

## ANALYSIS OF THE INFLUENCE OF PRICES AND TOURIST FACILITIES ON INTEREST IN RETURNING TO SCIENTIA SQUARE PARK

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**Abstract** - Scientia Square Park (SQP) is a green park that has an open space concept with modern facilities as a center for student activities, pupils and the general public. Many visitors come to enjoy the tourist activities provided by Scientia Square Park in accordance with the prices and tourist facilities. This research aims to analyze the influence of prices and tourist facilities on interest in returning to Scientia Square Park Gading Serpong. This research used quantitative methods and took a sample of 400 respondents using the Slovin formula calculation. Instruments were created and measured using a Likert scale and distributed using a questionnaire. From the results of this research test, it was found that prices and tourist facilities have a positive and significant influence on the interest in returning tourists to Scientia Square Park Gading Serpong. So, if you look at the results of the coefficient of determination test, it is known that store prices and tourist facilities have 87.8% influence on visiting decisions and 20.8% are caused by other factors that are not in the research. Based on the results of this research, it is recommended that Scientia Square Park Gading Serpong pay more attention to the cleanliness of the entire Scientia Square Park area and pay more attention to cleanliness and comfort and speed up the renovation process and pay more attention to the main, supporting and ancillary facilities.

**Keywords:** Artificial Tourism, Prices, Tourist Facilities, Interest in Returning, Scientia Square Park

### INTRODUCTION

Scientia Square Park (SQP) in Gading Serpong, Tangerang, Indonesia, is a sprawling outdoor green space inaugurated in 2013, covering approximately 1.2 hectares. It serves as a multifunctional area amidst urban development, addressing the need for green spaces amid rapid urbanization. SQP offers various recreational and educational activities, including farming experiences, butterfly gardens, horse riding, and animal feeding. It caters primarily to urban dwellers seeking outdoor experiences without extensive travel. SQP is positioned strategically to attract both local and international tourists, contributing positively to Indonesia's tourism sector by offering unique attractions and educational opportunities. Despite its popularity, SQP faces challenges such as high entry fees and ongoing facility maintenance, which affect visitor satisfaction and revisit intentions. Nonetheless, it maintains a favorable reputation among tourists, reflected in a solid rating on platforms like TripAdvisor, emphasizing its appeal and visitor satisfaction. Research into SQP's visitor dynamics focuses on evaluating how pricing and facility quality influence tourists' likelihood to return, aiming to guide park management in enhancing visitor experiences and sustaining its attractiveness in the competitive tourism market of Tangerang.

### LITERATURE REVIEW

Scientia Square Park (SQP), located in Gading Serpong, Tangerang, Indonesia, stands as a notable urban green space and recreational facility. The park's blend of natural and recreational attractions, including farming experiences, butterfly gardens, and various outdoor activities, positions it as a significant destination for urban dwellers seeking respite and engagement with nature within close proximity.

#### Importance of Revisitation Intention in Tourism

Revisitation intention in tourism is crucial for sustaining visitor numbers and fostering destination loyalty. It reflects visitors' willingness and inclination to return to a particular destination, influenced by various factors such as their previous experiences, perceptions of value, and the attractiveness of the destination's offerings.

#### Price Influence on Revisitation Intention

Price, represented primarily by entrance fees and additional activity costs, plays a pivotal role in shaping visitors' perceptions and decisions regarding Scientia Square Park. Research indicates that perceived value, where visitors assess the benefits received against the costs incurred, significantly affects their intention to revisit. High entrance fees relative to perceived benefits can deter revisitation, while reasonable pricing can enhance satisfaction and encourage return visits (Chen & Tsai, 2017).

In the context of Scientia Square Park, Avianti et al. (2019) noted that some visitors expressed concerns over the ticket prices being relatively high, especially when additional activities incurred extra charges.

This observation underscores the importance of pricing strategies aligned with perceived value and competitive benchmarking to maintain visitor interest and satisfaction.

**Facility Quality and Its Impact**

The quality and variety of facilities available at Scientia Square Park are instrumental in shaping visitors' experiences and their likelihood of returning. Facilities encompass a range of amenities such as recreational areas, educational programs, and agricultural activities. A study by Putri & Tshania (2023) highlighted the correlation between facility satisfaction and revisitation intention, emphasizing that well-maintained and diverse facilities positively influence visitor satisfaction and loyalty.

Moreover, the integration of educational elements and natural attractions like the Alpaca enclosure and organic farming plots enriches the park's appeal. These unique features not only attract initial visits but also contribute to a memorable experience that encourages visitors to revisit for continued exploration and learning opportunities.

**Methodological Approach: Quantitative Analysis**

This literature review emphasizes a quantitative approach to understanding the relationship between price, facilities, and revisitation intention at Scientia Square Park. Quantitative methods, such as surveys and statistical analysis, enable researchers to systematically measure visitor perceptions, preferences, and satisfaction levels. The use of structured questionnaires, as proposed in the study by Ratnasari, Wulandari, & Syahbana (2019), allows for standardized data collection on visitor perceptions of price fairness, facility adequacy, and their impact on revisitation intentions.

**METHODS**

This research employs a descriptive approach with a quantitative method, aiming to provide a detailed overview of the Influence of Price and Facilities on Visitor Return Intention at Scientia Square Park, Gading Serpong. The quantitative approach was chosen to systematically measure variables involved in numerical forms. The primary instrument used is a questionnaire designed to gather standardized responses from respondents. This instrument allows researchers to measure visitors' perceptions and preferences in a more measurable way, facilitating statistical analysis to gain deeper insights into the relationship between price awareness, facility satisfaction, and visitor return intention.

**RESULTS AND DISCUSSION**

The analysis of price and facility influences on revisitation intention at Scientia Square Park underscores their critical role in shaping visitor experiences and sustaining long-term tourism viability. By aligning pricing strategies with perceived value and enhancing facility offerings, park management can effectively cultivate visitor loyalty and strengthen Scientia Square Park's position as a premier urban recreational destination. Prices and tourist facilities have an important role in influencing visitors. Price which is seen as a value relative to the benefits received can influence visitors' decisions to visit again, while the quality and variety of facilities contribute to the satisfaction of their experience at a particular tourist destination.

Tabel 1. Scientia Square Park Visitation Data  
Period January 2023 – April 2024

Month	Total Tourist Visisted
January 2023	19.660
February 2023	17.450
March 2023	18.250
April 2023	25.000
May 2023	15.437
June 2023	16.270
Juli 2023	19.233
August 2023	16.180
September 2023	15.120
October 2023	16.200
November 2023	16.500
December 2023	18.660
January 2024	16.400

February 2024	17.510
March 2024	19.490
April 2024	21.250
Total	288.550

The key issue addressed in this research is examining the revisit intention of visitors to Scientia Square Park, which is crucial for the tourism industry to understand the challenges at the destination. The study aims to highlight factors influencing revisit intention, such as tourist motivations, destination reputation, and the appeal of new experiences. Specifically focusing on the impact of facilities and pricing, the research seeks to analyze how these factors influence visitors' likelihood to return to Scientia Square Park. Previous studies have explored the effects of facilities and pricing on revisit intention, reflecting trends seen in increased domestic tourism to Tangerang in 2023 compared to previous years, potentially driving higher visitor numbers to Scientia Square Park. This review synthesizes insights from various sources, including TripAdvisor, to provide a comprehensive overview of visitor feedback and trends.

Tabel 2. Number of Tourist Visits to Tangerang City Tourist Attractions

Year	Local tourist	Foreign tourist
2023	4.922.707	173.005
2022	1.026.291	179.789
2021	662.407	152.489

## CONCLUSION

This study aims to investigate and analyze the influence of pricing and tourism facilities on revisit intention at Scientia Square Park, Gading Serpong, using a quantitative method. The conclusions drawn from the research tests are summarized as follows:

1. Validity and reliability tests were conducted on a sample of 400 respondents using the Slovin formula. Results from SPSS 27 indicate that all statement indicators in the questionnaire exceeded the critical value of 0.098, demonstrating validity. Additionally, Cronbach's alpha values for all variables (X1 and X2) related to Y were  $> 0.60$ , confirming reliability.
2. Descriptive mean analysis on the 400 respondents revealed the following: The mean score for Pricing (X1) was 3.42, indicating positive visitor perceptions aligned with offered pricing activities. For Tourism Facilities (X2), the mean was 3.70, reflecting positive visitor impressions of the facilities. Overall, the mean for Revisit Intention (Y) was 3.49, indicating a desire among visitors to revisit based on pricing and offered facilities at Scientia Square Park.
3. Normality tests using Chi-Square test showed significant values ( $p = 0.000 < 0.05$ ) for the cross-tabulation between Pricing (X1), Tourism Facilities (X2), and Revisit Intention (Y), confirming normal data distribution.
4. Multicollinearity tests using VIF in SPSS 27 indicated that VIF values for Pricing and Tourism Facilities were  $< 10$ , with tolerance values  $> 0.1$ , indicating no multicollinearity issues.
5. Heteroskedasticity tests showed insignificant results ( $p = 0.120$  for Pricing and  $0.165$  for Tourism Facilities), indicating no heteroskedasticity problems.
6. Multiple linear regression analysis resulted in the regression equation where Revisit Intention (Y) was influenced by Pricing (X1) and Tourism Facilities (X2). The constant value was 10.248, indicating the baseline value of Revisit Intention. Regression coefficients for Pricing (X1) and Tourism Facilities (X2) were 0.061 and 0.085 respectively, indicating that a 1% increase in Pricing and Tourism Facilities leads to a 0.146 increase in Revisit Intention (Y).
7. Hypothesis testing using T-tests yielded results where Pricing (X1) significantly influenced Revisit Intention ( $p = 0.060 < 0.05$ ), rejecting H01. Tourism Facilities (X2) also significantly influenced Revisit Intention ( $p = 0.350 < 0.05$ ), rejecting H02.
8. F-test results (Sig. = 0.000) indicated that Pricing (X1) and Tourism Facilities (X2) simultaneously influenced Revisit Intention (Y). The calculated F value (49.062) exceeded the tabled F value (3.02), confirming the hypothesis.
9. The coefficient of determination ( $R^2$ ) was 0.878, indicating that Pricing and Tourism Facilities explained 87.8% of the variance in Revisit Intention (Y). The remaining 12.2% variance is attributed to other factors not included in the study.

This comprehensive analysis concludes that both Pricing and Tourism Facilities significantly and positively influence visitors' Revisit Intention at Scientia Square Park.

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