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Why Does Pinusia Park Attract Tourists? Exploring Determinants with a Quantitative Approach

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Abstract

The determination of tourist destinations by tourists is the result of a complex interaction between expectations, experiences, and perceptions of a tourist attraction. Pinusia Park, as a relatively new natural tourist destination in Semarang Regency, offers an opportunity to further study the factors that influence tourists' decision to visit. This study aims to analyze the influence of social media, tourist attractions, accessibility, and ticket prices on tourists' decisions in choosing Pinusia Park as a tourist destination. A quantitative approach was used in this study, with a survey method of 100 tourist respondents using random sampling techniques. Data analysis was carried out by multiple linear regression. The results of the study show that social media, tourist attractions, and accessibility have a positive and significant effect on visiting decisions. In contrast, ticket prices do not have a significant impact, indicating that travelers tend to consider experience and comfort more than cost considerations. These findings reflect a shift in the behavior patterns of tourists in the digital era, where visual exposure and ease of access are more dominant in shaping travel decisions. The implications of these results can be the basis for the formulation of a tourist destination development strategy based on the actual preferences of tourists.
***Keywords**: Social Media, Tourist Attractions, Accessibility, Ticket Prices, Visit Decision*

Introduction

Economic development cannot be separated from economic growth, and on the contrary, economic growth facilitates the economic development process (Bappeda, 2017). Indonesia's economic growth is currently progressing, and the development of the tourism sector in Indonesia contributes to the increase in the country's foreign exchange. With the increasing number of foreign and domestic tourists every year, the tourism sector in Indonesia has grown and become one of the largest industries that drive economic growth. Tourism has become one of the strategic sectors in national economic development. Not only does it play a role as a producer of foreign exchange for the country, but this sector also has a wide social and cultural impact through job creation, equitable development, and the preservation of local wisdom. According to the Central Statistics Agency (2024), tourism's contribution to the national Gross Domestic Product (GDP) has increased significantly in the last five years, although it had declined due to the COVID-19 pandemic. In 2023, the recovery of the tourism sector will be marked by an increase in the number of Indonesian tourists by 749 million people and foreign tourists reaching 11 million people.

The development of the tourism sector has undergone significant transformations, including changes in the patterns, forms, and nature of tourism activities, as well as increasing public interest in traveling. Over the past few decades, the tourism industry has experienced rapid development and has become one of the most in-demand sectors globally (Awaliyah, 2024). The government implements various strategies, such as the development of leading tourist destinations and increased promotion, to attract more international tourists. The increase in the number of foreign tourists directly contributes to an increase in foreign exchange receipts from the accommodation sector and related tourism services (Haiqal & Bambang, 2024).

One of the regions with high tourism potential is Central Java Province. Semarang Regency as part of this province shows promising tourism growth. Data from the Central Java Youth, Sports, and Tourism Office

(2024) shows that Semarang Regency ranks third in the number of domestic tourist visits in the 2021–2023 period. However, there are still many tourist attractions that have not been optimally managed and promoted strategically, one of which is Pinusia Park, a new natural tourist destination in Ungaran District.

Pinusia Park offers mountainous natural landscapes, camping facilities, *outbound* rides, and views of the toll road from a height. Despite having great potential, this destination has not been officially recorded in the database of leading tourist destinations in Central Java. Low digital exposure and limited promotion are the main obstacles in attracting tourists. In fact, the use of social media in tourism marketing currently greatly determines the perception and decision of tourist visits. Instagram and TikTok are the dominant platforms in distributing visual content, which has been proven to increase *awareness* of certain destinations (Datareportal, 2024).

In addition to social media, various studies show that factors such as tourist attraction, accessibility, and ticket prices contribute significantly to travelers' decisions. Research by Mawwadah (2021) emphasizes that good accessibility encourages tourist mobility, while a study by Imansyah and Sambodo (2024) states that an increase in tourist visits is positively correlated with Regional Original Income (PAD). However, there have not been many studies that have simultaneously tested the influence of these four variables on the decision to visit, especially in tourist attractions that are still developing such as Pinusia Park.

Based on this description, this study aims to analyze the influence of social media, tourist attraction, accessibility, and ticket prices on the decision to visit tourists to Pinusia Park in Semarang Regency. This research is expected to make a theoretical contribution to the tourism literature as well as practical recommendations for tourist destination managers in designing more effective and sustainable development strategies.

Methods

Sample

According to Sugiyono (2017), samples are part of the entire existing population. According to Arikunto (2016), when the number of subjects studied is less than 100, all subjects are taken as samples so that the research becomes a population study. However, if the number of study subjects is more than 100, the criteria for taking it ranges from 10% to 15% or 20% to 25%. From this explanation, this study uses a sampling criterion of 10%, using the Slovin formula, namely:

$$n = \frac{N}{1 + N\,(e)^2}$$
$$n = \frac{40.187}{1 + 40.187(10\%)^2}$$
$$n = \frac{40.187}{1 + 40.187}$$
$$n = 99{,}75$$

Based on the calculation above, it can be concluded that this study uses a sample of 99.75 respondents rounded up to 100 samples of tourist respondents. In this study, the probability sampling method was used with a simple random sampling technique. According to Sugiyono (2017), simple random sampling is a simple sampling method that is carried out by taking random respondents from members of the population without paying attention to the conditions in the population.

A population is a group of data consisting of objects or subjects that have a causal relationship with certain characteristics set by the researcher for the purpose of study and further conclusion (Sugiyono, 2017).

Table 1 Number of Tourist Visits to Pinusia Park in 2023-2024 (Thousand)

Yes	Year	Number of Visits
1.	2023	17.348
2.	2024	22.839

Source: Pinusia Park Tourism Manager (2025)

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Based on Table 1, the number of tourists visiting Pinusia Park shows a significant increase from 2023 to 2024. Specifically, data on the number of tourist visits to Pinusia Park recorded an increase in the number of visits by 5,491 thousand tourists, which is equivalent to a growth of 31.65% compared to the previous year. This increase can be influenced by various factors, such as more intensive promotional efforts.

Table 2 Validity Test Results

No.	Research Instruments	Value		Information
		r count	R table	
1	Social Media	0.697	(>) 0,361	Valid
2		0.710	(>) 0,361	Valid
3		0.789	(>) 0,361	Valid
4		0.757	(>) 0,361	Valid
5		0.718	(>) 0,361	Valid
6		0.848	(>) 0,361	Valid
7		0.748	(>) 0,361	Valid
8	Tourist Attractions	0.563	(>) 0,361	Valid
9		0.697	(>) 0,361	Valid
10		0.731	(>) 0,361	Valid
11		0.797	(>) 0,361	Valid
12		0.723	(>) 0,361	Valid
13		0.747	(>) 0,361	Valid
14		0.502	(>) 0,361	Valid
15	Accessibility	0.773	(>) 0,361	Valid
16		0.755	(>) 0,361	Valid
17		0.787	(>) 0,361	Valid
18		0.768	(>) 0,361	Valid
19		0.771	(>) 0,361	Valid
20		0.722	(>) 0,361	Valid
21		0.720	(>) 0,361	Valid
22	Tour Tickets	0.692	(>) 0,361	Valid
23		0.743	(>) 0,361	Valid
24		0.855	(>) 0,361	Valid
25		0.766	(>) 0,361	Valid
26		0.830	(>) 0,361	Valid
27		0.692	(>) 0,361	Valid
28		0.494	(>) 0,361	Valid
29	Decisions to Visit Tourists	0.648	(>) 0,361	Valid
30		0.692	(>) 0,361	Valid
31		0.626	(>) 0,361	Valid
32		0.603	(>) 0,361	Valid
33		0.586	(>) 0,361	Valid
34		0.518	(>) 0,361	Valid
35		0.540	(>) 0,361	Valid

Source: EViews.12 Processing Results (2025)

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Table 3 Reliability Test Results

Variabel	Cronbach's Alpha	information
Decisions to Visit Tourists	0,742	Reliabel
Social Media	0,892	Reliabel
Tourist Attractions	0,843	Reliabel
Accessibility	0,897	Reliabel
Tour Tickets	0,870	Reliabel

Source: Primary Data That Has Been Processed (2025)
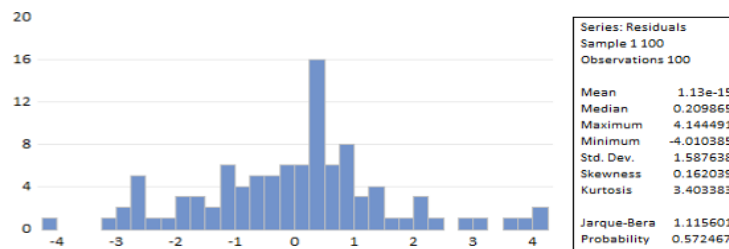
Figure 1 Reliability Test Results
Source: EViews.12 Processing Results (2025)

Table 4 Multicollinearity Test Results

Variabel	VIVID	Information
Social Media	1.304	Free Multicollineariltas
Tourist Attractions	1.494	Free Multicollineariltas
Accessibility	1.514	Free Multicollineariltas
Tour Tickets	1.561	Free Multicollineariltas

Source: EViews.12 Processing Results (2024)

Table 5 Heteroscedasticity Test Results with White Test

Model Regresi	Prob. F	Information
Variable Depend: Independent Variable Tourist Visitation Decision: Social Media (X1) Tourist Attractions (X2) Accessibility (X3)	0,1429	No Heteroscedasticity Symptoms Occur with White Test

Source: EViews.12 (2024) Processing Results.

Table 6 Multiple Linear Regression Test Results

Model Regresi	Unstandarizer Coefficients B	Information
Decisions to Visit Tourists	0,072	Positive
Social Media	0,235	Positive
Tourist Attractions	0,207	Positive
Accessibility	0,243	Positive
Tour Tickets	0,104	Positive

Source: EViews.12 Processing Results (2024)

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Table 7 Coefficient of Determination

Model Regresi	Adjusted R Square	Information
Dependent Variables:Traveler's Visitation Decision (Y)Independent Variables: Social Media (X1) Tourist Attractions (X2) Accessibility (X3) Tour Tickets (X4)	0,524	All Variables X have an effect on variable Y

Table 8 Partial Test Results

Variabel	Value		
	t count	t table	Itself.
Decisions to Visit Tourists	2.714	1.985	0.007
Social Media (X1)	3.350	1.985	0.001
Tourist Attractions (X2)	2.372	1.985	0.019
Accessibility (X3)	4.469	1.985	0.000
Tour Tickets (X4)	1.621	1.985	0.108

Results and Disucussions

This study aims to analyze the influence of social media, tourist attractions, accessibility, and ticket prices on the decision of tourists to visit Pinusia Park, Semarang Regency. Using multiple linear regression analysis, it was obtained that three of the four independent variables had a significant influence, while one variable had no statistically significant influence.

The results of the study show that social media has a positive and significant effect on visiting decisions. These findings are in line with the statement of Aliansyah et al. (2019) who stated that the existence of social media, especially in visual forms such as photos and videos, is able to shape perceptions and influence tourist preferences. Pinusia Park utilizes the Instagram and TikTok platforms in promotion, although the frequency and quality of content still need to be improved. However, the role of social media as a means of two-way communication and visual promotion has proven to be effective in increasing visitor interest. In the digital era, tourists rely a lot on information from social media in choosing destinations. Interesting destination visualizations, *visitor reviews*, and ease of access to information make social media an important factor in travelers' decisions. Therefore, destination managers need to take advantage of a more consistent, planned, and measurable digital marketing strategy.

Tourist attractions have a positive and significant influence on the decision to visit. Tourists tend to choose destinations that offer unique experiences, interesting natural panoramas, and diverse recreational activities. Pinusia Park offers a natural tourism concept combined with photography experiences, camping *grounds*, and ATV spots, which are the main attraction in the midst of competition for similar destinations. These findings are in line with tourism demand theory which states that attractiveness is one of the fundamental factors in shaping tourist decisions (Siagiana & Siregar, 2024). An attraction that is authentic, aesthetically pleasing and in line with market expectations will increase visitor loyalty and potential for repeat visits.

Accessibility also shows a positive and significant influence on travelers' decisions. These factors include ease of reaching the location, road quality, and availability of transportation facilities. In the context of Pinusia Park, although there are several road segments with moderately damaged conditions, in general the location is quite easy to reach by private vehicle. These results support the research of Ayu Listianingrum (2019) who

stated that accessibility is an important component in the smooth mobility of tourists. Ease of access encourages a positive perception of the comfort of traveling, which ultimately increases the likelihood of a visit.

Unlike other variables, ticket prices do not have a significant effect on tourists' decision to visit. These findings reflect that travelers are less sensitive to ticket prices as long as the destination is able to provide an experience that matches or even exceeds expectations. The entrance ticket price for Pinusia Park of IDR 20,000 is considered affordable by most respondents. However, the decision to visit is not determined by the nominal price alone, but by the perception of the value *for* money of the experience offered. This supports the *customer value theory* which states that purchasing decisions are not only influenced by price, but also by the perception of benefits received (Ting wang, 2021).

Theoretically, these findings reinforce a model of traveler behavior that states that visiting decisions are influenced by a combination of psychological (such as perception of attractiveness), functional (accessibility), and social (social media influence) factors. Practically, the results of this study provide an important foundation for tourism managers in formulating promotion strategies and destination development. Focusing on strengthening the image of destinations on social media, improving the quality of attractions, and improving road access are strategic steps to increase interest in visits.

Based on the results of the analysis and discussion, it can be concluded that tourists' decisions to visit Pinusia Park are significantly influenced by three main variables, namely social media, tourist attractions, and accessibility. Social media acts as an effective channel for information and promotion in shaping tourist perceptions and interests. Tourist attractions that include natural uniqueness, photo spots, and *recreational* activities are crucial factors in increasing the value of destinations. Good accessibility also supports the comfort and convenience of tourists in accessing tourist sites. Meanwhile, the ticket price variable did not have a significant influence on the decision to visit. This suggests that tourists tend to be less sensitive to entry fees, as long as the travel experience offered is considered worth it. Thus, the focus of destination development should be directed to improving the quality of travel experiences and more intensive digital promotions, not on price adjustments. The results of this study provide strategic implications for destination managers and tourism sector stakeholders. Strengthening social media-based promotions, optimizing potential attractions, and improving accessibility supporting infrastructure are the main keys in attracting and maintaining tourist interest in visiting new destinations such as Pinusia Park.

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