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Correlation Analysis of Price, Location and Facilities Relationships to Economic Visitor Traffic One Home Farm

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ABSTRACT

An economy that is oriented towards a system of feasibility based on security and convenience is the basis for economic actors to compete with each other to provide the best options for partners. One of the economic industrial sectors that is still active in the agricultural sector in the Bogor area is One Home Farm. The purpose of this study is to determine the level of correlation between the variables price, location, and facilities whether they have enough effect on the intention to visit One Home Farm. The flow of this research method uses a descriptive quantitative approach, in which the results of calculations and processing of SPSS data are translated and studied further with the support of a literature review. Based on the simultaneous test results obtained F count = 8.981, with a p value of 0.000 <0.05, in accordance with the above conditions means the research result states that simultaneously the independent variables (price, location and facilities) have a significant effect on the decision to visit One Home Farm.

Keywords: Agriculture, Economic Visitor Traffic, Facility, Location, Price

INTRODUCTION

Tourism is one type of industry that can accelerate economic growth. This is evidenced by the provision of employment, increased income, standard of living and stimulated other productive sectors (Lestari, Yuliviona, & Liantifa, 2023). An economy that is oriented to a system of feasibility based on security and convenience is the basis for economic actors to compete with each other to provide the best options for partners. This system concerns the value of standardization shown, that the level of provision of public facilities is the main determinant of the industrial sector's crowd path. Enhancement traffic for facilities in an area, it is also said to be a reciprocal of the visitors for the burden of costs, which should be equivalent to the amount of expenses. Therefore it is necessary to have a strategy and further analysis of the phenomenon of high selection of a place, with various considerations. The status of this phenomenon is in accordance with the theory of visiting decisions which is analogous to purchasing decisions, which equates tourists' visiting decisions with consumer purchasing decisions. The decision to visit is a process where a visitor makes an assessment and chooses an alternative from several available money options, for certain considerations (Aprilia, Kumadji, & Kusumawati, 2015).

The assessment of the several price options offered from each place also influences the visitor's decision. Not all things that are cheap can be said to always be crowded, or all things that are expensive will always be quiet. This phenomenon refers to the value of satisfaction and needs of all people, so that not all of these statements can be used as a guideline for all economic actors. For this reason, there is a need for further development values, what are the variables on which the values of customer satisfaction are intertwined and intertwined. Another factor to consider besides the facilities is the strategic placement of the area. In general, the term strategic refers to area to space, place relations, from the position of transportation, the achievement of safe passage, and the maximum integration of communications. This area factor is actually a subjective thing for everyone, because it is based on everyone's point of view. Therefore geographical or regional factors must be carried out and studied more broadly, on the impact on the related industrial sector. One of the economic industrial sectors that is still active in the agricultural sector in the Bogor region is One Home Farm.

One Home Farm is an economic industrial space that has advantages in fruit varieties, one of which is having valuable and rare fruit assets, because it has unique and magical taste properties. The commodity is abiu fruit, which is a superior weapon in attracting tourists. Abiu is often known as the Australian sapodilla. Even though abiu, which belongs to the Pouteria caimito species, is a fruit plant originating from the area around the Amazon region, the lowlands of Peru and Brazil (South America). However, it can be visited and grown perfectly in One Home Farm. This is proven by the abiu fruit tree in One Home Farm there are 200 trees in an area of 5,000 square meters, while in Katulampa there are 300 to 500 trees. Therefore, researchers conducted an analysis of aspects of price, facilities, and location to help increase economic empowerment One Home Farm, to continue to increase economic age in a sustainable manner.

LITERATURE REVIEW

The Influence of Tourism Activities per Time on Promotion

Analysis of economic segmentation at tourist attractions, based on the needs and values of visitors. Based on previous research, activities such as annual value are an attraction in themselves for tourists. This concept refers to scarcity activities, giving an interesting impression. Based on previous research, this implementation has an effect on promotional aspects, so that it can increase the quantity of visitors (Iskandar & Islam, 2021)**.** Tourist activities can be interpreted as 'what visitors will do at tourist attractions'

and 'whether the crowd of visitors is low or high'. This refers to the principles of promotion itself. For example, if a visitor's decision is based on wanting a quiet tourist spot, then the accommodation must be adjusted to the visitor's limitations. However, it does not rule out the possibility for someone to go to tourist attractions even though they have high crowds, taking into account the price, facilities and places that are deemed suitable according to income capacity.

The Effect of Facilities on Customer Satisfaction

Facilities as a form of supporting tourism accommodation and other fields are said to greatly influence customer or tourist satisfaction. It is a feeling they had after after feeling between what they got and their expectation (Arif & Syahputri, 2021).This refers to the seriousness of the management or owner regarding the service, so that the price paid is equal or commensurate with the facilities provided. Based on previous research regarding the influence of facilities on services, it is known that research results in the form of facilities have a significant positive effect. Apart from that, the quality of service also influences the consideration of whether visitors will choose or will revisit the place in the future (Wulandari, Cakranegara, Widjajanti, & Vergara, 2022).

Increasing Business Performance Activities on Customer Satisfaction

Previous research regarding business management systems, it is known that there is a connection between the performance of economic actors and the business they are involved in must be oriented towards customer satisfaction.This prospect refers to the promotional value of what tourism economic actors provide to tourist visitors. The promotion can contain advantages that other business people have and cannot find. These advantages can be in the form of price value, service facilities, and even a location that is said to be strategic. Strategic science is known to have further development, namely based on the green economy. The economic concept emphasizes developments related to international crises, such as in the social, economic and environmental fields. The results of previous research based on these problems reveal that the implementation of a green economy is said to be able to increase national economic recovery. The green economic system, based on previous research identification, also reveals that this economic system is also able to maintain a healthy environmental ecosystem. This also refers to the business of economic actors who are oriented towards the plantation aspect, thereby increasing the value of safeguarding natural resource wealth (Anwar, 2022).

Customer Satisfaction with Consistency in Selection of Tourist Attractions

Consistency is a form of loyalty to tourist attractions that have been visited and is made a priority in planning or selecting options. This can be based on a feeling of comfort, and is felt to have its own satisfaction. Based on previous research on a tourist attraction, the results obtained were that Attraction, Accessibility, Amenity, Ancillary had a good impact on the quantity or high value of tourists (Ningtiyas & Alvianna, 2021)**.** Customer satisfaction analysis must be controlled by every economic actor, because it also influences the life of the business. The meaning of this statement is that if the satisfaction value is said to be low, it is feared that visitors as consumers will choose other tourist attractions. This is very detrimental to the income of economic actors, so it is necessary to monitor customer satisfaction scores. Apart from that, based on previous research, rival or competitor comparisons are very useful for making decisions in the next 10 years (Pandey et al., 2021)

Economic Factors on Public Opinion

Analysis of the perception system of public opinion regarding the regional economy is known to influence visitors' decisions. Previous research reveals that economic factors and environmental conditions have a big influence on public opinion. However, this opinion is not included in socio-cultural factors, so it can be said that local social disparities do not have a dominant role in influencing visitors in making decisions from

several existing place options (Ismail & Vennecya, 2022)**.** The opinion factor also emphasizes the communication factor conveyed to other people, so that the value of a tourist spot managed by an economic owner has a good image of promoting a healthy economy.

RESEARCH METHOD

The flow of this research method uses a descriptive quantitative approach, where the results of calculations and processing of SPSS data are translated and further studied with the support of riview literature. Thus, it can be seen that the quantitative descriptive research approach is a type of research approach that visualizes, examines and explains a tragedy, activity or phenomenon with numerical data. The data results are as they are without the intention of testing a particular hypothesis (Sulistyawati, Wahyudi, & Trinuryono, 2022). The stages of this research are described as follows.

Identification of Problems

This stage contains the stages of observation based on value variable price, location, and facilities offered to visitors by One Home Farm. This analysis is used as a reference whether the three variables are sufficiently able to compete with competitors, as well as provide an evaluation of the organization One Home Farm. Problem identification also contains the structure of what must be solved using a scientific space approach, so that what must be observed is in accordance with the research objectives. Problem identification also contains the treatment of any variables that will be used as data processing material, so that the results of data processing can be in accordance with the level of expectations of the research subjects. Problem identification also concerns the results and solutions offered by researchers to managers. So the type of method used must be appropriate to the type, usefulness, data findings, and the research subject itself.

Problem Formulation

Analysis of the formulation of this problem, namely whether the variable price, location, and facilities owned by One Home Farm said to be good for increasing the number of visitors. The evaluation aspect of determining the formulation of this problem must be in line with persuasive actions in inviting the number of correlation strength values with economic ethical values.

Research Purposes

The aspect of determining the purpose of this study is to determine the level of correlation between variable price, location, and facilities have enough effect on interest to visit One Home Farm. This correlation is intended to determine the high or low level of correlation between variables in the field, so that researchers and One Home Farm economic actors can make appropriate decisions.

Literature Studies

This stage is to be used as a level of support for literature studies on the results of data processing. The analysis of these stages is also used in improving research scientific principles, so that the results of drawing conclusions can be accounted for it is. The literature study also contains support for the researcher's arguments at the discussion stage, thus eliminating the possibility of subjective data. This aspect is also intended to foster theoretical and practical knowledge, so that researchers can easily connect or link previous research opinions. The inclusion of opinions from previous authors is very necessary for this research, in order to investigate whether the results of previous research are in accordance or not with the results of the research conducted. It could be said to express a rebuttal to the previous argument.

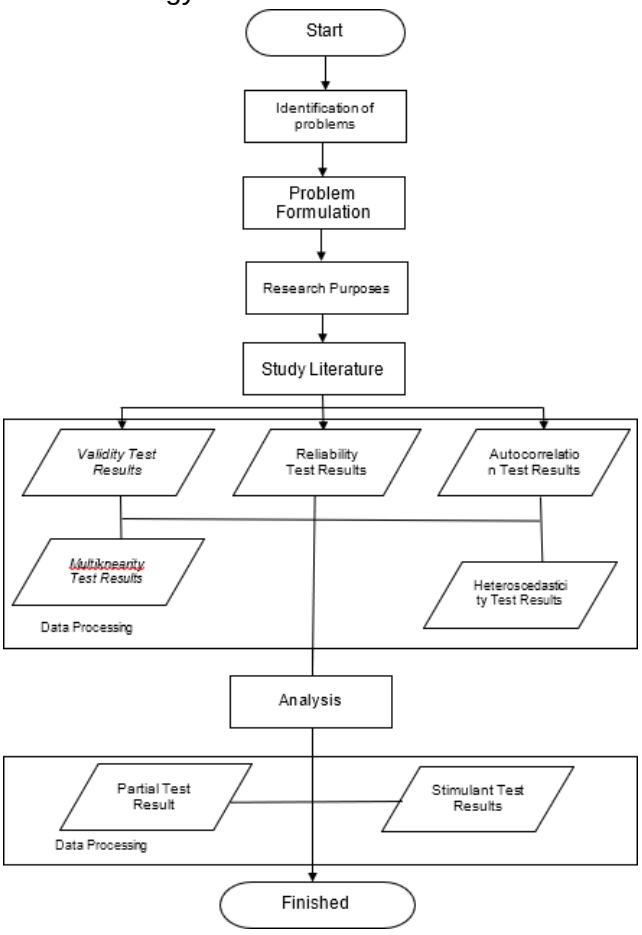
Data Processing 1
Stage 1 of data processing is carried out by testing the validity, reliability, autocorrelation, multiplicity, and heteroscedasticity tests. This stage also contains the principles of quantitative research, so that the results of the discussion are not subjective.

Multiple Linear Regression Analysis
Multiple regression analysis is the development of a simple regression analysis in which there is more than one independent variable X. It is used to look at a number of independent variables X1, X2, … Xk against the dependent variable Y based on the values of the independent variables X1, X2, … Xk. The difference between simple regression and multiple regression lies in the number of independent variables. If in simple regression the number of independent variables used to predict the dependent variable is only one, then in multiple regression the number of independent variables used to predict the dependent variable is more than one (Wisudaningsi, Arofah, & Belang, 2019).

Data Processing 2
Stage 2 of data processing also refers to the act of processing partial test data and stimulant tests. External factors such as time certainty are taken into consideration in research, in order to determine the possibility variable unexpected in research.

Conclusion Drawing
This stage is the final stage in taking research output, so that the research process gets results with supporting data based on the processing of the first and second data. This stage is also said to be the final evaluation and recommendation of economic organization.

Figure 1. Research Methodology Flow



RESULTS

Validity Test Results

Price Variable Validity (X1), Location Variable (X2), and Facility Variable (X3)

Calculation and processing of data against the criteria for consideration by the manager One Home Farm, intended to determine the correlation between the three variables in decision making. The results of the validity test can be seen in Table 1 below.

Table 1. Price Variable Validity (X1), Location Variable (X2), and Facility Variable (X3)

Correlations				
		Price Variable	Location Variable	Facility Variable
Price Variable	Pearson Correlation	1	.561**	.514**
	Say. (2-tailed)		.000	.001
	N	36	36	36
Location Variable	Pearson Correlation	.561**	1	.601**
	Say. (2-tailed)	.000		.000
	N	36	36	36
Facility Variable	Pearson Correlation	.514**	.601**	1
	Say. (2-tailed)	.001	.000	
	N	36	36	36
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Data Processed by Researchers (2023)

Visiting Decision Variable Validity (Y)

The results of processing the validity test data on three variables must be supported by the validity of the visiting decision variable. This data processing is intended to determine the correlation value in the decision making of economic actors (Table 2).

Table 2. Validity of Visiting Decision Variables (Y)

Correlations					
		Price Variable	Location Variable	Facility Variable	Visit Decision
Price Variable	Pearson Correlation	1	.561**	.514**	.643**
	Say. (2-Tailed)		.000	.001	.000
	N	36	36	36	36
Location Variable	Pearson Correlation	.561**	1	.601**	.491**
	Say. (2-Tailed)	.000		.000	.002
	N	36	36	36	36
Facility Variable	Pearson Correlation	.514**	.601**	1	.495**
	Say. (2-Tailed)	.001	.000		.002
	N	36	36	36	36
Visit Decision	Pearson Correlation	.643**	.491**	.495**	1
	Say. (2-Tailed)	.000	.002	.002	
	N	36	36	36	36
**. Correlation Is Significant At The 0.01 Level (2-Tailed).					

Source: Data Processed by Researchers (2023)

Explanation of Validity Test Results

Validity testing is one of the steps taken to test the contents of a component from a collection of existing instruments, and the purpose of validity testing is to measure the accuracy of the instrument or the accuracy to be used in a research study (Al Hakim et al., 2021). Observations on the r table obtained the value of the sample (N) = 36 of 0.3291. So referring to the results of the resulting validity test that all instruments starting from the Price Variable (X1), Location Variable (X2), Facility Variable (X3) that all produce a value (r Count) > than (r Table) is 0.3291. Besides that, the Visit Decision variable (Y) produces a value of (r Count) > than (r Table) which is 0.3291. It can be concluded that all instruments in this study can be said to be valid.

Reliability Test Results

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Price	0,910	Reliable
Location	0,889	Reliable
Facility	0,940	Reliable
Visit Decision	0,915	Reliable

Source: Data Processed by Researchers (2023)

Reliability Test is an index test in a vulnerable, which refers to the extent to which the measuring device used in research can be trusted or relied upon. This process indicates or shows the extent to which the measurement output remains consistent if it is carried out twice or more for the same symptoms, using the same measuring instrument. A

measuring instrument is said to be reliable if it produces the same results even though repeated measurements are made (Amanda, Yanuar, & Devianto, 2019). From the results of the reliability test on Table 3, all values obtained from the results of the variables X1, X2, X3 and Y produced an alpha cronbrach value> 0.6. So it can be concluded that all the instruments in this study were reliable.

Research Results

Classic Assumption Test

Normality Test

The normality of the data can be seen from the normality test based on the unstandardized residual value (e). Data were analyzed using the SPSS program. Basic decision making based on probability. If the probability > 0.005 then the research data is normally distributed. Table 4 shows the SPSS output.

Table 4. Normality Test Results

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	36	-4.50593	6.30550	.0000000	2.58529863	.322	.393	.579	.768
Valid N (listwise)	36								

Source: Data Processed by Researchers (2023)

Table 4 shows that the skewness ratio = 0.322/0.393 = 0.819 ; while the kurtosis ratio = 0.579/0.768 = 0.753. Because the skewness ratio and kurtosis ratio are between -2 to +2, it can be concluded that the data distribution is normal.

Autocorrelation Test

Table 5. Durbin Watson Test Table

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.676[a]	.457	.406	2.704	2.150
a. Predictors: (Constant), Facility Variable, Price Variable, Location Variable					
b. Dependent Variable: Visit Decision					

Source: Data Processed by Researchers (2023)

The autocorrelation test explains the condition of the events of the regression model created by the researcher, whether there is a relationship between the residuals in period t and the residuals in the previous time period, with the condition t-1. The regression model approach analysis is said to be quite good if there is no autocorrelation (Mardiatmoko, 2020). In the autocorrelation test, the Durbin Watson value is 2.150. To determine the results of the autocorrelation test, the next step is to set the dL and dU values. The trick is to use a 5% degree of confidence, we have a sample (n) of 36 observations, and 4 explanatory variables, so we get dL and dU values of 1.2358 and 1.7245. The Durbin Watson value is not between the dL and dU values, so it can be concluded that the regression equation does not have autocorrelation.

Multicollinearity Test

The multicollinearity test is used to reveal whether or not there is a deviation from the classic assumption of multicollinearity, namely the existence of linear level relevance between independent variables previously determined by the researcher, in the form of a regression model (Helmiawan, Akbar, & Sofian, 2019) .The condition for the application of the multiple regression model is that the independent variables do not have a perfect relationship or do not contain multicollinearity. The multicollinearity test is used to determine whether there is a perfect or nearly perfect relationship between some or all of the independent variables that explain the regression model. This multicollinearity test can be seen based on the value of the variance inflation factor (VIF). The independent variables are said to be multicollinearity if the tolerance is <0.1 and VIF >10. The results of the multicollinearity test can be seen on the Table 6.

Table 6. Multicollinearity Test Table

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.279	4.685		1.767	.087		
	Price Variable	.735	.244	.492	3.011	.005	.636	1.572
	Location Variable	.077	.124	.109	.620	.540	.552	1.811
	Facility Variable	.224	.215	.177	1.043	.305	.593	1.687
a. Dependent Variable: Visit Decision								

Source: Data Processed by Researchers (2023)

Based on Table 6, it is known that the variance inflation factor (VIF) value is below 10 and the tolerance value is above 0.1. So it can be concluded that there is no multicollinearity between the independent variables of price, location and facilities on the decision to visit. This is consistent with previous research which revealed that the availability of infrastructure influences consumer decisions to make tourist visits (Ratar, Sangkoy, & Budiman, 2021).

Heteroscedasticity Test

The multicollinearity test in this study was used to determine whether or not there were cases of deviation from the classic argument outside the research, namely the existence of a linear correlation between the independent variables in the regression model (Helmiawan, Akbar, & Sofian, 2019). The heteroscedasticity test is used to determine whether there are model deviations due to the different variance of disturbances from one observation to another. another. Heteroscedasticity testing can be seen with the Glejser test to regress the absolute value of the residual on the independent variables. The residual is the difference between the observed value and the predicted value and the absolute is the absolute value.

Table 7. Glejser test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.483	2.348		-1.057	.298		
	Price Variable	.673	.122	.871	5.507	.000	.636	1.572
	Location Variable	-.089	.062	-.244	-1.435	.161	.552	1.811
	Facility Variable	-.227	.108	-.345	-2.108	.043	.593	1.687
a. Dependent Variable: abresid								

Source: Data Processed by Researchers (2023)

Table 7 above shows that all variables have a Sig value greater than the level of the t-statistical value of all explanatory variables which are not statistically significant, so it can be concluded that this model does not experience heteroscedasticity problems.

Multiple Regression Analysis
In analyzing the price factor (X1), location (X2) and facilities (X3) on visiting satisfaction (y) at One Home Farm Bogor, multiple regression analysis was used.

Table 8. Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Visit Decision	31.56	3.509	36
Price Variable	19.97	2.348	36
Location Variable	39.36	4.975	36
Facility Variable	24.94	2.767	36

Source: Data Processed by Researchers (2023)

Table 8 presents descriptive data for each variable which includes the Mean (Average) Visit Decision of 31.56 and the average Price Variable 19.97, Location Variable 39.36, and Facilities Variable 24.94. The standard deviation value of the Decision to Visit is 3.509 and the standard deviation value of the Price Variable is 2.348, the Location Variable is 4.975, and the Facilities Variable is 2.767. With the amount of research data as many as 36 visitors.

Table 9. Table of Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	8.279	4.685		1.767	.087
	Price Variable	.735	.244	.492	3.011	.005
	Location Variable	.077	.124	.109	.620	.540
	Facility Variable	.224	.215	.177	1.043	.305
a. Dependent Variable: Visit Decision						

Source: Data Processed by Researchers (2023)

The results of multiple regression analysis obtained the coefficients for the independent variables X1 = 0.735, X2 = 0.077, and X3 = 0.224 with a constant of 8.279, so the regression equation model obtained was
Y = 8,279+0,735 X1+0,077 X2 + 0,224 X3

The regression equation above can be explained as follows. First, the constant value is 8.650: If the price (X1), location (x2) and facilities (x3) are zero, then the value of the decision to visit (y) at One Home Farm is 8,650. Second, regression coefficient X1 (Price) = 0.735: If the price (X1) increases with the assumption that the location (X2) and facilities (X3) are constant, then the decision to visit (y) at One Home Farm will increase. Third, regression coefficient X2 (Location) = 0.077: If the location (X2) has increased assuming the price (X1) and facilities (X3) are constant, then the decision to visit (y) at One Home Farm will increase. Fourth, regression coefficient X3 (Facilities) = 0.224: If the facility (X3) increases with the assumption that price (X1) and location (X2) are constant, then the decision to visit (y) at One Home Farm will increase

Hypothesis Test

Multiple Regression Analysis

Statistical tests were conducted to analyze each independent variable that has a significant effect on visiting decisions. Testing is done by comparing the value of t count with t table and the probability value of t count with a probability of 0.05. The results of the t test can be explained that the effect of price on the decision to visit is indicated by a t value of 3.011 with a significance value of 0.005 <0.05, so that it can be interpreted that there is an influence between price on the decision to visit One Home Farm partially.

Simultaneous Test (F Test)

Results of the F test using the SPSS program can be seen in the table. Then the calculated F test results are consulted with the F table. Terms of the hypothesis can be accepted if F count> F table. Another criterion is if the p value <0.05, then the hypothesis is accepted and H0 is rejected. Simultaneous test results can be seen on Table 10 below.

Table 10. Simultaneous Test (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	196.957	3	65.652	8.981	.000[b]
	Residual	233.932	32	7.310		
	Total	430.889	35			
a. Dependent Variable: Visit Decision						
b. Predictors: (Constant), Facility Variable, Price Variable, Location Variable						

Source: Data Processed by Researchers (2023)

Based on the results of the simultaneous test obtained F_{count} = 8.981, with a p value of 0.000 <0.05, according to the above conditions means the hypothesis states that simultaneously the independent variables (price, location and facilities) have a significant effect on the decision to visit One Home Farm.

Table 11. Simultaneous Test (F Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676[a]	.457	.406	2.704
a. Predictors: (Constant), Facility Variable, Price Variable, Location Variable				

Source: Data Processed by Researchers (2023)

The magnitude of the percentage influence of price, location and facilities can be indicated by the value of Adjusted R Square (R^2) of 0.457. In this case it can be interpreted that price, location, and facilities have a simultaneous effect of 45% on visiting decisions.

Coefficient of Determination

Analysis of the coefficient of determination was carried out to find out how much the percentage value of the contribution of the independent variables, namely price, location and facilities, had to do with the decision to visit One Home Farm Bogor. From the calculation results, the coefficient of determination is determined by the Adjusted R Square value as follows.

Table 12. Value of R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676[a]	.457	.406	2.704
a. Predictors: (Constant), Facility Variable, Price Variable, Location Variable				

Source: Data Processed by Researchers (2023)

Table 12 above explains the percentage value of the visiting decision variable by the independent variable (coefficient of determination) as indicated by the Adjusted R Square (R2) value of 0.406. in this case it can be interpreted that the decision to visit can be explained by price, location and facilities of 40.6% while the remaining 49.4% is explained by other variables not examined in this study. This statement is in accordance with previous research that states that a tourist attraction's Attraction, Accessibility, Amenity, Ancillary values have a good impact on the quantity or high number of tourists (Ningtiyas & Alvianna, 2021)**.** Customer satisfaction analysis must be controlled by every economic actor, because it also influences the life of the business. The meaning of this

statement is that if the satisfaction value is said to be low, it is feared that visitors as consumers will choose other tourist attractions. This is very detrimental to the income of economic actors, so it is necessary to monitor customer satisfaction scores. Apart from that, based on previous research, rival/competitor comparisons are very useful for making decisions in the next 10 years (Pandey et al., 2021). An explanation of why the results of data processing can refer to price, location and facilities, because these three are components of the economic system of income from the owner's side and material rights for customers/visitors. This is in accordance with previous research thatthe seriousness aspect of the management/owner towards the service, so that the price paid is equal or commensurate with the facilities provided. Based on previous research regarding the influence of facilities on services, it is known that research results in the form of facilities have a significant positive effect. Apart from that, the quality of service also influences the consideration of whether visitors will choose or will revisit the place in the future (Wulandari, Cakranegara, Widjajanti, & Vergara, 2022).

DISCUSSION

The Effect of Price on Visiting Decisions

Based on the results of data analysis and hypothesis testing, it shows that price has a positive and significant effect on visiting decisions, this is in line with (Indahsari & Roni, 2022). Which states that purchasing decisions are also influenced by price. Price is the amount of money exchanged for a product or service (Ristiani, 2021). Also revealed that prices affect tourists' visiting decisions, if prices are very affordable then tourist visits will increase. Based on the results of a descriptive analysis of price variables, it shows that the tour package prices set by One Home Farm are in the good category so that visitors increase every day.

The Effect of Location on Visiting Decisions

The research results show that Location factors have a positive and significant effect on the decision to visit One Home Farm. This statement is in line with previous research that the tourist decision-making process will make an assessment based on the preparation of the distance traveled to the destination location (Rahmadayanti & Murtadlo, 2020). One Home Farm has a strategic location in the middle of the city of Bogor. This can be seen from the average value of a good percentage on each indicator of access, traffic, environment, visibility and parking also stated that tourist locations are a driving factor in order to increase visiting decisions at tourist object.

The Influence of Facilities on Visiting Decisions

The results of the study show that the facility factor also has a positive and significant influence on visiting decisions. This can be seen from the average value of a good percentage on each facility indicator, namely completeness, cleanliness, condition and function of the facility. Respondents stated that the facilities they owned One Home Farm already Good. The results of this statement are relevant to the results of previous studies, which suggest that purchasing decisions refer to the selection of two or more alternative choices for consumers in terms of purchasing options. Purchasing decisions can be influenced by how to attract buyers and several factors, namely, location, product completeness, and also price. Quality of service is a form of consumer assessment of the level of service received (perceived service) the expected service level (expected service) (Indahsari & Roni, 2022). Tourist facilities are one of the driving factors for increasing decisions to visit tourist objects, if tourist facilities are high, the decision to visit will also be high.

Analysis of economic segmentation needs at tourist attractions, based on the value needs of visitors. Based on previous research, activities such as annual value are an attraction in themselves for tourists. This concept refers to scarcity activities, giving an

interesting impression. Based on previous research, this implementation has an effect on promotional aspects, so that it can increase the quantity of visitors (Iskandar & Islam, 2021). Facilities as a form of supporting tourism accommodation and other fields are said to greatly influence customer/tourist satisfaction. This refers to the seriousness of the management/owner regarding the service, so that the price paid is equal or commensurate with the facilities provided. Based on previous research regarding the influence of facilities on services, it is known that research results in the form of facilities have a significant positive effect. Apart from that, the quality of service also influences the consideration of whether visitors will choose or will revisit the place in the future (Wulandari, Cakranegara, Widjajanti, & Vergara, 2022).

This can also be interpreted that the assessment of the several price options offered from each place also influences the visitor's decision. Not all things that are cheap can be said to always be crowded, or all things that are expensive will always be quiet. This phenomenon refers to the value of satisfaction and needs of all people, so that not all of these statements can be used as a guideline for all economic actors. For this reason, there is a need for further development values, what are the variables on which the values of customer satisfaction are intertwined and intertwined. Another factor to consider besides the facilities is the strategic placement of the area. In general, the term strategic refers to area to space, place relations, from the position of transportation, the achievement of safe passage, and the maximum integration of communications. This area factor is actually a subjective thing for everyone, because it is based on everyone's point of view. Therefore geographical or regional factors must be carried out and studied more broadly, on the impact on the related industrial sector. One of the economic industrial sectors that is still active in the agricultural sector in the Bogor region is One Home Farm.

Based on the research results, price, location and facilities simultaneously have a positive and significant influence on visiting satisfaction One Home Farm. This shows that price, location and facilities have a positive and quite large influence on the decision to visit. The magnitude of the influence of the independent variables (price, location and facilities) simultaneously on the dependent variable (decision to visit) is 40.6% while the remaining 49.4% is influenced by other variables besides price, location and facilities.

CONCLUSION

Price, location and facilities have a positive and quite large influence on the decision to visit. The magnitude of the influence of the independent variables (price, location and facilities) simultaneously on the dependent variable (decision to visit) is 40.6% while the remaining 49.4% is influenced by other variables besides price, location and facilities.one home farm. The results of this study based on the results of the simultaneous test obtained f count = 8.981, with a p value of 0.000 <0.05, according to the above conditions means the hypothesis states that simultaneously the independent variables (price, location and facilities) have a significant effect on the decision to visit one home farm. The magnitude of the percentage influence of price, location and facilities can be shown by value adjusted r square (r2) of 0.457. In this case it can be interpreted that price, location, and facilities have a simultaneous effect of 45% on visiting decisions.

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DECLARATION OF CONFLICTING INTERESTS
The researcher declares that there is no potential conflict in this article.

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