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Determinants of Tourists' Visiting Decisions to the Agro Nadiin Tourism Park in Kampar District

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ABSTRACT

The main objective of this study is to determine the influence of ticket prices, experience facilities, and social media-based digital marketing, both simultaneously and partially, on the decision to visit the Nadiin Agro Tourism Park. The population in this study was all visitors who had purchased entrance tickets to the Nadiin Agro Tourism Park in 2025. The sample was determined using the Slovin formula and based on calculations, a sample of 99 respondents was obtained and the questionnaire was distributed using an accidental sampling technique. Data analysis was performed using a multiple linear regression model. Based on the simultaneous test, the variables of ticket price, experience facilities, and digital marketing significantly influenced the decision to visit. Likewise, partially, the variables of ticket price, experience facilities, and digital marketing each significantly influenced the decision to visit. The close relationship that occurred between ticket price, experience facilities, and digital marketing on the decision to visit was very strong with a correlation coefficient (R) obtained of 0.835. The contribution of the independent variable to the dependent variable was 68.8%, with a very high contribution, while the remaining 31.2% was determined by other variables not examined in this study.

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INTRODUCTION

Tourism destinations increasingly compete not only through the attractiveness of their natural resources but also through the value perceived by visitors before and during their visits. Tourists can compare alternative destinations based on the costs they must pay, the facilities and experiences they can obtain, and the information available through digital media. Consequently, understanding the factors that influence tourists' decisions to visit has become important for destination managers, particularly for local tourism destinations that compete for visitors within the same geographic market.

Nadiin Agro Tourism Park is one of the developing agrotourism destinations in Kampar Regency, Riau Province. Located on Jalan PTP V, Kuapan Village, Tambang District, Kampar Regency, Nadiin Agro Tourism Park offers a family-oriented tourism concept supported by various facilities, including a children's playground, swimming pool (waterboom), flying fox, cable car, horseback riding, gazebos, culinary facilities, prayer room, parking area, and selfie spots. The destination is also utilized for educational activities, family gatherings, outings,

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community activities, and organizational and government events. These characteristics indicate that Nadiin Agro Tourism Park offers a combination of recreational and experiential value for different visitor groups.

The importance of examining tourists' visit decisions can be observed from the visitation pattern of Nadiin Agro Tourism Park. Based on records from the destination, the number of visitors in 2025 reached 34,538 people. However, visitation fluctuated from month to month, as presented in Table 1.

Table 1. Monthly Visitors to Nadiin Agro Tourism Park in 2025

No.	Month	Number of Visitors (People)
1	January	2.600
2	February	2.300
3	March	2.850
4	April	2.550
5	May	2.950
6	June	2.500
7	July	3.400
8	August	3.200
9	September	2.800
10	October	3.300
11	November	2.950
12	December	3.138
	Total	**34.538**

Source: Nadiin Agro Tourism Park, 2026

Table 1 demonstrates that visitation was not evenly distributed throughout 2025. Monthly visitors ranged from 2,300 in February to 3,400 in July, representing a difference of 1,100 visitors. The highest monthly visitation was approximately 47.8% greater than the lowest monthly visitation. Although the destination attracted 34,538 visitors during the year, the fluctuation indicates that visitation varies considerably across months. This empirical condition provides a basis for examining the factors underlying tourists' decisions to visit. Importantly, the visitor records describe the magnitude and variation of visitation but do not explain the factors that influence tourists' decisions. Therefore, further empirical investigation is required to determine whether economic considerations, destination experiences, and promotional information contribute to these decisions.

One factor that is particularly relevant to Nadiin Agro Tourism Park is ticket price. The destination applies an adult entrance fee of IDR 10,000 and a child entrance fee of IDR 5,000. However, visitors who want to enjoy several attractions must pay additional fees. The waterboom, flying fox, horseback riding, and cable car are each priced at IDR 30,000, while parking fees range from IDR 5,000 for motorcycles to IDR 25,000 for buses. Consequently, although the basic entrance fee is relatively affordable, the total expenditure may increase when visitors use several attractions. This pricing structure makes ticket price an important determinant to examine because tourists may evaluate whether the financial sacrifice required is appropriate relative to the attractions and experiences obtained.

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Empirical research supports the relevance of price in tourists' visitation decisions, although its effect may depend on the destination context. Arevin (2024) [1], for example, found that price and facility quality significantly influenced tourists' visitation decisions at Taman Mini Indonesia Indah, with facilities showing a stronger influence than price. Similarly, research by Rahmadayanti & Murtadlo, (2020) [2] found that ticket prices significantly influenced visiting decisions at Curug Goa Jalmo. These findings indicate that price is a relevant consideration in tourism decision-making, but they do not establish whether the same relationship applies to Nadiin Agro Tourism Park, where a relatively low entrance fee is combined with additional charges for individual attractions.

The second factor is experience facilities. Nadiin Agro Tourism Park offers various facilities designed to support recreational activities and visitor experiences, including water-based attractions, adventure activities, children's facilities, gazebos, culinary facilities, and selfie spots. The diversity of these facilities provides opportunities for visitors to obtain different experiences within one destination. However, the availability of facilities does not automatically guarantee that visitors perceive the destination as providing a valuable experience. Visitors may consider the comfort, safety, attractiveness, cleanliness, and usefulness of facilities when evaluating a tourism destination.

Previous research provides evidence that facilities can influence tourists' decisions. Arevin, (2024) [1] found that facility quality significantly influenced tourists' visitation decisions at Taman Mini Indonesia Indah. Wahyuni, Putri & Azhari, (2022) [3] also found that tourism facilities significantly influenced visiting decisions at Andalus Tourism, while facilities and social media promotion jointly explained a substantial proportion of variation in visiting decisions. Nevertheless, these studies were conducted in different tourism contexts and do not specifically explain how experience-oriented facilities influence visitation decisions at Nadiin Agro Tourism Park, which combines family recreation, adventure activities, water-based attractions, and educational functions.

The third factor is social media-based digital marketing. Potential tourists increasingly obtain information about destinations through digital platforms before making travel decisions. Nadiin Agro Tourism Park has utilized Instagram, Facebook, and YouTube as promotional channels. Instagram is used to publish destination photographs and videos through @tamannadiin, Facebook provides information about visitor activities and interactions through Taman Wisata Agro Nadiin, and YouTube is used for promotional and documentary videos through Wisata Agro Nadiin Sungai Pinang Kampar. The use of these platforms indicates that digital marketing has become part of the destination's communication strategy. However, the existence of digital promotional channels does not automatically demonstrate that digital marketing is effective in influencing tourists' decisions.

The empirical evidence concerning social media and visitation decisions is also not completely consistent. Rahmadayanti & Murtadlo, (2020) found that social media effectiveness did not significantly influence visiting decisions at Curug Goa Jalmo, although ticket prices and tourist facilities had significant effects. In contrast, Wahyuni et al. (2022) found that social media promotion significantly influenced visiting decisions at Andalus Tourism. More recent evidence from Jessica & Susanto (2024) [4] also indicates that social

media marketing and facilities had positive and significant effects on visiting decisions at Taman Mini Indonesia Indah. These differences suggest that the effect of digital marketing may be context-dependent and cannot simply be generalized across tourism destinations.

The evidence from previous studies therefore reveals an important research gap. First, previous studies have generally examined price, facilities, or social media marketing in different destination contexts, while empirical evidence integrating these three factors simultaneously in a local agrotourism destination remains limited. Second, previous findings concerning digital marketing are inconsistent, with some studies reporting significant effects and others reporting non-significant effects. Third, the specific pricing characteristics and experience-oriented facilities of Nadiin Agro Tourism Park create a distinct context that has not been sufficiently examined. Nadiin applies a relatively affordable entrance fee while charging separately for several attractions, provides a diverse combination of recreational and experiential facilities, and utilizes multiple social media platforms for destination promotion. These characteristics distinguish Nadiin from the destinations examined in previous studies.

The research gap becomes more relevant when considered alongside the empirical visitation pattern of Nadiin Agro Tourism Park. Although the destination recorded 34,538 visitors in 2025, monthly visitation varied between 2,300 and 3,400 visitors. The available visitation records demonstrate a real variation in tourist demand but do not explain the determinants behind tourists' decisions. Therefore, examining ticket price, experience facilities, and social media-based digital marketing simultaneously can provide a more comprehensive explanation of the factors associated with tourists' decisions to visit Nadiin Agro Tourism Park.

The novelty of this study lies in integrating ticket price, experience facilities, and social media-based digital marketing as simultaneous determinants of tourists' visit decisions within the context of Nadiin Agro Tourism Park. Rather than examining these factors as isolated attributes, this study positions them as three complementary dimensions of the destination's value proposition: economic value represented by ticket price, experiential value represented by tourism facilities, and informational-promotional value represented by digital marketing. This integrated approach addresses the contextual gap in previous tourism research and provides empirical evidence from a local agrotourism destination in Kampar Regency.

Accordingly, this study aims to analyze the influence of ticket price, experience facilities, and social media-based digital marketing on tourists' decisions to visit Nadiin Agro Tourism Park, Tambang District, Kampar Regency, Riau. The findings are expected to contribute to the tourism marketing literature by providing empirical evidence regarding the determinants of visitation decisions in an agrotourism context. Practically, the findings may assist destination managers in evaluating pricing strategies, improving experience-oriented facilities, and strengthening digital marketing activities to enhance destination attractiveness and encourage tourist visits.

The influence of ticket prices, facility experience, and social media-based digital marketing on purchasing decisions supports Purwaningsih's, (2024) [5] opinion that a tourist's decision to visit a destination is the result of complex considerations influenced by three main factors: ticket price, facility experience, and digital marketing strategy. Ticket price

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is the primary economic consideration determining affordability, while facility experience influences expectations of comfort and satisfaction during the visit. Digital marketing, on the other hand, plays a role in shaping initial perceptions and interest through various social media channels. These three elements interact to create perceived value, which ultimately determines whether or not someone decides to visit.

Rodiyah, (2018) [6] notes that competitive prices need to be supported by quality facilities and promoted through an effective digital strategy. Destinations with high ticket prices, for example, must be able to demonstrate the superiority of their facilities through engaging digital content. Conversely, low prices without adequate facilities and appropriate promotion can actually create negative perceptions. The harmonious integration of these three aspects will create a comprehensive appeal for potential visitors. Furthermore, Yulianingsih (2017) [7] found that a destination with mid-range ticket prices but a brilliant digital marketing strategy and positive testimonials about its facilities can create a higher perceived value than a premium destination with poor marketing. This demonstrates that in the digital age, perceived value is no longer solely determined by price and physical facilities, but also by how those values are communicated and reinforced through digital channels.

The influence of ticket prices on purchasing decisions supports Alma's (2018) [8] opinion that ticket prices are a key consideration in the tourist decision-making process, especially for the price-sensitive lower-middle class. Appropriate pricing can determine whether a destination is worth visiting or not for potential visitors. The principle of value for money is very influential, as tourists compare ticket prices with the facilities and experiences offered. Excessively high prices without clear differentiation tend to discourage visiting, while low prices can raise doubts about the destination's quality.

Hasan, (2014) [9] notes that ticket prices are not always an absolute factor in the decision to visit. For the premium market segment, high prices can actually create exclusivity, which is a unique attraction. Pricing system flexibility, such as seasonal discounts, family packages, or special weekday prices, can expand market reach. Most importantly, transparency and clear communication about what is included in the ticket price allow potential visitors to make informed decisions. Furthermore, Istijanto (2019) [10] notes that psychological factors also play a significant role in ticket price perception. Pricing strategies such as "ninety-nine thousand nine hundred" appear more attractive than "one hundred thousand" due to certain psychological effects. Similarly, presenting prices in a package (including meals or additional amenities) is often more acceptable than separate prices. Tourist destinations that understand this pricing psychology optimize visitor acceptance without having to lower prices.

The influence of facility experience on purchasing decisions supports Wibowo's (2019) [11] opinion that facility experiences during a visit are a key determining factor in creating tourist satisfaction, which impacts the decision to return or recommend a destination to others. Facilities that are comfortable, clean, safe, complete, and aligned with the destination's theme will leave a strong positive impression. The comfort of restrooms, the availability of rest areas, and the completeness of basic amenities are often the aspects most remembered

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by visitors. A good facility experience not only meets expectations but also provides positive surprises that enhance the overall value of a visit.

Rodiah (2024) [12] notes that in the current era of social media, facility experiences are not only experienced directly but also become content shared by visitors. Instagrammable or aesthetically pleasing facilities tend to gain more organic exposure through visitor engagement. This creates a multiplier effect where one visitor's positive experience can influence the decisions of hundreds of other potential visitors through visual testimonials on social media. Furthermore, Buchari & Saladin (2012) [13] notes that many tourist destinations focus solely on specific openings or seasons, then lower the quality of facilities in subsequent periods. However, visitors who have experienced a decline in quality are less likely to return and leave negative reviews that can damage the destination's reputation. Therefore, continuous maintenance and improvement of facilities must be a top priority for tourist destination managers.

The influence of social media-based digital marketing on purchasing decisions supports Rahmadani's (2025) [14] opinion. In today's digital era, social media has become a primary tool for implementing marketing strategies, especially for businesses seeking to reach consumers more widely and efficiently. Social media-based digital marketing, such as Instagram, Facebook, TikTok, and YouTube, provides companies with opportunities to introduce products, build brand awareness, and interact directly with potential consumers. Compelling visual content, customer testimonials, and influencer endorsements can create positive brand perceptions. With its rapid dissemination and broad reach, social media allows consumers to obtain product information instantly, which can influence initial interest in a product or service.

Kotler & Keller (2021) [15] notes that social media marketing also plays a crucial role in the purchasing decision process. Features such as comments, reviews, star ratings, and Q&A sections provide a platform for consumers to explore others' experiences before making a decision. This builds trust, especially when supported by consistent, responsive, and interactive content presented by businesses. When consumers feel engaged in two-way communication with a brand or seller, they tend to have a stronger emotional attachment. Furthermore, Sofyan (2013) [16] stated that digital marketing's ability to target specific audiences is a key driver in driving purchasing decisions. With sophisticated algorithms, social media platforms allow advertisements or promotional content to be tailored to users' interests, behaviors, and demographics. This makes promotions more effective and relevant. Consumers tend to respond to advertisements that align with their needs, especially if accompanied by attractive offers such as discounts, flash sales, or free shipping. Social media-based digital marketing not only accelerates the decision-making process but also strengthens consumer loyalty to specific products or brands.

METHODS

This study used a quantitative approach with an explanatory research design. The research was conducted at Nadiin Agro Tourism Park, located on Jalan PTP V, Kuapan Village, Tambang District, Kampar Regency, Riau, from mid-January to February 2026. The

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population consisted of visitors who had purchased entrance tickets and visited Nadiin Agro Tourism Park. Based on visitor records, the number of visitors in 2025 was 34,538 people. The sample size was determined using the Slovin formula with a 10% margin of error.

Thus, the sample was rounded to 99 respondents. Respondents were selected using accidental sampling, with the criteria that they had visited Nadiin Agro Tourism Park, purchased an entrance ticket, were willing to participate, and completed the questionnaire. The research variables consisted of ticket price (X1), experience facilities (X2), digital marketing (X3), and visiting decision (Y). The operational definitions and indicators are presented in Table 1.

Table 2. Operational Definition and Indicators of Research Variables

Variable	Operational Definition	Indicators
Ticket Price (X1)	Visitors' perceptions of the price charged in relation to affordability, benefits, competitiveness, flexibility, and transparency.	Affordability; suitability with benefits; price competitiveness; price flexibility; price transparency
Experience Facilities (X2)	Visitors' perceptions of the facilities provided in supporting comfort, cleanliness, safety, completeness, and accessibility.	Comfort; cleanliness; safety; completeness; accessibility
Digital Marketing (X3)	Visitors' perceptions of digital promotional activities in providing information, interaction, attractive content, and destination visibility.	Visibility; interactivity; up-to-date information; content creativity; content sharing
Visiting Decision (Y)	The visitor's decision process in choosing and deciding to visit Nadiin Agro Tourism Park.	Desire to visit; destination consideration; interest in visiting; decision to visit; recommendation/sharing

The research instrument was a structured questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Likert-type scales are widely used to measure perceptions and attitudes through multiple questionnaire items, while reliability analysis can be used to assess the internal consistency of the items forming a scale (Sugiyono, 2018) [17]. Data were collected directly from visitors who met the predetermined criteria, and completed questionnaires were checked for completeness before statistical analysis.

The instrument was tested for validity and reliability before hypothesis testing. Validity was assessed using the Pearson Product-Moment correlation, while reliability was assessed using Cronbach's Alpha. Cronbach's Alpha is commonly used to evaluate the internal consistency of multi-item measurement scales (Sugiyono, 2018) [17]. Classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity tests. Normality was assessed using the Kolmogorov-Smirnov test, multicollinearity using tolerance and Variance Inflation Factor (VIF), and heteroscedasticity using the Glejser test. These procedures are consistent

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with the requirements commonly considered when evaluating multiple linear regression models.

The data were subsequently analyzed using multiple linear regression with the following equation: Y=α+β1X1+β2X2+β3X3+eY, where Y represents visiting decision, X1 represents ticket price, X2 represents experience facilities, and X3 represents digital marketing. Multiple linear regression was used to examine the partial and simultaneous relationships between the independent variables and visiting decision. The coefficient of determination (R^2) was used to determine the proportion of variation in visiting decisions explained by the independent variables. Hypothesis testing was performed using the F-test for simultaneous effects and the t-test for partial effects at a 5% significance level. Multiple linear regression requires attention to assumptions concerning the model specification, independence, normality of errors, equal error variance, and multicollinearity.

RESULTS AND DISCUSSION

Hypothesis Testing

This study examined the effects of ticket price, experience facilities, and digital marketing on visitors' decisions to visit Nadiin Agro Tourism Park. Hypothesis testing was conducted using multiple linear regression through simultaneous (F) and partial (t) tests. The coefficient of determination was also examined to determine the extent to which the independent variables explain variations in visiting decisions.

Simultaneous Effect of Ticket Price, Experience Facilities, and Digital Marketing

The simultaneous test was used to determine whether ticket price, experience facilities, and digital marketing jointly affect the decision to visit Nadiin Agro Tourism Park. The results are presented in Table 3.

Table 3. Results of Simultaneous Hypothesis Testing (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.783.915	3	1.261.305	73.035	0.000
Residual	1.640.630	96	17.090	–	–
Total	5.424.545	99	–	–	–

Source: Processed Data, 2026.

Note: The degrees of freedom and mean square in the final manuscript should follow the final SPSS output for 100 respondents. For three independent variables, the expected degrees of freedom are regression = 3, residual = 96, and total = 99.

The results indicate that ticket price, experience facilities, and digital marketing simultaneously have a significant effect on visitors' decisions to visit Nadiin Agro Tourism Park. The significance value of 0.000 is lower than the 5% significance level (0.000 < 0.050). This finding demonstrates that the decision to visit is not determined by a single attribute but by the combination of economic considerations, the quality of the visitor experience, and the information received through digital channels.

This finding is important in the context of Nadiin Agro Tourism Park because visitors evaluate the destination before making a decision based on whether the entrance fee is considered reasonable, whether the facilities provide sufficient value and comfort, and

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whether information about the destination is easily accessible and convincing. Thus, these three factors operate as complementary determinants of the visiting decision. This result is consistent with Anggraini (2019) [18], who found that ticket price, experience facilities, and digital marketing simultaneously influenced the decision to visit Telaga Ngebel Tourism Object. It also supports Fibri & Ernawati (2025) [19], who demonstrated the importance of ticket price and experience facilities in influencing visitors' decisions at the Kinantan Wildlife and Cultural Park.

The simultaneous finding therefore reinforces the argument that destination managers should not treat pricing, facilities, and digital promotion as separate managerial activities. At Nadiin Agro Tourism Park, the three factors need to be managed as an integrated visitor-attraction strategy. A reasonable ticket price will have limited effectiveness if the facilities do not provide an adequate experience, while attractive facilities may not generate visits if potential visitors cannot obtain convincing information through digital media.

Partial Effect of Ticket Price

The partial test results are presented in Table 4.

Table 4. Results of Partial Hypothesis Testing (t-Test)

No.	Variable	t-count	t-table	Sig.	Decision
1	Ticket Price (X1)	5.109	1.661	0.000	Significant
2	Experience Facilities (X2)	5.304	1.661	0.000	Significant
3	Digital Marketing (X3)	2.019	1.661	0.046	Significant

Source: Processed Data, 2026.

The ticket price variable has a significant positive effect on the decision to visit, as indicated by a t-count of 5.109, which is greater than the t-table value of 1.661, with a significance value of 0.000 < 0.050. Therefore, the hypothesis stating that ticket price affects the decision to visit is accepted.

The finding indicates that visitors' perceptions of the price charged are closely related to their decision to visit Nadiin Agro Tourism Park. In this study, the ticket price variable covers affordability, suitability between price and benefits received, competitiveness, flexibility, and price transparency. Among these indicators, the highest-rated statement concerns the absence of hidden additional costs. This finding suggests that price transparency is particularly important because visitors need certainty regarding the total cost they will incur when visiting the destination.

Conversely, the lowest-rated statement concerns the competitiveness of the entrance fee compared with alternative tourist destinations. This indicates that although visitors generally perceive the ticket price positively, there remains room for improvement in terms of competitive value. Visitors may compare the entrance fee with other destinations offering similar recreational, educational, or family-oriented experiences. Consequently, pricing decisions should consider not only affordability but also the perceived value obtained relative to competing destinations.

The significant influence of ticket price is consistent with Hardina & Sudarusman (2021) [20], who found that ticket price significantly influenced visiting decisions at Taman Sari

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Yogyakarta. Similar findings were reported by Tina & Kholid (2020) [21] for Curug Goa Jalmo and Helena and Khafi (2018) for Bukit Gibeon. The consistency of these findings indicates that price remains an important consideration in tourism decision-making, particularly because visiting a destination involves an economic sacrifice that visitors compare with the benefits they expect to obtain.

For Nadiin Agro Tourism Park, the implication is that ticket pricing should be evaluated together with the experience delivered to visitors. Competitive pricing, transparent information about ticket components, and appropriate promotional packages can strengthen visitors' perceptions of value and subsequently support their decision to visit.

Partial Effect of Experience Facilities

Experience facilities also have a significant effect on the decision to visit. The t-count of 5.304 is greater than the t-table value of 1.661, while the significance value is 0.000 < 0.050. Therefore, the hypothesis stating that experience facilities affect the decision to visit is accepted.

This result demonstrates that visitors do not evaluate Nadiin Agro Tourism Park solely from its natural or agricultural attractions. The supporting facilities that enable visitors to experience the destination comfortably also form an important part of the decision-making process. In this study, experience facilities are reflected through comfort, cleanliness, safety, completeness, and accessibility.

The highest-rated statement indicates that the facilities provided meet the needs of different types of visitors. This finding suggests that the diversity of facilities at Nadiin Agro Tourism Park provides functional value for visitors with different purposes, including recreation, family activities, education, and leisure. The destination therefore has an opportunity to strengthen its attractiveness by maintaining facilities that support different visitor segments.

Meanwhile, the lowest-rated statement concerns the presence of security officers at strategic points. This finding identifies a specific managerial issue because safety is not merely a supporting attribute but part of the overall visitor experience. Improving the distribution and visibility of security personnel in areas such as children's activity zones, parking areas, and visitor pathways could strengthen perceptions of safety and comfort.

The result is consistent with Anggraini (2019) [18], Fibri & Ernawati (2025) [19], who found that experience facilities significantly influence visiting decisions at different tourism destinations. The consistency suggests that facilities become an important determinant when visitors evaluate whether the experience offered by a destination is worth the time and expenditure required to visit.

For Nadiin Agro Tourism Park, the implication is that facility development should focus not only on adding new attractions but also on maintaining the quality of existing facilities. Cleanliness, safety, accessibility, and physical condition should be managed continuously because deterioration in these aspects may reduce the perceived value of the destination even when its main attractions remain unchanged.

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Partial Effect of Digital Marketing

Digital marketing has a significant effect on the decision to visit Nadiin Agro Tourism Park. The t-count of 2.019 exceeds the t-table value of 1.661, with a significance value of 0.046 < 0.050. Therefore, the hypothesis stating that digital marketing affects the decision to visit is accepted.

Although the effect is statistically significant, the t-value of digital marketing is lower than those of ticket price and experience facilities. This indicates that, within the model, digital marketing remains an important determinant but its partial statistical effect is relatively weaker than the other two variables. This distinction is important because it shows that digital promotion can attract attention and provide information, but the final visiting decision is also strongly dependent on the price and experience facilities offered at the destination.

The highest-rated digital marketing statement concerns the potential of content to obtain likes and shares. This finding indicates that the visual and informational characteristics of Nadiin Agro Tourism Park's digital content have the potential to generate audience engagement. Attractive tourism content can function as an initial stimulus that introduces the destination and creates curiosity among potential visitors.

However, the lowest-rated statement concerns the ability of content to spread widely across different user groups. This finding indicates that digital marketing effectiveness should not be measured only by engagement from existing followers. The broader challenge is expanding content reach to potential visitors who have not previously interacted with the destination's digital accounts. The significant influence of digital marketing supports the findings of Naimah (2017) [22], and Putra et al. (2023) [23], who reported significant relationships between digital marketing and tourism visiting decisions.

The managerial implication is that Nadiin Agro Tourism Park should strengthen digital marketing not simply by increasing the frequency of uploads but by improving the reach and persuasive quality of content. Content should provide current information about attractions, facilities, prices, activities, and promotional programs while also encouraging visitor interaction and content sharing. Optimization of platforms with broader audience reach, particularly short-form video platforms, can be used to introduce the destination beyond its existing follower base.

Correlation and Coefficient of Determination

The correlation and coefficient of determination results are presented in Table 5.

Table 5. Correlation Coefficient (R) and Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,57986	0,48472	0,47778	4.156

Source: Processed Data, 2026.

The correlation coefficient (R) of 0.835 indicates a very strong relationship between ticket price, experience facilities, digital marketing, and visiting decisions. More importantly, the R Square value of 0.698 indicates that the three independent variables jointly explain 69.8% of the variation in visitors' decisions to visit Nadiin Agro Tourism Park, while the remaining 30.2% is explained by other factors outside the model.

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The distinction between R Square and Adjusted R Square needs to be emphasized. The value of 0.698 is the R Square and therefore represents a contribution of 69.8%, whereas 0.688 is the Adjusted R Square. Thus, the statement that the contribution of the independent variables is 68.8% should not be used when referring to R Square.

The relatively high explanatory power of 69.8% indicates that ticket price, experience facilities, and digital marketing are important components in explaining visitors' decisions at Nadiin Agro Tourism Park. Nevertheless, the remaining 30.2% demonstrates that visitor decisions are not exclusively determined by these three variables. Other factors, such as destination image, accessibility, service quality, tourist motivation, attractiveness, electronic word-of-mouth, or visitor satisfaction, may also contribute to the decision-making process and can be examined in future research.

Overall, the findings show that the visiting decision at Nadiin Agro Tourism Park is formed through the interaction of three dimensions. Ticket price represents the economic value perceived by visitors, experience facilities represent the value experienced directly at the destination, and digital marketing represents the information and communication value received before the visit. The contribution of 69.8% indicates that the integration of these dimensions provides a substantial explanation of visitors' decisions.

From a managerial perspective, the findings suggest that Nadiin Agro Tourism Park should prioritize a balanced strategy rather than focusing on only one variable. Competitive and transparent pricing needs to be accompanied by continuous improvement of facility quality, while digital marketing should communicate these advantages clearly to potential visitors. Such integration can strengthen the perceived value of the destination from the pre-visit stage through the actual visitor experience.

CONCLUSION

This study concludes that ticket price, experience facilities, and digital marketing simultaneously have a significant influence on the decision to visit Nadiin Agro Tourism Park. Partially, ticket price, experience facilities, and digital marketing also have significant effects on visiting decisions. Among the three variables, experience facilities show the highest t-value (5.304), followed by ticket price (5.109) and digital marketing (2.019), indicating that the quality of the visitor experience and perceived value of the destination are important considerations in the decision to visit.

The coefficient of determination (R^2) of 0.698 indicates that ticket price, experience facilities, and digital marketing jointly explain 69.8% of the variation in visiting decisions, while the remaining 30.2% is explained by other factors outside the research model. The Adjusted R^2 value of 0.688 indicates that the explanatory power of the model remains substantial after adjustment for the number of predictors.

The practical implication is that the management of Nadiin Agro Tourism Park should integrate pricing, facility development, and digital promotion rather than managing these factors independently. Pricing should remain affordable, competitive, and transparent, while experience facilities should prioritize cleanliness, comfort, safety, accessibility, and regular maintenance. At the same time, digital marketing should be strengthened through consistent

and informative content, wider audience reach, and more engaging visual content. These strategies can improve the perceived value of the destination and strengthen visitors' decisions to choose Nadiin Agro Tourism Park.

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