

## The Influence of Price, Facilities and Location on Visiting Decisions (Study on Caffé Point Zero Tanah Tinggi, South Ternate City District)

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Article Info	ABSTRACT
<b>Corresponding Author:</b> Irfandi Buamonabot E-mail: <a href="mailto:irfandi@unkhair.ac.id">irfandi@unkhair.ac.id</a>	<p>There are various factors that can influence the decision to visit, such as price, facilities and location. However, research results reveal inconsistent results, so this research aims to reexamine factors such as price, facilities and location that can influence visiting decisions, especially in the context of cafes. This research was conducted at the zero-point cafe, Tanah Tinggi subdistrict, Ternate City. The population in this study was all visitors to the zero-point cafe, however the sample only involved consumers who had visited at least two, totaling 126 respondents. Data collection uses surveys with questionnaires. Furthermore, hypothesis testing in this research uses PLS – SEM. The test results revealed that of the three hypotheses proposed, only the hypothesis that tested the influence between price and visiting decisions was accepted in the cafe context in this research. Furthermore, in the final section there will be a discussion of the findings and conclusions.</p> <p><b>Keywords:</b> Price, Facilities, Location</p>

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### INTRODUCTION

Business ventures are experiencing very rapid development, which is characterized by an increasingly high and tight level of competition between companies (Anggraini et al., 2019). The existence of high competition between companies makes entrepreneurs strive to carry out product development efforts, effective strategies in providing innovative product offerings so that they can survive the competition. Globalization has an effect on almost all aspects of people's lives, especially affecting the economy in Indonesia. The competition of companies is increasingly competitive and companies have to create unique products that are different from other products (Wahyuni & Nur, 2017). Many new competitors with modern marketing strategies will make competition in the business world even more difficult. Companies must attract as many customers as possible, so that they can generate long-term profitability that is very profitable for the company to survive in its business world. In building a business, of course, a businessman must take into account various things that will affect his target market. In general, in today's fast-paced and instant era, people are beginning to be eroded to a fast-paced and instant lifestyle as well. The development of the current era also makes people tend to have high busyness and mobility. They generally spend more time outside the home, for the sake of practicality and convenience, they usually often visit places to eat to gather with family, friends, meet clients, or just to relax in the midst of their

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business. Caffe is one of the places that many people choose. Caffe is considered not only to offer food and drinks, but also to offer facilities that can provide comfort for its visitors. Caffe in general is a business in the food and beverage sector that is managed practically by offering a level of service for consumers as a whole and friendly. Caffe is required to create a strategy that can attract consumers to consume the products or services offered in order to be able to compete and excel over its competitors. The main factor that can influence the decision to visit is the price of the café. Moses, (2015) states that price is a value expressed in the form of rupiah for exchange or transaction or a sum of money to obtain goods and services.

Results Donarg, Sepdiana, Sianipar (2022) and Sarmimid & Parashemiah, (2021) which states that the price has a positive effect on the decision to visit, while Wahyuni & Nur, (2017) stated that the price did not have a significant effect on the decision to visit. Facilities can also be a factor that affects the decision to visit. Facilities are something important in the service business, because the existing facilities, namely the condition of the facilities, interior and ester design and cleanliness that must be considered, especially closely related to what consumers feel directly (Valuation, 2021). This is supported by research that states that facilities affect the decision to visit. Meanwhile, in the research conducted (Anggraini et al., 2019) that facilities have no effect on the decision to visit.

Location is also a factor that affects the decision to visit. Consumers tend to choose locations that are easy to reach rather than locations that are difficult to reach because they are far away. An easy-to-reach location can provide benefits in the form of time and energy efficiency. A sense of safety and comfort and having a large parking area is also a choice for consumers because it can provide more satisfaction to consumers. Kiswanto, (2011) revealed that the choice of location requires the right consideration so that customers can decide to make a decision to visit. Results of the research conducted Sarmigi & Parashemiah, (2021) and also Hardina & Sudarusman, (2021) which states that location affects the decision to visit. But research Lebu et al., (2019) stated that the location had no effect on the decision to visit.

Based on the inconsistent research results, this research itself aims to re-examine the influence of price, facilities and location on visiting decisions, especially in the cafe context. This research itself was conducted at the zero-point cafe in Tanah Tinggi Village, Ternate City.

## METHOD

### THEORY AND HYPOTHESIS DEVELOPMENT

#### Visiting Decision

The decision to visit is the behavior of consumers after obtaining information about a desired tourist destination as well as the assessment and decision-making process by determining one option that is considered the most beneficial. Kotler, (2012) states that the decision to visit is a stage where the consumer has a choice and is ready to make a purchase or exchange between money and a promise to pay with the right to own or use a good or service. (Kotler, 2012) states that the purchase decision is to buy the most preferred brand, but the two factors differ between purchase intent and purchase decision. The first factor is

the attitude of others, the second factor is the unexpected situational (Jabid et al., 2023).

Kotler, (2012) The indicators of the decision to visit are:

1. Problem Introduction  
The buying process with the introduction of the buyer's problem or need realizes a difference between the actual state and the desired state.
2. Information Search  
How far away people seek information depends on their strength and weakness with their needs
3. Evaluation of alternatives  
The information obtained by potential buyers is used to obtain a clearer picture of the alternatives they face and the attractiveness of each alternative.
4. Purchase Decision  
Producers must understand that consumers have their own way of handling the information they obtain by limiting the alternatives that must be selected or evaluated to determine which products to buy.
5. Post-purchase behavior  
At this stage, consumers may experience conflict due to seeing certain worrying features or hearing pleasant things about other brands and being wary of information that supports their decision.

### Price

Price is one of the most important elements in determining market share and profits of a market (Firi et al., 2024). Pricing aims to make a profit, pricing is very influential in determining the position of the product based on its quality. The definition of price can be defined as a measuring tool, as stated by (Kotler, 2012) that price is the amount that consumers exchange for the benefits of owning or using products and services. According to Kotler, (2012) There are four indicators that characterize the price, namely:

- a. Affordability  
Price affordability, which is the aspect of price fixing carried out by producers or sellers in accordance with the purchasing power of consumers
- b. Price conformity with product quality, which is the aspect of price fixing carried out by producers or sellers in accordance with the quality of the product that can be obtained by consumers. In this case, consumers have the perception that the price is expensive which reflects high quality.
- c. Price competitiveness  
Price competitiveness is the price offered by different manufacturers or sellers and competing with those given by other manufacturers, on the same type of product. Consumers compare prices from various available product alternatives so that they can decide to allocate funds to the desired product.
- d. Price compatibility with benefits  
Price conformity with product benefits, which is an aspect of pricing carried out by producers or sellers that is in accordance with the benefits obtained by consumers from the products purchased.

### Facilities

Mukiyat, (2001) states that in simple terms, what is meant by a facility is a physical facility that can process an input to the output that is desired. While Tjiptono, (2001) states that facilities are physical resources that must exist before a service can be offered to consumers. Tjiptono, (2001) Facilities are something important in the service business, because the existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

Tjiptono, (2001) stated that there are 5 (five) factors that affect the design of facilities as follows:

1. The nature and purpose of the service organization.
2. The availability of land and the need for space/place.
3. Flexibility
4. The aesthetic factor of the community and the surrounding environment.
5. Construction and operation costs.

Sumayang, (2003) stated that there are several indicators used to measure facilities, including:

1. The completeness, cleanliness, and neatness of the facilities offered are the state of the company's facilities that are equipped with the accompanying attributes and supported by cleanliness and neatness when consumers use the facilities.
2. The condition and function of the facilities that will be offered are facilities that function properly and do not suffer damage.
3. The ease of using the facilities offered to consumers is a facility that is already *familiar* to consumers so that they can use it easily.
4. The completeness of the tools used is the tools used by consumers in accordance with their specifications.

## Location

Kotler, (2012) Stating location is a variety of activities carried out by companies to make their products easily available and available to target consumers.

According to Lupioadi, Rambat, & hamdani, (2008) Location is a decision made by the company in relation to where its operations and staff will be located. Choosing the wrong location of the company will result in losses for the company.

Location indicators by Tjiptono, (2001) which are as follows:

1. Access, for example the location that is passed or easily reached by public transportation
2. Visibility, which is a location or place that can be seen clearly from normal visibility.
3. Traffic, involves two main considerations, namely: 1) the number of people passing by biases provides a great opportunity for buying, which is a purchase decision that often occurs spontaneously without planning, and/or without going through special efforts. 2) Traffic congestion and congestion are also common obstacles
4. Spacious, comfortable, and safe parking lot, both for two- and four-wheeled vehicles,
5. Expansion, which is the availability of a large enough place if there is an expansion in the future
6. Environment, which is the surrounding area that supports the products offered, For example, restaurants/restaurants are adjacent to the boarding area, dormitories, campus students, schools, offices, and so on.
7. Competition, i.e. the location of competitors. For example, in determining the location of

a restaurant, it is necessary to consider whether there are other restaurants on the same street/area.

8. Government regulations, for example, provisions that prohibit restaurants from being located too close to residential areas/places of worship.

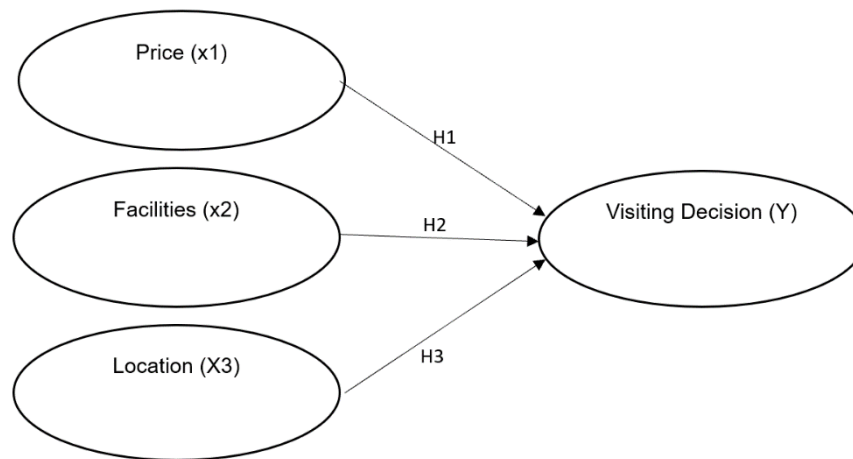


Figure 1. Research Model

## Hypothesis

### The Effect of Price on Visiting Decisions

The relationship of X1-Y is based on the results of the study Hardina & Sudarusman, (2021), (Junensih & Ratnawili, 2021), Donarg, Sepdiana, Sianipar, (2022) and Sarmigi & Parashemiah, (2021) which states that there is a positive and significant influence on the decision to visit. However, in the research Wahyuni & Nur, (2017) stated that price does not have a positive and significant effect on the decision to visit.

**H1 : Price has a positive effect on the Visiting Decision**

### The Influence of Facilities on Visiting Decisions

The X2 – Y relationship is based on the results of the study Valuation, (2021), Hardina & Sudarusman, (2021) and Donargo, Sepdwiyana, Sianipar, (2022), which stated that there was a positive and significant influence on the decision to visit. However, based on research Anggraini et al., (2019) and Ardiansyah et al., (2022) stated that the facility had no effect on the decision to visit.

**H2 : Facilities Affect the Decision to Visit**

### The Influence of Location on Visiting Decisions

The relationship of X3 – Y is based on the results of the study Sarmigi & Parashemiah, (2021), Rifansyah & Sihombing, (2022) and Haryono & Putra, (2023) which states that there is a positive and significant influence of Location on the decision to visit. However, based on research Lebu et al., (2019) states that the Location has no influence on the decision to visit.

**H3 : Location Affects Visiting Decisions**

## Research Methods

The location of this research was carried out in Ternate City, North Maluku Province. The research period starts from March-Until Finished. The population used in this study is all

visitors to Caffe Point Zero, South Ternate City District. The sampling technique used in this study is using a non-probability sampling approach with a purposive sampling technique.

The sample criteria in this study are Respondents who are 18 years old and older, Respondents who buy products at high ground zero point caffe, Respondents who visit high ground zero point caffe more than 2 times. The number of samples taken is based on the formula Hair et al., (2018) by multiplying the number of indicators multiplied by 5-10. Where, the indicator in this study is 18 multiplied by 7 so that the number of samples in this study is 126. The type of data used in this study is quantitative data, The data collection technique used in this study is a questionnaire. The questionnaire distributed in this study is a closed questionnaire. Quantitative data analysis using the help of the PLS 4.0 program.

## RESULTS AND DISCUSSION

Data collection in this research was carried out using a survey method by distributing questionnaires. The data collection process was assisted by one enumerator who had been given prior guidance by the researcher. Original questionnaire in Indonesian. The face validity process is assisted by expert lecturers (supervisors). The total number of statements in the questionnaire is 22 question items consisting of four statement items measuring price variables, five statement items measuring facility variables, seven statement items measuring location variables and six statement items measuring visiting decision variables. The questionnaire is presented on two pages, namely the first page is for the introduction (a request for willingness to fill out the questionnaire for respondents, while the second page contains general information about respondents and statement items that measure the variables price, facilities, location and decision to visit).

Respondents in this study were consumers who had visited the zero point cafe at least twice. The process of distributing and collecting data was carried out from March to June 2024, by distributing 155 questionnaires. Of the 134 (86.45%) questionnaires returned, only 126 (81.29%) questionnaires were declared eligible for analysis for hypothesis testing. Thus the response rate in the study was 86.45%.

**Table 1 Characteristics of Respondents**

Characteristics Respondent		Frequency	Presented
Gender	Woman	43	34%
	Legal Law	83	66%
<b>Total</b>		<b>126</b>	<b>100%</b>
Age	18-25	87	69%
	26-43	35	28%
	44-51	4	3%
	>51	0	0%
<b>Total</b>		<b>126</b>	<b>100%</b>
Work	Students/Students	52	41%
	TNI-Polri	7	6%
	PNS	10	8%
	Entrepreneurial	16	13%
	Other	41	33%

<b>Total</b>		<b>126</b>	<b>100%</b>
Income	< 2.000.000	83	66%
	> 2.000.000	43	34%
<b>Total</b>		<b>126</b>	<b>100%</b>

Source: Data process

In table 1, the characteristics of the respondents in this study consist of gender, age, occupation, and income. Where the gender of female is 43 respondents and male is 83 respondents, at the age of 18-25 years there are 87 respondents, at the age of 26-43 there are 35 respondents, 44-51 is 4 respondents. Based on the work of students/students of 52 respondents, TNI-Polri as many as 7 respondents, civil servants as many as 10 respondents, Entrepreneurs as many as 16 respondents, and Others as many as 41 respondents. Furthermore, with an income of <2,000,000 as many as 83 respondents and an income of >2,000,000 as many as 43 respondents.

### Test Requirements Analysis

The outer model is a measurement to assess the validity and reliability of a model. The outer model is used as a measurement stage that aims to prove the validity of estimating the reliability of indicators and constructs so that it can reflect the measurement of variables through the assessment process through algorithm interaction, measurement model parameters (convergent validity, discriminatory validity, *composite reliability* and *Cronbach's alpha*) obtained to predict the existence of causality relationships. So, the stages of testing are carried out as follows:

### Validity Test

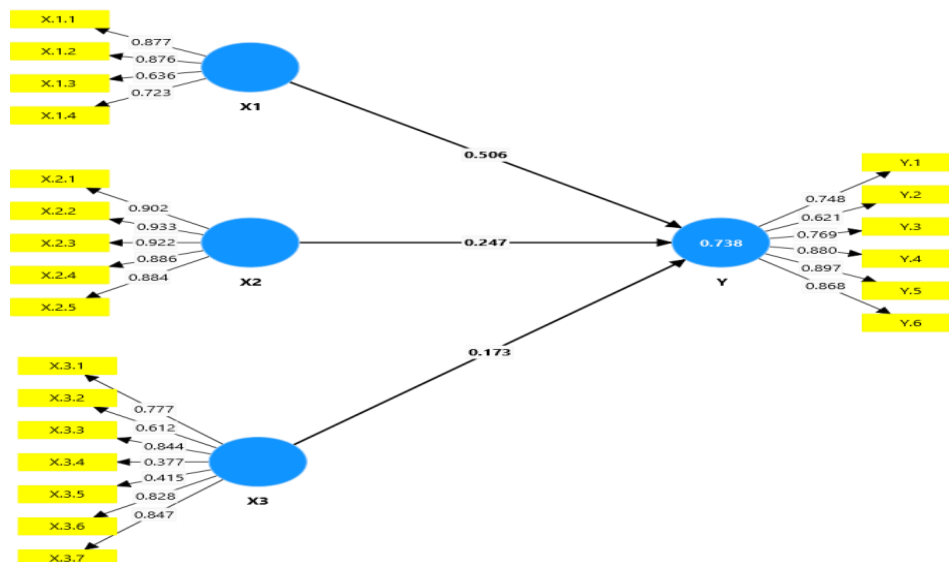


Figure 2. Full-Sample Outer Model Results

Based on the results of the outer model on the full-sample and sub-sample for each indicator block of variables of price, facilities, location, and visit decisions. Based on the results of the outer loading test, it was found that in the outer loading test for the full-sample, it was

found that in the variable construct of the decision to visit, all indicator blocks have a *loading factor* value of  $> 0.7$  which is marked by a *red loading factor* value, namely in the Y2 indicator block. Meanwhile, in the construction of the Price variable there are several indicator blocks with a *loading factor* value of  $< 0.7$ , namely in the indicator block X1.3, so the loading factor value in the indicator block is red. In the outer loading test for *the full-sample* variable construct Facility has a *loading factor* value of  $> 0.7$  which is marked with a *green loading factor* value. In the outer loading test for full-sample in the variable construct of the Location variable, there are three indicator blocks whose loading factor  $< 0.7$  which is marked by the loading factor value of the block in red, namely in blocks X3.2, X3.4 and X3.5 In accordance with the analysis procedure used in PLS – SEM, items with a *loading factor* value of  $< 0.7$  must be dropped (removed) from the model, so it is necessary to estimate for the goodness of the model. The following are the results of the re-estimation of *the outer model* for each *full-sample test construct*

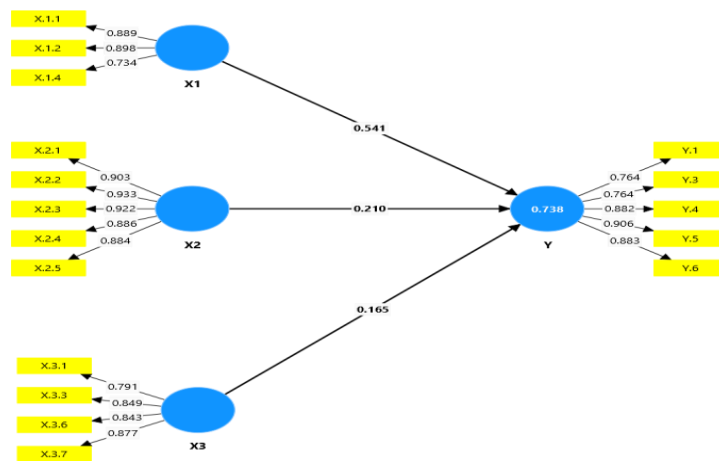


Figure 3. Ful-sample outer model results

Based on the results of the re-estimation of *the outer model*, it is known that all the constructs of the variables Price, Facilities, Location and Visiting Decision in the *Ful-sample* test have met the convergent validity standard because all indicators have a *loading factor value* of  $> 0.7$ . So, it can be concluded that the overall construct is acceptable and declared valid. In addition to looking at the results of the estimated loading factor value listed on the outer loading, the next step to evaluate the validity of convergence can be seen through the Average Variance Extracted (AVE) value which is declared valid if the AVE value  $> 0.5$ . The following is Table 1 containing the AVE values.

Table 2 Nilai AVE (Average Variance Extracted)

Construction	Ful-sample	
	BIRD	information
Visiting Decision	0,711	Valid
Price	0,820	
Facilities	0,707	

<b>Construction</b>	<b>Ful-sample</b>	
	<b>BIRD</b>	<b>information</b>
Location	0,709	

Source: Data process

Table 2 shows that for each variable construct in *the full-sample* has an AVE value of  $> 5.0$  because all constructs have met the requirements of the convergent validity test, then all constructs are declared valid.

### Discrimination Validity Test

The validity test of discrimination is assessed based on the value of *cross loading* measurement with its construct. The way to test the validity with reflective indicators is to look at *the cross-loading* value. Another method used to assess the validity of discrimination is to look at the *Fornell Lacker Criterion* where this criterion will be accepted if the AVE root of the construct  $>$  the correlation between constructs (Hair et al., 2021). The following are the results of the cross-loading value test on *the Ful-sample* test.

**Table 3 Values Cross loading Ful-sample**

indikator	X1	X2	X3	Y
X.1.1	0.889	0.667	0.645	0.771
X.1.2	0.898	0.815	0.750	0.775
X.1.4	0.734	0.547	0.512	0.544
X.2.1	0.771	0.903	0.703	0.711
X.2.2	0.741	0.933	0.696	0.753
X.2.3	0.712	0.922	0.668	0.691
X.2.4	0.733	0.886	0.707	0.687
X.2.5	0.715	0.884	0.676	0.662
X.3.1	0.634	0.587	0.791	0.588
X.3.3	0.646	0.589	0.849	0.650
X.3.6	0.590	0.586	0.843	0.576
X.3.7	0.688	0.788	0.877	0.660
Y.1	0.576	0.511	0.539	0.764
Y.3	0.608	0.539	0.502	0.764
Y.4	0.761	0.717	0.653	0.882
Y.5	0.754	0.718	0.703	0.906

Source: Data process

Table 3 can be explained that in the full-sample test of the latent variable with the indicator block is highly correlated and larger than the indicator block of other latent variable sizes, it shows that the variable construct is highly correlated with the peer indicator block and is low correlated with the size of the indicator block of other variables. in one variable  $> 0.7$ , so that the cross-loading validity analysis has no problems and is declared valid.

The validity test of discrimination can also be seen from the value of *the Fornell-Lacker Criterion* where the root value of AVE  $>$  compared to the correlation between its constructs. The following is Table 3 showing the values from *the Fornell-Lacker Criterion*:

**Tabel 4 Fornell-Lacker Criterion**

	Konstruk	Price	Facilities	Location	Visiting Decision
<b>Full-sampel</b>	Price	0.843			
	Facilities	0.811	0.906		
	Location	0.762	0.762	0.841	
	Visiting Decision	0.838	0.775	0.738	0.842

Source: Data process

### Reliability Test

To measure the reliability of a construct with reflective indicators, it can be done by looking at *Cronbach's Alpha* and *Composite Reliability* values > 7.0. The following is Table 3 containing *Cronbach's Alpha* and *Composite Reliability* values

**Table 5 Fornell-Lacker Criterion**

	Construction	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<b>Ful-sample</b>	Price	0,769	0,880
	Facilities	0,946	0,958
	Location	0,861	0,906
	Visiting Decision	0,896	0,924

Source: Data process

Table 5 above shows the results of the calculation on *Cronbach's Alpha* and *Composite Reliability* for all constructs with a value of > 0.7 so that it can be concluded that all constructs have a good level of reliability because all constructs have met the reliability criteria.

**Table 6 R-square Values**

R-Square Value				
Variable	Testing	R-Square	R-Square adjusted	Criterion
KB (Y)	Ful-Sample	0,738	0,731	Moderate

Source: Data process

Based on table 6, it can be explained that *the adjusted R-square* for the Visiting Decision variable (Y) in the *Ful-sample* test was generated at 0.731, this indicates that the Visiting Decision variable is influenced by Price, Facilities, and Location by 73.1% while the remaining 26.9% is influenced by other variables outside the study. The research model on *the Ful-sample* is in the moderate category

### Hypothesis Testing

**Table 7 Summary of Hypothesis Test Results**

Model	Ful-Sample		
	B	T	Sig
H → KB	0,541	0,139	0,000
F → KB	-0,210	0,119	0,076
L → KB	0,165	0,090	0,069
R-Square	0,738		
Adjusted R-Square	0,731		

H (Price), F (Facilities), L (Location) and VD (Visiting Decision)

### Hypothesis Testing 1: Price has a positive effect on Visiting Decisions

Based on the results of the *full-sample* test, Price had a positive effect on the Visiting Decision, resulting in a path coefficient value of 0.541 with a T-statistical value of  $3.889 < 1.97$ . Thus, the Location variable has a positive and significant effect on the purchase decision. This shows that price is a factor in a person's decision to visit. For this reason, H1 is acceptable.

### Hypothesis Testing 2: Facilities have no positive effect on Visiting Decisions

Based on the *full-sample* test, the facility had no positive effect on the Visiting Decision, resulting in a path coefficient value of 0.210 with a T-statistical value of  $1.772 < 1.98$ . Thus, the Facility variable does not have a positive and significant effect on the Visiting Decision. This indicates that location is not a factor in a person's decision to visit. That's why H2 was rejected.

### Hypothesis 3 Testing: Location has no positive effect on Visiting Decisions

Based on the *full-sample* test, Location had no positive effect on the Purchase Decision, resulting in a path coefficient value of 0.165 with a T-statistical value of  $1.882 < 1.98$ . Thus, the Location variable does not have a positive and significant effect on the Visiting Decision. This indicates that location is not a factor in a person's decision to visit. For this reason, H3 was rejected.

## Discussion of Research Results

### The Effect of Price on Visiting Decisions

The results of the first hypothesis test show that Price (X1) has a positive effect on the Visiting Decision (Y) on the Zero Point Caffe of the High Land. So it can be concluded that the Price indicator has a positive effect on the Visiting Decision. For this reason, H1 is acceptable. This means that there is an influence of price on the decision to visit. The descriptive analysis showed that the majority of respondents agreed that the price of Caffe Point Zero was in accordance with the benefits obtained. The majority of respondents stated that when buying products at Caffe Titik Zero, it is in accordance with the mandate obtained, which means that by buying products, consumers can get facilities such as wifi for free, in addition to toilets that are easily accessible. The results of the research that supports this research are Yunarsyah (2023), Sarmigi & Parashemiah, (2021), which states that there is a positive and significant influence of price on the decision to visit.

### **The Influence of Facilities on Visiting Decisions**

The results of the second hypothesis test can be concluded that facility (X2) does not have a positive effect on the decision to visit (Y) at the Zero Point Caffe of the High Land. Thus, the facility variable does not have a positive and significant effect on the Visiting Decision. That's why H2 was rejected. The majority of respondents stated that the Zero Point Caffe has complete facilities such as tables, chairs, toilets, wifi, etc. so that respondents are comfortable using these facilities when in the café. However, the respondent stated that the facilities or room equipment at Caffe Point Zero had not been neatly arranged, there were several tables or chairs that had not been placed back in their original positions. Research results that support this study Ardiansyah et al., (2022) which states that facilities do not have a significant effect on the decision to visit.

### **The Influence of Location on Visiting Decisions**

The results of the third hypothesis test can be concluded that Location (X3) does not have a positive effect on the Visiting Decision (Y) on the Caffe of the Zero Point of the High Land. Thus, the Location variable does not have a positive and significant effect on the Visiting Decision. For this reason, H3 was rejected. The majority of respondents stated that the location of Caffe Point Zero Tanah Tinggi has a clean and comfortable room so that the respondents feel at home and are not worried about the location of the caffe. However, respondents stated that the parking area is narrow and unsafe, causing congestion and often causing concern for visitors. Research results that support this study (Lebu et al., 2019) which states that the location has no significant effect on the decision to visit. And also research Donargo, Sepdwiwana, Sianipar, (2022) and Valuation, (2021) also stated that location had a negative and insignificant effect on the decision to visit.

## **CONCLUSION**

The following conclusion from the results of this research is that price influences the decision to visit the zero point cafe. This means that the more affordable the price offered, the higher the decision to visit. However, the facilities and location failed to be confirmed in relation to the decision to visit. Research Suggestion is Based on the existing conclusions, the author proposes suggestions that are expected to be inputs and improvements for the future. Even though price has a positive influence on the decision to visit the zero point cafe, consumers consider the price given to be quite high, while other cafes that sell the same coffee menu provide cheaper prices. Apart from that, consumers also expect an expansion in parking lots because consumers find it very difficult to park due to limited space. It is recommended for future researchers to add other variables to develop the model and retest whether the influence of other variables in this research remains consistent across different research objects. Apart from that, it is important to increase the sample size in future research and use analytical tools to obtain better statistical results, as well as in future research to be able to add income ranges that were not examined in this study.

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