The Effect of Price, Facilities and Services on Visitor Interest in the Wonorejo Integrated Waterpark Area Lumajang

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Abstract: This study aims to examine and analyse the effect of price, facilities and services partially on the interest in visiting the Waterpark Baths in the Wonorejo Integrated Lumajang Area. This research was conducted because there were differences in the phenomenon of previous research. The Lumajang Integrated Wonorejo Area Waterpark Baths are baths that are managed directly by the Tourism Office which were developed as a source of income and a business to increase regional income. The research method uses a quantitative descriptive using primary data in the form of a questionnaire given to respondents who amount to the research sample. This research is quantitative with the number of respondents 80 taken randomly using purposive sampling method. The independent variables in this study are price with a total of 4 indicators, facilities with a total of 3 indicators and service with a total of 5 indicators while the dependent variable is interest in visiting with an indicator of 3. The results of this study indicate that price does not partially affect the intention to visit the Baths Waterpark in the Wonorejo Integrated Area of Lumajang, but the facilities and services partially have an influence on the interest in visiting the Waterpark in the Integrated Wonorejo Area, Lumajang.

Keywords: Price, facilities, service and interest in visiting

INTRODUCTION

Tourism is called one of the sectors that counts in the national development scene. This is because the tourism industry is considered as one of the supporting sectors to increase the country's exchange rate. They also began to promote tourism development, the opportunities available to increase revenue for the use of existing resources will be considered. Every city in Indonesia maximises the number of tourists, including Lumajang district. Lumajang district continues to develop its existing potential. The existing tourist destinations in Lumajang Regency have beautiful scenery that is worthy of being enjoyed by tourists. One of them is the tourist attraction of the Integrated Wonorejo Area *Waterpark* Bath in Lumajang. Interest in visiting is a person's interest in doing what they do when they are given the freedom to choose the desired place (Fitriyani & Pramusinto, 2018). Economic growth can be increased by optimally developing tourism which can be used to attract tourists to visit. Visiting interest is an important thing for the sustainability of business objects (Tresnayanti, Erdogan, & Pramusinto, 2018). (Tresnayanti, Ermawati, & Yatminiwati, 2022)..

Based on what researchers found in previous studies, there are several factors related to visiting interest. Among them are price, facilities and services. Price is a value of money determined by the company for consumers to get an item that has value benefits and uses (Gitosudarmo, 2014: 5). Facilities are physical equipment provided by the company, and have a long period of time to put convenience in its users as a result the needs of users of these facilities can be met (Jufrizen & Hadi, 2021). Service is any effort given by the manager that has the aim of meeting the needs and desires of consumers as well as accuracy in delivery to meet the expectations of these consumers (Tjiptono, 2014) in according to (Sulistyan & Ermawati, 2019). Some studies related to price, facilities and services include research conducted by (Bolang et al., 2021) which shows that ticket prices affect visiting interest, partially location and ticket prices also have a positive

and significant effect on visiting interest. However, it is different from the results of research conducted by (Rini & Apriyanti, 2022) which shows that accessibility has a partially positive effect on visiting interest, while attractiveness, price, and service have a partially negative effect on visiting interest. The second factor is facilities, research conducted by (Setyowati & Liliyan, 2022) shows that facilities have a significant positive effect on visiting interest. The third factor is service, research conducted by (Ab, 2022) shows that service has an effect on visiting interest. However, in contrast to the results of research conducted by (Rini & Apriyanti, 2022), it shows that service has a partially negative effect on visiting interest. The objectives in this study are: 1) To analyse the price has a significant effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Lumajang; 2) To analyse the facilities have a significant effect on visiting interest in the Wonorejo Integrated *Waterpark Bathing* Area Lumajang; 3) To analyse the service has a significant effect on visiting interest in the Integrated Wonorejo Area Waterpark Baths Lumajang.

METHOD

This research method uses quantitative methods by looking for causal relationships (Paramita & Rizal, 2018: 10). The population in this study were visitors who had visited the Wonorejo Integrated Waterpark Lumajang with a sample of 80 respondents who were taken randomly using purposive sampling method. The data collection method used in the study was carried out through distributing questionnaires distributed offline. There are several steps in this study consisting of validity and reliability tests, as well as classical assumption tests and hypothesis testing.

RESULTS AND DISCUSSION

a. Classical Assumption Test Results

1) Normality Test

Kurniawan, (2014: 156) states that the purpose of the normality test is to determine whether the residual value is normal or not. It is called normal if the distribution shape is in the middle. One method that can be used is the graphical method, namely by looking at the distribution of data on the P-P *Plot of regression standardised* residual graph. If the point is small and follows the diagonal line, the residual value can be considered normal.

2) Multicollinearity Test

Multicollinearity is a state of strong correlation or relationship between the independent variables included in the linear regression model. In regression analysis, the model should not show symptoms of multicollinearity (Ikhsan, 2015). To find out whether the resulting regression model shows symptoms of multicollinearity, it can be seen from the VIF. a good regression model if the calculation results provide a VIF value <10 means that there is severe multicollinearity in the regression model. In addition to seeing the VIF value, it can also be seen from the *tolerance value,* namely if the *tolerance value* obtained is close to 1, the model does not experience multicollinearity, while the further away from 1, the model is free from multicollinearity (Ikhsan, 2015).Based on table 4.10, the results of the multicollinearity test show that the *tolerance* value is 0.757, 0.569, and 0.497 which means greater than 0.1 and VIF values of 1.320, 1.757, and 2.013 which means less than 10. Based on these results, the residual model is declared free from multicollinearity or there is no correlation between variables because the residual model meets the multicollinearity test criteria.

Table 4.10 Multicollinearity Test Results

Variables	Tolerance	VIF	Description
Price $(X)_1$	0.757	1.320	Multicollinearity Free
Location $(X)_2$	0.569	1.757	Multicollinearity Free
Facilities $(X)_3$	0.497	2.013	Multicollinearity Free

Source: Data processing results, 2023

3) Heteroscedasticity Test

The heteroscedasticity test is needed to determine whether the variance inequality in the regression model is residual or there are differences in residuals in the second observation. In this study, the PP-Plot method is used as a criterion to ensure that the image does not form a certain pattern. The heteroscedasticity test in this study uses a *scatter plot* with the criterion that the residuals do not have a certain pattern, such as groups or the residuals must be *scattered*. The following is the heteroscedasticity test:
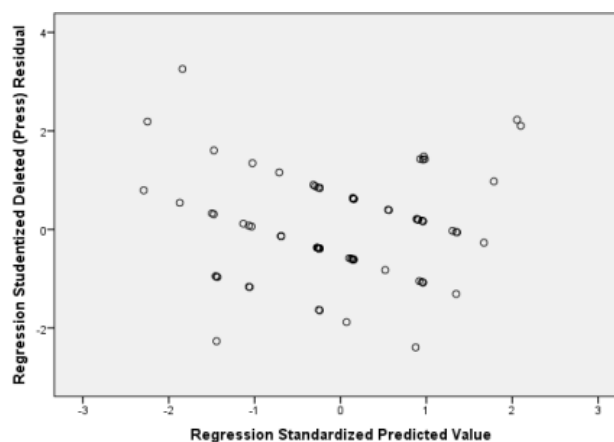

Figure 4.10 Heteroscedasticity Test Results

Source: Data processing results, 2023

Based on Figure 4.10, the residual model fulfils the criteria for the heteroscedasticity test or the residual model is free from symptoms of heteroscedasticity because the results of the heteroscedasticity test where the residuals spread without forming a specific pattern.

b. Multiple Linear Regression Analysis

Table 4.11 Multiple Linear Regression Analysis Results

Variables	*Unstandardised Coefficients*	
	B	Std. Eror
(Constant)	-0.785	1.051
Price $(X)_1$	0.006	0.042
Facilities $(X)_2$	0.401	0.076
Service $(X)_3$	0.406	0.062

Source: Data processing results, 2023

Based on the results of multiple linear regression analysis in table 4.11, the formulation of multiple linear regression analysis models in this study is as follows:

$$Y = --0.785 + 0.006X_1 + 0.401X_2 + 0.406X_3 + e$$

With conditions:

Y= Visiting Interest

X_1 = Price

X_2 = Facilities

X_3 = Service

e= *Error*

The results of linear regression analysis show that the relationship between the independent variable and the dependent variable is as follows:

1) The constant value of -0.785 indicates that if the value of price, facilities and services has a value of zero (0), the value of visiting interest decreases.

2) The price coefficient value of 0.006 or 0.6% indicates that if the price value increases by 1%, the value of visiting interest will increase by 0.5%. Conversely, if the price value decreases by 1%, the value of visiting interest will decrease by 0.6%. Assuming the value of facilities and services is constant.

3) The facility coefficient value of 0.401 or 40.1% indicates that if the facility value increases by 1%, the visiting interest value will increase by 40.1%. Conversely, if the value of the facility drops by 1%, the value of interest in visiting will decrease by 40.1%. Assuming the value of price and service is constant.

4) The service coefficient value of 0.406 or 40.6% indicates that if the service value increases by 1%, the value of visiting interest will increase by 40.6%. Conversely, if the value of service decreases by 1%, the value of interest in visiting will decrease by 40.6%. Assuming the value of price and facilities is constant.

c. Hypothesis Testing Results

1) Test t (Partial)

Table 4.12 Partial t test results

Variables	t	Sig.
Price (X)$_1$	0.140	0.889
Facilities (X)$_2$	5.303	0.000
Service (X)$_3$	6.520	0.000

Source: Data processing results, 2023

Based on table 4.12, the t test results are found which show the following results:

1) Testing the First Hypothesis

Based on table 4.12, the partial t test results of price have a t count of 0.140 smaller than the t table (1.991) which shows that price has no effect on visiting interest. The price significance value of 0.889 is greater than the specified significance value of 0.05, so the price has no effect on visiting interest so that the first hypothesis (H_1) is rejected.

2) Second Hypothesis Testing

Based on table 4.12, the partial t test results for facilities have a t count of 5.303 greater than the t table (1.991) which shows that facilities have an effect on visiting interest. The significance value of the facility of 0.000 is smaller than the specified significance value of 0.05, so the facility has a significant influence on visiting interest so that the second hypothesis (H_2) is accepted.

3) Third Hypothesis Testing

Based on table 4.12, the partial t test results of service have a t count of 6.520 greater than the t table (1.991) which shows that service has an effect on visiting interest. The service significance value of 0.000 is smaller than the specified significance value of 0.05, so the service has a significant influence on visiting interest so that the third hypothesis (H_3) is accepted.

d. Determination Test R²

Table 4.13 Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.858	0.737	0.726	0.79863

Source: Data processing results, 2023

Based on table 4.13 the results of testing the coefficient of determination, the R *square* value (R^2) in the first model is 0.737 or 73.7%. This means that price, facilities and services can affect visiting interest by 73.7%, while the remaining 26.3% is due to other variables not tested in this study, for example promotion, location and attractiveness which can have an influence on visiting interest.

DISCUSSION

This study examines the results of descriptive analysis that respondents' research on one of the variables in this study is generally very good. This is evidenced by the variety of responses from respondents who strongly agree with each research variable statement. Based on the results of partial hypothesis testing, the price variable is determined to have no effect on visiting interest in the Wonorejo Integrated *Waterpark* Bathing Area Lumajang. Meanwhile, the variables of facilities and services affect the interest in visiting the Wonorejo Integrated *Waterpark* in Lumajang. The following is an explanation of each variable:

a. The Effect of Price on Interest in Visiting

The results of hypothesis testing on the effect of price on visiting interest show that price has no effect on visiting interest in the Wonorejo Integrated *Waterpark* Lumajang. This means that price is not the main factor that directly considers the interest in visiting the Integrated Wonorejo Area *Waterpark* in Lumajang. This shows that visitors are less satisfied with the price set by the manager of the Wonorejo Integrated *Waterpark Bathing* Area in Lumajang. This research is in line with research conducted by (Rini & Apriyanti, 2022) which shows that accessibility has a partially positive effect on visiting interest, while attractiveness, price, and service have a partially negative effect on visiting interest. However, the research is not in line with research conducted by (Bolang et al., 2021) which shows that ticket prices affect visiting interest, partially location and ticket prices also have a positive and significant effect on visiting interest.

This supports the theory of Gitosudarmo, (2014: 5) namely price is a value of money determined by the company for consumers to get an item that has value benefits and uses. Business people are required to know who the target market is in order to determine the price setting. Price is a determining factor that is very influential as a consumer purchasing decision factor (Nurmalia et al., 2018). Therefore, the company must pay attention to the price determination that it wants to take. The price in this study is the selling value of the entrance ticket to the Wonorejo Integrated *Waterpark* Bathing Area Lumajang.

The first indicator of the price variable is the price list, with the statement item "ticket prices at the Wonorejo Integrated *Waterpark* Bathing Area Lumajang are affordable" where the majority of respondents stated that they were neutral about the statement. This is because the majority of respondents are housewives who prioritise children's pleasure in choosing tourist attractions.

The second indicator of the price variable is discounts, with the statement item "ticket prices at the Wonorejo Integrated *Waterpark* Baths in Lumajang hold discounts on certain days" where the majority of respondents agreed with the statement. This is because the Integrated Wonorejo Area *Waterpark* Baths in Lumajang hold discounts for visitors on weekdays.

The third indicator of the price variable is the allowance with the statement item "ticket prices at the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang are in accordance with the facilities and visitor services" where the majority of respondents answered agree with the statement. This is because the price offered by the Wonorejo Integrated *Waterpark Bathing* Area in Lumajang is in accordance with the existing facilities.

The fourth indicator of the price variable is competitiveness with the statement item "ticket prices at the Wonorejo Integrated *Waterpark* Baths in Lumajang are the same as other tours" where the majority of respondents answered neutral to the statement. This is because the price at the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang is relatively expensive compared to other tours.

Based on the respondents' opinions on the statements in the study, it shows partially that price has no effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Lumajang. Based on the SPSS *output* test, it is found that the price has a t count of 0.140 smaller than the t table (1.991) which shows that price has no effect on visiting interest. The price significance value of 0.889 is greater than the specified significance value of 0.05, so price has no effect on visiting interest.

From the above opinion, it can be concluded that visiting interest depends on the price set, the cheaper the ticket price and being able to compete with other tours so that it has an impact on increasing visitor interest in the Integrated Wonorejo *Waterpark* Lumajang.

b. The Effect of Facilities on Interest in Visiting

The results of hypothesis testing on the effect of facilities on visiting interest show that facilities have a significant effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Baths Lumajang This research is in line with research conducted by (Setyowati & Liliyan, 2022) showing that facilities have a significant positive effect on visiting interest. However, it is different from the results of research conducted by (Awaluddin & Haryanti, 2021) showing the results that there is no effect of facilities on visiting interest.

This supports the theory that facilities are physical equipment provided by the company, and have a long period of time to put convenience in its users as a result the needs of users of these facilities can be met (Jufrizen & Hadi, 2021). Facilities make a consideration factor for visiting interest in the Integrated Wonorejo Area Waterpark in Lumajang.

The first indicator of the facility variable is the condition of the facility with the statement item "the facilities available at the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang are still suitable for visitors to use" where the majority of respondents strongly agreed with the statement. This is because visitors prefer tours whose facilities are suitable for use.

The second indicator of the facility variable is the equipment facility with the statement item "the facilities available at the Wonorejo Integrated *Waterpark* Bathing Area are in accordance with the needs needed" where the majority of respondents strongly agreed with the statement. This is because visitors prefer tours that have complete facilities so that they can provide comfort when travelling with family.

The third indicator of the facility variable is social facilities with the statement item "Integrated Wonorejo Area *Waterpark* Baths have several markers to facilitate visitor access" where the majority of respondents strongly agreed with the statement. This is because access to the Integrated Wonorejo Area *Waterpark* Baths Lumajang is very easy with the marker board and also a place that is easy to reach because it is close to Minak Koncar Terminal Lumajang.

Based on the respondents' opinions on the statements in the study, it shows partially that the facility has an effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Lumajang. Based on the SPSS *output* test, it is found that the facility has a t count of 5.303 greater than the t table (1.991) which shows that

the facility has an effect on visiting interest. The significance value of the facility of 0.000 is smaller than the specified significance value of 0.05, so the facility has a significant effect on visiting interest.

From the above opinion, it can be concluded that visiting interest depends on the complete facilities of the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang. The more diverse and appropriate the facilities provided to meet the needs of visitors will have a positive impact on convincing visitors to visit the Integrated Wonorejo Area *Waterpark* in Lumajang.

c. The Effect of Service on Interest in Visiting

The results of hypothesis testing on the effect of service on visiting interest show that service has a significant effect on visiting interest in the Wonorejo Integrated *Waterpark* Lumajang. These results indicate that visitors can accept the services available at the Integrated Wonorejo Area *Waterpark* Baths Lumajang. This research is in line with research conducted by (Ab, 2022) showing that service has an effect on visiting interest. However, it is different from the results of research conducted by (Rini & Apriyanti, 2022) showing that service has a partial negative effect on visiting interest.

This also supports the theory that service is any effort given by the manager that has the aim of meeting the needs and desires of consumers as well as accuracy in delivery to meet the expectations of these consumers (Tjiptono, 2014). Service is a very important factor to provide good service for visitors, so that visitors feel comfortable visiting the   Integrated Wonorejo Waterpark Lumajang.

The first indicator of the service variable is tangible assets with the statement item "the way employees are delivered at the Wonorejo Integrated *Waterpark* Bathing Area Lumajang is easy to understand" where the majority of respondents strongly agreed with the statement. This shows that visitors like the service of the Wonorejo Integrated *Waterpark Bathing* Area in Lumajang because it uses language that is easy to understand.

The second indicator of the service variable is reliability with the statement item "employees at the Wonorejo Integrated *Waterpark* Bath Lumajang help if there are visitor problems" where the majority of visitors strongly agree with the statement. This shows that the Wonorejo Integrated *Waterpark Bathing* Area in Lumajang provides the best service for the convenience of visitors.

The third indicator of the service variable is responsiveness with the statement item "employees at the Wonorejo Integrated *Waterpark* Lumajang are responsive in serving" where the majority of visitors strongly agree with the statement. This shows that the service provided is done as well as possible so that visitors feel comfortable while on holiday.

The fourth indicator of the service variable is guarantee with the statement item "employees at the Wonorejo Integrated *Waterpark* Lumajang have polite behaviour to visitors" where the majority of visitors strongly agree with the statement. This is because visitors like the courtesy of employees in serving visitors.

The fifth indicator of the service variable is empathy with the statement item "employees at the Wonorejo Integrated *Waterpark* Lumajang provide services according to the wants and needs of visitors" where the majority of visitors agree with the statement. This is because employees at the Wonorejo Integrated Area *Waterpark* Baths Lumajang are responsible for their duties in serving visitors.

Based on the respondents' opinions on the statements in the study, it shows partially that service has an effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Lumajang. Based on SPSS output testing, it is found that the service has a t count of 6.520 greater than the t table (1.991) which shows that service has an effect on visiting interest. The service significance value of 0.000 is smaller than the specified significance value of 0.05, so the service has a significant effect on visiting interest.

From the above opinion, it can be concluded that visiting interest depends on the services provided. The better the service provided will make visitors more comfortable travelling in the Integrated Wonorejo Area *Waterpark* Bath Lumajang will make the tourism image better and have a positive impact so that the Integrated Wonorejo Area *Waterpark* Bath Lumajang as the main choice for travel.

CONCLUSION

Based on the results of the analysis of the effect of price, facilities and services on visiting interest in the Wonorejo Integrated *Waterpark Bathing* Area Lumajang with multiple linear regression analysis testing methods and partial testing, it can be concluded that price has no effect on visiting interest in the Wonorejo Integrated *Waterpark* Bathing Area Lumajang. In this case, the price is not the main factor that is directly considered in visiting interest, therefore the manager of the Wonorejo Integrated *Waterpark* Bathing Area Lumajang must further stabilise the ticket price so that it can compete with other tourist ticket prices.

Facilities have a significant effect on visiting interest in the Integrated Wonorejo Area *Waterpark* Baths Lumajang. In this case, the facilities available at the Wonorejo Integrated *Waterpark Bathing* Area in Lumajang are in accordance with the needs of visitors. Therefore, it is able to attract the attention of visitors so that it can influence the interest in visiting the Integrated Wonorejo Area *Waterpark Baths* in Lumajang.

Service has a significant effect on visiting interest in the Integrated Wonorejo Area *Waterpark in* Lumajang. The service at the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang is very good so that it can influence the interest in visiting the Wonorejo Integrated *Waterpark* Bathing Area in Lumajang.

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