

THE EFFECT OF PERCEIVED PRICE AND FACILITIES ON CUSTOMER SATISFACTION AND THEIR IMPACT ON THE INTENTION TO REVISIT KING GOVAL FARM

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Abstract: This study was conducted to examine the influence of price perception and facilities on customer satisfaction, as well as their impact on the intention to revisit King Goval Farm. The independent variables were price perception and facilities; the dependent variable was the intention to revisit; and the mediating variable was customer satisfaction, with King Goval Farm customers as the research subjects. This study employed a quantitative method. The sampling method used was purposive sampling, with a sample size of 75 respondents consisting of King Goval Farm customers who had visited the farm at least once. Data were collected using a Likert scale for measurement. The software used was SmartPLS. The results of this study indicate that there is an influence of price perception and facilities on repeat visit intention and consumer satisfaction. These results show that this influence occurs both directly and through mediation.

Keywords: *Price Perception, Repeat Visit Intention, Consumer Satisfaction, Facilities*

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1. Introduction

Tourism zones are designated for tourism-related business activities to support the organization of entertainment and recreation, meetings, exhibitions, and related activities. Indonesia possesses a wealth of natural resources, featuring a diverse array of world-class natural tourist attractions. These natural tourist attractions include ecotourism sites, marine attractions, small islands, lakes, and mountains scattered throughout the country, all of which have the potential for development. The country's rich and diverse cultural heritage also presents significant potential for preservation through tourism development (National Council for Special Economic Zones, 2020). Tourists' primary interest in visiting a destination is also driven by cultural attractions, such as customs, historical and archaeological sites, the arts, monuments, ceremonies, and other cultural events. (National Council for Special Economic Zones, 2020). Naturally, visitor interest in a particular tourist attraction or country will inevitably experience fluctuations in numbers.

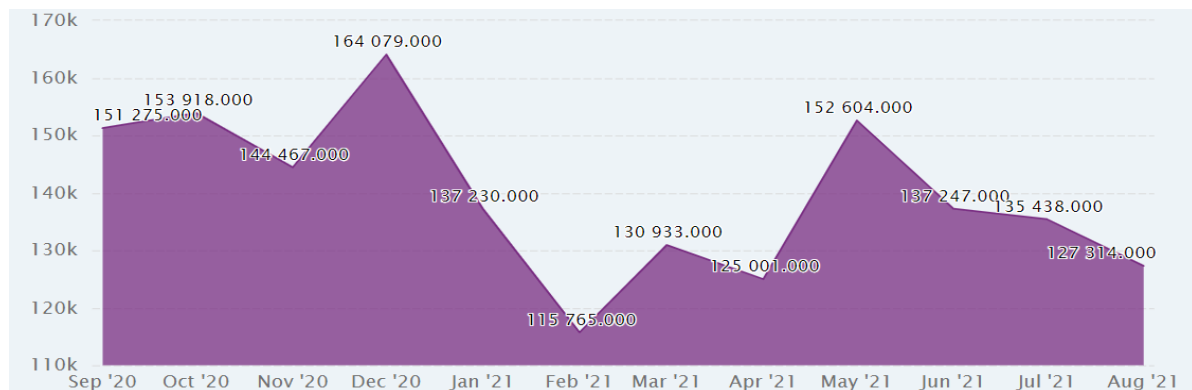


Figure 1. Visits by Indonesian Tourist
Source: (CEIC Data, 2021)

The number of Indonesian tourists was reported to be 127,314 in August 2021. This figure is down from the previous record of 135,438 people in July 2021. Data on Indonesian tourist visits is updated monthly, with an average of 386,781 people from January 1979 through August 2021, based on 512 observations. This data reached a peak of 1,547,231 people in July 2018 and a low of 36,730 people in January 1979. Data on tourist visits to Indonesia remains active in the CEIC and is reported by CEIC Data (CEIC Data, 2021). This naturally impacts national revenue, as reflected in the national GDP.

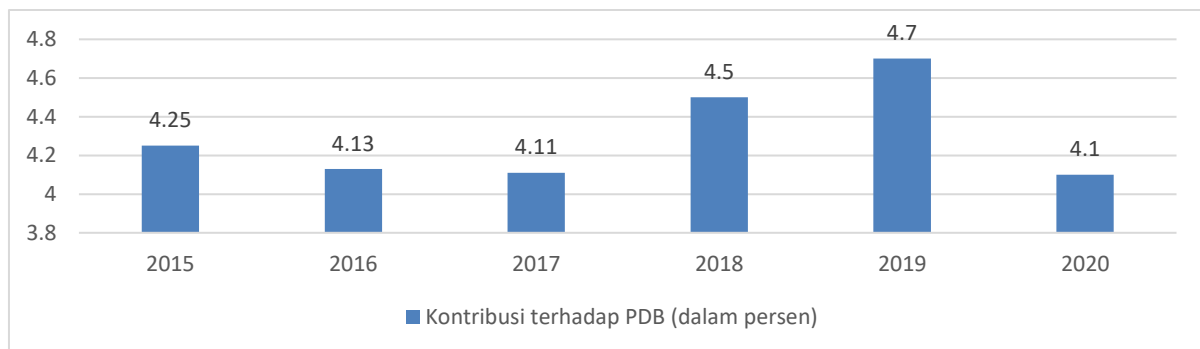


Figure 2. Tourism's Contribution to National GDP
Source : (Lokadata, 2021)

As shown in Figure 2, there was an annual increase over the three-year period from 2017 to 2019. In 2017, tourism's contribution to GDP was 4.11%; in 2018, it rose to 4.5%; and in 2019, it reached 4.8%. This indicates that Indonesia's tourism sector still has the potential to grow further in the future. However, in 2020, there was a decline, caused by the COVID-19 pandemic. The COVID-19 pandemic has impacted nearly all economic sectors, with tourism being one of the hardest hit. The Central Statistics Agency (BPS) reported that international tourist arrivals in April 2020 dropped sharply. This is certainly a cause for concern among tourism stakeholders in Indonesia; for example, East Java has experienced a decline in tourism numbers. The Head of the East Java Central Statistics Agency (BPS), Dadang Hardiwan, stated that 2020 marked the lowest level of tourist visits to East Java in the past three years due to the extraordinary impact of the COVID-19 pandemic (Alamsyah, 2020). One of the regencies in East Java Province is Gresik. Currently, Gresik is better known as an industrial city due to the many factories scattered throughout its villages and subdistricts; however, the Gresik

government also aims to boost the local economy through the tourism sector. The objective of creating tourist attractions is to support the development of Gresik Regency's tourism areas and the expansion of tourist sites; to improve quality, competitiveness, and appeal to attract specific market segments; to enhance competitiveness and appeal to bring back tourists and cater to an increasingly global market; and to ensure the continuous improvement of quality, competitiveness, and appeal of the tourism area (Gresik Tourism and Culture Office, 2020).



Figure 3. King Goval Farm
Source : Processed Data (2022)

Recognizing the opportunities in Gresik's tourism sector, King Goval Farm was established in 2020 (Figure 3). King Goval Farm itself had actually been in operation since 2010 as a fruit orchard—not a tourist attraction—but over time, local residents and even people from cities surrounding Gresik began to know the orchard by the name “Petik Buah Kebonagung.” After operating the fruit-picking orchard for some time, the business owner sought to explore new opportunities in the tourism sector. Consequently, the decision was made to rename the business King Goval Farm and, of course, to carry out major renovations to the Petik Buah Kebonagung orchard. Currently, King Goval Farm operates as a standard business, though it inevitably faces various challenges—such as feedback from customers in the form of criticism and suggestions provided through King Goval Farm's feedback channels.

Seeing the existing opportunities in the Gresik tourism sector, King Goval Farm was established in 2020 (Figure 3). King Goval Farm itself was actually founded in 2010 on the basis of a fruit orchard and was not a tourist attraction, but over time, local residents and even people from surrounding cities in Gresik began to recognize the orchard by the name "Petik Buah Kebonagung." After the business owner ran the fruit-picking orchard, the business owner had the desire to open new opportunities in the tourism sector, so it was decided to change the name to King Goval Farm and, of course, carry out a major renovation of the Petik Buah Kebonagung orchard. Currently, King Goval Farm itself has been running its business as usual, but of course, various kinds of problems can be found; an example is comments from consumers derived from criticisms and suggestions provided at King Goval Farm.

Table 1. King Goval Farm Customer Criticisms and Suggestions

No	Name	Comment	Remarks
1	Mutia	The price is too expensive. The durian tastes good, but with an uninteresting view, the price is not worth it.	Price
2	Supri	The location is too secluded, somewhat confusing to find if you do not use Google Maps.	Location
3	Christian	The atmosphere would be more comfortable if beautified. Toilets are a bit dirty when crowded, maybe there should be employees diligently cleaning like in malls.	Store Atmosphere, Facilities
4	Ninar	The durian price is quite high, but it matches the quality.	Price
5	Aisah	When crowded, the parking lot is uncomfortable, I think the parking arrangement is lacking.	Facilities
6	Jeffy	The price is too overpriced, if it was lowered, definitely more people would be interested.	Price
7	Kuncoro	I got a bland-tasting durian, but fortunately, KGF immediately replaced the durian, a great guarantee.	Service Quality
8	Abraham	Friendly waiters, smart at picking durians. The price is still pocket-friendly.	Service Quality, Price
9	Husni	I have been to KGF 3x, even very often from noon to afternoon. Complete facilities include a Prayer Room (Musholla), toilets, and comfortable seating. Besides, the price is suitable for the type of durian.	Facilities, Price
10	Rani	The facilities are complete in my opinion, but they are not clean enough, which makes me lazy. Like the Prayer Room which should be clean for worship, it is all dusty instead.	Facilities

Source: Processed data (2022)

Looking at Table 1 shows the results of criticisms and suggestions for King Goval Farm. From the table, it can be seen that the two receiving the most comments are regarding facilities and price, with 5 out of 10 comments concerning price and 4 out of 10 comments concerning facilities.

Table 2. Comparison of King Goval Farm with competitors

King Goval Farm	Kampung Durian Songgon	Desa Wisata Duren Sari	Bhakti Alam
No entrance ticket	Village Retribution	Village Retribution	Entrance ticket IDR 50,000 – 55,000
Durian price IDR 50,000 – 600,000	Durian price IDR 40,000 – 150,000	Durian price IDR 20,000 – 100,000	Durian price IDR 40,000 – 200,000
Facilities (such as toilets, Prayer Room, Parking lot) are provided	Facilities (such as toilets, Prayer Room, Parking lot) are provided	Facilities (such as toilets, Prayer Room, Parking lot) are provided	Facilities (such as toilets, Prayer Room, Parking lot) are provided
Durian eating place is centralized in the seating area	Can eat durian anywhere as long as still inside the location	Can eat durian anywhere as long as still inside the location	Durian eating place is centralized in the seating area

Source: Processed data (2022)

Looking at Table 2 shows that King Goval Farm, when compared to its competitors, has durian prices that can be said to be more expensive, but this is because the variation of durians sold at King Goval Farm is different, as King Goval Farm also sells types of durian that are indeed classified as expensive such as master durian or musang king, yet King Goval Farm does not collect entrance ticket fees, while the others collect entrance tickets or village retribution, but this will make it difficult for King Goval Farm to count the number of consumers who come. In terms of facilities, the area for enjoying durian at King Goval Farm is the same as at Bhakti Alam, which is centralized in the seating area, although at Bhakti Alam one can eat in other places under certain conditions such as when there is an event. In terms of completeness of facilities, these four companies provide toilets, a Prayer Room (place of worship), and a fairly large parking lot. Certainly, these facilities and prices are important points that need to be considered by King Goval Farm; seeing King Goval Farm's revenue which is unstable and even declining will certainly make business owners think harder to fix this.

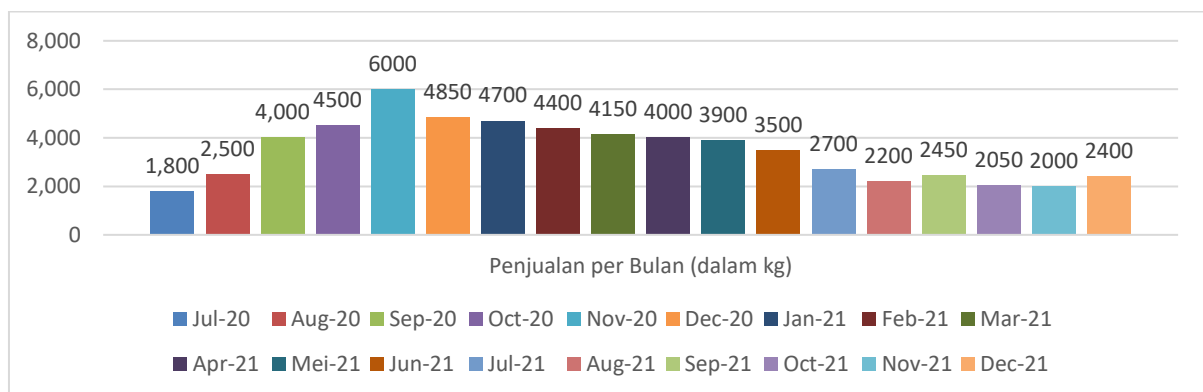


Figure 4. King Goval Farm Sales
Source: Processed data (2022)

Looking at Figure 4, in sales from July 2020 to November 2020 there was an increase every month, but starting from December 2020 to December 2021, there was a continuous decline in sales every month. Viewed from sales, by estimating the weight of the sold durians, the estimated number of visiting consumers also decreased. On average, consumers buy durians weighing 4kg for two people with durian prices starting from 50 thousand per kg depending on the type of durian. If calculated, the highest sales were in November 2020 with purchases of 6000kg so it is estimated that there were 750 visitors, while the lowest sales were in November 2021 with purchases of 2000kg so it is estimated that there were 250 visitors. Obviously, this is a problem for King Goval Farm and it must improve in several aspects. One thing that can be paid attention to is regarding customer satisfaction which can lead to revisit intention.

Rajput & Gahfoor (2020) in their research said that by paying attention to customer satisfaction, the likelihood of consumers to revisit is high, which also impacts sales and revenue. The same was found in research conducted by (Puspitasari, 2021) which stated that maintaining tourist satisfaction can influence these tourists to increase their revisit intention. Revisit intention is the level perceived by consumers in the experience of buying a product at a previously visited place (Dewi & Laksono, 2020). Meanwhile, customer satisfaction is a feeling expressed by consumers as a post-purchase evaluation where the evaluation results have met the expectations and needs of consumers (Tjiptono, 2015). Satisfaction and revisit

intention encompass several aspects that can be considered to improve both, namely price and facilities, which were also obtained from the pre-survey in Table 1.1. Research conducted by (Puspitasari, 2021) states that price and facilities have an influence on customer satisfaction and revisit intention. Price, according to (Sudaryono, 2016), is the amount of money added to various goods if possible, required to obtain a combination of goods or services. According to (Setiawan, Kosasih, & Sudrajat, 2019), a facility is something that is useful to facilitate the company in providing services to its consumers; facilities are the physical capacity available before the service is delivered to its consumers, where facilities are something very meaningful in the service business because facilities must be in a condition to meet consumer needs. Certainly, with existing phenomena and facts, it can be seen that the relevance between price, facilities, customer satisfaction, and consumer interest to revisit is highly interconnected. Based on the explanation above, the researcher wants to research about: "The Effect of Price Perception and Facilities on Customer Satisfaction and Its Impact on Revisit Intention at King Goval Farm".

2. Research Method

This study uses a quantitative method because it uses hypotheses and is accompanied by statistical testing to determine the effect of the research variables. The quantitative approach is termed the traditional method because this method has been used long enough to become a tradition as a research method. Data collection carried out in this study used a survey method by distributing questionnaires to King Goval Farm consumers. The approach used in this study is a quantitative approach because the data collected is to predict variables stated in numerical form (Bungin, 2015).

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be collected and then draw conclusions from (Sugiyono, 2017). The population involved in this study represents all King Goval Farm Consumers, the number of which can be estimated from sales. From July 2020 to December 2021, there were sales of 62,100kg. On average, consumers buy durians weighing 4kg for two people, so if 62,100kg is divided by 4kg and divided by two people, the estimated King Goval Farm consumers are 7,762. However, this number is quite large, so it is necessary to determine the number of samples that can represent this study.

The sample is a part of the characteristics and amount of the population (Sugiyono, 2017). The sampling technique of this research uses a non-probability sampling technique or non-random sample. The sampling technique in non-probability sampling has several forms; the one used in this study is purposive sampling, where sample selection will use certain conditions. The condition used in sample selection in this study is King Goval Farm consumers who are at least 17 years old and visited King Goval Farm in 2021 at least 1 time, considering that these consumers have had an experience visiting King Goval Farm which can later be evaluated by the consumer. The way to find out respondents who have visited King Goval Farm at least 1 time is to ask prospective respondents directly, or it can also be by using data owned by King Goval Farm (consumer data) obtained from criticisms and suggestions, because some consumers who give criticisms and suggestions also write their mobile numbers, enabling King Goval Farm to communicate with those consumers.

The number of research samples is determined based on theory (Hair, Hult, Ringle, & Sarstedt, 2014), namely the minimum sample size is 5 times the number of indicators. In this case, the number of indicators is 4 for variable X1, 4 for variable X2, 4 for variable M, and 3

for variable Y. So, the total indicators = 15 multiplied by 5, meaning the total sample size is 75 samples.

3. Results and Discussion

The Effect of Price Perception on Revisit Intention

Based on the test results on the T statistic, it is known that the T statistic value of the relationship between price perception on revisit intention is 2.547, which complies with the required provisions and conditions, i.e., greater than 1.96, so it can be concluded that price perception affects revisit intention. This value is also positive, indicating a unidirectional relationship or effect between price perception and revisit intention.

Price perception has a relationship with revisit intention because revisit intention is triggered by the experience felt by consumers in previous purchases, and price takes a large role because consumers will assess whether the set price meets their expectations or not. This is evidenced by research conducted by (Dewi, Syarifuddin, & Martina, 2019) which found that price has an effect on revisit intention, as well as research conducted by (Paramananda & Sukaatmadja, 2018) which found that price perception affects revisit intention.

The Effect of Facilities on Revisit Intention

Based on the test results on the T statistic, it is known that the T statistic value of the relationship between facilities on revisit intention is 2.153, which complies with the required provisions and conditions, i.e., greater than 1.96, so it can be concluded that facilities affect revisit intention. This value is also positive, indicating a unidirectional relationship or effect between facilities and revisit intention.

Facilities have a relationship with revisit intention because revisit intention is triggered by the experience felt by consumers in previous purchases, and facilities can trigger this by looking at the completeness of facilities and their cleanliness. This is evidenced by research conducted by (Puspitasari, 2021) which found that facilities have an effect on revisit intention.

The Effect of Price Perception on Customer Satisfaction

Based on the test results on the T statistic, it is known that the T statistic value of the relationship between price perception on customer satisfaction is 4.676, which complies with the required provisions and conditions, i.e., greater than 1.96, so it can be concluded that price perception affects customer satisfaction. This value is also positive, indicating a unidirectional relationship or effect between price perception and customer satisfaction.

Price perception has a relationship with customer satisfaction because customer satisfaction is something consumers feel aligned with their expectations or not, such as affordable prices or appropriate pricing. This is evidenced by research conducted by (Dewi, Syarifuddin, & Martina, 2019) which found that price has an effect on customer satisfaction. The test results using quantitative methods in the study show a significant effect of the price variable on customer satisfaction. According to (Paramananda & Sukaatmadja, 2018), it was found that price perception has an effect on customer satisfaction.

The Effect of Facilities on Customer Satisfaction

Based on the test results on the T statistic, it is known that the T statistic value of the relationship between facilities on customer satisfaction is 6.319, which complies with the required provisions and conditions, i.e., greater than 1.96, so it can be concluded that facilities

affect customer satisfaction. This value is also positive, indicating a unidirectional relationship or effect between facilities and customer satisfaction.

Facilities have a relationship with customer satisfaction because customer satisfaction can be triggered by the suitability or completeness of the facilities provided by a place which can spark that satisfaction. This is evidenced by research conducted by (Wardani, 2020) which found that facilities have an effect on customer satisfaction. The test results using quantitative methods in the study show a significant effect of the facility variable on customer satisfaction. According to (Puspitasari, 2021), it was found that facilities have an effect on customer satisfaction.

The Effect of Customer Satisfaction on Revisit Intention

Based on the test results on the T statistic, it is known that the T statistic value of the relationship between customer satisfaction on revisit intention is 2.153, which complies with the required provisions and conditions, i.e., greater than 1.96, so it can be concluded that customer satisfaction affects revisit intention. This value is also positive, indicating a unidirectional relationship or effect between customer satisfaction and revisit intention.

Customer satisfaction has a relationship with revisit intention because this revisit intention will emerge when consumer expectations are met and satisfied. This is evidenced by research conducted by (Rajput & Gahfoor, 2020) which found that customer satisfaction has an effect on revisit intention. The test results using quantitative methods in the study show a significant effect on the customer satisfaction variable towards revisit intention. According to (Mannan, Chowdhury, Sarker, & Amir, 2019), it was found that customer satisfaction has an effect on revisit intention.

4. Conclusion

The results of this study are used as input for King Goval Farm so that it can continue to improve its business to achieve the vision and mission that have been determined by King Goval Farm, so that consumer revisit intention can be fulfilled by paying attention to price perception, facilities, and customer satisfaction. This research is also useful for the future operational viability of King Goval Farm.

Based on the results of statistical and descriptive data analysis, it is concluded that:

1. Price perception affects KGF revisit intention.
2. Facilities affect KGF revisit intention.
3. Price perception affects KGF customer satisfaction.
4. Facilities affect KGF customer satisfaction.
5. Customer satisfaction affects KGF revisit intention.

King Goval Farm needs to provide existing price promos so that consumers feel satisfied when buying products from King Goval Farm. King Goval Farm also needs to pay attention to the cleanliness and comfort of the facilities provided so that consumers can be comfortable when using these facilities. Conducting training for employees is also important so that employees are aware of the cleanliness in the King Goval Farm environment so that consumers can feel more comfortable. Future research can conduct studies by adding variables not used in this study so that in subsequent studies it is expected to increase customer satisfaction until they have a commitment to revisit in the future. Future research can conduct studies with the same variables, but can use different methods such as qualitative methods to deepen the results or findings of the research.

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