



The influence of facilities and prices on consumer purchase intentions in the denai lama tourism village: a regression study

Larasati Br Siagian¹, Adelina Lubis², Ikbar Pratama³

¹Graduate Student of Management Study Program, Universitas Medan Area, Indonesia

²Management Master's Study Program, Universitas Medan Area, Indonesia

³Accounting Study Program, Universitas Medan Area, Indonesia

ARTICLE INFO

Article history:

Received May 28, 2024

Revised May 30, 2024

Accepted Jun 20, 2024

Keywords:

Consumer Purchase Interest;
Economic Influence;
Local Tourism;
Regression Studies;
Tourism Village.

ABSTRACT

This research aims to analyze the influence of facilities and prices on consumer buying interest in the Denai Lama Tourism Village. Adequate facilities and affordable prices are two important factors that can increase the attractiveness of a tourist destination. The method used in this research is a regression study to identify the relationship between the independent variables (facilities and prices) and the dependent variable (consumer buying interest). The population in this study were tourists who visited the Denai Lama Tourism Village. The sample was taken using a purposive sampling technique, with a total of 98 respondents. Data was collected through a questionnaire that had been tested for validity and reliability. Data analysis was carried out using multiple linear regression. The research results show that facilities and price have a significant influence on consumer buying interest. Meanwhile, price also has a positive effect, indicating that more affordable prices can increase consumer buying interest. The conclusion of this research is that improving the quality of facilities and setting competitive prices is an effective strategy to increase consumer buying interest in the Denai Lama Tourism Village. These findings provide practical implications for tourist destination managers in planning and developing appropriate facilities and pricing strategies to attract more visitors.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Adelina Lubis,
Management Master's Study Program,
Universitas Medan Area,
Jl Setia Budi, No 79 B, Medan 20132,
Email: adelina@staff.uma.ac.id

INTRODUCTION

Denai Lama Tourism Village is a tourist village located in Deli Serdang Regency, North Sumatra (Hutomo et al., 2023) (Yanti et al., 2022). This village has great tourism potential, with various natural and cultural tourist attractions. In general, the facilities at Denai Lama Tourism Village are well maintained and adequate to accommodate tourists. Even though the facilities at the Denai

Lama Tourism Village are relatively good, there are still several deficiencies and problems that need to be addressed, including: Internet network, waste management, human resources. However, the development of this tourist village is still hampered by several factors, one of which is consumer buying interest which is still low (Sharpley, 2002). A survey of visitors to the Denai Lama Tourism Village in 2021 shows that the majority of respondents (65%) do not intend to purchase products or services in the village. The main reasons given were prices that were considered too expensive (40%), limited product choices (30%), and unsatisfactory product quality (25%).

Consumer buying interest is an important factor in determining the success of a tourism business (A. Lubis, Apriliya, Anggi, et al., 2022) (A. Lubis et al., 2023). Consumers who have high purchasing interest will be more likely to buy the products or services offered (Kim et al., 2010). Consumer purchasing intentions in Denai Lama Tourism Village are different from other tourist villages in the same region or in Indonesia in general in the following ways: Consumers in Denai Lama are more interested in authentic cultural and natural experiences. They want to experience real rural life, learn about local culture, and enjoy the natural beauty of the countryside.

Therefore, it is important to know the factors that influence consumer buying interest in the Denai Lama Tourism Village. Based on the background above, the problems of this research are (1) How do facilities influence consumer buying interest in the Denai Lama Tourism Village (2) How does price influence consumer buying interest in the Denai Lama Tourism Village.

Urgency of Research This research is important for the following reasons: (1) Tourism villages are one of the important sectors in economic and tourism development in Indonesia (A. Lubis, Apriliya, Simbolon, et al., 2022). Denai Lama Tourism Village is an example of a tourist village that has great potential for development. (2) Consumer buying interest is an important factor in determining the success of a tourist village. Understanding the factors that influence consumer buying interest can help tourism village managers increase their attractiveness and increase the number of visitors (Yacob et al., 2019). (3) Currently, not much research has been conducted to examine the factors that influence consumer buying interest in tourist villages. This research can contribute to the literature on tourist villages and help increase understanding of consumer behavior in tourist villages. Denai Lama Tourism Village was chosen as a research location for several reasons, including: large tourism potential, strategic location, and community support.

The objectives of this research are (1) To determine the effect of facilities on consumer buying interest in the Denai Lama Tourism Village (2) To find out the effect of price on consumer buying interest in the Denai Lama Tourism Village. The benefits of this research are (1) For tourism business owners in the Denai Lama Tourism Village, this research can provide information about the factors that influence consumer buying interest so that it can help them increase consumer buying interest (A. Lubis et al., 2021). (2) For local governments, this research can provide information about strategies that can be implemented to increase consumer buying interest in tourist villages. (3) For academics, this research can contribute to the development of theories about consumer purchasing interest in tourist villages.

RESEARCH METHOD

Based on the problem formulation and research objectives that have been determined, the type of research used in this research is explanatory research, and the approach in this research uses a quantitative approach (Gliner et al., 2011). To determine the number of samples, use the Slovin formula. The location of this research was carried out in the Denai Lama Tourism Village, Deli Serdang, with the number of samples used for this research being 98 samples. The sampling technique used is the nonprobability sampling method (Lamm & Lamm, 2019). The types of data used in this research include primary data and secondary data (Ajayi, 2017). The instrument

measurement scale used is the Likert scale. To determine the effect of variable (X) on variable (Y), the multiple linear regression analysis method is used, and hypothesis testing is carried out by carrying out the t test and dominant test.

RESULTS AND DISCUSSIONS

Based on testing using the SPSS 22.0 program, the results of the research multiple linear regression equation can be seen in table 1 :

Table 1 Multiple Linear Regression Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,132	2,325		1,309	,194
	facility	,487	,110	,327	4,522	,000
	price	,548	,064	,610	8,433	,000

a. Dependent Variable: interest in buying

Based on the table above, the multiple linear regression equation model in this research is obtained, namely:

$$Y = 3,132 + 0,487X_1 + 0,548X_2 + \varepsilon$$

Based on this equation it can be described as follows: (a) A constant value of 3.132 indicates that there is no influence from the independent variables (Facilities and Price) so the dependent variable (Purchase Interest) will have a value of 3.132. (b) A coefficient value with a positive sign indicates that the higher the value of the independent variables (Facilities and Price), the higher the value of the dependent variable (Buying Interest). (c) The negative sign of the regression coefficient indicates that the higher the value of the independent variables (Facilities and Price), the lower the value of the dependent variable (Buying Interest).

Coefficient

The coefficient X2 (β_2) = 0.548 shows that every time there is an increase in the Price variable, it will increase Belief Interest by 0.548.

Hypothesis Test Results

F Test (Simultaneous Test)

Based on the output below it can be seen that:

Table 2. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4506,704	2	2253,352	168,364	,000 ^b
Residual	1277,256	96	13,305		
Total	5783,960	98			

a. Dependent Variable: interest in buying
b. Predictors: (Constant), price, facilities

Table 2 reveals that the F-count value is 168.364 with a significance level of 0.000. Meanwhile, the F-table at the 95% confidence level ($\alpha=0.05$) is 3.09. Therefore, in both calculations,

namely $F\text{-count} > F\text{-table}$ and the significance level $(0.000) < 0.05$ shows that the influence of the independent variables (Facilities and Price) is simultaneously significant on buying interest.

t Test (Partial Test)

The constant $(a) = 3.132$ shows that if the Facilities and Price variables are considered constant then the level of the Purchase Interest variable increases by 3.1032.

The Facilities variable has a positive and significant effect on Purchasing Decisions, this can be seen from the significant value of the Facilities variable (0.000) which is smaller than 0.05 and the t count (4.522) is greater than the t-table (3.1763) which means if the facility variable is improved, tourist buying interest to improve the economy of the community in the old village will increase by 0.487.

The Price variable has a positive and significant effect on tourists' buying interest to improve the economy of the community in the Old Denai village, this can be seen from the significant value of the Price variable (0.000) which is smaller than 0.05 and the t-count (8.433) is greater than t -table (3.1763) means that if the price variable is increased, tourist interest in improving the economy of the community in the old village will increase by 0.548.

Coefficient of Determination (R2)

Table 3. Coefficient of Determination Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.777	.775	3,648

a. Dependent Variable: interest in buying
b. Predictors: (Constant), price, facilities

Based on table 3, we can see that the R number of 0.885 indicates that the level of correlation or relationship between Facilities, Prices and Purchase Intentions has a very close relationship.

Discussion

The Influence of Facilities on Purchase Interest

Research shows that the facilities in the Denai Lama Tourism Village have a positive influence on consumer buying interest (I. H. Lubis et al., 2023) (Erianto et al., 2024) (Silvia et al., 2023). Comfortable and easily accessible accommodation facilities, attractive tourist attractions, and complete supporting facilities can increase tourist satisfaction and encourage them to purchase local products and services (Brochado & Pereira, 2017) (Bagri & Kala, 2015). Overall, the facilities at the Denai Lama Tourism Village play an important role in increasing consumer buying interest. By providing complete and quality facilities, Denai Lama Tourism Village can attract more tourists and encourage them to buy local products and services. This can help improve the local economy and improve the welfare of people in tourist villages (Wijijayanti et al., 2020) (Prayitno et al., 2023).

The influence of price on buying interest

The research results show that there is a significant influence between price and tourist buying interest in the Denai Lama Tourism Village. This means that the higher the price, the lower the buying interest of tourists, and vice versa (Park & Nicolau, 2018) (Heitmann & others, 2011). Price is one of the important factors that influences tourists' buying interest in the Denai Lama Tourism Village. Therefore, it is important for tourist village managers to consider the prices of the products and services offered well in order to attract tourists' buying interest (Ghaderi & Henderson, 2012)(Gao & Wu, 2017).

Influence of facilities, price on Purchase Intention

The research results show that there is a positive and significant influence between facilities and prices on consumer buying interest in the Denai Lama Tourism Village. This means

that the better the facilities and the cheaper the prices, the higher the consumer's buying interest in visiting the tourist village (Widayati et al., 2020)(Gnanapala, 2015).

CONCLUSION

The results of the regression analysis show that facilities have a significant influence on consumer buying interest. This indicates that the better the facilities provided at Denai Lama Tourism Village, the higher consumer buying interest. Price also has a significant influence on consumer buying interest. This shows that the prices offered by products or services in the Denai Lama Tourism Village play an important role in attracting consumer buying interest. This research might also explore the interaction between amenities and price. For example, excellent facilities may compensate for higher prices, or conversely, very affordable prices may compensate for deficiencies in amenities. The R² value in regression analysis shows how much variability in consumer purchasing interest can be explained by facilities and price. A high R² value indicates that the regression model used is quite good in explaining the influence of these two variables on consumer buying interest. These findings indicate the importance of investment in facilities and competitive pricing strategies to increase consumer purchasing interest. Policies that support improving tourist facilities and controlling reasonable prices can have a positive impact on increasing tourist visits and local economic activity. Thus, this research concludes that facilities and price are two key factors that significantly influence consumer buying interest in the Denai Lama Tourism Village, and managers must focus on improving facilities and setting competitive prices to attract more consumers. Research on the impact of developing the Denai Lama Tourism Village is expected to have a significant influence on tourism development policies or strategies carried out by the regional government, especially in the following aspects: Strengthening Local Potential and Diversifying Tourism Products, Community Empowerment and Increasing Welfare, Sustainable Management of Tourist Destinations, Promotion and Marketing of Tourism Villages. Future research can examine other factors that might influence consumer purchasing intentions, such as service quality, promotions and the image of tourist villages. Future research could analyze data separately for domestic and international tourists, as they may have different preferences.

References

- Ajayi, V. O. (2017). Primary sources of data and secondary sources of data. *Benue State University*, 1(1), 1-6.
- Bagri, S. C., & Kala, D. (2015). TOURISTS'SATISFACTION AT TRIJUGINARAYAN, INDIA: AN IMPORTANCE-PERFORMANCE ANALYSIS. *Advances in Hospitality and Tourism Research (AHTR)*, 3(2), 89-115.
- Brochado, A., & Pereira, C. (2017). Comfortable experiences in nature accommodation: Perceived service quality in Glamping. *Journal of Outdoor Recreation and Tourism*, 17, 77-83.
- Erianto, E., Hanafi, M. H., Lubis, S. R., & Siregar, M. D. (2024). Public Trust and Consumer Loyalty Towards Consumer Interest in Revisiting Kamu Desa Denai Lama, Deli Serdang District. *International Journal of Economics and Management*, 2(01), 44-56.
- Gao, J., & Wu, B. (2017). Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China. *Tourism Management*, 63, 223-233.
- Ghaderi, Z., & Henderson, J. C. (2012). Sustainable rural tourism in Iran: A perspective from Hawraman Village. *Tourism Management Perspectives*, 2, 47-54.
- Gliner, J. A., Morgan, G. A., & Leech, N. L. (2011). *Research methods in applied settings: An integrated approach to design and analysis*. Routledge.
- Gnanapala, W. A. (2015). Tourists perception and satisfaction: Implications for destination management. *American Journal of Marketing Research*, 1(1), 7-19.
- Heitmann, S., & others. (2011). Tourist behaviour and tourism motivation. *Research Themes for Tourism*, 31-44.
- Hutomo, N. P. C., Darmawan, R., & Syahputra, M. H. I. (2023). Local Wisdom Culinary At Kamu Kawan Lama Market In Denai Lama Tourism Village Deli Serdang District. *Journal of Scientific Research*,

- Education, and Technology (JSRET)*, 2(2), 553-564.
- Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26(5), 1208-1222.
- Lamm, A. J., & Lamm, K. W. (2019). Using non-probability sampling methods in agricultural and extension education research. *Journal of International Agricultural and Extension Education*, 26(1), 52-59.
- Lubis, A., Apriliya, I., Anggi, P., Harahap, O., & Lubis, N. W. (2022). MODEL OF STRENGTHENING THE ECONOMY OF RICE FIELD AGRO-TOURISM IN THE PASAR MELINTANG VILLAGE. *Jurnal Ekonomi*, 11(03), 352-358.
- Lubis, A., Apriliya, I., Simbolon, K. A., & Lubis, N. W. (2022). FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF PAID AGRO-TOURISM IN THE MARKET TRANSMISSION VILLAGE. *Jurnal Ekonomi*, 11(02), 1213-1218.
- Lubis, A., Apriliya, I., Simbolon, K. A., & Lubis, N. W. (2023). FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF PAID AGRO-TOURISM IN THE MARKET TRANSMISSION VILLAGE. *Jurnal Ekonomi*, 12(01), 525-530.
- Lubis, A., Tambunan, S. B., & Wijaya, M. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Sakhí's Coffee \& Resto Di Kota Medan. *Economics, Business and Management Science Journal*, 1(2), 109-115.
- Lubis, I. H., Batubara, M., & Arif, M. (2023). Development Strategy of Village Tourism Based on Green Economy in Denai Lama Village, Deli Serdang. *Asian Journal of Applied Business and Management*, 2(3), 317-326.
- Park, S., & Nicolau, J. L. (2018). If you, tourist, behave irrationally, I'll find you! *Tourism Management*, 69, 434-439.
- Prayitno, G., Dinanti, D., Wisnu Adrianto, D., Rahmawati, R., Auliah, A., & Eka Wardhani, L. (2023). The influence of social capital in improving the quality of life of the community in sidomulyo tourism village, Indonesia. *GeoJournal of Tourism and Geosites*, 46(1), 208-217.
- Sharpley, R. (2002). Rural tourism and the challenge of tourism diversification: the case of Cyprus. *Tourism Management*, 23(3), 233-244.
- Silvia, T., Nawawi, Z. M., & Jannah, N. (2023). The Role Of Your Market Based On Creative Economics In Improving Community Welfare According To The Islamic Perspective Economics. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(5), 7405-7415.
- Widayati, C. C., Ali, H., Permana, D., & Nugroho, A. (2020). The role of destination image on visiting decisions through word of mouth in urban tourism in Yogyakarta. *International Journal of Innovation, Creativity and Change*, 12(3), 177-196.
- Wijjayanti, T., Agustina, Y., Winarno, A., Istanti, L. N., & Dharma, B. A. (2020). Rural tourism: A local economic development. *Australasian Accounting, Business and Finance Journal*, 14(1), 5-13.
- Yacob, S., Johannes, J., & Qomariyah, N. (2019). Visiting intention: A perspective of destination attractiveness and image in Indonesia rural tourism. *Sriwijaya International Journal of Dynamic Economics and Business*, 122-133.
- Yanti, D., Sibarani, R., Purwoko, A., & others. (2022). The Implementation of Smart Village in the Development of Denai Lama Tourism Village, Deli Serdang. *Jurnal Ekonomi*, 11(03), 1599-1607.