

Analysis of the Influence of Ticket Price Perception and Facilities on Visiting Intention at the Indonesian National Museum, Central Jakarta

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Abstract

Keywords:

Ticket Price Perception, Facilities, Tourism Visiting Intention, Indonesian National Museum.

The Indonesian National Museum in Central Jakarta, also known as the Elephant Museum, is one of the cultural educational tourism destinations with significant historical value in Indonesia. The number of tourist visits to this museum remains relatively low, particularly outside visits conducted by students and formal institutions. This condition is presumed to be related to the substantial increase in ticket prices as well as the suboptimal management of facilities.

Purpose: *This study aims to analyze the influence of ticket price perception and facilities on visiting intention at the Indonesian National Museum in Central Jakarta, both partially and simultaneously. Methods:* *This study employed a quantitative approach based on the positivist paradigm. The population consisted of 717,656 visitors to the Indonesian National Museum in 2025. Using the Slovin formula with a 10% margin of error, a sample of 100 respondents was selected through purposive sampling. Data were collected through observation, questionnaires using a four-point Likert scale, and documentation. The analysis techniques included descriptive statistics, validity and reliability tests, classical assumption tests, coefficient of determination analysis, partial and simultaneous hypothesis testing, and multiple linear regression analysis. Results:* *The findings indicate that ticket price perception has a positive and significant influence on visiting intention ($t = 4.890$; $p = 0.000$; $\beta = 0.345$). Facilities also have a positive and significant influence on visiting intention ($t = 3.949$; $p = 0.000$; $\beta = 0.309$). Simultaneously, both variables significantly affect visiting intention ($F = 20.337$; $p = 0.000$). The Adjusted R Square value of 0.281 shows that ticket price perception and facilities explain 28.1% of the variation in visiting intention, while the remaining 71.9% is influenced by other factors.*

Implications: *The results suggest that fair ticket pricing and improved facilities can enhance visitors' intention to visit the Indonesian National Museum. Therefore, museum management should prioritize appropriate pricing strategies and facility improvements while also strengthening promotion, destination image, and service quality.*

INTRODUCTION

Tourism is one of the most important sectors in a country's economy because it is capable of making substantial contributions, both directly and indirectly, to economic development. The tourism industry not only creates employment opportunities but also stimulates local economic growth and strengthens cultural exchange among nations. One of the crucial aspects that significantly influences the level of tourist visits to a destination is the availability and quality of tourism facilities provided at that destination. In recent years, both researchers and practitioners in the tourism sector have increasingly focused on the role of tourism facilities, which directly influence the attraction of tourist visits. Complete and adequate facilities not only provide comfort but also create enjoyable travel experiences, enhance visitor satisfaction, and ultimately contribute

to an increase in the number of tourists visiting a destination (Mendrofa & Zalukhu, 2022; Melati et al., 2025).

Not only are physical facilities important, but other aspects such as accessibility, availability of information, pricing, and the quality of services provided to tourists also play significant roles in shaping high-quality tourism experiences. Good accessibility enables tourists to reach destinations easily, while the availability of clear information assists them in planning their visits effectively. Therefore, gaining a comprehensive understanding of the relationship between the availability of tourism facilities and tourist visitation levels is essential for developing the potential of the tourism sector within a country (Edo et al., 2023; Sofiani & Eugenia, 2023).

This argument is supported by the fact that the completeness of facilities at a tourist destination can be a key factor influencing tourists' destination choices. When prices offered by different destinations are relatively similar, tourists tend to be more satisfied with and more interested in destinations that provide better facilities and amenities. Consequently, facilities that meet or even exceed tourists' expectations can generate significant satisfaction and encourage intentions to revisit (Salsabila & Nathalia, 2023; Rizal et al., 2021). High levels of visitor satisfaction also have positive implications for the sustainability of a tourist destination, as satisfied tourists are more likely to return and recommend the destination to others (Mulyana & Gayatri, 2022; Nasqa et al., 2025; Ardiansyah et al., 2023; Rara et al., 2023).

One tourism attraction that is particularly relevant in this context is the Indonesian National Museum, located in Central Jakarta. The museum serves as an important instrument for representing the nation's identity through its collections of historical and cultural artifacts. Various forms of information related to Indonesian history and culture can be found within the museum, thereby enriching visitors' knowledge and helping them understand the historical and cultural roots of the nation. The Indonesian National Museum, also known as the Elephant Museum, was established by the Dutch colonial government in 1778 and is recognized as one of the leading museums in Southeast Asia. As an institution dedicated to the preservation of Indonesia's cultural and natural heritage, the museum should serve as an ideal center for public learning. Based on the Government Regulation of the Republic of Indonesia Number 66 of 2015 concerning Museums, a museum functions as an institution aimed at conservation, development, utilization of collections, and dissemination of information to the public.

At present, the level of tourist visitation to the Indonesian National Museum remains relatively low, particularly outside periods of student visits and official institutional visits. This condition is presumed to be closely associated with significant increases in ticket prices, insufficient promotional activities, and suboptimal facility management. These factors constitute major challenges that hinder the growth in visitor numbers (Purwanto et al., 2025; Tumanggor, 2024). Therefore, innovations in museum management are required, including the development of attraction products, the improvement of facilities, and the implementation of appropriate ticket pricing strategies, in order to enhance the museum's attractiveness and provide visitors with educational experiences related to Indonesian history and culture (Nugraha & Rosa, 2022; Prayag et al., 2023).



Gambar 1. Museum Nasional Indonesia

According to the Government Regulation of the Republic of Indonesia Number 66 of 2015 concerning Museums, museums function as institutions dedicated to the conservation, development, and utilization of collections, as well as the dissemination of information to the public.

The Indonesian National Museum experienced a fire incident on September 16, 2023, which destroyed six rooms located in the rear section of Building A, including the Prehistoric Gallery, Ceramic Gallery, Terracotta Gallery, Civilization Room, Indonesian Culture Room, and Indonesian Nature Room.

As a consequence, the museum was closed to the public to undergo a comprehensive revitalization process conducted by the Indonesian Heritage Agency (IHA) under the Ministry of Education, Culture, Research, and Technology. The revitalization process encompassed not only the restoration of physical infrastructure but also a conceptual transformation aimed at repositioning the museum as an interactive space that is relevant to the needs of modern society.

After more than one year of recovery and redevelopment, the Indonesian National Museum was reopened to the public on October 15, 2024, under the theme “Reimagining Cultural Heritage,” marking the beginning of a new phase in the museum’s management and operations.

TOTAL MONTHLY VISITORS - YEAR 2024		
MUSEUM AND CULTURAL PRESERVATION - NATIONAL MUSEUM UNIT OF INDONESIA		
NO	MONTH	NUMBER OF VISITORS
1	January	-
2	February	-
3	March	-
4	April	-
5	May	-
6	June	-
7	July	-
8	August	-
9	September	-
10	October	-
11	November	81,247
12	December	131,488
TOTAL		212,735

Gambar 2. Data Pengunjung Tahun 2024

The Indonesian National Museum resumed its operations in October 2024; however, it was only fully operational during the final two months of the year, namely November and December 2024. Nevertheless, public enthusiasm for the museum's new appearance was remarkably high, as evidenced by the total number of visits, which reached 212,735 visitors within those two months alone. This figure reflects the strong public interest in the Indonesian National Museum following its revitalization process and serves as an early positive indicator of the museum's sustainability and potential as a cultural and educational tourism destination in Central Jakarta.

TOTAL VISITORS PER MONTH 2025					
MUSEUM AND CULTURAL PRESERVATION - NATIONAL MUSEUM UNIT OF INDONESIA					
NO	MONTH	NUMBER OF VISITORS			TOTAL
		CHILDREN	ADULTS	FOREIGN	
1	JANUARY	20,218	54,216	4,229	78,663
2	FEBRUARY	19,402	42,898	5,760	68,060
3	MARCH	4,191	13,755	3,842	21,788
4	APRIL	21,847	52,622	4,974	79,443
5	MAY	18,496	42,158	4,888	65,542
6	JUNE	20,949	42,849	4,279	68,077
7	JULY	21,206	45,919	6,722	73,847
8	AUGUST	8,676	26,677	7,098	42,451
9	SEPTEMBER	7,240	21,793	4,336	33,369
10	OCTOBER	13,576	33,765	5,469	52,810
11	NOVEMBER	15,549	35,613	4,810	55,972
12	DECEMBER	23,239	50,883	3,512	77,634
TOTAL		194,589	463,148	59,919	717,656

Gambar 3. Data Pengunjung Tahun 2025

This positive visitation trend continued throughout 2025, with the Indonesian National Museum recording a total of 717,656 visitors within a single year. This figure represents a substantial increase compared to the museum's limited operational period at the end of 2024 and indicates that the revitalization of facilities and the enhancement of museum programs implemented by the management have successfully attracted a broader range of visitors.

The Indonesian National Museum in Central Jakarta offers several categories of admission tickets. Students are charged an entrance fee of IDR 30,000 per person, while adults are required to pay IDR 50,000 per person. Meanwhile, foreign visitors are charged an admission fee of IDR 150,000 per person.

METHODS

This study employed a quantitative approach with an associative-causal research design (Sugiyono, 2021) to analyze the influence of ticket price perception and facilities on visiting intention at the Indonesian National Museum in Central Jakarta. The subjects of the study were visitors who had previously visited the Indonesian National Museum, with a population of 717,656 visitors based on the museum's visitation data in 2025. The research sample consisted of 100 respondents, determined using the Slovin formula with a 10% margin of error and selected through purposive sampling based on the criteria that respondents had visited the Indonesian National Museum and were willing to complete the questionnaire (Amin & Abunawas, 2023). The research

instrument was a closed-ended questionnaire utilizing a four-point Likert scale to measure the variables of ticket price perception, facilities, and visiting intention. This instrument was supported by field observations as a source of primary data, while documentation and literature served as sources of secondary data. Data collection was conducted directly from respondents at the research site. Data analysis was carried out in several stages, including descriptive analysis, validity testing, reliability testing, classical assumption testing (normality, multicollinearity, and heteroscedasticity), coefficient of determination (R^2), partial testing (t-test), simultaneous testing (F-test), and multiple linear regression analysis using SPSS software to test the research hypotheses. The study was conducted at the Indonesian National Museum in Central Jakarta over a data collection period of approximately two months, encompassing questionnaire distribution, data collection, data processing, and data analysis.

RESULTS AND DISCUSSION

RESULTS

1. Normality Test

Table 1. Normality Test Results

Uji	Statistik	DF	Sig.
<i>Kolmogorof-Smirnov</i>	0,114	98	0,05
<i>Monte Carlo</i>	0,518	98	0,05

Based on the table 1 above, the results of the Kolmogorov–Smirnov test indicate a significance value of 0.114, while the Monte Carlo test results show a significance value of 0.518. Both values are greater than $\alpha = 0.05$, indicating that the residuals are normally distributed. Therefore, the normality assumption is satisfied, and the regression model is considered appropriate for further analysis.

2. Multicollinearity Test

Table 2. Results of the Multicollinearity Test

Item	Tolerance	VIF	Description
X1	0,999	1,001	Free of Multicollinearity
X2	0,999	1,001	Free of Multicollinearity

Based on the results of the multicollinearity test presented above, all independent variables in this study obtained a Tolerance value of 0.999, which exceeds the minimum threshold of 0.05, and a Variance Inflation Factor (VIF) value of 1.001, which is well below the maximum threshold of 10.00. It can therefore be concluded that there is no indication of multicollinearity among the independent variables. Consequently, the relationship between the ticket price perception variable (X_1) and the facilities variable (X_2) is independent of one another, indicating that both variables can be included simultaneously in the regression model without causing multicollinearity issues.

3. Heteroscedasticity Test

Table 3. Results of the Heteroscedasticity Test

<i>Item</i>	<i>Sig.</i>	<i>Description</i>
X1	0,469	Did Not Occur
X2	0,617	Did Not Occur

Based on the results of the Glejser test presented in the table above, the following findings were obtained:

- a. The Ticket Price Perception variable (X_1) obtained a significance value of 0.469, which is greater than the significance level of $\alpha = 0.05$. Therefore, variable X_1 is not affected by heteroscedasticity.
- b. The Facilities variable (X_2) obtained a significance value of 0.617, which is greater than the significance level of $\alpha = 0.05$. Therefore, variable X_2 is also not affected by heteroscedasticity.

Based on the test results at a significance level of $\alpha = 0.05$, the regression model used in this study is free from heteroscedasticity, as both the ticket price perception variable and the facilities variable satisfy the assumption of homoscedasticity. Therefore, the model meets the heteroscedasticity assumption required for regression analysis.

4. Coefficient of Determination

Table 4. Results of the Coefficient of Determination Test

<i>Item</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
X1	0,544	0,295	0,281	1,392

The Adjusted R Square value of 0.281 indicates that the independent variables, namely Ticket Price Perception (X_1) and Facilities (X_2), are able to explain 28% of the variation in the dependent variable, Visiting Intention (Y). The remaining 72% of the variation is explained by other variables not included in the research model.

5. Simultaneous Test (F-Test)

Table 5. Results of the Simultaneous Test (F-Test)

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	78,879	2	39,440	20,33	0,000
	<i>Residual</i>	188,111	97	1,939		
	Total	266,990	99			

The F-value of 20.33 with a significance value of $0.000 < 0.05$ indicates that the

regression model comprising Ticket Price Perception (X_1) and Facilities (X_2) simultaneously has a significant effect on Visiting Intention (Y). Therefore, the independent variables jointly contribute to explaining variations in visitors' intention to visit the Indonesian National Museum.

6. Partial Test (t-Test)

Table 6. Results of the Partial Test (t-Test)

Model	B (Unstandardized)	Std. Error	Beta	t	Sig.
(Constan)	4,955	1,365		3,629	0,000
Total X1	0,345	0,070	4,17	4,890	0,000
Total X2	0,309	0,078	0,337	3,949	0,000

7. Multiple Linear Regression Analysis

Based on the results of the hypothesis testing, the multiple linear regression equation can be formulated as follows:

$$[Y = 4.955 + 0.345X_1 + 0.309X_2]$$

The constant value (4.955) indicates that when the Ticket Price Perception (X_1) and Facilities (X_2) variables are equal to zero, the Visiting Intention (Y) remains at 4.955. This suggests the existence of a baseline level of visitors' intention to visit that is independent of these two variables.

The interpretation of each coefficient in the regression equation is as follows:

a. Constant (4.955)

The constant value of 4.955 implies that when both independent variables, namely Ticket Price Perception (X_1) and Facilities (X_2), do not contribute or have a value of zero, the Visiting Intention (Y) remains at 4.955.

b. Ticket Price Perception (X_1)

The Ticket Price Perception variable (X_1) has a regression coefficient of 0.345, indicating that a one-unit increase in ticket price perception will lead to an increase of 0.345 units in visiting intention, assuming that the other variables remain constant. The results of the t-test show a calculated t-value of 4.890 with a significance value of 0.000, which is lower than the significance threshold of $\alpha = 0.05$. Therefore, it can be concluded that ticket price perception has a significant partial effect on visiting intention.

c. Facilities (X_2)

The Facilities variable (X_2) has a regression coefficient of 0.309, indicating that a one-unit increase in facilities will result in an increase of 0.309 units in visiting intention, assuming that the other variables remain unchanged. The t-test results reveal a calculated t-value of 3.949 with a significance value of 0.000, which is lower than the significance threshold of $\alpha = 0.05$. Therefore, it can be concluded that facilities have a significant partial effect on visiting intention.

Discussion of Research Findings

Based on the results of the multiple linear regression analysis, it can be concluded that regression analysis is an appropriate method for testing the hypotheses in this study. This is supported by the results of the validity and reliability tests, which indicate that the data are both valid and reliable and, therefore, suitable for further statistical analysis.

1. The Influence of Ticket Price Perception on Visiting Intention at the Indonesian National Museum, Central Jakarta

The results of the partial test reveal a significance value of $0.000 < 0.05$ and a calculated t-value of $4.890 > 1.985$ for the relationship between Ticket Price Perception (X_1) and Visiting Intention (Y). Therefore, H_{a1} is accepted and H_{01} is rejected, indicating that the ticket price perception dimension has a significant effect on visiting intention at the Indonesian National Museum in Central Jakarta. These findings demonstrate that ticket price perception has a positive and significant influence on visitors' intention to visit the museum.

The results of the multiple linear regression analysis further show that the regression coefficient for the Ticket Price Perception variable (X_1) is 0.345, indicating that every one-unit increase in ticket price perception will increase visiting intention (Y) by 0.345 units. This implies that the more positive tourists' perceptions are regarding the museum's ticket prices—particularly in terms of affordability, consistency with service quality, and price competitiveness—the greater their intention to visit the Indonesian National Museum in Central Jakarta.

2. The Influence of Facilities on Visiting Intention at the Indonesian National Museum, Central Jakarta

Based on the results of the partial test, the relationship between Facilities (X_2) and Visiting Intention (Y) yielded a significance value of $0.000 < 0.05$ and a calculated t-value of $3.949 > 1.985$. Accordingly, H_{a2} is accepted and H_{02} is rejected, where H_{a2} states that the facilities dimension significantly influences visiting intention at the Indonesian National Museum in Central Jakarta. Therefore, facilities have a positive and significant effect on visitors' intention to visit the museum.

Furthermore, the multiple linear regression analysis indicates that the regression coefficient for the Facilities variable (X_2) is 0.309, meaning that every one-unit increase in facilities leads to an increase of 0.309 units in visiting intention (Y). This finding suggests that the more complete, clean, and accessible the facilities provided by the Indonesian National Museum are, the greater the tourists' intention to visit the museum. Adequate facilities, such as clean restrooms, easily understandable information boards, modern immersive exhibition spaces, and sufficient parking areas, have proven to be important considerations influencing tourists' visiting intentions.

3. The Simultaneous Influence of Ticket Price Perception and Facilities on Visiting Intention at the Indonesian National Museum, Central Jakarta

Based on the results of the simultaneous test involving the two independent variables, namely Ticket Price Perception (X_1) and Facilities (X_2), against the dependent variable, Visiting Intention (Y), the significance value was $0.000 < 0.05$ and the calculated F-value was $20.337 > 3.090$ (F-table). Therefore, H_{03} is rejected and H_{a3} is accepted, indicating that ticket price perception and facilities simultaneously have a significant effect on visiting intention at

the Indonesian National Museum in Central Jakarta. Thus, the simultaneous test confirms that ticket price perception and facilities collectively exert a significant influence on tourists' intention to visit the museum.

In addition, the coefficient of determination test presented in the Model Summary section shows that the Adjusted R Square value of the regression model is 0.281. This result indicates that 28% of the variation in tourists' visiting intention at the Indonesian National Museum in Central Jakarta is explained by the two independent variables examined in this study, namely ticket price perception and facilities. The remaining 72% is influenced by other factors that were not analyzed in this research, such as tourism attractiveness, promotional activities, destination image, service quality, and other related factors.

CONCLUSION

Based on the results of the analysis and discussion regarding the influence of ticket price perception and facilities on visiting intention at the Indonesian National Museum in Central Jakarta, the following conclusions can be drawn:

- a. Ticket Price Perception (X_1) has a positive and significant effect on Visiting Intention (Y) at the Indonesian National Museum in Central Jakarta. This finding is evidenced by a calculated t-value of 4.890, which is greater than the critical t-value of 1.985, and a significance value of $0.000 < 0.05$. The regression coefficient of 0.345 indicates that every one-unit increase in ticket price perception results in an increase of 0.345 units in visiting intention. Therefore, H_{a1} is accepted and H_{01} is rejected. The more positive tourists' perceptions of the museum's ticket prices in terms of affordability, consistency with service quality, and price competitiveness, the greater their intention to visit the Indonesian National Museum.
- b. Facilities (X_2) have a positive and significant effect on Visiting Intention (Y) at the Indonesian National Museum in Central Jakarta. This is demonstrated by a calculated t-value of 3.949, which exceeds the critical t-value of 1.985, and a significance value of $0.000 < 0.05$. The regression coefficient of 0.309 indicates that every one-unit improvement in the quality of facilities increases visiting intention by 0.309 units. Therefore, H_{a2} is accepted and H_{02} is rejected. Complete, clean, and easily accessible facilities, such as adequate restrooms, informative information boards, modern immersive exhibition spaces, and sufficient parking facilities, have proven to be important considerations influencing tourists' intention to visit the museum.
- c. Ticket Price Perception (X_1) and Facilities (X_2) simultaneously have a positive and significant effect on Visiting Intention (Y) at the Indonesian National Museum in Central Jakarta. This is evidenced by a calculated F-value of 20.337, which is greater than the critical F-value of 3.090, and a significance value of $0.000 < 0.05$. Therefore, H_{a3} is accepted and H_{03} is rejected. The Adjusted R Square value of 0.281 indicates that these two variables collectively explain 28% of the variation in tourists' visiting intention at the Indonesian National Museum in Central Jakarta, while the remaining 72% is influenced by other factors not examined in this study, such as tourism attractiveness, promotional activities, destination image, and service quality.

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