

THE INFLUENCE OF PRICE, FACILITIES, AND LOCATION ON TOURIST SATISFACTION AT PADANG-PADANG BEACH TOURIST ATTRACTION IN PECATU VILLAGE

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Abstract:

This study examines and analyses the influence of price, facilities, and location on tourists' decision-making. The research was conducted at Padang-Padang Beach Tourist Attraction in Pecatu Village, involving 100 respondents selected using Slovin's formula. All data obtained from the distribution of questionnaires were deemed suitable for use and will be analyzed using multiple linear regression and hypothesis testing (t-test and F-test). The study's findings indicate that: 1) Price, facilities, and location significantly impact tourists' decision-making at Padang- Padang Beach Tourist Attraction in Pecatu Village. 2) Price positively and significantly affects tourists' decision-making at Padang-Padang Beach Tourist Attraction in Pecatu Village. This means the more aligned the offered price is with the quality provided, the more tourists' decisions will improve. 3) Facilities positively and significantly affect tourists' decision-making at Padang-Padang Beach Tourist Attraction in Pecatu Village. This indicates that the better the facilities provided, the more tourists' decisions will increase. 4) Location positively and significantly affects tourists' decision-making at Padang-Padang Beach Tourist Attraction in Pecatu Village. This means that the more strategic the business location, the more tourists' decisions will improve.

Keywords: Price, Facilities, Location, Tourist Decision-Making

Article History:

Received: 2023-10-04

Revised: 2023-11-02

Accepted: 2023-12-15

Vol 1 Issue 1 2023

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INTRODUCTION

Bali is one of the most popular tourist destinations in the world, with its allure stemming from its grandeur. There are several attractive features in Bali, such as the beauty of its beaches and the island's culture. The development of tourism in Bali is greatly influenced by the diversity of culture, rituals, and arts of the Balinese people, indicating a reciprocal relationship between tourism and culture. This is not commonly found in other locations in Indonesia (Pramudita; 59:2020).

As a tourist destination, Badung is one of the districts in Bali that also has significant tourism potential. In northern Badung, agro-tourism has been developed due to its rich agricultural potential, while the southern part is famous for its beach tourist attractions, particularly Padang-Padang Beach. Padang-Padang Beach, also known as Labuhan Sait Beach, is now very popular among both domestic and international tourists. It has become a favorite spot for sunbathing, especially for tourists staying in the Pecatu area. Padang-Padang Beach is managed by the local government of Pecatu.

Consumer Satisfaction. Visitor satisfaction refers to the level of satisfaction a person feels after comparing the perceived performance of a product with their expectations. To assess the level of satisfaction, measurements are made between tourists' expectations of the service they receive and the actual service provided (Ina, 2022: 365).

Price. According to Kotler and Armstrong (2015), pricing is the amount of money charged for a product or service, or the value transferred by consumers to gain the benefits of owning or using a product or service.

Facilities. The facilities of a tourist attraction are services that support or enhance the activities of visitors at a location. According to Ecopreneur (Rizal, 2021: 123), if a tourist location has adequate facilities that meet service requirements and can delight visitors, tourists will likely want to return.

Location. According to Lupiyoadi and Hamdani (2009) location refers to a company's decision regarding where to place its activities and employees. Agustini states that a good location pertains to

various marketing operations aimed at accelerating and facilitating the satisfaction or distribution of products or services, which can be evaluated by customers when making purchasing choices.

METHODS

The research location is at Padang-Padang Beach, Pecatu Village, Badung Regency. This study focuses on the marketing field, specifically on Price, Tourist Facilities, and Location. In this research, the sampling was conducted using the accidental sampling technique. The accidental sampling technique means that the respondents selected as samples are those encountered at the research location. As a second alternative, if this technique is not feasible, other appropriate sampling methods may be considered.

RESULT AND DISCUSSION

Table 1. Multiple Regression Analysis

Variable	Regression Coefficient		t	Sig
	B	Std. Error		
Price (X1)	0.176	0.063	2.814	0.006
Facilities (X2)	0.819	0.096	8.545	0.000
Location (X3)	0.073	0.029	2.493	0.014
(Constant): 0,091 F				
Statistic: 94,959 Sig F:				
0.000				
R ² : 0,740				
R: 0,865				

Source: Data processed in 2024

Based on Table 1, the multiple linear regression equation can be written as follows:

$$Y = 0,091 + 0,176X_1 + 0,819X_2 + 0,073X_3$$

1. α = The constant value is 0.091, meaning that when the price (X1), facilities (X2), and location (X3) are equal to zero, the decision of tourists is 0.091.
2. $b_1 = 0.176$ indicates that price has a positive effect on tourist decisions, meaning that if the price offered is in line with the quality provided, then tourist decisions will increase.
3. $b_2 = 0.819$ indicates that facilities have a positive effect on tourist decisions, meaning that if the provided facilities are good, then tourist decisions will increase.
4. $b_3 = 0.073$ indicates that location has a positive effect on tourist decisions, meaning that if the business location is strategic, then tourist decisions will further increase.

Table 2. Result of F-Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1086.406	3	362.135	94.959	,000b
Residual	366.104	96	3.814		
Total	1452.510	99			

Source: Data processed in 2024

The steps for testing the effect of independent variables, namely price (X1), facilities (X2), and location (X3), on tourist decisions (Y) simultaneously (F-test) are as follows:

1. $H_0: b_1, b_2, b_3 = 0$, meaning that the variables price (X1), facilities (X2), and location (X3) do not have a significant effect on tourist decisions (Y) at the Padang-Padang Beach Tourist Attraction in Pecatu Village.
2. $H_1: b_1, b_2, b_3 > 0$, meaning that the variables price (X1), facilities (X2), and location (X3) have a significant effect on tourist decisions (Y) at the Padang-Padang Beach Tourist Attraction in Pecatu Village.

Table 3. Result of t-Test

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 Constant	.091	.803		.133	.910
Price	.176	.063	.188	2.814	.006
Facilities	.819	.096	.625	8.545	.000
Location	.073	.029	.161	2.493	.014

Source: Data processed in 2024

1. $H_0: b_1 = 0$, meaning that the price variable does not have a significant positive effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village, when considered partially.
2. $H_2: b_1 > 0$, meaning that the price variable has a significant positive effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village, when considered partially.

The Effect of Price, Facilities, and Location on Tourist Decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village. Based on the F-test (simultaneously), it is known that F calculated (94.959) > F table (2.70) with a significance value of F being $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted. This means that the variables price (X1), facilities (X2), and location (X3) significantly affect tourist decisions (Y) at the Padang-Padang Beach Tourist Attraction in Pecatu Village. This research aligns with studies conducted by Suwastawa et al. (2021), Amrizi and Sudarwanto (2021), and Nuha (2020), which state that price, facilities, and location have a significant effect on tourist decisions.

The Effect of Price on Tourist Decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village. It was found that t calculated (2.814) > t table (1.661) with a significance level of $0.006 < 0.05$, thus H_0 is rejected and H_2 is accepted, meaning that the price variable has a significant positive effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu, Badung. This research aligns with studies conducted by Beslar et al. (2022), Suastawa et al. (2021), and Hardina (2021), which state that price has a significant positive effect on tourist decisions.

The Effect of Facilities on Tourist Decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village. It was found that t calculated (8.545) > t table (1.661) with a significance level of $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that the facilities variable has a significant positive effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu. This research aligns with studies conducted by Anisa Ainul Faudah (2021), Muchtar Arifin (2019), and Lindasari (2020), which state that facilities have a significant positive effect on tourist decisions. The Effect of Location on Tourist Decisions at the Padang-Padang Beach Tourist Attraction in Pecatu Village. It was found that t calculated (2.493) > t table (1.661) with a significance level of $0.014 < 0.05$, thus H_0

is rejected and H_a is accepted, meaning that the location variable has a significant positive effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu. This research aligns with studies conducted by Ronny Okvianto Wisman, Yulistia (2020), and Risky Werdani Rahmaddiyastuti, which state that location has a significant positive effect on tourist decisions.

CONCLUSION

Based on the data analysis results and discussion, the conclusions of this research are as follows:

1. Price, facilities, and location significantly influence tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu.
2. Price has a positive and significant effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu. This means that the more appropriate the price offered is in relation to the quality provided, the more it increases tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu.
3. Facilities have a positive and significant effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu. This indicates that the better the facilities provided, the more it enhances tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu.
4. Location has a positive and significant effect on tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu. This means that the more strategic the business location, the more it increases tourist decisions at the Padang-Padang Beach Tourist Attraction in Pecatu.

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