THE INFLUENCE OF TOURIST ATTRACTION POSITIONING ON TOURIST DECISIONS TO VISIT THE 'XYZ' IN SAMARINDA, INDONESIA

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Abstract

To develop a good image, a tourist attraction must have good positioning so that it creates a positive impression and invite tourists to visit. This research aims to examine the influence of the positioning of a tourist attraction, consisting of experimental concept, price concept, and product attribute concept variables, on tourists' decisions to visit the "XYZ" tourist attraction in Samarinda. This quantitative study involved 100 tourist respondents who visited the "XYZ" tourist attraction in Samarinda, selected using non-probability purposive sampling technique. Data analysis in this research employed multiple linear regression. Data was processed using SPSS 27.00 for Windows. The results of the study show that the positioning of the tourist attraction consisting of experimental concept, price concept, and product attribute concept variables has a positive and significant impact on tourists' decisions to visit the "XYZ" tourist attraction in Samarinda. The product attribute concept variable is a dominant factor influencing tourists' decisions to visit the "XYZ" in Samarinda, with a coefficient value of 0.398, followed by the experimental concept variable with a coefficient value of 0.249, and the price concept variable with a coefficient value of 0.218.

Keywords: positioning, tourist attraction, tourists, visit

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INTRODUCTION

Tourism sector has been acknowledged as having the most significant contribution to the national revenue of Indonesia (Wijijayanti et al., 2020). While Samarinda has diverse tourism potentials, development in the tourism sector is still uneven. Tourist attraction is a crucial element of tourism, as it serves as the destination that tourists aim to visit. Natural attractions are tourist attractions whose appeal stems from the beauty of nature and its environment, whether in its natural state or after development (Martins & Futemma, 2022; Wahyono, 2014).

According to Latip et al. (2023), achieving a positive image for a tourist destination requires effective positioning to leave a lasting impression on tourists and inspire them to visit the attraction. Tourists' visiting decisions are often influenced by various factors, including assessments of available facilities, the surrounding conditions, and the accessibility of the location (Bahri et al., 2023). To establish a favorable image for the tourism site, a solid positioning strategy is essential to create a positive impression on tourists' minds (Caroline et al., 2021; Ghafar et al., 2022).

Positive tourist attraction positioning, including Experiential Concept, Price, and Product Attributes, influences and stimulates return visits to tourist attractions in the city of Samarinda. This study aims to examine the impact of positioning factors such as Experiential Concept, Price, and Product Attributes on tourists' decisions to choose the "XYZ" attraction in Samarinda.

LITERATURE REVIEW

Positioning

According to Kotler et al. (2018), positioning refers to the strategy employed to design and shape a company's image which enables it to secure a position in the minds of consumers. Positioning can also be seen as a strategy to establish the image of a company and its products in the minds of various types of consumers, be it individuals, businesses, or governments (Hamdat, 2020). Tjiptono et al. (2020) state that positioning strategy is closely linked to consumers' perceptions of the benefits of a product, both actual and anticipated. Furthermore, positioning strategy delineates the competitive edge of a product, brand, name, or business through associative relationships (interrelations) (Butler, 2006; Caroline et al., 2021).

Positioning Objectives

According to Kotler and Keller (2008), the aim of positioning is to place a product at the forefront of consumer attention and make it memorable in their minds. Additionally, positioning seeks to create a product image with differentiating features that resonate with consumers. This differentiation leads to a competitive edge for the product, facilitating easier competition for the company (Janjua et al., 2023).

Positioning Variables

According to Kotler et al. (2018) and Tjiptono et al. (2020), several concepts must be considered when developing positioning strategies:

1. **Experiential Concept**
    Emphasizing experiential needs (hospitality and comfort), tourism attraction managers aim to provide comfort and hospitality to visitors, ensuring their satisfaction during visits. This concept involves:
    a. Hospitality, measured by the service provided by attraction staff to enhance visitor satisfaction.
    b. Comfort, indicated by the environmental conditions at the attraction site managed by administrators, which is crucial given that the site leverages natural surroundings as its primary allure.

2. **Price Quality Concept**
    The prices range from low to high (low and high prices). Fluctuations in tourism attraction prices on specific days can impact visitor numbers. This concept involves:
    a. Low prices, indicated by group discounts with predefined quantities that do not apply on holidays or weekends.
    b. High prices, observed during events involving the attraction.

3. **Product Concept Attribute**
    This emphasizes one or more feature-customer benefits attributes linked to the brand, customer benefits (degree of importance and uniqueness). The uniqueness of the attraction often lies in its vast recreational areas. This concept involves:
    a. Degree of Importance, measured through conservation efforts or research at the attraction.
    b. Uniqueness, demonstrated by the natural appeal of the attraction, making it a popular tourist destination.

4. **Visit Decision**
    Tourists' desire to visit locations to fulfill their satisfaction by experiencing new things they have not encountered before at the tourist attraction. Visitor decisions are based on:
    a. Repeat visits, assessed by a tourist returning to a particular attraction.
    b. Recommendations or word-of-mouth, indicated by a tourist sharing information about visited attractions with friends.

RESEARCH METHODOLOGY
Data Collection Techniques
This study employed the associative approach (Tharenou et al., 2007). According to Sugiyono (2020), a sample represents elements and characteristics of a population. Understanding this model implies its applicability to the entire population. Proportional random sampling was used in the study due to the non-homogeneous and proportionally stratified nature of the elements/members under observation. The research involved 100 respondents to test hypotheses, selected to represent the population, comprising tourists visiting the XYZ tourist attraction in Samarinda. The methodology is based on participation and intervention effectiveness assessed through pre- and post-designs. Data collected was analyzed using SPSS version 27, employing descriptive analysis and t-tests. All questionnaire items utilized a five-point Likert scale for measurement, ranging from 1 (indicating "strongly disagree") to 5 (denoting "strongly agree"). Subsequently, the gathered data underwent multiple regression analysis for further insights.

Data Analysis Method
Linear regression analysis was conducted using SPSS software. Multiple linear regression was applied to determine the impact of the Experiential Concept (X_1), Price Concept (X_2), and Attribute Product Concept (X_3) on tourists' visiting decisions (Y). Data processing was carried out with SPSS version 29.00. Hypothesis testing was performed through an analysis model of independent variables on the dependent variable (Sugiyono, 2020). The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + €$$

Where: Y= Tourists' visiting decisions
a= Constant
b_1, b_2, b_3 = Regression coefficients
X_1= Experiential Concept
X_2= Price Concept
X_3= Atribute Product Concept
€= Erorr

ANALYSIS AND DISCUSSION
The data analysis method in this study explains the influence of Experimental Concept (X_1), Price Concept (X_2), and Attribute Product Concept (X_3) on tourists' visiting decisions (Y). Data processing was conducted using SPSS version 29.00. The results of the regression analysis are presented in the following table:

Table 1: Results of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	.706	.276		2.556	.012
X_1	.264	.087	.249	3.049	.003
X_2	.152	.066	.218	2.301	.024
X_3	.355	.081	.398	4.366	.000

Source: Processed Data (2023)

The Multiple Regression Equation is as follows:

$$Y = 0.706 + 0.264X_1 + 0.152X_2 + 0.355X_3$$

1. The regression coefficient for the Experiential Concept variable (X_1) of 0.264 indicates that there is an influence between the experimental concept and tourists' visiting decisions. The magnitude of the coefficient being 0.264 reveals that the Experimental Concept variable ranks second in influencing tourists' visiting decisions.
2. The regression coefficient for the Price Concept variable (X_2) of 0.152 confirms an influence between the price concept and tourists' visiting decisions. A coefficient value of 0.152 indicates that the Price Concept variable ranks third in influencing tourists' visiting decisions.
3. The regression coefficient for the Attribute Product Concept variable (X_3) of 0.355 confirms a significant influence on tourists' visiting decisions. The coefficient of 0.355 indicates that the Attribute Product Concept variable holds the top rank or acts as the dominant factor influencing tourists' visiting choices.

This study aims to examine the influence of positioning, comprising the experiential concept, price concept, and attribute product concept, on tourists' visiting decisions at the 'XYZ' tourist attraction in Samarinda. The discussion of each variable is presented as follows.

1. **The influence of the experiental concept on tourists' visiting decisions at the 'XYZ' tourist attraction in Samarinda**
   The results indicate that there is an influence of the experiental concept on tourists' visiting decisions. Various approaches can be used for positioning, and one of these is the experiential concept. In this approach, product placement is highlighted to fulfill the experiential needs of trying out the product, such as friendly services, well-maintained and comprehensive facilities, comfortable surroundings, and more.

Visitors' decisions to visit a tourist destination are typically influenced by various factors, including the accessibility and strategic location of the destination. Some visitors seek destinations with unique challenges to experience, adding to the allure of the tourist attraction. Additionally, the considerations of affordability in terms of vacation costs play a vital role. The facilities provided by the tourist destination are crucial for most visitors, emphasizing the significance of amenities. Furthermore, visitors pay attention to safety, comfort, cleanliness to ensure an enjoyable experience when visiting the 'XYZ' tourist attraction in Samarinda.

2. The influence of the price concept on tourists' visiting decisions at the 'XYZ' tourist attraction in Samarinda

The results indicate that there is an influence of the price concept on tourists' visiting decisions. Price encompasses all monetary costs borne by consumers to acquire, possess, or benefit from a combination of goods and services within a product. In the decision to visit, pricing can significantly affect this choice. Within a certain price range for a product, consumers may expect that higher prices reflect superior quality. Therefore, price stimuli can impact consumers differently when deciding to visit a product. Simultaneously, pricing strategies and competition are common challenges faced by marketing executives.

The price-quality concept involves positioning a product by using prices and qualities ranging from low to high (low price and high quality, and so forth). A tourism product can be more comprehensive when priced, as cost can serve as a measure for tourists to assess the quality of a travel package.

3. The influence of the product attribute concept on tourists' decisions to visit the 'XYZ' tourist attraction area in Samarinda

The results indicate that there is an influence of the product attribute concept on tourists' decisions to visit. The third factor influencing tourists' decisions to visit is the product attribute concept. The product attribute concept highlights one or more attributes associated with the brand, providing benefits to customers. Essentially, a product is created through a process, and the result from that process can be enjoyed to meet the desires and needs of each individual.

The decisions of visitors regarding a product can greatly benefit the existing companies. This is something that every company must maintain. Therefore, companies, especially in the tourism industry, face tough competition. Meeting the needs of visitors does not mean only providing the necessary products but also involves meeting other visitor needs through marketing activities. All companies must engage in marketing activities to understand to what extent the offered products can be accepted by the public or visitors. The initial process in making decisions about a product is through

observation, which will create an impression on visitors regarding that product.

A product offered to visitors by a company will endure in the market if the attributes of the product are accepted by visitors. Product attributes are components that are the characteristics of a product that ensure the product can meet the needs and desires expected by the buyer. The benefits of a product are communicated through product attributes, including the brand, packaging, labeling, auxiliary services, guarantees, these product attributes are provided to visitors aiming for them to meet the needs and desires applied by buyers, attract buyers, and if these attributes are accepted, visitors are expected to be satisfied with the product, ultimately leading visitors to become loyal to the product.

4. **The influence of positioning consisting of the experiential concept, price concept, and product attribute concept on tourists' decisions to visit the 'XYZ' tourist attraction area in Samarinda**

The results indicate that there is an influence of positioning consisting of the experimental concept, price concept, and product attribute concept on tourists' decisions to visit. This positioning strategy is utilized in various sectors, one of which is the tourism sector. Tourism is a growing service industry and one of the largest industries that contributes to increasing a country's revenue. In tourism, there are various types of companies, including travel agents, tourist transportation, hotels, and other accommodations. Additionally, there are catering services, bars, restaurants, and tour operators. All these companies complement each other, forming an industry with products and services purchased by tourists in the form of tour packages.

Tourist attractions are essential components in tourism because tourist attractions are the destinations that tourists aim to visit. Natural tourist attractions are destinations whose appeal stems from the beauty of nature and its environment, whether in its natural state or after human cultivation. Natural tourism is a form of activity that utilizes the potential of natural resources and the environment. These activities include recreation and tourism, research, cultural activities, and environmental appreciation that take place within natural tourist attractions.

The key to the success of positioning lies in the ability of tourism object managers to create the desired perception for customers. In the current globalization era, competition is extremely tough, making positioning crucial. New tourism products or companies cannot directly compete with well-established tourist destinations that have a strong position; they hold the highest and top position in the minds of customers or potential customers. In such a situation, positioning can play a role, allowing them to compete.

5. **The variable that has the most significant influence on tourists' visiting decisions**

As the results indicate, the product attribute concept variable is a dominant factor influencing tourists' decisions to visit the 'XYZ' tourist attraction in Samarinda, with a coefficient of 0.398, followed by the experiential concept variable with a coefficient of 0.249, and the last rank is held by the price concept variable with a coefficient of 0.218.

The product attribute concept is a dominant factor influencing tourists' decisions to visit the 'XYZ' tourist attraction in Samarinda. This is because a product is a range of services that not only have economic aspects but also social, psychological, and natural aspects, although tourism products are largely influenced by economic behavior. Tourism products are services that can be experienced or enjoyed by tourists while at the tourist destination, supported by tourism product components ranging from attractions, facilities, and accessibility, each of which has been well-prepared by the management.

There are three elements that make up a tourism product: attractions, facilities, and accessibility. Attractions are the elements contained in the destination and its environment, which either individually or in combination play a crucial role in motivating tourists to visit the destination. Facilities are destination elements that allow tourists to stay in the destination to enjoy or participate in the attractions offered. Destination facilities can include accommodation, restaurants, cafes, transportation, and other services, including information services, and so on. Accessibility relates to how easy or difficult it is for tourists to reach their desired destination. Accessibility is related to transportation Infrastructure, such as airports, and bus terminals.

CONCLUSION

The significant influence of the Experience Concept on tourist visit decisions highlights the importance of providing a satisfying experience, friendly service, and a comfortable and clean environment to attract tourists to the "XYZ" attraction in Samarinda, while the influence of the Price Concept reveals that competitive prices and attractive promotions can increase the number of visitors to the attraction; In addition, the Product Attributes Concept emerged as the most dominant factor, confirming the importance of the uniqueness, authenticity, and quality of the facilities offered by the "XYZ" attraction in Samarinda. Overall, the effect of the Experience Concept, Price, and Product Attributes Concept significantly shaped a positive image and strong placement strategy for the "XYZ" attraction in Samarinda, reflecting the importance for managers to continuously improve and display unique and high-quality product attributes.

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