

## The Influence of Ticket Prices on Visitor Satisfaction at Camp Hulu Cai Cibedug - Bogor Regency

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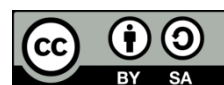
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### ABSTRACT

Camp Hulu Cai adalah sebuah perusahaan yang beroperasi di bawah naungan PT. Lembah Bambu, yang didirikan pada tahun 2003. Perusahaan ini bergerak di bidang pelayanan dan jasa, dengan fokus penyediaan sarana Resort & Outbound Training. Berdasarkan ulasan yang ada terdapat permasalahan yang dialami oleh sejumlah wisatawan berkenaan karena harga tiket di Camp Hulu Cai. Penelitian ini merupakan penelitian deskriptif kuantitatif. Pengambilan data dilakukan dengan cara penyebaran kuesioner. Data yang diperoleh kemudian diuji melalui uji regresi linier sederhana. Pada hasil uji determinasi ( $R^2$ ) terdapat hasil sebesar 0,469 yang memiliki arti harga tiket memiliki pengaruh sebesar 46,9% terhadap Kepuasan Pengunjung.

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### INTRODUCTION

Tourism development can provide significant benefits for a region due to tourist visits. Many things can be caused, including an increase in the desire to visit, as well as the satisfaction of visitors who will later really enjoy the things offered by the tourist attraction, and visitor satisfaction can also be a driving force for the improvement of tourist attractions. Therefore, it is important for owners or managers and employees who work to take an active role in the management of tourism places, as well as ensure that the management is carried out by paying attention to the needs and satisfaction of visitors.

One of the tourist attractions that until now is still in great demand by visitors and has quite good reviews is Camp Hulu Cai. Camp Hulu Cai is a company operating under the auspices of PT. Bamboo Valley, which was established in 2003. The company is engaged in services and services, with a focus on the hospitality sector in the type of Resort & Outbound Training. Located at the foot of Mount Pangrango with an altitude of about 700 meters above sea level, Camp Hulu Cai is located in Ciawi, Bogor Regency, and is only about 6.5 km from the Jagorawi toll gate. Camp Hulu Cai provides many interesting facilities and rides. Camp Hulu Cai is an outbound resort covering an area of 25 hectares with natural nuances and located at an altitude of 500 meters above sea level which currently has 33 cottages and 8 cabins and 2 meeting rooms with a capacity of up to 250 people.

A tourism destination must pay attention to all existing aspects, including environmental cleanliness, adequate facilities, infrastructure, services, and ticket costs from entering tourist attractions to the cost of rides

or facilities offered in it. One of the important parts of this is related to the price of entrance tickets to tourist areas. The price itself is a medium of exchange and is an important part for producers or companies. The ticket price is the price redeemed for the ticket (Nurdiana & Santoso, 2023).

In the field of tourism, visitor satisfaction can be influenced by the ticket prices offered. Ticket prices have a close relationship with visitor satisfaction. Ticket prices provide an impetus to the satisfaction of visitors to visit the tourist attraction again. In an encouragement like this, it allows tourist attractions to carefully understand the expectations of visitors and their needs. According to Tjiptono in Nasution, price is a monetary unit or other measure that is exchanged in order to obtain the right to own or use a good or service. Not only products where prices are complementary to meet the needs of tourists, but facilities are also the key to the success of the tourism business.(Nasution, 2019)

According to Marpaung in Fanggidae & R. Bere Tourist facilities are facilities that aim to serve and facilitate the activities or activities of visitors or tourists that they carry out to get a recreational experience. Visitor satisfaction is a measure of the overall opinion of visitors on the quality of each destination. (Fanggidae & R. Bere, 2020)(Lestari, Yuliviona, & Liantifa, 2023)

A tourist attraction must provide satisfaction through various aspects, one of which is the ticket price offered to visitors in the hope that visitors will be satisfied. Visitors who are already satisfied will have a strong memory of the tourist attractions that make them feel satisfied. These tourist attractions must try to retain visitors, both new visitors and visitors who have come more than once so that they are always satisfied with the offers given. The emergence of problems in ticket prices that have an impact on visitor satisfaction is certainly a top priority to be overcome. This is important to do considering that ticket prices are a very important element in the tourism business.

**RESEARCH METHODOLOGY**

The research method that the author will use in conducting research is a quantitative descriptive approach with a simple linear regression analysis technique. Quantitative research is a research approach that emphasizes testing theories through measuring research variables with numbers and conducting data analysis with statistics (Sugiarto, 2015)

The collected data was tested using simple linear regression with the aim of testing the hypothesis proposed. The test results were used to determine the relationship or influence between ticket price variables on the satisfaction of visitors to Camp Hulu Cai. The data collection was carried out by distributing questionnaires with accidental sampling techniques .

**RESEARCH RESULTS**

In the results of the T test, the t-value on the ticket price amounted to 9,585. So it can be concluded that the hypothetical results accept H1, so that in other words statistically "there is an influence between ticket prices and visitor satisfaction (p=0.000 value is less than alpha = 0.05 value. The table of T Test results is as follows

**Table 1 Test T**

Model	T	Sig.
1	9.585	0,000

Source : Researcher Processed Data, 2024

As for the results of the determination coefficient test ( $R^2$ ), an R value of 0.685 was obtained. This shows that ticket prices have a strong relationship with visitor satisfaction. And the R Square value obtained at 0.469 can be concluded that the amount of the Price variable (X) has a contribution to the Satisfaction variable (Y). The table of the results of the determination coefficient test ( $R^2$ ) is as follows

**Table 2 Determination Coefficient Test (R2)**

Model	R	R Square
1	0,685	0,469

Source : Researcher Processed Data, 2024

Based on the table above, it can be seen that the R value is 0.685 This shows that ticket prices have a strong relationship with visitor satisfaction. And the R Square value obtained was 0.469 which means that 46.9% of the satisfaction of visitors to Camp Hulu Cai was influenced by the ticket price variable, while the remaining 53.1% was influenced by other variables outside the research. Based on the results of the tests that have been carried out, it can be concluded that ticket prices have an influence on visitor satisfaction

This is stated by Yulianto (2017) in Manao (2019), which states that visitor satisfaction is also directly influenced by the price factor. Price affects visitor satisfaction in a positive way. Customers will feel satisfied if the price is in accordance with the quality of service expected by visitors.

## CONCLUSION

Based on the analysis of data and the discussion of the results of the questionnaire distributed to the respondents, there are the results of research data analysis on the Influence of Ticket Prices on Visitor Satisfaction at Camp Hulu Cai. The conclusion of this study is that there is a positive relationship between ticket prices and the popularity of visitors to Camp Hulu Cai. This is based on the result of a p-value below 0.05, which is 0.000. In addition, based on the tests carried out, it was found that the results of the t-test showed that the sig. value was  $0.000 < 0.05$ , so it can be concluded that ticket prices affect visitor satisfaction. It was also found that there was an R value of 0.685, indicating that there was a relationship between ticket prices and visitor satisfaction at Camp Hulu Cai. The magnitude of the influence of the variable X determination ( $R^2$ ) is 0.469. This means that ticket prices have an influence of 46.9% on visitor satisfaction. The rest, 53.1% was influenced by other variables that were not included in this study.

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