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The Influence Of Image, Facility Quality, And Lifestyle On The Decision To Visit The Dunia Fantasi (Dufan) Tourist Attraction For People In The DKI Jakarta Area

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Abstract: This study aims to analyze the influence of destination image, facility quality, and lifestyle on the decision to visit Dunia Fantasi (Dufan) in Jakarta. The background of this study is based on the high competition among tourist destinations and the gap between the positive image developed and complaints about the facilities experienced by visitors. The study used a quantitative approach with a purposive sampling technique of 200 respondents who had visited Dufan. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS 4. The measurement model was evaluated through convergent validity, discriminant validity, and reliability tests, while the structural model was evaluated using R-square, path coefficients, and bootstrapping. The results show that destination image, facility quality and lifestyle has a influence on the decision to visit. The path coefficients were 0.195, 0.334, and 0.354, respectively, with T-statistics of 2.021, 3.469, and 3.101 and P-values of 0.000. The R-square value of 0.614 indicates that the three independent variables jointly explain 61,4% of the variation in purchase decisions. Lifestyle has the largest path coefficient and therefore represents the most dominant factor in the model.

Keyword: Destination Image, Facility Quality, Lifestyle, Visit Decision, Dunia Fantasi

Indonesian Abstract: Penelitian ini bertujuan untuk menganalisis pengaruh citra destinasi (*destination image*), kualitas fasilitas (*facility quality*), dan gaya hidup (*lifestyle*) terhadap keputusan berkunjung ke Dunia Fantasi (Dufan) di Jakarta. Latar belakang penelitian ini didasari oleh tingginya persaingan antar-destinasi wisata serta adanya kesenjangan antara citra positif yang dibangun dengan keluhan mengenai fasilitas yang dirasakan oleh pengunjung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 200 responden yang pernah berkunjung ke Dufan. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan bantuan SmartPLS 4. Model pengukuran dievaluasi melalui uji validitas konvergen, validitas diskriminan, dan reliabilitas, sedangkan model struktural dievaluasi menggunakan *R-square*, koefisien jalur (*path coefficients*), dan *bootstrapping*. Hasil penelitian menunjukkan bahwa citra destinasi, kualitas fasilitas, dan gaya hidup berpengaruh terhadap keputusan berkunjung. Nilai koefisien jalur masing-masing adalah 0,195; 0,334; dan 0,354,

dengan nilai *T-statistics* sebesar 2,021; 3,469; dan 3,101 serta *P-values* sebesar 0,000. Nilai *R-square* sebesar 0,614 menunjukkan bahwa ketiga variabel independen tersebut secara bersama-sama menjelaskan 61,4% variasi dalam keputusan berkunjung. Gaya hidup memiliki koefisien jalur terbesar sehingga menjadi faktor yang paling dominan dalam model ini.

Keywords: *Citra Destinasi, Kualitas Fasilitas, Gaya Hidup, Keputusan Berkunjung, Dunia Fantasi*

INTRODUCTION

The tourism sector plays a vital role in supporting metropolitan economies like Jakarta, where recreational activities have become essential for urban residents. One iconic destination in the city is Dunia Fantasi (Dufan), an edutainment park established on August 29, 1985, within the Ancol complex. The park offers a fantasy journey across nine high technology zones that blend thrilling rides with educational elements (Mubarak & Aqli, 2021)

Despite its strong brand and comprehensive facilities, Dufan has experienced a concerning decline in visitor numbers. Annual reports show that visits dropped from 2,238,160 in 2023 to 1,580,666 in 2025, marking a significant 28.44% decrease (Annual Report 2025 PT Pembangunan Jaya Ancol Tbk, 2025). This downward trend indicates not only external pressures but also internal issues, particularly physical accessibility constraints that negatively affect visitor comfort and risk distorting the park's established positive image (Mubarak & Aqli, 2021)

The formation of a destination's mental image heavily depends on tourist awareness. As emphasized by (Suhud et al., 2024) the stronger a tourist's awareness of a destination's uniqueness and appeal, the more robust the mental image formed, which subsequently influences their behavioral choices. Moreover, the attractiveness and quality of supporting facilities including toilets, rest areas, safety standards, and efficiency serve as critical determinants in tourism (Laksmi, 2024; Rusydi et al., 2021)

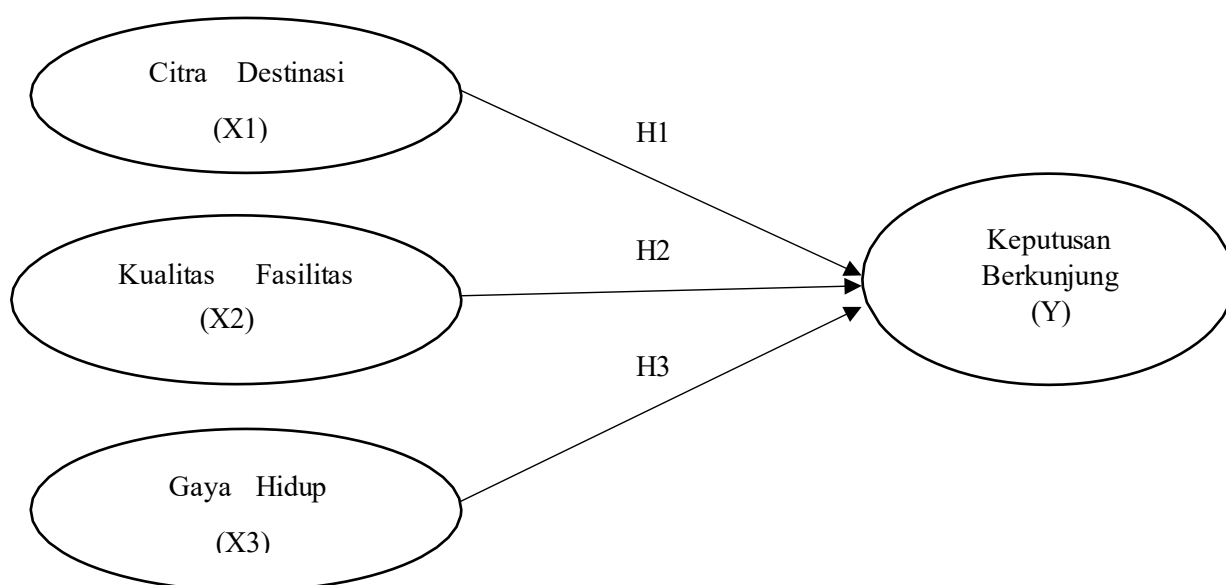
Furthermore, the decision to visit a destination is inseparable from tourists' lifestyle dynamics, which encompass their activities, interests, social interactions, and consumption habits (Junipriansa & Disastra, 2025; Khairunnisa Rahmah & Luh Made Wisnu Satyaningrat, 2023). Prior empirical studies have confirmed that destination image, facility quality, and lifestyle collectively exert a significant influence on the overall visit decision (Hapsara & Ahmadi, 2022; Junipriansa & Disastra, 2025; Rusydi et al., 2021). (Wardhana, 2024) reinforces this by arguing that a destination's image will inevitably collapse if its physical facilities are not congruent with the target tourists' lifestyles.

Given the sharp decline in Dufan's visitor numbers and the theoretical importance of these factors, this study aims to analyze the influence of Destination Image, Facility Quality, and Lifestyle on the Visit Decision to Dunia Fantasi Jakarta. The findings are expected to provide actionable insights for management to optimize inclusive facilities and marketing strategies, thereby reversing the declining trend and sustaining long-term visitor loyalty.

H1: Destination image influences the decision to visit. The hypothesis in this study is :

H2: Facility quality influences the decision to visit.

H3: lifestyle influences the decision to visit.



Source: Research Result
Figure 1. Research Model

METHOD

This study employs a quantitative research design with a survey approach. The study population consists of residents of DKI Jakarta who have visited Dunia Fantasi. The sample was selected using a non-probability purposive sampling technique. Respondents were required to be at least 17 years old, reside in DKI Jakarta, and have visited Dunia Fantasi within the last three months. A total of 200 eligible respondents were included in the analysis. The minimum sample size calculated using the Lemeshow formula was 96 respondents; thus, the final sample size of 200 exceeded this minimum requirement.

Primary data were collected via an online questionnaire distributed using Google Forms through social media and WhatsApp. Each statement item was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Destination image was measured using the dimensions of destination identity, destination personality, and destination associations. Facility quality was measured using the dimensions of completeness, cleanliness, tidiness, and ease of access. Lifestyle was measured through the dimensions of activities, interests, and opinions. Visit decisions were measured through product/service choice, brand/destination choice, timing of the visit, and frequency of visits.

Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software. The measurement model was evaluated using outer loadings and Average Variance Extracted (AVE) for convergent validity, cross loadings for discriminant validity, and Cronbach's Alpha and Composite Reliability for internal consistency. The structural model was evaluated using R-square values and path coefficients. Hypothesis testing was conducted using the bootstrapping technique. A relationship was considered supported if the T-statistic value exceeded 1.972 and the P-value was below 0.05.

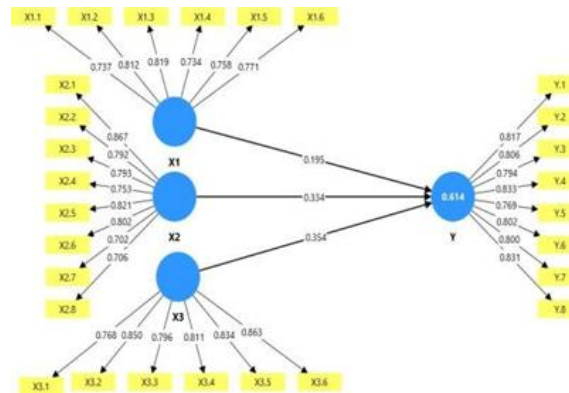
RESULTS AND DISCUSSION

This study involved 200 visitors to Dunia Fantasi who reside in DKI Jakarta and had visited the park within the last three months. Respondents were selected using purposive

sampling and met the minimum age requirement of 17 years. Data were collected via an online questionnaire and analyzed using the PLS-SEM method with SmartPLS 4 software.

Outer Model

Convergent Validity



Source: Research Result

Figure 2. Flowchart

As shown in Figure 2, the results indicate that all indicators in this study are valid and reliable, given that the values obtained for each indicator exceed 0.7. The factor loading results are presented as follows:

Table 1. Outer Loading

Variabel	Indikator	Outer Loadings	Evidence	AVE
Citra Destinasi (X1)	X1_1	0.737	Valid	0.597
	X1_2	0.812	Valid	
	X1_3	0.819	Valid	
	X1_4	0.734	Valid	
	X1_5	0.758	Valid	
	X1_6	0.771	Valid	
Kualitas Fasilitas (X2)	X2_1	0.867	Valid	0.611
	X2_2	0.792	Valid	
	X2_3	0.793	Valid	
	X2_4	0.753	Valid	
	X2_5	0.821	Valid	
	X2_6	0.802	Valid	
	X2_7	0.702	Valid	
	X2_8	0.706	Valid	
Gaya Hidup (X3)	X3_1	0.768	Valid	0.674
	X3_2	0.850	Valid	
	X3_3	0.796	Valid	
	X3_4	0.811	Valid	
	X3_5	0.834	Valid	
	X3_6	0.863	Valid	
Keputusan Berkunjung (Y)	X4_1	0.817	Valid	0.651
	X4_2	0.806	Valid	
	X4_3	0.794	Valid	
	X4_4	0.833	Valid	
	X4_5	0.769	Valid	

	X4_6	0.802	Valid
	X4_7	0.800	Valid
	X4_8	0.831	Valid

Source: Primary data, processed by the author, 2026.

Discriminant validity testing using cross-loadings revealed that the construct possesses adequate discriminant validity, as it does not exhibit excessively strong correlations with other constructs in the model.

Cronbach's Alpha dan Composite Reliability

The results of the construct reliability test are presented in the following table:

Tabel 3. Hasil Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Destination Image (X1)	0.865	0.870
Facility Quality(X2)	0.908	0.913
Lifestyle (X3)	0.903	0.906
Visit Decision (Y)	0.923	0.924

Source: Primary data, processed by the author, 2026

Referring to Table 1, it can be observed that all constructs in this study simultaneously meet the three testing criteria: an Average Variance Extracted (AVE) value exceeding 0.50, and Cronbach's Alpha and Composite Reliability values that both surpass the 0.70 threshold. Collectively, these results confirm the validity and reliability of all constructs used in the research model, rendering them suitable for the subsequent stage of analysis.

Inner Model Path Coefficient

Tabel 4. Hasil Pengujian Hipotesis

Variabel	Path Coefficient(β)	Standard deviation (STDEV)	T statistics ($ O/STDEV $)	P values
X1 -> Y	0.195	0.097	2.021	0.043
X2 -> Y	0.334	0.096	3.469	0.001
X3-> Y	0.354	0.114	3.101	0.002

Source: Primary data, processed by the author, 2026

Hypothesis testing was conducted by applying the bootstrapping procedure in SmartPLS 4 software, based on three key indicators: path coefficient values, t-statistics, and p-values. A hypothesis is considered accepted if it simultaneously meets two criteria: a t - statistic value >1.972 and a p-value <0.05.

R-Square

Table 5. R-Square Result

	R-square	R-square adjusted
Y	0.614	0.608

Source: Primary data, processed by the author, 2026

Based on Table 5, the R-squared value of 0.614 and the adjusted R-squared value of 0.608 indicate that the model performs well. This means that approximately 61.4% of the variation in the dependent variable can be explained by the independent variables in the model, and the adjusted value indicates that the results remain robust despite the number of variables included.

The Influence of Destination Image on Visit Decisions

The analysis results indicate that the first relationship destination image and visit decision yields a T-statistic of 2.021 (exceeding the T-table value of 1.972) and a p-value of 0.043 (below 0.05). Thus, H1 is accepted, meaning destination image influences the decision to visit; specifically, the image of the Dufan destination affects tourists' decisions to visit the site. This finding aligns with research conducted by Duan & Wu (2024) and Hapsara & Ahmadi (2022), which state that destination image influences visit decisions.

The Influence of Facility Quality on Visit Decisions

The analysis results indicate that the second relationship facility quality and visit decision yields a T-statistic of 3.469 (exceeding the T-table value of 1.972) and a p-value of 0.001 (below 0.05). Thus, H2 is accepted, meaning facility quality influences the decision to visit; specifically, the quality of Dufan's facilities affects tourists' decisions to visit. This finding aligns with research conducted by Fauziah et al. (2026) and Hilda Puspita Pratyaharani et al. (2022), which state that facility quality influences visit decisions.

The Influence of Lifestyle on Visit Decisions

The analysis results indicate that the third relationship lifestyle and visit decision yields a T-statistic of 3.101 (exceeding the T-table value of 1.972) and a p-value of 0.002 (below 0.05). Thus, H3 is accepted, meaning lifestyle influences the decision to visit; specifically, tourists' lifestyles affect their decisions regarding which tourist destinations to visit. This finding aligns with research conducted by Khairunnisa Rahmah & Luh Made Wisnu Satyaningrat (2023) and Zukhrufani et al. (2019), which state that lifestyle influences visit decisions.

CONCLUSION

Destination image influences the decision of residents in the DKI Jakarta area to visit Dufan. Facility quality influences the decision of residents in the DKI Jakarta area to visit Dufan. Lifestyle influences the decision of residents in the DKI Jakarta area to visit Dufan.. the R-squared value of 0.614 and the adjusted R-squared value of 0.608 indicate that the model performs well. This means that approximately 61.4% of the variation in the dependent variable can be explained by the independent variables in the model, and the adjusted value indicates that the results remain robust despite the number of variables included.

The study reveals key strategic insights across Destination Image, Facility Quality, and Lifestyle factors to enhance Dufan's appeal and visitor satisfaction. High questionnaire results show strong acceptance for Dufan's "Instagrammable" spots (78.5%) and its iconic image (67%), which management can sustain by regularly updating photo installations and hosting periodic events like art showcases or "Dufan Night" to retain young visitors. In terms of Facility Quality, Dufan excels in ride variety (82.5%) and cleanliness (81.5%), both of which require routine maintenance SOPs; however, queue access received the lowest score (63.5%) and must be prioritized through reorganized visitor flow, added shaded areas, and real-time interactive maps. Crucially, Lifestyle emerged as a dominant factor with a coefficient of 0.354, backed by 83.5% of respondents agreeing that Dufan effectively relieves stress. Therefore, marketing efforts should center on emotional, stress-relief narratives

targeting urban youth aged 17–29 through tailored initiatives such as student discounts, group offers, and periodic memberships.

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