

ANALYSIS OF THE INFLUENCE OF FACILITIES, INFRASTRUCTURE, AND PROMOTION ON THE LEVEL OF VISITS AND TOURISM REVENUE IN MAS KEMAMBANG PARK

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Abstract

This study aims to analyze the influence of facilities, infrastructure, and promotion on the level of visits and tourism revenue at Mas kemambang Park, Banyumas. The park is recorded as one of the public open-space-based tourist destinations with the highest number of visitors throughout 2024 in the region. This research employs a quantitative approach using a survey method and data collection through a Likert scale questionnaire distributed to 100 respondents. The data analysis technique used is multiple linear regression with two separate models: one for visit level and another for tourism revenue.

The research findings indicate that infrastructure and promotion have a significant influence on the level of visits, while facilities do not have a significant effect. Conversely, in terms of tourism revenue, facilities and promotion show a significant influence, whereas infrastructure does not. These results suggest that each variable has a different impact depending on the dimension being measured. This study provides empirical evidence that in the context of urban park tourism, facility management and promotional strategies play a crucial role in supporting the economic sustainability of tourism. These findings are expected to serve as a basis for more focused and targeted community-based tourism development policies.

Keywords: Facilities, Promotion, Infrastructure, Tourist Visits, Tourism Revenue

INTRODUCTION

Surprisingly, In 2024, the tourist attraction with the highest number of visitors was Mas kemambang Park. Data obtained from Satu Data Banyumas indicated that the number of visitors to Mas kemambang Park was second only to GOR Satria Banyumas. However, considering their functions, it is reasonable that GOR Satria has a larger number of visitors, as it serves a different purpose.

Tourism is a temporary journey from one place to another with purposes other than working or earning a living at the destination, but rather to fulfill various desires such as relaxation, vacationing, sightseeing, gaining new experiences, and so on (Yoeti, 1996). A tourist is a person who travels and stays outside their usual environment for no more than one year, for purposes of recreation, business, or other activities not related to employment or permanent residence (UNWTO, 2020).

One important aspect in supporting the success of this sector is the availability of adequate facilities, infrastructure that supports accessibility, as well as effective promotional strategies in attracting tourists. Mas kemambang Park, located in Banyumas Regency, is an interesting example as it recorded the highest number of visitors throughout 2024, surpassing other destinations in the region. This phenomenon indicates that the combination of physical elements and promotional strategies plays an important role in driving tourism appeal. Therefore, an in-depth study is needed to analyze the extent of the influence of facilities, infrastructure, and promotion on the level of visits and tourism revenue in the park.

The purpose of this study is to quantitatively analyze the influence of facilities, infrastructure, and promotion on the level of visits and tourism revenue at Mas kemambang Park. By understanding the relationships between these variables, it is expected that the results of this study can provide strategic insights for destination managers and local governments in improving tourism performance based on empirical data.

An interesting aspect of this study lies in its focus on Mas kemambang Park as a local tourist attraction that recorded the highest visitation record in Banyumas in 2024, yet has not been widely studied academically. This research explicitly measures the contribution of each variable facilities, infrastructure, and promotion towards two main success indicators of the tourist destination, namely visitation rate and revenue, using a quantitative approach that has rarely been applied in the context of small-town tourism.

Promotion has been proven to have the most dominant influence. The practical implication of this finding is the importance for the government and tourism managers to prioritize digital promotion as a strategic focus, while maintaining the quality of facilities and infrastructure accessibility to sustain visitor interest in the long term.

The analysis is limited to examining the influence of three independent variables facilities, infrastructure, and promotion on two dependent variables, namely visitation rate and tourism revenue at Mas kemambang Park. The study was conducted using a quantitative approach with a survey method targeting visitors, and data processing was performed using multiple linear regression techniques to determine the strength and direction of the relationships between variables.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Facilities are a key element in shaping a quality tourism experience. According to Cooper et al. (2008), facilities include all forms of services and supporting amenities at a destination aimed at enhancing visitor comfort, safety, and satisfaction. This is reinforced by Saputra and Hidayat (2021), who found that the presence of facilities such as clean toilets, resting areas, parking lots, and food kiosks positively influence the satisfaction of local tourists. Similar findings by Arevin (2024) indicate that well-maintained facilities increase the likelihood of tourists making repeat visits through overall improved visitor satisfaction. Meanwhile, Saragih (2024) found that limitations in facilities at destinations like Lake Toba directly impact tourists' negative perceptions. Therefore, the development of physical and non-physical facilities plays a role in supporting the growth of visitor numbers as well as the potential expenditure of tourists at the destination.

Infrastructure is a crucial foundation in supporting tourists' accessibility to destinations. According to Inskeep (1991) and updated in the empirical study by Nguyen (2021), infrastructure includes road access, public transportation, electricity, clean water, and communication networks that significantly impact tourists' visitation decisions, especially in the context of developing countries. In Indonesia, Prasetyo and Wijayanti (2020) showed that strengthening local infrastructure directly facilitates tourist mobility and supports the distribution of visits to various secondary destinations.

A recent international study by Apriyanti et al. (2024) also shows that investment in tourism infrastructure can increase the volume of both domestic and international visits, as well as boost the overall tourist satisfaction index. Infrastructure that not only functions as access but also serves as part of the attraction (such as glass bridges, theme parks, etc.) becomes a leverage factor for the duration of visits and the economic potential of the destination.

Promotion is a component of the tourism marketing mix aimed at shaping perceptions, increasing attractiveness, and building awareness of a destination. Kotler et al. (2006) explain that effective promotion is carried out through digital media, social campaigns, events, and collaboration among stakeholders. A study by Lestari and Kurniawan (2019) shows that social

media-based promotion has been proven to increase tourists' interest in local destinations, especially among the younger generation.

A recent international study by Scotti et al. (2024) emphasizes that sustainable promotion statistically has a positive impact on both daily and overnight visitation rates. Furthermore, according to Springer (2025), post-pandemic promotional strategies focusing on safety narratives, local experiences, and destination visualization have become key to the revival of tourism in Southern Europe. Reports from UNWTO and WTTC (2023–2024) also reinforce that successful promotion correlates with increased visitation and the tourism sector's contribution to regional GDP.

Visitation rate is a primary indicator of a tourist destination's success. An increase in the number of visitors is often a prerequisite for local economic growth, especially in areas that rely on income from the tourism sector. According to Middleton & Clarke (2001), visitation volume is greatly influenced by the quality of access, services, and positive perceptions shaped through promotion.

Furthermore, the increase in the number of visitors will directly impact tourism revenue, whether through ticket purchases, local consumption, or souvenir shopping. Anggraini and Yuliana (2022) showed that professionally developed facilities and promotion significantly affect tourists' spending value. In practice, public policies that allocate funds for promotion and tourism infrastructure development tend to produce positive feedback effects in the form of increased local government revenue (PAD), as also discussed in the economic report by WTTC (2023) regarding the "tourism income loop."

Based on various academic findings, it is evident that the three main factors facilities, infrastructure, and promotion play an important role in driving visitation rates and ultimately influencing tourism revenue. By synergizing these three aspects, destinations like Mas kemambang Park are expected to enhance local tourism competitiveness sustainably.

This study examines the influence of three independent variables (facilities, infrastructure, and promotion) on two dependent variables (visitation rate and tourism revenue). Therefore, the hypotheses can be formulated as follows:

Influence on Tourist Visitation Rate (Y1)

H1: Facilities have a significant effect on the tourist visitation rate to Mas kemambang Park.

H2: Infrastructure has a significant effect on the tourist visitation rate to Mas kemambang Park.

H3: Promotion has a significant effect on the tourist visitation rate to Mas kemambang Park.

Influence on Tourism Revenue (Y2)

H4: Facilities have a significant effect on tourism revenue at Mas kemambang Park.

H5: Infrastructure has a significant effect on tourism revenue at Mas kemambang Park.

H6: Promotion has a significant effect on tourism revenue at Mas kemambang Park.

RESEARCH METHODS

This study uses a quantitative approach with descriptive and verificative methods, aiming to determine the influence of independent variables (facilities, infrastructure, and promotion) on dependent variables (visitation rate and tourism revenue) through statistical hypothesis testing (Creswell, 2014; Sugiyono, 2019).

The design used is causal-comparative, which allows for identifying cause-and-effect relationships between variables through data collected in the field. The survey method is used because it is suitable for efficiently collecting large-scale data (Neuman, 2014).

The population in this study is all visitors to Mas kemambang Park in Banyumas Regency during 2024. This location was purposively selected based on Tourism Office data showing that the park is the destination with the highest number of visits in the area.

Sampling was conducted using accidental sampling, which involves taking samples randomly from anyone encountered at the location and willing to be respondents (Sugiyono, 2019). The

sample size was 100 people, determined based on time efficiency and an acceptable margin of error in survey research.

Data collection was carried out using a questionnaire based on a 5-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). This scale is suitable for measuring respondents' perceptions and attitudes toward facilities, infrastructure, promotion, visitation, and revenue (Sekaran & Bougie, 2016).

In social survey research, the main tools are questionnaires and statistical software such as SPSS, which are used for data processing and analysis (Neuman, 2014). Multiple linear regression analysis techniques are used to examine the simultaneous and partial effects of independent variables on the dependent variables (Gujarati & Porter, 2009).

RESULTS AND DISCUSSION

Mas Kemambang Park in Purwokerto is one of the city's most strategic public open spaces, playing a vital role in supporting community-based tourism activities. Spanning approximately 1.2 hectares, the park features supporting facilities such as fish ponds, children's play areas, and a multipurpose pavilion, making it not only a recreational space but also a hub for social interaction. Visitor data from 2024 indicates that Mas Kemambang Park recorded the highest number of visitors among tourist destinations in Banyumas Regency. This prominence makes it a highly relevant subject for analyzing the influence of facilities, infrastructure, and promotion on tourism performance. Accordingly, this section discusses the empirical relationships between the studied variables, as tested using multiple linear regression, and interprets the findings within the framework of existing theories and previous research.

This study aims to analyze the influence of facilities, infrastructure, and promotion on visitation rate (Y1) and tourism revenue (Y2) at Mas Kemambang Park. The results of the multiple linear regression analysis are presented in two models: the first model analyzes the influence on visitation rate, and the second on tourism revenue.

Table 1. Regression Results on Tourist Visitation Rate (Y1)

	Coefficient (B)	Std Error	t	Sig
Facilities X1	.105	.107	.979	.330
Infrastructure X2	.220	.095	2.327	.022
Promotion X3	.315	.097	3.235	.002

Source: SPSS Output (2025)

From these results, it can be concluded that the initial hypothesis stating all variables significantly affect visitation rate is not entirely supported. Only infrastructure and promotion have a significant influence, while facilities do not.

Conceptually, this finding can be explained by the fact that although facilities are an important aspect in the tourism sector, visitors to Mas kemambang Park may consider the available facilities to be adequate, so they are no longer the main factor in their decision to visit. Conversely, ease of access through adequate infrastructure and effective promotion are able to attract visitor interest more significantly.

This study supports the findings of Setiawan & Nugroho (2021) that digital promotion and physical accessibility are determining factors in increasing visitation volume to city park-based destinations. These results also reinforce the consumer behavior theory of tourists according to Kotler et al. (2017), which emphasizes the importance of information exposure and ease of access in driving visitation decisions.

Mas Kemambang Park offers a wide range of public facilities that make it a comfortable and

attractive open space for visitors of all ages. At the heart of the park lies a multi-level fish pond, surrounded by a wooden deck that creates the sensation of a floating garden. Visitors can relax in gazebos, enjoy shaded seating areas, or make use of the children's playground, which includes swings, slides, seesaws, and a sand play area. The park also provides clean restrooms, a small prayer area (musholla), and food stalls run by local vendors, creating a friendly and community-based atmosphere.

Table 2 Regression Results on Tourism Revenue (Y2)

Variabel	Coefficient			
	Coefficient (B)	Std Error	t	Sig
Facilities X1	-.220	.029	-7.488	<.001
Infrastructure X2	-.004	.026	-1.145	.885
Promotion X3	-.155	.027	-5.796	<.001

Source: SPSS Output (2025)

These results show that facilities and promotion have a significant effect on tourism revenue, while infrastructure does not. The initial hypothesis stating that all variables significantly influence revenue is also not fully supported.

Logically, this result makes sense. Infrastructure is very important for attracting visitors, but it does not necessarily have a direct impact on their spending while at the location. Tourism revenue is more influenced by facilities that enhance visitor comfort (such as dining places, souvenir shops, clean toilets, and playgrounds), as well as promotion that can create visitor enthusiasm and expectations to shop or try paid services.

This finding aligns with the study by Wijayanti (2020), which states that the factors most influencing tourist spending in the context of public parks are comfort and the availability of relevant services at the tourist site, not just the condition of access to the location.

In terms of infrastructure, Mas Kemambang Park is strategically located in the city center of Purwokerto, easily accessible by both private vehicles and public transportation. The access roads are well-maintained, and the park offers adequate parking for both cars and motorcycles. Inside the park, visitors benefit from pedestrian-friendly paths made of wooden boards and paving blocks, supporting accessibility for children, the elderly, and people with limited mobility. Streetlights and pathway illumination make the park safe and comfortable for evening visits, enhancing the overall visitor experience.

But, regarding promotional efforts, the park management has adopted both digital and community-based strategies. Their official Instagram account showcases the park's scenery, visitor activities, and upcoming events, helping to boost visibility among young audiences. In addition, regular events such as art performances, traditional games, fish-catching competitions, and local small business (UMKM) bazaars are organized to attract different visitor segments. These events not only increase foot traffic but also encourage active community involvement, transforming the park into a vibrant and socially engaging urban space.

Reflection on the Initial Hypotheses and Scientific Value

The difference between the research results and the initial hypotheses should not be considered a methodological weakness, but rather a reflection of scientific integrity in the empirical testing process. Within the framework of the scientific approach, a hypothesis serves as an initial proposition formulated to be objectively tested, not justified (Creswell, 2014).

Therefore, the rejection of some hypotheses based on data analysis actually enriches the academic contribution of this study, as it reveals empirical dynamics that may not have been

uncovered in previous research. Such findings have the potential to serve as a foundation for developing new theories or adjusting existing concepts.

The finding that facilities do not influence visitation but do affect revenue, and that infrastructure only influences visitation but not revenue, opens up a new understanding that each variable plays a different role in tourism objectives. This aligns with Yoeti's (1996) theory on supporting elements of tourism and also contributes to the understanding that, in the context of city park tourism, supporting variables do not always operate uniformly across all outcomes.

Practical Implications

The results of this study provide several practical implications that can serve as a reference for the development and management of Mas kemambang Park as well as similar tourist destinations. One of the main focuses is the importance of improving the quality of promotion. This can be done by strengthening social media presence, organizing regular events, and implementing communication strategies that specifically target younger communities as the dominant visitor segment. Effective promotion not only increases visitation but also shapes a positive image and enhances tourists' spending potential during their stay.

In addition, physical facilities should receive serious attention. The availability of comfortable seating areas, attractive playgrounds, clean and affordable food vendors, and adequate sanitation facilities will encourage tourists to stay longer at the site. The longer the duration of the visit, the greater the likelihood of consumption activities that contribute to tourism revenue.

Meanwhile, although infrastructure was not found to have a direct effect on revenue, its role in increasing the number of visits cannot be overlooked. Ease of access to the location, smooth transportation, and the availability of parking areas remain essential prerequisites for the successful management of tourist destinations. Therefore, tourism development strategies should prioritize visitor experience and comfort within the destination to foster economic sustainability in the tourism sector.

CONCLUSION

This study aimed to analyze the influence of facilities, infrastructure, and promotion on visitation rate and tourism revenue at Mas kemambang Park. Based on the results of multiple linear regression analysis conducted on the questionnaire data, the following conclusions were obtained: Infrastructure and promotion were found to have a significant effect on tourist visitation rate, while facilities did not show a significant influence on visitation. This indicates that ease of access and information exposure are the main factors in attracting visitors.

Conversely, regarding tourism revenue, facilities and promotion had a significant effect, while infrastructure did not. This suggests that tourists' spending during their visit is strongly influenced by the comfort of available facilities and the effectiveness of promotional efforts.

Not all hypotheses proposed in this study were supported. Some hypotheses were rejected due to inconsistency with empirical data. This highlights the importance of objective hypothesis testing and offers a new theoretical contribution: in the context of urban parks, supporting tourism variables operate differently depending on the outcome (visitation vs. revenue).

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