

Analysis of the Effect of Prices and Quality of Facilities on Tourist Visit Decision

Tourist Visit Decision

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ABSTRACT

This study aims to analyze the impact of price and facilities on tourists' visitation decisions. This focus is based on the importance of the tourism industry in enhancing regional economies, where price and facilities are key elements influencing tourists' decisions when selecting a destination. In the context of increasingly intense global competition, tourist destinations need to understand consumer preferences related to their perceptions of price and the quality of the facilities offered. The research employs a quantitative method with a survey approach. Data were collected through questionnaires distributed to visitors of Taman Mini Indonesia Indah (TMII). The sampling technique used was non-probability sampling with purposive sampling, resulting in 162 completed questionnaires. Data analysis was conducted using Structural Equation Modelling (SEM) with the aid of AMOS software to test the relationships between the variables of price, facilities, and visitation decisions. The results indicate that both price and facilities significantly influence tourists' visitation decisions. Specifically, facilities have a stronger impact compared to price on tourists' decisions to visit. These findings underscore the importance of competitive pricing strategies and the enhancement of facility quality in efforts to increase the attractiveness of tourist destinations.

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Keywords: Price Determination, Facility Quality, Decision Making, Tourism Visits

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak harga dan fasilitas terhadap keputusan kunjungan wisatawan. Fokus ini didasarkan pada pentingnya industri pariwisata dalam meningkatkan perekonomian daerah, di mana harga dan fasilitas merupakan elemen kunci yang memengaruhi keputusan wisatawan saat memilih destinasi. Dalam konteks persaingan global yang semakin ketat, destinasi wisata perlu memahami preferensi konsumen terkait persepsi mereka terhadap harga dan kualitas fasilitas yang ditawarkan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang didistribusikan kepada pengunjung Taman Mini Indonesia Indah (TMII). Teknik pengambilan sampel yang digunakan adalah non-probability sampling dengan purposive sampling, menghasilkan 162 kuesioner yang lengkap. Analisis data dilakukan dengan menggunakan Structural Equation Modelling (SEM) dengan bantuan perangkat lunak AMOS untuk menguji hubungan antara variabel harga, fasilitas, dan keputusan kunjungan. Hasil penelitian menunjukkan bahwa baik harga maupun fasilitas secara signifikan memengaruhi keputusan kunjungan wisatawan. Secara khusus, fasilitas memiliki dampak yang lebih kuat dibandingkan harga terhadap keputusan wisatawan untuk berkunjung. Temuan ini menekankan pentingnya strategi penentuan harga yang kompetitif dan peningkatan kualitas fasilitas dalam upaya meningkatkan daya tarik destinasi wisata.

Kata kunci: Penentuan Harga, Kualitas Fasilitas, Pengambilan Keputusan, Kunjungan Wisata

INTRODUCTION

Tourism is an activity involving travel for recreation, vacation, or sightseeing, providing individuals with opportunities to enjoy various new experiences. Tourist destinations can include historical sites, natural wonders, or other interesting places with special attractions (Khairi & Darmawan, 2021). Jakarta, as one of the largest cities in

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Indonesia, frequently serves as a primary destination for various purposes, such as business, education, and tourism. The city offers a wide range of tourist attractions that can appeal to both domestic and international tourists, with entertainment options covering history, culture, and amusement parks. One iconic tourist destination in Jakarta is Taman Mini Indonesia Indah (TMII). TMII is a recreational park depicting the diversity of Indonesian culture and natural beauty on a miniature scale, making it an ideal place for tourists to learn more about the richness of Indonesian culture and traditions (Untari, 2020). The increase in international tourist visits to destinations like TMII positively impacts the national economy. As visitor numbers rise, the country benefits from increased foreign exchange through tourists' expenditures while in Indonesia (Sukoco et al., 2021; Maranay et al., 2023).

To enhance profitability and maintain sustainability, Taman Mini Indonesia Indah (TMII) needs to formulate effective strategies and gain a deep understanding of its consumers' needs. By understanding what visitors seek and desire, TMII can provide a more engaging and relevant experience, ultimately increasing public interest in visiting. One approach is to optimize existing facilities and offer various programs and events that attract different visitor segments (Sari, 2021; Astuti & Dewi, 2022). Innovations in presenting cultural and historical information, improving service quality, and offering appealing tour packages can be effective strategies. If TMII succeeds in attracting interest and meeting visitor expectations, it will positively influence tourists' decisions to choose TMII as a travel destination. Consequently, the increased number of visits will directly contribute to the profitability and sustainability of TMII in the future (Kurniawan & Ayu, 2021).

The tourism industry is a crucial sector that significantly contributes to the regional economy (Riyadi & Nurmahdi, 2022). This sector not only creates job opportunities but also stimulates economic growth through increased regional income and foreign exchange earnings. Tourism growth is heavily influenced by various factors, including the price and facilities offered by tourist destinations. Competitive pricing and adequate facilities are key factors in attracting tourist interest. In the context of global competition, tourism industry players must understand tourists' preferences and meet their expectations (Widayati et al., 2020; Tajeddini et al., 2021). Tourists' perceptions of price and the quality of available facilities are primary determinants in their decision-making process when choosing a destination. Tourists tend to seek destinations that not only offer engaging experiences but also provide value commensurate with the cost incurred (Putri et al., 2022). Therefore, it is important for tourist destinations to continuously improve the quality of their facilities and offer pricing that matches the services provided. A deep understanding of tourists' preferences will help industry players develop effective strategies to attract more visitors and enhance competitiveness (Dey et al., 2020).

This study aims to analyze the impact of price and facilities on tourists' visitation decisions at Taman Mini Indonesia Indah (TMII). Price and quality of facilities are crucial elements influencing tourists' decisions. Here, price includes the costs incurred by tourists to enjoy services and attractions at TMII, while facilities encompass aspects such as infrastructure, accommodation, accessibility, and supporting services that enhance comfort and satisfaction. The study will explore how competitive pricing and adequate facilities affect tourists' decisions to choose TMII as their travel destination. By understanding the relationship between price, facilities, and visitation decisions, this research is expected to provide valuable insights for improving TMII's marketing and service strategies and attracting more tourists.

LITERATURE REVIEW

Consumers' decisions to visit a tourist attraction are significantly influenced by consumer behavior, which is a crucial element in tourism marketing. Consumer behavior encompasses all aspects of tourists' decisions before, during, and after their visit, including their preferences, needs, and expectations (Stylidis et al., 2022). Understanding this behavior is essential for tourism companies because they cannot directly know what is on

consumers' minds without conducting in-depth research. Price and facilities are two key elements that affect tourists' decisions (Biswas et al., 2021). A perceived fair price and adequate facilities can be major attractions for tourists when choosing a destination. This tendency indicates that company management needs to pay more attention to consumer behavior aspects, particularly in the decision-making process for visiting (Surahman et al., 2020). By analyzing how price and facilities impact consumers' decisions, companies can develop more effective marketing strategies and tailor their offerings to meet tourists' needs and expectations. This includes adjusting pricing, improving facility quality, and providing additional services that can enhance satisfaction and attractiveness of the tourist destination (Bayih & Singh, 2020; Untari, 2020).

Pricing is a strategic decision that is crucial in any company, especially in the tourism industry. The price set for tourism services or attractions can have a significant impact on tourists' decisions to visit. Competitive and transparent pricing often becomes a key factor influencing consumer decisions (Mandić & Petrić, 2021). Tourists tend to compare prices among various destinations and seek the best value for their money. Therefore, setting the right price can attract more visitors by offering packages that fit their budget, while excessively high prices may drive potential visitors to alternative, more affordable options (Gidebo, 2021).

Additionally, pricing strategies also include the use of discounts and promotions, which can influence tourists' decisions. Discounts or special offers provided by service providers or tourist attractions often serve as additional attractions for tourists. These offers provide extra incentives to choose a particular destination and can impact the perceived value of the services offered. Effective promotional pricing, such as early booking discounts or bundling packages, can enhance appeal and encourage tourists to visit. Competitive pricing and appropriate promotional strategies can play a key role in attracting tourists and influencing their decisions to visit a destination (Zeng & Yi Man Li, 2021).

Facilities are a crucial aspect in attracting and satisfying tourists at a tourist attraction. The facilities provided by a destination include various elements that support the visitor experience, such as infrastructure, services, and adequate amenities (Pratama et al., 2021). High-quality facilities that meet service standards can create a positive impression among visitors. For example, the completeness of facilities, such as parking areas, clean restrooms, dining options, and comfortable accommodations, significantly affects tourists' comfort and satisfaction. If these facilities are well-maintained, clean, and organized, visitors are more likely to feel satisfied and may recommend the destination to others. Positive feedback from previous visitors can attract more tourists, thereby increasing visits (Kurniawan & Ayu, 2021).

In this study, the indicators for facilities include completeness, cleanliness, tidiness, and ease of use. Completeness refers to the extent to which the tourist attraction provides all necessary attributes to support visitors' activities, such as sufficient seating, sanitation facilities, and accessibility. Cleanliness and tidiness are crucial as they affect visitors' comfort and health (Yang et al., 2020). Clean and well-organized facilities enhance the tourist experience and reduce potential issues during the visit. Furthermore, ease of use covers how familiar and accessible the facilities are for tourists. Intuitive and easy-to-use facilities will enhance visitor satisfaction and allow them to enjoy their tourism experience more fully (Khairi & Darmawan, 2021; Astuti & Dewi, 2022).

H1: Price has a significant influence on facilities

H2: Price has a significant influence on the decision to visit

H3: Facilities has a significant influence on the decision to visit

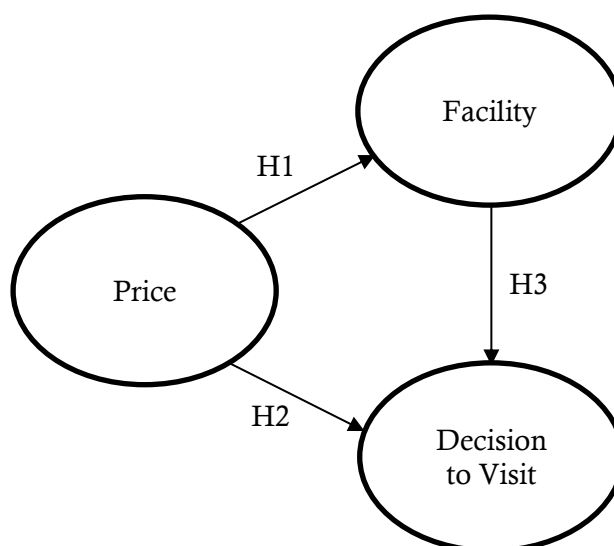


Figure 1. Hypothesis Framework

METHOD

This study employs a quantitative method to analyze the causal relationships between the variables under investigation. The primary focus of this research is to evaluate the impact of independent variables, namely price and facilities, on the dependent variable, which is the decision to visit Taman Mini Indonesia Indah (TMII) in Jakarta. The objective of this research is to identify how price and the quality of facilities can influence tourists' decisions to choose TMII as their destination. The population characteristic in this study consists of all visitors to TMII. The sampling technique used is non-probability sampling with purposive sampling method, where the sample is selected based on specific criteria relevant to the research. Data was collected using a questionnaire with a Likert scale ranging from 1 to 5 points, which measures the level of agreement or disagreement of respondents with the given statements. Out of the 200 questionnaires distributed, 38 were excluded from analysis due to incompleteness. Therefore, the valid sample size for analysis is 162 questionnaires. To analyze the data, this study employs Structural Equation Modeling (SEM) using AMOS software. SEM allows this research to evaluate the complex relationships between price, facilities, and the decision to visit simultaneously, and to measure the strength of each variable's influence on tourists' decisions.

RESULT

In data analysis, validity testing is a crucial step to ensure that the measurement instruments used in research produce accurate and reliable data. One of the methods used in this study to test validity is convergent validity. Convergent validity measures the extent to which different indicators of a variable are related or converge toward the same construct. To test convergent validity, two main metrics are used: Composite Reliability (CR) and Average Variance Extracted (AVE). Composite Reliability assesses the extent to which indicators on a particular construct are interrelated and consistent in measuring the same variable. An indicator is considered to have good convergent validity if its Composite Reliability value is greater than 0.7 (Sugiyono, 2017). This value indicates that the indicators are reliable in measuring the intended construct and show high internal consistency.

Additionally, Average Variance Extracted (AVE) is used to assess how much variance is explained by the construct compared to the variance caused by measurement error. A variable is said to have good convergent validity if its AVE value is higher than 0.6 (Sugiyono, 2017). A high AVE value indicates that most of the variance in the indicators can be explained by the intended construct, and it shows that the indicators significantly

measure the same aspect of the variable. Both metrics, CR and AVE, are important indicators in evaluating the quality of research instruments and ensuring that the data collected are reliable for further analysis. High convergent validity provides assurance that the construct measured by the indicators is consistent and relevant, and can yield accurate results in the research.

Table 1. Validity Test

Variable	Composite Reliability	AVE
Price	P1	0.835
	P2	0.735
	P3	0.825
	P4	0.793
	P5	0.737
	P6	0.811
	P7	0.728
Facility	F1	0.828
	F2	0.811
	F3	0.799
	F4	0.820
	F5	0.729
Decision to Visit	V1	0.828
	V2	0.728
	V3	0.810
	V4	0.788
	V5	0.714

The results of the convergent validity analysis for the price variable show that the indicators used have very good reliability and validity levels. The Composite Reliability (CR) values for all indicators, from P1 to P7, are above the threshold of 0.7, ranging from 0.728 to 0.835. This indicates that each indicator has high internal consistency and reliably measures the price construct. Additionally, the Average Variance Extracted (AVE) values for these indicators range from 0.622 to 0.743, all exceeding the threshold of 0.6. This suggests that the variance explained by these indicators is derived from the intended price construct, rather than measurement error. Thus, these indicators demonstrate strong convergent validity, meaning they significantly and effectively measure the same aspect of the price variable.

For the facility variable, the indicators used also exhibit good reliability and validity. The Composite Reliability (CR) values for indicators F1 through F5 are all above the threshold of 0.7, ranging from 0.729 to 0.828. This indicates that each indicator has a sufficiently high internal consistency and can be relied upon to measure the facility construct. Additionally, the Average Variance Extracted (AVE) values for these indicators range from 0.630 to 0.721, all exceeding the threshold of 0.6. This indicates that most of the variance explained by these indicators comes from the measured facility construct, rather than measurement error. Thus, these indicators show strong convergent validity, meaning they effectively and significantly measure the same aspects of the facility variable.

The results of the convergent validity analysis for the decision to visit variable indicate that the indicators used have good reliability and validity. The Composite Reliability (CR) values for indicators V1 through V5 are all above the threshold of 0.7, ranging from 0.714 to 0.810. This shows that each indicator has adequate internal consistency and can be relied upon to measure the decision to visit construct. Additionally, the Average Variance Extracted (AVE) values for these indicators range from 0.620 to 0.742, all exceeding the recommended threshold of 0.6. The high AVE values indicate that most of the variance explained by these indicators comes from the decision to visit construct, rather than measurement error. Therefore, these indicators show strong convergent validity, meaning they significantly and effectively measure the same aspects of the decision to visit variable.

Furthermore, the Goodness of Fit test is used to evaluate how well the hypothesized model fits the empirical data collected. In the context of structural analysis, such as Structural Equation Modelling (SEM), the Goodness of Fit test helps determine whether the proposed model, which includes the relationships between various latent and manifest variables, is overall acceptable based on the existing data. Some commonly used indicators in the Goodness of Fit test include Chi-square, Root Mean Square Error of Approximation (RMSEA), and Goodness of Fit Index (GFI). A good fit in these indices indicates that the assumptions and structural relationships in the model represent the reality measured by the data well, making the results of the analysis more reliable.

Table 2. Goodness of Fit Test

Index	Cut of Value	Result of Value	Information
Chi-Square	> 0.05	418.54	Good
RMSEA	≤ 0.08	0.078	Good
GFI	≥ 0.90	0.810	Marginal
AGFI	≥ 0.90	0.844	Marginal
NFI	≤ 0.90	0.860	Good

The results of the Goodness of Fit test for the analyzed model show that while some fit indices meet the expected criteria, others are still at a marginal level. According to the table, the Chi-Square value is 418.54 with a significance level greater than 0.05, indicating that the model fits the empirical data well. The RMSEA index is 0.078, which is below the threshold of 0.08, suggesting that the model has a good fit with the data and that there is an acceptable level of error in the model. However, the GFI value of 0.810 and the AGFI value of 0.844 are slightly below the expected threshold of 0.90, indicating that while the model is fairly close to a good fit, there are aspects of the model that need improvement to achieve a more optimal fit. On the other hand, the NFI value of 0.860 suggests that the model has a reasonably good fit, although it is slightly below the ideal threshold of 0.90. Although the model shows some good fit indicators, there is an indication that improvements in certain aspects could enhance the overall quality of the model.

Table 3. Hypothesis Testing

	Hypothesis	P Value	T Statistics	Information
H1	Price has a significant influence on facilities	0.000	3.012	Hypothesis Accepted
H2	Price has a significant influence on the decision to visit	0.024	2.124	Hypothesis Accepted
H3	Facilities have a significant influence on the decision to visit	0.000	4.626	Hypothesis Accepted

The results of the hypothesis testing in this study indicate that each independent variable has a significant effect on the measured variables. The first hypothesis (H1), which tests the impact of price on facilities, shows a significant result with a P Value of 0.000 and T Statistics of 3.012. This means that changes in price significantly affect the perception or quality of the facilities offered. The price set by a tourist destination can influence tourists' perceptions of the facilities they expect and receive.

In the second hypothesis (H2), the results indicate that price also has a significant impact on tourists' decisions to visit, with a P Value of 0.024 and T Statistics of 2.124. This shows that tourists' decisions to visit a destination are greatly influenced by the price set. Prices that are perceived as reasonable or competitive will increase the likelihood of tourists choosing to visit, while prices that are too high or not commensurate with the perceived value can decrease interest in visiting.

The third hypothesis (H3) tests the effect of facilities on the decision to visit, and the results are highly significant with a P Value of 0.000 and T Statistics of 4.626. This indicates that the facilities provided by a tourist destination have a very strong influence on tourists' decisions to visit. Adequate, clean, and easily accessible facilities can

significantly enhance the attractiveness of a destination, thus encouraging more tourists to visit. Therefore, both price and facilities prove to be important factors that should be considered in the marketing strategy of a tourist destination.

CONCLUSION

The results of the hypothesis testing in this study indicate that price and facilities are two important factors influencing tourists' decisions to visit a destination. Price has been shown to have a significant impact on both the facilities offered and the decision to visit. On the other hand, facilities also have a highly significant effect on tourists' decisions to visit the destination. These two factors are interrelated and together influence the tourists' experience and decision-making. Therefore, tourist destinations such as Taman Mini Indonesia Indah (TMII) need to carefully consider pricing as a tool to attract visitors. Competitive pricing that aligns with the quality of the facilities offered will enhance the destination's appeal and encourage tourists to visit. Thus, management must ensure that the pricing is not only affordable but also reflects the perceived value by tourists.

Moreover, given the significant impact of facilities on the decision to visit, tourist destinations should focus on improving the quality of the provided facilities. Comprehensive, clean, and easily accessible facilities will enhance tourist satisfaction and provide a positive experience, which, in turn, can increase repeat visits and word-of-mouth recommendations. Investment in the maintenance and enhancement of facilities is crucial to maintaining the destination's competitiveness. By addressing both of these factors, tourist destinations can improve their attractiveness and ensure sustainability in attracting tourists. A balanced strategy between appropriate pricing and providing quality facilities will help the tourist destination achieve long-term success in the competitive tourism industry.

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