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Revisit Decision to the Ragunan Zoological Gardens: Brand Image and Admission Price as Determination Factors

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ABSTRACT

Ragunan Zoological Gardens (RZG) is one of the tourist destinations in Jakarta. To maintain its existence, RZG continues to increase the number of visitors annually. The brand image factor and the price of admission are considered by RZG managers so that tourists can revisit RZG. The study aimed to determine the effect of brand image and RZG Price of Admission on the decision to return to RZG. The research method used to survey and quantitative descriptive. The sampling technique is non-probability sampling, namely convenience or accidental sampling. The sample is that visitors have been to RZG at least once. Collecting data is done by interviewing and distributing questionnaires using a Likert scale. The analysis technique uses statistical tests, namely validity and reliability tests, variable description analysis, classical assumption tests, correlation analysis, regression analysis and hypothesis testing t test and F test. Return to RZG. Simultaneous conditions found similar results. Namely, the brand image factor and the price of admission tickets positively affect the tourist's decision to revisit RZG. The recommendations suggest managers improve RZG's prime image by enhancing services and maintaining the quality of tourism products. For example, they evaluate RZG's Brand image and prepare a corrective action plan. Suggestions for further researchers, researchers, should be able to develop research with other variables such as attractions and amenities, social media promotions, digital marketing, and others that influence visit decisions.

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1. INTRODUCTION

One of the favourite tourist destinations in Jakarta is the Ragunan Zoological Gardens (RZG) which is located in the Pasar Minggu area, South Jakarta. RZG has complete infrastructure and facilities as a vehicle for entertainment for visitors who come for

individual, family and group tours. RZG provides tourist facilities such as a children's animal park, information centre, boat park, Schmutzler primate centre, and animal cage habitat. The collection is more than 3,893 animals with 409 species, 147 species of which are rare. Of these 147 species, there are 49 mammals, 85 birds, 12 reptiles, and fish. In addition, this zoo also has a collection of flowering trees, ornamental plants, shade plants, fruits, vines, medicinal plants, industrial plants, and rare plants (Britannica, 2020).

RZG, from year to year, has increased the number of visitors. Based on data from the DKI Jakarta Provincial Tourism Office, visitors to the Ragunan Zoological Gardens continue to increase yearly. The average number of visits is 3 million visitors annually (BLUD-TMR, 2020) RZG is a tourist destination in Jakarta that is most attractive to tourists besides Ancol Dreamland (13 million visitors per year) and Taman Mini Indonesia Indah (five million visitors per year) (BPS-Jakarta, 2020). The increase in tourist visits to RZG from year to year can be related to the decision-making process involving individuals in assessing, obtaining and using economic goods and services, in this case, revisiting RZG.

Brand image is a description of associations and beliefs about a particular brand. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The brand's image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Consumer perceptions play an important role in purchasing decisions because what consumers understand is more important than the actual reality (Flikkema et al., 2019; Setiadi, 2019). It is what makes the brands that consumers see as the best in their category are the brands that gain the most profits, are most sought after by consumers and have high loyalty customers. RZG has the image of an educational recreation park, cheap and equipped with adequate facilities provided by the RZG manager.

Price is one of the most sensitive non-product variables for consumers because it has an essential role in the eyes of consumers as a consideration in purchasing decisions for a product (Joshua & Padmalia, 2016). The ticket price for RZG is relatively low compared to other recreational places, and the entrance ticket is IDR 4,500. The ticket price is based on Pergub No. 96 of 2011. This study focuses on issues related to visitor perceptions of brand image and RZG Price of Admission and their influence on the decision to return to RZG. Problems that arise regarding the effect of visitors' perceptions on brand image and RZG Price of Admission on visitors' decisions to visit RZG again, namely the increasing number of RZG visitors every year, can be linked to the Brand Image or RZG brand image as a means of education and fun entertainment. However, a negative image develops in the community, such as lack of maintenance, lack of cleanliness, incomplete collection of animals and poor condition of animals. Determining the price of a cheap RZG entrance ticket is a consideration for deciding whether to return to RZG. Then there is the influence of visitor perceptions on brand image and RZG Price of Admission on visitors' decisions to revisit RZG.

2. RESEARCH METHOD

2.1 Data analysis techniques

This data analysis method is divided into two, namely quantitative analysis methods and qualitative analysis methods. This quantitative analysis uses statistical data from questionnaires, while qualitative analysis uses notes from interviews and technical field observations of quantitative analysis with statistical tests carried out, namely validity and reliability tests, variable description analysis, classical assumption tests, correlation analysis, regression analysis and testing hypothesis (Ahmadin, 2013; Sugiyono, 2013).

2.2 Correlation and determination analysis

Correlation analysis is to find the relationship and prove the hypothesis that the relationship between two variables and the data sources of two or more variables are the

same. The correlation value (r) ranges from 1 to -1, the value closer to 1 or -1 means the relationship between the two variables is getting stronger. On the other hand, a value close to 0 means the relationship between the two variables is getting weaker. A positive value indicates a unidirectional relationship (X goes up, then Y goes up), and a negative value indicates an inverse relationship (X goes up, then Y goes down). The calculation is done manually (Ghozali, 2016).

$$r = \frac{n\sum_{i=1}^{n} x_i y_i - \left(\sum_{i=1}^{n} x_i\right) - \left(\sum_{i=1}^{n} y_i\right)}{\sqrt{\left[n\sum_{i=1}^{n} x_i^2 \left(\sum_{i=1}^{n} x_i\right)^2\right]\left[n\sum_{i=1}^{n} y_i^2 \left(\sum_{i=1}^{n} y_i\right)^2\right]}} \quad (1)$$

$$R^2 = \frac{JKR}{JKT} = \frac{\sum_{i=1}^{n} (\hat{y}_i - \bar{y})^2}{\sum_{i=1}^{n} (y_i - \bar{y})^2} \quad (2)$$

R^2 = coefficient of determination; r = correlation

2.3 Regression Analysis

Multiple linear regression analysis is a linear relationship between two or more independent variables (X1, X2,….Xn) with the dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable, whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is an interval scale.Multiple linear regression equation as follows: $Y' = a + b_1X_1 + b_2X_2 + \ldots + b_nX_n$. Information: Y' = Dependent variable (predicted value); X_1 dan X_2 = Independent variables; A = Constant; B = Regression coefficient (increase or decrease value). The process of regression analysis uses the SPSS program to obtain the output data for constants α and β so that it remains only to enter in the regression equation.

2.4 Hypothesis testing

Hypothesis testing is carried out with two tests, namely (1) Partial test (student t-test) is a test method carried out to determine the effect of individual independent variables on the dependent variable; (2) Simultaneous test (F test) is a test method conducted to determine the effect of independent variables together on the dependent variable (Ghozali, 2016; Sukwika & Fransisca, 2021).

3. RESULTS AND DISCUSSIONS

3.2 Validity and reliability test

a. Validity test

The validity results obtained the r-value from the Pearson Product Moment r table with N = 30, 0.361. For this research to be more thorough, an item should correlate (r) with a total score of each variable ≥ 0.361, items with a r_{xy} < 0.361 will be excluded because they do not take measurements in the same way as the total score of the scale. Furthermore, it does not contribute to one's measurements if it does not confound. This validity test uses the confidence level in this study to be 95%. The rxy value for testing the validity of the questionnaire on the Brand Image variable (X1), the Entrance Ticket Price (X2) variable is known to be valid, and. Likewise for the return visit decision variable (Y).

b. Reliability

Reliability to determine whether the measurement questionnaire can be trusted. The reliability of the questionnaire was carried out on 30 respondents. Based on the results obtained, the three variables have a value between 0.70 < Cronbach's Alpha coefficient ≤ 0.90, so that it is said to be high reliability, can be trusted to be used as a measurement tool in this study. Reliability results of each variable: Brand image (X1 = 0.899), and Price of admission (X2=0.749), Decision to revisit (Y=0.772).

c. Variable descriptive analysis

It was collecting data in this study by distributing questionnaires to 100 respondents. This questionnaire contains statements that refer to the three research variables, namely the independent variable, Brand Image (X1), the independent variable, the price of admission (X2) and the dependent variable, the decision to revisit (Y). The measurement of variables was developed using sub-variables, each of which used question indicators representing the characteristics of the sub-variables.

a) Brand image variable (X1)
The Brand Image variable is an overall evaluation of the RZG brand. What consumers believe about RZG, the extent to which consumers believe that the products or services offered by RZG have specific attributes or advantages, and an evaluative assessment of how good or bad a product is if it has attributes or benefits.Brand image with three sub-variables includes (1) Attribute sub-variable, namely the description of products and services offered by RZG. Product-related attribute indicators are animal collections and attractions offered by RZG. Other attributes are not related to the product, namely information about RZG and other people's views on RZG. (2) Benefits sub-variables obtained by RZG visitors with indicators of Functional benefits, namely the benefits of RZG education about animals and related to the fulfilment of basic needs such as physical and security needs or problem-solving, experiential benefits, namely the benefits of the experience of visiting RZG, and Symbolic benefits, namely the benefits of social values and lifestyle visiting RZG. (3) Brand attitude sub-variable is the overall evaluation attitude of RZG. The results of respondents' answers to the Brand Image variable show that most respondents agree with the statements submitted in this questionnaire regarding the Brand Image variable, with a total score of 622 or 44.43%. Furthermore, the results of statistical data show that the mean value obtained is 49.85.

b) Price of admission variable (X2)
Indicators of visitor knowledge about prices, price awareness, and visitor choices often consider the price compared to other tourist attractions. The variable price of admission is the price of the RZG entrance ticket, which is Rp. 4,500 for adults and Rp. 3,500 for children. In this study, the entrance ticket price variable includes five sub-variables: consumer awareness of prices, expectations of prices, the relationship between prices and product quality, competition factors by comparing with other tourist attractions, Price of Admission and government factors determining the price of admission. The answers to the ticket price variable showed that most of the respondents agreed with the statements submitted in this questionnaire regarding the entrance ticket price variable, with a total score of 702 or 50.14%. Furthermore, the respondent's answers were processed to obtain frequency distribution data. The mean value was 55.54.

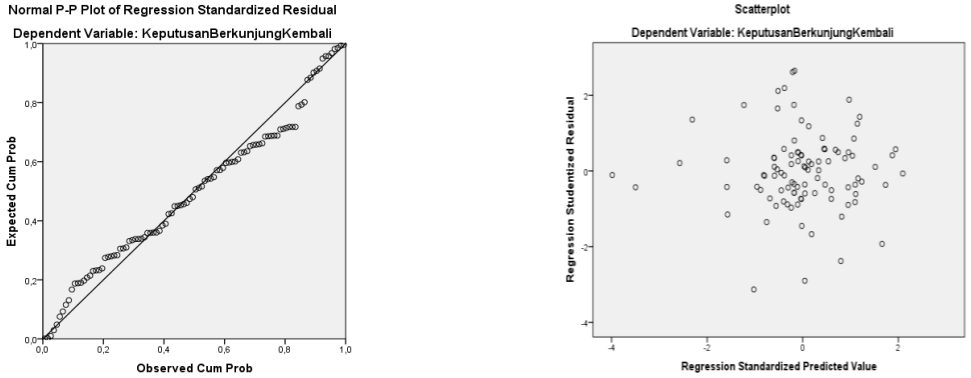
c) Revisit decision variable (Y)
The variable of the decision to revisit is the result of the process of formulating various alternative actions to choose one particular alternative to make another visit to RZG. The sub-variables for revisiting decisions are the choice of products and services offered by RZG so that they come back, and the choice of brand is the choice of all types of tourist objects available in Jakarta. However, it makes a choice

to visit RZG and the decision when visiting RZG is the visitor's decision to revisit RZG. The indicators for this sub-variable are problem recognition, information seeking, alternative evaluation, visiting decisions and post-visit behaviour. The results of respondents' answers to the decision variable to revisit showed that most agreed with a total score of 473 or 33.79% and an average value of 36.35.

3.3 Classic assumption test

a. Normality test

The normality test is a test of the normality of the data distribution. The normality test of the data was carried out in "Normal P-P Plot". In the Normal P-P Plot, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals (Ghozali, 2016). Figure 1a shows the results of the normality test for the Brand image variable data (X1), the ticket price variable (X2) and the return visit decision variable (Y). From the curve analysis, it can be seen that the data spread around the diagram and follows the regression model so that it can be concluded that the processed data is data that is normally distributed so that the normality test is met.



(a) (b)

Gambar 1. Graph of (a) Normality and (b) Scatter plot

b. Heteroscedasticity test

The heteroscedasticity test aims to test whether the variance inequality from the residual of one observation to another remains. One way to detect heteroscedasticity is to look at the scatter plot graph, including the prediction of the dependent variable and the residual. If there is a certain regular pattern point (wavy, widened, then narrowed), heteroscedasticity has occurred. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, there is no heteroscedasticity (Ghozali, 2016). Figure 1b shows the results of heteroscedasticity testing for Brand image variable data (X1), price of admission variable (X2) and return visit decision variable (Y). There is no clear pattern, and the points spread above and below the number 0, so there is no heteroscedasticity.

c. Autocorrelation test

A good regression model is free from autocorrelation. The autocorrelation test aims to test whether there is a correlation between the confounding errors in the t-1 period in the linear regression model. In this study, the Durbin-Watson test will be used to detect the presence or absence of autocorrelation. The result of autocorrelation testing of Brand image variable data (X1), ticket price variable (X2) and return visit decision variable (Y) show that, the autocorrelation symptom test is carried out by looking at the Durbin-Watson results whose value is 1.779. With a significance of 0.05; k (number of variables) = 3 and T (number of samples) = 100 obtained the value of dL = 1.633 while the value of dU = 1.715. Durbin-Watson result, 1,779 > dL= 1,633; then there is no positive autocorrelation. The result of (4-1,779 = 2,221) > dU = 1,715; then there is no negative autocorrelation. So, it can be concluded that there is no positive autocorrelation and no negative autocorrelation in the

regression analysis, so it can be concluded that there is absolutely no autocorrelation. This means that the regression model produced in this study is free from autocorrelation.

d. Multicollinearity test

The multicollinearity test aims to test whether the variables in the regression model are found to correlate with the independent variables. A good regression model should not correlate with the independent variables. Multicollinearity test can be done by looking at VIF (Variance Inflation Factors) and tolerance value. If VIF > 10 and tolerance value < 0.10 then multicollinearity symptoms occur (Ghozali, 2016). The results of the autocorrelation test data for the Brand image variable (X1) and Price of admission variable (X2) are 1,434, or the VIF value < 10 and the tolerance value are 0,679 (> 0.10) means that there are no symptoms of multicollinearity.

e. Correlation analysis

Correlation analysis was tested using Pearson's simple and multiple correlation analysis approaches. The correlation coefficient value of the Brand image (X1) with the decision to revisit (Y) is 0.647, meaning that the close relationship between Brand image (X1) and the decision to revisit (Y) is 64.7%. The value of 0.647 indicates the level of a strong and positive relationship because it is contained in the coefficient interval 0.60 - 0.7999 in the standard interpretation of the correlation coefficient of the r value. The value of Sig. <0.05, then there is a significant correlation.

The correlation coefficient value of the entrance ticket price (X2) with the decision to revisit (Y) is 0.657, meaning that the close relationship between the entrance ticket price (X2) and the decision to revisit (Y) is 65.7%. The value of 0.657 indicates the level of a strong and positive relationship because it is contained in the coefficient interval 0.60 - 0.7999 in the standard interpretation of the correlation coefficient of the value of r. It can be seen that the value of Sig. <0.05, then there is a significant correlation.

The r value of the correlation coefficient of Brand image (X1) and the price of admission (X2) together with the decision to revisit (Y) is 0.740, meaning that the close relationship between Brand image (X1) and ticket prices (X2) is together with the decision to revisit (Y) of 74%. The value of 0.740 indicates the level of a strong and positive relationship because it is contained in the coefficient interval 0.60 - 0.7999 in the standard interpretation of the correlation coefficient of the value of r. It can be seen the value of Sig. <0.05, then there is a significant correlation.

3.4 Coefficient of determination analysis

The coefficient of determination shows how much the independent variable X explains the variation (change) Y. Analysis of the coefficient of determination (KP) is the square of the correlation between the variables used as predictors (X) and the variables that respond (Y). The formula for calculating the coefficient of determination (KP) is KP = r2x 100%).

The correlation coefficient value of the Brand image (X1) with the decision to revisit (Y) is 0.647, so the coefficient of determination (KP) of Brand image (X1) on the decision to revisit (Y) is (0,647)2 x 100% = 41,9%. It means that the decision to revisit (Y) of 41.9% is determined by the contribution of Brand image (X1), and other variables determine the remaining 58.1%. The correlation coefficient value of the entrance ticket price (X2) with the decision to revisit (Y) is 0.657, the coefficient of determination (KP) of the entrance ticket price (X2) to the decision to revisit (Y) is (0,657)2 x 100% = 43,2%. It means that the decision to revisit (Y) of 43.2% is determined by the entrance ticket price (X2) contribution, and other variables determine the remaining 56.8%.

The correlation coefficient value of the Brand image (X1) and the price of admission (X2) together with the decision to revisit (Y) is 0.740, then the coefficient of determination (KP) Brand image (X1) and the price of admission (X2) together that is (0,740)2 x 100% = 54,8%. It means that the decision to revisit (Y) of 54.8% is determined by the contribution of Brand image (X1) and the price of admission (X2). Other variables determine the remaining 45.2%.

3.5 Hypothesis test

The coefficient value for each variable to make multiple linear regression equations between the independent variables Brand image (X1) and Price of Admission (X2), with the dependent variable being the decision to revisit (Y). The multiple linear regression equation formula is Y = a + b1X1 + b2x2, so the regression equation obtained in this study is Y = 1,332 + 0,342 X1 + 0,329X2. The equation means that: (a) the constant 1.332 indicates that if there is no brand image value (X1) and entrance ticket price (X2), then the decision to revisit (Y) is 1.332; (b) The regression coefficient of 0.342 X1 shows that each addition of one value to the Brand image variable (X1) will increase the revisit decision variable (Y) by 0.342 times assuming the variable price of admission (X2) remains; (c) The regression coefficient of 0.329 X2 shows that each addition of one value to the ticket price variable (X2) will increase the return visit decision variable (Y) by 0.329 times assuming the variable Brand image (X1) remains; (d) Regression coefficients 0.342 X1 and 0.329 X2 indicate that each addition of one value to the Brand image variable (X1) and the entrance ticket price (X2) will increase the revisit decision variable (Y) together by 0.342 times that of the Brand image variable. (X1) and 0.329 times the variable price of admission (X2).

a. Partial test (T-test)

   The T-test shows how far the influence of one explanatory or independent variable, namely Brand image (X1) and Price of admission (X2), individually in explaining the variation of the dependent variable on the decision to revisit (Y). The T-test hypothesis is formulated as follows: H1: βyx1 = 0; there is no effect of visitor perception on the brand image on the decision to return to RZG. H2: βyx2 = 0; there is no influence of visitor perception on the price of admission to the decision to return to RZG. With the following conditions: (a) If t test ≤ t tabel, then H1 or H2 is accepted; (b) If t test ≥ t tabel, then H1 or H2 is rejected. The results of the regression analysis output known, that the t-test value is 5.006. The value of t table is obtained with a significant level of = 0.05; df1 = n-k-1; formula t table = t [(1-0.05); df1]. Then we get t table = t [(0,05); 97] = 1.985. Obtained t test (5.006) ≥ t table (1,985) with Sig.0.00 < 0,05; then H1 is rejected. There is a significant effect of visitor perception on the brand image on the decision to return to RZG. The results of the regression analysis output known that the t value is 5.280. The value of t table is obtained with a significant level of = 0.05; df1 = n-k-1; formula t table = t [(1-0.05); df1]. Then we get t table = t [(0,05); 97] = 1.985. Obtained t arithmetic (5.280) ≥ t table (1.985) with Sig.0.00 <0.05; then H2 is rejected. There is a significant effect of visitor perception on the price of admission to the decision to return to RZG.

b. Simultaneous test (F-test)

   The simultaneous test or F-test is used to determine whether all independent variables consisting of Brand image (X1) and admission price (X2) together (simultaneously) affect the dependent variable, namely the decision to revisit (Y). The following Table 1 shows the results of the F-test regression analysis output. The F-test hypothesis is formulated as follows: H3: βyx1x2 = 0; there is no influence of visitor perception on brand image and price of admission together (simultaneously) on the decision to return to RZG.

With the following conditions: (a) If F test F table, then H3 is accepted; (b) If F test > F table, then H3 is rejected. The regression analysis output known that the calculated F value of 58,818. The value of F table is obtained with a significant level of = 0.05; df1 = k-1; df2 = n-k-1; formula F table = F [(1-0,05); df1; df2]. Then obtained F tabel = F [(0,05); 2; 97] = 3,090. Obtained F test (58,818) ≥ F table (3,090) with Sig.0.00 < 0.05; then H3 is rejected. There is a significant effect on the Brand image and the price of admission together (simultaneously) on the decision to revisit RZG.

Table 1. F-test regression analysis results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2229,975	2	1114,987	58,818	,000[b]
	Residual	1838,775	97	18,956		
	Total	4068,750	99			

a. Dependent Variable: Decision to Revisit
b. Predictors: (Constant), Price of Admission, Brand Image

3.6 Discussion

a. Perception of brand image on the decision to revisit

The results obtained showed that brand image has a significant influence on the decision to return to RZG, as evidenced by the results of the t-test (5.006) ≥ t table (1,985) with Sig.0.00 <0.05. In the regression equation, the regression coefficient value is 0.342 in the Brand image variable (X1), indicating that each addition of one value to the Brand image variable (X1) will increase the return visit decision variable (Y) by 0.342 times. The coefficient of determination (KP) Brand image (X1) on the decision to revisit (Y) is 41.9% which means that the decision to revisit (Y) of 41.9% is determined by the contribution of Brand image (X1), another variable determines the remaining 58.1%. Consumer perceptions play an important role in making purchasing decisions, especially because what is understood by consumers is more important than the actual reality (Shahri, 2011; Singh, 2012).

In theory, the brand image represents the brand's overall perception and is formed from information and past brand experiences. The brand's image is related to attitudes in the form of beliefs and preferences towards a brand (Keller & Brexendorf, 2019; Schiffman et al., 2010; Solomon et al., 2017). Consumers with a positive brand image are more likely to make a purchase (Flikkema et al., 2019; Setiadi, 2019). The argument is supported by the results of the respondents' answers, where most of them agree that RZG's brand image is known as an educational recreation park, cheap, strategic location, complete facilities, and the previous experience of visiting is a pleasant enough experience so that visitors make return visits. Consumers with a positive brand image will be more likely to make revisits. Although some respondents think that RZG's image is dirty, there is much garbage scattered about, and the collection of animals is not well maintained, visitors still accept it because the ticket price is relatively low.

b. Perception of the price of admission to the decision to revisit

It was found that the entrance ticket price (X2) had a significant influence on the decision to return to RZG, as evidenced by the results of the t-test (5,280) ≥ t table (1,985) with Sig.0.00 <0.05. In the regression equation, the value of the regression coefficient is 0.329 on the ticket price variable (X2), which shows that each addition of one value to the entrance ticket price variable (X2) will increase the return visit decision variable (Y) by 0.329 times. The coefficient of determination (KP) of the entrance ticket price (X2) on the decision to revisit (Y) is 43.2%, which means that the decision to revisit (Y) of 43.2% is determined by the contribution of the entrance ticket price (X2), the remaining 56.8 % % is determined by another variable.

According to a theory, price is one of the most sensitive elements of non-product variables for consumers because it has an essential role in the eyes of consumers as a consideration in purchasing decisions for a product (Buchari, 2012). Before making a choice or product, consumers develop expectations about the regular price for a particular brand. It is reinforced by the answers of most respondents, where the low price of RZG entrance tickets is a consideration in deciding the choice to revisit RZG and the awareness of visitors who assess the price of RZG entrance tickets according to the quality of the product and the benefits obtained. Most visitors agree with the statement that the admission price now applied is correct, and there is no need to decrease or increase it. Price is one of the most sensitive non-product variables for consumers because it has an

essential role in the eyes of consumers as a consideration in purchasing decisions for a product (Hawkins & David L, 2015; Kardes et al., 2014).

c. Perception of brand image and price of admission to the decision to revisit

The results obtained that Brand image and entrance ticket prices together (simultaneously) have a significant influence on the decision to return to RZG as evidenced by the results of F test (58,818) ≥ F table (3,090) with Sig.0.00 < 0.05. In the regression equation, the regression coefficient values of 0.342 X1 and 0.329 X2 indicate that each addition of one value to the Brand image variable (X1) and the price of admission (X2) will increase the revisit decision variable (Y) together by 0.342 times that of the variable. Brand image (X1) and 0.329 times the variable price of admission (X2) at a constant 1.332. The correlation coefficient value of the Brand image (X1) and the price of admission (X2) together with the decision to revisit (Y) is 0.740, then the coefficient of determination (KP) Brand image (X1) and the price of admission (X2) together that is (0.740)2 x 100% = 54.8%. It means that the decision to revisit (Y) 54.8% is determined by the contribution of Brand image (X1) and the price of admission (X2), and other variables determine the remaining 45.2%.

It is reinforced by the majority of respondents who agreed to visit again. The underlying reasons are that they are satisfied with their previous visiting experience, a well-known brand image, getting benefits and product quality in accordance with the set price of admission (Flikkema et al., 2019; Sukwika & Kasih, 2020; Sukwika & Rahmatulloh, 2021). Furthermore, related to price as a determining factor, the price has a vital role for consumers as a consideration in purchasing decisions for a product, both goods and services. For tourists as users of RZG services, the unit price of an affordable ticket is the reason for considering visiting RZG. In line with the results of studies by Sirait (2017) dan Suryani and Wahyu (2018) prices have positive implications for the decision of tourists to revisit.

4. CONCLUSION

RZG management has succeeded in building visitor perceptions of RZG's brand image. The brand image factor is a significant driver of the decision to revisit RZG. Likewise, in determining the price of admission, the policy of the RZG management to impose affordable ticket prices has succeeded in shaping the perception that visitors can decide to revisit RZG. Perceptions are simultaneously known to visitors on brand image, and admission prices positively impact visitors' decisions to revisit RZG. Visitors' perceptions of the brand image impact the decision to return to RZG. However, there is still a perception of RZG's dirty image, scattered garbage, and reduced and untreated animal collections. Therefore, the policy implication is that RZG management needs to evaluate RZG's brand image and develop a corrective action plan. So, changes in brand image can improve perceptions in the form of a positive visiting experience so that visitors will decide to visit again.

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