

THE IMPACT OF DESTINATION IMAGE, PROMOTIONS AND TICKET PRICES ON VISITING DECISIONS EVIDENCE FROM SITU RAWA GEDE, BEKASI CITY

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ABSTRACT

The tourism industry continues to grow due to increasing recreational needs and the rapid dissemination of information about tourist destinations. This study examines tourism distribution inequality in West Java and tourist visit dynamics at Situ Rawa Gede, Bekasi City. It aims to analyze the influence of destination image, promotion, and ticket prices on visiting decisions. A quantitative approach was employed using data from 117 respondents selected through non-probability and purposive sampling. Data were analyzed using SPSS 29.0. The results indicate that destination image has a positive and significant effect on visiting decisions (Sig. = 0.006; $t = 2.776$), while promotion also has a positive and significant effect (Sig. < 0.001; $t = 4.796$). In contrast, ticket price does not significantly affect visiting decisions (Sig. = 0.713; $t = 0.369$). Simultaneously, destination image, promotion, and ticket price significantly influence visiting decisions, explaining 45.7% of the variance. This research confirms that visiting decisions are shaped by the integration of multiple marketing elements rather than a single factor. The study implies that tourism managers should strengthen destination image and deliver effective promotional content to increase tourist visits and support sustainable tourism development.

Keywords: destination image; promotion; ticket prices; visit decision

INTRODUCTION

West Java Province has diverse tourism potential, including natural, cultural, historical, and culinary tourism spread across various regions. The diversity of these destinations is an attraction for tourists as well as encouraging the growth of the tourism sector as one of the drivers of the regional economy. In addition to increasing tourist visits, this sector contributes to creating jobs, increasing community income, supporting infrastructure development,

and encouraging equitable distribution of economic benefits for the community and local business actors (Firman et al., 2023).

The growth of the tourism sector is inseparable from changes in people's lifestyles, which increasingly place recreational activities as part of the needs. In addition, advances in digital technology have changed the way tourists obtain information and determine destinations to visit. Easy access to information through the internet and social media allows the promotion of tourist destinations to reach

the wider community, thereby encouraging increased tourist mobility to various regions (Putra & Wulandari, 2023).

This study examines the inequality of tourism distribution in West Java and the dynamics of tourist visits to a destination situated in Bekasi City. West Java Province has the potential for natural tourism and artificial tourism that is able to encourage regional economic growth and tourism business development (Firman et al., 2023). However, the

distribution of tourist attractions in West Java is still uneven, where Bekasi City is an area with a limited number of natural tourism due to urbanization and limited green land (Nabal & Djaja, 2022).

Data from the West Java Tourism and Culture Office in 2024 shows that the distribution of natural attractions in West Java is still uneven. Pangandaran Regency is the area with the highest number of natural attractions, while Bekasi City is an area with a very limited number of natural attractions (Open Data Jabar, 2026)

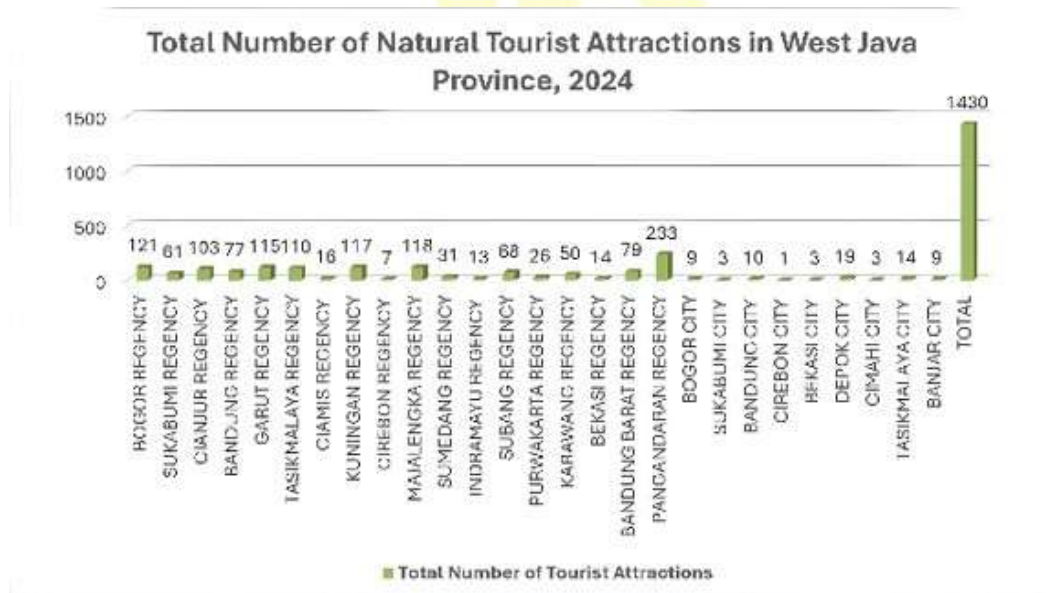


Figure 1. Total of Natural Tourist Attractions in West Java Province

Source: West Java Provincial Department of Tourism and Culture (2024)

This condition is influenced by urbanization and limited green land so that the development of natural tourism in urban areas is more limited than in areas with large landscapes (Nabal & Djaja,

2022). Therefore, tourist destination managers in Bekasi City need to increase tourist attractions in order to be able to attract tourists to visit.

Understanding changing tourist preferences comprehensively is important for destination managers in adjusting their promotion and facility development strategies. Periodic evaluation of visit data is also necessary to compile management that is more responsive to the needs of tourists. In addition to being a means of recreation, nature tourism plays a role in maintaining mental and emotional balance, so managers need to provide facilities and services that meet the expectations of visitors (Costa et al., 2025).

Situ Rawa Gede, located in Bojong Menteng Village, Rawalumbu District, Bekasi City, is an urban natural tourist destination that serves as a recreational space for leisure, social interaction, and community activities. Despite its unique characteristics, the destination has experienced fluctuations in tourist visits over the past three years.

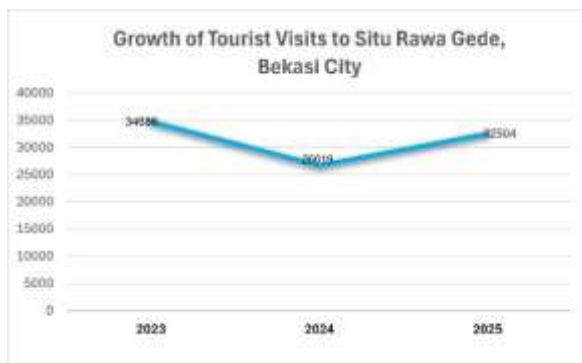


Figure 2. Growth of Tourist Visit at Situ Rawa Gede, Bekasi City

Total visits decreased from 34,688 visitors in 2023 to 26,619 in 2024, then increased to 32,504 in 2025. These fluctuations show that the decision to visit tourists is still unstable, so research is needed on the factors that determine tourist decisions to visit at Situ Rawa Gede, Bekasi City.

The first aspect that influences the decision to visit is the perceived destination image, which describes tourist perceptions of attractions, facilities, and experiences that a place offers. Tourists are more likely to visit destinations that have a positive image, while negative image can reduce the attractiveness of a destination (Audrey & Iskandar, 2024). Several studies show that destination image is a significant determinant of tourist visiting decisions to Water Theme Park Melaka Malaysia, Dunia Fantasi, Taman Mini Indonesia Indah, Twin Lakes West Sumatra, and Desa Wisata Lebakmuncang (Ismail et al., 2025; Sulistio & Talumantak, 2024; Wibisono & Arifiansyah, 2024; Dinda Azzahra et al., 2024; Rachmidiani & Edison, 2023). This research is in contrast to the research conducted on visitors to Heritage Kampung Kapitan in Palembang although destination image contributes positively to visiting decisions, the effect is not

significant. This indicates that destination image alone is insufficient to encourage someone to visit, because the decision making process involves more considerations than destination image alone (Anggraeni & Ridho, 2025).

To increase the attractiveness and number of tourist visits, managers need to carry out effective promotions to introduce tourism services to the public (Pradana & Widiawati, 2024). Previous research has also shown that promotion has a statistically significant impact on visiting decision at Kampung Lali Gadget Wonoayu Sidoarjo, Siwalima Museum Ambon, Sumenep Regency Orange Cave, Pincuran 7 Bath in Sijunjung Regency, and SRP Ernala Sukanalu Simbelang Tourism (Putri et al., 2024; Arini et al., 2024; Falaq et al., 2024; Irhartini & Kasmita, 2023; Tarigan & Haro, 2024). However, this study is contrary to research that states that promotion has no significant impact on tourists decisions to visit Denpasar City, so it has not significantly contributed to encouraging tourists to visit (Rahjasa et al., 2022).

The third aspect is ticket prices which are an important consideration for tourists because they are related to the benefits obtained from tourist destinations (Ardi & Widiawati, 2024). This is supported by

several studies that state that ticket prices are a significant determinant of tourists decisions to visit Jasmine Park Cisauk, Pariban Hot Springs, East Java Park 1, Jatiluhur Valley & Resort Purwakarta, and Jakarta Aquarium Safari (Triono et al., 2025; Caroline et al., 2025; Nur & Rusdianto, 2024; Anwar & Maulana, 2023; Adveni & Samar, 2024). Contrary to earlier studies in the tourism sector, this study found different results of Solok Regency which states that the price is not significant for tourists to make visits (Salim et al., 2023). The price on Taman Bunga Nusantara tourism has a positive but statistically insignificant effect on visiting decisions because visitors place greater importance on the comfort, facilities, and services provided than on the ticket prices (Indrianti & Apriadi, 2025).

Based on the research gap, tourist destination managers must understand the determinants of tourist visitation decisions. So that they can develop more effective marketing strategies and destination management. This research may provide guidance for the development of tourist destinations in urban areas that have limitations of natural attractions such as Bekasi City. Most previous studies examined well-

established tourism destinations with abundant natural or cultural attractions, whereas limited attention has been given to urban natural tourism destinations characterized by spatial constraints and intense urbanization. Situ Rawa Gede represents this underexplored context. Investigating this destination allows the study to assess whether destination image, promotion, and ticket prices operate differently in an urban nature tourism setting, thereby contributing to a better understanding of the inconsistent findings reported in previous tourism studies. Therefore, this study examines the influence of destination image, promotion, and ticket prices on tourists' visiting decisions at Situ Rawa Gede, Bekasi City.

LITERATUR REVIEW

The grand theory underlying this study is consumer behavior and purchase decision in terms of service marketing. Zeithaml et al. (2018) explained that the service has distinctive characteristics namely intangible, perishable, inseparability, and heterogeneity, which affects the consumer experience. Kotler et al. (2018) explaining that the purchase decision is a process that starts from the identification of needs to the post purchase evaluation. While of Schiffman &

Wisnblit (2019) explain that the decision making process is driven by various internal and external factors affecting consumer behavior.

Destination Image

Image represents an individual's overall perception, shaped by beliefs, ideas, and impressions regarding a specific entity formed by an individual about a particular object that influence his or her attitudes and actions (Kotler & Keller, 2016). In tourism, destination image is a comprehensive description or impression of a tourist attraction that is formed from the perception and experience of tourists and influences tourist behavior (Díaz & Rodríguez, 2019). According to (Kotler & Keller, 2016), destination imagery consists of a cognitive dimension with indicators of natural attractions, infrastructure, social environment, and atmosphere, as well as an affective dimension with indicators of crowded, attractive, and pleasant locations.

Promotion

Promotion serves as a marketing tool for communicating information, benefits, and advantages of products or services to consumers, thereby influencing their purchasing decisions (Firmansyah, 2020).

Promotion also plays a role in increasing competitiveness, expanding markets, and building relationships with consumers (Kotler & Keller, 2016). In addition, promotion is a form of communication to provide information as well as convince potential consumers of the products or services offered (Alma, 2016). According to (Kotler & Keller, 2016), promotional indicators include advertising, sales promotion, personal selling, and public relations.

Price

As explained by Kotler & Keller (2016), price is a form of consumer sacrifice, such as money, time, effort, and risk to benefit from a product or service. From a marketing perspective, price is the value exchanged to obtain goods or services, while for consumers price is a measure of value for the benefits received (Tjiptono, 2022). Price refers to the amount of money consumers must pay to acquire a product or service (Meithiana, 2019). The price indicators according to Kotler & Armstrong (2017) include price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits.

Visit Decision

Before making a purchase, consumers go through a process of assessing alternatives and selecting a preferred product where consumers are directly involved in the goods or services offered by the seller (Meithiana, 2019). The concept of a purchase decision in tourism is reflected in tourists' decisions to visit a destination. Decision made after tourists consider various factors and alternative destinations. Thus, the concept and theoretical framework of relevant consumer behavior are used to analyze how tourists determine their choice of vacation destinations (Sopiah & Sangadji, 2016). Visiting is a special form of purchasing decision that occurs when individuals are aware of the need for tourist activities and seek to fulfill them through the selection of a specific destination (Tjiptono & Diana, 2022). The indicators of visiting decisions according to (Kotler & Armstrong, 2017) are; confidence in making a purchase decision, setting the product as the main choice, advising others to use the product, making repeat purchases.

Conceptual Framework

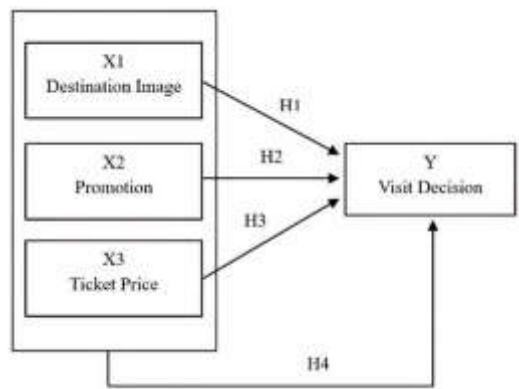


Figure 3. Conceptual Framework

The hypotheses in this study are: Based on figure 1, there are 3 independent variables and 1 dependent variable which form 4 hypotheses which will be explained as follows. The first hypothesis (H1) states that there are positive with significant impact of destination image on visit decision. Second hypothesis (H2) states that there positive with significant impact of promotion on visit decision. Next third hypothesis (H3) states that there are positive with significant impact of ticket prices on visit decision. And last fourth hypothesis (H4) states that there a simultaneous impact of destination image, promotion, and ticket prices on visit decision.

RESEARCH METHOD

A quantitative approach was employed in this study, with the population consisting of tourists who had

visited the research destination to Situ Rawa Gede tourist attraction. Because the population number is not known for sure due to limited visitor data, certain characteristics are used as population representations and calculated using the lemeshow formula. Below calculation of minimum sample size with lemeshow formula:

$$n = \frac{z_{1-\alpha}^2 \times P(1-P)}{d^2}$$

$$n = \frac{1.96 \times 0.5(1-0.5)}{1 + 32,504(0.1)^2}$$

$$n = \frac{3.8418 \times 0.25}{0.01}$$

$$n = \frac{0.96045}{0.01}$$

$$n = 96.04$$

Based on the formula described above, the minimum required sample size was 96.04 respondents, which was rounded up to 100 to facilitate data collection. Following data screening and the exclusion of invalid responses, the final sample consisted of 117 respondents.

Purposive sampling was employed as the sampling technique, whereby respondents were selected based on specific criteria and considerations aligned with the research objectives. The criteria for selecting the respondents were as follows: (1) male or female; (2) had previously visited the Situ Rawa Gede

tourist destination in Bekasi; (3) Were at least 18 years old. This technique is included in non-probability sampling because the sample is not randomly selected (Riyanto & Hatmawan, 2020). The data collection process involved the use of a questionnaire consisting of 21 statements with a five-point Likert scale to measure the level of respondent's approval the statements given. Subsequently, the data were processed and statistically analyzed using IBM SPSS Statistics software version 29.0 (Sujarweni, 2020).

RESULT AND DISCUSSION

Table 1. Respondents Characteristics

Demographics	Description	Amount	Percentage (%)
Gender	Male	54	46%
	Female	63	54%
	Total	117	100%
Age	18 to 22	40	34%
	23 to 27	41	35%
	28 to 32	12	10%
	> 32	24	21%
	Total	117	100%
Monthly Income/ Allowance	< Rp 500.000	17	15%
	Rp 500.000 up to Rp 1.000.000	28	24%
	Rp 1.000.000 up to Rp 3.000.000	31	26%
	> Rp 3.000.000	41	35%

Demographics	Description	Amount	Percentage (%)
Total		117	100%
Visit Frequency	1 Time	47	40%
	2 Time	47	40%
	> 2 Time	23	20%
	Total	117	100%

Based on the table 1, visitors with gender characteristics at the Situ Rawa Gede tour in Bekasi City are dominated by 54% women. However, only 8% difference in comparison with men who visit the tour because this tour is indeed in great demand by both male and female visitors. For age, it can be seen that adolescents to adults with an age range spanning 18 to 32 years and are dominated by 35% aged between 23 to 27 years. As 35% have an income of > Rp 3,000,000 and with the highest frequency of visits of 1-2 times 40% at Situ Rawa Gede Tourism in Bekasi City.

Validity Test

To test validity, item scores were correlated with the total score of the variable and valid criteria if the value of r is calculated $> r$ of the table (0.361; $n = 30$) or the significance value of < 0.05 (Sujarweni, 2020). Eight statement items of the X1 Destination Imagery variable All items met the validity criteria, with r -calculated $> r$ -table (0.361) and Sig. < 0.05

(<0.001). The Promotion X2 variable with four items has a calculated r of 0.662–0.742 and a Sig. of <0.001, so it is valid. The variable X3 Ticket Price was also declared valid with r calculation 0.788–0.847 and Sig. < 0.05. Meanwhile, the five items of the Visiting Decision Y variable had a calculated r of 0.708–0.868 and a Sig. <0.001, and this reflects a strong correlation between the item and the variable measured.

Table 2. Validity Test Result

Item	r Result	r Table	Description
Destination Image			
X1. 1	0.659	0.361	Valid
X1. 2	0.709	0.361	Valid
X1. 3	0.730	0.361	Valid
X1. 4	0.803	0.361	Valid
X1. 5	0.700	0.361	Valid
X1. 6	0.494	0.361	Valid
X1. 7	0.787	0.361	Valid
X1. 8	0.741	0.361	Valid
Promotion			
X2. 1	0.662	0.361	Valid
X2. 2	0.676	0.361	Valid
X2. 3	0.699	0.361	Valid
X2. 4	0.742	0.361	Valid
Ticket Price			
X3. 1	0.829	0.361	Valid
X3. 2	0.788	0.361	Valid
X3. 3	0.847	0.361	Valid
X3. 4	0.790	0.361	Valid
Visit Decision			
Y1	0.868	0.361	Valid
Y2	0.818	0.361	Valid
Y3	0.864	0.361	Valid
Y4	0.708	0.361	Valid
Y5	0.823	0.361	Valid

Reliability Test

Table 3. Reliability Test Result

Var	Cronbach Alpha	Cronbach Alpha Standard	Ket
X1	0.939	0.6	Reliable
X2	0.940	0.6	Reliable
X3	0.938	0.6	Reliable
Y	0.937	0.6	Reliable

Referring to the table, all variables have a Cronbach Alpha value above 0.60 so that they are declared reliable (Sujarweni, 2020). The reliability value of each variable is 0.939 Destination Image, 0.940 Promotion, 0.938 Ticket Price, and 0.937 Visit Decision. These results show that all statement items are feasible to use in data collection and analysis.

Normality Test

Table 4. Normality Test Result

Model Regression Kolmogorov Smirnov	
Asymp. Sig (2-Tailed)	0.200
Monte Carlo. Sig (2-Tailed)	0.852

As shown in Table 4, the normality test using the Kolmogorov Smirnov method produced an Asymp. Sig. (2-tailed) value of 0.200 and a Monte Carlo Sig. value of 0.852, both exceeding the significance level of 0.05. This result indicates that the null hypothesis (H_0) is not rejected, meaning that the data are normally distributed. Therefore, the normality assumption in the regression model is satisfied and the analysis can

proceed to the next stage (Ahadi & Zain, 2023).

Multicollinearity Test

Multicollinearity test was performed to assess the correlation among independent variables in the regression model, and the model is stated to be free of multicollinearity when the tolerance value for destination image equals 0.485, promotion is 0.525 and ticket prices is 0.621 where this result exceeds > 0.10 , while the VIF value for destination image is 2.063, promotion is 1.905 and ticket prices is 1.609. This result is less than < 10 . The results of the test showed that all independent variables fulfilled the criteria, meaning that the regression model was free from multicollinearity and met the classical assumptions (Sujarweni, 2020).

Table 5. Multicollinearity Test Result

Collinearity Statistics		
Variable	Tolerance	VIF
Destination Image	0.485	2.063
Promotion	0.525	1.905
Ticket Prices	0.621	1.609

Heteroscedasticity Test

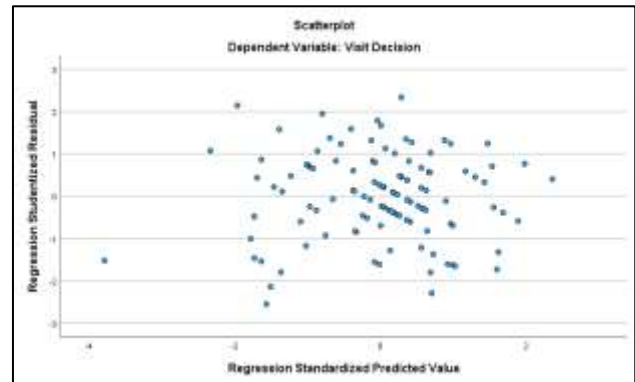


Figure 4. Scatterplot Heteroscedasticity Test Result

Referring to the figure 4, the regression model shows no symptoms of heteroscedasticity. This can be seen through the distribution pattern in the scatterplot that shows the random spread points and does with no clear pattern, appearing randomly above and below 0 on the Y axis (Sujarweni, 2020).

Multiple Linear Regression Test

This analysis aimed to determine and describe the impact exerted by Destination Image, Promotion, and Ticket Price on the Decision to Visit. Through this analysis, it can be determined the degree of influence of each variable regarding the decision to visit a tourist destination (Sujarweni, 2020).

Table 6. Multiple Linear Regression Test

Variable	Parameter Coefficient Value
Destination Image	0.209
Promotion	0.594
Ticket Price	0.045

Multiple linear regression analysis revealed that destination image, promotion, and ticket prices are positively related to visiting decisions. A constant value of 3.076 indicates the rate of decision visit, assuming that all independent variables are considered constant. The destination image coefficient of 0.209, promotion 0.594, and ticket price 0.045 showed that the increase in each variable was followed by an increase in the decision to visit, with promotion being the variable that had the greatest influence on the model.

Partial Test (T-Test)

Determine the effect of individual independent variables (X) on the dependent variable (Y), a partial t-test was performed in the regression model, using $\text{Sig.} < 0.05$ and the t-table value calculated from $df = n - k - 1$ as the basis for decision-making which is 1.981 (Sujarweni, 2020).

Table 7. Partial T-Test Result

Variable	t Count	Sig.
Destination Image	2.776	0.006
Promotion	4.796	< 0.001
Ticket Price	0.369	0.713

From the partial test results, destination image is found to be significant with $\text{Sig.} 0.006 (< 0.05)$ and t-value exceeding the t-table ($2.776 > 1.981$), so H1 is accepted and it partially affects visiting decisions. Promotion also shows a significant effect, with $\text{Sig.} < 0.001$ and t-count $>$ t-table ($4.796 > 1.981$), leading to the acceptance of H2. However, ticket price is not significant, as shown by $\text{Sig.} 0.713 (> 0.05)$ and t-count below t-table ($0.369 < 1.981$), indicating no effect on the decision to visit Situ Rawa Gede, Bekasi City.

Simultaneous Test (F-Test)

Table 8. F-Test Result

F Count	Sig
33.523	<0.001

This test showed that the F value was calculated as 33,523 with a significance level of less than 0.05 ($\text{Sig.} < 0.001$) which means that H4 was accepted so that the variables of destination image, promotion, and ticket price had a stimulating influence on the decision to visit Situ Rawa Gede, Bekasi City.

Coefficient of Determination (R^2)

Coefficient of determination is used to measure how well the independent

variables (X) explain the dependent variable (Y) (Sujarweni, 2020).

Table 9. Coefficient of Determination Result

R Square	Adjusted R Square
0.471	0.457

Referring on the table 9, the variables of destination image, promotion, and ticket price have a strong enough relationship to indicates that 45.7% of the decision to visit can be explained by the model, while the remaining 54.3% is influenced by other factors outside the scope of this study.

The Impact of Destination Image on Visiting Decisions

The results indicate that destination image positively and significantly impact of the decision to visit, with a Sig. value of 0.006 (< 0.05) and t-count exceeding t-table ($2.776 > 1.981$). This is reinforced by previous research that a positive image is able to increase tourists' interest and confidence in choosing a destination as a destination to visit at *Water Theme Park* Melaka Malaysia tourism, visitors to Dunia Fantasi (Dufan), tourists of Taman Mini Indonesia Indah, *Twin Lakes* in West Sumatra, as well as research on Lebakmuncang Tourism Village (Ismail et al., 2025; Sulistio & Talumantak, 2024; Wibisono & Arifiansyah, 2024; Dinda

Azzahra et al., 2024; Rachmidiani & Edison, 2023). Positive tourist perception of various aspects of the destination, such as facilities, comfort, atmosphere, and environmental attractiveness, Therefore, it may increase the desire to visit. Given that destination image in this study is measured through cognitive indicators, such as natural attractions, infrastructure, social environment, and atmosphere, as well as affective indicators reflecting how attractive and pleasant the location feels, this finding suggests that visitors' evaluation of Situ Rawa Gede's tangible attributes and emotional appeal plays a central role in shaping their intention to visit. This is particularly relevant for an urban natural destination with limited land availability, where destination image may compensate for the lack of large-scale attractions by emphasizing authenticity, comfort, and social value as a nearby recreational space. This result also contrasts with findings at Kampung Kapitan Heritage in Palembang, where destination image contributed positively but not significantly to visiting decisions (Anggraeni & Ridho, 2025), suggesting that the strength of image as a determinant may vary depending on how central the destination's natural or experiential attributes are to its overall appeal, rather

than being a universally consistent effect across tourism contexts.

The Impact of Promotion on Visit Decisions

The results indicate that promotion significantly and positively affects the decision to visit and acts as the most dominant factor, as shown by Sig. < 0.001 and t-value $> t\text{-table}$ ($4.796 > 1.981$). In line with research on the tourist destination of Kampung Lali Gadget Wonoayu Sidoarjo, Siwalima Ambon Museum, visitors to Kebonagung Orange Cave, Sumenep Regency, tourists at Pincuran Bath 7 Sijunjung Regency, and at MICE tourist destinations at SRP Erlana Sukanalu Simbelang Tourism (Putri et al., 2024; Arini et al., 2024; Falaq et al., 2024; Irhartini & Kasmita, 2023; Tarigan & Haro, 2024). This may be explained by the fact that, as a relatively lesser-known urban nature destination compared to larger attractions such as Dufan or TMII, Situ Rawa Gede depends more heavily on active promotional exposure, particularly through social media, to build initial awareness before tourists can even form an impression of its image.

The Impact of Ticket Prices on Visiting Decisions

Ticket price have proven to have no significant impact on the decision to visit, indicated by Sig. 0.713 (> 0.05) and t-value $< t\text{-table}$ ($0.369 < 1.981$). So this is in line with research on the tourism sector of Solok Regency that the price is insignificant in tourists visiting (Salim et al., 2023). Also, at Taman Bunga Nusantara, the ticket prices offered alone were not sufficient to attract tourists, indicating that visitors considered other factors more important (Indrianti & Apriadi, 2025). Although the direction is positive, the effect is very small. This is because ticket prices are considered affordable and in accordance with the benefits obtained for visitors to Situ Rawa Gede Bekasi City, it is no longer the main consideration and is considered worth it. This finding aligns with the perceived value theory, where price only becomes a determining factor when it varies meaningfully relative to consumers purchasing capacity. As shown in the respondent profile, the majority of visitors have a monthly income above Rp 3,000,000, suggesting that the ticket prices represents a relatively minor expense for most tourists. When a price is uniformly perceived as low risk across the visitor

base, it functions more as a hygiene factor, a baseline expectation rather than a driver of choice, while attributes with greater perceived variability, such as destination image and promotional exposure, become the actual differentiators in the visiting decision. In addition, ticket prices compared to other destinations in Bekasi are also not superior enough, so they are no longer an inhibiting factor. In other words, the H3 hypothesis for the ticket price variable is rejected.

The Impact of Destination Image, Promotion, and Ticket Prices on Visiting Decisions

The results of the data analysis indicate that all variables in F Test exert a significant influence on the decision to visit, as evidenced by an F-value of 33.523 and a significance level of < 0.001 . Furthermore, the coefficient of determination (R^2) of 45.7% demonstrates that the model is capable of explaining nearly half of the variation in the decision to visit Situ Rawa Gede, Bekasi City, while the remaining 54.3% is attributable to external factors beyond the scope of this study. This substantial unexplained portion suggests that visiting decisions are shaped by considerations beyond the marketing-mix variables examined in this study. Accessibility, such as road

conditions, availability of public transportation, and travel distance from residential areas, may play a meaningful role given Situ Rawa Gede's position within a dense urban environment where mobility constraints can directly affect visiting intention regardless of how positive the destination's image is. Electronic word of mouth (eWOM), including visitor reviews, ratings, and user-generated content shared on social media, may also drive visiting decisions independently of formal promotional efforts, as prospective tourists increasingly rely on peer experiences rather than official promotional materials when selecting a destination. In addition, lifestyle factors, particularly the growing tendency among urban communities to treat recreational activities as a routine need rather than an occasional indulgence, may influence visiting decisions regardless of a destination's specific image, promotional intensity, or ticket price. In other words, the better the image of the destination, the more effective and attractive the promotion, and the more appropriate the ticket price is with the perceived benefits, the higher the decision of tourists to visit.

CONCLUSION

Based on the research that has been conducted, it is shown that the decision to visit Situ Rawa Gede is significantly influenced by the image of the destination and promotion, with promotion as the most dominant factor, while ticket prices do not have a significant impact because they are considered affordable and not the main consideration for tourists. In theory, these findings confirm the importance of destination perception and marketing communication in shaping tourist behavior and empirically prove that these two factors are more decisive than price. However, as the model explains only 45.7% of the variance in visiting decisions, a substantial portion remains attributable to factors beyond the scope of this study, such as accessibility, electronic word of mouth, and lifestyle trends, underscoring the need to incorporate these variables in future research. The practical implication is that managers need to prioritize improving the quality of the destination's image through enhancing specific urban recreational facilities, such as walking paths, seating areas, and water-edge access points, and strengthening promotional strategies through targeted social media campaigns that highlight the destination's natural and recreational

appeal. However, this study has limitations in the number of variables, the scope of respondents, and the quantitative data collection method. Therefore, further research is recommended to add other variables such as accessibility, electronic word of mouth, and lifestyle factors, expand the research object, and use more diverse research methods to make the results more comprehensive

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