the interest in revisiting will increase by 0.198.

The positive coefficient indicates a positive relationship between location and the interest in revisiting.

### Partial Test (t Test)

The t statistical test has a significance value of 5% with testing criteria that if t is significant < 0.05, then the hypothesis is accepted.

**Table 3. Results of the Partial Test (t)**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.135	.618		1.835	.067
	X1	.169	.034	.166	4.975	.000
	X2	.242	.029	.328	8.326	.000
	X3	.111	.029	.168	3.792	.000
	X4	.198	.026	.333	7.556	.000

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a. Dependent Variable: Y

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Source: Data processed using SPSS 25.0 (2025)

Based on the results of the t-test in table 3, the following conclusions can be drawn regarding the research hypotheses:

1) Testing Hypothesis 1

Hypothesis test for promotion (X1) on the interest in revisiting (Y). Based on the calculations that have been made, the calculated t value is 4.975, which is positive, with a significant result of  $0.000 < 0.05$ . This indicates that promotion has a positive effect on the interest to revisit. This means that if promotion at the Bening Widas Madiun Reservoir Tourism is increased, the interest in revisiting will also increase. Thus, the first hypothesis is accepted based on the test results.

2) Testing Hypothesis 2

Hypothesis test for ticket prices (X2) on the interest in revisiting (Y). Based on the calculations that have been made, the calculated t value is 8.326, which is positive, with a significant result of  $0.000 < 0.05$ . This indicates that ticket prices have a positive effect on the interest in revisiting. This means that if the ticket prices at Waduk Bening Widas Madiun are more affordable, the interest in revisiting will increase. Therefore, the second hypothesis is accepted based on the test results.

3) Testing Hypothesis 3

Hypothesis test for facilities (X3) on the interest in revisiting (Y). Based on the calculations that have been performed, a t value of 3.792 is obtained, which is positive with a significant result of  $0.000 < 0.05$ . This indicates that the facilities have a positive effect on the interest in revisiting. This means if the facilities at Waduk Bening Widas Madiun are improved, the interest in revisiting will increase. Thus, the third hypothesis is accepted based on the test results.

4) Hypothesis Testing 4

Hypothesis test of location (X4) against the interest in repeat visits (Y). Based on the calculations that have been performed, a t-value of 7.556 was obtained, which is positive with a significant result of  $0.000 < 0.05$ . This indicates that the location has a positive

impact on the interest in repeat visits. In other words, if the location at the Waduk Bening Widas Madiun tourism site is easily accessible, the interest in repeat visits will increase. Thus, the fourth hypothesis is accepted based on the test results.

### Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination test (R<sup>2</sup>) is conducted to measure how well the model (independent variables) explains the variation of the dependent variable.

**Table 4. Results of the Coefficient of Determination Test (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 <sup>a</sup>	.824	.822	1.501
a. Predictors: (Constant), X4, X1, X2, X3				
Source: Data processed with SPSS 25.0 (2025)				

Based on table 4, it shows that the coefficient of determination test resulted in an Adjusted R Square value of 0.822, which means that 82.2% of the interest in revisiting the Waduk Bening Widas Madiun tourism is influenced by the variables of promotion, ticket prices, facilities, and location, while the remaining 17.8% is influenced by other variables outside the model being researched.

## Discussion

### 1. The Effect of Promotion on the Interest in Revisiting Tourists

The test results show that the calculated t value of 4.975 is positive, indicating a positive relationship between promotion and the interest in revisiting. In addition, the significance value obtained is  $0.000 < 0.05$ , indicating that this finding has a high level of significance. Thus, the first hypothesis is accepted, which means that promotion has a positive and significant effect on the interest of tourists to revisit Waduk Bening Widas Madiun. This is in accordance with the research of Utami *et al.*, (2021) which states that promotion has a positive and significant effect on the interest to revisit.

## 2. The Effect of Ticket Prices on the Interest to Revisit Tourists

The test results show that the calculated t value is 8.326, which is positive, indicating a positive relationship between ticket prices and the interest to revisit. In addition, the significance value obtained is  $0.000 < 0.05$ , indicating that this finding has a high level of significance. Thus, the second hypothesis is accepted, meaning that ticket prices have a positive and significant effect on the interest to revisit tourists at Waduk Bening Widas Madiun. This is in accordance with the research of Tumanggor *et al.*, (2025) which states that ticket prices have a positive and significant effect on the interest to visit.

## 3. The Influence of Facilities on the Interest to Revisit Tourists

The test results show that the calculated t value is 3.792, which is positive and indicates a positive relationship between facilities and the interest to revisit. Moreover, the significance value obtained is  $0.000 < 0.05$ , indicating that this finding has a high level of significance. Thus, the third hypothesis is accepted, meaning that facilities have a positive and significant effect on the interest of tourists to revisit the Bening Widas Dam in Madiun. This is in accordance with the research by Ginting & Edi (2023), which states that facilities positively influence the interest to return.

## 4. The Influence of Location on the Interest to Revisit Tourists

The test results show that the calculated t value is 7.556, which is positive and indicates a positive relationship between location and the interest to revisit. In addition, the significance value obtained is  $0.000 < 0.05$ , indicating that this finding has a high level of significance. Thus, the fourth hypothesis is accepted, meaning that location has a positive and significant effect on the interest of visitors to revisit the Waduk Bening Widas Madiun. This is consistent with the research of Fajrin *et al.*, (2021) which states that location has a positive and significant effect on the interest in returning visits.

## D. CONCLUSIONS

Based on the results of the research conducted, it shows that promotion has a positive and significant impact on the interest to revisit the tourists of Waduk Bening Widas Madiun. This indicates that the more effective and attractive the promotional activities are, the higher the

interest of tourists to return to visit the Waduk Bening Widas Madiun tourism. The ticket price has a positive and significant effect on the interest to revisit the tourists of Waduk Bening Widas Madiun. This shows that affordable ticket prices that are balanced with the facilities provided can increase tourists' interest to return. Facilities have a positive and significant effect on the interest to revisit the tourists of Waduk Bening Widas Madiun. This indicates that various facilities such as fishing tourism, children's playground, pier, sightseeing boats, camping area, and other supporting facilities can provide comfort and added value for visitors. The location has a positive and significant influence on the interest of tourists to revisit the Waduk Bening Widas Madiun. This indicates that a strategic tourist location and ample parking make this site very attractive because it is easily accessible for tourists.

## E. SUGGESTIONS

Future research is recommended to include other variables that may also influence the intention to revisit, such as attractions, tourist events, destination image, service quality, tourist perceptions, or tourist satisfaction. In addition, it is also suggested that future research use a qualitative approach or mixed methods to analyze more deeply the factors affecting tourists' intentions to revisit, not only from a quantitative perspective but also from the experiences and perceptions of tourists, resulting in more comprehensive outcomes.

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