

Influence of Prices And Facilities on The Decision To Purchase Tour Packages in Juragan Bromo

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Abstract

Mount Bromo is one of the international attractions located in East Java Province- Probolinggo Regency. Mount Bromo is also the most beautiful mountain in Indonesia which is one of the main tourist destinations in Indonesia, while this can happen because of the many foreign tourists who come to visit the natural attractions of Mount Bromo to enjoy its natural scenery. Juragan bromo as one of the tour operators on Mount Bromo. This research was conducted to find out the effect of prices and facilities on purchasing decisions in Juragan Bromo. The method used in the study is a quantitative method with researcher data in the form of numbers and guided by questionnaires. The population in this study is visitors to tourist destinations through Bromo In 2020 amounting to 855 people. The technique of taking a pint using the probability sampling technique; simple random sampling in 86 visitors. From the results of the analysis, it is concluded that prices and facilities influence purchasing decisions, and prices have a significant influence on purchasing decisions.

Keywords : *price, facilities, purchase decision, tour packages*

Introduction

Indonesia is a country in Southeast Asia that crosses the equator and is between the continental continents of Asia and Australia, as well as between the Pacific And Indian Oceans. The Indonesian nation is a nation that has a lot of diversity, both in terms of customs, culture, religion, ethnicity and language. Tourism in Indonesia today has grown and developed well. Tourism has grown from year to year until now. According to the Law of the Republic of Indonesia Number 10 of 2009 on tourism mentioned that, tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. The tourism sector is an alternative income for regional income as well as for foreign exchange countries, even for developed countries even though tourism is serious to develop. Mount Bromo is one of the international attractions located in East Java Province- Probolinggo Regency. Mount Bromo has a height of 2,392 meters above sea level and is within four district scopes, namely Probolinggo, Pasuruan, Lumajang and Malang Regency. The natural condition of Mount Bromo is also related to valleys, canyons, calderas or sea of sand with an area of about 10 Km. Mount Bromo is also included in one area of Bromo Tengger Semeru National Park, where there are several attractions that can be visited such as, Mount Semeru, Mount Tengger, Mount Batok, several lakes and Mount Bromo itself. Related to various facts that

influence purchasing decisions, and in this new normal era where economic conditions have not recovered pricing and facilities can be one of the alternatives in the marketing strategy of a tourism location. Understanding this decision-making process besides being important as a basis for preparing prices and facilities, is also very important in product planning and determination of market segmentation or marketing targets. Juragan bromo as one of the operators in this case has never held a measurement of the effect of prices and facilities on service purchase decisions. By providing services that are in accordance with the prices and facilities that will be received by consumers, it is expected to increase the number of tourist visits to tourist attractions. If tourists perceive prices and facilities in accordance with their expectations, it is expected to affect the purchase decision process using bromo services in tourist visits to Mount Bromo.

Literature Review

1. Price

According to Tjiptono (2006: 178), price is defined as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities (usability) necessary to obtain a service. In the explanation of Kotler & Armstrong (2007) the price is a nominal amount charged by the company or seller to a product or service with the amount of value exchanged by consumers voluntarily for the benefits obtained after using the product or service.

2. Facilities

According to (Tjiptono, 2000) facilities are physical resources that must exist before services are offered to consumers. Sumayang (2003: 124) explained that the facility is the provision of physical equipment that provides convenience to consumers to carry out their activities so that consumer needs can be met.

3. Purchasing Decision

(Philip Kotler dan Gery Amstrong, 2012) states that purchasing decisions are the stage in the buyer's decision process where consumers actually buy. (Rachmawati et al., 2020) states that purchasing decisions are a problem-solving approach to human activities to buy a good or service in fulfilling its wants and needs consisting of the introduction of needs and wants, finding information, evaluation of alternative purchases, purchasing decisions, and behavior after purchase.

4. Tour Packages

Tour packages according to Desky (2003: 23) are: "Tour packages are a combination of several tourist products of at least two products, which are packaged into one unit of price that cannot be separated from each other. Meanwhile, tourist products have an understanding of the totality of a tourist's experience since he left somewhere to where he left" According to Bojamic and Calantone in Oppewal and Rewtrakunphaibon, (1999) "A tour package is a combination of many components of a mutually joined tourist product consisting of transportation, shopping, tourist attractions and food sold to tourists at a price.

5. Research Conceptual Framework

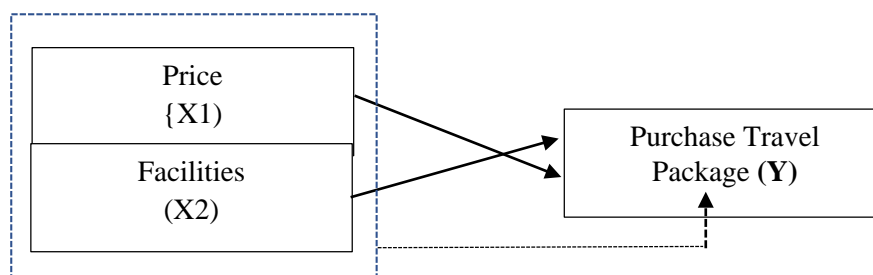


Figure 1: Research Conceptual Framework

Method

The research design used in this research is quantitative descriptive research design. The population in this study is visitors or customers who often travel to Mount Bromo and have never used the services of Bromo Juragan numbering 855 people with a sample number of 86 people who use the method of withdrawing samples using the slovin technique. The sample method uses the non probability sampling technique, which is a sampling technique that does not provide the same opportunity for each element of the population member to be selected into a sample. The technique used is the saturated sample technique. The data collection technique in this study was conducted with observations, interviews, questionnaires (questionnaires) and documentation studies. The data analysis techniques in this study use quantitative approaches i.e. inferential statistical analysis, consisting of: classical assumption test, multiple linear regression analysis, determination coefficient analysis, F-test statistical analysis and t-test statistical analysis. The variables and indicators of this study can be presented in the following table :

Table 1: Variables, Indicators And Research Items

Variable	Indikator	Item
Price Tjiptono (2006:178)	Pricing	1. Bromo mountain tourism rates using Juragan Bromo tourist agent are affordable by my consumers 2. Mount Bromo tourist rates using Tourist Agent Juragan Bromo is in accordance with the facilities provided 3. Mount Bromo tourist rates using Juragan Bromo tourist agents are cheaper than using other tourist agents
	How to Pay	1. Payment process when traveling mount Bromo using tourist agent Juragan Bromo is easy 2. Juragan Bromo provides fast service during the payment process
Facilities Tjiptono (2004:19)	Completeness	1. Juragan Bromo has facilities that support in carrying out tourist activities to Mount Bromo such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets on the travel route. 2. Condition of facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area

Variable	Indikator	Item
		<p>points and toilets along the way using tourist agency Juragan Bromo in a well-maintained and clean state</p> <p>3. Arrangement of facilities received by consumers during a tourist trip to Mount Bromo using a tourist agent Juragan Bromo neatly arranged</p>
	Condition	<p>1. The condition of facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets are good</p> <p>2. All facilities such as cameras, drone cameras, vehicles (jeeps, and trail vehicles) and rest area points and toilets are still functioning</p>
	Convenience	<p>1. Use of facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points along with toilets.</p> <p>2. Security in using facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets are guaranteed.</p> <p>3. Location of facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets that are easy to reach</p>
Travel Package Purchase Decision Kotler dan Armstrong (2012:226)	Introduction to Needs	<p>1. I need a tourist agent Juragan Bromo to explore mount Bromo</p> <p>2. I need a Tourist Agent Juragan Bromo to fill the holiday time</p>
	Information Seeker	<p>1. I found out about Bromo after seeing the advertisement</p> <p>2. I know Juragan Bromo from friends</p>
	Alternative Evaluation	<p>1. I decided to choose to use a Tourist Agent Juragan Bromo after knowing the advantages in terms of price, facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets compared to other tourist agents in the tourist area of Mount Bromo.</p> <p>2. Tourist agent Juragan Bromo complete facilities such as cameras, drone cameras, vehicles (jeep cars, and trail vehicles) and rest area points and toilets compared to other tourist agents in the tourist area of Mount Bromo.</p>
	Purchase	<p>1. I feel confident visiting Mount Bromo tourism using the services of tourist agent Juragan Bromo as the right choice in traveling</p> <p>2. Juragan Bromo tourist agent is the right choice to accommodate my tourist needs, especially in enjoying the beauty of Mount Bromo tourism.</p>

Variable	Indikator	Item
	Post-Purchase Evaluation	1. I feel satisfied and will make a repeat visit to the tourist attraction of Mount Bromo by using the tourist agent Juragan Bromo 2. I would recommend to relatives, friends and others about the advantages of Tourist Agent Juragan Bromo in serving tourists who visit mount Bromo tourist attractions

Result

1. Respondent Description

Table 2
Characteristics of Respondents Based on Work

Pekerjaan	Jumlah (orang)	Persentase
Swasta	24	28%
PNS	39	45%
Pelajar	12	14%
Dll	11	13%
Jumlah	86	100%

Source: Primary Data Processed, (2021)

In Table 2 it can be seen that the number of respondents based on employment is, the number of private people 24 (28%) people, the number of civil servants 39 (45%), the number of students 12 (14%) people and the number of etc. 11 (13%) people. So, it can be concluded that the workers respondents to Juragan Bromo in this study are more as civil servants.

Table 3
Characteristics of Respondents Based on Age

Respondent Age	Amount	Presentase
under 20	14	16%
20 - 29 ages	25	29%
30 - 40 ages	26	30%
over 40 years old	21	25%
Total	86	100%

Source: Primary Data Processed, (2021)

In Table 3 it can be seen that the number of respondents aged under 20 years as many as 14 (16%) people, respondents aged 20 - 29 years as many as 25 (29%) people, respondents aged 30 - 40 years as many as 26 (30%) people and respondents aged over 40 years as many as 21 (25%) people. So, it can be concluded that the age of Bromo Juragan respondents in this study is more than 30- 40 years old.

Tables 4
Characteristics of Respondents Based on Salary

Income	Amount	Persentase
< 1.500.000	12	14%
1.500.000 - 3.000.000	19	22%
> 3.000.000	55	64%
Total	86	100%

Source: Primary Data Processed, (2021)

In Table 4 it can be seen that the number of respondents who have salaries below 1,500,000 as many as 12 (14%) people, the number of respondents who have salaries of 1,500,000 - 3,000,000 as many as 19 (22%) and the number of respondents who have salaries above 3,000,000 as many as 55 (64%) people. So, it can be concluded that respondents to Juragab Bromo in this study have more salaries above 3,000,000.

2. t test results

The t test is used to partially test the significance of the relationship between variable X and variable Y or it can be said that the t test basically shows how far one independent variable individually describes dependent variations (Ghozali, 2012). The test is done by comparing the thitung value with the table and the probability value t calculates with the probability of 0.05. According to Ghozali (2011: 101) if sig value. < 0.05 means that independent variable (X) partially affects variable (Y). Table 4 presents the results of the Test-t questionnaire data to tourists who decide to make a purchase of tour packages in Juragan Bromo which are influenced by prices and facilities presented on the following page. **Table 5**

Table 5: Multiple Regression Calculation Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.902	0.527		0.001
	Price	0.301	0.122	0.300	0.016
	Facilities	0.273	0.135	0.247	0.046
a. Dependent Variable: Purchasing Decision					

Source: Primary Data Processed, (2021)

Based on Table 5 of the test t it can be explained that the effect of price on the decision to buy a tour package is indicated by a value of Sig 0.016 < 0.05. Then the price variable has a partial effect on the variable of the purchase decision. In addition, it is also explained that the facilities against the decision to purchase tour packages with a value of Sig 0.046 < 0.05. Then the facility variable has a partial influence on the variable of the purchase decision.

3. Test F

The F test basically shows whether all the free variables included in the model have a shared influence on bound variables, (Ghozali, 2012). To perform a simultaneous F Test in multiple regression analysis, simply look at the results contained in the "ANOVA" output table. Table 5 presents the results of the F-Test questionnaire data to travelers who decide to purchase tour packages in Juragan Bromo which are influenced by prices and facilities presented on the following page.

Tabel 6
Hasil Uji-F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.406	2	0.703	13.298	.000 ^b
	Residual	4.389	83	0.053		
	Total	5.796	85			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Facilities, Price						

Source: Primary Data Processed, (2021)

Based on the results of simultaneous tests obtained the value of $F_{hitung} = 13,298$ while $F_{tabel} = 2.33$. The results showed that $F_{hitung} = 13,298 > F_{tabel} = 2.33$. As well as p Value $0.000 < 0.05$ then in accordance with the above conditions means the hypothesis states that simultaneously free variables (price, and facilities) have a significant effect.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of prices and facilities on the decision to purchase a tour package. Multiple linear regression tests aim to test the influence between related variables. This hat is to find out the relationship between the variables that are the main point in the discussion. In addition, multiple linear regression tests can also predict or forecast a dependent variable value based on independent variables. Table 5 presents the results of a double linear regression analysis of questionnaire data to tourists who decide to purchase tourist services in Juragan Bromo which is influenced by prices and facilities presented on the following page.

Based on table 5 above the data processing results obtained the value of the konstanta coefficient which is 1,902, the price regression coefficient on the purchase decision of 0.301 and for the regression coefficient of facilities on the decision to purchase tour packages by 0.273. From these results, it can be formulated as follows:

$$Y = 1,902 + 0.301.X_1 + 0.273.X_2$$

Information:

Y = Decision on the purchase of tour packages

X₁ = Price

X₂ = Facilities

The regression equation above can be explained as follows:

- a. Value a of 1.902 is a constant or variable state of travel package purchase decision has not been influenced by other variables, namely variable Price (X1) and Facility Variable (X2). If independent variables do not exist then the variable decision to buy tour packages does not change.
- b. The value of Y of 1.902 is a constant or variable state of the decision to purchase a tour package has not been influenced by other variables, namely variable Price (X1) and Facility Variable (X2). If independent variables do not exist then the variable decision to buy tour packages does not change.
- c. b1 (regression coefficient value X1) of 0.301, indicates that the price variable has a positive influence on the decision to purchase a tour package which means that any increase in the unit variable price will affect the decision to purchase the tour package by 0.301, assuming that other variables are not studied in this study.
- d. b2 (regression coefficient value X2) of 0.273, indicates that facility variables have a positive influence on purchasing decisions which means that any increase in facility variable units will affect the decision to purchase tour packages by 0.273, assuming that other variables are not studied in the study.

Discussion

1. Price Affects The Decision to Buy Tour Packages

Based on the results of the t test that has been conducted in this study, partially there is a significant influence of the price variable on the variable decision to buy a tour package on Bromo. The results of the study showed that the value of Sig $0.016 < 0.05$ with a coefficient value of 0.301. The amount of the koophysien value shows that the pricing owned by Juragan Bromo successfully influenced the decision to buy a tour package of 0.301. That is, if the quality of the price increases one unit then the decision to buy a tour package on Bromo Juragan will also increase by 0.301 assuming the value of other free variables does not change. This research supports research conducted by (Alvianna, 2021; Hidayatullah, Windhyastiti, et al., 2020; Khotimah & Wilopo, 2017; Putra et al., 2001; Syarif, 2020) where tour packages can affect people's interest in visiting a destination.

2. Facilities influence the decision to purchase tour packages

Based on the results of the t test that has been conducted in this study, partially there is a significant influence of the variable facility on the variable decision to buy a tour package on Bromo. The results of the study showed that the value of Sig $0.046 < 0.05$ with a coefficient value of 0.273. The amount of the coefficient value shows that the facilities owned by Juragan Bromo successfully influenced the decision to purchase tour packages by 0.301. That is, if the quality of facilities increases one unit then the decision to purchase tour packages in Juragan Bromo will also increase by 0.301 assuming the value of other free variables does not change. This research supports research conducted by (Ningtiyas et al., 2021)(Wibowo et al., 2021) where good and complete facilities at tourist attractions can affect people's interest to visit one destination.

3. Prices and Facilities together affect the decision to purchase tourist packages

Based on the results of the simultaneous F test obtained the value of $F_{hitung} = 13,298$ while $F_{tabel} = 2.33$. The results showed that $F_{hitung} = 13,298 > F_{tabel} = 2.33$. As well as $p \text{ Value } 0.000 < 0.05$ then in accordance with the above conditions means the hypothesis states that simultaneously free variables (price, and facilities) have a significant effect.

4. Prices are more dominant towards the decision to buy a tour package

Based on the results of the t test that has been conducted in this study, partially there is a significant influence of the price variable on the variable decision to buy a tour package on Bromo. The results of the study showed that the value of $\text{Sig } 0.016 < 0.05$ with a coefficient value of 0.301. The amount of the koophysien value shows that the pricing owned by Juragan Bromo managed to influence the purchase decision by 0.301. Meanwhile, from the facility variable to the purchase decision variable on Bromo Juragan, it is pointed out that the sig value of $0.046 < 0.05$ with a coefficient value of 0.273. The amount of the coefficient value shows that the facilities owned by Juragan Bromo successfully influenced the purchase decision by 0.301. This research supports research conducted by (Alvianna & Hidayatullah, 2020) (Alvianna, 2017)(Pertiwi, 2018) where the price at a tourist place can have an influence on people's interest to visit a destination.

Conclusion

Price variables are positive and significant both partially to the decision to purchase tour packages on Bromo. Price matching makes a positive perception for customers. Facility variables have a positive and significant effect both partially on the decision to purchase tour packages on Bromo. The suitability of the facilities obtained makes a positive perception for customers. Price variables and facilities have a positive and significant effect both simultaneously on the decision to purchase tour packages on Juragan Bromo. The compatibility between price and facilities makes a positive perception for customers. As well as in terms of comfort security on the road can also foster a sense of pleasure because the desires and expectations owned by customers have been fulfilled. Price variables have a positive and significant dominant effect both on the decision to purchase tour packages on Bromo. Price matching makes a positive perception for customers. In addition, the conformity in this price is also used as a comparison with other travel agents in Bromo so as to have a big impact for tourists in deciding on the purchase of services on Bromo.

In addition to this, a tourist destination, especially natural tourism, should pay attention to the existence of pokdarwis (Hidayatullah et al., 2017) pay attention to promotions on social media (Eman et al., 2021) (Zharfaningrum et al., 2020)(Amelia & Hidayatullah, 2020), the existence of entrepreneurial marketing (Hidayatullah, Rachmawati, et al., 2020) and secure the image of the destination (Wibowo et al., 2021)(Hidayatullah, Windhyastiti, et al., 2020).

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