

## THE EFFECT OF DESTINATION IMAGE, FACILITIES, PRICE, SERVICE QUALITY AND PROMOTION ON THE DECISION TO VISIT SELOKAMBANG NATURAL BATHING IN LUMAJANG

**Handhika Muslim Tegar Mumpuni<sup>1</sup>, Suwignyo Widagdo<sup>2</sup>, Hamzah Fansuri Jusuf<sup>3</sup>**

*Student of Mandala Institute of Technology and Science, Cosmovortex54@gmail.com*

*Lecturer at Mandala Institute of Technology and Science, Suwignyo@itsm.ac.id*

*Lecturer at Mandala Institute of Technology and Science, Hamzah@itsm.ac.id*

Received : July 16, 2024

Revised : July 22, 2024

Accepted : July 28, 2024

Corresponding author:

Name: Suwignyo Widagdo

E-mail: [Suwignyo@itsm.ac.id](mailto:Suwignyo@itsm.ac.id)

### ABSTRACT

This research aims to determine and analyze the existence of partial or simultaneous influences through the variables of destination image, facilities, price, service quality and promotion on the decision to visit the Selokambang Lumajang Natural Baths. The research method used is a quantitative method. The sample in this study was 105 respondents using the accidental sampling technique. The data analysis methods used are instrument testing, classical assumption testing, multiple linear regression testing, coefficient of determination (R<sup>2</sup>) analysis and hypothesis testing. The results of this research show that destination image (X1) has a positive and significant effect on the decision to visit, facilities (X2), price (X3), service quality (X4) and promotion (X5) do not have a significant effect on the decision to visit, while destination image (X1), facilities (X2), price (X3), service quality (X4) and promotion (X5) together have a positive and significant influence on the decision to visit the Selokambang Lumajang Natural Baths.

Keywords: Destination Image, Facilities, Price, Service Quality, Promotion

## INTRODUCTION

Indonesia, with its diverse natural beauty such as valleys, seas, mountains, and beaches, is a preferred destination for local and foreign tourists. The tourism sector makes a positive contribution to the economy, contributing 6.8% to GDP and creating jobs (Lukito, 2022). Optimizing the tourism environment is needed to support the sustainability of tourist visits. Lumajang Regency in East Java has leading tourist destinations, including the Selokambang Natural Baths. The strategic location and adequate facilities make Selokambang a popular destination. The local government is committed to increasing tourism competitiveness, as evidenced by the achievement of three awards at East Java Tourism 2022.

However, the fluctuation of tourist visits to Selokambang Natural Baths in the last five years has shown a decline. This indicates the need for more attention to increase the attractiveness of this destination. Tourists' visiting decisions are influenced by several factors: destination image, facilities, price, service quality, and promotion. Destination image is important in tourist decisions, including visualization and perception of the destination (Muis, 2020). Adequate facilities increase visitor comfort and satisfaction (Listyawati, 2020). Price and service quality also play an important role in visiting decisions (Tjiptono, 2016). Effective promotion can improve the image of a destination and attract more visitors (Suyuthie, 2020).

This study aims to examine the influence of destination image, facilities, price, service quality, and promotion on tourists' visiting decisions to Selokambang Lumajang Natural Baths. This study adds three new variables to obtain a more comprehensive picture of tourist decisions, based on previous research by Ma`ruf (2022) which found the influence of service quality and facilities on visiting decisions. Basically, tourist attractions have a major role in the local economy. Selokambang Natural Baths has the potential to become a leading destination in the region. This study is expected to provide references for improving marketing governance and understanding consumer decision perceptions in tourist visits.

## LITERATURE REVIEW

### **a. Theory of Planned Behavior**

Theory of Planned Behavior (TPB) was developed by Icek Ajzen in 1991 as a development of the Theory of Reasoned Action (TRA). TRA states that a person's actions are influenced by attitudes towards actions and subjective norms. TPB adds an element of perceived behavioral control (Perceived Behavioral Control), which considers the limitations of resources that influence behavior (Sakdiyah, 2019). According to Jogiyanto in Sakdiyah (2019), behavioral interest in TPB is influenced by three main factors:

1. Attitude Toward Behavior
2. Subjective Norm (Subjective Norm)
3. Perceived Behavior Control (Perceived Behavior Control)

TPB is not directly related to the amount of control a person actually has, but rather emphasizes the potential impact of perceived behavioral control on achieving goals. This study uses TPB to test the causal relationship between independent variables and tourists' decisions to visit, with the aim of understanding visitors' needs and how managers can meet their expectations.

### **b. Marketing Management**

A measurable and targeted marketing system has a sales impact on the products being

marketed. Consumers as subjects in the market generally have a higher tendency to be interested in products or services that are considered attractive in terms of marketing. According to Kotler and Keller (2017:6), marketing management can be interpreted as a process to attract, maintain and increase the number of customers by creating and delivering high-quality sales offers.

#### **c. Destination Image**

Image is a collection of beliefs, ideas, and views that a person has about a place or object. Meanwhile, the image related to a tourist attraction is called a destination image (Kotler and Keller, 2009:406). According to Hanif (2016) destination image is a belief or knowledge about a tourist attraction and the experiences experienced by visitors when visiting it.

It can be concluded from the quote above that destination image is a picture or belief of a tourist attraction that influences tourist perception and the decision to visit. This perception arises from the image of the brand or tourist destination in the minds of visitors. To form a positive perception, it is necessary to continuously introduce tourist attractions and provide excellent service. This positive view can give a good impression of the destination and influence tourists' decisions to visit. The indicators of destination image according to Hailin in Ramadhanti (2019) include: Cognitive destination image , Unique destination image , Effective *destination* image

#### **d. Facility**

Facilities are a supporting aspect for consumers, companies provide facilities to make it easier for consumers to access the services offered. The availability of adequate facilities and according to consumer expectations provides a sense of comfort for visits so that it will later provide a positive image of the company. According to Engel in Alqadri (2019) Facilities are things that can provide convenience to customers when using them. According to Sumayang in Sarmigi (2021) there are four indicators that can be used when measuring facilities, namely: Completeness, cleanliness, and neatness, Condition and function, Easy to use, Completeness of tools

#### **e. Price**

Price is a sum of money paid by the buyer to the seller in exchange for the product or service that has been provided. Basically, the price is created by an agreement between the two parties that the seller provides the product or service and the consumer pays for it. According to Untoro in Amanah (2021), the ability of goods/services expressed in the form of money is the definition of price. The price indicators according to Kotler & Armstrong (2008): Price affordability , price suitability with product quality, price suitability with benefits, and price competitiveness.

#### **f. Quality of Service**

A good attitude towards service creates a positive image of the company's image by consumers. The existence of a positive image in the company will change consumer perceptions for the better through a personal approach to the attitudes and behaviors received. According to Kotler in Ginting (2021) Quality refers to the attributes and features of a product or service that are able to meet needs by providing satisfaction. One model that is often used as a reference in marketing research to assess service quality is *Servqual* , which was designed by Zeithmal. The indicators include: *Tangible* (tangible), *Reliability* (reliability), *Responsiveness* (responsiveness), *Assurance* (guarantee and certainty), *Empathy* (empathy).

#### **g. Promotion**

Promotion is an offer or policy made by a company to be given to potential customers with the

aim of attracting and attracting attention. The definition of promotion according to Kotler, Philip and Armstrong in Rheza (2020) explains that promotion is an activity to confirm customers through product or service demonstrations, with the aim of convincing them to make a purchase. The promotion indicators according to Kotler & Keller in Septyadi (2022), include: Reach, Quality, Quantity, Time and Target Accuracy

#### **h. Decision to Visit**

Tourists have perceptions of visiting decisions that are influenced by various factors such as destination image, facilities, price, service quality, and promotions. These factors create considerations for potential consumers, and if the company can meet consumer perceptions and satisfaction, the decision to visit will be created. According to Surgawin (2016), companies must provide a positive impact through the products or services offered. Before making a decision, consumers consider many factors seriously, looking for products with the best quality, performance, or innovative features to meet their needs (Kotler, 2009). The decision indicators according to Kotler & Keller (2008), include: Influence of needs, Information search, Alternative review, Consumer decisions and Post-purchase behavior.

## **RESEARCH METHODS**

This scientific paper uses a quantitative approach as its type of research. In theory, quantitative research involves collecting data in the form of measurable numbers (Sugiyono, 2003:14). For primary data, researchers use informant answers collected using distributed questionnaires. The way to distribute questionnaires can be through online media, namely distributing *Google forms* to prospective respondents. This method can be said to be faster and more comprehensive in reaching target respondents.

The general public or tourists who have/are visiting the Selokambang natural bathing destination are the population and sample in this study. The data collection technique uses *Accidental Sampling* which is included in the *Non-Probability Sampling (Non-Random Sample) technique*. *Accidental sampling* is a sample selection method based on chance encounters, where anyone who incidentally meets the researcher can be used as a sample (Sugiyono, 2017:67). The number of respondents in this study was 105 people. According to Sugiyono (2017:155), an adequate sample size in research is 30 to 500 respondents with a minimum number of sample members must be 10 times the number of variables analyzed. In this study there are 6 variables (both independent and dependent). Based on these provisions, the minimum number of samples needed is 60 (10 times 6 variables).

The research methods used in this research include: Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Determination Coefficient (R<sup>2</sup>), Multiple Linear Regression and Hypothesis Test (F Test and t Test).

## **CONCEPTUAL FRAMEWORK**

The conceptual framework is a theoretical basis that shows the relationship between the various variables to be investigated. It reflects the type and number of research questions that need to be answered, the theory that is the basis for formulating the hypothesis, the number and type of

hypotheses proposed, and the statistical techniques and methods that will be used to analyze the data (Sugiyono, 2012). Referring to the theoretical basis that has been explained, the following is the conceptual framework:

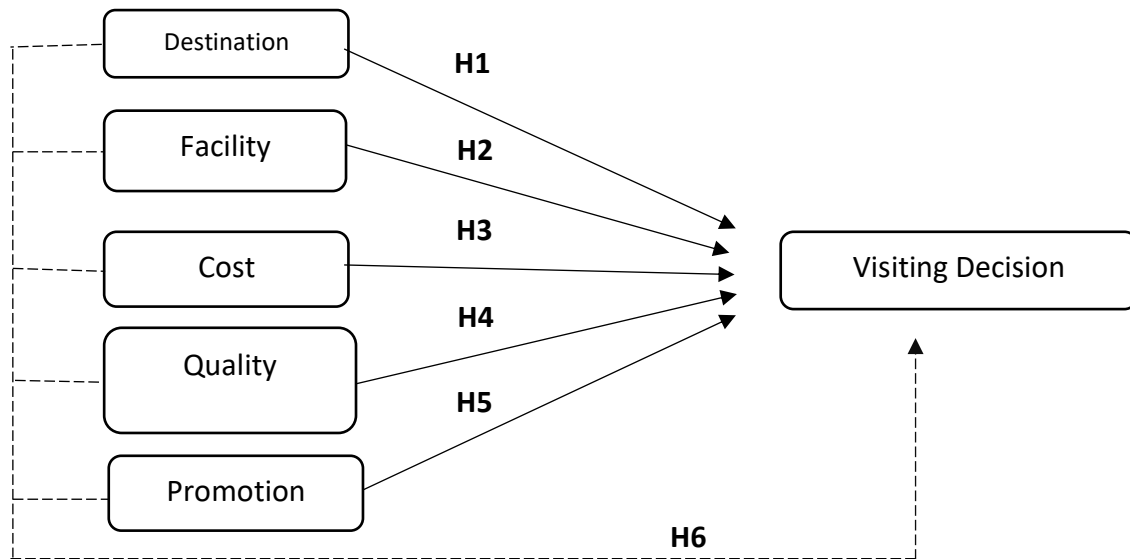


Figure 1. Conceptual Framework

Information :

- > : Partial influence
- - - - -> : Simultaneous influence

## RESEARCH RESULT ANALYSIS

### 1. Data Instrument Test

#### a) Validity Test

Table 1. Validity Test Results

Variables	Indicator	R. Count	R Table	Information
Destination Image	X1.1	0.652	0.192	Valid
	X1.2	0.746	0.192	
	X1.3	0.819	0.192	
	X1.4	0.777	0.192	
Facility	X2.1	0.811	0.192	Valid
	X2.2	0.823	0.192	
	X2.3	0.837	0.192	
	X2.4	0.814	0.192	
	X2.5	0.767	0.192	
Price	X3.1	0.895	0.192	Valid

	X3.2	0.906	0.192	
	X3.3	0.930	0.192	
	X3.4	0.868	0.192	
Quality of Service	X4.1	0.815	0.192	Valid
	X4.2	0.767	0.192	
	X4.3	0.800	0.192	
	X4.4	0.807	0.192	
	X4.5	0.821	0.192	
Promotion	X5.1	0.892	0.192	Valid
	X5.2	0.880	0.192	
	X5.3	0.884	0.192	
	X5.4	0.884	0.192	
	X5.5	0.906	0.192	
Decision to Visit	Y.1	0.691	0.192	Valid
	Y.2	0.754	0.192	
	Y.3	0.752	0.192	
	Y.4	0.871	0.192	
	Y.5	0.777	0.192	

Source: Processed primary data, 2024

According to table 1 above, it can be concluded that all statements in the destination image variable (X1), Facilities (X2), Price (X3), Service Quality (X4), Promotion (X5) and Visiting Decision (Y) are declared valid because  $r_{count} > r_{table}$ .

#### a) Reliability Test

**Table 2. Test Results Reliability**

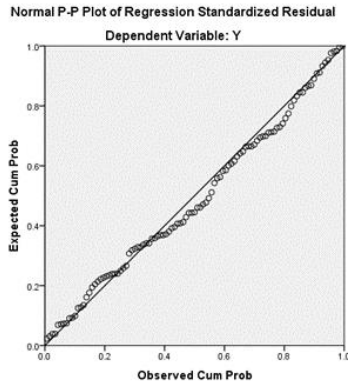
Cronbach's Alpha	N of Items
.947	28

Source: Processed primary data, 2024

According to table 2, the results of the reliability test state that all variables have adequate alpha coefficients to be considered reliable, which is more than 0.60. Therefore, the items contained in each variable concept are worthy of being used as further measuring instruments.

## 2. Classical Assumption Test

#### a) Normality Test



**Figure 2. Normality Test Results (P-Plot)**

*Source: Primary Data processed, 2024*

Based on Figure 4.1 above, it appears that the points are spread around the diagonal line with a distance that is not too far. This indicates that the graph pattern shows a normal distribution, so that the regression model is in accordance with the assumption of normality.

**Table 3. Results of Normality Test (Kolmogorov)**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2.35523131
	Absolute	.066
Most Extreme Differences	Positive	.066
	Negative	-.037
Kolmogorov-Smirnov Z		.679
Asymp. Sig. (2-tailed)		.745

a. Test distribution is Normal.

b. Calculated from data.

*Source: Processed primary data, 2024*

According to table 4.17 using the *Kolmogorov-Smirnov test*, a value of 0.745 was found, which is greater than 0.05. Therefore, this indicates that the residuals have a normal distribution.

b) Multicollinearity Test

**Table 4. Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	6,514	1,478		4.408	.000		
	X1	.318	.104	.284	3,063	.003	.621	1,610
	X2	.147	.087	.175	1,684	.095	.492	2,033
	X3	.140	.089	.161	1,574	.119	.511	1,958
	X4	.175	.111	.187	1,577	.118	.380	2,629
	X5	.027	.062	.042	.432	.666	.576	1,737

a. Dependent Variable: Y

Source: Processed primary data, 2024

Based on table 4, it is known that the *Tolerance value for the destination image variables (X1), facilities (X2), price (X3), service quality (X4) and promotion (X5) is greater than 0.10 and the VIF value is less than 10.00, which means that there is no multicollinearity.*

c) Heteroscedasticity Test

**Table 5. Heteroscedasticity Test Results**

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	3.993	.877		4,551	.000		
	X1	-.026	.062	-.052	-.426	.671	.621	1,610
	X2	-.017	.052	-.045	-.325	.746	.492	2,033
	X3	.004	.053	.010	.073	.942	.511	1,958
	X4	-.104	.066	-.249	-1,585	.116	.380	2,629
	X5	.020	.037	.071	.553	.582	.576	1,737

a. Dependent Variable: RES2

Source: Processed primary data, 2024

Based on the results of table 4.19, the significance value for the destination image variable (X1) was  $0.671 > 0.05$ ; facilities (X2)  $0.746 > 0.05$  ; price (X3)  $0.942 > 0.05$  ; service quality (X4)



0.116 > 0.05; and promotion (X5) 0.582 > 0.05. Therefore, in this research it can be concluded that there is no heteroscedasticity because the significance value is > 0.05.

### 3. Multiple Linear Regression Analysis

**Table 6. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6,514	1,478		4.408	.000
Destination Image	.318	.104	.284	3,063	.003
Facility	.147	.087	.175	1,684	.095
Price	.140	.089	.161	1,574	.119
Quality of Service	.175	.111	.187	1,577	.118
Promotion	.027	.062	.042	.432	.666

a. Dependent Variable: Decision to Visit

Source: Processed primary data, 2024

According to table 6, the multiple linear equations that can be obtained include:

$$Y = 6.514 + 0.318X_1 + 0.147X_2 + 0.140X_3 + 0.175X_4 + 0.027X_5$$

a. Constant Value

The value of a of 6.514 is a constant or condition when the decision variable to visit has not been influenced by other variables, namely destination image (X1), facilities (X2), price (X3), service quality (X4) and promotion (X5).

b. Destination Image (X1)

b1 (regression coefficient value X1) of 0.318, states that the destination image variable has a good influence on the decision to visit, which means that every increase in the destination image will also increase the decision to visit, assuming that other variables are constant.

c. Facilities (X2)

b2 (regression coefficient value X2) of 0.147, states that the facility variable has a good influence on the decision to visit, which means that every increase in facilities also increases the decision to visit, assuming that other variables are constant.

d. Price (X3)

b3 (regression coefficient value X3) of 0.140, states that the price variable has a good influence on the decision to visit, which means that every time the price increases, the decision to visit also increases, assuming that other variables are constant.

e. Service Quality (X4)

b4 (regression coefficient value X4) of 0.175, states that the service quality variable has a good influence on the decision to visit, which means that every increase in service quality will also increase the decision to visit, assuming that other variables are constant.

f. Promotion (X5)

b5 (regression coefficient value X5) of 0.027, states that the promotion variable has a good influence on the decision to visit, which means that with each increase in promotion, the decision to visit also increases, assuming that other variables are constant.

**4. Analysis of Determination Coefficient (R<sup>2</sup>)**

**Table 7. Results of Determination Coefficient Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 <sup>a</sup>	.473	.446	2.414

a. Predictors: (Constant), Promotion, Price, Destination Image, Facilities, Service Quality

Source: Processed primary data, 2024

0.446 is the value of the coefficient of determination (R<sup>2</sup>), this indicates that the decision to visit (Y) is influenced by 44.6% of the destination image (X1), facilities (X2), price (X3), service quality (X4), and promotion (X5). Meanwhile, the remaining 100% - 44.6% = 55.4% is explained by other factors that have not been studied in this scientific paper.

**5. Hypothesis Testing**

a) Partial Effect Test (t-Test)

**Table 8. t-Test Results**

No	Variables	Sig	t count	t table	Information
1.	Destination Image	0.003	3,063	1,984	There is influence
2.	Facility	0.095	1,684	1,984	No influence
3.	Price	0.119	1,574	1,984	No influence
4.	Quality of Service	0.118	1,577	1,984	No influence
5.	Promotion	0.666	0.432	1,984	No influence

Source: Processed primary data, 2024

Based on table 8, it can be observed how big the impact/influence of each independent variable is on the dependent variable, including:

- 1) Destination Image (X1) on visiting decisions (Y)  
The results of the multiple regression analysis of the t-test show that the calculated t for the destination image variable (X1) is  $3.063 > 1.984$  from the t table, and the significance value is  $0.003 < 0.05$ , this shows that there is an influence between destination image and the decision to visit. at the Selokambang Natural Baths in Lumajang.
- 2) Facilities (X2) on visiting decisions (Y)  
The results of the multiple regression analysis of the t-test show that the calculated t for the facilities variable (X2) is  $1.684 < 1.984$  from the t table, and the significance value is  $0.095 > 0.05$ , this shows that there is no influence between facilities and the decision to visit. at the Selokambang Natural Baths in Lumajang.
- 3) Price (X3) on visiting decision (Y)  
The results of the multiple regression analysis of the t-test show that the calculated t for the price variable (X3) is  $1.574 < 1.984$  from the t table, and the significance value is  $0.119 > 0.05$ , this shows that there is no influence between price and the decision to visit. at the Selokambang Natural Baths in Lumajang.
- 4) Service Quality (X4) on visiting decisions (Y)  
The results of the multiple regression analysis of the t-test show that the calculated t for the service quality variable (X4) is  $1.577 < 1.984$  from the t table, and the significance value is  $0.118 > 0.05$ , this shows that there is no influence between service quality and the decision to visit. at the Selokambang Natural Baths in Lumajang.
- 5) Promotion (X5) on visiting decision (Y)  
The results of the multiple regression analysis of the t-test show that the calculated t for the promotion variable (X5) is  $0.432 < 1.984$  from the t table, and the significance value is  $0.666 > 0.05$ , this shows that there is no influence between promotion and the decision to visit. at the Selokambang Natural Baths in Lumajang.

b) Simultaneous influence test (F test)

**Table 9. F Test Results**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	517,062	5	103,412	17,746	.000 <sup>b</sup>
Residual	576,900	99	5,827		
Total	1093.962	104			

a. Dependent Variable: Decision to Visit

b. Predictors: (Constant), Promotion, Price, Destination Image, Facilities, Service Quality

*Source: Processed primary data, 2024*

It is concluded that this model has a sig of 0.000, which is lower than the specified sig threshold value (0.05). In addition, the calculated f value of 17.746 also exceeds the f value in the table of 2.31. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This illustrates that all independent variables have a significant impact on the dependent variable.

## **DISCUSSION**

### **a) The influence of destination image on the decision to visit Selokambang natural baths**

The results of the multiple regression analysis on the t-test against the first hypothesis (H1) show that the destination image at Selokambang Natural Baths has a partial influence on the decision to visit. This is the same as Rosadi's research (2021) which states that destination image has a positive and significant effect on the decision to visit. Based on the results of the questionnaire, it can be concluded that respondents who visited this destination agreed that Selokambang Natural Baths has characteristics, uniqueness and attractions that make tourists feel happy, with the existence of this destination image, tourists are interested in visiting and traveling so that what is felt at this object is not necessarily felt at other similar tourist attractions., so that the destination image at Selokambang Natural Baths has a significant effect on the decision to visit.

### **b) Influence of facilities (X2) on the decision to visit (Y) at the Selokambang natural baths**

The results of the multiple regression analysis on the t-test on the second hypothesis (H2) show that the facilities which is in Selokambang Lumajang Natural Baths, there is no partial influence on the decision to visit. This is contrary to the statement of Ma'ruf (2022) that facilities can meet the expectations of tourists so that they influence the decision to visit. Based on the results of the questionnaire, it can be concluded that although some tourists agree with the facilities provided, many respondents are also neutral and disagree that the existing facilities have not accommodated the needs of tourists including: cleanliness, condition and function, accessibility of facilities, and completeness of existing equipment, so that the facilities at the Selokambang Lumajang Natural Baths there was no significant influence.

### **c) The influence of price (X3) on the decision to visit (Y) the Selokambang natural baths**

The results of the multiple regression analysis on the t-test on the third hypothesis (H3) show that the price which is in Selokambang Lumajang Natural Baths there is no partial influence on the decision to visit, this is contrary to Sari's statement (2020) that facilities can meet tourists' expectations so that they influence the decision to visit. Based on the results of the questionnaire, it can be concluded that although some tourists agree with the prices determined by the management, many respondents are also neutral and disagree that the price (entrance ticket price) at the destination is not linear with what is obtained regarding the needs of tourists including: Affordability, suitability with the quality of the object, suitability with benefits, and price competitiveness with similar tourist attractions, so that the price at the Selokambang Lumajang Natural Baths there was no significant influence.

**d) The influence of service quality (X4) on the decision to visit (Y) at Selokambang natural baths**

The results of the multiple regression analysis on the t-test on the fourth hypothesis (H4) show that the quality of service which is in Selokambang Lumajang Natural Baths there is no partial influence on the decision to visit, this is contrary to Amanda's statement (2021) that the quality of service can meet the expectations of tourists so that it influences the decision to visit. Based on the results of the questionnaire, it can be concluded that although some tourists agree with the quality of service provided by the management, many respondents are also neutral and disagree that the quality of service at the destination has not met the expectations of tourists including: Tangible (service attitude to visitors), reliability (consistency of time in service), responsiveness (quick in responding to visitor needs), assurance (trust in the service team), and empathy (attention to visitors), so that the quality of service at the Selokambang Lumajang Natural Baths there was no significant influence.

**e) The influence of promotion (X5) on the decision to visit (Y) at Selokambang natural baths**

The results of the multiple regression analysis on the t-test on the fifth hypothesis (H5) show that promotion which is in Selokambang Lumajang Natural Baths, there is no partial influence on the decision to visit. This is contrary to Azizah's statement (2020) that promotion can meet tourists' expectations so that it influences the decision to visit. Based on the results of the questionnaire, it can be concluded that although some tourists agree with the existing promotion, many respondents are also neutral and disagree that the promotion carried out at the destination has not met tourists' expectations, including: Reach, quality, quantity, time, and the accuracy of the promotion target to prospective tourists. So that the promotion at the Selokambang Lumajang Natural Baths there was no significant influence.

**f) The influence of destination image, facilities, price, service quality and promotion on the decision to visit Selokambang natural baths in Lumajang**

The results of the multiple regression analysis on the f test against the sixth hypothesis (H6) show that destination image, facilities, price, service quality and promotion simultaneously has a significant influence on the decision to visit. This means that it is getting better and fulfilling tourists' expectations regarding the destination image, facilities, prices, service quality and promotions. then the decision to visit more increasing.

From the research results obtained that there is a significant and positive influence of destination image, facilities, prices, service quality and promotion , this is in accordance with research by Putri (2020), Ramadhanti (2020, Sirait (2017) which states that there is a significant and positive influence of destination image, facilities, prices, service quality and promotion . Based on the variables that influence the decision to visit, in general tourists will pay attention to aspects of the destination including the uniqueness of a tour (destination image), complete and qualified facilities, competitive prices and linear with their benefits, service quality that meets expectations, and don't forget attractive promotions and reaching potential visitors. Based on the research results, it can be concluded that the destination image, facilities, price, service quality and promotion simultaneously have a significant effect on the decision to visit Selokambang Lumajang Natural Baths .

## CONCLUSION

Based on the findings of research that has been carried out regarding "The Influence of Destination Image, Facilities, Price, Service Quality and Promotion on Visiting Decisions" At the Selokambang Lumajang Natural Baths", conclusions can be drawn which include:

- 1) Destination image has a partial influence on the decision to visit.
- 2) Facilities do not have a partial effect on the decision to visit.
- 3) Price does not have a partial effect on the decision to visit.
- 4) Service quality does not have a partial effect on the decision to visit.
- 5) Promotion does not have a partial effect on the decision to visit.
- 6) Destination image, facilities, price, service quality and promotion simultaneously influence the decision to visit.

## REFERENCES

- Amanah, A. (2021). *Perilaku Konsumen Dalam Memilih Produk-Produk Bear Brand* (Doctoral Dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta).
- Amanda, V. V. (2021). *Pengaruh Kualitas Pelayanan, Fasilitas Dan Lokasi Terhadap Keputusan Berkunjung Pada Pemandian Air Panas Bukik Kili Di Kabupaten Solok* (Doctoral Dissertation, Universitas Putra Indonesia" Yptk" Padang).
- Assauri, S. (2018). *Manajemen Pemasaran (Dasar, Konsep & Strategi)*. Depok: Pt Raja Grafindo Persada.
- Azizah, K. U., & Suprajang, S. E. (2020). Analisis Physical Evidence Dan Promosi Terhadap Keputusan Berkunjung Wisatawan: Studi Kasus Pada Wisata Alam Sumberasri (Wisata Bukit Teletubbies) Kabupaten Blitar. *Jurnal Penelitian Manajemen Terapan (Penataran)*, 5(1), 32-45.
- Chaeriyah, R. (2019). *Analisis Daya Tarik Wisata, Promosi, Dan Persepsi Harga Pengaruhnya Terhadap Keputusan Berkunjung Pada Objek Wisata (Studi Wisata Atlantis Water Adventures Ancol)* (Doctoral Dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia (Stei) Jakarta).
- Ginting, F. F. (2021). *Pengaruh Kualitas Pelayanan Dan Price Discount Terhadap Kepuasan Pelanggan Pada Reddoorz Near Mikie Holiday* (Doctoral Dissertation, Universitas Quality Berastagi).
- Kotler, P., & Keller, K. L. (2008). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip Dan Kevin Keller. 2009. *Manajemen Pemasaran*. Jilid 1. Edisi Ke 13. Diterjemahkan Oleh Bob Sabran. Jakarta: Erlangga.
- Kotler, Philip And Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education, Inc
- Kotler, Philip And Lane Keller. 2017. *Marketing Manajement*, 15th Edition New Jersey: Pearson Pretice Hall, Inc
- Lestari, L. A., Herawati, A. R., Yuniningsih, T., & Afrizal, T. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung Di Suban Air Panas Kabupaten Rejang Lebong. *Jupiiis*:

- Jurnal Pendidikan Ilmu-Ilmu Sosial*, 13(1), 271-278.
- Lukito, Laksono E. *Kontribusi Industri Pariwisata Terhadap Pembangunan Indek Manusia*. Edited By Rismawati, N. Cv Widina Media Utama, 2022.
- Lupiyoadi, Rambat.(2013), *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat.
- Ma'ruf, M. A. (2022). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Keputusan Berkunjung Pada Wisata Pemandian Alam Selokambang Lumajang.
- Moh Alqadri, D. J. A. P. (2019). Pengaruh Fasilitas, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan Pada Pt. Sentra Sinar Baru (Depo Container) Semarang. *Skripsi*.
- Putri, D. C., & Sunaryanto, L. T. (2020). Pengaruh Produk, Harga, Kualitas Pelayanan, Promosi Dan Lokasi Terhadap Keputusan Konsumen Berkunjung Di Kampoeng Banyumili Semarang Jawa Tengah. *Jurnal Ilmiah Mahasiswa Agroinfo Galuh*, 7(3), 579-590.20:51
- Ramadhanti, V. Z., Musringah, M., & Sulistyan, R. B. (2019). Analisis Dampak Citra Destinasi, Pengalaman Wisatawan Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Kembali Pada Wisata Kebun Teh Kertowono Kecamatan Gucialit Lumajang. *Jobman: Journal Of Organization And Bussines Management*, 2(1), 85-88.
- Ramadiansyah, N. R., & Kadi, D. C. A. (2023, September). Pengaruh Promosi, Harga, Dan Aksesibilitas Terhadap Keputusan Berkunjung Pada Objek Wisata Telaga Ngebel Di Kabupaten Ponorogo. In *Simba: Seminar Inovasi Manajemen, Bisnis, Dan Akuntansi* (Vol. 5).
- Rheza, M. F. (2020). *Penerapan Sistem Promotion Mix Pada Penjualan Sarapan Pagi Ketupat Gulai Pakih* (Doctoral Dissertation, Universitas Internasional Batam).20:35
- Rosadi, I. (2021). *Pengaruh Destination Image, Fasilitas Wisata, Dan Keluarga Terhadap Keputusan Berkunjung (Studi Pada Pengunjung Objek Wisata Pemandian Air Panas Krakal Kebumen)* (Doctoral Dissertation, Universitas Putra Bangsa).11:29
- Sakdiyah, L., Effendi, R., & Kustono, A. S. (2019). Analisis Penerimaan Penggunaan E-Learning Dengan Pendekatan Theory Of Planned Behavior (Tpb) Pada Mahasiswa Akuntansi Universitas Jember. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 6(2), 120-126.
- Sari, V. F. S. (2020). Pengaruh Harga Tiket Dan Fasilitas Terhadap Keputusan Berkunjung Ke Obyek Wisata Ubalan Waterpark Pacet Mojokerto. *Jurnal Pendidikan Tata Niaga (Jptn)*, 8(01), 723-729.23:09
- Sarmigi, E., & Parasmala, E. (2021). Pengaruh Fasilitas, Lokasi, Dan Harga Terhadap Keputusan Berkunjung Ke Objek Wisata Bukit Khayangan Kota Sungai Penuh. *Al Dzahab: Journal Of Economics, Management, Business And Accounting*, 2(2), 93-105.
- Septyadi, M. A. K., Salamah, M., & Nujiyatillah, S. (2022). Literature Review Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga Dan Promosi. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 301-313.
- Setiawan, D., & Kurniasih, N. C. (2020). Pengaruh Biaya Bahan Baku Dan Biaya Tenaga Kerja Terhadap Laba Bersih Pada Pt. Satwa Prima Utama (Studi Pada Rj Farm Amir Atanudin Kp. Pasir Jati Desa Lebak Wangi Kecamatan Arjasari Kabupaten Bandung). *Akurat/ Jurnal Ilmiah Akuntansi Fe Unibba*, 11(1), 55-64.

- Sirait, H. (2017). *Pengaruh Harga Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Bukit Gibeon Kecamatan Ajibata Kabupaten Toba Samosir* (Doctoral Dissertation, Unimed).23:21
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif Dan R & D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metodologi Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, Dan R&D*. In Alfabeta.
- Suyuthie, H. (2020). *Pengaruh Promosi Terhadap Keputusan Berkunjung Wisatawan Ke Objek Wisata Green House Lezatta Kabupaten Agam*. *Jurnal Kajian Pariwisata Dan Bisnis Perhotelan*, 1(2), 72-76.
- Tjiptono, & Diana. (2016). *Pemasaran : Esensi & Aplikasi*.12:42
- Tjiptono, F. (2018). *Strategi Pemasaran Dalam Perspektif Perilaku Konsumen - Ujang Sumarwan, Fandy Tjiptonon* - Google Buku. Ipb Press.22:02
- Tjiptono, Fandy. (2006), *Pemasaran Jasa*. Malang : Bayu Media.
- Widagdo Suwigyo, Dimyati Muhaimin, Dan Handayani, Y, I.(2021). *Metodologi Penelitian Manajemen (Cara Mudah Menyusun Proposal Dan Laporan Penelitian)*. Cetakan Pertama, Penerbit Mandala Press