

# The Influence of Ticket Prices and Physical Facilities on Visitor Interest at the Sunrise Point Sunan Ibu Tourist Attraction in Ciwidey, Bandung Regency, Indonesia

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## ABSTRACT

This study examines the influence of ticket prices and facilities on visitor interest at the Sunrise Point Sunan Ibu tourist attraction in Ciwidey, Bandung Regency. Employing a quantitative approach with a survey method, the research involved a population comprising all visitors to the site during the study period, with a sample of 81 respondents selected through purposive sampling. Data were gathered using a closed-ended questionnaire and analyzed using multiple linear regression. The results revealed that both ticket prices and facilities positively and significantly impact visitor interest, individually and collectively. These findings suggest that appropriate pricing and the availability of adequate facilities can effectively enhance tourist interest. Consequently, the study provides valuable insights for tourism managers in formulating development strategies that prioritize visitor satisfaction and comfort, thereby supporting sustainable tourism.

**Keywords:** Ticket Prices, Facilities, Visitor Interest, Tourism, Ciwidey.

## I. Introduction

The Sunan Ibu Sunrise Point is a tourist destination in Kawah Putih, Ciwidey, Bandung Regency, West Java. Situated at an altitude of 2,227 meters above sea level, it offers a unique opportunity to witness the sunrise in a breathtaking natural setting. Since its opening to the public in 2018, Sunan Ibu Sunrise Point has attracted numerous visitors seeking to enjoy the scenic beauty of South Bandung. The name "Sunan Ibu" is believed to originate from a revered spiritual figure in the area, adding a cultural and spiritual dimension to its appeal. The site provides visitors stunning views of Kawah Putih from various vantage points, especially during sunrise. To reach Sunan Ibu Sunrise Point, visitors must walk from the Kawah Putih parking area to the entrance for approximately fifteen minutes. It is highly recommended to arrive before 5:00 AM to experience the sunrise fully. Sunan Ibu Sunrise Point is an ideal destination for nature lovers and photography enthusiasts seeking to capture the sunrise in South Bandung, as it offers breathtaking natural scenery and a serene atmosphere.

**Table 1. Ticket Prices for Sunrise Point Sunan Ibu**

Cost Component	Price per Person	Description
Kawah Putih Entrance Ticket	Rp25,000	Mandatory, as Sunan Ibu is located within the Kawah Putih area.
Sunan Ibu Sunrise Point Entrance Ticket	Rp11,000	Additional fee for access to the sunrise viewing point.
Ontang-Anting Transportation (Round Trip)	Rp20,000	Shuttle service from the lower parking area to Kawah Putih (round trip).
Private Vehicle Parking at Upper Area*	Rp150,000	Parking fee for cars if bringing a private vehicle to the top area.
Motorcycle Parking	Rp5,000	Parking fee for motorcycles.
Guide Service (Optional)	Rp350,000	For a maximum of 20 people per trip.

Based on Table 1, here is a brief and clear explanation of the cost components at Kawah Putih:

- Kawah Putih Entrance Ticket: Rp25,000/person. This mandatory fee applies because the Sunan Ibu Sunrise Point is located within the Kawah Putih area.
- Sunan Ibu Sunrise Point Entrance Ticket: Rp 11,000/person. This is an additional charge for those who wish to enjoy the sunrise from the designated Sunrise Point.
- Ontang-Anting Transportation (Round Trip): Rp20,000/person. This fee applies if you park in the lower parking area and covers the shuttle service (Ontang-Anting) to and from Kawah Putih.
- Private Vehicle Parking at the Upper Area: Rp150,000. This fee is charged if you drive your private vehicle directly to the upper area near Kawah Putih. Otherwise, you can park in the lower area and use the Ontang-Anting shuttle.
- Motorcycle Parking: Rp5,000. This is the parking fee for motorcycles.
- Tour Guide Service: Rp350,000. A tour guide can be hired for Rp350,000 per group, with a maximum of 20 people per tour.

**Table 2 Facilities at Sunan Ibu Sunrise Point**

No	Facility	Availability
1	Spacious and Comfortable Parking Area	Available
2	Large Rest Area	Available
3	QRIS Payment Available	Available
4	Ontang Anting Shuttle	Available
5	Car Access	Available
6	Motorcycle Access	Not Available

Based on Table 2, it can be concluded that Sunan Ibu Sunrise Point provides spacious and comfortable parking facilities, allowing visitors to bring private vehicles without difficulty finding a spot. A large rest area is also available, offering a comfortable place for visitors to relax before or after exploring the destination. In addition, the payment system supports QRIS, enabling cashless transactions and enhancing payment efficiency. Local transportation, known as Ontang Anting, is available to help visitors move around the tourist area without needing long walks. The site also allows easy access for four-wheeled vehicles to enter the tourist area directly, offering added convenience for families or groups traveling by car. However, access for two-wheeled vehicles is unavailable, which may require motorcycle users to park outside the central area. Table 2 shows that Sunan Ibu Sunrise Point offers relatively complete facilities to support visitor comfort, particularly for those arriving by car or using public transportation such as Ontang Anting. However, visitors using two-wheeled vehicles should consider the limited access, as they may need to park outside the central area.

**Table 3: Pre-Survey of Visitor Opinions on the Tourist Attraction of Sunrise Sunan Ibu**

No	Assessment Aspect	Visitor Percentage	Description
1	Scenic Beauty	90%	Visitors greatly enjoy the stunning sunrise views.
2	Location Accessibility	75%	Relatively easy to reach, but motorcycle access is limited.
3	Facility Comfort	85%	Spacious parking, an adequate rest area, and Ontang Anting are available.
4	Area Cleanliness	80%	The area is quite clean, but more trash bins are needed.
5	Ticket Price	70%	Most visitors consider the ticket price affordable.
6	Availability of Food and Beverages	65%	Stalls and kiosks are available, but the food variety is limited.
7	Transaction Convenience	95%	QRIS is available, making payment very convenient.
8	Safety and Comfort	88%	Visitors feel safe and comfortable during their visit.

Sunan Ibu Sunrise Point strongly appeals to visitors, primarily due to its stunning natural scenery, comfortable facilities, and convenient cashless payment options. However, several areas could be improved, including better motorcycle access, a greater variety of food options, and increased trash bins to enhance cleanliness and overall visitor experience. Developing tourist attractions involves offering beautiful scenery, supportive facilities, and affordable access, significantly impacting visitor interest. Based on preliminary observations, Sunan Ibu Sunrise Point in Ciwidey, Bandung Regency, has become popular due to its natural beauty and peaceful atmosphere. However, certain aspects of its facilities and services still require improvement. This research is urgent and necessary to evaluate how ticket prices and physical facilities influence visitor interest, particularly in sustainable tourism development. Understanding these factors will help local tourism managers and stakeholders create effective pricing strategies, enhance infrastructure, and prioritize improvements that align with visitor expectations. By focusing on both economic and experiential elements, this study aims to contribute to the growth and competitiveness of Sunan Ibu Sunrise Point as a leading natural tourism destination in West Java.

## II. Research Method

This research adopts a quantitative approach to determine the influence of ticket prices and physical facilities on visitor interest at the Sunrise Point Sunan Ibu tourist attraction in Ciwidey, Bandung Regency. This approach was chosen as it enables a systematic and measurable analysis of the relationships between variables, using data collected through questionnaires distributed to respondents. The primary instrument used in this research is a closed-ended questionnaire, developed based on specific indicators for each variable. Before further analysis, a validity test is conducted on each questionnaire item to ensure that each question accurately measures the intended construct. According to Ghazali (2021), an instrument is considered valid if the correlation between each item and the total score demonstrates a significant association level. A reliability test is conducted using Cronbach's Alpha coefficient to ensure that the research instrument is reliable and consistent in its measurements.

Sugiyono (2019) states that an instrument is reliable if the Cronbach's Alpha value exceeds 0.60. This reliability test is crucial to ensure the research results are trustworthy and can be used for valid decision-making. Once the instrument's validity and reliability are confirmed, the next step involves conducting classical assumption tests as prerequisites for performing multiple linear regression analysis. These tests

include normality, multicollinearity, autocorrelation, and heteroscedasticity tests. As Ghozali (2021) stated, these tests are essential to verify that the data follow a normal distribution and that the regression model used is unbiased and consistent in its estimations. Multiple linear regression analysis is employed to determine the extent to which ticket prices and physical facilities influence visitor interest. According to Sugiyono (2019), this analysis can be used to predict changes in the dependent variable (visitor interest) based on variations in the independent variables (ticket prices and physical facilities). The results will indicate the contribution of each independent variable to the dependent variable. In addition, correlation analysis examines the strength and direction of the relationships between the variables studied. Researchers can draw more accurate conclusions by understanding whether the correlation is positive or negative and whether it is statistically significant. This correlation analysis also serves to reinforce the findings of the regression analysis.

In addition, the coefficient of determination ( $R^2$ ) is analyzed to assess how much of the variation in visitor interest can be explained by the ticket price and physical facility variables. A high coefficient of determination indicates that the model used in this study has a strong explanatory power regarding the phenomenon being investigated. Finally, hypothesis testing is conducted to determine whether the initial assumptions proposed by the researcher should be accepted or rejected based on the empirical data collected. Sugiyono (2019) states that a hypothesis is a temporary answer to the research problem that must be tested through data collection and analysis. The results of this hypothesis testing will reveal whether ticket prices and physical facilities significantly influence visitor interest at Sunrise Point Sunan Ibu.

### III. Results and Discussion

#### 3.1. Validity Test

**Table 3. Validity Test Results**

Variable	Item	R Count	R Table	Info
Ticket Prices	X1.1	0.402	0,2185	Valid
	X1.2	0.447		Valid
	X1.3	0.535		Valid
	X1.4	0.503		Valid
	X1.5	0.591		Valid
	X1.6	0.585		Valid
	X1.7	0.644		Valid
	X1.8	0.637		Valid
Facility	X2.1	0.534	0,2185	Valid
	X2.2	0.507		Valid
	X2.3	0.697		Valid
	X2.4	0.706		Valid
	X2.5	0.708		Valid
	X2.6	0.696		Valid
	X2.7	0.604		Valid
	X2.8	0.557		Valid
Visitor Interest	Y.1	0.309	0,2185	Valid
	Y.2	0.36		Valid
	Y.3	0.573		Valid
	Y.4	0.543		Valid
	Y.5	0.551		Valid
	Y.6	0.509		Valid
	Y.7	0.449		Valid
	Y.8	0.467		Valid
	Y.9	0.490		Valid
	Y.10	0.509		Valid
	Y.11	0.597		Valid
	Y.12	0.617		Valid

Table 3 shows that all instruments used in this study for the visitor interest variable are valid, as all calculated r-values exceed the r-table values.

### 3.2. Reliability Test

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Standart	Info
Ticket Prices	0,780	0,60	Reliable
Facility	0,800	0,60	Reliable
Visitor Interest	0,838	0,60	Reliable

Based on the SPSS output, it can be concluded that the variables are reliable, as the Cronbach's Alpha values (e.g., 0.780, 0.800, and 0.838) all exceed 0.60, indicating good internal consistency and reliability of the measurement instruments.

### 3.3. Classic Assumption Test

#### 3.3.1. Normality Test

**Table 5. Normality Test Results**

	Unstandardized Residual
<b>N</b>	81
<b>Normal Parameters<sup>a,b</sup></b>	
Mean	0
Std. Deviation	2.560808392
<b>Most Extreme Differences</b>	
Absolute	0.089
Positive	0.063
Negative	-0.089
<b>Kolmogorov-Smirnov Z</b>	0.798
<b>Asymp. Sig. (2-tailed)</b>	0.547

Based on the test results in Table 5, the significance value obtained is 0.547, greater than 0.050. Therefore, the distribution assumption in this test is considered to be normal.

#### 3.3.2. Multicollinearity Test

**Table 6. Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Ticket Prices	0.561	1.783
	Facility	0.561	1.783

Based on the test results in Table 6, the Tolerance value is 0.561, greater than 0.1, and the VIF value is 1.783, less than 10. Therefore, it can be concluded that no multicollinearity is present in the data used in this study.

### 3.3.3. Heteroscedasticity Test

**Table 7. Results of Heteroscedasticity Test**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.476	2.069		1.68	0.097
	Ticket Prices	0.086	0.071	0.179	1.206	0.231
	Facility	-0.128	0.074	-0.256	-1.725	0.088

Based on the test results in Table 7, the significance value for ticket price is 0.231 and for facilities is 0.088, which are greater than 0.05. Therefore, it can be concluded that there is no indication of heteroscedasticity in this study.

### 3.4. Multiple Linear Regression Analysis

**Table 8. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.577	3.586		3.786	.000
	Ticket Prices	.540	.123	.418	4.391	.000
	Facility	.586	.128	.434	4.563	.000

a. Dependent Variable: Visitor Interest

Based on the results of the multiple linear regression test shown in Table 8, it can be concluded that both independent variables, Ticket Prices and Facilities, have a positive and significant impact on the dependent variable, Visitor Interest.

- a. The constant value is 13.577, meaning that if ticket prices and facilities are zero, the baseline value of visitor interest is 13.577.
- b. The ticket price variable has a coefficient (B) of 0.540, a t-value of 4.391, and a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that ticket prices significantly influence visitor interest. The Beta coefficient of 0.418 shows a moderate positive contribution to the model.
- c. The facility variable has a coefficient (B) of 0.586, a t-value of 4.563, and a significance value of 0.000. This also suggests that the facility variable significantly affects visitor interest. The Beta coefficient of 0.434 indicates a slightly more substantial contribution than ticket prices.

Since both significance values are less than 0.05, it can be concluded that ticket prices and the quality of facilities have a significant and positive effect on visitor interest at the Sunrise Point Sunan Ibu tourist attraction.

**Table 9. Results of Simultaneous Correlation Coefficient Analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.777	0.604	0.594	2.59351

a. Predictors: (Constant), Ticket Prices, Facility

Based on Table 9, the coefficient of determination (R Square) is 0.604, indicating that 60.4% of the variation in visitor interest can be explained by the independent variables, namely ticket prices and facilities. The adjusted R Square value of 0.594 confirms that the regression model remains reliable even after

accounting for the number of predictors. The R value of 0.777 demonstrates a strong positive relationship between the predictors and visitor interest.

**Table 10. F-Test Results**

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	799.523	2	399.761	59.433	0,000
Residual	524.650	78	6.726		
Total	1324.173	80			

- a. Dependent Variable: Visitor Interest
- b. Predictors: (Constant), Ticket Price, Facility

Based on the third hypothesis test results, the F-value is 59.433, greater than 2.721. This is further supported by a significance value less than 0.050 ( $0.000 < 0.050$ ). Therefore, it can be concluded that  $H_3$  is accepted and  $H_0$  is rejected, indicating that ticket prices and facilities significantly affect visitor interest.

### 3.5. Discussion

Based on the results of the multiple linear regression analysis presented in Table 5, it was found that both independent variables, ticket prices and facilities, have a positive and significant effect on the dependent variable, visitor interest. This is evident from the significance values for both variables, below the 0.05 threshold, specifically 0.000. Therefore, the research hypothesis is accepted, confirming that ticket prices and facilities significantly increase visitor interest at Sunrise Point Sunan Ibu. The regression coefficients for ticket price and facilities were 0.540 and 0.586, respectively, indicating that each unit increase in the perception of ticket prices and facilities leads to a corresponding increase in visitor interest. This suggests that both variables contribute positively, with facilities having a slightly greater impact on attracting visitors than ticket prices. Furthermore, the F-test yielded an F-value of 59.433, greater than the F-table value of 2.721, with a significance value of 0.000, less than 0.05. This further supports the conclusion that ticket prices and facilities simultaneously affect visitor interest. It implies that a combination of appropriate pricing strategies and adequate facilities can enhance the attractiveness of a tourist destination.

These findings align with Kotler and Keller (2016), who argue that consumer decisions, such as the decision to visit a destination, are heavily influenced by perceived value, which results from comparing the benefits received with the costs incurred. Reasonable ticket prices, perceived as affordable by most visitors, play a key role in driving visits. Additionally, Tjiptono and Chandra (2016) support the notion that physical facilities contribute to an improved perception of service quality, enhancing satisfaction and encouraging repeat visits. The facilities at the research site, such as spacious parking, rest areas, QRIS payment options, and shuttle transport (Ontang-Anting), provide tangible value and comfort for tourists. A study by Hadyarti and Kurniawan (2022) also found that price and service quality significantly impact customer satisfaction, a primary indicator of purchasing or visiting decisions. This confirms that price and facilities foster loyalty and shape tourist preferences.

The coefficient of determination ( $R^2$ ) was 0.604, indicating that ticket prices and facilities can explain 60.4% of the variation in visitor interest. In comparison, the remaining 39.6% is influenced by other factors not examined in this study. This suggests the regression model has a relatively strong explanatory power (Ghozali, 2018). These findings are consistent with the research of Lubis (2015), who emphasized that consumer decisions are heavily influenced by price and product or service attributes. In tourism, these attributes include accessibility, public facilities, and the overall comfort experienced during the visit. Previous research by Noviyanti, Sunarsi, and Wijoyo (2021) also demonstrated that location and pricing significantly impact consumer decision-making in retail, which is relevant to tourism, as visitors also consider location and cost when deciding to travel. Furthermore, Soltani et al. (2016) highlighted that perceptions of service quality and

physical comfort affect brand image and revisit intentions. Therefore, by maintaining or enhancing facility quality, tourism managers can increase the likelihood of repeat visits.

Supporting this, a pre-survey conducted among visitors revealed that 70% considered ticket prices affordable, and 85% found the available facilities sufficiently comfortable. This empirical evidence reinforces the quantitative findings. In conclusion, based on the overall test results and comparisons with relevant theories and prior studies, it can be concluded that managing tourism destinations such as Sunrise Point Sunan Ibu should focus on maintaining reasonable pricing and enhancing physical facilities. This approach will increase short-term visitor numbers and strengthen the destination's positioning as a leading, sustainable tourist attraction (Kotler & Keller, 2018; Alma, 2016).

#### IV. Conclusion

This study examined the impact of ticket prices and physical facilities on visitor interest at the Sunrise Point Sunan Ibu tourist destination in Ciwidey, Bandung Regency. The analysis revealed that both variables positively and significantly affect tourist interest. Specifically, the more affordable the ticket prices are and the better the available facilities are, the more likely visitors will be attracted to the destination. Ticket prices perceived as reasonable for the experience offered are a key factor in tourists' decision-making process. Additionally, adequate facilities such as parking areas, rest areas, cashless payment systems, and internal transportation access enhance visitor comfort and convenience, thereby improving the overall tourism experience. These findings align with marketing theories that suggest consumer decisions are strongly influenced by perceived value, which balances the benefits received and the costs incurred. Additionally, physical facilities are crucial in shaping visitor satisfaction and loyalty toward a destination. Therefore, it can be concluded that effective ticket pricing management and continuous improvements in facility quality are essential strategies for attracting tourist interest. Tourism destination managers must prioritize maintaining and further developing these two aspects to create a competitive attraction and support the sustainable development of tourism.

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