

TICKET PRICE, EVENT, AMENITIES, and, CULINARY on VISITING INTEREST at WADUK BENING WIDAS, MADIUN REGENCY

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Harga Tiket, Event, Amenitas, dan Kuliner terhadap Minat Berkunjung masyarakat pada Waduk Bening Widas Kabupaten Madiun, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan teknik non-probability sampling jenis purposive sampling, melibatkan 385 responden yang pernah berkunjung ke lokasi tersebut. Ukuran sampel ditentukan menggunakan rumus Lemeshow (1990) karena jumlah populasi tidak diketahui secara pasti. Data dikumpulkan melalui kuesioner dengan skala Likert lima poin dan dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa seluruh item instrumen dinyatakan valid dan reliabel, model regresi memenuhi asumsi normalitas dan bebas dari multikolinearitas, serta Harga Tiket, Event, Amenitas, dan Kuliner masing-masing berpengaruh positif dan signifikan terhadap Minat Berkunjung, dengan Harga Tiket sebagai variabel paling dominan. Secara simultan, keempat variabel tersebut juga berpengaruh positif dan signifikan serta mampu menjelaskan 73,3% variasi Minat Berkunjung. Temuan ini mengindikasikan bahwa harga tiket yang terjangkau, event yang menarik, amenitas yang memadai, serta kuliner yang berkualitas berperan penting dalam mendorong minat masyarakat untuk berkunjung ke Waduk Bening Widas Kabupaten Madiun.

Kata Kunci: Harga Tiket, Event, Amenitas, Kuliner, Minat Berkunjung

Abstract

This study aims to determine the effect of Ticket Price, Event, Amenities, and Culinary on the public's Visiting Interest at Waduk Bening Widas, Madiun Regency, both partially and simultaneously. The study employed a quantitative associative approach with a non-probability, purposive sampling technique, involving 385 respondents who had previously visited the site. The sample size was determined using the Lemeshow (1990) formula because the exact population size was unknown. Data were collected through a five-point Likert-scale questionnaire and analyzed using multiple linear regression with the aid of SPSS. The results show that all instrument items were valid and reliable, the regression model satisfied the normality assumption and was free from multicollinearity, and Ticket Price, Event, Amenities, and Culinary each had a positive and significant effect on Visiting Interest, with Ticket Price being the most dominant variable.

Simultaneously, the four variables also had a positive and significant effect and were able to explain 73.3% of the variance in Visiting Interest. These findings indicate that affordable ticket prices, attractive events, adequate amenities, and quality culinary offerings play an important role in encouraging the public to visit Waduk Bening Widas, Madiun Regency.

Keywords: Ticket Price, Event, Amenities, Culinary, Visiting Interest

A. INTRODUCTION

1. Background and Phenomenon

The tourism sector is one of the strategic sectors that contributes significantly to regional economic growth, higher community income, and job creation. In recent years the sector has grown rapidly along with the rising public need for recreational activities (Utami & Kafabih, 2021), a trend that has intensified competition among tourist destinations and made visiting interest a key indicator of a destination's success in attracting tourists. Modern tourists no longer consider natural beauty alone; they also weigh facility quality, price, available activities, and the culinary experience obtained during a visit, so the decision to visit is the result of a comprehensive evaluation of a destination's attributes.

East Java recorded 218.71 million domestic tourist trips in 2024, or about 21.42 percent of Indonesia's total trips, an increase of 5.60 percent from the previous year, while foreign visits rose 47.42 percent, making it the country's leading tourist destination province. Madiun Regency, part of this province, has diverse natural, cultural, and man-made tourism potential, one of which is Waduk Bening Widas in Saradan Sub-district, a reservoir destination offering water panoramas, recreational activities, and potential for surrounding community economic development.

Despite this potential, visitor numbers have not followed an upward trend. Data from the local tourism office show visits falling from 96,424 in 2022 to 90,066 in 2023 (down 6.59 percent) and further to 78,723 in 2024 (down 12.59 percent). Although a partial figure for the 2025 school-holiday period (55,163 visitors) still shows the site retains appeal, the three-year

decline signals a gap between the destination's natural potential and its actual visitor realization, indicating that certain destination attributes may not be fully meeting tourist expectations.

Four such attributes are examined in this study. Ticket price, viewed through Marketing Management Theory (Kotler & Keller, 2016), functions as a financial sacrifice that tourists weigh against the benefits received (value for money); Waduk Bening Widas charges a relatively low entry fee (around Rp5,000-Rp10,000, rising to about Rp35,000 during peak seasons), yet affordability alone does not guarantee visits if it is not matched with facility quality (Monroe, 2003). Event, as a form of tourism attraction and experiential-marketing strategy (Getz, 2012), has included automotive-community gatherings, scouting activities, camping, and outbound programs at the site, but these events tend to be inconsistent, poorly scheduled, and narrowly promoted, limiting their long-term draw. Amenities, such as parking, prayer rooms, toilets, gazebos, jetties, boat rentals, a swimming pool, and camping grounds, support tourist comfort (Cooper et al., 2008), yet maintenance, cleanliness, and capacity relative to visitor volume remain uneven. Culinary offerings such as grilled and fried fish, corn, and local snacks add to the destination's appeal (World Tourism Organization, 2017), but limited menu variety, inconsistent taste quality among vendors, and hygiene concerns can constrain their contribution to visiting interest.

Previous studies on these variables show inconsistent results: some find ticket price, event, amenities, or culinary attractions significantly affect visiting interest (Fajrin et al., 2021; Mickial & Putra, 2024), while others find no significant effect (Ginting & Winata, 2023; Qodriyah et al., 2023), indicating that their influence is context-dependent. Moreover, most prior research has focused on destinations experiencing rising visitation, leaving a gap in understanding declining-visitation cases such as Waduk Bening Widas, and much of it has examined only one or two variables rather than the four combined. Based on this background, the researcher is interested in examining “The Influence of Ticket Price, Event, Amenities, and Culinary on Visiting Interest at Waduk Bening Widas, Madiun Regency.”

2. Theoretical Framework

This study uses Marketing Management Theory (Kotler & Keller, 2016) as the grand theory, which explains that consumer decisions and interest are shaped by marketing stimuli that form a perceived value toward a product or service; in tourism, such stimuli include ticket price, event, amenities, and culinary offerings that tourists evaluate before forming a visiting interest. The study is further supported by the Theory of Planned Behavior (Ajzen, 1991), which explains that behavioral intention is shaped by attitude toward the behavior, subjective norm, and perceived behavioral control. In this context, positive perceptions of the four destination attributes build a positive attitude, recommendations from family, friends, or social media reinforce subjective norms, and perceived ease of access, affordability, and comfort strengthen perceived behavioral control, together increasing visiting interest.

Ticket price is the amount tourists must pay to access a destination's facilities and experiences (Kotler & Keller, 2016); it is measured through five indicators, namely affordability, correspondence with facilities and experience obtained, fairness relative to similar destinations, value for money, and its ability to encourage visiting interest. Event refers to planned activities organized to create attraction, experience, and interaction for visitors (Getz, 2012; Noor, 2017), measured through the attractiveness, variety, creativity/uniqueness, and suitability of events with tourist preferences, and their ability to raise visiting interest. Amenities are supporting facilities provided to meet tourist needs and comfort (Cooper et al., 2008; Spillane, 1994), measured through completeness, cleanliness, comfort, safety, and ease of use of facilities. Culinary refers to the variety of food and beverages available at a destination (Richards, 2012), measured through variety, taste quality, hygiene, uniqueness, and overall appeal. Visiting interest itself is a behavioral tendency that emerges after evaluating a destination's benefits (Kotler & Keller, 2016), operationalized through transactional, referential, preferential, and explorative intention (Ferdinand, 2014).

Prior studies support these relationships with some inconsistency. Ticket price has been found to positively affect visiting interest through the value-for-money mechanism (Rini, 2025; Nurdiana & Santoso, 2023; Rinaldi et al., 2024), although Qodriyah et al. (2023) found no significant effect at Malang Smart Arena, where facility quality mattered more than price. Event has been shown to raise visiting interest and re-visit intention through the experience it creates (Ismail & Iriani, 2021; Pratiwi & Prakosa, 2021; Sari & Kale, 2024), although its effect depends on consistency, promotion, and fit with tourist preferences. Amenities have been found to significantly affect visiting or re-visiting interest (Rossadi & Widayati, 2018; Pasaribu & Ismayuni, 2023), though in some nature-based destinations the core attraction outweighs facility completeness. Culinary attractions have also been linked to visiting interest through the unique and authentic experience they provide (Utami & Kafabih, 2021; Mickial & Putra, 2024). These mixed findings, together with the empirical decline in visits despite Waduk Bening Widas's tourism potential, form the conceptual basis of this study, namely that Ticket Price (X1), Event (X2), Amenities (X3), and Culinary (X4) are hypothesized to jointly and individually affect Visiting Interest (Y).

3. Research Objective

This study aims to: (1) determine the effect of Ticket Price on Visiting Interest at Waduk Bening Widas, Madiun Regency; (2) determine the effect of Event on Visiting Interest; (3) determine the effect of Amenities on Visiting Interest; (4) determine the effect of Culinary on Visiting Interest; and (5) determine the simultaneous effect of Ticket Price, Event, Amenities, and Culinary on Visiting Interest at Waduk Bening Widas, Madiun Regency.

4. Research Hypotheses

- a. H1: Ticket Price affects Visiting Interest at Waduk Bening Widas, Madiun Regency.
- b. H2: Event affects Visiting Interest at Waduk Bening Widas, Madiun Regency.
- c. H3: Amenities affect Visiting Interest at Waduk Bening Widas, Madiun Regency.
- d. H4: Culinary affects Visiting Interest at Waduk Bening Widas, Madiun Regency.

e. H5: Ticket Price, Event, Amenities, and Culinary simultaneously affect Visiting Interest at Waduk Bening Widas, Madiun Regency.

B. METHOD

This study used a quantitative associative method with a survey approach to examine the effect of Ticket Price (X1), Event (X2), Amenities (X3), and Culinary (X4) on Visiting Interest (Y) in an objective, measurable manner (Sugiyono, 2022). It was conducted at Waduk Bening Widas, Saradan Sub-district, Madiun Regency, from April to July 2026, and is cross-sectional in nature.

The population consisted of people who knew of or had visited Waduk Bening Widas; because the exact population size was unknown, the sample size was calculated using the Lemeshow (1990) formula ($Z = 1.96$, $p = 0.5$, $d = 0.05$), yielding a minimum of 384.16, rounded to 385 respondents. Sampling used non-probability purposive sampling, with respondents required to (a) have visited Waduk Bening Widas, (b) be at least 17 years old, and (c) be willing to complete the questionnaire in full.

Data were collected through a questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), supported by observation and documentation. Ticket Price, Event, Amenities, and Culinary were each measured with 5 items representing 5 indicators, while Visiting Interest was measured with 5 items representing 4 indicators (transactional, referential, preferential, and explorative intention) (Ferdinand, 2014; Kotler & Keller, 2016).

Instrument feasibility was tested through a validity test using Pearson Product Moment correlation, with items considered valid if the calculated r value exceeded the r -table value ($df = n - 5 = 380$, $r\text{-table} = 0.100$) at a 5% significance level, and a reliability test using Cronbach's Alpha, with a construct considered reliable if the Cronbach's Alpha value exceeded 0.60 (Ghozali, 2021). Prior to regression analysis, classical assumption tests were conducted, comprising a normality test using the One-Sample Kolmogorov-Smirnov test (data considered normal if the significance value exceeded 0.05), a multicollinearity test using Tolerance and Variance Inflation Factor (VIF)

values (no multicollinearity if Tolerance exceeded 0.10 and VIF was below 10), and a heteroscedasticity test using the Glejser test (no heteroscedasticity if the significance value exceeded 0.05).

Data were analyzed using multiple linear regression with the equation model $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$, where Y is Visiting Interest, a is the constant, b₁-b₄ are the regression coefficients of Ticket Price, Event, Amenities, and Culinary respectively, and e is the error term. Hypothesis testing was conducted through the t-test to determine the partial effect, the F-test to determine the simultaneous effect, and the coefficient of determination (R²) to determine the extent to which the independent variables explain the dependent variable. The significance criterion applied was 0.05, and all data processing was carried out using SPSS 26.

C. RESULTS AND DISCUSSIONS

1. Respondent Profile and Instrument Test Results

Of the 385 respondents, the largest age group was 26-30 years (30%), followed by 21-25 years (27%), over 30 years (25%), and under 20 years (18%). Respondents were predominantly male (72% versus 28% female), held a bachelor's degree (37%), were unmarried (61%), worked mainly as self-employed/entrepreneurs (36%), and had visited the site two to three times (43%). This composition suggests the destination is mainly frequented by mobile, digitally active young-adult tourists, though it retains appeal across education levels, marital status, and occupational backgrounds.

Validity testing showed that all items across the Ticket Price, Event, Amenities, Culinary, and Visiting Interest variables produced calculated r values above the r-table value of 0.100, so all items were declared valid. Reliability testing, presented in Table 1, confirmed that all variables exceeded the minimum Cronbach's Alpha threshold of 0.60.

Table 1. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Ticket Price (X1)	0.720	5	Reliable
Event (X2)	0.670	5	Reliable
Amenities (X3)	0.639	5	Reliable

Variable	Cronbach's Alpha	Number of Items	Description
Culinary (X4)	0.709	5	Reliable
Visiting Interest (Y)	0.692	5	Reliable

Source: SPSS Output, 2026

Classical assumption testing was conducted before the regression analysis. The One-Sample Kolmogorov-Smirnov test produced an asymptotic significance of 0.264 (> 0.05), indicating that the residual data are normally distributed. The multicollinearity test showed Tolerance values of 0.279 (X1), 0.326 (X2), 0.322 (X3), and 0.329 (X4), all above 0.10, with corresponding VIF values of 3.580, 3.067, 3.110, and 3.041, all below 10, confirming the model is free of multicollinearity. The Glejser heteroscedasticity test showed significance values above 0.05 for Ticket Price (0.173), Event (0.726), and Culinary (0.933), indicating no heteroscedasticity for these variables; however, Amenities showed a significance value of 0.004 (< 0.05), indicating the presence of heteroscedasticity for this variable, a limitation that should be considered when interpreting its coefficient.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of Ticket Price, Event, Amenities, and Culinary on Visiting Interest, as presented in Table 2.

Table 2. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.047	0.622	-	1.683	0.093
Ticket Price (X1)	0.379	0.050	0.378	7.529	0.000
Event (X2)	0.142	0.051	0.130	2.806	0.005
Amenities (X3)	0.233	0.048	0.228	4.868	0.000
Culinary (X4)	0.195	0.044	0.205	4.430	0.000

Source: SPSS Output, 2026

Based on Table 2, the regression equation is $\hat{Y} = 1.047 + 0.379X_1 + 0.142X_2 + 0.233X_3 + 0.195X_4 + e$. All four coefficients are positive, indicating that improvements in ticket price perception, event quality, amenities, and culinary offerings are each followed by an increase in Visiting Interest. The standardized coefficient (Beta) of Ticket Price (0.378) is the highest

among the four variables, indicating it is the most dominant predictor, followed by Amenities (0.228), Culinary (0.205), and Event (0.130).

3. Hypothesis Testing Results

Hypotheses were tested using the t-test for partial effects and the F-test for the simultaneous effect, with decisions based on a significance level of $\alpha = 0.05$. Table 3 summarizes the partial (direct effect) hypothesis testing results.

Table 3. Partial (t-test) Hypothesis Testing Results

Hypothesis	Path	Beta	t-statistic	t-table	p-value
H1	Ticket Price → Visiting Interest	0.378	7.529	1.966	0.000
H2	Event → Visiting Interest	0.130	2.806	1.966	0.005
H3	Amenities → Visiting Interest	0.228	4.868	1.966	0.000
H4	Culinary → Visiting Interest	0.205	4.430	1.966	0.000

Source: SPSS Output, 2026

Table 3 shows that all four independent variables have t-statistics greater than the t-table value of 1.966 with p-values below 0.05, so H1, H2, H3, and H4 are all accepted: Ticket Price, Event, Amenities, and Culinary each have a positive and significant effect on Visiting Interest.

Table 4. Simultaneous (F-test) Hypothesis Testing Results

Hypothesis	Path	F-statistic	F-table	p-value
H5	Ticket Price, Event, Amenities, Culinary → Visiting Interest	260.640	2.628	0.000

Source: SPSS Output, 2026

Table 4 shows a calculated F-statistic of 260.640, greater than the F-table value of 2.628, with a p-value of 0.000 (< 0.05), so H5 is accepted: Ticket Price, Event, Amenities, and Culinary simultaneously have a positive and significant effect on Visiting Interest.

Table 5. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.856	0.733	0.730

Source: SPSS Output, 2026

The R value of 0.856 indicates a very strong relationship between the four independent variables and Visiting Interest. The R Square value of 0.733 shows that Ticket Price, Event,

Amenities, and Culinary jointly explain 73.3% of the variance in Visiting Interest, while the remaining 26.7% is explained by other factors outside this research model, such as destination image, service quality, digital promotion, and accessibility.

4. Discussion

The results confirm that Ticket Price has the strongest positive and significant effect on Visiting Interest, consistent with Marketing Management Theory (Kotler & Keller, 2016), which frames price as a form of financial sacrifice that tourists weigh against perceived benefits. Descriptive results show tourists rate the affordability and fairness of Waduk Bening Widas's ticket price highly, suggesting the price is perceived as proportionate to the facilities and experience received. This finding is consistent with Rini (2025), Nurdiana and Santoso (2023), and Rinaldi et al. (2024), who found ticket price positively affects visiting interest, although it contrasts with Qodriyah et al. (2023), who found price had no significant effect at Malang Smart Arena where facility quality was the stronger driver, a difference attributable to variation in destination characteristics and tourist segments.

Event is also proven to positively and significantly affect Visiting Interest, supporting the Theory of Planned Behavior (Ajzen, 1991), in which an attractive event builds a positive attitude toward the destination. Activities such as community gatherings, camping, and outbound programs at Waduk Bening Widas contribute to a livelier, more memorable visiting experience. This result aligns with Ismail and Iriani (2021) and Pratiwi and Prakosa (2021), who found event organization raises visiting and re-visiting interest, and with Sari and Kale (2024), who showed well-packaged events strengthen a destination's appeal. As Event shows the smallest standardized coefficient among the four variables, however, the destination still needs more consistent, innovative, and well-promoted programming to realize its full potential.

Amenities significantly affect Visiting Interest as well, in line with the view that supporting facilities shape comfort and perceived value (Cooper et al., 2008; Kotler & Keller, 2016).

Respondents rated the site's parking, prayer facilities, gazebos, and recreational amenities

favorably, consistent with Rossadi and Widayati (2018) and Pasaribu and Ismayuni (2023), who found facility completeness positively affects visiting interest. The heteroscedasticity detected for this variable, however, suggests that the strength of its effect may vary across different groups of respondents, so managers should not assume a uniform facility experience across all visitor segments.

Culinary also positively and significantly affects Visiting Interest, supporting the view that food experience is part of a destination's value proposition, not merely a basic need (Richards, 2012; World Tourism Organization, 2017). Variety, taste, and cleanliness of the food offered around the reservoir were rated positively by respondents, consistent with Utami and Kafabih (2021) and Mickial and Putra (2024), who found culinary attractions strengthen visiting interest through the distinctive experience they add.

Simultaneously, Ticket Price, Event, Amenities, and Culinary explain 73.3% of the variance in Visiting Interest, a very strong relationship that confirms Marketing Management Theory's view that consumer decisions are shaped by multiple, mutually reinforcing marketing-mix elements (Kotler & Keller, 2016) and the Theory of Planned Behavior's view that attitude, subjective norm, and perceived behavioral control jointly form behavioral intention (Ajzen, 1991). This finding indicates that improving visitor numbers at Waduk Bening Widas cannot rely on a single attribute; it requires an integrated strategy that keeps ticket prices reasonable while simultaneously enriching events, upgrading amenities, and developing local culinary offerings.

D. CONCLUSIONS

This study proves that Ticket Price, Event, Amenities, and Culinary each have a positive and significant effect on Visiting Interest at Waduk Bening Widas, Madiun Regency, and that the four variables simultaneously have a positive and significant effect, explaining 73.3% of its variance. Ticket Price is the most dominant variable, followed by Amenities, Culinary, and Event. These findings indicate that tourists' visiting interest is shaped by a comprehensive evaluation of

a destination's attributes rather than by natural attractiveness alone, and that the declining visitor trend at Waduk Bening Widas can be partly explained by gaps in these four attributes relative to tourist expectations. This study is limited to a single destination and four independent variables, so the results should not be generalized to all tourism destinations.

E. SUGGESTIONS

The management of Waduk Bening Widas is advised to maintain an affordable and fair ticket price while ensuring it remains proportionate to facility and service quality; to organize events more regularly, creatively, and with community and local MSME involvement; to keep improving the completeness, cleanliness, comfort, and safety of amenities such as parking areas, restrooms, and prayer facilities; and to develop the variety, quality, and hygiene of local culinary offerings in partnership with local MSMEs. The Madiun Regency Government is advised to support infrastructure access to the site and provide sustained promotion and MSME assistance, while surrounding communities and business operators are encouraged to maintain cleanliness, hospitality, and service quality. Future researchers are advised to include additional variables such as destination image, service quality, digital promotion, or accessibility, to address the heteroscedasticity found in the Amenities variable, and to extend the research to other destinations to enrich understanding of visiting-interest behavior.

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