



Factor Analysis of Demand for Kaligua Tourism in Brebes Regency: A Case Study Using Primary Data

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ABSTRACT

Based on BPS data, Kaligua tourism experienced a decrease in visitors in 2020 of 68,110 people, down to 64,325 in 2021. And it will drop again in 2022 to 51,587. This indicates a decrease in income for Kaligua tourism objects even though this sector is very important because it has a role in the economy. Against the backdrop of the current problems, it appears that the tourism sector plays a very important role in economic growth, and the growth of new tourist destinations has led to increasingly fierce competition between tourist sites to attract tourists to visit. On the other hand, services in tourism management in terms of serving tourists are not yet good. The purpose of this research is to develop a strategy that can increase the number of tourist visits in Kaligua tourism. Kaligua Tourism continues to experience a decline in visitors from 2020 to 2022, so research is needed to formulate the right strategy to increase visitors to Kali Cave tourism. This research was conducted to determine the effect of penetration pricing and consumer motivation on the decision to visit Kaligua tourism. Data were obtained through interviews. 97 Respondents who have already visited Kaligua tourism will be asked to fill out a questionnaire, and the results will be tested through smart PLS. It is hoped that this research will be able to become the basis and reference for Kaligua tourism in determining the right strategy to increase Kaligua tourism visitors.

Keywords: Consumer Tastes, Consumer Behavior, Penetration Pricing, Consumer Demand.

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INTRODUCTION

The tourism sector is believed to be able to make a significant contribution to the Indonesian economy. The tourism sector opens opportunities for many small businesses to develop so that they can become a tool for creating jobs. With the increase in employment, labor will be absorbed and the unemployment rate will decrease. The decreasing unemployment rate will further increase the economic welfare of its people. Kartono (2015) argues that tourism is a collection of several interrelated elements consisting of tourists, tourist destinations, visits, industry, and so on. Tourism is one of the industrial sectors that can contribute more to society, especially in terms of economic needs, livelihoods, and cultural expansion. Research finds that the tourism industry has a direct impact on a nation's economy (Kartono, 2015).

Various kinds of tourist destinations that exist and are spread throughout Indonesia make a significant contribution to the growth of the tourism industry in Indonesia. The development of tourism in remote areas has been proven to be able to encourage economic growth and preserve nature (Kasmir, 2017). The tourism sector will continue to play a very important role in economic growth and will continue to grow. This is due to the encouragement of increasingly affordable accommodation costs through various types of public transportation, the many art and cultural festivals, improved transportation services and facilities, road infrastructure, and increasingly the development of tourism-supporting sectors such as hotels and restaurants. Kasmir (2018) states that in the current era, traveling has rapidly developed into a social lifestyle for young people.

Brebes Regency is one of the regencies in Central Java Province which has various kinds of natural tourist destinations. One of the famous natural

tourist destinations in this district is located in the village of Pandansari. Pandansari Village is one of the villages in Paguyangan District, Brebes Regency, Central Java Province. As a cool area on the slopes of Mount Slamet, Pandansari Village has the extraordinary natural beauty of mountains and lakes that have the potential to become a very attractive tourist village for tourists to visit. This tourism visit is expected to improve the welfare of the surrounding village community to support the income of the local community. As one of the tourist destinations in the southern part of the Brebes region which is in Pandansari Village, Paguyangan District, it is a Kaligua tea garden tour.

The Kaligua agro-tourism area offers a wide variety of choices for tourist destinations. Apart from tea garden tours, there are several interesting tourist spots around the Kaligua tea garden. Among them are the Japanese Cave, Tuk Bening, Wind Cave, and the tomb of the founder of the Van De Jong tea garden. The tour packages offered are educational or scientific tours, family recreation tours (Family Gathering), historical or cultural tours, adventure tours, business tours, garden tours, and sports tours as well as the Telaga Ranjeng nature reserve. One indicator of the success of tourism is the number of visitors. Based on BPS data, Kaligua tourism experienced a decrease in visitors in 2020 of 68,110 people, down to 64,325 in 2021. And it will drop again in 2022 to 51,587. This indicates a decrease in revenue for the Kaligua tourist attraction. Even though tourism has a very important role in economic growth and development, until now the tourism sector is still facing various problems, one of which is the poor quality of services provided by tourist destination managers, thereby reducing the intention of tourists to make return visits to tourist destinations. the tourism is reduced, it can even cause negative word-of-mouth information.

Based on the explanation above, it can be seen that the tourism sector plays a very important role in the growth and development of the economy, and the increasing number of new tourist destinations has resulted in increasingly sharp competition between tourist destinations in attracting the attention of tourists, in addition to services in managing tourist destinations to serve tourists who are still not good. So it is necessary to do research to be able to devise a strategy in order to increase the number of visitors to Kaligua tourists.

Consumer demand is influenced by purchasing decisions which is a detailed purchasing process consisting of the following sequence of activities or events, which begins with the introduction or identification of problem needs first, by requiring information search, then evaluating alternatives, purchasing decisions, and behavior or behavior consumers when they have made a purchase, so it is clear that marketing must focus on the entire decision-making process. Purchasing decisions are very important in competition in the business world because a very important thing for a company to consider is how consumers decide to buy a product. In addition, purchasing decisions greatly affect the profits of the company. Asyadi, et al (2019) stated that purchasing decisions can encourage consumers to choose certain products according to their needs. When consumers have chosen and will decide to buy the product and feel the use of their needs experienced, the consumer will make repurchase the product.

Purnomo (2017) states that things related to consumer tastes are the strength or encouragement that makes consumers move to do something to achieve their goals in terms of fulfilling their needs and desires. Consumer tastes have a significant influence in terms of consumer purchases because there is something that

encourages these consumers to manifest a behavior or situation that is directed to achieve the goal of satisfaction. The higher the consumer motivation, the more it will encourage consumer purchasing decisions.

Kotler (2010) suggests that penetration pricing is one of the many elements of the marketing mix that can generate income, while the other elements generate costs. Penetration pricing is carried out by a company by providing a low price for a product to consumers. Kotler (2010) said that penetration pricing plays a large role in influencing consumer buying interest, where pricing helps buyers decide how they can get the greatest benefit or profit expected based on their purchasing power. Thus, the existence of pricing can help buyers to be able to decide how to allocate their purchasing power among various types of products and services. The better the price offered by consumers, the higher the purchasing decision of a consumer. Prices that are well-perceived by consumers will make consumers decide to buy these products, Halimatusakdiyah, et al., (2023).

Several previous studies regarding purchasing decisions include research conducted by Indra, et al., (2021) entitled Identification of the Potential for Culinary Tourism in Pangkal Pinang City which states that one of the factors influencing the decision to visit tourism is low prices. Research conducted by Kia et al., (2021) entitled Ecotourism in Indonesia: Local Community Involvement and Affecting Factors states that the factor influencing the development of local tourism is consumer motivation. Lestari et al., (2023) the results of his research stated that consumer motivation can increase consumer purchasing decisions. Luckytawati (2018) in her research entitled Analysis of Differences in Motivation and Perceptions of Shopping at the Mall between Parents (Mothers) and Young Daughters found

that motivation variables did not affect purchasing decisions. This means that the results of the research contradict the current research.

Mao et al., (2022) stated that e-commerce live streaming has a positive effect on consumer motivation which also has a positive effect on consumer decisions. Nair (2019) found that penetration pricing has a positive effect on consumer purchasing decisions. Nowak and Newton (2019) in their research found that consumer motivation influences consumer buying interest. Sozer (2019) in his research stated that penetration pricing has an effect on buying interest and buying interest mediates between penetration pricing and purchasing decisions. The results of research conducted by Sutarso et al., stated that consumer trust and motivation have a positive effect on marketing performance. Wilsen and Anatan (2023) in their research stated that marketing performance is influenced by purchase intention and consumer satisfaction. Yuliandeano (2023) also states that decisions are influenced by plan behavior theory.

Research conducted by Arif and Subrahmanyam, (2022) entitled Penetration Pricing Strategy and Customer Retention – An Analysis where the research examines penetration pricing and consumer motivation for purchasing decisions and the result is that penetration pricing has a positive influence on purchasing decisions. Research conducted by Nendahayo (2019) Marketing Strategies and sales performance of manufacturing firms in Uganda: a case study of Tambo Steels Uganda Limited examines the effect of penetration pricing on purchasing decisions through consumer buying interest. The research conducted by Halim, et al., (2023) entitled Analysis of Consumer Attitudes and Consumer Motivation in Interest in Using E-Wallet as an Alternative for Future Payments states that consumer motivation

influences purchase intention. The start of the art or the novelty of this research is to examine the variables that have been studied previously on purchasing decisions through buying interest as a mediating variable. This study will combine three previous studies, namely examining the effect of penetration pricing and consumer motivation on purchasing decisions through purchase intention as a mediating variable. So the update of this research is to add a mediating variable to the research model based on three previous studies.

The research gap lies in the different research objects and the different variables used to determine consumer demand factors are also different so this research complements previous research. The discrepancy in the phenomenon in this study is that there is a decrease in visitors to Kaligua tourism objects, so it is necessary to study what factors influence consumer demand so that it can be used as a basis for making strategies to increase Kaligua visitors. The contribution of this research is as a basis for taking the right strategy in order to increase the demand for Kaligua consumers so as to increase profits from tourism object managers and increase regional income. Increased consumer demand will increase visitors it will further revive the small and medium economic sectors around Kaligua tourist sites.

Tourist objects spread throughout Indonesia contribute greatly to the growth of the tourism industry in Indonesia. The development of tourism in remote areas has been proven to be able to encourage economic growth and preserve nature (Kasmir., 2017). The tourism industry will continue to play a very important role in the economy and will continue to grow, this is due to increasingly affordable travel costs with various types of public transportation, many art and cultural festivals, improvements to transportation facilities and road infrastructure, and the growing development of tourism supporting sectors

such as hotels and restaurants. Kasmir (2018) said that in this era traveling has developed into a social lifestyle for young people. This lifestyle change increases the demand for tourism needs causing the growth of the tourism industry which will be able to stimulate the increase of other small and medium businesses, Kia (2021). Kottler (2010) states that consumer demand are a process by which consumers know the problems they face, then look for product information and after that evaluate each option that can solve the problem so that it leads to a purchase decision. The consumer's first choice when making a decision is to decide whether to make a purchase or not, this happens because it is not uncommon for consumers to delay or not even make a product purchase. According to Kotler (2010) consumer demand is all activities related to consumer responses when buying or consuming a product to fulfill needs or dreams, in other words consumer demand drives purchasing decisions. Meanwhile, according to Schiffman and Kanuk (Andi, 2013) the purchase decision is to choose an action from two or more other choices, a consumer who wants to choose must have alternative choices.

According to Tjiptono (2010), the factors that influence purchasing decisions are the emotional ties that are bound between consumers and producers after consumers use products and services from companies and find that these products or services provide added value. This dimension consists of 4, namely (1) Emotional value, utility that comes from feelings or effectiveness or positive emotions that arise from consuming the product. If consumers experience positive feelings when buying or using a brand, then the brand provides emotional value.

Basically, emotional value is related to feelings, namely what positive feelings consumers will experience when buying a product. (2) Social value, the

utility derived from product capacity to enhance consumers' social self-concept. Social value is the value that is believed by a consumer, regarding what is good and what is felt bad by consumers. (3) The value of quality, the utility obtained from the product due to depreciation of short-term costs and long-term costs. (4) Functional value is the value obtained from product instructions that provide functional utility to consumers. This value is directly related to the functions shared by the product or service to consumers.

Tjiptono (2017) states that penetration pricing is the only element in the marketing mix that can bring in income or income to the company, there are also three influencing elements such as product, distribution and promotion which can cause expenses. Penetration pricing is a strategy in which a company offers a low price for a product to increase sales. Penetration pricing can be broadly defined as the amount of value exchanged by consumers for offering low prices for the benefits of having and using a product or service that allows a company to earn a reasonable profit by being paid for the customer value it creates.

According to Tjiptono (2017), that consumer behavior is the motivation and encouragement for individuals to recognize their needs and take action to satisfy those needs. According to Kottler (1997) defines consumer motivation as a situation within a person's personality that encourages the individual's desire to carry out activities in order to achieve a goal. it can be concluded that consumer motivation arises because individuals perform certain actions or behaviors in order to fulfill and satisfy the perceived needs and desires.

METHODOLOGY

This study uses a quantitative approach. The research was conducted in Brebes to examine the effect of independent variable toward dependent

variable. The first stage of this research is the observation where at this stage what is done is collecting secondary data and primary data. Primary data was collected through a questionnaire filled out by research respondents. This activity was carried out by distributing research instruments in the form of questionnaires to respondents. The respondent are consumers who had visited Kaligua. After the data has been collected, the results of the questionnaire will be scored and analyzed using smartPLS. Next is the data analysis stage where at this stage the validity and reliability of the research instrument will be tested. After all have passed the validity and reliability tests, then data analysis is carried out using smart PLS. The results of the PLS calculation will be the basis for analyzing and interpreting the actual research results in the field.

The variables in this study consist of 2 independent variables, namely penetration pricing and consumer preferences for the growth of Kaligua tourism. This research complements the research conducted by Arif and Subrahmanyam, (2022) where this research examines penetration pricing and consumer motivation for the growth of Kaligua tourism and the result is that penetration pricing has a positive influence on the growth of Kaligua tourism. Arif and Subrahmanyam's research, (2022) has not examined penetration pricing on consumer buying interest. Meanwhile, research conducted by Nendahayo (2019) examined the effect of penetration pricing on purchasing decisions through consumer buying interest. The research conducted by Halim, et al., (2023) stated that consumer preferences affect purchase intention. So this research will combine three previous studies, namely examining the effect of penetration pricing and consumer motivation on growth in Kaligua tourism through buying interest as an intervening variable.

The population of the study was all

people who had gone to Kaligua Tourism, an unknown number. place according to the research context. Because the population size is not known with certainty, the technique for determining the sample size used in this study is to use the formula according to Suliyanto (2020) as follows. n is number of samples. Z is value with a significance level of 95%, then the value of Z table = 1.96 Moe = Margin Off Error or the maximum error is 10% = 0.1. Based on the calculation of the sample size determination above, it can be concluded that the samples taken in this study were at least 97 which is a rounding of 96.404. The characteristics of the respondents in this study were as many as 97 respondents who had been to Kaligua at least 2 times. The analysis technique uses Smart PLS to find out the effect of the penetration pricing relationship and consumer motivation on purchasing decisions through buying interest as a mediating variable.

Indicators of consumer demand are measured from several dimensions, namely product purchases, brand purchases, channel selection, purchase timing, and purchase amount. Consumer taste variables are seen from several dimensions, including how strong transactional requests are, preferential interest, and referential interest from Kaligua tourism visitors. Penetration pricing is measured from several dimensions, namely price affordability, price compatibility with quality, and competitiveness with other similar products. Indicators or units of consumer motivation variables are seen from several dimensions, namely the drive for the need to have a product, the drive for the need to use the product, the push for trends that are happening in the social environment, and the drive for liking the product. These dimensions are then used as research instruments whose results will be scored. Strongly Disagree (STS) is given a score of 1. Disagree (TS) is given a score of 2. Neutral (N) is given a score of 3. Agree (S)

is given a score of 4. Strongly Agree (SS) is given a score of 5.

RESULTS AND DISCUSSION

The validity and reliability of all indicators are accepted. Because the output result of Cronbach alpha is more than 0.6. Then the output results from rho_A,

Composite Reliability, and the average construct variance (AVE) are more than 0.5. So it can be said that all the indicator variables in this study passed the validity and reliability tests. Both discriminant validity and convergent validity as well as Composite Reliability and Cronbach alpha.

Table 1.
Validitas and Reliabilitas Result

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Penetration Pricing	0.840	0.849	0.903	0.757
Consumer behavior	0.839	0.846	0.903	0.757
Consumer tastes	0.902	0.912	0.927	0.717
Consumer demand	0.830	0.847	0.887	0.662

Source: Analysis Results

Adjusted R Square is usually used for multiple regression tests, while R Square is used for simple regression. Based on the table above it can be concluded. The penetration pricing and consumer motivation variables are able to influence the purchasing decision

variable by 95.5%, while the other 5% are influenced by variables that are not in this study. Variable penetration pricing and consumer motivation affect the consumer demand variable by 72.3%. While the other 27.7% is influenced by variables that are not in this study.

Tabel 2.
Regression Result

Variable	R Square	Adjusted R Square
Consumer demand	0,955	0,953
Consumer tastes	0,723	0,717

Source: Analysis Results

Table 3 is said to have a significant effect if the p values less than 0.05. consumer taste for consumer demand has p values of 0.009 less than 0.05 and t count more than t table (2.684 more than 1.97) which means a positive and significant effect. consumer behavior towards consumer demand has p values of 0.000 less than 0.05 and t count more than t table (14.007 more than 1.97) which means a positive and significant effect. consumer tastes for consumer tastes have

p values of 0.000 less than 0.05 and t count more than t table (8.339 more than 1.97) which means they have a positive and significant effect. penetration pricing on consumer demand p values of 0.000 more than 0.05 and t count more than t table (13.542 more than 1.97) which means a positive and significant effect. penetration pricing on consumer tastes p values of 0.001 less than 0.05 and t count more than t table (3.328 more than 1.97) which means a positive and significant effect

Table 3.
T-test Result

Variable	Real sample (O)	Average sample M	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Taste -> Consumer Demand	-0,111	-0,109	0,041	2,684	0,009
Consumer Behavior -> Consumer Demand	0,542	0,539	0,039	14,007	0,000
Consumer Behavior -> Consumer Taste	0,609	0,609	0,073	8,339	0,000
Penetration Pricing -> Consumer Demand	0,488	0,492	0,036	13,452	0,000
Penetration Pricing -> Consumer Taste	0,282	0,286	0,085	3,328	0,001

Source: Analysis Results

The table shows that the influence of consumer tastes on consumer demand through consumer tastes obtained a p value of 0.011 less than 0.005 and t count more than t table, in fact that 2.601 more than 1.97, which means that consumer tastes mediate the influence between consumer behavior on consumer demand. the effect of penetration pricing on consumer demand through consumer tastes, obtained a p value of 0.047 less than 0.005 and t count more than t table, in fact that 2.011 more than 1.97, which means that consumer tastes mediate the influence between consumer behavior on consumer demand.

The results of the study stated that if Kaligua tourism uses penetration pricing strategy it will increase the consumers tastes. The penetration pricing strategy will stimulate consumers and potential customers to decide to visit Kaligua tourism. The decision to visit will increase consumer demand. If Kaligua tourism has many visitors, it will increase sales. Increased sales will increase operating profit from Kaligua tourism. The increase in demand for Kaligua tourism is able to revive the economic sector around the Kaligua tourist sites so that it has

an impact on increasing the economic welfare of the surrounding community. The results of the study stated that if Kaligua tourism increase consumer behaviour will increase the consumers tastes.

Consumers who have high purchase motivation will easily decide to visit Kaligua tourism. The decision to visit will increase consumer demand. If Kaligua tourism is able to influence consumer behavior so they decide to visit Kaligua tourism, the impact is that many visitors come. This will increase sales. Increased sales will increase operating profit from Kaligua tourism. The increase in demand for Kaligua tourism is able to revive the economic sector around the Kaligua tourist sites so that it has an impact on increasing the economic welfare of the surrounding community.

The results of the study stated that if Kaligua tourism uses penetration pricing strategy it will increase the consumers demand. Consumer behaviour has a positive and significant effect on consumers demand. The results of the study stated that if Kaligua tourism increase consumer behaviour will increase the consumers demand. Consumers who have high purchase motivation will easily decide

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increase consumer tastes will increase the consumers demand. The decision to visit will increase consumer demand. If Kaligua tourism is able to influence consumer behavior so they decide to visit Kaligua tourism, the impact is that many visitors come. This will increase sales. Increased sales will increase operating profit from Kaligua tourism. The increase in demand for Kaligua tourism is able to revive the economic sector around the Kaligua tourist sites so that it has an impact on increasing the economic welfare of the surrounding community.

Table 4
Indirect Effectt

	Real sample (O)	Avarage sample (M)	Standar Deviasi (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Behavior -> Consumer Taste -> Consumer Demand	-0,067	-0,066	0,026	2,601	0,011
Penetration Pricing -> Consumer tastes -> Consumer demand	-0,031	-0,031	0,016	2,011	0,047

Source: Analysis Results

From the results of research conducted using smart PLS data analysis, it is stated that penetration pricing has a positive effect on consumer demand for Kaligua tourism. Based on the results of the research that has been done, it shows that the first hypothesis confirms that penetration pricing has a positive effect on consumer demand. Penetration pricing will increase consumer demand and potential customers. This is in line with research conducted by Arif and Subrahmanyam, (2022) which states that the use of a penetration pricing strategy can increase consumer demand.

According to Pasaribu et al., (2019), visitors assess that if Kaligua tourism uses a low-pricing method or penetration pricing,

it will make visitors decide to visit Kaligua tourism and increase demand for visits to Kaligua. Increased visiting decisions from consumers will increase profits from Kaligua tourism. The increase in visitors will also have a positive impact on the middle to lower economic sector around the Kaligua tourist attraction. Based on the research results found and the discussion obtained from this research, it can be suggested by looking at the results of this research that Kaligua tourism should set ticket prices using the penetration pricing method, namely determining prices using low prices to attract as many visitors as possible. This is in line with research conducted by Safira and Rahmanto (2019) which states that higher consumer motivation will increase

tourism growth in an area.

Based on the results of research that has been done, it is found that consumer behavior has a positive effect on consumer demand. Thus, this study succeeded in showing that the second hypothesis confirms consumer behavior influences consumer demand for Kaligua tourism. This is in line with research conducted by Herman and Athar (2018) who conducted research and the results of consumer behavior have a positive effect on consumer demand for tourist objects. Respondents considered that if Kaligua tourism provided a choice of how to order Kaligua tourism entrance tickets, not only by buying directly at the entrance, it would encourage consumers to increase their decision to visit Kaligua. Respondents also considered that if Kaligua tourism provides several options for how to pay, it will encourage visitors to decide to visit Kaligua tourism. The results of the study also show that when Kaligua tourism can build a good relationship with visitors, provide an experience that can satisfy visitors, this will increase the decision to visit Kaligua tourism. A person will be motivated to make a purchase if there is a drive for both desires and needs that must be met. The stronger the encouragement given, the more motivated a person will be to make a purchase decision. This is in line with research conducted by Purwanto and Rismawanti (2021), high motivation from a consumer will attract the consumer's interest in making a purchase decision.

CONCLUSION

Penetration pricing has a positive and significant effect on consumers tastes in Kaligua tourism. Consumer behaviour has a positive and significant effect on consumers tastes. Penetration pricing has a positive and significant effect on consumers demand. Consumer behaviour has a positive and significant effect on consumers demand. Consumer taste

on consumer demand has a positive and significant effect toward consumer demand. Consumer taste has a positive and significant effect on consumers demand. Consumers taste mediates the influence between penetration pricing and consumers demand because. Consumers taste mediates the influence between consumers behaviour and consumers demand, means that consumer tastes mediate the influence between consumer behavior on consumer demand. The penetration pricing strategy will stimulate consumers and potential customers To increase consumer encouragement or motivation in order to increase the decision to visit Kaligua tourism, managers should make several strategies of penetration pricing strategy which can give a lot of influence on consumers and potential customers. In order to influence many consumers, Kaligua tourism managers should not give high prices because consumers do not like high prices. Kaligua managers should occasionally give discounts and discounts so that consumers who had no intention of visiting beforehand decide to visit. Strategy that can make it easier for visitors and potential visitors to get entry tickets. For example by selling on digital platforms, ordering online, selling through websites, or selling at minimarkets around tourism. Encouragement to decide to visit Kaligua tourism can also be done by providing payment options to facilitate visitor transactions. In line with the research conducted by Anggriani et al., (2019), the good relationship between Kaligua tourism and visitors can also be an incentive to decide to visit Kaligua tourism.

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