

THE EFFECT OF SERVICE QUALITY, FACILITIES, TICKET PRICE, AND PROMOTION ON REVISIT INTENTION AT TAMRIS PARK LANUD ISWAHJUDI

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Abstrak

Pariwisata merupakan salah satu sektor yang berkontribusi besar terhadap pertumbuhan ekonomi, peningkatan pendapatan daerah, serta penciptaan lapangan kerja di berbagai wilayah Indonesia (Prasetyo et al., 2025). Penelitian ini menggunakan pendekatan kuantitatif, Sampel ditentukan melalui rumus (Lemeshow, 1997) dengan total 384 sampel. Hasil penelitian kualitas pelayanan berpengaruh positif dan signifikan terhadap minat berkunjung kembali pada Tamris Park Lanud Iswahjudi. Fasilitas berpengaruh positif dan signifikan terhadap minat berkunjung kembali pada Tamris Park Lanud Iswahjudi. Harga tiket berpengaruh positif dan signifikan terhadap minat berkunjung kembali pada Tamris Park Lanud Iswahjudi. Promosi berpengaruh negatif dan signifikan terhadap minat berkunjung kembali pada Tamris Park Lanud Iswahjudi

Kata Kunci: Kualitas Pelayanan, Fasilitas, Harga Tiket, Dan Promosi

Abstract

Tourism is one of the sectors that contributes significantly to economic growth, regional income, and job creation in various regions of Indonesia (Prasetyo et al., 2025). This study employed a quantitative approach, with the sample determined using the Lemeshow formula (1997), resulting in a total of 384 respondents. The results showed that service quality has a positive and significant effect on revisit intention at Tamris Park Lanud Iswahjudi. Facilities have a positive and significant effect on revisit intention at Tamris Park Lanud Iswahjudi. Ticket prices have a positive and significant effect on revisit intention at Tamris Park Lanud Iswahjudi. Meanwhile, promotion has a negative and significant effect on revisit intention at Tamris Park Lanud Iswahjudi.

Keywords: Service Quality, Facilities, Ticket Price, Promotion.

A. INTRODUCTION

Tourism is one of the sectors that makes a significant contribution to economic growth, regional revenue, and job creation in various regions of Indonesia (Prasetyo et al., 2025). The development of the tourism industry is also supported by the increasing need for recreational and entertainment activities as part of the modern lifestyle. Therefore, the government continues to improve the competitiveness of tourist destinations through infrastructure development, strengthened promotional activities, and improvements in the quality of tourism services and facilities in order to attract more tourists (Damanik & Siregar, 2026).

Magetan Regency is one of the regions in East Java Province that continues to develop its tourism sector as one of the drivers of regional economic growth (Faradella & Oktariyanda, 2021). The regency has various tourism potentials, ranging from natural and cultural tourism to man-made attractions that appeal to both local communities and tourists from outside the region. Along with the increasing public interest in family tourism, the tourism sector in Magetan Regency has also shown a positive trend, supported by the emergence of various tourist destinations offering modern and affordable recreational concepts



Figure 1. Trend of New Attractions at Taman Ria

One of the emerging tourist destinations in Magetan Regency is Tamris Park Lanud Iswahjudi. This destination serves as an alternative family tourism destination, offering various

amusement rides, recreational areas, and supporting facilities at relatively affordable ticket prices, making it attractive to the public, particularly on weekends and during holiday seasons. The current development of the tourism sector in the region shows an increasing trend, especially in family tourism with affordable recreational concepts.

Tamris Park Lanud Iswahjudi has emerged as a new tourism destination in the Magetan area, offering various amusement rides at relatively affordable prices, thereby attracting public interest, particularly during holiday periods. However, a phenomenon of fluctuating visitor numbers has been observed over the past four months. The following presents detailed visitor data obtained from Tamris Park Magetan.

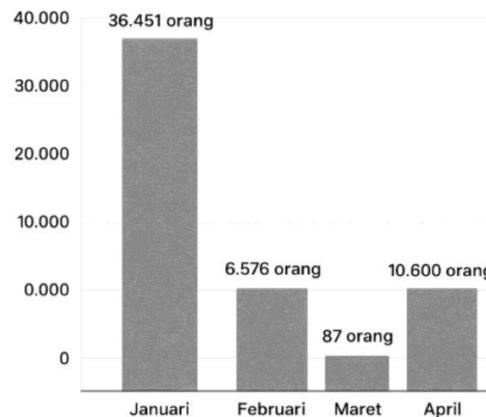


Figure 2. Visitors to Tamris Park

Source: Tamris Prak, 2026

Based on Figure 2, a noteworthy phenomenon can be observed, namely a significant fluctuation in the number of visitors. According to the visitation data, the number of visitors in January reached 36,451 people. However, in February, the number decreased drastically to 6,576 visitors, followed by another sharp decline in March to only 87 visitors. Subsequently, the number of visitors increased again in April to 10,600 people. This condition indicates that

visitation levels at Tamris Park are unstable and tend to experience substantial changes within a relatively short period.

The fluctuation in visitor numbers indicates potential problems in the management of the tourist attraction, which has not yet been able to maintain visitor interest consistently. This condition is suspected to be related to several important factors, including service quality that has not been fully optimized in providing visitors with a satisfactory experience, facilities that still need improvement to meet tourists' expectations, price perceptions that are not always considered proportional to the benefits received, and promotional activities that have not been maximized, particularly through digital media, which has become a primary source of information for the public.

Revisit intention refers to tourists' willingness or tendency to visit a tourist destination again after gaining experience from a previous visit (Elake et al., 2024). Revisit intention is influenced by various factors, including service quality, facilities, ticket prices, and promotion. Good service quality creates a positive experience for tourists, while complete and adequate facilities can increase comfort during their visit. In addition, ticket prices that are appropriate to the benefits received, as well as attractive and informative promotional activities, are also important considerations for tourists when deciding whether to revisit. The study by Kusumawati & Putra (2025) shows that service quality, facilities, price, and promotion have significant effects on tourists' revisit intention. Elake et al. (2024) also demonstrated that tourism facilities have a positive and significant effect on revisit intention.

Furthermore, Siahaan et al. (2024) explained that service quality, facilities, price, and promotion are factors capable of increasing tourists' intention to revisit. These findings are supported by Ramadhan et al. (2025), who stated that good service quality, adequate facilities, and effective promotion can increase tourist loyalty, as reflected in their intention to revisit tourist destinations.

Based on the various factors influencing revisit intention, this study focuses on four variables that are presumed to affect tourists' revisit intention, namely service quality, facilities, ticket prices, and promotion. These four variables were selected because they are considered to play an important role in creating a positive tourism experience, thereby encouraging tourists to revisit a destination.

Service quality refers to the ability of a service provider to deliver services that meet or exceed customer expectations, thereby creating satisfaction and a positive experience (Kusumawati & Putra, 2025). Good service quality is demonstrated through staff friendliness, service speed, the ability to provide information, and responsiveness in addressing visitors' needs and complaints.

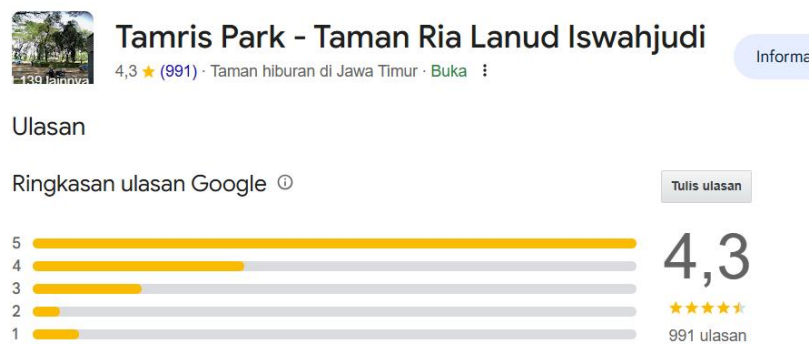


Figure 3. Google Reviews of Tamris Park

Based on Google Reviews, Tamris Park Lanud Iswahjudi has received a rating of 4.3 out of 5 from 991 reviews, indicating that visitors generally provide positive assessments of the tourist destination. Nevertheless, several complaints have been reported regarding the quality of services provided. Some visitors have complained about inconsistencies in operating hours, where the information indicates that the destination closes at 4:00 p.m., while in practice, some staff and services have already stopped operating at around 3:00 p.m.

In addition, complaints have been raised regarding services in the food court area, which are considered less than optimal. Some visitors reported that food preparation times were

relatively long and that the food served did not always match their orders. These issues may reduce visitor comfort during their stay at the tourist destination. Furthermore, queues at several amusement rides are considered relatively long, particularly on weekends and during holiday periods, requiring visitors to wait for a considerable amount of time before enjoying the available facilities.

The study by Riadi et al. (2023) states that service quality has a positive and significant effect on tourists' revisit intention. This is consistent with the findings of Ikhsan & Kartika (2025), which demonstrate a direct, positive, and significant effect of service quality on revisit intention.

Facilities refer to physical resources that must be available before a service is offered to consumers (Levyda, 2022). According to Nuryadin & Sugiri (2023), good tourism facilities are facilities that are able to support visitors' comfort, safety, and satisfaction while they are at the tourist destination.



Figure 4. Tourism Facilities

The figure above illustrates the facilities available at Tamris Park Lanud Iswahjudi. Although Tamris Park is equipped with various adequate facilities, such as amusement rides, parking areas, gazebos, a food court, a prayer room, restrooms, a children's play area, and other supporting facilities, the management still needs to improve the quality and maintenance of the available facilities. This is because visitors have reported several complaints regarding the condition of certain facilities that are not optimal at certain times.

Facilities are an important factor influencing revisit intention because they can provide comfort, convenience, and satisfaction while visitors enjoy a tourist destination (Sipayung, 2026). The study by Dahmiri & Bhayangkari (2022) found that the facilities provided by a tourist destination have a positive and significant effect on visiting intention. Similarly, Alnawati (2023) found a direct, positive, and significant effect of tourism facilities on revisit intention.

According to Yusron et al. (2026), ticket price is one of the factors considered by tourists when deciding whether to visit a tourist destination. Affordable prices that are appropriate to the benefits received can increase tourists' intention to visit and revisit a destination.

Table 1. Comparison of Ticket Prices

No.	Tourist Destination	Entrance Ticket Price	Description	Source
1	Tamris Park (Taman Ria Iswahjudi)	Rp5,000	Entrance ticket to the tourist area, excluding amusement ride packages. Ride packages are available starting from Rp40,000–Rp50,000.	RRI.co.id
2	Magetan Park	Rp25,000	Entrance ticket includes access to the waterpark, outbound activities, and mini zoo.	Sisparnas
3	Genilangit Park	Rp10,000	The admission fee applies on both weekdays and weekends.	Sisparnas
4	Lawu Green Forest	Rp20,000	Regular entrance ticket; an all-inclusive ticket is also available for Rp90,000.	Sisparnas
5	Kebun Refugia Magetan	Rp10,000	Regular entrance ticket.	ANTARA News Jawa Timur

Source: Data di Olah, 2026

Although Tamris Park Lanud Iswahjudi offers a more affordable entrance ticket compared to other tourist destinations, the number of visitors still fluctuates and tends to decline during certain periods. This condition indicates that low ticket prices do not necessarily increase visitors' intention to revisit. Visitors consider not only affordability but also service quality, the completeness of facilities, and the promotional activities carried out by the management.

The study by Tulong et al. (2026) states that ticket prices have a significant influence on tourists' revisit intention. Affordable ticket prices that are appropriate to the benefits received can increase tourists' willingness to revisit a tourist destination. Similar findings were reported

by Kusumawati & Putra (2025), who found that price has a positive and significant effect on revisit intention.

Promotion is one of the marketing strategies used to provide information, persuade, and remind consumers about a product or service, thereby encouraging purchasing decisions or service usage (Panguriseng & Nur, 2022). According to Amelia & Iswadi (2023), promotion is a communication activity aimed at introducing a product or destination to the public through various media to attract the attention of potential consumers. Through effective promotion, tourists can obtain information about attractions, facilities, ticket prices, and various activities available at a tourist destination. Complete and easily accessible information can increase tourists' interest in visiting and encourage their intention to revisit (Maulany, 2025).

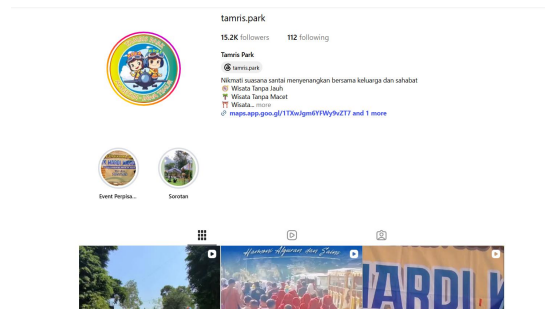


Figure 5. Promotional Media Through Instagram

Figure 5 illustrates one of the promotional activities conducted by Tamris Park Lanud Iswahjudi through social media, particularly Instagram, as a medium for providing information about amusement rides, facilities, ticket prices, operating hours, and various activities held at the destination. In addition to promoting the destination through social media, Tamris Park also actively organizes various events, particularly those aimed at schoolchildren, such as educational activities, competitions, school trips (field trips), and other entertainment events.

The study by Dewi and Purnomo (2023) states that promotion has a positive and significant effect on tourists' revisit intention. The more attractive, informative, and intensive the

promotional activities are, the greater tourists' willingness to revisit a tourist destination. Similar findings were reported by Sari et al. (2024).

B. METHOD

The method used in this study is a quantitative descriptive method. The population consisted of all visitors to Tamris Park Magetan. Since the exact population size was unknown, this study employed a non-probability sampling technique. The sample size was determined using the Lemeshow formula, resulting in 384 respondents. The sampling technique used in this study was purposive sampling. Data processing and analysis were conducted using a computer with SPSS (Statistical Package for the Social Sciences) software.

C. RESULTS AND DISCUSSIONS

In this study, the researcher employed the One-Sample Kolmogorov-Smirnov Test as a statistical test to assess data normality. The data are considered normally distributed if the probability value is greater than $\alpha > 0.05$ (Ghozali, 2018). The results of the normality test are presented below.

TABLE 2. Normalitas		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1.94182055
Most Extreme Differences	Absolute	.049
	Positive	.036
	Negative	-.049
Kolmogorov-Smirnov Z		.964
Asymp. Sig. (2-tailed)		.311
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS, 2026

Based on Table 2, the results of the normality test using the *One-Sample Kolmogorov-Smirnov Test* show that the *Asymp. Sig. (2-tailed)* value is 0.311, which is greater than $\alpha = 0.05$. This indicates that the data are normally distributed.

The partial test (t-test) is a statistical test used to determine the effect of an individual regression coefficient on the dependent variable (Y) (Ghozali, 2018). The results of the partial test are presented below.

Table 3. Test Parsial t (Test t)

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	5.180	.639	8.102	.000
	Kualitas pelayanan (X ₁)	.245	.035	.333	6.950 .000
	Fasilitas (X ₂)	.425	.083	.571	5.125 .000
	Harga Tiket (X ₃)	.137	.038	.178	3.582 .000
	Promosi (X ₄)	-.162	.056	-.306	- .004
				2.908	

a. Dependent Variable: Y

Source: Data di Olah, 2026

The criteria for the t-test are as follows: H_0 is accepted if $t_{\text{count}} < t_{\text{table}}$, and H_0 is rejected if $t_{\text{count}} \geq t_{\text{table}}$. The critical value is determined at a significance level of 5%. The t_{table} value is obtained using a two-tailed test with a significance level of $\alpha = 0.05$ (5%) and degrees of freedom $= n - k - 1 = 385 - 5 - 1 = 379$, resulting in a t_{table} value of 1.966.

Based on the results of the t-test using SPSS, the findings are as follows:

1. The Effect of Service Quality on Revisit Intention
The results presented in Table 4.20 show that the t_{count} value is 6.950, which is greater than the t_{table} value of 1.966, with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. This indicates that service quality has a significant effect on revisit intention.
2. The Effect of Facilities on Revisit Intention
The results presented in Table 4.20 show that the t_{count} value is 5.125, which is greater than the t_{table} value of 1.966, with a significance value of

$0.000 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. This indicates that facilities have a significant effect on revisit intention.

3. The Effect of Ticket Price on Revisit Intention

The results presented in Table 4.20 show that the t_{count} value is 3.582, which is greater than the t_{table} value of 1.966, with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_3 is accepted. This indicates that ticket price has a significant effect on revisit intention.

4. The Effect of Promotion on Revisit Intention

The results presented in Table 4.20 show that the t_{count} value is -2.908, with an absolute value greater than the t_{table} value of 1.966, and a significance value of $0.004 < 0.05$. Therefore, H_0 is rejected and H_4 is accepted. This indicates that promotion has a significant negative effect on revisit intention

D. CONCLUSIONS

Based on the results of data processing and hypothesis testing regarding the effect of service quality, facilities, ticket prices, and promotion on revisit intention at Tamris Park Lanud Iswahjudi, the following conclusions can be drawn:

1. Service quality has a significant effect on revisit intention at Tamris Park Lanud Iswahjudi.
The better the service quality provided, such as the cleanliness of the tourist area, staff friendliness, service speed, and visitors' sense of safety, the higher the tourists' intention to revisit.
2. Facilities have a significant effect on revisit intention at Tamris Park Lanud Iswahjudi.
Complete, comfortable, user-friendly, and well-maintained facilities can increase visitor comfort and encourage tourists to revisit the destination.
3. Ticket price has a significant effect on revisit intention at Tamris Park Lanud Iswahjudi.
Ticket prices that are considered appropriate in relation to the benefits, quality of facilities, and tourism experience received can increase tourists' willingness to revisit, although some

visitors still consider the reasonableness of ticket prices to be an aspect that requires attention.

4. Promotion has a negative and significant effect on revisit intention at Tamris Park Lanud Iswahjudi. This finding indicates that the promotional activities carried out have not been able to encourage tourists to make repeat visits. Revisit intention is more strongly influenced by the actual experience visitors obtain during their visit to Tamris Park than by the promotional activities conducted.

Overall, the results indicate that increasing tourists' revisit intention at Tamris Park Lanud Iswahjudi can be achieved by improving service quality, providing more complete and comfortable facilities, and setting ticket prices that are appropriate to the benefits received by visitors. Meanwhile, promotional strategies need to be evaluated and further developed so that they not only attract new tourists but also encourage repeat visits through more attractive, innovative, and experience-oriented information.

E. SUGGESTIONS

Based on the limitations of the study described above, several suggestions can be provided as follows:

- 1) For the Management of Tamris Park Lanud Iswahjudi

The management is expected to continuously improve service quality by providing friendly, fast, and responsive services to visitors' needs. In addition, the management should improve and maintain tourism facilities to ensure visitor comfort, maintain the appropriateness of ticket prices in relation to the quality of services provided, and evaluate promotional strategies to make them more creative and aligned with tourists' needs.

- 2) For Future Researchers

Future researchers are expected to develop this study by adding other variables that may influence revisit intention, such as visitor satisfaction, destination image, tourism experience, electronic word of mouth (e-WOM), tourist loyalty, and attraction quality.

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