

THE EFFECT OF TICKET PRICES AND DESTINATION IMAGE ON TOURIST SATISFACTION THROUGH VISITING DECISIONS

Nurul Fatimah ¹⁾, Hari Purwanto ²⁾, Dian Citaningtyas Ari Kadi ³⁾

¹ Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: nurul_2103102126@mhs.unipma.ac.id

² Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: hari.purwanto@unipma.ac.id

³ Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: dian.citaningtyas@unipma.ac.id

Abstract

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh Harga Tiket Dan Citra Destinasi Terhadap Kepuasan Wisatawan Melalui Keputusan Berkunjung pada wisata Benteng Pendem Van Der Bosch Ngawi. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 385 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa Harga tiket berpengaruh positif signifikan terhadap keputusan berkunjung, Citra destinasi berpengaruh positif signifikan terhadap keputusan berkunjung, Harga tiket berpengaruh positif dan signifikan terhadap kepuasan wisatawan, Citra destinasi berpengaruh positif dan signifikan terhadap kepuasan wisatawan, Keputusan berkunjung berpengaruh positif dan signifikan terhadap kepuasan wisatawan, Harga tiket dapat mempengaruhi peningkatannya terhadap pengaruh kepuasan wisatawan melalui keputusan berkunjung, dan Citra destinasi terhadap kepuasan wisatawan dapat memediasi oleh keputusan berkunjung pada wisatawan terhadap objek Benteng Pendem Van Den Bosch Ngawi.

Kata Kunci: Harga Tiket, Citra Destinasi, Kepuasan Wisatawan, Keputusan Berkunjung

Abstract

This study is to provide empirical evidence regarding the Influence of Ticket Prices and Destination Image on Tourist Satisfaction Through Visiting Decisions at Benteng Pendem Van Der Bosch Ngawi Tourism. This type of research is descriptive research with a quantitative approach. The sample in this study amounted to 385 respondents. The sampling method used the purposive sampling method. Data collection in this study used a questionnaire. The data analysis technique in this study used a test tool in the form of SmartSPSS 25 software. The results of the study prove that ticket prices have a significant positive effect on visiting decisions . Pendem Van Den Bosch Ngawi object.

Keywords : *Ticket Prices, Destination Image, Tourist Satisfaction, Visiting Decisions*

A. INTRODUCTION

Tourist is one of the sector producer foreign exchange abroad oil and gas. Besides create and expand field business, increasing income society and government, almost all countries are competent in moving the world of tourism offer beauty nature, uniqueness culture and friendliness additional its population to various countries that are potential markets. Tourism as industry this is so that you can become mainstay in economy something area (Sappewali et al., 2022) Indonesia is one of the countries that has side its known geography as archipelago so that in a way scientific also forms diversity side nature , humans and culture from each region . Potential tourism in Indonesia in general almost encompassing all type tourism that can offered to tourists , such as tour nature , culture and various other tours as results work man with Each has its own uniqueness area (Maula, 2023).

The Republic of Indonesia is a country that has potential source Power abundant nature, diversity life and heritage history / culture. Abundance source Power existing nature can increase growth economy when source Power the can managed with Good in accordance with what is of interest public so that utilization source Power natural the No will use up time or material consequence failure in manage source power. There are various factors that have influence to traveler come that is regarding price. Price is something tool marketing the key used organization For reach objective marketing, this is something influential strong (Arevin, 2024). Prices can interpreted as amount of money (unit / monetary) and /or other aspects (non- monetary) that contain utility / usefulness certain requirements For get something product (Hasan & Hamid, 2021).

Price is something that must be done paid For get goods in accordance quality with the same value with hope Can use or utilise product or service (P Kotler, 2019) . Price is one of the the most important element in determine market share and profits something company . Benteng Pendem Van Den Bosch Ngawi set price Rp . 10,000,- For day regular and daily holiday For tickets enter to the location area tour after he did rehabilitation. Compared price tickets enter before he

did rehabilitation, price tickets Fortress Pendem Van Den bosch Ngawi This Far more expensive, price tickets enter before he did rehabilitation amounting to Rp. 5,000. The following comparator price tickets for tours in Ngawi.

Table 1 Ticket prices tourism in Ngawi 2024

Tourist Name	Ticket price
Fortress Pendem Van Den Bosch	Rp. 10,000,-
Srambang Park	Rp. 20,000,-
Waterfall Suwono	Rp. 15,000,-
The Jamus Garden	Rp. 15,000,-
Sengon Hill's Girimulyo	Rp. 10,000,-

Source : (Jawapos, 2024)

Based on table 1 can seen information that Based on the data in the table , the price tickets enter to various place tour Enough affordable , ranging between **Rp. 10,000,- up to Rp. 20,000.** Place tour with price tickets highest is **Srambang Park** as big as **Rp. 20,000,-** , while the cheapest is **Fortress Pendem Van Den Bosch** and **Sengon Hill's Girimulyo** , each priced at **Rp. 10,000.** In a way general, all destination offer access tour with pocket - friendly price , suitable For tour family and individual. One of the impact affordability price tickets compared to with place this other tourism, resulting in amount visits to tourist attractions Fortress Pendem Van Den Bosch tends to increased. The following is data on visitors who visited tour Fortress Pendem Van Den Bosch as following:

MONTH	YEAR 2020	YEAR 2023	YEAR 2024	YEAR 2025
JANUARY	2,456	Rehabilitation	10,147	13,478
FEBRUARY	2,248	Rehabilitation	5,059	-
MARCH	2,212	Rehabilitation	4,874	-
APRIL	2,567	Rehabilitation	4,786	-
MAY	2,432	Rehabilitation	5,692	-
JUNE	2,389	Rehabilitation	5,960	-
JULY	2563	Rehabilitation	6,878	-
AUGUST	2,495	Rehabilitation	6,742	-
SEPTEMBER	2,035	5,728	5,929	-

OCTOBER	2,287	5,963	6,037	-
NOVEMBER	2,233	6,127	15,165	-
DECEMBER	Rehabilitation	9,723	13,281	-
TOTAL	25,919	27,541	90,550	

Table 1 Amount visitors tour Fortress Pendem Van Den Bosch Ngawi

Source : Report Annual Manager Tour Fortress Pendem Van Den Bosch Ngawi

Based on the data in the table, the number visitors Fortress Pendem in 2020 from From January to November, the total number of visitors reached 25,919. This shows that condition visit before rehabilitation process was carried out . Starting in the month December 2020 to August 2023 , Benteng Pendem closed temporary For rehabilitation , which is characterized with No the existence of visitor data during period said. After the rehabilitation process finished, Fort Pendem opened back in September 2023, which was seen from start recorded return amount visitors with a total of 27,541 visitors only in time four months (September– December 2023). Then, in 2024, there will be improvement significant in amount visit, reach 90,550 visitors from January to November. Even in January 2025 alone, it was recorded 13,478 visitors, which is number highest monthly in the data.

This matter show that rehabilitation carried out impact positive to improvement interest and visits traveler to Fortress Pendem . research conducted by (Indriani, 2023) with results show that Ticket Price Variable No influential in a way significant to decision visiting , things This due to based on findings in the field part tourists driving jeeps/sedans, small buses and large buses complain increase price tickets that reach 60%. So that matter This impact on increasing cost For do journey tour to beach Pangandaran than before price tickets raised . So that cause *gap research* about influence of ticket prices to decision visit.

Besides the price tickets image destination also has an influence to satisfaction and decisions visit tourists . Destination image starting from experience and motivation in self traveler in do visit (Wang & Chen, 2025). Destination Image as expression knowledge objective,

imagination thinking an emotional person about location certain. Image as overall from all ideas and thoughts someone who is related with a Destination (Aini, 2019) . Fort The Van den Bosch Cemetery is located at Jl. Untung Suropati No. II, Pelem II, Pelem, Ngawi District, Ngawi Regency Ngawi, East Java, Indonesia. Fortress This easy reachable, about 1 km in the direction east sea from Government Office Ngawi Regency, Fortress Pendem van Den Bosch is one of the legacy Dutch colonialists who have riches history and values symbolic tall.

Existence fortress This No only reflect power military colonial, but also becoming part from story the struggle of the Indonesian people in oppose colonization and gaining independence. Evidence history attached to the fort, such as structure architecture typical Europe 19th century, former room prisoners, as well as stories heroic struggle local. Destination image Fortress Pendem Van den Bosch has not yet fully reflect strength the history it has. Many visitors come to location This only interested in uniqueness building, atmosphere exotic environment, and place relax or take pictures , without understand mark historical content contained therein. This is show that positive image can influence decision visiting and satisfaction tourists.

Decision factors visiting also has various openness possibility big own mark alone in it one of the factors support in somebody traveler see start affected with beauty tourism in the future can influence decision visit someone and can also affects satisfaction tourism in every each individual. Decision visit public based on in self visitors to something destination tourism. A candidate visitors who have decision visit to tour Fortress Pendem Van Den Bosch Ngawi will show interest to destination and tends to will look for more Lots information about history, power pull, and the experience offered by the place tour said, so that visitors decide For visit.

Satisfaction Traveler according to Kotler and Keller (2009) that is feeling disappointed or the joy felt by someone, which arises consequence compare perceived performance product (or results) against expectations buyer. Giving price affordable tickets as well as image positive destination will give a pleasant experience for tourists who come visit to tour Fortress Pendem Van Den Bosch Ngawi. Decision to visit This reflect level satisfaction traveler to management

price tickets and images destination. Based on matter said, researchers interested For do study about" **The Influence of Ticket Prices and Destination Image" to satisfaction traveler through Visiting Decisions**

B. METHOD

Study This carried out on consumers in satisfaction traveler objectified tour Fortress Pendem Van Den Bosch Ngawi . The data used in this study is primary data. Primary data itself is data requested from respondents in the form of answers to a questionnaire with several variables Ticket Price (X1) and Destination Image (X2) on Tourist Satisfaction (Y) through Visiting Decisions (Z). The data obtained is then *scored* so that it becomes research data for processing. The technique used for satisfaction traveler objectified tour Fortress Pendem Van Den Bosch Ngawi. The population used in this study is customer satisfaction. traveler in the object tour Fortress Pendem Van Den Bosch Ngawi. Sample in study This can formulated with take sample as many as 385 people visited to Object tour Fortress Pendem Van Den Bosch Ngawi.

C. RESULTS AND DISCUSSIONS

Population used in study This is someone who has satisfaction traveler in the object tour Fortress Pendem Van Den Bosch Ngawi . Research This done use technique taking sample with method *purposive sampling* in determination the sample, as well as technique *accidental sampling*. Based on from results the calculation in distribution questionnaire to traveler in the object tour Fortress Pendem Van Den Bosch Ngawi as many as 385 respondents. Characteristics in data collection in research This covering from level age, type gender, level education and visits to object tourism. Regarding the results from amount the is respondents who filled out road questionnaire in traveler in the object tour Fortress Pendem Van Den Bosch Ngawi from interest to tour Fortress Pendem Van Den Bosch Ngawi, with matter This is data from category characteristics respondents as following:

Table 1 Characteristics Based on Age

AGE	Amount	Presentation
17th - 25th	94	24%
26 years - 35 years	176	46%
36 years - 45 years	87	23%
46 years - 55 years	28	7%
Total	385	100%

Source : Research Data 2025

Based on the data in table 3 above can known that of 385 respondents aged 17th - 25th with total 94 respondents (24%), aged 26 - 35 years with total 176 respondents (46%), aged 36 - 45 years with total 87 respondents (23%), and age 46 years - 55 years with total of 28 respondents (7%). From the results the can concluded that tourists visiting the Fort The most Pendem Van Den Bosch Ngawi age 26 - 35 years in study this. This thing due to age the more prioritize tourism that is currently trend in society Because own Lots destination for instagrammable photo spots.

Table 2 Characteristics By Gender

Gender	Jump	Presentation
Man	177	46%
Woman	208	54%
Total	385	100%

Source : Research Data 2025

Based on the data in table 4 above can known that of 385 respondents of the same type sex man with number of 177 respondents (46%) and gender Woman a total of 208 respondents (54%). From the results the can concluded that tourists visiting the Fort The most Pendem Van Den Bosch Ngawi do visit that is female genitalia in study this. This thing means show that visiting tourists the type sex women are very enthusiastic very in do tourists. This is due to that visit with type Female sex really likes it a number of destination tourism that has uniqueness of one of them fortress that is very exotic very from aspect its architecture is quite Good very for instagrammable

photo spots, as well as in the destination location there are lots of photo spots very available there 's something interesting there consumer For come there.

Table 3 Characteristics Based on Education Level

Level of education	Amount	Presentation
Elementary School	0	0%
Junior High School	0	0%
High School	160	42%
BACHELOR	225	58%
Total	385	100%

Source : Research Data 2025

Based on the data in table 5 above can known that from 385 respondents tourists visiting the Fort Pendem Van Den Bosch Ngawi Based on Education. Respondents based on Elementary school education level was 0 respondents (0%), junior high school level was 0 respondents (0%), high school level was 160 respondents (42%), and bachelor level was 225 respondents (58%). From the results the can concluded that tourists visiting the Fort The most Pendem Van Den Bosch Ngawi in level education namely in undergraduate respondents with total of 225 people (58%). This due to Bachelor's degree level education visit with various type objective like existence research, visits tourism, or things other.

Table 4 Characteristics Based on Work

Work	Jump	Presentation
ASN/PPPK	42	11%
Indonesian National Armed Forces/Indonesian National Police	3	1%
Employee State-owned Enterprises	132	34%
Private	141	37%
Students	63	16%
Etc	4	1%
Total	385	100%

Source : Research Data 2025

Based on the data in table 6 above can known that from 385 respondents based on work that does visit to the Fort Pendem Van Den Bosch Ngawi, responden with ASN/PPPK jobs as many as 42 respondents (11%), TNI/POLRI as many as 3 respondents (1%), BUMN employees as many as 132 respondents (34%), Private a total of 141 respondents (37%), students Student a total of 63 respondents (16%), Others a total of 4 respondents (4%). From the results the can concluded that tourists visiting the Fort The most Pendem Van Den Bosch Ngawi in level work namely on the respondents with work Private a total of 141 respondents and the results presentation by (37%). This is due to the level work private more own flexible time whenever possible do visit tour to object Fortress Pendem Van Den Bosch Ngawi.

Table 5 Characteristics Based on Wages

INCOME	Amount	Presentation
< Rp. 3,000,000	82	21%
Rp. 3,100. 000,- – Rp. 5,000,000	115	30%
Rp. 5,100,000 – Rp. 10,000,000	169	44%
> Rp. 10,000,000	19	5%
Total	385	100%

Source : Research Data 2025

Based on the data in table 7 above can known that from 385 respondents tourists visiting the Fort Pendem Van Den Bosch Ngawi based on level income. Respondents based on level income < IDR 3,000,000, with total of 82 respondents (21%), income IDR 3,100. 000,- – Rp. 5,000,000, with total of 115 respondents (30%), income Rp. 5,100,000,- – Rp. 10,000,000, with number of 169 respondents (44%), and the level income > IDR 10,000,000, with number of 19 respondents (5%). This means show that traveler Fortress Pendem Van Den Bosch Ngawi dominated by the level income Rp. 5,100,000 – Rp. 10,000,000. This is due to level income the somebody Lots take time time For means recreation For calming mind and as a learning medium to children they moment visit to the Fort Pendem Van Den Bosch Ngawi.

Table 6 Characteristics Based on Visit Traveler

VISIT	Amount	Presentation
3 times	29	8%
4 times	117	30%
5 times	217	56%
> 6 times	22	6%
Total	385	100%

Source : Research Data 2025

Based on the data in table 4.6 above can known that from 385 respondents tourists visiting the Fort Pendem Van Den Bosch Ngawi based on visits. Respondents based on level visit. For respondents research at the level visit with 3 visits 29 respondents (8 %), 4 visits with total of 117 respondents (30%), 5 visits a total of 217 respondents (56%), and >6 visits a total of 22 respondents (6%). This means show that traveler Fortress Pendem Van Den Bosch Ngawi dominated by the level visit as many as 5 visits with acquisition respondents amounting to 217 respondents (56%). This due to that Lots very respondents who frequently visit For place recreation to place the Because own various type destination in it, as well as own price cheap tickets very matter This later can interesting consumer For come visit repeatedly.

Normality Test

According to Ghozali (2018) put forward that the normality test This used For assess or analyze whether in the regression model, the variables independent and residual or nuisance have distribution normally. Normality test in research This can done with using statistical tests *Kolmogorov Smirnov* (KS). This test based on *the Kolmogorov Smirnov* Test on the model being tested. The criteria used are: in taking decision in *the Kolmogorov-Smirnov* test that is if mark significance residual variable > 0.05 then can it is said that the data is distributed normally. *Kolmogorov* test results *Smirnov* can seen in the table 9 as following .

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.000000
	Standard Deviation	1.97181718
Most Extreme Differences	Absolute	.110
	Positive	.110
	Negative	-.109
Test Statistics		.110
Asymp. Sig. (2-tailed)		.000 ^c
Exact Sig. (2-tailed)		.176
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source : Data processed in SPSS program (2025)

Based on table 9 above use Kolmogorov-Smirnov Test method proves that Exact significant value of $0.176 > 0.05$. The conclusion from results on can it is said that all data used in study This distributed normally.

Partial Test (T-Test)

Partial testing This can done For test influence independent variables on variables bound . The decision on the t- test can be taken based on mark significant < 0.05 , then in results hypothesis can accepted. Result t test is shown in table 10 as following:

Table 10 T-Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.460	.461		.999	.319
	Ticket Price (X1)	.192	.053	.204	3,624	.000
	Destination Image (X2)	.085	.021	.247	4.115	.000
	Visiting Decision (Z)	.347	.043	.437	8,010	.000

a. Dependent Variable: Satisfaction Tourist (Y)

Source : SPSS Output (Processed)

T-test criteria are H_0 accepted if : $t_{count} > t_{table}$ and H_0 is rejected if : $t_{count} \geq t_{table}$. Critical value with a level of significance $t = 5\%$. For get t_{table} using a two- sided test (with *level of significance* (α) = 0.05 (5%) and *degrees of freedom* = $n - k = 385 - 4 = 381$, with mark t_{table} is of 1.966). Regarding the comparison the pointing that variables price tickets image destinations, and decisions visit influential significant to satisfaction tourists.

Determination Test

R^2 test is used For measure to what extent are other models capable of explain change variables dependent. Coefficient determination used For test *goodness-fit* of the regression model. Viewed from test results using SPSS, obtained mark as following:

Table 11 Results of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.421 ^a	.177	.171	1,438
a. Predictors: (Constant), Location, Social Media , <i>Food Vlogger</i>				
b. Dependent Variable: Purchase Decision				

Source : SPSS Output (Processed)

Based on The results in table 4.29 show The value of R Square is 0.703 and the Adjusted R Square value is 0.700 or 70.0% which means that the Visiting Decision (Y) can be explained by the variables Ticket Price (X1), Destination Image (X2), and Satisfaction Tourists (Z) while the rest 30 % is explained by variables that are not entered in the research model This.

D. CONCLUSIONS

Based on from results data analysis regarding analyze influence Ticket Prices and Destination Image influential significant regarding the Visiting Decision in some destinations in place tour Fortress Pendem Van Den Bosch Ngawi. Ticket prices and destination image also have an impact. significant to Satisfaction Traveler on the object tour Fortress Pendem Van Den Bosch Ngawi.

E. SUGGESTIONS

Suggestions for researchers furthermore recommended to Government Regency Ngawi to do improvement Power pull tourism that needs to be developed more further and also efforts in do improvement economy appropriate to the location object tourism in Ngawi, and the main thing is development infrastructure supporters object tourist. Also recommended party manager tourist For more notice aspect environment in notice level safety and comfort of the object tourism in the Fort Pendem Van Den Bosch Ngawi. And it would be better done improvement to ability employee object tour which aims to For professionalism Work to not quite enough the employees answered.

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