

# THE EFFECT OF FACILITY PROMOTION AND PRICES ON THE DECISION TO VISIT DUFAN ANCOL

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## ABSTRACT

Promotional activities carried out by Dufan still found several problems such as unclear promotional messages, unattractive promotional messages, inappropriate promotional media, unattractive sales promotions, and inappropriate promotion times. In addition, there is a phenomenon for tourists who want to visit facilities at a price that is not too expensive, but also not too bad service. Tourists will come and visit again if there are facilities that I can meet all their needs while enjoying the tourist attraction. With these facilities, it is also expected to make tourists feel more comfortable and stay longer and give a good impression on the tourist attractions they visit. This study aims to determine and analyze the effect of promotions, facilities and prices on the decision to visit Dufan Ancol. The method used in this research is quantitative with a descriptive approach. The sample of his study was 100 respondents who were chosen by Dufan Ancol visitors who visited Dufan Ancol more than 2 times. The data collection method uses a questionnaire that has been tested for validity and reliability. This study uses the Smart PLS3 software method. Their results of the study show that promotion has a significant and positive influence on the decision to visit Dufan Ancol, Facilities have a positive impact and have a significant influence on the decision to visit Dufan Ancol, Price has significant and positive influence on the decision to visit Dufan Ancol. Promotions, facilities, and prices simultaneously have a significant influence on the decision to visit Dufan Ancol.

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## 1. INTRODUCTION

As the capital city, DKI Jakarta has tourist attractions that are as interesting as other cities in Indonesia. DKI Jakarta ranks fourth of the many tourist attractions for Indonesian citizens in 2018 (BPS RI, 2018) There are various options such as school tours, walks and nature. In addition to shopping malls, the available tourist rides can be an alternative vacation vehicle for the people of the archipelago who travel in Jakarta. Domestic tourists do not carry foreign currency, but their presence should not be underestimated because they have the ability to boost the country's economy. (DKI Jakarta Province Sectoral Statistics Portal, 2018)

One of the tourist attractions that make a significant contribution to DKI Jakarta is Taman Impian Jaya Ancol or commonly called Ancol. Ancol is an integrated tourism area developed by PT. The development of Jaya Ancol Tbk provides many recreational opportunities for the community. The charm of Ancol lies in various tourist attractions. As the name implies, there are many rides at Taman Impian, Ancol that offer a dream world experience. Some of the recreational products offered and known to the general public are Beach Park, Fantasy World, Atlantis, Seaworld, Ocean Arena, and Art Beach. Meanwhile, the resort products offered are Mermaid, Bidadari Island, and Marina. (Ardiansyah, 2019)

The contribution of PT Pembangunan Jaya Ancol Tbk to DKI Jakarta's original regional income (PAD) continues to increase every year. This was conveyed by C. Paul Tehusijarana, President Director of

PT Pembangunan Jaya Ancol Tbk, the Company contributes directly to local revenue (PAD) from dividends, entertainment taxes, land and building taxes, and other taxes. At the end of 2016, the company's contribution reached Rp264.29 billion. This figure increased, compared to 2011 to 2015 which respectively reached Rp122.13 billion, Rp130.01 billion, Rp141.29 billion, Rp155.28 billion, and Rp224.69 billion. Until mid-2017, Jaya Ancol's contribution reached Rp82.06 billion. Paul said the growth of deposits this year was indeed slower. However, it did not describe in detail the cause. (Bisnis.com, 2018)

If you take a closer look at the five rides with the highest number of domestic tourists in the chart above, it can be seen that the number of domestic tourists fluctuated from January to October 2020. It fell by 1.1%. It is very disappointing that the first case of Covid-19 was confirmed in Indonesia in 2020 (early March to be exact). (CNBC, 2020) Not only that, DKI Jakarta is also referred to as the center of the spread of the virus. The spike in cases in DKI Jakarta has limited all community activities, including the tourism sector. To prevent the spread of Covid-19, the Governor of DKI Jakarta decided to close many tourist attractions in museums managed by the DKI Jakarta Provincial Government. (Kompas.com, 2020)

Based on the Decree of the Governor of DKI Jakarta Number 33 of 2020 concerning the Implementation of Large-Scale Social Restrictions in Handling Corona Virus Infection 2019 (Covid19) in the Special Capital Region of Jakarta, Chapter 1 Paragraph 1 states: To prevent the spread of the virus, limit the activities of local residents in areas suspected of being infected with Covid-19. This is commonly known as Mass Social Restrictions (PSBB). Therefore, all kinds of activities in DKI Jakarta, including tourism, will be stopped within a certain period of time. Further discussion of the tourism sector during the PSBB and PSBB transition period concluded that the DKI Jakarta Tourism Office is obliged to supervise and control Jakarta tourism vehicles, based on the regional and governor regulations above, which can be attached. During PSBB and PSBB extension to prevent the spread of Covid19. (DKI Jakarta Province Sectoral Statistics Portal, 2020)

Through its subsidiary TIJA Dunia, the company manages Dunia Fantasi as one of the largest gaming platforms in Indonesia. To visit the Fantasy World, you will be charged at the Fantasy World Gate. During 2020, the number of Dunia Fantasi visitors reached 685.84 thousand, a decrease of 72.43% compared to 2.25 million in 2019. Along with the increasingly fierce tourism competition in 2018, the number of tourists in the tourism industry is increasing, thus facilitating the emergence of various forms of tourism. new tourism facilities. Competition in the industry is getting tougher because people tend to get bored, which also encourages managers to keep creating new ones to get consumers' attention. New tourist facilities that are emerging today include various water recreation parks such as Trance Studios, KidZania with a children's playground, Snow Bay at Taman Mini Indonesia Indah, and several water parks in Greater Jakarta. (Ancol.com, 2020)

In connection with the above, it has been explained about the promotion, equipment, and price variables dedicated to Dunia Fantasi research interests, because it shows that there are increasing factors that influence the decision to visit the two Covid19 pandemics. PT. Ancol Dreamland, Jakarta. To increase business continuity profits, Ancol tourism facilities need to determine the right strategy and understand what consumers need. If the Ancol tourist attraction attracts the attention of the public, it will influence the decision to visit tourists on the beach.

The first element is promotion. Advertising, when implemented properly, can influence consumers in terms of where and how they spend their income. Various types of promotions are usually carried out to showcase a company's products, with the aim of providing information, attracting attention, and influencing sales. Advertising is the most widely used advertising element to attract visitors. (Atiko, G., et al. 2016)

Competition has become tougher due to the recent expansion of tourist attractions. Each attraction competes to offer a competitive advantage, from various forms of entertainment, related technologies, services and facilities to prices offered through various forms of advertising. Therefore, Dunia Fantasi, the largest and only theme park in Indonesia, needs to maintain and expand its market share through attractive advertising programs. (Ancol.com, 2020)

Effective advertising attracts consumers and encourages them to choose Fantasy World over other attractions. Therefore, a company needs to know the impact and value it has achieved on its promotions. The information obtained will help businesses assess the effectiveness of the promotions implemented and develop more effective advertising strategies. This study examines the promotional activities carried

out by Dunia Fantasi, the consumer decision-making process of Dunia Fantasi, and examines the impact of the promotional activities carried out by Dunia Fantasi based on consumer reactions to the promotions carried out. (Ancol.com, 2020)

The advertising media used by Dunia Fantasi are electronic media, print media, outdoor media and internet media. Television and radio are usually used as electronic media. Print media such as newspapers and magazines are also used by Dunia Fantasi management to showcase and promote the latest Dunia Fantasi vehicles and events. The outdoor advertising media used by Dunia Fantasi include signs and banners located in strategic locations and in the center of the crowd. Internet media such as company websites and website creation are used by Dunia Fantasi management to inform and publish Dunia Fantasi quickly and directly. The promotions carried out by Dunia Fantasi include discounts, holding games with prizes (on-site games), holding special events such as music concerts, holding international live shows (special events), and increasing cross-promotions with other companies. Private sales are only made to attract a large number of visitors. The strategy used is bidding to institutions such as schools and government agencies, and bidding directly to crowded centers such as shopping centers. Meanwhile, the Public Relations program run by Dunia Fantasi is publication through mass media, education and seminars. (Ancol.com, 2020)

Throughout 2020, which was affected by the COVID-19 pandemic, the Company closed the Ancol area for approximately 4 months and established regulations to maintain health protocols while operating. Since the re-opening of the Ancol area in June 2020, the Company has then focused on targeting the individual segment to cover the decline from the group segment during the COVID-19 pandemic. The strategies implemented to enlarge the individual segment are: (Ancol.com, 2020) Conducted #return toANCOL and Happy Happy Together campaigns to increase visitors' confidence in outdoor recreation in Ancol; Digital marketing, either through activities uploaded on Ancol social media accounts (owned media), or through digital advertisements on Facebook and Instagram; Activation with sports, lifestyle, family, and entertainment communities to be able to socialize the campaign; Running sales promotions and adjusting purchasing power; Run virtual tours; Develop sales of virtual learning programs to students to replace the missing student group segment

In 2020, the theme park competition map tends to loosen, due to the many tourist attractions that have closed their businesses due to the pandemic. The challenge from 2020 onwards is the health and economic conditions in Indonesia. For this reason, visitors' trust will continue to be improved by educating consumers about the health protocols carried out by the Company to ensure all visitors feel Happy and Happy Together before, during and after recreation in the Ancol area. Of course, this is done while still implementing the Covid-19 health protocols. In addition to continuing to look for interesting programs for visitors, Ancol management continues to encourage visitors to the Happy Happy Together (SSBB) area, implementing the 3M Health Protocol. (Ancol.com, 2020)

The second factor besides tourism promotion is tourism facilities. Facilities are physical resources that need to be installed before serving consumers (Tjitptono, 2015). Basically, service company facilities are a determining factor for people who visit tourist objects. Many service organizations recognize that customer interactions with service facilities affect service from the customer's perspective. It is necessary to pay attention to not only increasing product promotions but also increasing supporting facilities so that visitors want to return safely and safely. The increasing number of tourist attractions has led to increasingly fierce competition in recent times. All attractions are competing to increase visitor satisfaction, one of which is advertising. (Santoso & Wardojo, 2016)

Dufan's promotions were carried out through print media, billboards, and especially social media. Dufan, Corporate Communications Manager, said that Ancol's social media promotion is being intensively pursued by his party. They promote Ancol through social media. Social media resources ranging from promotions, information, questions to quizzes. Ancol has a dedicated team to ensure that you can quickly answer questions from internet users via social media. These personnel are specifically assigned to post content about Ancol. (Ancol.com, 2020)

According to interviews with visitors and tourist attraction managers, Dufan's staff was slightly dissatisfied with the services they provided. In terms of ease of use and accuracy of services such as long game cues, the high price makes it not worth the game used. Visitors sometimes face long lines when they want to ride extreme vehicles. However, many are satisfied with the services provided both in terms of facilities and friendliness, and tourists return to visit these tourist attractions. Apart from the service

aspect, visitors were also dissatisfied with Dufan's actions. This is due to the lack of promotion of tourist attractions both on social media and street pamphlets. Therefore, this must be considered by the manager by knowing complaints from visitors or tourists.

The third factor is price. Price is the amount required to obtain a combination of related products and services (possibly with several products added) (Laksana, 2018). Meanwhile, according to (Kiswanto, 2017), price is the amount charged or charged for a product or service. Pricing strategies are critical to providing value to consumers and influencing the image of their products and services and their purchasing decisions. Pricing is also related to sales and affects delivery or marketing channels. Most importantly, pricing should be consistent with your overall marketing strategy. The decision to determine ticket prices in Dunia Fantasi begins with the proposal of each entity, which is determined by the Board of Directors, in accordance with the marketing strategy that has been set, taking into account the level of income earned. (Ancol.com, 2020)

From the various descriptions above, it shows that promotions, facilities and prices are factors in making the decision to visit. From this data, promotional activities carried out by Dufan include unclear promotional messages, unattractive promotional messages, inappropriate promotional media, unattractive sales promotions, inappropriate promotion times, and so on. There is also a phenomenon of tourists who want to visit these facilities at a reasonable price, but the service is not bad. Tourists return if the existing facilities meet all forms of needs while enjoying the view. These facilities are also expected to make tourists feel more comfortable, stay longer and give a good impression of the attractions they visit. Tourist visits are one of the right decisions (detik.com, 2019). According to Law no. 10/2009, tourism means various types of tourism activities supported by various facilities and services provided by the city government, entrepreneurs, and local governments (bpk.go.id, 2019)

Previous research by Rahayu et al. (2015), Sari & Sayuthie (2021), Antoni et al. (2020), Yusuf (2020), Yetti (2020), Yuliviona et al. (2021), Husna et al (2020), Rosha (2018), Putra et al. (2020), Rusmiati et al. (2020) and Brata et al. (2017). These various studies have found that promotions influence tourist visiting decisions.

The results of previous studies by Sari & Harti (2020), Hardina & Sadarusman (2021), Riyadi & Susilawati (2021), Suwastawa et al (2021), Priyanggana et al (2021) and Azulmi et al (2018) found that facilities influence people's decisions to visit vehicle. Thus, facilities are a very important preference factor in deciding visits to recreational facilities.

In addition, there are several studies that examine the price factor as a preference, such as research by Ardiansyah & Mulia (2019), Rahayu et al. (2015), Sari & Harti (2020), Riyadi & Susilawati (2021), Suwastawa et al. (2021), Antonio et al. (2020), Yusuf (2020), Priyanggana et al. (2021), Husna et al. (2020), Sudaryanto et al. (2021), Azulmi et al. (2018), Firdausy & Idawati (2017), Rosha (2018), Putra et al. (2020), Rusmiati et al (2020) and Brata et al. (2017) show that price has a positive and significant effect on tourist visiting decisions. Based on the phenomena and findings of previous research, it can be said that three variables are very important to measure the independent variables tested for their influence on the decision to visit Dufan Ancol. The three independent variables are promotion, facilities and price, so the researcher is interested in examining "The Effect of Promotion, Facilities and Prices on the Decision to Visit Dufan Ancol"

## 2. METHODS

In this research, the research method used is a descriptive research method with a quantitative approach. Quantitative Method is a research method that is based on the nature of positivism, used to examine, on a certain population or literal sample, data collection or using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis (Sugiyonoi2018:8).iDescriptive method is research conducted to determine the value of one independent variable, both or more (independent) without making comparisons, or linking with other variables (Sugiyono 2018:13).

The general population in this research is all tourists who visit Ancoli Jakarta, while the target population is visitors to Dufan Ancol, Jakarta and the exact number is not known. According to Sekarani and Bougiei (2017: i54) the sample is part of the population and the liter sample consists of a number of members selected from the population. Similarly, i Sugiyonoi (2018: i81) the sample is part of the number and characteristics possessed by the population, if the population is large, and researchers are not likely

to study everything that exists in the population, for example limited funds, energy and time, so researchers can use samples taken from that population. The determination of the number of samples is determined by using the Margin of error formula according to Arikuntoi (2014: 75).

$$n = \frac{Z^2}{4(moe)^2}$$

Description :

n = Number of Samples

Z = the level of confidence required in determining the sample 95% so that the value of Z 1.96

Moe = Margin of error, which is the maximum error rate that can be tolerated and in this study used Moe 10 %

Based on the above calculations it is obtained as follows:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = \frac{3,8416}{0,04} = 96,54 \approx 100$$

The respondents who became the sample in this study were 100 visitors to Dufan Ancol, Jakarta with the following criteria:

1. The visitor was aged 17 years. With an adult age, it is hoped that the respondent will be able to make an objective assessment of the statements in the questionnaire related to the research purchase variable.
2. The selected respondents are visitors to Dufani Ancol who have visited Dufani Ancol more than 2 times, Jakarta.

In addition, considering that in this study PLS analysis was used, the sample size had to follow the rules contained in the PLS. The rules are i (Ghozali, i2016: 6) when using the PLS analysis tool, the minimum sample size ranges from 30 to 100. Because this study uses the SmartPLSi software which does not have a limited number of samples, the researchers set the number of samples in this study to be 100 respondents.

### 3. RESULTS AND DISCUSSION

#### Characteristics of Respondents

The respondent profile was created to understand the characteristics of the respondents who participated in this study. Gender and age have been recorded in the questionnaire data so that researchers can understand what exists. Respondents analyzed were respondents who had visited Ancol. These respondents obtained the distribution of the questionnaire through the iGoogleiform. The characteristics of the respondents are one of the aspects that also influence in understanding a sample of the population. In this study, the characteristics of the respondents in question are gender, age, occupation, and monthly income. The characteristics data are needed as supporting data in conducting the analysis, with the following explanation.

**Table 1 Characteristics of Respondents**

Profil	Description	Frequency	Percentage
Gender	Male	42	42%
	Female	58	58%
Age	18 - 22 Year	18	18%
	23 - 27 Year	26	26%
	28 - 32 Year	26	26%
	33 - 38 Year	14	14%
	On 38	16	16%
Education	primary school	0	0%
	Junior high school	0	0%
	Senior High School	24	24%

	College	76	76%
Profession	student	19	19%
	government employees	7	7%
	private employees	53	53%
	entrepreneur	10	10%
	housewife	5	5%
	Freelance	6	6%
income	≤ Rp 3.000.000	31	31%
	Rp 3.000.000 - Rp 5.000.000	32	32%
	Rp 5.000.000 - Rp 7.000.000	9	9%
	Rp 7.000.000 - Rp 10.000.000	12	12%
	> Rp 10.000.000	16	16%

Source: Primer Data Processing (2021)

Based on the characteristics of the respondents above, it can be found that most of the respondents are women by 58%, the age of the respondents is mostly in the age range of 23-27 years and 28-32 years by 26%. In addition, the majority of respondents' occupations are private employees by 53% with an income range of per month between Rp. IDR 5 million -7 million / month by 32%.

#### **Inferential Statistics**

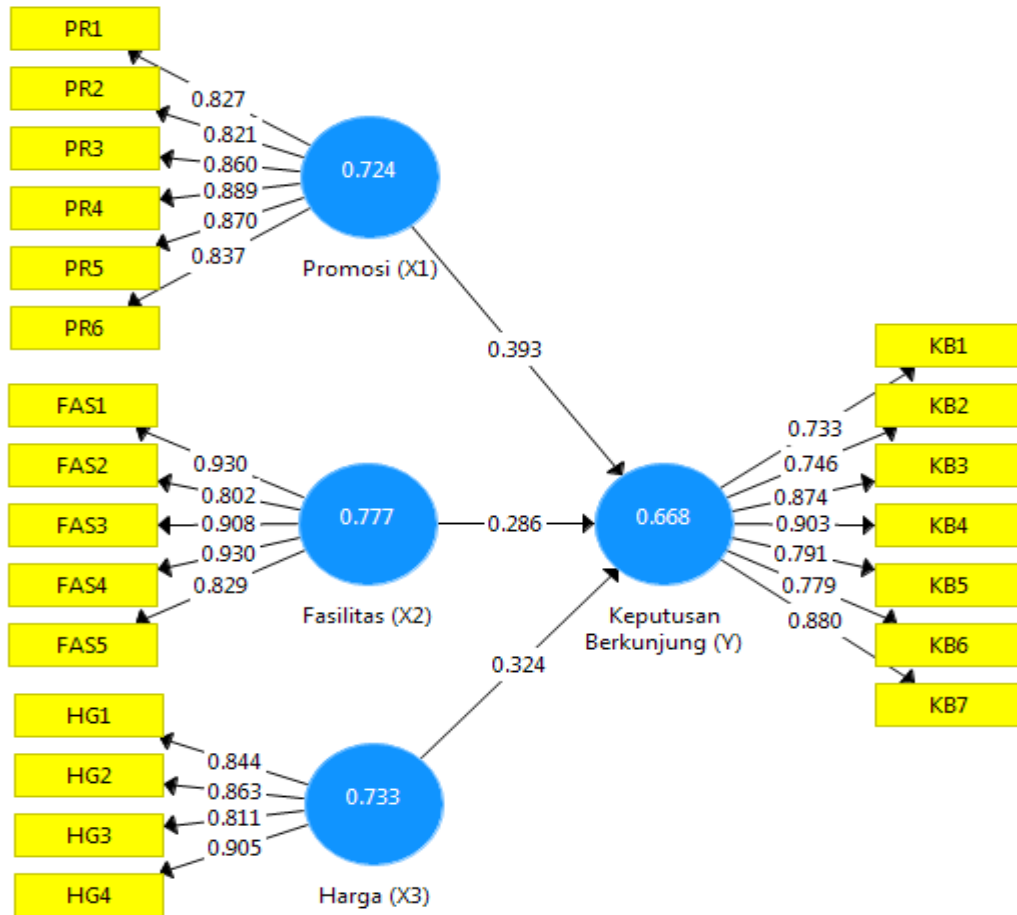
Inferential statistics aim to describe conclusions about the population according to the collected sample data contained in the respondents. The inferential statistics in this study used Partial Least Square - Structural Equation Modeling or shortened to a word, namely PLS-SEM and started from the assessment of the outer model, the assessment of the structural model (inner example) & hypothesis testing & assisted by the SmartPLS application.

Evaluate Model Measurement(out model)

Before analyzing the causal relationship between latent variables using a structural sample analysis (inner sample), analysis of measurement samples (outer example) first to show whether the data collected based on the true respondent is valid and can be accounted for for its validity which, from the interactions between the latent variables, uses their respective indicators. The measurement model (outer model) test in this study was carried out on data based on 100 respondents using the SmartPLS application to test the validity & reliability test.

Actual Validation Test

The test of the outer model or the measurement model is intended to test and evaluate the relationships between indicators and their constructs (variables). The outer model is obtained from the analysis test results with the SmartPLS 3.3.9 software with the menu calculated PLS Algorithm



Source: Primary Data Processing (2021)

**Figure 1 Measurement Model**

A believable variable can be declared valid if it has a loading factor value equal to or above 0.7 and has an AVE result equal to or above 0.5. Based on the results calculated using the SmartPLS 3 application, the values obtained in loading the factor of each of the indicators can be reviewed in Table 2

**Table 2 Loading Factor Value**

	promotion (X1)	Facility (X2)	Price (X3)	Visit decision (Y)
PR1	0,827			
PR2	0,821			
PR3	0,860			
PR4	0,889			
PR5	0,870			
PR6	0,837			
FAS1		0,930		
FAS2		0,802		
FAS3		0,908		

	promotion (X1)	Facility (X2)	Price (X3)	Visit decision (Y)
FAS4		0,930		
FAS5		0,829		
HG1			0,844	
HG2			0,863	
HG3			0,811	
HG4			0,905	
KB1				0,733
KB2				0,746
KB3				0,874
KB4				0,903
KB5				0,791
KB6				0,779
KB7				0,880

Source: Primary Data Processing (2021)

From Table 2 it can be seen that for all variables contained in the loading factor value is more than the average 0.7.

#### Testing Discriminant Validity

Discrimin antivalidity is a test of each item in a variable that has no correlation with other buying variables (Sekaran & Bougie, 2013). The method used to test the discriminant validity in this study is to measure the cross-loading value. The rule of thumb in analyzing the value of cross loading is that the correlation of items with the variables themselves must be greater than the correlation with other variables.

**Table 3 Cross Loading Test**

	Promotion (X1)	Facility (X2)	Price (X3)	Visit decision (Y)
PR1	0,827	0,282	0,354	0,538
PR2	0,821	0,232	0,277	0,467
PR3	0,860	0,201	0,306	0,488
PR4	0,889	0,283	0,335	0,575
PR5	0,870	0,207	0,191	0,390
PR6	0,837	0,238	0,176	0,468
FAS1	0,245	0,930	0,795	0,605
FAS2	0,239	0,802	0,571	0,445
FAS3	0,254	0,908	0,726	0,576
FAS4	0,233	0,930	0,789	0,633
FAS5	0,291	0,829	0,616	0,611
HG1	0,393	0,694	0,844	0,636
HG2	0,368	0,702	0,863	0,531
HG3	0,178	0,582	0,811	0,535
HG4	0,325	0,751	0,905	0,621
KB1	0,306	0,466	0,467	0,733
KB2	0,386	0,623	0,619	0,746



	Promotion (X1)	Facility (X2)	Price (X3)	Visit decision (Y)
KB3	0,596	0,476	0,518	0,874
KB4	0,535	0,451	0,536	0,903
KB5	0,484	0,425	0,509	0,791
KB6	0,525	0,366	0,312	0,779
KB7	0,523	0,433	0,532	0,880

Source: Primer Data Processing (2021)

Based on Table 4.8, it was found that the correlation of each item to its own variable has a value greater than the correlation of items to the other variables.

The next criterion is to test the validity of the discriminant by looking at the Fornellian value in the Larcker Criterion and Heterotrait-Monotrait (HTMT) which must be lower than 0.8.

**Table 4 Actual Discriminant Validity Test Results – Fornell and Larcker criterion**

	Facility (X2)	Price (X3)	Visit decision (Y)	Promotion (X1)
Facility (X2)	0,882			
price (X3)	0,800	0,856		
Visit decision (Y)	0,658	0,682	0,818	
Promotion (X1)	0,286	0,329	0,581	0,851

Source: Primary Data Processing (2021)

Table 4 shows that the value of the Fornell Larcker Criterion's discriminant validity test for all constructs is more than 0.70, with this each variable can be categorized as valid in its discriminant.

The next criterion for the validation test of the discriminant is by looking at the Heterotrait-Monotrait Ratio (HTMT) value using the maximum HTMT value limit of 0.90. The results of the heterotrait-monotrait discriminant validation test can be seen in Table 5.

**Table 5 Test Results Validation Actual Discrimination – Heterotrait – Monotrait**

	Facility (X2)	Price (X3)	Visit decision (Y)	Promotion (X1)
Facility (X2)				
Price (X3)	0,877			
Visit decision (Y)	0,685	0,736		
Promotion (X1)	0,306	0,358	0,630	

Source: Primer Data Processing (2021)

From table 4.10, it can be seen that the HTMT value for each variable is below 0.9, which means that the indicators are right for testing each of the constructs.

#### Result Test Reliability

The results of the reliability test found in this study can be carried out in data based on 100 respondents using the implementation of SmartPLS 3.3.9 This test uses analysis of Cronbach's alpha (CA) and composite reliability (CR) values. The rule of thumb for good CA and CR values is 0.6 and 0.7, so this study uses these values as indicators or so that the variables can be said to be reliable & can be trusted. The results of the preliminary reliability test for each of these research variables can be seen in Table 6.

**Table 6 Cronbach's alpha value and composite reliability**

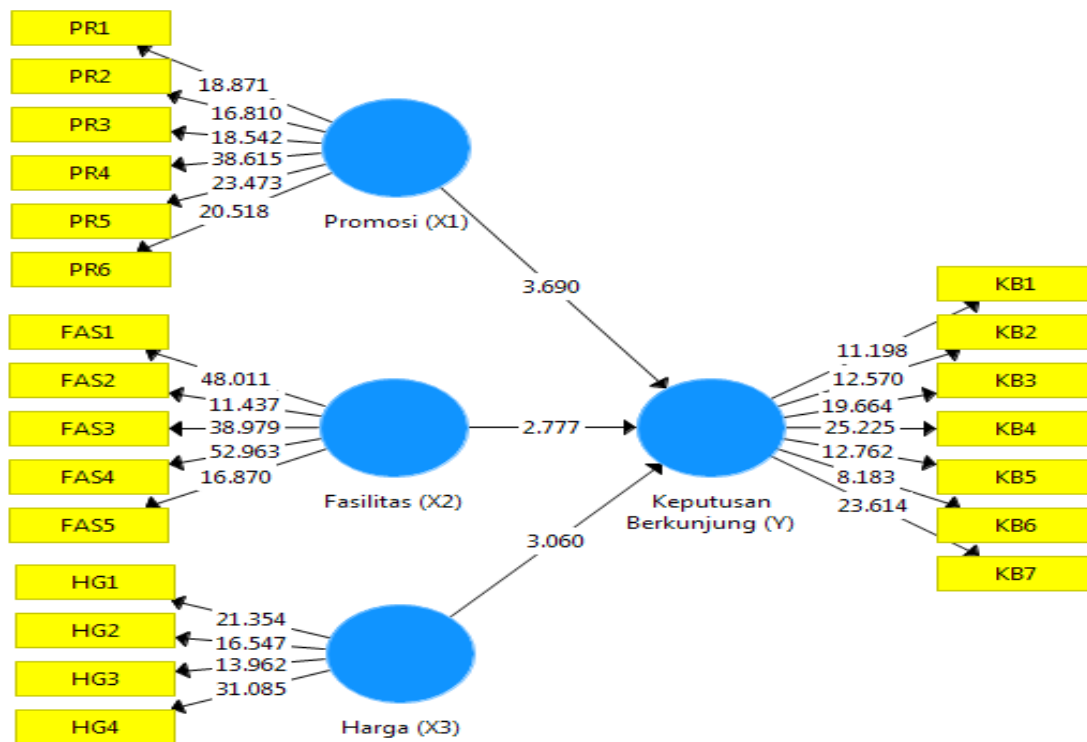
	Cronbach's Alpha	Composite Reliability
Promotion (X1)	0,924	0,940
Facility (X2)	0,928	0,946
Price (X3)	0,878	0,917
Visit decision (Y)	0,916	0,933

Source: Primer Data Processing (2021)

Based on Table 4.11, it can be concluded that the values of CA and CR, it can be seen that the overall values of iCAi and CRi also have values greater than 0.6 and 0.7. These values indicate that all variables have reliability according to the same criteria. Therefore, it can be concluded that all items and variables from the sample have met the criteria in terms of validity and reliability tests so that they can be further analyzed in the evaluation of the structural model.

**Analysis Model Structural**

In the structural model (Inner Model) is a model that can prove from an interaction on causality that refers to the latent variable. In this study, structural samples can be assessed using the coefficient of determination (R<sup>2</sup>) & test for multicollinearity. The following is a path diagram display (example path) using PLS Bootstrapping calculations. The test results can be reviewed in Picture 2



**Source: Primer Data Processing (2021)  
Draw2 Path Model**

Based on Ghozali and Latani (2015), the inner model is a structural model by describing the causal relationship between variables and those based on existing theories. The inner model will conduct an analysis where the causality relationship between variables will be investigated. f<sub>2</sub>), predictive value (Q<sup>2</sup>), T-Statistics, indirect effect.

**Test Collinearity**

The cholinearity test aims to ensure that there are no independent variables that are interrelated. According to Hair et al. (2019), a good VIF value should be close to 3 or lower. Meanwhile, according to Ghozali and Latan (2015), the cholinearity test is recommended to get a value below the number 5. If the independent buying variable gets a value above the number 5 there may be a problem in the research model that was made.

**Table 7 Test Results Collinearity (VIF)**

	Facility (X2)	Price (X3)	Visit decision (Y)	Promotion (X1)
Facility (X2)			2,778	

Price (X3)			2,860	
Visit decision (Y)				
Promotion (X1)			1,123	

Source:Primer Data Processing (2021)

Table 7m shows that all variables score below the number 5. It can be concluded that there is no problem between each variable.

#### R-Square

According to Hairietal.(2019) R2 or R-Square test is a way to find out how big the percentage of endogenous constructs can be explained by their exogenous constructs. The coefficient of termination determination coefficient (R2) is expected to be between 0 and 1. R2 values of 0.75, 0.50, i and 0.25, it is known that the model is strong, moderate, and weak.

**Table 8 Test Results R-Square (R2)**

	R Square	R Square Adjusted
Visit decision (Y)	0,638	0,627

Source: Primer Data Processing (2021)

In Table 8, it can be seen that both the promotion, facilities, price variables on the decision to visit have an R2 value of which the R2 value is 0.638 with the value of R2 Adjusted at 0.627 indicating that the promotion, facilities, price variables on the decision to visit are 63.8% while the rest is the influence of other variables that are not used in this study.

#### Test Effect Size

The next step is testing the effect size or f2. This test is used to simultaneously see the effect of the independent variable on the dependent variable. According to Ghazali and Latan (2015), the small f2 value is 0.02, medium is 0.15, and large is 0.35. Values less than 0.02 can be ignored or considered ineffective.

**Table 9 Test Results Effect Size f2)**

	Facility (X2)	Price (X3)	Visit decision (Y)	Promotion (X1)
Facility (X2)			0,082	
Price (X3)			0,102	
Visit decision (Y)				
Promotion (X1)			0,380	

Source:Primer Data Processing (2021)

In Table 4.14, it can be seen that the influence of the largest independent variable is on the promotion of the decision to visit with a value of 0.380. Meanwhile, the smallest effect was on facilitation on the decision to visit with an value of 0.082.

#### Q2 . test

After test R2 and IF2, the next test is the Q2 test. Q2 is one of the metrics used to assess the predictive quality of the model. This test uses a blindfolding PLS for processing. The purpose of using blindfolding in this test is to discard one point in the data matrix and relate the discarded points to the average and estimated model parameters (Sarstedt, Ringle, & Hair, 2017). Thus, the results obtained are a mixture of predictions outside the sample and samples in explanatory. According to Ghazali and Latan (2015) the value of Q2 must be greater than 0 where the applicable rule of thumb is 0, 0.25, and 0.50. This number is interpreted as small, moderate, and large predictive relevance.

**Table 10 Test Results Q2**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)

Facility (X2)	500,000	500,000	
Price (X3)	400,000	400,000	
Visit decision (Y)	700,000	426,355	0,391
Promotion (X1)	600,000	600,000	

Source: Primer Data Processing (2021)

In Table 4.15 it can be seen that the Q2 value of the dependent variable is the decision to visit. For the purchase decision variable to visit, the Q2 results obtained are 0.391, which means that the predictive relevance is moderate.

### Hypothesis Testing

In the research data, this hypothesis test can be carried out by means of a direct effect hypothesis test, where the promotion, facilities, and price variables are hypothesized to have a direct influence on visiting decisions. This hypothesis test is carried out by looking at the values in the t-statistical data contained in the Path Coefficient Table and the data on the t-statistic must be more than 1.65 (Appendix to the t-statistic) for the one-tailed hypothesis test with a significance level of 0.05. Based on the results of the bootstrapping calculation using the SmartPLS application, the values in the t-statistic and path coefficient data can be observed in Table 11.

**Table 11 Values-statistics and path coefficient**

Hypothesis	Variable Relationship	Score path coefficient	Score t-statistics	Score P- value	Conclusion
H1	Promote (X1)->Decision Visit (Y)	0,393	3,690	0,000	supported
H2	Facilitation (X2)->Decision Visit (Y)	0,286	2,777	0,006	supported
H3	Price (X3)-> Decision Visit (Y)	0,324	3,060	0,002	supported

Source: Primer Data Processing (2021)

Hypothesis 1: Promotion has a significant effect on the decision to visit

In the results, there is the first hypothesis, namely Promotion of Visiting Decisions, which shows a path coefficient of 0.393 positively using an it-statistic value of 3.690. The value on the t-statistic was greater than 1.65 using a significance level of 0.05. Thus, the variable of the decision to visit was influenced by promotion which had a positive & significant effect, which means that the conclusion in the first hypothesis is accepted and supported.

Hypothesis 2: Facilitation has a significant influence on the decision to visit

In the test results contained in the second hypothesis, namely Facility for Visiting Decisions which notifies the value of the path coefficient as much as 0.286 positively using a t-statistic value of 2.777. The value of the t-statistic is greater than 1.65 using a significance level of 0.05. Thus, the results of the purchase decision variable that were influenced by the facility variable can be stated to have a positive and significant effect, which means that the conclusion in the second hypothesis is said to be accepted and supported.

Hypothesis 3: Price has a significant influence on the decision to visit

The results of the test found in the third hypothesis, namely the Price of Visiting Decisions, which shows a value of on the path coefficient of 0.324 in a positive manner with a statistical value of 3.060. The t-statistic value is also greater than 1.65 with a significant level of 0.05. This, the price variable can be stated to have a positive impact and has a large impact on the purchase decision variable, which means that the conclusion on the third hypothesis is stated to be supported.

Hypothesis 4: Promotion, Facilities, and simultaneous appreciation have a significant influence on the decision to visit

This test is intended to test the hypothesis: Promotion, facilities, and prices simultaneously have a significant effect on visiting decisions. Based on  $iRiSquare_{i}$  obtained  $R^2$  is 0,638(63,8%). The number of independent variables ( $k$ ) is 3 and the number of research samples ( $n$ ) is 100 with a significance level of 5% so it can be obtained that the value of  $F$  count and  $F$  table is as follows:

$$F_{hitung} = \frac{0,638(100 - 3 - 1)}{(1 - 0,638)^2} = \frac{61,248}{0,131} = 467,385$$

$$\begin{aligned} F_{Table} &= F_{\alpha(k, n-k-1)} \\ &= F_{0,05(3, 100-3-1)} \\ &= F_{0,05(3, 96)} \\ &= 2,70 \text{ with excel formula} = FINV(0,05; 3; 96) \end{aligned}$$

Because  $F_{hitung}$  is 467,385  $\geq$   $F_{Table}$  is 2.70, then the hypothesis is accepted which means promotion, facilitation, and value are simultaneous have a significant influence on the decision to visit.

Where the buy promotion variable is more dominant than other variables when viewed from the parameter coefficient results of 0.393 compared to facilities and prices of 0.286 and 0.324 respectively.

## Discussion

In the 1st hypothesis test 2 and 3 which is related to the promotion, facilitation and appreciation variable for the decision to visit, the path coefficient value is positive and the  $p$ -value is smaller than 0.05 or 5% which has been determined. The indicator value in descriptive statistics has a classification value of Agree attitude. So the results of the hypothesis research test obtained previously, it can be concluded that several hypotheses are in accordance with the initial hypothesis in this research. In this research, there are four hypotheses and where a total of four hypotheses are declared valid/reliable. The discussion of the results of the hypothesis testing in this section will be explained in more detail in the following chapters.

**Table 12 Research Results**

Variable	Hypotesis	Conclusion
Effect of Promotion on Decision visit Dufan Ancol	$0,000 < 0,05$	Affected positive and significant
Influence facilitation on decisions visit Dufan Ancol	$0,006 < 0,05$	Affected positive and significant
Influence the value of the decision visit Dufan Ancol	$0,002 < 0,05$	Affected positive and significant
Promotion influence, facilities, and value Simultaneously with the decision visit Dufan Ancol	$0,000 < 0,05$	Affected positive and significant

## Promotion of Visiting Decisions

Based on the previous hypothesis testing, trust was declared to have a positive and substantial impact on the visiting decision variable, which means that the first hypothesis was accepted. The more often you take action, the greater the interest of tourists to return to these tourist facilities. During the period of closure, Ancol's operational management looked for ways to overcome the conditions of closure but still generate revenue. Among others, offering virtual services, one of which is through Instagram Live. The virtual tour service with the title "Ancol Virtual Vacation Event Taman Impian" offers entertainment that can be accessed by any circle through the Ancol unit's social media account ([travel.kompas.com](http://travel.kompas.com), i2020). There is also a virtual educational tour with the concept of distance learning. interactive entertainment wrapped in joy or edutainment (education-entertainment) which includes Ancoli recreational units, namely Dunia Fantasi, Sea World Ancol, and Ocean Dream Samudra. This virtual educational tourism package is priced at Rp 400,000 per package and can also be used to access DUFAN, Sea World, or Ocean Dream Samudra entrance tickets from 20 to 21.30. In addition, virtual tourism activities are offered in collaboration with i360Indonesia, which is a 360 photo dan i video content company. You can enjoy a virtual tour around Ancol by visiting the website [www.ancol.com](http://www.ancol.com) or directly

click <https://www.ancol.com/rekreasi-virtual> (megapolitan.kompas.com). com, 2020). Employee resource management performs the Work from Home (WFH) and Work from Office (WFO) work patterns where around 82% of the employees perform the WFH work pattern. The rest continue to do WFO work patterns, especially for maintenance and security by continuing to apply health protocols such as body temperature checks, use of masks and the application of physical distancing between employees.

Promotion during the COVID-19 pandemic carried out by Dufan who is part of PT Taman Impian Jaya Ancol. Where PT Taman Impian Jaya Ancol is one of the partners of the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia in marketing partnership cooperation. This collaboration is a form of implementation of the 4 marketing pillars contained in Government Regulation No 50 of 2011 concerning the Master Plan for National Tourism Development, namely market development, image development, promotion and partnership. Many parties should be invited to collaborate in this matter. Especially in this Covid-19 pandemic condition, I hope this collaboration can help marketing to improve tourism in Indonesia, especially for Ancol.

The promotion is carried out by Dufan Ancol through the [www.ancol.com](http://www.ancol.com) page. give special prices for consumers such as 6 Months Free Playing to Dufan with i6iMonthiPassiEcard Only 275k, Dufan Special Price for Jabodetabeki Groups Starting from i190k, iPricing Exclusively for Dufani's Entourage Outside Jabodetabek

Taman Impian Jaya Ancol will open a recreational tourism vehicle for Dunia Fantasi at night on the 'Dufani Night' tourism program. The night tour will feature an electric parade, which is a colorful light game. The 'Dufan Night' tour will take place at 18.00 WIB until 22.00 WIB. There are 25 popular tours that will be provided, such as dolls castles, white water rafting, Ferris wheel, propellers, tornadoes, and mystery trains. There are 25 tourist rides that can be enjoyed by visitors on the 'Dufan Night' tourism program, but while still applying the recommended hygiene protocols. Not only that, the manager also put on an interesting show that can be seen by visitors.

### **Facilities for Visiting Decisions**

The available facilities must be in good condition, well maintained and complete so that consumers can easily use the facilities. This is because it is still in the pandemic period, not all Dufan Ancol rides are operating. Even so, some tourist attractions that are very popular, such as Hysteria, Ontang Earrings, or the Doll Palace, are open. In addition, there are hand sanitizer facilities and a standing banner for health protocol regulations. The implementation of the health protocol in the game's iwahana operations was carried out well, but there were some obstacles to be faced.

Various new regulations have been implemented by the operational management of DUFAN in accordance with government policies, in order to continue to receive visitors safely. iBased on information from the management, DUFAN receives around 5000 visitors every day, this figure is still below the target of 10,000 visitors per day. 18.00 WIB. The regulations regarding visitors applied by DUFAN managers are limiting visitors to 50 per cent of normal capacity. Visitors who are allowed to enter must have an ID card domiciled in DKI Jakarta and the age is limited to 9 years and over in accordance with the rules of Tamani Impian Jaya Ancol (TIJA), visitors who are allowed to enter the DUFAN Only residents domiciled in DKI Jakarta. At the beginning of the implementation of the PSBB provisions, checking the completeness of identity cards, such as ID cards when entering the Ancol gate. Visitors who have a domicile identity outside DKI Jakarta are not allowed to enter the Ancol area. However, over time, checking the completeness of the identity card is no longer carried out. This also occurs in the provisions of the prohibition against age groups entering DUFAN, such as children under the age of nine years, elderly people (elderly) who are over 50 years of age, as well as mothers who are pregnant or pregnant.

There are things that are quite different compared to before the pandemic, namely visitors are allowed to bring food and eating utensils from outside, this is because iDUFAN Ni has not opened many food stalls and there are only a few shops that sell drinks. This is one way to minimize the risk of spreading COVID-19. entrance

Then, visitors can start the adventure of playing rides at DUFAN. In several places, there is sufficient availability of hand sanitizer facilities as well as a standing banner containing the rules for the hygiene protocol that must be obeyed by visitors.

Public facilities, such as seats, toilets and places of worship, as well as several food stalls that are open, have complied with the required health protocols.

The re-operation of iDUFAN is carried out in stages, not all game rides are operated, especially indoor rides such as Ice Age, Games Station, Shooting iGallery are temporarily disabled to avoid the spread of the virus. This is based on government regulations, the potential for indoor activities is higher. While only 20 iwananai are operating. Visitors can more clearly see the information on the game rides and the opening hours on the information boards in the DUFAN area which are available in several places. i The implementation of the health protocol in the operation of the game rides is done well, as in every ride there is always a distance between queues, there is a queue line, limit the seating distance, there are officers who spray hand sanitizer before entering the game area.

### **Prices for Visiting Decisions**

The price purchased is in accordance with the satisfaction with the vehicle used. In addition, during this time there are many consumers who use FAST TRAX. FAST TRAX is an additional facility that will make queuing free at 14 of your favorite rides, so there is no need to queue anymore. This FAST TRAX bracelet can be purchased after the ticket inspection entrance and is stamped, it is located exactly next to the DUFAN merchandise station compared to ride tickets, because there is no need to queue so you can enjoy existing tours.

In addition, there is the Annual Passi Dufan facilitation. The Dufan Annual Pass is an alternative to buying tickets that is prepared so you don't buy back and forth tickets for Dufan. Annuali Passi has a validity period of approximately 1 year. So after purchasing the Annual iPass, you can enter Dufar for one year with i for free

Related to the natural price in this case of purchasing tickets, visitors can only buy tickets online. Visitors are required to buy or reserve tickets through ilamani [www.ancol.com](http://www.ancol.com). i How to start opening the website page [www.ancol.com](http://www.ancol.com) and click on [menutickets](#), select the ticket type and the destination recreation unit, select the date of reservation visit if the quota has run out, then if the quota has been used, then another ticket date can be selected. Ancoli Gate ticket and recreation unit. If the visitor brings a vehicle, then it is mandatory to buy a vehicle ticket on the ticket page. For weekdays, Monday to Friday, tickets for DUFAN can be purchased through the official Ancol website for Rp. 225,000 for one visit. Meanwhile, for weekends and other holidays, tickets can be purchased for Rp. 275,000. Then, check out and select the payment method. Finally, recheck the order and make payment according to the selected method. After the payment is successful, the ticket or e-voucher will be sent via the email address used to book the ticket. Visitors who come will be checked first on the online ticket they have at the front gate of DUFAN. After passing through the front gate, a queue is applied before entering the entrance to DUFAN.

### **Promotions, Facilities, and Prices on Visiting Decisions**

These three buying variables are factors that have an impact on the decision to visit Dufani Ancol where promotion is more dominant than the facilitation and price variables. Because the advertising media used by Dunia Fantasi are through internet imedia, social media, electronic media, print media, outdoor media. Electronic media that are usually used are television and radio media. Print media such as newspapers and magazines are also used by the management of Dunia Fantasi to introduce and promote the latest vehicles or events that are currently taking place in Dunia Fantasi. The outdoor advertising media used in Dunia Fantasi include billboards and banners that are placed in strategic locations and in crowded centers. Internet media such as the creation of a company website or website are used by the management of Dunia Fantasi to inform and promote Dunia Fantasi quickly and directly to the public.

Sales promotions that have been implemented by Dunia Fantasi are giving discounts, holding games with prizes (games on the spot), holding special events such as music concerts, presenting International Live Shows (special events), and cross promotions with other companies. Personal selling is only done to attract large numbers of visitors. The strategy used is to offer offers to institutions such as schools and offices, direct offers to crowded centers such as shopping centers. Meanwhile, the public relations programs carried out by Dunia Fantasi are publications through mass media, edufantasi, and seminars.

The material for evaluation that can be taken into consideration is where Dunia Fantasi needs to maintain and increase promotion through creative and innovative promotional programs. Dunia Fantasi

needs to maintain and improve services to consumers in order to provide consumer satisfaction. Because satisfied consumers are potential consumers to promote Fantasy World to friends, relatives, and family.

The results of the analysis of the consumer decision-making process in Dunia Fantasi at the need recognition stage, the main motivation for visiting consumers is recreation or vacation, while the main benefit sought is refreshing. At the information search stage, the dominant source of information is information from family or companion (word of mouth), and which becomes the focus of consumer attention when seeing or hearing promotions is the game vehicle offered. In the alternative evaluation stage, the main consideration for consumers to choose Dunia Fantasi to visit is the complete facilities, and consumers simply prioritize Dunia Fantasi as a tourist object to visit. At the purchase decision stage, consumers decide to visit in a planned manner and choose a holiday as a time to visit and spend time in Fantasy World with friends. Meanwhile, the one who has the most influence on consumers to visit is oneself. At the post-purchase evaluation stage, the level of consumer satisfaction tends to be satisfied and interest in revisiting is very high and the willingness of consumers to suggest to other people is quite large.

## CONCLUSIONS AND SUGGESTIONS

1. There is a significant positive and positive effect of promotion on the decision to visit Dufan Ancol. This shows that promotion affects the decision to visit. This means that the better the promotion provided by Dufan Ancol, it will increase the decision to visit tourists by increasing promotions, because promotion can be interpreted as an activity, activity or business in order to provide information and influence others to consume the products and services offered
2. There is a significant positive influence of facilities on the decision to visit Dufan Ancol. This shows that tourist facilities will influence the decision to visit Dufan Ancol. This means that the better the tourist facilities provided by Dufan Ancol, it will increase the decision to visit tourists by providing facilities for places of worship and toilets that are easily accessible, the environment is clean and beautiful.
3. There is a significant positive effect of price on the decision to visit Dufan Ancol. This shows that ticket prices will influence the decision of tourists to visit Dufan Ancol. This means that if affordable ticket prices are supported by complete and attractive rides, visitors will come to visit Dufan Ancol.
4. There is a significant positive effect of promotion, facilities, and prices simultaneously on the decision to visit Dufan Ancol. This shows that the promotions, facilities, and prices provided by Dufan Ancol can increase the decision to visit Dufan Ancol.

## Suggestion

1. For tourism manager Dufan Ancol
  - a. Regarding promotions, Dufan Ancol management should maintain and increase the promotions carried out, paying attention to affordable prices for consumers who enjoy tourism, and promotions offered by tourists. At certain points in time to ensure that the object is relevant and customer satisfaction is increased.
  - b. In terms of facilities, Dufan Ancol management should maintain and improve the quality of the available facilities, pay more attention to the time for repairs or maintenance of existing facilities, and the existing facilities are always in good condition to meet consumer needs. It is recommended to be in the area. iSecondly, managers need to maintain the cleanliness of the area around the tourist sites and facilities.
  - c. Regarding prices, Dufan Ancol management should offer discounts when visitors come in groups and make virtual payments such as Dana, Ovo, ShopeePay to make it easier for consumers to check out.
  - d. In relation to the decision to visit, Dufan Ancol's management pays more attention to policies related to tourists during the COVID-19 pandemic with strict iprokes and increases digital marketing in terms of promotion, especially social media marketing.
2. for the next researcher



- a. The sampling technique of the research was carried out through the distribution of questionnaires with online using google forms and data collection through self-reported, so it was difficult to confirm the quality of respondents' answers. For further research, it is recommended that the sampling method can be done online, but combined with data collection through direct interviews with visitors who buy through social media platforms so that more valid data can be obtained.
- b. For future researchers, it is hoped that they can conduct research analysis related to the decision to visit and use the Structure Equation Model through AMOS or LISREL to observe the direct and indirect effects of each predictor. In addition, the next research will add intervening/mediation variables to determine the further influence on the decision to visit

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