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The Influence of Location, Price, and Facility on Interest in Revisiting Wego Lamongan Tourism (Case Study on Gondang Outbond Lamongan Educational Tourism)

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The Influence of Location, Price, and Facility on Interest in Revisiting Wego Lamongan Tourism (Case Study on Gondang Outbond Lamongan Educational Tourism)

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Abstract
According to Rahmawati (2016:3) it is stated that marketing is one of the activities that aims to identify or explain and find human needs, while marketing management itself according to Agustina Shinta (2011:2) marketing management is an effort to plan, implement (which consists of an activity of organizing, directing, and coordinating) as well as supervising and or controlling marketing activities in an organization in order to achieve the organization's goals effectively and efficiently. The population of this study is visitors at WEGO which amounted to 13,257 from the number that the author got from the management of Gondang Outbond Educational Tourism and calculated by the slovin formula, the sample result was 100 people. The analysis model used in this study is multiple linear regression. Based on the results of the regression test, a value of Y of -0.470 + 0.342X^1 + 0.722X^2 + 0.118X^3, From this value it can be concluded that the most dominant factor for the bound variable (Interest in Returning Visits) is Price because it has the highest beta value of 0.554.

Keywords: Location, Price, Facility, Interest in Visiting

1. Introduction

Lamongan Regency is a district located in one of the areas where there are several tourism owned. Tourism itself is an asset sector owned by the state of Indonesia which has quite basic attractions. Many visitors are both from residents and even from tourists from neighboring countries. There are quite a lot of tourist attractions in Indonesia and have a unique and interesting history for tourists for local residents and other countries. In Lamongan Regency itself, it offers tourism, one of which is WEGO (Educaton Gondang Outbound Tour) itself, tourists' interest in visiting is also a benchmark for visits and assessments of tourist attractions.

According to Rahmawati (2016:3) it is stated that marketing is one of the activities that aims to identify or explain and find human needs, while marketing management itself according to Agustina Shinta (2011:2) marketing management is an effort to plan, implement (which consists of an activity of organizing, directing, and coordinating) as well as supervising and or controlling marketing activities in an organization in order to achieve the organization's goals effectively and efficiently.

According to Lupiyoadi in Siti Fatimah (2019:02) stated that Location is a decision made by a company where the company must be located and operate. The indicators of the location, according to Tjiptono in Eno Indah Sari (2020:143), explained that there are location indicators used in the selection of places or locations, including access, wide parking lots, and visibility and traffic.

Basically, the location in a tour is a factor that determines the choice of people interested in visiting tourist attractions. Visitors will be interested in visiting a tourist object with the existence of an easily accessible location, the convenience of the location and spacious parking where it meets the existing security From the existence of this tourist location, there are complaints from visitors that can be a factor that results in a decrease in the number of visitors at the WEGO tourist object.

This condition also affects the price offered in tourism. According to Eno Indah Sari (2020:142) Defining Price is the amount of money paid for goods, services or the amount of value that consumers exchange in terms of benefits from using or owning a service or goods. One of the most effective marketing tools in influencing interest in visiting is also the existence of facilities or facilities offered, where facilities according to Fima Rosida (2018:39), are physical resources that must exist before services are offered to consumers.

In this study, the theory of repurchase interest is used as an additional reference to strengthen the theory of interest in revisiting WEGO tourist objects, because the meanings of the two have similarities, because if you look at the meaning of the repurchase interest it is an encouragement for consumers to be able to make repeated purchases. According to Cole and Scote in Sintia Astuti (2022:12) said that the intention or interest of revisiting is the desire by tourists to revisit the same dynasty at a different time for the second time.

2. Material and Method

2.1 Design Study

The sample used was 100 respondents using the slovin formula, data management using the IMB SPSS version 25 statistical tool.

2.2 Data Analysis

The test tools used are Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Multiple Correlation Test, Deterination Coefficient Test, T Test, F Test.

3. Result

Validity Test

Table 1. Validity Test Results

Variables/indicators	Calculate	Table	Information
Location (X1)			
Indicator X1.1	0,858	0,1966	Valid
Indicator X1.2	0,764	0,1966	Valid
Indicator X1.3	0,723	0,1966	Valid
Indicator X1.4	0,812	0,1966	Valid
Price (x2)			
X2.1 Indicator	0,725	0,1966	Valid
X2.2 Indicator	0,755	0,1966	Valid
Indicator X2.3	0,797	0,1966	Valid
X2.4 Indicator	0,787	0,1966	Valid
Facility (X3)			
Indicator X3.1	0,788	0,1966	Valid
Indicator X3.2	0,850	0,1966	Valid
Indicator X3.3	0,868	0,1966	Valid
Indicator X3.4	0,764	0,1966	Valid
Interest in Returning (Y)			
Y1.1 Indicator	0,865	0,1966	Valid
Y1.2 Indicator	0,821	0,1966	Valid
Y1.3 Indicator	0,734	0,1966	Valid
Y1.4 Indicator	0,797	0,1966	Valid

Some of the tables above show that the indicators used in the measurement of the variables of this study have a correlation value of > 0.1966 or a tcal value > the table. This means that all indicators in the measurement of variables in this study are said to be valid.

Reliability Test

Table 2. Reliability Test Results

Variable	*Alpha's Cronbach*	Standat Reliability	Information
Location (X1)	0,790	0,6	RELIABLE
Price (X2)	0,783	0,6	RELIABLE
Facility (X3)	0,844	0,6	RELIABLE
Interest in Returning (Y)	0,824	0,6	RELIABLE

Table 2 shows the reliability values for each of the research variables, where all *Cronbach's Alpha* values of all variables > *0.6.* This is because the Reliability Standard value is 0.6 and all variables in the study mean that the variables Location (X1), *Price* (X2), *Facility*

(X3), and Interest in Returning (Y) are said to be reliable and the questionnaire is suitable for use in the study.

Classical Assumption Test

1. Normality Test

Table 3. Normality Test Results

One-Sample Kolomogrov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.05249365
Most Extreme Differences	Absolute	.147
	Positive	.147
	Negative	-,142
Kolmogorov-Smirnov Z		,147
Asymp. Sig. (2-tailed)		.200c

Based on the results of Table 3 above, it shows that the results of the calculation *of Kolmogrov Semirnov Unstandardized Residual* whose value is greater than 0.05 which is 0.147 can be concluded that the data is normally distributed.

2. Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance Value	Standard Tolerance Value	VIF Value	VIF Value Standards
Facilities (x1)	0,400	0,10	1,502	10
Price (x2)	0,354	0,10	2,824	10
WOM (X3)	0,570	0,10	1,753	10

Table 4 above shows the tolerance values and VIF values of all independent variables > 0.10 and < 10, which means that all variables in this study's regression model do not have multicollinearity problems.

3. Heteroscedacicity Test

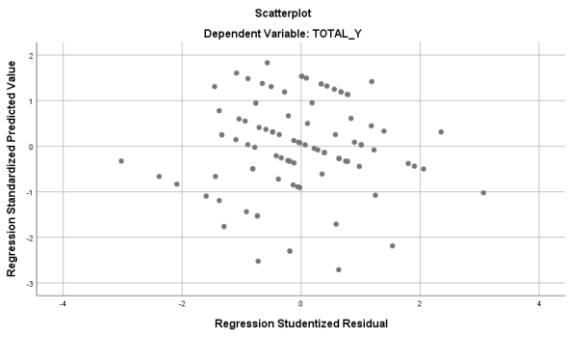

Figure 1. Ujo Heteroskedalitity

Figure 1 is the result of a heteroscedasticity test using SPSS where it can be seen that the dots are scattered randomly and do not form a certain pattern such as wavy, widening or narrowing. This means that all variables contained in this study do not have heteroscedaciness problems.

4. Uji Autokorelasi

Table 5. Autocorrelation Test Results

Model	Change Statistics			Durbin-Watson
	df1	df2	Sig. F Change	
1	3	96	,000	2,078

Based on table 5 above, the Durbin Watson value was obtained of 2.078 which means that the autocorrelation test in this study was negative and did not become an autocorrelation problem.

Multiple Correlation Test

Table 6. Multiple Correlation Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,888	,789	,782	1,069

The results of the analysis obtained in table 4.16 above are known to be 0.888, which means that there is a very strong relationship between the variables Location (X1), *Price* (X2) and *Facility* (X3) to Interest in Returning (Y) to Gondang Outbound Educational Tourism.

Coefficient of Determination Test

Table 7. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 888	,789	,782	1,069

Table 7 above can explain that the calculation of SPSS above can be known: (a) R = 0.888 means that the independent variable (location, *price, facility*) has a high role in the dependent variable (Return Interest). (b) The value of the determination coefficient R square (R2) = 0.789, shows the magnitude of the variation of the dependent variable. Thus, the independent variables (location, *price, facility*) are able to explain the dependent variable (interest in revisiting) of 78.9%, and the remaining 21.1% can be explained by other causes such as location (Risky

Werdani R, 2020), service quality (Ubaidillah Al Abhror, 2017), attraction (Retno Putri Anggraini, 2019), interest in visiting (Fitri Aprilia, 2015), tourist facilities (Rizqy Nour Priandini, 2022).

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Mr.
		B	Std. Error	Beta		
1	(Constant)	,470	1,101		,426	,671
	X1	,342	,086	,294	3,959	,000
	X2	,722	,103	,554	7,033	,000
	X3	,118	,059	,124	1,998	,000

The results of the analysis from the test in table 4.18 above obtained the form of the regression model equation as follows:

$$\boldsymbol{Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e}$$

$$\boldsymbol{Y = -0,470 + 0,342 X_1 + 0,722 X_2 + 0,118 X_3}$$

Of these coefficients, the independent variable above is positive. This means that it has a direction of change that is in line with the bound variable. In addition, the price variable coefficient with a coefficient of 0.722 means that the price has the largest value compared to the regression coefficient of the Location and *Facility* variables. Thus, it can be concluded that the most dominant factor for the bound variable (Return Visiting Interest) is *Price*.

Test T

Table 9. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Mr.
		B	Std. Error	Beta		
1	(Constant)	,470	1,101		,426	,671
	X1	,342	,086	,294	3,959	,000
	X2	,722	,103	,554	7,033	,000
	X3	,118	,059	,124	1,998	,000

Test F

Table 10. Test Result F

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Mr.

1	Regression	409,643	3	136,548	119,531	,000b
	Residual	109,667	96	1,142		
	Total	519,310	99			

The table above shows a significance value of 0.000 < 0.05, while the F value of the calculation is 119.531 and the F table is 2.70. From this data, the F value is calculated > F table (119.531 > 2.70), so it can be concluded that together the X variables, namely Price, *Price*, *Facility*, have a significant effect on the Interest in Returning Visits.

4. Discussion

a. In the Location variable (X1) for Return Visiting Interest, the results of the significance level were 0.000 < 0.05 and the t calculation was 3.959 and the t table was 1.98447. From the data, the t-value calculated > t table (3.959 > 1.98447) was obtained, so Ho was rejected and H1 was accepted, which can be concluded that partially the Location variable has a significant effect on the Interest in Revisiting.
b. In the variable Price (X2) on Interest in Returning Visits, the results of the significance level were obtained of 0.000 < 0.05 and t calculated as 7.033 and t table as 1.98447. From this data, the t-value calculated > t table (7.033> 1.98447 was obtained. then Ho was rejected and H1 was accepted, which can be concluded that partially the Price variable has a significant effect on the Interest in Returning Visits.
c. In the Facility variable (X3) for Return Visiting Interest, the results of the significance level were 0.000 < 0.05 and the t calculation was 1.998 and the table t was 1.98447. From this data, the t-value calculated > t table (1.998> 1.98447 was obtained. then Ho was rejected and H1 was accepted, which can be concluded that partially the Facility variable has a significant effect on the Interest in Revisiting.

5. Conclusion, Implication, and Recommendation

1. The Validity Test states that all statement indicators of each variable are *valid*. This shows that each statement used in the questionnaire is able to reveal and measure exactly something that is the object of the research, namely the purchase decision. With a significance value of < 0.05.
2. The Reliability Test shows that all the variables tested are *reliable.* Supported by *Cronbach's Alpha* value > 0.06 (see Table 4.11). This shows that the questionnaire used is a feasible questionnaire and is able to act as a variable indicator.
3. The normality test showed that the significance value obtained from the research data was 0.147 > 0.05 so that it can be concluded that the residual value is normally distributed
4. The Multicollinearity Test showed that the *Tolerance* value on each variable > 0.100 and VIF < 10.00, so it was concluded that the data did not occur multicollinearity
5. The Heteroscedasticity test showed that the three *independent* variables had a significance value (> 0.05) so that no heteroscedasticity symptoms occurred
6. Multiple Linear Regression analysis shows several conclusions as follows:

- A constant of 0.470 means that if the location, price and distribution facility are 0 (zero), then the value of the purchase decision is 0.470.
- The regression coefficient of 0.342 states that if the location increases by 1 unit, then the purchase decision will also increase by 0.342.
- The regression coefficient of 0.722 states that if the price increases by 1 unit, then the purchase decision will also increase by 0.722.
- The regression coefficient of 0.118 states that if the facility increases by 1 unit, then the purchase decision will also increase by 0.188.

7. The t-test showed that the significance value of the location variable < 0.05, with t calculated > 1.98447 (t table). The significance value of the price variable > 0.05), with t calculated < 1.98447 (t table). The significance value of the facility variable < 0.05, with t calculated > 1.98447 (t table). So that the variables of location (X1), price (X2) and facility (X3) have an effect on the interest of returning (Y).

8. The F test shows that the significance value obtained (< 0.05), and F calculates > 2.70 (F table). So it was concluded that there was an influence of variable X, namely: Location, *Price*, *Facility* simultaneously on the variable of Interest in Returning (Y).

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