

THE EFFECT OF DESTINATION IMAGE, PRICE, LOCATION, FACILITIES AND ELECTRONIC WORD OF MOUTH ON REVISIT INTEREST AT GENILANGIT PARK

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Abstract

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh citra destinasi, harga, lokasi, fasilitas dan *electronic word of mouth* terhadap minat berkunjung ulang pada taman wisata genilangit park. penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 orang. metode pengambilan sampel yaitu menggunakan sampel lemeshow. pengambilan data menggunakan kuesioner dengan penyebaran melalui google form. teknik analisis data menggunakan alat uji berupa spss. hasil penelitian ini menunjukkan bahwa citra destinasi, fasilitas dan *electronic word of mouth* berpengaruh terhadap minat berkunjung ulang. sedangkan harga dan lokasi tidak berpengaruh signifikan terhadap minat berkunjung ulang.

Kata Kunci: Citra Destinasi, Harga, Lokasi, Fasilitas, *Electronic Word of Mouth* dan Minat Berkunjung Ulang

Abstract

This study aims to empirically prove the influence of destination image, price, location, facilities and electronic word of mouth the intention to revisit Genilangit Park. This study is a quantitative study with a sample of 384 people. The sampling method uses a lemeshow sample. Data collection uses a questionnaire distributed through Google Form. Data analysis techniques use SPSS testing tools. The results of this study indicate that destination image, facilities and Electronic Word of Mouth influence the intention to revisit. While price and location do not have a significant effect on the intention to revisit.

Keywords: *Destination Image, Price, Location, Facilities, Electronic Word of Mouth and Revisit Intention.*

A. INTRODUCTION

The development of tourism in Indonesia is currently encouraged to become one of the sectors that has a major impact on economic development and improving people's welfare. This is driven by Indonesia's tourism world which continues to increase from time to time, as seen from tourists visiting tourist destinations in Indonesia, which are famous for their natural beauty, and cultural diversity, along with the technology and information industry (Maflakha & Sihite, 2022). The development of tourism in an area will bring many benefits to the community, namely economically, socially and culturally. However, if the development is not prepared and managed properly, it will actually cause various problems that make it difficult or even detrimental to the community (Syahriar & Darwanto, 2015)

The Central Statistics Agency (BPS) reported that there were 1.021 billion domestic trips from Indonesian tourists or local tourists throughout 2025 throughout Indonesia. This number increased from the previous period (*year-on-year/yoy*) which was recorded at 827.797 million trips, it can be seen that the number of domestic tourists who have destinations to East Java Province reached the highest order of 204.8 million visits or equivalent to 20.65% of the total trips of Indonesian tourists. Then followed by West Java Province with 180.58 million visits or contributing 17.68% of the total domestic trips in this period. This condition shows that the island of Java still dominates in tourist destinations for tourism, especially in East Java Province. It should be thankful that East Java has various natural resources that make it a superior destination compared to other provinces.

Magetan Regency is one of the regencies in East Java which is an agricultural area rich in tourism. This is shown by almost every sub-district having amazing natural tourist attractions. The most visited tourist destinations are Telaga Sarangan, Ujung Kulon Janggan, Mojosemi Forest Park, and Genilangit tourist park. Genilangit Tourism Park is a tourist park located in Sepring Hamlet, Bogosari, Bogoarum, Genilangit Village, Poncol District, Magetan Regency, East Java. Although its existence is not as popular as Mojosemi Forest

Park, this tourist spot offers contemporary instagramable photo spots. In addition, its location at the foot of Mount Lawu makes the Genilangit Tourism Park have an enchanting natural scenery.

From the data Magetan Regency Tourism and Culture Office (2025) showing that the number of visitors to Genilangit Park is quite competitive with other tourism with a total number of visitors in 2025 of 35,305 visitors. However, visitors to Genilangit Park will experience instability every month in 2024, the needs of tourists are not proportional to the number of visitors who visit the Genilangit Park Tourism Park object. Therefore, the manager of the tourism object is not only required to attract tourists to visit the tourist attraction, the manager of the tourist attraction must also be able to make the tourist revisit the tourist attraction with the image of the destination in the Genilangit Park Tourism Park. This is certainly inseparable from the factor of someone to be interested in visiting Genilangit Park again.

Interest in revisiting is based on many factors, among them the encouragement from tourists in the form of a desire to visit tourist attractions again, because tourists feel happy and satisfied when visiting a tourist attraction. According to Nugraha & Soleha (2022), interest in visiting is basically a person's desire to visit an interesting tourist attraction to visit with the aim of recreation and entertainment.

Genilangit Tourism Park has enough destinations to attract tourists to visit, namely Genilangit Tourism Park offers natural tourism with a contemporary concept. Here visitors will be offered a view of the slopes of Mount Lawu with pine trees filling the green hillsides. Genilangit Tourism Park itself is a tourist attraction to help the Magetan Regency government's program in preserving the nation's tools and culture as an asset that can be purchased by tourists. Genilangit Tourism Park continues to develop the potential of village tourism by involving local communities and Village-Owned Enterprises (BUMDes), including culinary centers, *souvenirs*, and MSME products, this is what makes Genilangit

Tourism Park once one of the finalists of the Nature-Based Indonesian Tourism Village Award at the Tourism Village Awards in 2021 held by the Ministry of Tourism and Creative Economy (PPID, 2021). In addition to enjoying the natural beauty and various rides, visitors can also learn about the local culture and history. The educational tours provided at Genilangit Tourism Park provide insight into the flora and fauna around Mount Lawu and the history of Genilangit village.

Genilangit Tourism Park implements a determination policy. The prices provided can be classified as affordable prices, ranging from children's rides, photo spots provided and even outbound arenas. In addition to the price at the photo spot arena, the arena for children's playgrounds also has an affordable price in the range of Rp. 10,000 per child with a specified time. Entrance tickets to the swimming pool are also affordable, namely with a price range of Rp. 10,000 per child with unlimited swimming time, not only that the price of the food menu listed at Genilangit Tourism Park can be classified as an affordable price, but the menu book provided does not attract the attention of visitors. Usually, the menu book contains photos of food or drinks so that visitors know what the food is like and it is easier to choose the menu to order.

In terms of location, the access distance to the location of Genilangit Tourism Park where the location of Genilangit Tourism Park is quite good but the road access to get there is quite far. Even so, tourists still decide to visit there again, road access to the location of Genilangit Tourism Park goes up and down and there are several winding roads. Genilangit Tourism Park can be said to have met several of these factors, such as good and easy access, clear directions, and a beautiful and supportive environment for holding tourist activities and so on. At Genilangit Tourism Park, a map of the location of the facilities in Genilangit Tourism Park is presented

Genilangit Tourism Park has many facilities that have been provided by the Tourism Manager. There are several facilities offered by Genilangit tourist park including, prayer

rooms, pendopo, *mini stages*, public toilets, camping areas, swimming pools, gazebos, spots for taking pictures, and many others. In addition, there is a playground for children that is large enough to develop children's creativity with several existing children's games. Facilities that are popular with tourists who visit Genilangit tourist park objects are various photo spots and children's swimming pools. In addition to the existence of tourist facilities to attract visitors. when compared to other tours in Magetan Regency, Genilangit Tourism Park has tourist visitor facilities that are not owned by other tours in Magetan Regency

In addition to the above factors, another factor that affects someone's interest in revisiting is *electronic word of mouth*. *The Electronic Word of Mouth* (E-WOM) in Genilangit Tourism Park is the desire to interact, see the opinions of others, and the desire to know the experiences of others. Related to a tourist who has come to the Genilangit tourist park, he often pays attention to the sense of visiting and enjoying the existing facilities. When tourists have come, don't forget to take photos from the best photo spots, *aeshtetic*, and *instagramable java vintage* which will later be uploaded on social media Instagram and tiktok and then told to relatives, relatives, family and neighbors. Because from the existence of these posts, consumers who have visited the tour will be interested, and the existing atmosphere can provide an assessment, plus a consumer can give an opinion in the form of reviews on *google* and on social media accounts of the Genilangit tourist park which makes a tourist influenced to visit the Genilangit tourist park.

This research is the result of previous research. Research conducted by Anggraita (2023), which states that facilities, price perception and destination image have a positive and significant effect on interest in revisiting Umbul Ponggok tourism. Meanwhile, facilities affect the interest of tourists to visit. Other research conducted by Bolang et al. (2021), which states that E-WOM, location and ticket prices affect the interest in visiting. Meanwhile, other research conducted by Armianti et al. (2024), which states that there is no influence between destination image and price perception on tourist interest in visiting.

1. Research Objectives

This study aims to empirically prove the influence of destination image, price, location, facilities, and *electronic word of mouth* on interest in revisiting Genilangit Park. It is hoped that the results of this research can be an input for tourism managers in improving the quality of destinations, services, and digital promotion strategies in order to attract more visitors and maintain interest in repeat visits. In addition, this research was conducted on Genilangit Park to find out the main factors that influence tourists' decisions to visit again, so that it can be used as a basis for developing a more effective and sustainable tourism marketing strategy.

2. Research Benefits

The benefit of this research is to provide input for the managers of Genilangit Park Tourism Park regarding the factors that affect the interest in revisiting tourists so that they can be used to improve the quality of services, facilities, and digital promotion strategies. For the local government, the results of this research can be a consideration in developing the Magetan tourism sector to be more competitive. In addition, this research is useful for academics as a reference in the development of tourism science studies, as well as for the surrounding community who will feel a positive impact through increasing the number of tourists who visit so as to encourage local economic growth.

3. Theoretical Studies

a. Distinction Image

Destination image or *destination Image* is the belief or knowledge about a destination and the feelings felt by tourists during the trip (Anggraita, 2023). According to Sukardi & Afidah (2024), the image of a destination is a tourist destination that visitors can believe is related to the destination of the tourist attractions they visit, which can then cause a desire to travel.

b. Price

Price is the amount of money that a consumer must pay to obtain a product produced by a company. Consumers view that a good price is that the benefits obtained from a product are greater than the value of the product.(Sinaga et al., 2020). According to Sukardi & Afidah (2024), price is a component of combined marketing that can be an income for the company.

c. Location

Location is a place to serve consumers, it can also be interpreted as a place to reach their merchandise (Fatimah, 2019). Location is the address or location or also a place where the company was established with the aim of being easily reached by consumers or buyers who will make purchases of products or services sold or offered by the company (Suharlina, 2023).

d. Facilities

Facilities are something very important in the service business, therefore the existing facilities, namely the condition of the facilities, the completeness of the interior and exterior design and the cleanliness of the facilities must be considered, especially those that are closely related to what the consumer feels directly (Fajrin et al., 2021). According to Sukardi & Afidah (2024), Facilities are facilities as well as infrastructure that support the functioning of tourist destinations to satisfy all the needs of visitors, not quickly growing but developing the attraction.

e. *Electronic Word Of Mouth*

Electronic Word of Mouth is a new phenomenon in the world of communication, especially marketing communication today where individuals exchange information and positive or negative experiences about something they or others have experienced before through online media (Bolang et al., 2021). According to Armianti et al. (2024), *Electronic Word of Mouth* is a positive or

negative statement made by a consumer about a product or service then written and posted on the internet directed at individuals and institutions.

f. Interest in Revisiting

Interest can be expressed with a statement and followed by participating in an activity.(Sinaga et al., 2020). Meanwhile, according to Nugraha & Soleha (2022), interest in visiting is basically a person's desire to visit an interesting tourist attraction to visit with the aim of recreation and entertainment.

B. METHOD

The method used in this research is a qualitative descriptive method. The approach used in this study is qualitative. This research was conducted by looking at the objects of tourism that have visited the Genilangit Tourism Park. The data used in this research includes primary and secondary data, as well as data collection techniques using the questionnaire method. The population of this study is based on the Garden of Eden. The research method used this method of *purposive analysis*. It is said that the population has a large percentage of the population with a large number of people. Regarding the results of this research, there were 384 people from Genilangit Tourism Park. The total number of participants used in this study was 384 respondents. The analysis method used in this research is based on the SPSS (Statistical Package for the Social Sciences) software

C. RESULTS AND DISCUSSION

1. Normality Test

The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution. If a variable is not distributed normally, the results of statistical tests will decrease. The data normality test can be done using the *One Sample Kolmogorov Smirnov* That is, provided that if the significance value is above 5% or 0.05, the data has

a normal distribution. Meanwhile, if the test results *One Sample Kolmogorov Smirnov* If it produces a significant value below 5% or 0.05, the data does not have a normal distribution.(Ghozali, 2016). The following are the results of the normality testing data in this study:

Table 1 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	2.34568656
Most Extreme Differences	Absolute	.036
	Positive	.032
	Negative	-.036
Test Statistic		.036
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS Output (Processed)

Based on table 1 of the data normality test in this study can be seen above, it is known that *the p value* generated through *the Asymp approach is known. Sig (2-tailed)* > 0.05, which is 0.200, then it can be assumed that the normality in the data is met and all variables in this study are normally distributed.

2. Hypothesis Test (Partial Test)

Table 2 Partial Test (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	25.163	1.626		15.473	.000
	Destination Image	-.742	.074	-.454	10.060	.000

Price	-.409	.065	-.281	-6.319	.000
Location	.088	.049	.070	1.805	.072
Facilities	.713	.029	.662	24.350	.000
E-Wom	.522	.063	.345	8.333	.000
a. Dependent Variable: Interest in Revisiting					

Source: SPSS Output (Processed)

Based on the results of the t-test in the table above, it can be said that:

- There is an influence of Destination Image (X1) having a significant effect on Interest in Revisiting (Y), so **H1 is accepted**.
- There is no effect of Price (X2) has no significant effect on Return Interest (Y). **H2 is rejected**.
- There is no influence of Location (X3) has no significant effect on Interest in Revisiting (Y). then **H3 is rejected**.
- There is an influence of Facilities (X4) that has a significant effect on Interest in Revisiting (Y), so **H4 is accepted**.
- There is an influence of *Electronic Word of Mouth* (X5) on Interest in Revisiting (Y), so **H5 is accepted**.

3. Coefficient Determination Test

Table 3. Coefficient Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849a	.721	.718	2.361
a. Predictors: (Constant), Destination Image, Price, Location, Facilities, E-Wom and Return Interest				

Source: SPSS Output (Processed)

The determination coefficient is used to calculate the magnitude of the influence or contribution of the free variable on the bound variable. From the analysis in the table,

the result of Adjusted R^2 (*determination coefficient*) of 0.718 means that 71.8% of the variables of Interest in Revisiting will be influenced by the independent variables, namely Destination Image (X1), Price (X2), Location (X3), Facilities (X4), E-Wom (X5) and the remaining 28.2% of the variable Interest in Revisit will be influenced by other variables that are not discussed in this study.

D. CONCLUSION

Based on the results of the research conducted, it can be concluded that from H1 it shows that the image of the destination affects the interest of tourists in revisiting Genilangit Park Magetan, The majority of visitors positively assess the image of the Genilangit Park destination, namely through the natural beauty, comfort, service, and atmosphere of the environment. The view of Mount Lawu, pine forests, and attractive photo spots reinforce the cognitive image, the authenticity of nature becomes a unique image, while the cool atmosphere and sense of security form an affective image that encourages revisits. The results of this study show that the image of the destination plays an important role in influencing the interest of tourists to visit again, so that attraction innovation and service quality improvement are the key to strengthening the competitiveness of Genilangit Park. From H2 it shows that the price has no effect on the tourists' interest in revisiting Genilangit Park Magetan. While the prices are already affordable, quality-friendly, competitive, and worth the benefits, this factor doesn't do enough to encourage repeat visits. Visitors place more emphasis on experience, comfort, amenities, and emotional satisfaction than just price considerations. visitors to Genilangit Tourism Park prioritize the quality of the experience, cleanliness, scenery, comfort, and emotional value such as cool atmosphere, natural beauty, and togetherness, rather than ticket prices. The main attraction in the form of photo spots, nature rides, and complete facilities increase the perceived value, so that tourists tend to return even though prices change.

From H3 it shows that the location does not affect the interest of tourists to revisit Genilangit Park Magetan. Although the location has adequate facilities such as parking lots, large areas, technology-assisted access, and strategic positioning, these factors are not the main determinants. Tourists are more influenced by the satisfaction of previous experiences, so they are still willing to visit again even though they are far away. H4 shows that Facilities affect the interest of tourists to revisit Genilangit Park Magetan. Based on the respondents' answers, the facilities are considered to be neatly arranged, clean, well-maintained, easy to use, and able to provide comfort. Although there are still low ratings on photo spots and playgrounds, overall facilities are considered adequate to create a sense of security, comfort, and satisfaction for visitors. This encourages interest in visiting again in the future. Meanwhile, H5 shows that *Electronic Word of Mouth* (e-WOM) has a significant effect on tourists' interest in revisiting Genilangit Tourism Park. Respondents assessed that tourism information was easy to access and accurate, although trust in the rating system was still low. Comments and reviews on social media containing relevant information about access, pricing, security, and facilities have been proven to increase the credibility of e-WOM. The consistency of positive recommendations, timely quality of information, and a high volume of interaction strengthen the confidence of potential travelers to visit again. These findings show that e-WOM-based marketing communication strategies through reviews, recommendations, and *online interactions* play an important role in maintaining and increasing the number of repeat visits to Genilangit Tourism Park.

E. SUGGESTION

For Genilangit Park Magetan is expected to showcase the innovations that make it possible for someone to revisit the attraction. The prices and prices offered are more likely to be followed by the number of visitors to the hotel. The next researcher is invited to conduct the research by participating in the other activities that are being researched,

namely the image of the destination, facilities, location, and *electronic word of mouth* and interest in revisiting, and to be aware of the influence of the research and to improve the quality of the research. To do this, use a different type of analysis than the one used in this study. It is important to remember that the Dunkin' Donuts are an important part of the overall health of the family. The results of this study are based on the fact that the study is based on the results of this study.

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