THE INFLUENCE OF FACILITIES AND PRICES ON TOURIST SATISFACTION AT PANTJORAN PIK, NORTH JAKARTA

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ABSTRACT

This study investigates the influence of facilities and prices on tourist satisfaction at Pantjoran PIK, North Jakarta. The research employed a quantitative approach with 115 respondents who had visited the destination. Using multiple linear regression analysis, the results show that both facilities and prices have a significant and positive effect on tourist satisfaction. Specifically, well-maintained facilities, such as cleanliness, parking availability, and comfort, enhance the overall experience of visitors. Similarly, reasonable prices that align with the quality of services provided also contribute to higher satisfaction levels. The findings suggest that improving facilities and maintaining competitive pricing can lead to increased tourist satisfaction and loyalty. Future research may explore additional factors influencing visitor satisfaction.

KEYWORDS	*Facilities, Tourist Satisfaction, Pantjoran PIK, Visitor Experience.*

INTRODUCTION

Jakarta, the capital and largest city in Indonesia, has a long and interesting history. The city was first recorded in history as Sunda Kelapa, a 12th-century trading port ruled by the Kingdom of Sunda (Central Bureau of Statistics, 2022). In 1527, Fatahillah, a commander from the Demak Sultanate, conquered Sunda Kelapa and changed its name to Jayakarta, which means "great victory" in Sundanese (Sejarah Kota Jakarta, 2020). As the capital city, Jakarta has a very important role for Indonesia. The city is the center of government, economy, politics, social, and culture. With an area of approximately 662.33 km2 and a population of more than 10 million, Jakarta is the largest metropolitan city in Southeast Asia (Statistics Indonesia, 2022). Its strategic location on the coast of the Java Sea makes Jakarta have great potential in the tourism sector.

The tourism sector is one of the main contributors to Jakarta's economy. In 2021, the tourism sector contributed around 8.5% of the total Gross Regional Domestic Product (GRDP) of DKI Jakarta Province (Badan Pusat Statistik, 2022). The tourism industry in Jakarta continues to grow with various tourist attractions offered, ranging from historical, cultural, culinary, to shopping tours. The development of tourism in Jakarta is inseparable from the efforts of the local government in promoting and developing tourism potential. The DKI Jakarta Tourism Office, as a government agency responsible for tourism management, has carried out various strategies to increase the number of tourist visits, both domestic and foreign (DKI Jakarta Tourism Office, 2021). One of the strategies is to hold various tourism events and festivals throughout the year. Events such as the Kota Tua Festival, Jakarta Fashion Week, and the Jakarta International Java Jazz Festival are a special attraction for tourists to visit Jakarta (DKI Jakarta Tourism Office, 2021). In addition, the government also intensively promotes leading tourist destinations through social media, advertisements, and tourism exhibition activities.

One of the regions in Indonesia that is famous for its culinary tourism is Jakarta. As the capital city, Jakarta is a meeting center for various cultures and culinary traditions from all over Indonesia. In the 2021 DKI Jakarta Tourism Report, it is stated that there are more than 10,000 restaurants, cafes and food stalls spread throughout Jakarta (DKI Jakarta Tourism Office, 2021). This shows how strong the potential of culinary tourism in the capital city is. The existence of culinary tourism in Jakarta not only provides satisfaction for visitors, but also has a positive impact on the regional economy. According to research conducted by the Central Bureau of Statistics (2020), the food and beverage sector contributed 30% to the Gross Regional Domestic Product (GRDP) of DKI Jakarta Province. This shows that culinary tourism has great potential to drive economic growth and create jobs in Jakarta.

In addition to culinary tourism, shopping tourism is also one of the main attractions for tourists visiting Jakarta. Shopping tourism can be defined as a trip made by a person or group of people with the main purpose of buying goods or typical products from an area (Timothy, 2005). Shopping tourism is not only limited to shopping activities, but also includes the experience of searching, bargaining, and finding unique items or value-added goods.

Jakarta, as the capital city of Indonesia, has many shopping centers, traditional markets, and shops that serve as shopping destinations. Some popular shopping destinations in Jakarta include Pasar Baru, Tanah Abang Market, Mangga Dua, and Glodok (DKI Jakarta Tourism Office, 2021). Apart from traditional markets, Jakarta also has modern shopping centers, such as Mangga Dua and Pantjoran PIK, which are shopping destinations for tourists. In these places, tourists can find a variety of products, ranging from clothing, electronics, to unique Jakarta products (DKI Jakarta Tourism Office, 2021).

Therefore, in the tourism industry, facilities and prices at tourist attractions play an important role in determining visitor satisfaction and loyalty. Tourist facilities refer to the various facilities and infrastructure available at tourist destinations to support and facilitate the visitor experience (Tjiptono & Chandra,

2016). Meanwhile, prices at tourist attractions refer to fees charged to visitors, such as entrance tickets, parking fees, and fees to access various tourist attractions (Kotler & Keller, 2016).

Previous studies have shown that facilities and prices have a significant influence on visitor satisfaction at tourist attractions. According to Syahbandi (2012), the quality of tourist facilities, such as cleanliness, comfort, and safety, has a significant positive impact on visitor satisfaction at Taman Impian Jaya Ancol, Jakarta. The better the quality of the facilities provided, the higher the level of visitor satisfaction. The following is a review of visitors to Pantjoran PIK North Jakarta:
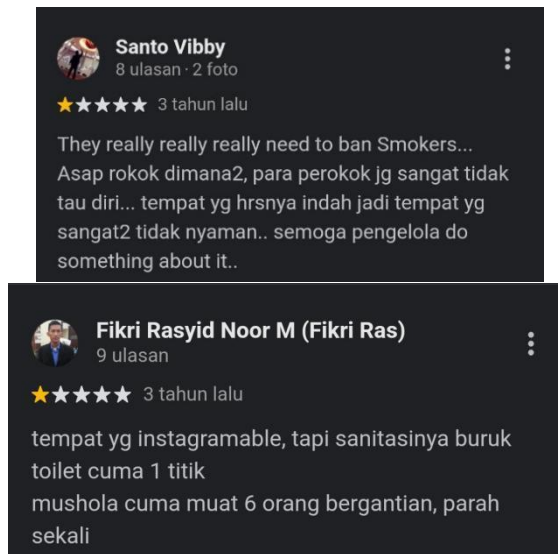
Figure 1. Visitor Review
Source: Google Review, 2024

According to Kotler and Keller (2016), visitor satisfaction is a function of the perception of product or service performance against visitor expectations. If the performance matches or exceeds expectations, then visitors will feel satisfied. Conversely, if the performance is below expectations, then visitors will feel dissatisfied.

In the context of tourism, visitor satisfaction is one of the important factors that determine the success of tourist destinations. Satisfied visitors tend to make repeat visits and recommend the destination to others (Kotler & Keller, 2016). Therefore, managers of tourist destinations must pay attention to the quality of the facilities and prices offered in order to increase visitor satisfaction.
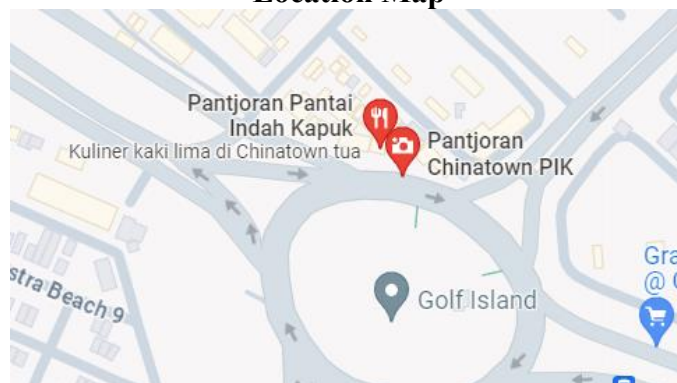
Location Map

Table 1. Pantjoran PIK Visitor Data January-December 2023 Period

Month	Number of Visitors
January	6884
February	7445
March	5987
April	6645

May	6467
June	7498
July	5933
August	7389
September	6541
October	5634
November	6622
December	8462

Source: Pantjoran PIK, 2023

Based on the data above, the number of visitors at Pantjoran in December has a large number of visitors. This is because the month is close to the new year so that many visitors come to celebrate the new year with their families. Then in July there was a decrease in visitors due to the lack of national holidays.

Theoretical Foundation

Tourism

Tourism is a travel activity carried out by a person or group of people to visit a place outside their living environment with the aim of recreation, enjoying the uniqueness of tourist areas, increasing knowledge, or seeking new experiences. (Ayumi & Budiatmo, 2021). Tourism involves various components such as tourist attractions, supporting facilities, transportation services, accommodation, food and beverages, and other activities related to the needs of tourists during the tour. Or tourism can also be defined as the temporary movement of people to destinations outside their place of residence and work, as well as activities carried out during their stay at the destination (Kumari and Nayak, 2021).

Facilities

Facilities are facilities or infrastructure provided to meet needs and support certain activities or activities. Facilities can be in the form of physical objects such as buildings, equipment, equipment, or can also be in the form of services provided. (Suhardi et al., 2023). In the context of tourism, facilities are everything that is needed to support tourism activities in order to run well, comfortably, and satisfactorily. Tourism facilities include main facilities such as the tourist attraction itself, recreation areas, or tourist attractions that are an attraction for tourists. In addition, there are also supporting facilities such as accommodation (hotels, inns), restaurants, transportation, tourist information centers, places of worship, public toilets, parking areas, and other facilities that support the comfort and needs of tourists while traveling. (Prasasti & Maisara, 2022).

Price

According to Kotler & Armstrong, 2018, Marketing Mix Pricing Theory In this theory, prices are set by considering the overall marketing mix, such as products, promotions, and distribution channels. In a business context, price is not only an exchange rate for the benefits obtained from a product or service, but also a tool to achieve company goals such as maximizing profits, increasing market

share, or maintaining customer loyalty. Setting the right price requires consideration of various factors, such as the cost of production or service provision, target market, perceived value from consumers, competitor prices, and the marketing strategy implemented. Prices that are too high can make products or services unaffordable, while prices that are too low can reduce the perception of quality in the eyes of consumers In addition, price can also be an indicator for consumers in assessing the quality of a product or service. (Prathama et al., 2021).

Visitor Satisfaction

According to Tjiptono (2016), the word satisfaction comes from the Latin satis (meaning good enough, adequate) and fasio (to do or make). Satisfaction can be interpreted as "an effort to fulfill something" or "make something adequate". Furthermore, Kotler (2019) states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that will be estimated against the expected performance or results. If the performance is below expectations, then the consumer is not satisfied. If performance meets expectations, then consumers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy. Meanwhile, according to Bauer et al. (2021), visitor satisfaction in the digital era is influenced by the use of technology in facilitating access to information, reservations, and tourist experiences. Good utilization of digital technology will increase visitor satisfaction

Framework of Thought

Figure 3. Framework of Thought
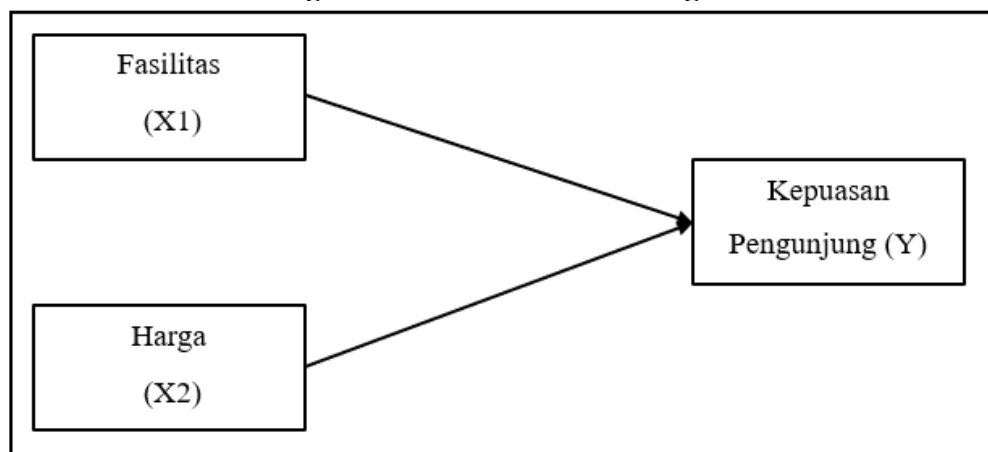
Hypothesis

Relationship between Facilities and Visitor Satisfaction

Adequate, complete, and good quality facilities can increase comfort and positive experiences for visitors while in tourist destinations. The availability of facilities such as parking areas, toilets, places of worship, rest areas, and well-maintained recreational facilities can provide satisfaction for visitors. Conversely,

poor, inadequate, or unmaintained facilities can reduce visitor satisfaction and reduce interest in visiting again.

H1: There is an effect of facilities (X1) on visitor satisfaction (Y) at Pantjoran PIK.

Relationship between Price and Visitor Satisfaction

Prices set for entrance tickets, accommodation, food, and tourist activities affect the perceived value received by visitors. Prices that are reasonable and in line with the facilities, services, and experiences provided will increase visitor satisfaction because they feel they are getting value for money. Conversely, prices that are too high or disproportionate to the quality of services received may decrease visitor satisfaction and lead to the perception that they are not getting good value.

H2: There is an effect of Price (X2) on visitor satisfaction (Y) at Pantjoran PIK.

RESEARCH METHOD

The research method used in this thesis is a quantitative approach. This type of research is causal relationship research. Causal research is research to determine the effect between one variable and another. This study aims to determine the effect of facilities and prices on visitor satisfaction. The subject of this research is Pantjoran PIK North Jakarta. The object of this research is the effect of facilities and prices on visitor satisfaction. The data collection technique used was a questionnaire. The sample used in this study were visitors who had made purchases at Pantjoran PIK North Jakarta, totaling 115 respondents. The data analysis technique in this study is multiple linear regression analysis, and the data in the study is processed using SPSS software.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression Analysis Test Results
Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.914	3.110		1.580	.117
	Facilities	.457	.083	.427	5.501	.000
	Price	.342	.079	.335	4.322	.000

a. Dependent Variable: Y
Source: SPSS Data Processing Results, 2024

Based on the table above, the regression equation is obtained as follows:

$$Y = 4.914 + 0.457 (X1) + 0.342 (X2)$$

Based on the equation above, it can be explained as follows:

a. Konstants α of 4,914 indicates that if the Facility and Price are constant, then the level of Visitor Satisfaction is 4,914.

b. The Facility regression coefficient (X1) is 0.457. It can be interpreted that if the Facility variable increases by one unit, the Visitor Satisfaction level will increase by 0.457 assuming X2 is constant or zero (0).

c. The price regression coefficient (X1) is 0.342. This can be interpreted that if the Price variable increases by one unit, the Visitor Satisfaction level will increase by 0.342 assuming X1 is constant or zero (0).

R Square Determination Coefficient Test

Table 3. Test Results of the Coefficient of Determination $(R)^2$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594[a]	.353	.341	5.684

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPSS Data Processing Results, 2024

Based on the table above, the coefficient of determination (*Adsjusted R^2*) is 0.341 or 34.1%. It can be interpreted that the independent variables (Facilities and Prices) contained in this study can only explain the factors that affect visitor satisfaction by ,341 or 34.1%, while the remaining 65.9.8% is explained by other variables outside the model.

F test

Table 4. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1970.726	2	985.363	30.501	.000[b]
	Residuals	3618.266	112	32.306		
	Total	5588.991	114			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: SPSS Data Processing Results, 2024

The significance value in the table above shows a number of 0.000 or less than 0.05, so the regression equation obtained in this study is feasible to use. This test is used to test the regression coefficient hypothesis simultaneously. Based on the summary table of the significance test results, the F test hypothesis is accepted. So, it can be stated that the Facility and Price variables together significantly affect Visitor Satisfaction.

Test t

Table 5. Partial Test Results (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.914	3.110		1.580	.117

Facilities	.457	.083	.427	5.501	.000
Price	.342	.079	.335	4.322	.000

a. Dependent Variable: Y

Source: SPSS Data Processing Results, 2024

Based on the results of the table above, the researcher can make the following conclusions:

a. The significance value of the Facility variable (X1) is 0.000 or smaller than 0.05 so it can be concluded that the Facility variable (X1) has a significant effect on Visitor Satisfaction or H1 is accepted.

b. The significance value of the Price variable (X2) is 0.000 or smaller than 0.05 so it can be concluded that the Price variable (X2) has a significant effect on Visitor Satisfaction or H2 is accepted.

Discussion

The Effect of Facilities on Visitor Satisfaction

The test results for the facility variable have a significance value of 0.000, which means it has a value of less than 0.05, so it can be concluded that the facility variable has an effect on visitor satisfaction, or H1 is accepted.

The facilities available at a tourist destination, such as Pantjoran PIK in North Jakarta, have a significant influence on the level of visitor satisfaction. Good and adequate facilities can enhance visitors' overall experience, creating a positive impression and encouraging them to return in the future. The cleanliness of public facilities such as toilets, trash bins, and seating areas, for example, is very important as cleanliness is one of the main factors that visitors pay attention to. Adequate parking facilities also increase convenience, reduce stress, and ensure easy access for visitors arriving in private vehicles.

The results of this study are in line with the results of research (Fathoni & Siyamto, 2022); (Poma et al., 2024); (Halim, 2023); (Gulo & Yunita, 2023) which shows that facilities have a positive and significant effect on visitor satisfaction. Overall, well-designed and managed facilities will contribute greatly to visitor satisfaction, creating a friendly, comfortable, and pleasant environment. This in turn can improve the reputation of tourist destinations and attract more visitors in the future.

The Effect of Price on Visitor Satisfaction

The test result of the price variable has a significance value of 0.000, which means it has a value of less than 0.05, so it can be concluded that the price variable has an effect on visitor satisfaction, or H2 is accepted.

Price plays a crucial role in determining the level of visitor satisfaction at tourist destinations such as Pantjoran PIK in North Jakarta. Prices that are balanced with the quality of the products and services offered can significantly increase visitor satisfaction. When visitors feel that they are getting value for money, it creates a feeling of satisfaction and appreciation. Affordable and varied food and beverage prices, for example, allow diners with varying budgets to enjoy the culinary experience without feeling burdened.

The results of this study are in line with the results of research (Halim, 2023); (Gulo & Yunita, 2023) which shows that price has a positive and significant

effect on visitor satisfaction. Strategic and transparent pricing is essential to creating a satisfying experience for visitors. When prices are proportional to perceived value, this not only increases satisfaction but also encourages visitor loyalty and positive word-of-mouth recommendations, which in turn can attract more visitors in the future.

CONCLUSION

The effect of facilities has a positive and significant effect on visitor satisfaction. The coefficient $\beta1$ (X1) = 0.457, this shows that the facility variable has a positive effect on the Visitor Satisfaction variable which means that if the facility variable increases by 0.457, then Visitor Satisfaction will increase by 0.457 or 45.7%. And the sig value is 0.000 or <0.05, it is said that H1 is accepted. The effect of price has a positive and significant effect on visitor satisfaction. The coefficient $\beta1$ (X1) = 0.342, this shows that the Price variable has a positive effect on the Visitor Satisfaction variable which means that if the Price variable increases by 0.342, then Visitor Satisfaction will increase by 0.342 or 34.2%. And the sig value is 0.000 or <0.05, it is said that H2 is accepted.

The limitation of this study lies in the limited focus on the effect of facilities and prices on visitor satisfaction, so the generalization of findings is limited. In addition, the subjects in this study were also limited to one tourist spot, namely Pantjoran PIK North Jakarta.

Future researchers can replace visitor satisfaction with other variables, and can also add moderating or intervening variables to the study. As for Pantjoran PIK North Jakarta, it is hoped that it can use the results of this study to continue to increase visitor satisfaction, as well as pay attention to factors outside of this study that can affect visitor satisfaction, which will also have an impact on increasing revenue and increasing the number of tours.

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