TOURIST SATISFACTION AS A MEDIATOR OF THE INFLUENCE OF PRICE AND FACILITIES ON VISITING DECISIONS TO LAKE LINGKAT

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ABSTRACT

Tourism is a modern industry that contributes significantly to economic growth through employment, income generation, and improvements in living standards while activating other sectors in the host region. This study employs a quantitative descriptive approach with a survey method to collect primary data from respondents. The research was conducted at Lake Lingkat, one of the leading natural tourist destinations in Kerinci Regency. The choice of Lake Lingkat as a research location is due to its increasing visitor numbers and natural attraction. The validity tests on all variables—Ticket Price, Tourist Facilities, Visiting Decisions, and Tourist Satisfaction—show valid results, and the reliability tests indicate all instruments are reliable with Cronbach's Alpha values above the 0.60 threshold. The findings of the study are as follows: (1) Ticket Price does not have a direct effect on Visiting Decisions; (2) Tourist Facilities have a direct influence on Visiting Decisions; (3) Ticket Price and Tourist Facilities do not directly affect Tourist Satisfaction; (4) Tourist Satisfaction does not have a direct influence on Visiting Decisions; (5) Ticket Price and Facilities indirectly affect Visiting Decisions through Tourist Satisfaction, confirming that Tourist Satisfaction acts as a mediating variable.

Keywords: Ticket Price, Tourist Facilities, Visiting Decisions, Tourist Satisfaction.

INTRODUCTION

Tourism is a modern industrial sector that plays a significant role in accelerating economic growth, particularly through job creation, increased community income, and improved living standards. In addition, tourism has the ability to stimulate various other economic sectors in the destination country. As a complex sector, tourism encompasses a wide range of businesses such as handicrafts, souvenirs, accommodation, and transportation industries. In economic classification, tourism falls under the service industry or tertiary sector, which holds a strategic role in the formulation of employment policies. This is due to the growing demand for sustainable jobs in line with the continuous expansion of tourism activities in the future.

Kerinci Regency is known as a leading tourist destination in Jambi Province and is often referred to as "a handful of earth from heaven" due to its stunning natural beauty. The region's tourism potential continues to grow alongside the increasing interest from visitors. Kerinci is home to Mount Kerinci, the highest mountain in Southeast Asia, and boasts the largest tea plantations in the region. This natural beauty attracts both domestic and international tourists who come to experience the charm of Kerinci Regency. The top attractions in this area include Mount Kerinci, the tea plantations, Lake Gunung Tujuh, and various other tourist sites. The development of the tourism sector in this region not only boosts tourist visits but also drives infrastructure development and improvements to support existing tourist attraction one of which is Lake Lingkat. Located in Lempur Village, Gunung Raya District, at an altitude of

approximately 1,100 meters above sea level, this lake spans about 12 hectares and offers a lush green panorama combined with cool mountain air.

According to (Sirait, 2016), a purchase decision is a problem-solving approach in human activities related to buying goods or services to fulfill their wants and needs. It consists of the recognition of needs and desires, information search, evaluation of purchase alternatives, purchase decision, and post-purchase behavior.

According to (Ardiansyah, 2019), price is a value expressed in the form of rupiah used for exchange or transactions, or the amount of money that consumers must pay to obtain goods and services. Meanwhile, (Haryono, 2017) defines price as the amount of value exchanged by consumers for the benefit of owning or using a product.

According to (Halim, Bisnis, & Ali, 2023), facilities function as tools to provide all the needs required by customers, which may include physical elements to fulfill the desires of service users. This means that if visitors feel that the facilities provided by the owner meet their needs, they will feel satisfied.

According to (Keller, 2023), facilities refer to all physical equipment provided by the service provider to support customer comfort. Meanwhile, (Haryono & Albetris, 2024) state that facilities are everything that can simplify and facilitate work in an effort to deliver optimal service quality. The facilities used by each company vary in form, type, and function. The greater the company's activities, the more complete the supporting tools and facilities needed to enhance the quality of services provided.

The phenomenon of tourists' decision to visit Lake Lingkat in Kerinci Regency was identified through field surveys aimed at understanding the factors influencing visitors in choosing this destination. The findings revealed that price was the dominant factor encouraging tourists to visit. Visitors considered the cost of accessing Lake Lingkat to be very affordable, as generally only a parking fee of IDR 2,000–IDR 5,000 is charged, with no official entrance ticket required. This was perceived as offering good economic value, particularly for families and local visitors.

The next factor influencing the decision to visit is the availability of tourism facilities. Lake Lingkat offers a peaceful and natural environment, ideal for family recreation or for individuals seeking tranquility in nature. Some basic facilities such as parking areas, walking trails, and gazebos or natural seating areas are already available, although they have not yet been fully developed in a modern way. Despite the limited facilities, visitors remain interested due to the unique experience of exploring a forested area and enjoying a lake surrounded by lush trees. In addition, the presence of local wisdom and mystical stories surrounding the lake adds an exotic charm that appeals to certain tourists.

Thus, affordable pricing and the supportive natural atmosphere are the two main factors driving tourists' decisions to visit Lake Lingkat, even though the available facilities still require further development to enhance overall visitor satisfaction and comfort.

According to Ayu Lestari et al., (2023), visitor satisfaction is a measurement or indicator of the extent to which customers or users of a company's products or services are highly pleased with the products or services they receive. Meanwhile, according to (Haryono & Albetris, 2023), the factors that influence customer satisfaction include product quality, price, and service quality.

The phenomenon of visitor satisfaction at Lake Lingkat in Kerinci Regency shows that although the site possesses strong natural appeal, the level of visitor satisfaction remains varied. Based on observations and visitor feedback, many tourists expressed their satisfaction with the

pristine and natural beauty of Lake Lingkat's landscape. The serene atmosphere, cool air, and tropical forest backdrop make the lake an ideal place for relaxation and an escape from urban noise. Several visitors also felt satisfied due to the absence of burdensome entrance fees, making this destination economically friendly and accessible to people from all walks of life.

However, there are still several important notes that affect the overall level of satisfaction. Public facilities such as resting areas, toilets, signage, and the cleanliness of the area around the lake are considered inadequate and in need of improvement. The access road to the site, which is largely unpaved and difficult to traverse especially during the rainy season is also a common complaint among visitors. In addition, the lack of informational signage about the history and cultural significance of Lake Lingkat leaves some tourists feeling that their travel experience is not fully satisfying.

In other words, visitor satisfaction at Lake Lingkat is largely determined by tourists' expectations of the natural beauty and atmosphere it offers. However, to achieve a more consistent and sustainable level of satisfaction, improvements are needed in facility management, supporting infrastructure, and visitor services. This is crucial not only to ensure that tourists are satisfied during their first visit, but also to encourage repeat visits and positive word-of-mouth recommendations to others.

Based on the described phenomena and potential, the author is interested in conducting a research study entitled: "Tourist Satisfaction as a Mediator of The Influence of Price and Facilities on Visiting Decisions to Lake Lingkat."

This study aims to analyze the extent to which ticket prices and tourism facilities influence visitors' decisions in choosing Lake Lingkat as a tourist destination. In addition, the research seeks to examine the impact of ticket prices and tourism facilities on tourist satisfaction, as well as to determine whether tourist satisfaction affects the decision to visit. The study also explores the role of tourist satisfaction as a mediating variable in the relationship between ticket prices and tourism facilities on the decision to visit Lake Lingkat. It is expected that the results of this research can provide valuable input for tourism managers and local government in developing higher-quality and more sustainable tourism management.

LITERATURE REVIEW

Visiting Decision (Y)

According to (Mulia, 2022), a purchase decision is a consumer behavior indicating the willingness or unwillingness to buy a product. Among the various factors influencing consumers to purchase a product or service, consumers often consider quality, price, and products that are already well-known to the public.

Ticket Price (X1)

The concept of price can be defined as a medium of exchange. According to (Ardiansyah, 2019), "price is the total amount of value exchanged by consumers in order to gain benefits and to own or use a product or service."

Meanwhile, (Nurliyanti, Susanti, & Hadibrata, 2022) define price as "the various benefits of a service product compared to the costs (sacrifices) incurred in consuming that service". Based on these expert opinions, the researcher concludes that price is an essential element for a company or producer, as it serves as a tool of exchange through which the company gains profit via transactions or exchanges involving goods or services particularly in this case, tourism products that meet the needs or desires of consumers or tourists. When setting pricing strategies, companies must align the price with the characteristics of the product they offer to

avoid potential losses and ensure that the pricing decisions support the company's profitability and market appeal.

Tourism Facilities (X2)

According to (Keller, 2023), facilities serve as tools to provide all the necessary needs of customers, including physical components that fulfill the desires of service users. In this context, if visitors feel that the facilities provided by the service provider meet their needs, they are likely to feel satisfied.

In conclusion, tourism facilities are elements that help simplify or support tourism-related activities and play an important role in ensuring that service users feel comfortable and satisfied during their visit.

Tourist Satisfaction (I)

According to (Armal, Razak, & Hidayat, 2023), consumer satisfaction is the feeling of pleasure or disappointment that arises when someone compares the perceived performance of a product or service with their expectations. The higher the quality of the product or service provided, the greater the satisfaction felt by the customer. As customer satisfaction increases, it can lead to advantages or benefits for the business entity. Conversely, without satisfaction, customers may switch to other products (Kotler and Armstrong, 2009).

RESEARCH METHODS

1) Ruang Lingkup Penelitian

This research employs a quantitative descriptive approach. The method used is the survey method, which involves collecting primary data directly from respondents through instruments such as questionnaires. Based on its level of explanation, this study falls into the category of causal associative research, which aims to determine cause-and-effect relationships between independent and dependent variables. In this case, it examines the relationship between ticket price and tourism facilities as independent variables and visiting decisions as the dependent variable, with tourist satisfaction acting as a mediating (intervening) variable.

Data collection is planned to take place from January 2025 to April 2025, with the research location set at the Lake Lingkat tourist destination in Kerinci Regency. The choice of Lake Lingkat as the research site is based on the consideration that it has a relatively high number of visitors, especially on weekends and during holidays, which will facilitate the researcher in obtaining relevant data from appropriate respondents.

2) Population and Sample

a. Population

According to (Sugiyono, 2018), a population is a generalization area consisting of objects or subjects that have certain characteristics determined by the researcher to be studied and to draw conclusions from. In this study, the population refers to all tourists visiting Lake Lingkat, Kerinci Regency, estimated to be around 200 individuals during the research period.

b. Sample

Ferdinand, (2014) defines a sample as a portion or representation of the population taken because it is not feasible to study the entire population. The sample is used so that the research results can be generalized to the whole population. For example, if 250 people are selected from a population of 1,000 as representatives, those 250 individuals represent the research sample. In this research, the sample will be taken from a number of tourists visiting Lake

Lingkat, with the sampling technique adjusted to field conditions and the actual number of visitors during the research period.

3) Operational Definition

To provide direction for this study and to clearly identify the influence of the variables Ticket Price and Tourism Facilities on Visiting Decisions, with Tourist Satisfaction as the intervening variable, the following operational definitions are presented:

1. Visiting Decision (Y)

According to Ardiansyah, (2019), as translated by Tjiptono (2016), consumer decisions to make a purchase involve several sub-decisions, which serve as indicators:

1. Product variation
2. Purchase quantity
3. Choice of distributor or point of access

2. Ticket Price (X1)

According to Ardiansyah (2019), the price variable consists of several key components related to pricing activities, including:

1. Price list
2. Discount offerings
3. Payment terms

3. Tourism Facilities (X2)

Based on the indicators proposed by (Keller, 2023), tourism facilities can be assessed through the following aspects:

1. Condition of facilities
2. Completeness of available amenities
3. Interior design
4. Exterior design

4. Tourist Satisfaction (I)

According to Nurlestari & Fitri (2016), the indicators that form tourist satisfaction consist of the following aspects:

1. Expectation alignment
2. Interest in revisiting
3. Willingness to recommend

4) Alat Analisis

Path Anylis

This study also employs path analysis, which, according to Ghozali (2011), is an extension of multiple linear regression analysis. Path analysis is used to examine the effect of intervening variables in this research. The results of the path analysis will also be used to compare the magnitude of direct and indirect effects, and to draw conclusions about whether the presence of intervening variables strengthens or weakens the influence of independent variables on the dependent variable.

RESULT AND DISCUSSION
Research Results

The validity test results indicate that all items used to measure the variables of ticket price, tourism facilities, visitor decision, and tourist satisfaction are valid. Meanwhile, the reliability test shows that the four instruments used in this study have Cronbach's Alpha values

greater than the minimum threshold of 0.60, indicating that all instruments used in the research are reliable.

Path Analysis

Path analysis was developed as a method to examine both direct and indirect effects of independent variables on dependent variables. To test the effect of intervening variables, the path analysis method is employed. Path analysis involves the use of regression analysis to estimate causal relationships (causal models) between variables that have been theoretically determined in advance.

1. **Analysis of the Influence of Ticket Price (X1) and Tourism Facilities (X2) on Tourist Satisfaction (Z)**

The table below presents the path analysis of the influence of Ticket Price and Tourism Facilities on Tourist Satisfaction as an intervening variable among visitors to Lake Lingkat.

Structural Equation Analysis I
Table 1. Anova Substruktur I

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	307.485	3	102.495	.872	.458[b]
	Residual	11283.355	96	117.535		
	Total	11590.840	99			

a. Dependent Variable: Visitor_decision

b. Predictors: (Constant), Tourist_Satisfaction, Ticket_Price, Tourism_Facilities

Source: Results of Data Processing using SPSS 20.2024

Based on the table above, it can be observed that the simultaneous model is not significant. This is indicated by the probability (sig) value being greater than 0.5, and the comparison of the F-count and F-table values shows that the F-count (0.872) is less than the F-table (2.47). Therefore, it can be concluded that H_0 is accepted and H_a is rejected, meaning that Ticket Price and Tourism Facilities do not have a simultaneous effect on Tourist Satisfaction.

Table 2. Coefficients substruktur I

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.035	3.918		6.645	.000
	Ticket_Price	-.028	.072	-.036	-.392	.696
	Tourism_Facilities	.275	.058	.437	4.786	.000

a. Dependent Variable: Tourist_Satisfaction

Based on the analysis results as shown in the table above, it is known that the variable Ticket Price has a positive and significant effect on Tourist Satisfaction. The magnitude of the partial and direct influence of Ticket Price on Tourist Satisfaction is -0.036 or -36%. Thus, the level of Tourist Satisfaction is influenced by Ticket Price by -36%, while the remaining percentage is explained by other factors outside the model. Furthermore, Tourism Facilities have a positive and significant partial effect on Tourist Satisfaction, with a partial and direct influence of 0.437 or 43.7%. The rest is explained by other factors outside the model.

Table 3. Model summary substruktur I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163[a]	.027	-.004	10.84135

a. Predictors: (Constant), Tourist_Satisfaction, Ticket_Price, Tourism_Facilities

Source: Processed Data Results from SPSS 20.2024

Path Coefficient of Other Variables (Error Rate) :

$$e = \sqrt{1 - R\ Square}$$
$$= \sqrt{1 - 0{,}027}$$
$$= \mathbf{0{,}973}$$

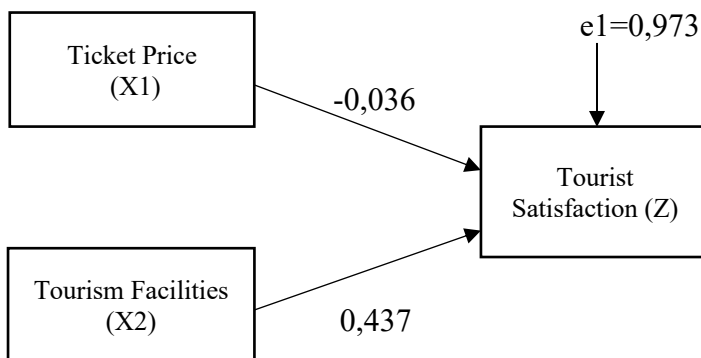Thus, it can be concluded that Structural Equation 1 is as follows:

Z = Pzx1 X1 + Pzx2 X2 + e

Z = -0,036 X1 + 0,437 X2 + 0,973 e

The equation indicates that:

Every increase in ticket price is followed by an increase in visiting satisfaction, and every improvement in tourism facilities is followed by an increase in tourist satisfaction.

Figure 1. Results of Substructure Equation I

1. **Analysis of the Influence of Ticket Price (X1), Tourism Facilities (X2), and Tourist Satisfaction (Z) on Visitor Decision (Y).**

This table presents the path analysis of the influence of Ticket Price and Tourism Facilities on Visitor Decision, with Tourist Satisfaction as the intervening variable, among visitors to Lake Lingkat in Kerinci Regency.

Table 4. Structural Equation II Analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	307.485	3	102.495	.872	.458[b]
	Residual	11283.355	96	117.535		
	Total	11590.840	99			

a. Dependent Variable: Visitor_decision

b. Predictors: (Constant), Tourist_Satisfaction, Ticket_Price, Tourism_Facilities

Source: Processed Data from SPSS 20.2024

Based on the table above, it can be observed that the simultaneous model is significant. This is indicated by the probability (sig) value being less than 0.5, and the F-count and F-table values above show that the F-count (3.960) is greater than the F-table (2.47). Therefore, it can

be concluded that H₀ is rejected and H_a is accepted, meaning that Ticket Price and Tourism Facilities simultaneously have an effect on Visitor Decision.

Table 5. Coefficients Substruktur II

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	43.491	6.610		6.580	.000
	Ticket_Price (X1)	-.130	.100	-.131	-1.296	.198
	Tourism_Facilities (X2)	-.018	.089	-.022	-.197	.844
	Tourist_Satisfaction (Z)	-.117	.142	-.093	-.827	.411

a. Dependent Variable: Visitor_decision

Source: Processed Data from SPSS 20.2024

Based on the analysis results as shown in the table above, it is known that the Ticket Price variable has a positive and significant effect on Visitor Decision. The magnitude of the partial and direct influence of Ticket Price on Visitor Decision is -0.131 or 13.1%. Thus, the level of Visitor Decision is influenced by Ticket Price by 13.1%, while the remaining percentage is explained by other factors outside the model. Partially, Tourism Facilities have a positive and significant effect on Visitor Decision, with a partial and direct influence of -0.022 or 2.2%, while the rest is explained by other factors outside the model. Tourist Satisfaction has a positive and significant effect on Visitor Decision, with a partial and direct influence of -0.093 or 3%. Therefore, the level of Repeat Visit Interest is influenced by Ticket Price by 13.1%, while the remaining percentage is explained by other factors outside the model.

Table 6. Model Summary Substruktur II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.163^a	.027	-.004	10.84135

a. Predictors: (Constant), Tourist_Satisfaction, Ticket_Price, Tourism_Facilities
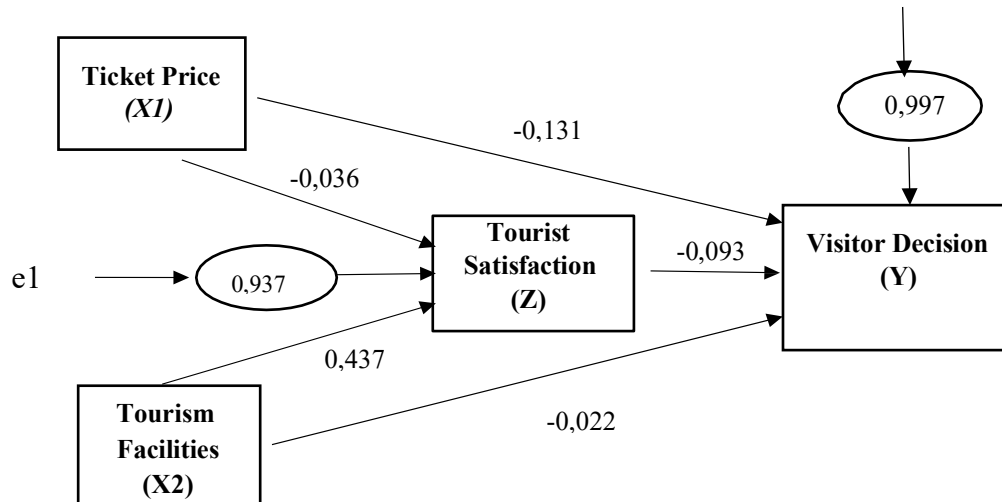
Source: Processed Data from SPSS 20.2024

$$e = \sqrt{1 - R\ Square}$$
$$= \sqrt{1 - 0.0027}$$
$$= 0,997$$

From the table, it is known that Structural Equation 2 is as follows:

Y = Pyx1 + Pyx2 + Pyz +e

Y = -0,131 X1 + -0,022 X2 + -0,093Z + 0,997e.

Figure 2. Results of Substructure Equation II

Discussion

The Influence of Ticket Price (X1) on Visitor Decision (Y)

Based on the analysis results, it is known that the significance value of the ticket price variable is -0.131 > 0.05, and the t-count value is -1.296, which is smaller than the t-table value of -1.98498. This indicates that, directly, ticket price does not have a significant effect on visitor decision to travel. This finding is not in line with the results of the study conducted by Nurliyanti et al., (2022), which showed a significant effect.

The Influence of Tourism Facilities (X2) on Visitor Decision (Y)

The analysis results show that the significance value of the tourism facilities variable is -0.022 > 0.05, with a t-count value of -0.197, which is less than the t-table value of -1.98498. Based on this, it can be concluded that tourism facilities have a significant direct effect on visitor decision. This finding is consistent with the results of the study conducted by Ananda & Winata, (2023).

The Influence of Ticket Price (X1) on Tourist Satisfaction (Z)

The analysis shows that the influence of ticket price on tourist satisfaction has a significance value of -0.036 > 0.05, and a t-count value of -0.392, which is less than the t-table value of 1.98498. These results indicate that, directly, ticket price does not have a significant effect on tourist satisfaction. This finding contradicts several previous studies that showed a positive relationship between these variables.

The Influence of Tourism Facilities (X2) on Tourist Satisfaction (Z)

The analysis results show that tourism facilities have a significance value of 0.437 > 0.05, with a t-count value of 4.786 > 0.98498. Although the t-value indicates a significant result, the significance value exceeding 0.05 statistically indicates insignificance. This suggests that tourism facilities do not have a significant direct effect on tourist satisfaction. However, this is in line with the findings of the study by (Armal et al., 2023), which identified other factors as determinants of satisfaction.

The Influence of Tourist Satisfaction (Z) on Visitor Decision (Y)

Based on the analysis, the significance value of -0.093 > 0.05 and the t-count of -0.827 < 1.98498 indicate that, directly, tourist satisfaction does not have a significant effect on visitor decision. This finding contrasts with the results of the study conducted by (Sabaon & Tapanuli, 2020), which found a positive relationship between the two variables.

The Indirect Influence of Ticket Price (X1) on Tourist Satisfaction (Z) through Visitor Decision (Y)

It is known that the direct influence of ticket price on visitor decision is -0.131. Meanwhile, the indirect effect through visitor decision on tourist satisfaction is calculated by multiplying the beta coefficients of X1 to Y and Y to Z, namely -0.131 × -0.093 = 0.012. Thus, the total influence of ticket price on tourist satisfaction is -0.131 + 0.012 = -0.119. These results indicate that although the direct effect is not significant, there is an indirect influence through the visitor decision variable. This finding is consistent with the study conducted by (Dwi Pratiwi, Siti Soeliha, 2023).

The Indirect Influence of Tourism Facilities (X2) on Tourist Satisfaction (Z) through Visitor Decision (Y)

The direct influence of tourism facilities on visitor decision is -0.022. The indirect influence through visitor decision on tourist satisfaction is calculated as -0.022 × -0.093 = 0.002. Therefore, the total influence of tourism facilities on tourist satisfaction is -0.022 + 0.002 = -0.020. These results show that the indirect influence is greater than the direct influence, which reinforces the role of visitor decision as a mediating variable. This finding supports the results of the study by Keller (2023).

CONCLUSIONS

Based on the previous analysis and discussion, the following conclusions can be drawn:
1. Ticket Price does not have a direct effect on Visitor Decision.
2. Tourism Facilities have a direct effect on Visitor Decision.
3. Ticket Price and Tourism Facilities do not have a direct effect on Tourist Satisfaction.
4. Tourist Satisfaction does not have a direct effect on Visitor Decision.
5. Ticket Price and Tourism Facilities have a significant indirect effect on Tourist Satisfaction through Visitor Decision, and the Tourist Satisfaction variable acts as an intervening variable.

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