

# THE INFLUENCE OF PRICE AND ACCESSIBILITY ON VISIT INTEREST AND INCREASING ENTREPRENEURS AT LAKE CIPONDOH DESTINATION, TANGERANG CITY, BANTEN PROVINCE

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## Abstract

*This study aims to determine the effect of price and accessibility on visiting intentions and their effect on increasing entrepreneurial actors in Lake Cipondoh. This type of research is descriptive quantitative using the path analysis method. The population of this study consisted of all visitors to Lake Cipondoh, and the number of samples used was 150 respondents. The sampling technique uses accidental sampling. The results of the study show that (1) Price and accessibility have a significant effect on visiting intentions; (2) Interest has a significant effect on increasing the number of entrepreneurs. Research conducted by Nurbaeti et al. (2021) aligns with this research, which shows that parking ticket fees, entrance tickets, and entertainment prices are very cheap and affordable. Therefore, visitors are interested in visiting tourist destinations that are more affordable financially. Paved and concrete roads, many and varied types of public transportation, and clear road signs make visitors interested in coming to tourist destinations. Interest in visiting tourist destinations influences the increased demand for food and beverages, providing business actors with opportunities to establish food and dining stalls in tourist destinations.*

**Keywords:** price, accessibility, visit interest, entrepreneurial actors

## 1. INTRODUCTION

Lake Cipondoh is an artificial lake in Tangerang City, Banten Province, Indonesia. Initially, the lake was used for agricultural irrigation. Still, it has been converted into a tourist attraction that offers a variety of exciting attractions such as beautiful lake views, duck boats, water bikes, camping, and fishing. In addition, in the area around Lake Cipondoh, there are many food and

beverage stalls. Visitors can enjoy food and drinks while enjoying the beauty of the charming lake scenery and the various tourist attractions available (Ratnaningtyas et al., 2023).

Visitors must monitor prices to enter the tourist area or enjoy available facilities and services (Setiadi, 2017). These prices may vary depending on the type of tourist attraction, time of visit,

visitor age, and type of service desired. Tourism object management policies can also affect prices so that prices can change anytime (Lestari, 2017). Prices usually include entrance fees, entrance tickets, parking fees, or other costs depending on the facilities provided by the tourist attraction (Tuasuun et al., 2017).

Visitors can judge whether prices at Lake Cipondoh tourist destinations are high or not because the needs of tourists vary. However, visitors are more interested in more affordable prices. Lake Cipondoh provides various tourist activities that family friends can enjoy and visit friends (Ratnaningtyas et al., 2022).

The facilities and infrastructure needed to reach a place are called accessibility. An essential aspect of a tourist destination is the availability of road access, transportation, and road signs (Darmawan, 2019). Although many areas in Indonesia have natural and cultural beauties attractive to tourists, poor accessibility makes tourists reluctant to visit these places when sold and introduced (Datukramat et al., 2017).

Access to Lake Cipondoh is effortless because visitors can reach it by private or public transportation. This tourist attraction can be called by various types of public transportation, such as KRL, Busway, Angkot, and Online Ojek Trains. In addition, the road to Lake Cipondoh has been paved with concrete so that it is in good condition and easy to pass (Nurbaeti et al., 2021).

Good road conditions and easy access to Lake Cipondoh can influence someone's desire to visit the place. However, if the road to Lake Cipondoh is damaged or inaccessible, people will be reluctant to see it, especially those driving cars or motorbikes. In addition, the availability of clear and easy-to-understand signs can also influence a person's interest in visiting certain places. If the signs around Lake Cipondoh are clear and easy to understand, people will have difficulty finding the location of Lake Cipondoh.

However, easy access for persons with disabilities around Lake Cipondoh is still inadequate. Some areas near the lake may be difficult to reach for those who use wheelchairs or have difficulty walking. In addition, no facilities allow persons with disabilities to be independent and easy-to-use transportation facilities without significant obstacles. This covers various aspects, such as physical vehicle access, ease of getting on and off vehicles, and information about transportation services. In theory, Zakiyah and Husein (2016) state that persons with disabilities have the same right to participate in activities as individuals without disabilities. Tourism includes the concept that a tourist destination provides facilities and accessibility that can be accessed by all visitors, including those with physical disabilities or older people, so that they can participate smoothly in activities. This concept can also act as supporting elements and factors in developing these tourist destinations.

The large number of visitors who are interested in visiting tourist destinations has the potential to increase the number of food stall businesses in the area along with the increasing demand for places to eat and drink originating from tourists looking for suitable places to eat and drink (Pariyanti et al., 2020). With increased visitors, the need for food and drink will also increase around tourist sites (Sari, 2018).

The number of business actors in Lake Cipondoh has increased due to the increasing public interest in visiting there. This condition will encourage the growth of food stalls around the lake to meet visitors' needs. Food stall businesses can see this situation as an opportunity to increase their income. The increasing number of food stall entrepreneurs in Lake Cipondoh will also trigger competition and encourage entrepreneurs to improve quality and service to compete with similar businesses. As a result, visitors will feel more satisfied with the many choices of

quality and varied food stalls at Lake Cipondoh.

Research conducted by Faoziyah et al. (2022) states that prices can affect tourists' interest in visiting. Because the price is essential for visitors in choosing a tourist destination, if a ticket or entry ticket to a tourist destination is too high, visitors will likely desire a more affordable one. Research conducted by Wahyuni et al. (2022) also shows that if the price of a tourist destination is too high compared to the facilities and services provided, tourists will feel disappointed and not recommend the place to others. This can lead to a decrease in the popularity of tourist destinations and reduce people's interest in visiting these places. Therefore, based on the explanation above, the hypothesis proposed in this study is:

H<sub>1</sub>: Prices have a significant effect on interest in visiting

Research by Marpaung & Sahla (2017) shows that accessibility to a tourist destination can affect a person's interest in visiting that destination. Research conducted by Anwani (2021)

shows that the availability of transportation, easy and comfortable roads, and clear directions can increase a person's interest in visiting a tourist destination. However, visitors will lose interest if the goal is challenging to reach with inadequate transportation, damaged roads, or no clear directions. Therefore, the hypothesis in this study is as follows:

H<sub>2</sub>: Accessibility has a significant effect on the intention to visit

Research by Setiyanti & Sadono (2011) shows that an increase in the number of tourist visits will impact food and drink stall business actors because tourists need food and drinks when traveling. Urbanus & Febianti (2017) also found that increasing tourist visits will increase the demand for food and beverages in tourist areas, providing excellent business opportunities for food and drink stalls. In this case, business actors can increase their income by giving attractive food and drinks to tourists. Therefore, the hypothesis in this study is:

H<sub>3</sub>: Interest in visiting has a significant effect on food and drink stall entrepreneurs

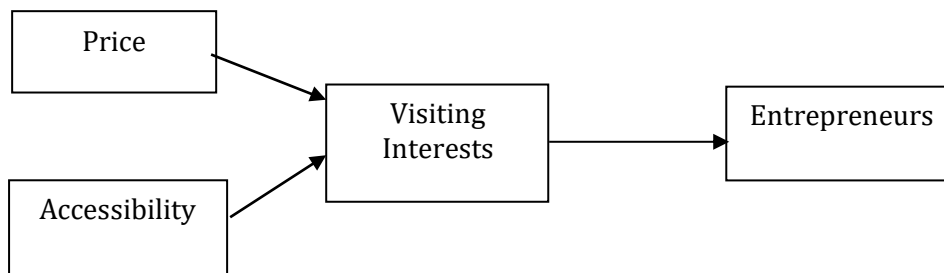


Figure 1. Research Framework

## 2. METHOD

This type of research is quantitative descriptive using the path analysis method through the SPSS program. The population of this study consisted of all visitors to Lake Cipondoh, and the number of samples used was 150 respondents, which was considered appropriate, according to Sugiyono (2017), for this study in the range of 30 to 500 respondents. Data was collected by

distributing questionnaires with a Likert scale from 1 to 5.

In this study, questionnaire data on price, accessibility, and interest in visiting were obtained from research conducted by Nurbaeti et al. (2021). Meanwhile, the variables of business actors were obtained from research conducted by Rulloh (2017). The sampling technique used in this study is non-probability sampling in the form of accidental

selection, which is a method of determining a sample by taking respondents who happen to be available or available somewhere according to the total sample of 150 respondents. Subjects interviewed were subjects who met or

happened to be at Lake Cipondoh traveling in that place, and the respondents were 18 years old or 18 years and over.

### 3. RESULT AND DISCUSSION

#### 3.1. Data Description

Table 1. Characteristics of Respondents  
[Source: Data processed by Researchers, 2023]

Character	Frequency	Percent
<b>Gender</b>		
Male	87	58%
Female	63	42%
	<b>150</b>	<b>100%</b>
<b>Age</b>		
18- 25 years	61	41%
26-35 years	58	39%
36-55 years	21	14%
> years	10	6%
	<b>150</b>	<b>100%</b>
<b>Education</b>		
Elementary school	37	25%
Junior High School	42	28%
Senior High School	55	37%
Bachelor	16	10%
	<b>150</b>	<b>100%</b>
<b>Domicile</b>		
Jabodetabek	132	88%
Luar Jabodetabek	18	12%
	<b>150</b>	<b>100%</b>

Based on the analysis of the characteristics of the respondents, it was found that the number of visitors to Lake Cipondoh was male, 87 respondents, and 63 female respondents. This shows that the number of visitors with the male gender is more than those with the female gender but does not dominate. Based on these data, the number of visitors with the male gender and visitors with the female gender is not significantly different. Hence, the distribution of male and female visitors tends to be unequal.

The age group of 26-35 years was the group that visited Lake Cipondoh the most, namely 58 respondents. This is because the age of 26-35 is often when

individuals seek new experiences and adventures. They may feel this is the right time to visit an exciting and unique tourist destination.

Based on education, there are as many as 55 visitors with high school education. This means that visitors with high school education generally have a limited personal budget because they still depend on the financial support of their parents, so affordable tourist destinations such as Lake Cipondoh can be a more realistic and reasonable choice for them.

Furthermore, visitors from Jabodetabek visited Lake Cipondoh more frequently, with 132 people. This shows that Lake Cipondoh is relatively close to

the Greater Jakarta area, making it easily accessible to residents. The distance is pretty tight, and the travel time is relatively short, which can be an essential

factor in attracting tourists to visit this destination.

Table 2. Validity Test  
[Source: Data processed with SPSS, 2023]

Questions	r-count
<b>Price</b>	
Parking tickets to Lake Cipondoh are very affordable	0,723
Entrance tickets to Lake Cipondoh are very affordable	0,719
Tickets for various tourist attractions on Lake Cipondoh are very affordable	0,688
The prices for food and drinks available at Lake Cipondoh food stalls are very affordable	0,697
<b>Accessibility</b>	
The road leading to Lake Cipondoh is paved and concrete	0,700
The road to Lake Cipondoh can be passed by public or private vehicles	0,699
The types and number of public transportation to Lake Cipondoh are very diverse, and numerous	0,717
The availability of directions and roads leading to Lake Cipondoh	0,644
<b>Visiting Interests</b>	
Parking tickets, entrance tickets, and very affordable prices for various tourist attractions made me interested in visiting Lake Cipondoh	0,621
Good roads, complete and varied public transportation, and clear road signs made me interested in visiting Lake Cipondoh	0,605
My needs and desires when visiting Lake Cipondoh can be fulfilled	0,704
I want to return to visit Cipondoh Lake another time because I feel comfortable while traveling there	0,626
<b>Entrepreneurs</b>	
Affordable prices at the tourist destination of Lake Cipondoh have led to an increase in the number of food stall businesses	0,613
The increase in the number of food stalls is due to easy access to Lake Cipondoh	0,669
The number of food stalls business actors increased along with the increasing number of visitors at Lake Cipondoh	0,781
The many culinary choices desired by visitors to Lake Cipondoh have led to an increase in the number of entrepreneurs operating in food stalls	0,603
The increasing number of visitors to Lake Cipondoh has led to healthy competition between business actors to improve the quality of their products and services.	0,672

Testing the validity of safety items in research can be done by comparing the t-count value with the t-table. If t-count > t-table, then the independent variable significantly affects the bond variable, and vice versa (Ghozali, 2019). Table 2

presented above found that all statement items on all variables were considered valid because the r-count value obtained was more significant than t-table (0.1603).

Table 3. Reliability Test  
[Source: Data processed with SPSS, 2023]

Variable	Cronbach's Alpha
Price	0,694
Accessibility	0,675
Visiting Interests	0,661
Entrepreneurs	0,630

In research, it is possible to test the reliability of variables by comparing Cronbach's alpha value with the alpha value (0.60) (Ghozali, 2019). Based on the

In the existing table, the conclusion is that all variables are considered reliable because the Cronbach alpha value obtained is higher than the alpha value (0.60).

Table 4. Determination Coefficient Test  
[Source: Data processed with SPSS (2023)]

R	R-Square	Adjusted R-Square	Std. The error of the estimate
.540 <sup>a</sup>	.618	.537	3.017778

Adjusted R-Square is used to measure the impact of the independent variable on the dependent variable. This research shows that price, accessibility, and interest in visiting contribute to

53.7% of the food and beverage stall businesses in the Lake Cipondoh tourism destination. However, other unrevealed factors also contribute 46.3%.

Table 5. Partial Test  
[Source: Data processed with SPSS (2023)]

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std.E rror			
(Constant)	3.008	.988		3.008	.042
Price	.301	.099	.416	3.040	.038
Accessibility	.374	.111	.233	3.369	.016

Based on the table above, it can be concluded that the price and accessibility.

Variables significantly affect visiting intentions because their significance value is less than 0.05.

Table 6. Partial Test  
[Source: Data processed with SPSS (2023)]

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std.E rror			
(Constant)	3.727	.797		4.676	.004
Visiting Interests	.233	.051	.360	4.569	.002

Based on the table above, it can be interpreted that the interest variable

significantly affects the increase in entrepreneurial actors because the significance value is less than 0.05.

### 3.2. Discussion

#### The Influence of Prices on Visiting Interest

This study shows that price significantly affects visitor interest in visiting Situ Cipondoh. This is caused by the cost of parking tickets, entrance tickets, and tourist attraction prices that visitors must pay when visiting the place. The more expensive the costs that visitors have to pay, the higher the travel costs they have to spend, which can then affect their decision to visit Lake Cipondoh. Prices for parking tickets, entrance tickets, and tourist attraction prices also influence tourists' perceptions of the value of Lake Cipondoh. If the price offered is too high, visitors may think the value of the tourist spot is not worth the price they have to pay. Conversely, the price at Lake Cipondoh is too high compared to the costs of other similar tourist attractions. In that case, visitors can choose to visit tourist attractions that are more financially affordable.

Faoziyah et al. (2022) and Wahyuni et al. (2022) conducted research showing a significant effect of price on visitor interest. Analysis by Faoziyah et al. (2022) shows that prices affect tourist attractiveness because visitors tend to consider the cost factor when choosing a destination. Visitors can choose more affordable destinations if ticket prices or entrance fees to tourist destinations are too high. Meanwhile, research by Wahyuni et al. (2022) shows that if the price of a tourist destination is too high compared to the facilities and services provided, it is likely that visitors will feel disappointed and may not recommend the place to others. This can reduce tourist destinations' popularity and public interest in visiting them.

#### Effect of Accessibility on Visiting Interest

This study shows that accessibility significantly influences visitors' interest in visiting Lake Cipondoh. Paved and concrete roads and complete and varied transportation facilities can make access to Lake Cipondoh easier and more comfortable for visitors. With easy accessibility, visitors will feel more interested in visiting Lake Cipondoh. Paved and concrete roads and complete and varied transportation facilities can provide a sense of security and comfort for visitors on their way to Lake Cipondoh. This will make visitors feel calmer and more comfortable exploring and enjoying the beauty of the lake. Clear road signs are also vital in guiding visitors to Lake Cipondoh. This will make it easier for visitors to find and reach the lake's location. With a clear guide, visitors will feel more helpful and interested in visiting Lake Cipondoh. Paved and concrete roads, complete and varied means of transportation, and clear road signs can give a positive perception of Lake Cipondoh and the surrounding area. This can affect visitors' interest in Lake Cipondoh because visitors will have a favorable view of the place.

Research by Marpaung & Sahla (2017) and Anwani (2021) shows that accessibility significantly affects tourist interest. The research results of Marpaung & Sahla (2017) show that accessibility to a tourist destination can affect a person's interest in seeing that place. Research by Anwani (2021) also indicates that the availability of transportation, easy and comfortable roads, and clear directions can increase a person's interest in visiting a tourist spot. However, if these tourist attractions are difficult to reach with inadequate transportation, damaged roads, or no clear directions, visitors will lose interest in visiting these places.

#### The Influence of Visiting Interests on Increasing Entrepreneurial Actors

This study shows that the interest in visiting Lake Cipondoh significantly increases the number of entrepreneurs.

The increase in visitors to Lake Cipondoh impacts the increasing demand for food and drinks around these tourist attractions. The high interest in visiting Lake Cipondoh has also increased the number of visitors looking for places to eat and drink in the vicinity, thus making this tourist attraction even more attractive as a culinary destination. This provides more significant opportunities for food stall businesses in the area to expand market coverage, as more and more tourists are interested in trying food and drinks around these attractions. The positive impact is to improve the welfare of the local community.

According to the research results of Setiyanti & Sadono (2011), the more tourists visit, the more positive impact it will have on food and drink stall business owners because tourists need food and drinks when they travel. Urbanus & Febianti (2017) also found that when the number of tourist visits increases, the demand for food and beverages at tourist attractions also increases. This provides a great business opportunity for food and drink stall business owners in the area. In this case, business owners can increase their income by giving attractive food and drinks to tourists.

#### 4. CONCLUSION

Prices significantly influence visitors' interest in visiting Lake Cipondoh because the costs of parking tickets, entrance tickets, and attraction prices are meager and affordable. Therefore, visitors are interested in seeing Lake Cipondoh, which is more affordable financially.

Accessibility significantly affects visitors' interest in visiting Lake Cipondoh because of the paved and concrete roads, the many and varied types of public transportation, and the clear road signs that make visitors interested in coming to Lake Cipondoh.

Interest in visiting Lake Cipondoh has a significant effect on increasing the number of entrepreneurs. The increase in

the number of visitors to Lake Cipondoh impacts the growing demand for food and beverages, which provides opportunities for businesses to establish food and dining stalls on Lake Cipondoh.

The suggestions from this research for managing Lake Cipondoh are: (1) Ensure that all development plans and changes in Lake Cipondoh consider environmental impacts and long-term sustainability. Maintain natural beauty and a healthy environment, and make efforts for good waste management; (2) Collaborating with local governments and communities in the development and management of Lake Cipondoh. This can assist in planning more holistically and ensuring the surrounding community's well-being.

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