

The Influence of Price Discounts and Amenities on Tourist Interest in Visiting Pasir Kencana Beach

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ABSTRACT

This study aims to analyze the effect of price discounts and amenities on tourists' interest in visiting Pasir Kencana Beach, Pekalongan City. The research is motivated by fluctuations in tourist arrivals over the past three years, with a notable decline of 21.2% in 2023 compared to the previous year. The primary issue identified is the suboptimal promotional strategy and the inadequate quality of existing amenities, which are considered contributing factors to the decline in tourist interest. The novelty of this research lies in integrating pricing strategies with amenities improvement within the framework of innovation-based regional tourism destination management. A quantitative approach was employed using a survey method involving 42 tourist respondents, with the data analyzed through multiple linear regression. The results indicate that both price discounts and amenities have a positive and significant effect on tourist visit interest, with significance values of 0.003 and 0.000, respectively. The study concludes that implementing a well-planned price discount strategy and enhancing the quality of tourist amenities can substantially increase visit interest. The implication is that tourism destination managers should prioritize adaptive promotional strategies and continuous improvements in facility quality to enhance the attractiveness of local tourism.

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1. Introduction

The regional tourism industry faces major challenges in maintaining and increasing the number of tourist visits amidst increasingly tight destination competition and dynamic changes in consumer preferences. To answer these challenges, innovation is an important key in creating new attractions and improving the tourist experience. Not only limited to the development of physical infrastructure, innovation in the tourism sector also includes creative and adaptive promotional strategies and price management to market needs.

One form of innovation that is commonly implemented by tourism destination managers is price promotion innovation, such as discounts for certain segments, special rates at certain hours (*time-based pricing*), as well as loyalty programs or service bundling. This kind of innovation is not only able

to attract tourist visits, but also becomes an effective way to manage the flow of visits and increase revenue in a certain time (Kotler & Keller, 2021).

From a theoretical perspective, promotional innovations can be linked to the push-pull motivation theory. Push factors such as the need to escape or seek novelty and pull factors such as destination attractions and promotions jointly influence tourist behavior. In this context, promotional innovations, especially those offering price incentives and enhanced service value, act as strong pull factors that drive visit interest (Dann, 1977; Crompton, 1979).

Furthermore, this is in line with the destination competitiveness theory, which emphasizes that a destination's success is not only determined by its natural or cultural attractions but also by its marketing capabilities and the ability to offer unique value propositions through innovation and service excellence. Adaptive and innovative promotions are thus critical elements in improving a destination's competitive edge (Ritchie & Crouch, 2003; Dwyer & Kim, 2003).

Based on data from the Pekalongan City Tourism Office, the number of tourist visits to Pasir Kencana Beach has fluctuated in the last three years. In 2021, there were 72,840 tourists visiting, increasing to 85,360 tourists in 2022. However, in 2023, this figure actually decreased to 67,210 tourists, or decreased by around 21.2% compared to the previous year. This decline is an early indicator that the promotional strategy implemented has not been consistently able to maintain or increase the number of visits (Pekalongan City Tourism Office, 2024).

Pasir Kencana Beach in Pekalongan City is one of the leading tourist destinations that has implemented several forms of price promotion innovation. Based on the results of observations that have been carried out by researchers, it is known that the beach management has implemented various innovations such as student promos, namely a 50% discount for students, dusk promos, namely tickets for only IDR 5,000 starting at 17.30–21.00, and price differentiation between weekday and *weekend* which is Rp15,000 for weekdays and Rp20,000 for weekends. These innovations are a form of management creativity in reaching different market segments and managing the distribution of visits.

However, based on initial observations, the problems that arise from the decline in the number of tourist visits to Pasir Kencana Beach are not only due to the fluctuation in numbers, but also due to the suboptimal innovative and sustainable promotional strategies. Although several promotional efforts have been made such as student discounts, dusk promos with an entrance ticket price of IDR 5,000, and discounts of up to 50% at certain moments, these innovations have not been able to attract tourists widely and consistently. Several visitors even stated that the promotions carried out have not been integrated with social media massively and tend to be temporary or unknown to the general public. This shows that the attraction of the promotion is not strong enough to maintain or increase tourist visits to the destination, especially amidst the tight competition between tourist attractions in the Central Java region.

This research is motivated by research gap previous research conducted by Pratama & Suryani (2022), Fadillah & Lestari (2023), and Rahmayani & Kusumawati (2021) stated that Price Discounts have a significant positive effect on Tourist Visit Interest. Meanwhile, research conducted by Mulyati & Afrinata (2018) and Noftaruli & Winata (2021) stated that Price Discounts have a positive but insignificant effect on Tourist Visit Interest.

Previous research conducted by Yuliana & Widyastuti (2022), Azizah & Kuncoro (2023), and Herlina & Setyawan (2021) stated that Amenities have a significant positive effect on Tourist Visit

Interest. However, according to Nuryani & Susanto (2022) and Parani & Muzakir (2023), it is different that Amenities have no significant effect on Tourist Visit Interest.

This study aims to analyze the influence of Price Discounts and Amenities on Tourist Visit Interest of Pasir Kencana Beach, Pekalongan City. This research is expected to contribute to the development of tourism sector marketing management as well as provide strategic input to organizational leaders to create more innovative promotions.

2. Literature Review

Consumer Behavior Theory

This study is grounded in Consumer Behavior Theory, which examines the psychological and social processes consumers undergo when identifying needs, seeking information, evaluating alternatives, and ultimately making purchasing decisions (Kotler & Keller, 2021; Solomon, 2022). In the tourism context, tourist decision-making is not immediate; it involves a sequence of processes, including recognizing the need for recreation, assessing destination options, and eventually forming the interest to visit.

Stimuli such as price discounts act as economic incentives that increase perceived value, while amenities reflect the quality of experience offered. According to Sunarjo (2023), consumer behavior involves evaluating the benefits and satisfaction expected to be obtained. Thus, visit interest emerges from a psychological process shaped by perceptions of convenience, comfort, and incentives.

This is aligned with the push-pull motivation theory (Dann, 1977; Crompton, 1979), which posits that tourist motivation is influenced by internal (push) factors such as escape and relaxation, and external (pull) factors like attractions, prices, and amenities. In this framework, price discounts and high-quality amenities serve as strong pull factors that attract tourists.

Interest in Visiting

Interest refers to a psychological tendency to behave in a goal-directed manner toward certain activities or objects. According to Shadily (2014), the term "interest" derives from the English word interest, denoting attention or inclination. Meanwhile, Nuraeni (2014) emphasizes that interest signifies a motivation to act consistently toward a desired object or activity. Augusty (2022) identifies four dimensions of interest: (1) Transactional, (2) Referential, (3) Preferential, and (4) Explorative Interest.

Price Discount

Kotler and Keller (2021) define price discounts as direct price reductions for a product within a specific period. Such promotions can increase perceived affordability and stimulate consumer purchasing behavior. According to Sutisna (2002), indicators of discount effectiveness include (1) the size of the discount, (2) the discount period, and (3) the types of products offered.

From the perspective of destination marketing, price discounts function not only as economic incentives but also as strategic tools to attract tourists by enhancing perceived destination value. This links to the destination competitiveness theory (Ritchie & Crouch, 2003), which emphasizes price competitiveness as a determinant of tourist choice.

Amenity

Amenities are essential supporting facilities in tourism activities that ensure visitor comfort, including accommodations, sanitation, dining, worship areas, and parking (Way, Wuisang, & Supardjo, 2016). Clean and affordable facilities are especially critical for middle-market tourists (Andrianto & Sugiama, 2016). Dewandaru et al. (2021) categorize amenities into: (1) Basic Facilities and (2) Supporting Facilities. Amenity quality is also a core component of the Destination Image Theory, which asserts that tourists form overall impressions of a place not only based on attractions but also on environmental quality, infrastructure, and service standards (Beerli & Martín, 2004). Thus, well-maintained amenities contribute significantly to destination image and tourist decision-making.

Hypothesis Development

The Influence of Price Discounts on Tourist Visit Interest

Price discounts are one of the promotional strategies commonly used to attract consumer interest, including in the tourism sector. Discounts can create a higher perception of value for a product or service, thereby increasing the likelihood of consumers making a purchase or visit. According to Zeithaml (2018), consumers tend to be attracted to profitable price offers because they provide a perceived value for money.

In tourism, discounts on entrance tickets or tour packages can influence tourists' decisions to visit. Discounts create a psychological boost due to the urgency and perception of economic benefits, especially for tourists with limited budgets. This finding is supported by research by Pratama and Suryani (2022) which states that price discounts have a significant positive effect on tourists' decisions to visit tourist attractions in Sleman Regency. Similar results were also shown by Fadillah and Lestari (2023), who found that discount promotion strategies contributed to increasing repeat visit intentions. Rahmayani and Kusumawati (2021) also emphasized that discount programs have a direct impact on domestic tourist interest in visiting.

H1: Price discounts have a positive and significant effect on tourist visit interest.

Influence Amenity on Tourist Visit Interest

Amenity is an important component in the attractiveness of tourist destinations which includes physical facilities such as toilets, eating places, parking areas, security, and environmental cleanliness. According to Gunn (1994), amenity has become part of the tourism system that functions to provide comfort and support for tourists' experiences while at the location.

Tourists tend to judge the quality of a destination not only from its main attractions, but also from the completeness and comfort of the amenities provided. Adequate facilities can create satisfaction and increase the likelihood of tourists returning. Research by Yuliana and Widyastuti (2022) shows that amenities have a positive and significant influence on tourist interest in visiting natural tourist destinations. Similar results were also shown by Azizah and Kuncoro (2023) and Herlina and Setyawan (2021), who stated that the availability and quality of amenities have a direct impact on tourist interest and loyalty.

H2 : Amenity has a significant positive effect on tourist visit interest

3. Method, Data, and Analysis

This study uses a quantitative approach with an explanatory research type, which seeks to explain the causal relationships between variables through hypothesis testing. This type of research

is classified as correlational, as it examines the relationships between two or more variables within a specific population group (Sugiyono, 2019).

The population in this study consists of tourists who have visited Pasir Kencana Beach, Pekalongan City. The sampling technique used is Accidental Sampling, which refers to the selection of respondents who happen to be at the location and are willing to fill out the questionnaire. This technique was chosen due to time constraints and limited access to a complete sampling frame, which is common in tourism research where the population is mobile and situational. However, the use of accidental sampling carries limitations, such as potential bias due to the non-probability nature of the technique and limited generalizability of findings.

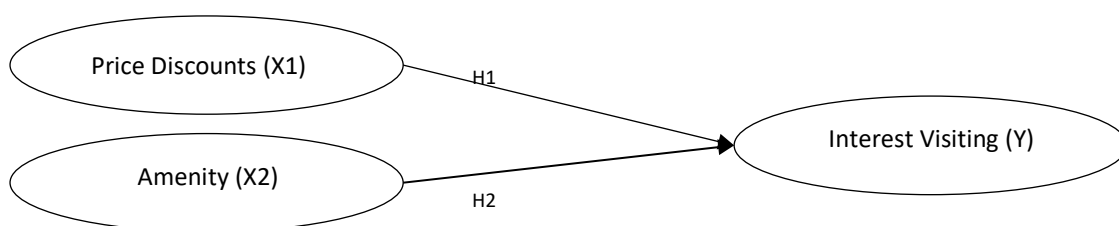
The total sample obtained was 42 respondents. Data were collected using a Google Form questionnaire distributed directly to tourists at the destination. The questionnaire items were measured using a 5-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree” (Sugiyono, 2019). The data analysis techniques used are: 1) Data instrument testing in the form of validity test and reliability test, 2) Descriptive Statistical Test, 3) Classical Assumption Test consisting of normality test, multicollinearity test, heteroscedasticity test, 4) Multiple Linear Regression Analysis, 5) Model Feasibility Test, 6) Hypothesis Test, and 7) Coefficient of determination test using SPSS 26.

Table 1. Table of Operational Variables

No.	Variable	Definition	Indicators
1	Price Discount (X1)	A price discount is a direct price reduction offered for a specific period to encourage consumer purchases or visitation behavior (Kotler & Keller, 2021).	<ol style="list-style-type: none"> 1. Discount amount 2. Discount period 3. Types of discounted products/services (Sutisna, 2002)
2	Amenity (X2)	Amenities are supporting facilities provided to enhance the comfort and experience of tourists during their stay at a destination (Way, Wuisang, & Supardjo, 2016).	<ol style="list-style-type: none"> 1. Basic facilities (toilets, parking, prayer rooms) 2. Supporting facilities (e.g., food courts, resting areas) (Dewandaru et al., 2021)
3	Visiting Interest (Y)	Visiting interest is an individual’s tendency to behave in a directed manner toward visiting a particular destination (Augusty, 2022; Shadily, 2014).	<ol style="list-style-type: none"> 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative interest (Ferdinand, 2006)

Research Model

Figure 1. Research model



4. Result and Discussion

Respondent Characteristics

Table 2. Respondent characteristics data

Category	Measurement	Amount	Percentage
Gender	Male	6	14,3%
	Female	36	85,7%
Age	<21Years Old	4	9,5%
	21-30 Years Old	29	69,0%
	31-40 Years Old	5	11,9%
	41-50 Years Old	4	9,5%
Education	High School	39	92,9%
	Diploma 3	1	2,4%
	Bachelor	2	4,8%
Job	House Wife	6	14,3%
	Employee	14	33,3%
	Entrepreneur	3	7,1%
	Others	19	45,2%

Source: Output SPSS processed by researchers, 2025

Based on Table 1, the characteristics of the respondents in this study show that the majority were female, 36 people (85.7%) and male, 6 people (14.3%). In terms of age, most respondents were in the 21-30 year age range, 29 people (69.0%), followed by 31-40 year age range, 5 people (11.9%), and 4 people each (9.5%) under 21 years old and 41–50 years old. The education level is dominated by high school graduates/equivalent as many as 39 people (92.9%), while Diploma 3 and Bachelor graduates are each 1 person (2.4%) and 2 people (4.8%). Meanwhile, the respondents' jobs mostly come from other categories as many as 19 people (45.2%), followed by employees 14 people (33.3%), housewives 6 people (14.3%), and entrepreneurs 3 people (7.1%). This is because visitors to Pasir Kencana Beach are generally dominated by young people and local people who come with family or friends to enjoy the beach atmosphere, so that the majority of respondents are young women with secondary education with various work backgrounds.

Validity Test Result

Table 3. Validity test result to each variable

Variable	Item	R Calculate	R Table	Description
Price Discounts (X1)	X1 Question 1	0,753	0.299	Valid
	X1 Question 2	0,739	0.299	Valid
	X1 Question 3	0,837	0.299	Valid
	X1 Question 4	0,779	0.299	Valid
	X1 Question 5	0,739	0.299	Valid
	X1 Question 6	0,776	0.299	Valid
Amenity (X2)	X2 Question 1	0,659	0.299	Valid
	X2 Question 2	0,627	0.299	Valid
	X2 Question 3	0,702	0.299	Valid
	X2 Question 4	0,739	0.299	Valid
	X2 Question 5	0,822	0.299	Valid
	Y Question 1	0,774	0.299	Valid

Variable	Item	R Calculate	R Table	Description
Tourist Interest Visiting (Y)	Y Question 2	0,706	0.299	Valid
	Y Question 3	0,655	0.299	Valid
	Y Question 4	0,795	0.299	Valid
	Y Question 5	0,569	0.299	Valid
	Y Question 6	0,806	0.299	Valid
	Y Question 7	0,797	0.299	Valid
	Y Question 8	0,824	0.299	Valid

Source: Output SPSS processed by researchers, 2025

Based on the table above, it shows that the validity test of the research instrument with each statement obtained a calculated r value > r table with a significance value < 0.05. So, all statements in the questionnaire are declared valid.

Reliability Test Result

Table 4. Reliability test result to each variable

Variable	Cronbach Alpha	Standart Alpha	Description
Price Discounts (X1)	0,883	0,60	Reliable
Amenity (X2)	0,859	0,60	Reliable
Tourist Interest Visiting (Y)	0,749	0,60	Reliable

Source: Output SPSS processed by researchers, 2025

Based on the table above, it shows that the obtained values cronbach alpha > 0.60 then the respondents' answers for each variable can be used in research and can be said to be reliable.

Classical Assumption Test

Normality Test Result

Table 5. Normality test result

	Unstandardized Residual	Standart	Description
Asymp. Sig. (2-tailed)	0.093 ^{c,d}	0,05	Normal

Source: Output SPSS processed by researchers, 2025

Based on the results in the table above, it shows that the significance value is 0.093 > 0.05, which means it has a normal distribution.

Multikolinierity Test Result

Table 6. Multikolinierity test result

Variable	Tolerance	VIF
Price Discounts	0,307	3,262
Amenity	0,307	3,262

Source: Output SPSS processed by researchers, 2025

Based on the table above, it shows that the limit tolerance on each variable is more than 0.10 or > 0.10 and the VIF limit is < 10.00, then it can be concluded that there is no multicollinearity among the independent variables.

Heteroskedastisity Test Result

Table 7. Glejser test result

Variable	Significance	Standart
(Constant)	0,046	0,05
Price Discounts	0,201	0,05
Amenity	0,658	0,05

Source: Output SPSS processed by researchers, 2025

From the table above, the results of the Glejser test show that the sig. the value of each variable is greater than 0.05 ($p > 0.05$). So overall it can be concluded that there is no problem of heteroscedasticity.

Model Feasibility Test Result

Table 8. Model feasibility test result

Model	F	Significance	Description
Regression	95,987	0.005 ^b	Suitable

Source: Output SPSS processed by researchers, 2025

Based on the table above, the F test results produce an F value of 95,987 with a significance value of 0.005. This significance value is smaller than 0.05, therefore it shows that the regression model in this study is suitable for use in hypothesis testing.

Multiple Linear Regression Analysis Result

Table 9. Multiple linear regression analysis result

Variable	B	Std. Error	Description
(Constant)	2,463	2,256	Positive
Price Discounts	0,447	0,141	Positive
Amenity	0,948	0,196	Positive

Source: Output SPSS processed by researchers, 2025

$$Y = \alpha + \beta X_1 + \beta X_2 + \epsilon \quad (1)$$

$$Y = 2,463 + 0,447 + 0,948 + e$$

α = 2.463 is the constant value of the regression equation which has a positive value, meaning that if the Price Discount and Amenity equal to zero (0) then the interest in tourist visits has increased by 2,463.

β_1 = 0.447 shows a positive influence which means that if the Price Discount increases by 1% then Tourist Visit Interest will increase by 0.447.

β_2 = 0.948 shows a significant positive influence when Amenity increases by 1% then the Interest in Tourist Visits will increase by 0.948.

T Test Result (Parcial)

Table 10. t test result (parcial)

Variable	T	Sig.	Description
Price Discounts	3,157	0,003	Significant
Amenity	4,841	0,000	Significant

Source: Output SPSS processed by researchers, 2025

Hypothesis test of education variable Price Discount (X_1) on Tourist Visit Interest (Y) through calculation result that has been obtained that significance level < 0.05 ($0.003 < 0.05$). This shows that

the Price Discount variable has significant influence on Tourist Visit Interest of Pasir Kencana Beach, Pekalongan City. So H0 is rejected and H1 is accepted.

Variable hypothesis testing Amenity (X2) on Tourist Visit Interest (Y) through the calculation results that have been obtained, the significance level is < 0.05 ($0.002 < 0.05$). This shows that the variable Amenity has a significant effect on the Interest of Tourists Visiting Pasir Kencana Beach, Pekalongan City. So H0 is rejected and H2 is accepted.

Determination Coefficient Test (R²) Result

Table 11. Determination coefficient test (R²) result

R	R Square	Adjusted R Square	Percentage	Reminder	Description
.912a	0,831	0,822	82,2%	17,8%	Strong

Source: Output SPSS processed by researchers, 2025

Based on the table above, the values obtained are adjusted r square of 0.822 which shows that Tourist Visit Interest is influenced by Price Discounts and Amenity by 82.2%, while the remaining 17.8% was influenced by other variables not examined in this study.

Discussion

The Influence of Price Discounts on Tourist Visit Interest

Based on the calculation results in Table 9, a significance value of $0.003 < \alpha 0.05$ was obtained, indicating that the Price Discount variable has a positive and significant effect on Tourist Visit Interest at Pasir Kencana Beach, Pekalongan City. This means that the higher the price discount offered, the higher the interest of tourists visiting the tourist attraction. This finding aligns with consumer behavior theory, which states that price is a key factor in decision-making and that promotional strategies such as discounts can enhance the attractiveness of tourism products or services (Kotler & Keller, 2021).

Price discounts increase perceived value and create a sense of urgency, which is particularly influential among price-sensitive tourists such as students, families, and local residents with moderate income levels. In the context of Pasir Kencana Beach, where many visitors are from nearby cities or districts with limited recreational budgets, discounts provide both financial incentive and psychological encouragement to visit. Additionally, the presence of targeted discounts—such as student promos and dusk pricing—serves as a strategic approach to stimulate visits during off-peak hours and balance crowd flow, which may also reduce operational overload.

This result supports previous studies by Pratama & Suryani (2022), Fadillah & Lestari (2023), and Rahmayani & Kusumawati (2021), which found a significant positive relationship between price promotions and tourist interest. In areas with economic disparities or fluctuating consumer spending power, such as Pekalongan, discount-based strategies become a relevant tool to maintain visitor traffic and support local tourism economies. Therefore, price discount strategies not only serve as tactical marketing actions but also as tools for enhancing accessibility and inclusivity in tourism.

Influence Amenity Regarding Tourist Visit Interest

The results of the t-test calculations show that the Amenity variable has a significance value of $0.000 < \alpha 0.05$, indicating a positive and significant influence between Amenity and Tourist Visit

Interest at Pasir Kencana Beach. This confirms that the better the quality of amenities provided at the location, the greater the interest of tourists in visiting.

According to Gunn's tourism theory (1994), amenities such as clean toilets, shaded seating, food stalls, and secure parking are fundamental components of destination development that directly affect visitor satisfaction and comfort. In the case of Pasir Kencana Beach, the availability of basic infrastructure plays a central role in forming tourists' perceptions, especially among family visitors, elderly tourists, and groups traveling with children, who highly value hygiene, accessibility, and convenience.

This finding is in line with studies by Yuliana & Widyastuti (2022), Azizah & Kuncoro (2023), and Herlina & Setyawan (2021), all of which emphasize the role of amenities in shaping tourist experiences and return intentions. In a competitive regional tourism landscape like Central Java, where many coastal destinations offer similar natural attractions, the differentiation point often lies in the quality and maintenance of amenities. Well-managed facilities not only enhance the destination image but also contribute to word-of-mouth promotion, repeat visitation, and extended stay durations.

Moreover, from a socioeconomic perspective, investment in amenities can generate local employment (maintenance staff, food vendors), improve the spatial layout of tourism zones, and promote environmental cleanliness factors that are increasingly important for sustainable destination management. Thus, improvements in amenity provision should be positioned not just as aesthetic enhancements but as strategic elements in boosting competitiveness and long-term tourism viability.

5. Conclusion and Suggestion

Conclusion

This study aims to test the effect of Price Discounts and Amenity on Tourist Visit Interest of Pasir Kencana Beach, Pekalongan City. Based on the results of multiple linear regression analysis and partial test (t-test), it was obtained that the two independent variables, namely Price Discount (X1) and Amenity (X2), had a positive and significant effect on Tourist Visit Interest (Y). The significance value of the Price Discount variable is 0.003, while the significance value of Amenity is 0.000, both are below the threshold of 0.05.

This study aims to examine the effect of Price Discounts and Amenities on Tourist Visit Interest at Pasir Kencana Beach, Pekalongan City. Based on the results of multiple linear regression analysis and partial hypothesis testing (t-test), it was found that both independent variables Price Discount and Amenity have a positive and significant effect on Tourist Visit Interest. The significance values obtained were 0.003 for Price Discount and 0.000 for Amenity, both of which are below the 0.05 threshold. These findings support the Theory of Consumer Behavior, which explains that external stimuli, such as pricing and facility quality, significantly influence consumer decisions, including tourism decisions. Price discounts act as economic incentives that enhance the attractiveness of tourism destinations, while amenities such as cleanliness, comfort, and supporting facilities play a central role in creating positive visitor experiences that can foster a strong intention to return.

Theoretically, this study contributes to strengthening the application of consumer behavior theory in the tourism context, particularly by demonstrating that both economic (price) and experiential (amenity) factors shape visit intention. Practically, the findings suggest that tourism destination managers especially in coastal areas like Pasir Kencana Beach should implement more

strategic and segmented pricing schemes (student discounts, time-based pricing) and ensure the continuous improvement of tourist amenities. Providing clean, accessible, and functional facilities not only supports visitor satisfaction but also enhances destination competitiveness in an increasingly saturated tourism market.

However, this study has several limitations that must be acknowledged. 1) the scope of the study is limited to a single tourist destination, which constrains the generalizability of the results to other locations with different characteristics. Therefore, future research is recommended to conduct comparative studies involving multiple destinations to capture broader and more diverse insights. 2) this study employs a cross-sectional design, which only reflects visitor interest at a particular point in time. A longitudinal approach in future studies is suggested to understand how tourist interest evolves over time, particularly in response to changes in promotional strategies or destination development. 3) this study only tested two independent variables Price Discount and Amenity while other potentially influential factors, such as digital marketing, accessibility, destination image, or perceived safety, were not examined. Future research should integrate these variables to provide a more comprehensive model of the determinants of tourist visit interest.

In conclusion, innovation in promotional strategies and amenity management should be continuously improved to maintain and enhance tourist interest. The integration of effective pricing strategies and quality facilities can serve as a sustainable foundation for boosting tourism performance, particularly in regional destinations like Pasir Kencana Beach.

Suggestion

Based on the findings and limitations of the research, the author makes several suggestions as follows:

1. For Pasir Kencana Beach managers, it is recommended to be more consistent and creative in offering price discounts, especially during holidays or weekends. In addition, it is necessary to improve the quality amenities such as the cleanliness of public facilities, the existence of rest areas, and security facilities, because comfort greatly influences the interest of tourists to visit.
2. For the local government of Pekalongan City, it is recommended to support the development of infrastructure and amenity tourism through collaboration between tourism offices, the private sector, and the surrounding community in order to create a sustainable and attractive tourism environment.
3. For further researchers, it is recommended to add other relevant variables, such as services, tourist attractions, digital promotions, or visitor experiences. In addition, a qualitative or quantitative approach mixed methods can be used to dig deeper into tourists' perceptions and motivations subjectively and comprehensively.

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