



Volume 8 Issue 1, June 2025, pages: 123-132

## **ANALYSIS OF THE INFLUENCE OF PRICE AND LOCATION ON TOURISTS' REVISIT INTENTION AT FAUNALAND ANCOL JAKARTA**

**Ronald Roberto<sup>1\*</sup>, Feronika Berutu<sup>2</sup>**

Hospitality and Tourism Study Program, Universitas Bunda Mulia<sup>1\*2</sup>  
ronalddanielleo123@gmail.com

Received: 31/03/2025

Revised: 20/05/2025

Accepted: 20/06/2025

### **Abstract**

The research conducted by the author aims to examine the influence of two variables, namely X1 (Price) and X2 (Location) on Y (Revisit Intention) of tourists at Faunaland Ancol using a quantitative method. Faunaland Ancol is one of the family tourist destinations located in the Taman Impian Jaya Ancol area, North Jakarta, DKI Jakarta. In the study conducted using a quantitative descriptive method, the research data collected using a questionnaire distributed directly to 100 respondents of Faunaland Ancol visitors. The analysis method used is multiple linear regression test which aims to test the relationship between independent variables (Price and location) on the dependent variable (Return Interest). The results of the analysis obtained show that the independent variables (Price and Location) have a significant influence on the dependent variable (Revisit Intention) of tourists at Faunaland Ancol. The test used is the R Square Determination Coefficient or  $R^2$  of 0.563 or 56.3%. Based on this, it can be interpreted that the influence of variables X1 (Price) and X2 (Location) on variable Y (Revisit Intention) is 0.563 or 56.3% and there is a remainder of 43.7% which is influenced by other factors that are not examined in this study.

**Keywords:** Price, Location, Revisit Intention, Faunaland Ancol

### **1. INTRODUCTION**

The tourism industry plays a vital role in driving economic growth and community development. Tourism activities not only create employment opportunities but also stimulate related sectors such as hospitality, transportation, and food and beverage services, while contributing to the preservation of local culture and environment. Indonesia, as a maritime nation with diverse natural wealth and culture, has enormous potential in developing the tourism sector. Ulya et al. (2023) define tourism as a type of mobility activity carried out by an individual or group of people to specific destinations for various purposes within a limited time period, aimed at recreation, relaxation, education, or cultural enrichment.

Amidst Jakarta's tourism dynamics, Taman Impian Jaya Ancol has become an undeniable family tourism icon. One of the attractive attractions within the Ancol complex is Faunaland, a mini zoo that has been open since 2017. This tourist destination,

located in the Ecovention Building – Ecopark, offers an educational concept inspired by Papua and African ecosystems. However, Faunaland's journey has not always been smooth. Visitor data shows a concerning trend: after experiencing an increase from 90,614 visitors in 2022 to 93,986 visitors in 2023, Faunaland experienced a significant decline in 2024 with only 70,116 visitors, a drop of approximately 20,000 tourists.

The tourism industry experienced a notable decline in visitor numbers during 2024, raising concerns about factors influencing tourist behavior. This research investigates whether price and location significantly impact tourists' intention to revisit destinations. The study addresses an urgent need to provide data-driven solutions that can help reverse the current negative trend in tourism visitation. By understanding how these key factors affect revisit intentions, stakeholders can develop targeted strategies to restore visitor numbers and improve destination appeal.

These research objectives are designed to provide comprehensive insights into the factors that drive tourists' decisions to return to this particular tourist destination, enabling a better understanding of visitor behavior and preferences in the context of recreational tourism.

## **2. LITERATURE REVIEW**

### **2.1 Tourism**

Tourism is defined as travel activities undertaken by individuals or groups to destinations different from their place of residence for various purposes. The World Tourism Organization (UNWTO) describes tourism as social, cultural, and economic phenomena involving human movement that impacts intercultural relations and local economic development. The Indonesian Dictionary (KBBI) defines tourism as recreational travel activities, while Law No. 10 of 2009 on Tourism emphasizes that tourism requires infrastructure, facilities, and services through collaboration between communities, businesses, and government. Academically, Hossana & Paludi (2024) states that tourism involves service provision and destination development, while Sutono & Meitasari (2021) emphasize the need for institutional support from various stakeholders. These perspectives show that tourism operates as an integrated system supported by multiple stakeholders. Tourism represents human mobility and serves as an important indicator of economic dynamics, cultural interaction, and regional development, requiring integrated and sustainable management as a strategic sector.

### **2.2 Price**

Price is defined as an important component in sales planning that establishes the exchange value of products or services while influencing consumer perceptions of quality and attractiveness. Budiono (2021) explains price as the exchange value set for a product or service, reflecting total monetary payment to obtain its benefits. In tourism, price serves as a crucial determinant of tourist interest in visiting destinations. Entrance fees can significantly influence visitor decisions regarding initial visits or potential returns. Hossana and Paludi (2024) emphasize that pricing is not only a transactional tool but also represents perceived value that customers associate with received benefits. Nurbaeti et al. (2021), confirm that price has a direct impact on customer loyalty. Consumers tend to repurchase when they feel the price is proportional to the benefits received, indicating that price encompasses not only numerical value but also considerations of equity and customer satisfaction. Based on research conducted by Lorenza & Berutu (2024) entitled "Analysis of the Influence of Tourist Attractions and Price on Tourist Revisit Intention at

Jakarta Aquarium Safari West Jakarta," price has a positive influence on tourist revisit intention.

### **2.3 Location**

According to Safitri et al. (2023), location refers to the area where a company conducts its activities or produces goods and services considering economic factors KH Wahdah (2022) define location as the place where business activities occur, ensuring produced goods are easily accessible to target consumers. Kelvinia et al. (2021) in Hossana & Paludi (2024) describe location as a place for marketing efforts aimed at facilitating and accelerating product and service delivery from sellers to buyers. Hossana & Paludi (2024) identify key indicators for determining tourism destination locations: strategic positioning, proximity to transportation, market accessibility, and availability of local workforce. These expert perspectives collectively define location as the place where companies conduct operational and production activities, serving as a strategic area that facilitates and accelerates product and service delivery from sellers to buyers. Effective pricing strategies require balancing production costs, company revenue, and consumer purchasing power while considering market segmentation, product positioning, and external factors such as inflation and market competition. Understanding price comprehensively is essential for business decisions in the increasingly competitive tourism industry. Research related to location studied or examined by Lestari et al., (2023) states that location has a very significant influence on tourists' decision to revisit.

### **2.4 Revisit Intention**

Revisit intention refers to individuals' desire to return to a location they have previously visited. According to Safitri et al. (2023), intention refers to the desire to act in a focused manner toward a specific object, activity, or experience. Sudiarta et al. (2022) defines revisit intention as visitors' intent to return to destinations they have visited after obtaining good impressions and satisfaction from previous experiences Kusuma (2022) describe visiting intention as visitors' actions in determining or choosing to visit a location based on previous experiences. Kusuma (2022) explain that intention is a strong drive that influences and attracts consumers' conscious attention, being personal and closely related to individual attitudes. Based on these expert opinions, revisit intention can be summarized as motivation that drives individuals to act in a focused manner toward a specific place, activity, or experience, and the desire to repeat visits, which tourists develop after obtaining good impressions and experiences during their first visit to a tourism destination.

## **3. RESEARCH METHODS**

According to Mauldy, Indria (2020), quantitative research method can be defined as a research method or approach based on positivism used to study or examine a population or sample using measurement instruments for data collection and numerical/statistical data processing with the purpose of testing predetermined hypotheses. Based on this expert theory, quantitative method is an approach used to examine samples and employs numbers or statistics to test hypotheses established by researchers.

According to Anisah (2024) cited from Ahyar et al. (2020), primary data involves the use of research subjects to obtain data directly. Primary data is data that the author has collected from the first or main source, such as the research object, where the

researcher directly observes by visiting Faunaland Ancol. The author also uses questionnaires through Google Forms distributed directly at Faunaland Ancol using a Likert scale with values 1-5 as the information collection technique applied by the author or researcher in this study regarding primary data discussion.

Based on the problem mapping found in this study, it is considered necessary to establish boundaries for the scope of problems in this research. The establishment of these boundaries aims to ensure that the implementation of the study remains focused on the main issues to be analyzed and resolved. The main focus of this research is the price variable (X1) and location (X2) of the Faunaland Ancol tourist attraction, as well as their influence on tourists' revisit intention (Y).

According to Sugiyono (2017:215) in Husen (2023), sample is a segment of the entire population that has similar characteristics to that population. Meanwhile, according to Sugiyono (2017:81) in Amin (2021), sample is part of the population used as a data source for research purposes, where the population is part of the number of characteristics possessed by the population.

$$n = \frac{70.116}{1+70.116(0,01)} = 99,85$$

The researcher uses 100 respondents or samples in the conducted research. The method used for collecting samples is non-probability sampling with purposive sampling technique, according to Sugiyono (2018:138), purposive sampling is sample selection using certain specific considerations in accordance with desired criteria to determine the number of samples to be studied. The criteria established in this purposive sampling method are visitors who are over 17 years old and have visited Faunaland Ancol.

This research employs several data analysis techniques to ensure comprehensive and reliable results. The analysis process includes validity and reliability tests to verify instrument quality, followed by descriptive mean analysis to examine data characteristics. Classical assumption testing is conducted to meet parametric analysis requirements, after which multiple linear regression analysis is performed to examine variable relationships. The study concludes with hypothesis testing using t-test (partial) and f-test (simultaneous), along with coefficient of determination (R<sup>2</sup>) analysis to measure the model's explanatory power. These analytical methods and techniques are used to determine how much influence price and location have on tourists' revisit intention to Faunaland Ancol destination, as well as to determine whether the collected data is normal and evenly or well distributed.

## 4. FINDINGS AND DISCUSSION

### 4.1 Result

Based on the results of data collection obtained by 100 respondents from visitor Faunaland Ancol Jakarta:

#### a. Validity Test

All statements in X1, X2, and Y can be considered valid, as they have r-calculated values greater than r-table, which is above 0.196.

**Table 1.** Reliability Test

Varibel	Cronbach's Alpha	Alpha Value
Prioce (X1)	0,856	0,60
Location (X2)	0,935	0,60
Revisit Intention (Y)	0,723	0,60

Source: Researcher (2025)

Based on the table above, it can be seen that the reliability test results for variables X1 (Price), X2 (Location), and Y (Revisit Intention) are declared reliable, as the Cronbach's Alpha values for these variables are above 0.60. Therefore, it can be stated that the statements for variables X1, X2, and Y are reliable.

b. Descriptive Mean Analysis

The overall mean for variable X1 (Price) is 3.63, indicating a high average. This reflects that respondents agree with the questionnaire statements, particularly regarding Faunaland's reasonable entrance ticket prices with an average score of 3.75. The ticket prices are considered cheaper and more attractive compared to similar tourism destinations, resulting in positive respondent agreement with the price-related statements.

Variable X2 (Location) has an overall mean of 3.62, indicating a high average. This reflects Faunaland's strategic location within Taman Impian Jaya Ancol, a famous Jakarta tourist destination that is easily accessible by various transportation modes. However, some respondents disagreed with statements about signage visibility, as Faunaland is located inside Allianz Ecopark with small signage that makes it difficult to find without asking for directions. Despite this issue, the overall high mean score shows that visitors generally agree with other location-related statements in the questionnaire.

Revisit Intention has an overall mean of 3.63, indicating a high average. This is driven by respondents who visited Faunaland expressing intent to visit again in the future, which scored the highest at 3.84 within the Y variable (Revisit Intention). The overall mean of 3.63 reflects a high interval average, as respondents agree with the statements contained in the questionnaire.

c. Classical Assumption Testing

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.63767742
Most Extreme Differences	Absolute	.069
	Positive	.044
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

**Figure 1.** Normally Test

Source: Researcher (2025)

Based on the results shown in Figure 4.6, the Asymp.Sig value obtained is 0.200, which indicates normality, as this value is above 0.05 ( $> 0.05$ ).

d. Multicollinearity Test

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
1	(Constant)	5.405	1.481	3.649	.000			
	HARGA	.365	.055	6.653	.000	.662	1.510	
	LOKASI	.100	.027	3.651	.000	.662	1.510	

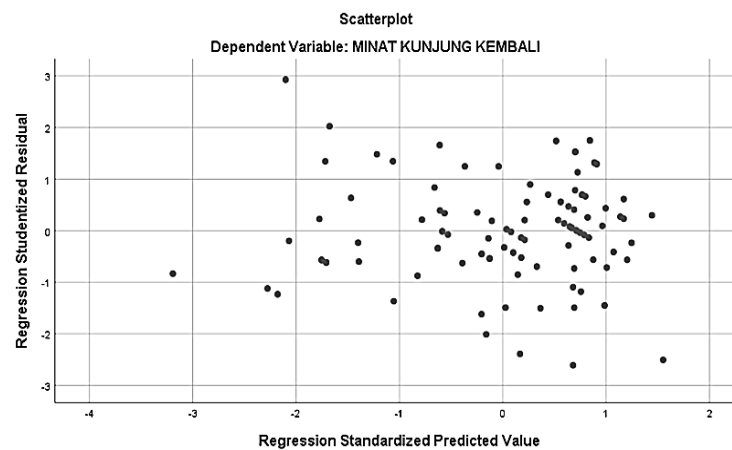
a. Dependent Variable: MINAT KUNJUNG KEMBALI

**Figure 2.** Multicollinearity Test

Source: Researcher (2025)

Based on the figure above, it can be seen that the Tolerance value is 0.662 and the VIF value is 1.510. Therefore, it can be stated that there is no multicollinearity correlation between the independent variables (X) (Price and Location) because the Tolerance value  $> 0.1$  and the VIF value  $< 10$ .

e. Heteroscedasticity Test



**Figure 3.** Heteroscedasticity Test

Source: Researcher (2025)

The heteroscedasticity test uses a scatterplot graph to examine significant variable differences. Based on the scatterplot above, the points are scattered without forming a specific pattern around the y-axis zero line, indicating that heteroscedasticity does not occur.

f. Multiple Linear Regression Analysis

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
1	(Constant)	5.405	1.481	3.649	.000			
	HARGA	.365	.055	6.653	.000	.662	1.510	
	LOKASI	.100	.027	3.651	.000	.662	1.510	

a. Dependent Variable: MINAT KUNJUNG KEMBALI

**Figure 4.** Multiple Linear Regression Analysis

Source: Researcher (2025)

The constant value (a) of 5.405 represents the Revisit Intention variable when uninfluenced by other variables, namely X1 (Price) and X2 (Location). When X1 influences Y, it increases by 0.365, and when X2 influences Y, it increases by 0.100, indicating a positive influence. This means every 1-unit increase in X1 (Price) affects Revisit Intention by 0.365, while X2 (Location) affects Revisit Intention by 0.100.

g. T-Test (Partial)

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.405	1.481	3.649	.000		
	HARGA	.365	.055	.543	6.653	.000	1.510
	LOKASI	.100	.027	.298	3.651	.000	1.510

a. Dependent Variable: MINAT KUNJUNG KEMBALI

**Figure 5.** T-Test (Partial)

Source: Researcher (2025)

Variable X1 (Price) on Y (Revisit Intention): Based on the partial test (t-test) results, the significance value between X1 (Price) and Y (Revisit Intention) is  $0.000 < 0.05$  with t-calculated = 6.653, indicating that H1 is accepted and H0 is rejected. This shows that X1 (Price) significantly influences Y (Revisit Intention) of Faunaland tourists.

Variable X2 (Location) on Y (Revisit Intention): The partial test results show a significance value between X2 (Location) and Y (Revisit Intention) of  $0.000 < 0.05$  with t-calculated = 3.651, indicating that H2 is accepted and H02 is rejected. This demonstrates that X2 (Location) significantly influences Y (Revisit Intention) of Faunaland tourists.

h. F-Test (Simultaneous)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	919.983	2	459.992	64.780	.000 <sup>b</sup>
	Residual	688.777	97	7.101		
	Total	1608.760	99			

a. Dependent Variable: MINAT KUNJUNG KEMBALI

b. Predictors: (Constant), LOKASI, HARGA

**Figure 6.** F-Test (Simultaneous)

Source: Researcher (2025)

Based on the figure above, the significance value for X1 (Price) and X2 (Location) on Y (Revisit Intention) is 0.00 or  $< 0.05$  with F-calculated = 64.780. Therefore, H3 is accepted and H0 is rejected, concluding that X1 (Price) and X2 (Location) simultaneously influence Y (Revisit Intention).



i. Coefficient of Determination ( $R^2$ )

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.756 <sup>a</sup>	.572	.563	2.66473	2.021

a. Predictors: (Constant), LOKASI, HARGA

b. Dependent Variable: MINAT KUNJUNG KEMBALI

**Figure 7.** Coefficient of Determination ( $R^2$ )

Source: Researcher (2025)

Based on the coefficient of determination ( $R^2$ ) test results, the  $R^2$  value achieved is 0.563 or 56.3%. This indicates that the influence of variables X1 (Price) and X2 (Location) on Y (Revisit Intention) is 56.3%, while the remaining 43.7% is influenced by other variables not examined in this research.

## 4.2 Discussions

From the research results conducted, it can be concluded that the price and location variables have an influence on tourists' revisit intention to Faunaland Ancol destination and have a simultaneous effect, and the price and location variables also have a significant and positive influence on tourists' revisit intention.

## 5. CONCLUSION

Both variables significantly influence tourists' revisit intention to Faunaland Ancol. The coefficient of determination ( $R^2$ ) test reveals that X1 (Price) and X2 (Location) have significant positive influence on Y (Revisit Intention). The Adjusted R Square value of 0.563 indicates that these variables influence 56.3% of revisit intention, while the remaining 43.7% is influenced by other variables not examined in this research. Faunaland Ancol management should consider three key improvements. First, enlarge signage and nameplates to increase visibility and awareness among visitors. Second, develop promotional programs through partnerships to create attractive discounts and offers for tourists. Third, expand the animal collection if possible, as new species would attract both new and returning visitors while strengthening competitiveness against similar destinations in Jakarta. These strategic enhancements would significantly improve visitor experience and encourage repeat visits. Based on the research results presented, there are several areas for improvement that future researchers should consider to enhance the quality of their studies. First, researchers should prioritize collecting more comprehensive information and references during their research process, as this will significantly improve the overall quality of their findings. Additionally, future researchers need to develop a deeper understanding of how to thoroughly investigate every detail of their research subject, ensuring that no important aspects are overlooked. Finally, it is crucial for researchers to have a better grasp and understanding of the research methods they employ, as proper methodological comprehension is fundamental to producing reliable and valid research outcomes. These improvements will contribute to more robust and meaningful research contributions in the field.



## REFERENCES

- Anisah, T. (2024). Pengaruh reputasi, komitmen, dan tingkat kepercayaan terhadap kepuasan nasabah BSI KCP Batam Batu Aji [Undergraduate thesis, Prodi Manajemen].
- Budiono, A. (2021). Pengaruh kualitas produk, persepsi harga, promosi, lokasi, kualitas pelayanan terhadap loyalitas konsumen melalui kepuasan konsumen di rumah makan Bebek Kaleo Tebet Jakarta Selatan dimasa pandemi Covid-19. *Segmen Jurnal Manajemen Dan Bisnis*, 17(2), 223-247.
- Hosanna, M., & Paludi, S. (2024). Pengaruh lokasi, persepsi harga, dan promosi terhadap keputusan berkunjung wisatawan di Kebun Raya Bogor. *Manor: Jurnal Manajemen Dan Organisasi Review*, 6(2), 193-203.
- Husen, A. (2023). Strategi pemasaran melalui digital marketing campaign di toko mebel Sakinah Karawang. *Jurnal Economina*, 2(6), 1356-1362.
- Kusuma, K. D. (2022). Pengaruh kualitas pelayanan, kepuasan konsumen dan kualitas produk terhadap minat berkunjung kembali pada UD. Suro Menggolo di Pisangan Lama 1 [Undergraduate thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta].
- Lestari, A. A., Yuliviona, R., & Liantifa, M. (2023). Pengaruh lokasi, fasilitas dan kepuasan wisatawan terhadap keputusan berkunjung kembali. *Jurnal Ekobistek*, 12(2), 587-592.
- Lorenza, F. A., & Berutu, F. (2024). Analisis pengaruh daya tarik wisata dan harga terhadap minat kunjung kembali wisatawan di Jakarta Aquarium Safari Jakarta Barat. *JlIP-Jurnal Ilmiah Ilmu Pendidikan*, 7(8), 8368-8373.
- Nurbaeti, N., Rahmanita, M., Ratnaningtyas, H., & Amrullah, A. (2021). Pengaruh daya tarik wisata, aksesibilitas, harga dan fasilitas terhadap minat berkunjung wisatawan di objek wisata Danau Cipondoh, Kota Tangerang. *Jurnal Ilmu Sosial Dan Humaniora*, 10(2), 269-278.
- Safitri, D., Saragih, L., & Purba, J. W. P. (2023). Analisis faktor-faktor yang mempengaruhi revisit intention (minat kunjung) wisatawan pada objek air terjun Bah Biak Kec. Sidamanik, Kab. Simalungun. *Manajemen: Jurnal Ekonomi*, 5(1), 25-34.

