

Decision to Return Way Kambas National Park: The Role of Facilities, Tourist Attractions, and Price from the Perspective of Islamic Business Ethics

Citra Anggraeni¹, Zulaikah², Yeni Susanti³

¹ State Islamic University Of Raden Intan Lampung, Indonesia; anggraenic99@gmail.com

² State Islamic University Of Raden Intan Lampung, Indonesia; zulaikah@radenintan.ac.id

³ State Islamic University Of Raden Intan Lampung, Indonesia; yenisa.glebova22@gmail.com

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Abstract

Tourism plays an important role in the Indonesian economy, including in Lampung Province which has natural resources such as beaches, lakes, dams, and nature reserves. One of the leading destinations is Way Kambas National Park (TNWK), which was closed due to the COVID-19 pandemic and is now open again with a focus on education and conservation. This study aims to examine the influence of facilities, tourist attractions, and prices on the decision to return to TNWK in the perspective of Islamic Business Ethics. The method used is quantitative with the help of SmartPLS 4, involving 97 respondents determined through the Lemeshow formula. The results of the analysis showed that the three variables facilities p-value of 0.006, tourist attractions p p-value of 0.021 and the price of p-value of 0.000 had a positive and significant effect on the decision to visit again because it is less than 0.05. Terms of the hypothesis test. Simultaneously, all variables also significantly affect the p-value of 0.000. Sustainable tourism in TNWK is based on Islamic Business Ethics, which integrates the principles of Justice, amanah, maslahah, and non-destructive. This unique approach contributes significantly by demonstrating that tourism based on Islamic values can be a holistic solution to achieve economic, social, and environmental sustainability.

Keywords

Facilities; Tourist Attractions; Prices; Interest In Revisiting; Way Kambas National Park; Islamic Business Ethics

Corresponding Author:

Citra Anggraeni

State Islamic University Of Raden Intan Lampung, Indonesia; anggraenic99@gmail.com

1. INTRODUCTION

Tourism is one of the supporters of economic activities in various parts of the world and one of them is Indonesia (Rini Yuliandari & I Gusti Ayu Oka Netrawati, 2024). Indonesia has a variety of interesting tourism ranging from natural attractions, culinary, and social culture so that it can be an attraction for tourists (Harsana & Triwidayati, 2021). Regional tourism is also important for economic development, one of which is Lampung province. Lampung has an interesting tour of one of the national parks. There are two national parks in Lampung, namely Way Kambas National Park (TNWK)



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in East Lampung and Bukit Barisan Selatan National Park (TNBBS) located in West Lampung (ELIANA, 2025). Researchers took the object of research in Kambas National Park is because tnwk is the oldest National Park in Indonesia, which was established in 1936 by a resident of Lampung, Mr. Rookmaker continued with the decree of the governor of the Netherlands on January 26, 1937 number 38. Then in 1985 TNWK became the first elephant school in indonesia.

TNWK located in Lampung province in East Lampung Regency is the only Nature Conservation Area in Lampung Province with an area of 125,631.31 ha. Namely to protect natural resources and also protect wildlife such as tapirs, endangered Sumatran elephants, descendants of sambar deer, Sumatran tigers (many hunted and become rare), sun bears, Sumatran rhinos and other natural resources (SURYANTO et al., 2022). TNWK takes part in the preservation of Sumatran rhinos but if visitors want to see the activities of Sumatran rhinos, visitors must obtain a permit from the Indonesian Rhino Foundation (YABI) because Sumatran rhinos are directly supervised by the Sumatra Rhino Sanctuary (SRS), the cause is the rhino is sensitive to new things and can be disturbed (Fanyanto, 2019). TNWK according to google map has a rating of 4.3 with visitors ranging from 5,100 visitors while tnbbbs with a rating of 4.4 with visitors of about 3,300 visitors.

The phenomenon caused by the covid 19 pandemic also affected TNWK which caused a temporary closure in 2021-2022 although it remained open but not to the public, the closure of TNWK was carried out so that the covid virus did not spread in the tnwk area. Then at the end of 2023 TNWK experienced a concept change, namely the absence of elephant riding attractions. The concepts updated by TNWK include sustainability, caring for animals, education and working together around buffer villages(Hasibuan, S, 2023). The opening of TNWK on December 20, 2023 is in accordance with the warrant stated in the announcement number : PG.2106 / T.11.TU / HMS / 12 / 2023 re-opened to the public and became a place of Tourism. Visitors are allowed to return to vacation and enjoy the natural beauty of Way Kambas National Park after two years of closure due to the covid 19 pandemic, because previously only limited activities were carried out such as for research, repairs and others.

Researchers conducted observations on November 11-15, 2024 with the results obtained by tnwk visitor data in the last five years presented in Table 1 :

Table 1
Data On Visitors To Way Kambas National Park 2019-2023

Year	Number of visitors
2019	98527
2020	23200
2021	18
2022	681
2023	3897

Source: Way Kambas National Park

Based on Table 1, data on the number of visitors to Way Kambas National Park (TNWK) over the past five years shows a drastic decrease from 2019 to 2021. This decline was most significant in 2020 and 2021, where the number of visitors fell by 99.9% from 98,527 people in 2019 to only 18 people in 2021. Despite a slight increase in 2022 and 2023, the numbers are still far from pre-pandemic conditions. This sharp decline, which was mainly caused by the closure of the area due to the COVID-19 pandemic, was further aggravated by criticism from visitors regarding inadequate and poorly maintained facilities, as well as ticket prices that were considered not worth it. Therefore, this study becomes very relevant to analyze the factors that influence the low level of visits and formulate appropriate strategies to increase the attractiveness of TNWK in the future.

The theory relevant to the variables to be studied is the Theory of Planned Behavior states that consumer behavior is influenced by intentions, subjective norms, and perceptions of behavioral control that reflect an individual's willingness and effort in acting (Purwanto et al., 2022). The Theory of Planned Behavior (TPB) Model has a strong correlation and is in line with factors that influence the decision to return, such as facilities, tourist attractions, and prices. In TPB, a person's behavioral intention, namely the intention to visit again, is influenced by three main components attitude, subjective norms, and perceived behavioral control. The availability of adequate and well-maintained facilities, as well as interesting tourist attractions, will form a positive attitude towards the destination. Furthermore, affordable and commensurate prices can improve the perception of visitor behavior control, making them feel capable and easy to return. In addition, subjective norms, which refer to the influence of nearby people, can also be reinforced through shared positive experiences from visitors satisfied with facilities, attractions and prices. Thus, the quality of facilities, attractiveness of attractions, and competitive prices directly form the components of TPB, which ultimately motivates the intention of visitors to return to the tourist destination.

The research will be conducted using a bound variable that is variable decision revisit the revisit is taken from the buyer's decision pegetrian consumer process that goes through five stages: the introduction of the problem, the search for information, evaluation of alternatives, post-purchase behavior (Lestari et al., 2023). So that the decision to visit again discusses the process of tourists in deciding the desire to visit a tourist destination based on the experience of previous visits (Noerhanifati et al., 2020). This study will assess user variables such as facilities, tourist attractions and prices.

The first factor is tourist facilities refer to facilities and infrastructure designed to support the needs of tourists while in tourist locations (Pariyanti et al., 2020). The variety of facilities available in a destination can vary, but if the facility is able to meet visitor expectations such as comfort, safety, and quality of service it will increase the possibility of visitors to make a repeat visit (Bambang Supriadi & Roedjinandari, 2017). Based on the results of field observations and analysis of visitor reviews through

the Google Maps platform, visitors stated that some of the facilities provided were in poor condition, even some could not be used, potentially reducing the quality of the tourist experience (Koswara, 2025). The facilities available at TNWK include one parking area with sufficient capacity, one small mushalla unit that is still feasible to use, and several public toilets, but only one that functions with less maintained conditions. In addition, there are three souvenir and food/beverage shops still in operation, as well as eighteen pavilions, although most are no longer fit for use. For trekking activities, there are eight shelters that are still used operationally. There is also a children's play area which is currently in a damaged condition and not suitable for use. The facilities of the elephant Training Center (PLG) are reported to be in good condition. As for the eighteen bins available, most require further maintenance. These findings suggest that while TNWK has a fairly diverse range of facilities, suboptimal maintenance can affect visitor comfort and experience. According to (Farhan & Ira Meirina Chair, 2022), facility indicators include: 1) form of basic facilities, 2) function of supporting facilities, 3) recreation and entertainment facilities, 4) quality of facilities, and 5) safety and security of visitors.

The decision to visit again is influenced by one of the tourist attraction factors. Tourist attractions or shows are everything that can be seen or done by visitors during a visit, as expressed by Cooper (in the book *Planning Tourism Destinations*) (Nasrullah et al., 2023). TNWK has been transforming the concept of area management since the beginning of 2023, focusing on animal conservation, environmental sustainability, and community empowerment of buffer villages. One of the significant steps taken was the cessation of elephant riding and elephant circus performances, which were replaced with educational and conservation-based attractions. Currently, visitors to TNWK can enjoy various alternative activities such as traveling around the area using a shuttle or odong-odong to observe elephants, interacting with animals, visiting honey melon agro-tourism, tasting trigona bee honey, walking along the penet river with getek, birdwatching, and participating in night safari activities and other ecotourism attractions. TNWK is open every day, including weekends and public holidays, with operating hours from 08.00–16.00 WIB. For special activities such as research or night tours, visitors are required to coordinate in advance with the manager. According to Inspeek (in the book Nasrullah et al.). Tourist attraction indicators include: 1) "something to see?"(something to see?), 2) "something to do?"(something to do?), and 3) "something to buy?"(something to buy?) (Nasrullah et al., 2023).

The third factor that influences the decision to visit again is the price, the price in the context of tourism is expressed in the form of costs that must be incurred to enjoy certain facilities or tourist attractions (Anam, 2020). Pricing plays an important role in influencing a traveler's purchase or revisit decision (Sudiyono et al., 2018). In Way Kambas National Park (TNWK), the price of admission tickets has been adjusted in accordance with Government Regulation Number 36 of 2024 on types and tariffs on types of non-tax state revenues (PNBP), set by the Ministry of Environment and Forestry (Ibnususilo,

2024). The ticket price details are as follows: local tourists: weekdays: Rp 20,000/person holidays, holidays, and joint leave: Rp 30,000/person, students/college students (groups of ≥ 5 people): weekdays: Rp 10,000 / person. Public holiday: IDR 15,000 / person foreign tourists: daily: IDR 200,000 / person. On the other hand, visitors complain that the price set at TNWK is accompanied by various other additional costs such as, vehicle parking surcharge: two wheels: Rp 5,000. Four wheels: Rp 10.000. Six wheels and above: Rp 50.000. Additional services such as shuttles at tourist sites are also charged separately for visitors who want to take advantage of them. (around the area): Rp 20.000/person, photo with elephant: Rp 20.000, elephant bathing activity: Rp 50.000 and drone flight: Rp 2.000.000/unit. In addition to regular tickets, TNWK also offers thematic tour packages targeting small groups or families, such as: Riverwalk package: Rp 950,000 for 5 people, including Penet River sweeping activities using motor boats. Agritourism education package: IDR 800,000 for 10 people, including a visit to the orchard and fruit picking activities.

Ticket prices charged on holidays will be higher in an attempt to limit the number of visitors (Adveni & Samar, 2024). Visitors complain that the price set by TNWK is not as expected by visitors, because the facilities provided have been damaged and not maintained. Krisnanto explained that the indicators on the price as follows: 1) the suitability of the price with the quality obtained, 2) the affordability of the price, 3) the suitability of the price with the benefits obtained. 4) price competitiveness (Kurniawan, 2020).

The perspective of Islamic Business Ethics is a view based on the Qur'an and Hadith, where in doing business should not be excessive in managing and utilizing natural resources, because it must consider justice for other living things that live side by side with humans (Prihanto, 2018). Indicators of the application of Islamic Business Ethics in TNWK are 1) Justice ('adl) 2) trust and transparency (openness) 3) Maslahah (public benefits) 4) Non-Destructive (La dharar wa la dhirar) (Zuhdi et al., 2024).

Research gap previous research on the variables of facilities, tourist attractions and prices to the decision to visit back in the study studied by (Lestari et al., 2023) with regard to the findings there is a significant and positive influence between the facilities to the decision to visit the attractions of Bukit Khayangan Kota Sungai Penuh conducted on 80 respondents, namely facilities have a positive and significant effect on the decision to visit. Supported by again (Sofiani & Eugenia, 2023), the results of the study showed that tourist attractions and facilities together have a partial and simultaneous effect, namely a positive and significant effect on the decision to visit Tongaci Sungailiat beach. Evidenced findings Irene and Hadi with respect to facilities and prices mendapatkan positive and significant effect results (I. E. B. Dewi & Purnomo, 2022). And Revelation research (Kartiningrum et al., 2022) explained that the attraction has a positive and significant effect, so the management of pasir Kencana Beach is advised to maintain related variables so that visitors continue to increase. Reinforced by the statement

(Nurita Ahyuning Ukhti, M. Ali Masyhuri, Agung Dwi Nughroho, 2023) stating that the price, facilities and location simultaneously have a positive and significant effect on the decision to visit the pond fishing Rahayu Sumber Rezeki Sidoarjo.

2. METHODS

This research was carried out in 2024-2025 offline and online, with a location in Way Kambas National Park, Labuhan Ratu District, East Lampung Regency, Lampung Province, Indonesia. The approach used is a quantitative approach, which focuses on collecting data from certain populations and samples through research instruments, as well as statistical analysis of data to test hypotheses. This study is causal, which examines the cause-and-effect relationships between interrelated variables (Sugiyono, 2019). To ensure the completeness and accuracy of the data, this study uses a mixed-mode method by combining online and offline data collection. Primary data collection through questionnaires will be carried out from November 2024 to December 2024. This questionnaire will be distributed online through digital platforms, as well as offline at research sites to reach respondents who are not connected online. Meanwhile, secondary data will be collected in January 2025 by tracing data from the official website and related reports and previously documented observation results. After all the data has been collected, the data analysis stage will be carried out from January to February 2025. The population in this study is visitors TNWK, while sampling techniques using non-probability sampling, especially purposive sampling. This technique was chosen because not all members of the population have the same chance of being sampled, and the selection of the sample is based on certain criteria (Sugiyono, 2020), namely:

- a. I've been to TNWK at least once.
- b. At least 17 years old, because it is considered capable of providing an assessment of tourist attractions.
- c. Domiciled in Lampung Province.

Determination of the number of samples using the lemeshow formula because the number of tnwk visitor population who are interested in visiting again is not known for sure (Jusdienar et al., 2024)

$$n = \frac{z^2 p (1-p)}{d^2}$$

Description

n = Number Of Samples

z = Z score on trust 95% = 1,96

p = Maximum Estimate = 50% = 0,5

d = Alpha (0.10) or sampling error 10%

Described in the calculation to be taken as a research sample respondents in Way Kambas National Park are as follows :

$$n = \frac{1,96 \cdot 0,5 (1-0,5)}{0.12}$$

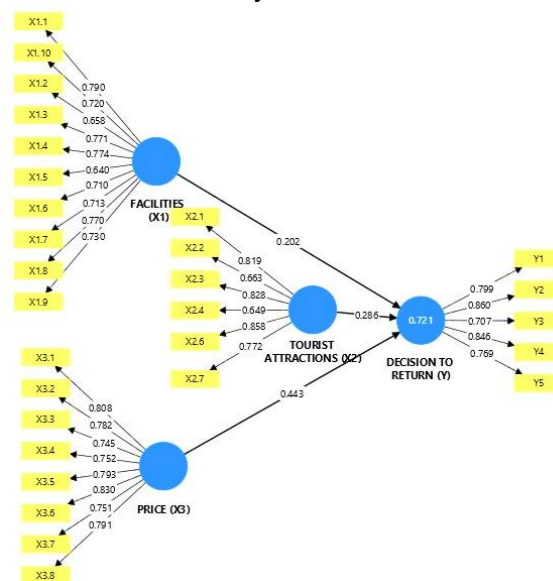
$$n = 96,04 \text{ rounded to } 97$$

The scale used this study used a five-point likert scale to measure the attitudes and perceptions of respondents, ranging from “strongly agree” to “strongly disagree”(Sugiyono, 2019). Data analysis Model using Partial Least Squares Structural Equation Modeling (PLS-SEM) application with SmartPLS 4 software for Windows. PLS-SEM consists of two models: the measurement model (outer model) which includes validity and reliability tests, and the structural model (inner model) which includes multiple regression tests, hypothesis tests, and coefficient tests. Based on observational survey data, structural models are used to estimate the causal relationship between the variables of the study. However, it should be noted that the resulting inference of causality has limitations, since this study did not use an experimental design. Therefore, the relationships found are more correctly interpreted as predictive or associative relationships, rather than as definitive evidence of causality.

3. FINDINGS AND DISCUSSION

Validity test is done by measuring the outer loading. The instrument or questionnaire item is declared valid if the outer loading value is > 0.6. If the outer loading value is < 0.6, then the instrument or questionnaire is considered invalid and needs to be deleted (Ghozali & Latan, 2020), here are the results of the validity test:

Figure 1
Validity Test Results



Source : Data processed using Smart PLS application version 4.0.1 2025

Based on the results of the validity test, all indicator items show a loading factor above 0.6, which meets the minimum criteria so that all indicators are valid and can proceed to the next stage. For example, if the facility indicator has the highest loading, this indicates that the aspect is the most dominant factor in measuring the facility variable in the eyes of the respondent. Furthermore, the reliability test results also showed good consistency with Cronbach's Alpha and Composite Reliability values greater than 0.7. Despite this, it should be noted if there is an indicator with a loading value close to the minimum threshold, for example, 0.61, as this indicates that the item has less relevance in measuring its variables. Therefore, such items require special attention and further evaluation in subsequent studies (Irwan & Adam, 2020). Reliable test results are shown in Table 3 below :

Table 3
Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Desc.
Facilities (X1)	0.859	0.873	0.591	Reliable
Tourist attractions (X2)	0.902	0.909	0.532	Reliable
Price (X3)	0.909	0.911	0.612	Reliable
Decision to visit again (Y)	0.856	0.861	0.637	Reliable

Source : Data processed using Smart PLS application version 4.0.1 2025

The results of the reliability test in Table 3 showed that the value of Cronbach's Alpha and Composite Reliability for each variable (facilities, tourist attractions, and prices) is greater than 0.7. Therefore, the results of this study meet the requirements of reliability and can proceed to hypothesis testing. Multiple regression analysis is used to test the cause-and-effect relationship between independent and dependent variables (Sugiyono, 2015). In structural models, this relationship is depicted in the form of a path diagram, which shows the direction and strength of the relationship between variables. Formula (Ghozali, 2018):

$$Y = a + bX_1 + bX_2 + bX_3 + e$$

Then the value obtained in the multiple regression test :

Table 4
Multiple Regression Analysis Test Results

Variables	Unstandardized coefficients	Standardized Coefficients	SE
Tourist facilities (X1)	0.068	0.074	0.031
Tourist attractions (X2)	0.026	0.029	0.033
Price (X3)	0.902	0.898	0.040
Intercept (Y)	0.041	0.000	0.085

Source : Data processed using Smart PLS application version 4.0.1 2025

Multiple linear regression analysis shows that price has the most dominant influence on revisit decisions. The coefficient is not standardized for the price variable of 0.898, much higher than the coefficient of variable facilities (0.074) and tourist attractions (0.029). These findings indicate that the sensitivity of visitors to Prices is much higher than the influence of tourist facilities or attractions. This shows that visitors to Way Kambas National Park are very considerate of the cost aspect in making the decision to return. Next, A t-test will be performed to test the significance of the partial influence of each independent variable on the dependent variable. The effect is significant if the value of p-value < 0.05 (Ghozali & Latan, 2020) to see that the hypothesis is accepted or rejected the following hypothesis test results :

Table 5
Hypothesis Test Results (T)

Hypothesis	Influence	Original sample (o)	T statistics (O/STDEV)	P values
H1	Facilities ➡ Decision to visit again	0.202	2.313	0.006
H2	Tourist attractions ➡ Decision to visit again	0.286	2.772	0.021
H3	Price ➡ Decision to visit again	0.443	3.613	0.000

Source : Data processed using Smart PLS application version 4.0.1 2025

If seen in Table 4 the results of the hypothesis Test (t test) show that the variables of tourist facilities, tourist attractions, and prices have a positive and significant effect on the decision to visit Way Kambas National Park, East Lampung. Tourism facility variables showed the original sample value (O) of 0.202, t-statistics $2.313 > 1.96$, and p-value $0.006 < 0.05$. Tourist attraction variables showed the original sample value (O) of 0.286, t-statistics $2.772 > 1.96$, and p-value $0.021 < 0.05$. Price variables showed the original sample value (O) of 0.443, t-statistics $3.613 > 1.96$, and p-value $0.000 < 0.05$. After the t-test, a simultaneous test was conducted to see the effect of the dependent variable (decision to visit again) and the independent variable (tourist facilities, tourist attractions, and prices) simultaneously. This test uses a significance level of 0.05 or 5%, taking into account the F-value and p-value obtained from the simultaneous test (Rahadi, 2023). So that the value obtained from the simultaneous test can be seen from Table 5 below :

Table 6**Simultaneous test results (F test)**

	<i>Sum Square</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>P-Value</i>
Total	41.632	96	0.000	0.000	0.000
Error	1.895	93	0.020	0.000	0.000
Reggresion	39.729	3	13.243	649.931	0.000

Source : Data processed using Smart PLS application version 4.0.1 2025

Based on the results of the simultaneous test (F test) presented in Table 6, A p-value of 0.000 (<0.05) was obtained. This shows that the variables of facilities (X1), tourist attractions (X2), and price (X3) simultaneously have a significant effect on the decision to return (Y) to Way Kambas National Park (TNWK). Thus, the regression model used in this study can be declared statistically valid to explain the relationship between variables. Furthermore, to determine how much the ability of the independent variable in explaining the variation of the dependent variable, the analysis of the coefficient of determination (R^2). The test results showed that the value of R^2 is 0.721, which means that 72.1% variation of revisit decision can be explained by the three independent variables in the model. While the remaining 27.9% were influenced by other variables outside the research model. The value of R^2 above 0.7 indicates that the model has strong predictive power, so it can be used as a basis for strategic decision-making for the management and development of sustainable tourism destinations (Evi & Rachbini, 2022). The test results of the determinant coefficient (R^2) will be explained further in Table 7 next :

Table 7**Determinant Coefficient Test Results**

Item	R-squer
Decision to visit again	0.721

Source : Data processed using Smart PLS application version 4.0.1 2025

Based on the results of the analysis, the coefficient of determination (R -squared/ R^2) of 0.721 indicates that 72.1% of the variation in the decision to return to Way Kambas National Park (Tnwk) can be explained by three independent variables studied, namely tourist facilities, tourist attractions, and price. Meanwhile, the remaining 27.9% was explained by other factors that were not included in this research model, such as promotion, Accessibility, Service, or personal experience of visitors. Thus, it can be concluded that the combination of comfortable and complete facilities, interesting and varied tourist attractions, and competitive and economical prices are the main determinants in encouraging visitors to return to tnwk. These findings reinforce the importance of integrated management between aspects of infrastructure, tourism experience, and tariff policy in a sustainable destination development strategy. Furthermore, after testing the quantitative model, the analysis continued by examining the

responses of respondents regarding the application of Business Ethics in the Islamic perspective in the TNWK area.

Discussion

The effect of tourist facilities (X1) on the decision to revisit Way Kambas National Park in East Lampung

The results of the analysis of the variables of tourist facilities showed a positive and significant influence on the decision to return to TNWK. This is shown by the original sample (O) value of 0.202, t-statistic value of $2.313 > 1.96$, and p-value of $0.006 < 0.05$, so that hypothesis H1 is accepted. These findings indicate that the better and more complete the facilities available, the higher the likelihood of visitors to re-visit. Although TNWK has provided various educational and conservation-based facilities, some supporting facilities such as playgrounds and pavilions are still in poor condition. With the continuous improvement of quality and completeness of facilities, it is expected that the interest in repeat visits can continue to be increased. This result is in line with The Theory of Planned Behavior (TPB), which states that consumer behavior, including the decision to return to visit, is influenced by the perception of visitors to the completeness and comfort of the facilities provided.

The availability and quality of existing facilities, such as good road conditions, adequate parking areas, and toilet hygiene, are directly correlated with positive visitor experiences. For example, many respondents stated that ease of access and basic comfort within the area were their top considerations. This shows that although the main attraction of TNWK is wildlife, practical aspects such as infrastructure and supporting facilities have a crucial role in shaping positive perceptions, which ultimately encourage their intention to visit again. Thus, continuous improvement and maintenance of facilities is the key to increasing loyalty and repeat visits (Belinda & Rahardjo, 2024).

When facilities support the overall tourism experience without disrupting the sustainability of the conservation ecosystem, the intention to revisit will increase (Fakdawer et al., 2023). This study is also consistent with the findings of anggie, et.all with regard to the facilities of the decision to visit the attractions of Bukit Khayangan Kota Sungai Penuh conducted on 80 respondents with the result that the facilities have a positive and significant effect on the decision to visit (Lestari et al., 2023). Supported by Valeri and sofiani, the results of the study showed that tourist attractions and facilities together have a partial and simultaneous effect, namely a positive and significant effect on the decision to visit Tongaci Sungailiat beach again (Sofiani & Eugenia, 2023). Thus, it can be concluded that tourist facilities have a significant influence on the decision of visitors to return to TNWK. The more complete, comfortable, and well-maintained facilities available, the higher the interest of tourists to revisit (Hadad Muzakki & Saida Zainurrosalamia, 2025).

The influence of tourist attractions (X2) on the decision to revisit (Y) on visitors to Way Kambas National Park in East Lampung

The test results showed that the tourist attraction variable (X2) has a positive and significant effect on the interest in visiting Way Kambas National Park (TNWK), with the original sample value of 0.286, t-statistic 2.772 (> 1.96), and p-value 0.021 (< 0.05). Thus, the hypothesis H2 is accepted. TNWK has updated the concept of tourist attraction management by emphasizing aspects of conservation, animal welfare, sustainability, and community empowerment of buffer villages. Attractions that have the potential to harm animals, such as riding elephants, have been abolished. Instead, TNWK now offers a variety of educational and environmentally friendly activities, such as traveling around using the shuttle, feeding and bathing elephants, and taking pictures with elephants.

The findings are in line with visitor opinions found in Google Maps reviews and open-ended questionnaires, in which many respondents consistently highlighted the main attraction, namely elephants, as the main reason they came. Comments such as "very happy to see elephants up close and interacting" or "the Elephant Show was great, want to come back again" indicate that the unique and memorable experience offered by the attraction directly influences their intention to revisit. In other words, the quality and appeal of the attraction, particularly the interaction with the elephants, creates a positive experience, which in turn fosters a strong desire to repeat the experience in the future.

There are thematic packages such as Sungai Penet, visits to agritourism in surrounding villages, night tours, birdwatching, and other activities. This update increases visitor interest in more ethical and conservation-based attractions. This finding is in line with The Theory of Planned Behavior (Ajzen), which states that behavioral intentions are influenced by previous experiences. That is, the more interesting and satisfying the tourist attractions offered, the more likely the visitor is to make a repeat visit. Reinforced by revelation research, (Kartiningrum et al., 2022) explained that the attraction has a positive and significant effect, so that pasir kencana beach managers are advised to maintain related variables so that visitors continue to increase and revelation research, (Kartiningrum et al., 2022) explained that the attraction has a positive and significant effect, so that the manager of pasir kencana Beach is advised to maintain related variables so that the visitors continues to increase. Based on the results of research, theory, and previous research, it can be concluded that tourist attractions have a positive and significant effect on the decision to visit again at tnwk visitors.

The effect of price (X3) on the decision to revisit (Y) on visitors to Way Kambas National Park in East Lampung

The results of the test on the price variable showed that the price of a positive and significant effect on the decision to return to the visitors tnwk, with the value of the original sample (O) of 0.443, t-

statistics 3.613, and p-value 0.000. This suggests that the H3 hypothesis is accepted, suggesting that ticket prices have a significant effect on revisit decisions. Ticket prices are categorized based on the activity chosen by visitors, such as taking pictures, bathing elephants, or touring TNWK. Higher rates on holidays are imposed to control the number of visitors so as not to exceed the capacity of the area, thus preserving the flora and fauna of TNWK. This pricing policy serves as a tool for managing destination sustainability (R. Dewi et al., 2024). This study is in accordance with The Theory of Planned Behavior from Ajzen, which explains that the decision of visitors to return to visit is influenced by Reasonable Prices, quality of service, facilities provided, and the experience gained.

Thus, it can be concluded that groups of visitors with high price sensitivity, such as families with limited budgets or university students, are the segments most affected by any change in rates. Therefore, for tnwk managers, the establishment of a dynamic pricing policy can be an effective strategy. For example, applying discounted rates on weekdays or during the low season can help maintain the number of visitors from price-sensitive segments. On the other hand, raising ticket prices slightly on weekends or holidays (high season), when demand is high, can maximize revenue without significantly reducing the number of visits. This strategy allows TNWK to maintain sustained visitor traffic while optimizing revenue, which can ultimately be used to improve facilities and services.

This is supported by the research of Nurita, et.all stated that the price, facilities and location simultaneously have a positive and significant effect on the decision to visit the pond fishing rahayu sumber rezeki sidoarjo (Nurita Ahyuning Ukhti, M. Ali Masyhuri, Agung Dwi Nughroho, 2023) and the findings of irene and hadi with respect to facilities and prices get positive and significant results (I. E. B. Dewi & Purnomo, 2022). And Revelation research, et.all explained that the attraction has a positive and significant effect, so pegelola pasir Kencana Beach is advised to maintain related variables so that pegujung continues to increase (Kartiningrum et al., 2022). From the presentation of the results of research, theory, and previous research, it can be concluded that the price variable has a positive and significant effect on the interest in visiting again. This means that the prices offered at TNWK are considered reasonable and in accordance with the quality of Service and experience obtained by visitors.

The effect of tourist facilities, tourist attractions and prices simultaneously on the interest in revisiting visitors to Way Kambas National Park

From the simultaneous test results with a p-value of $0.000 < 0.05$, it can be concluded that the variables of tourist facilities (X1), tourist attractions (X2), and price (X3) simultaneously affect the interest in revisiting (Y). This study is relevant to the theory of consumer behavior (Theory of Planned Behavior), where visitors choose the facilities provided, interesting attractions, and prices in accordance with their expectations. Irene and hadi's previous research on facilities and prices clarified that they

obtained positive and significant results (I. E. B. Dewi & Purnomo, 2022). And revelation research, (Kartiningrum et al., 2022) explained that the attraction has a positive and significant effect, so that the manager of pasir kencana Beach is advised to maintain related variables so that the pegujung continues to increase. Reinforced by (Nurita Ahyuning Ukhti, M. Ali Masyhuri, Agung Dwi Nughroho, 2023) statement, et.all stated that the price, facilities and location simultaneously have a positive and significant effect on the decision to visit the pond fishing rahayu sumber rezeki sidoarjo.

So that the existence of adequate facilities, attractive attractions, and appropriate prices can collectively increase the desire of visitors to return to travel (Aneke Rahmawati & Azmy Hanif, 2025). The support of respondents who agreed with the research statement reinforced the validity of these findings, indicating that these factors are indeed the main consideration for visitors in deciding on repeat visits. Therefore, destination managers should pay attention to these three aspects in an integrated manner to increase visitor loyalty and tourism sustainability (Afni et al., 2024).

Tourist facilities, tourist attractions and prices towards the decision to revisit Way Kambas National Park in East Lampung in the perspective of Islamic Business Ethics

Islam teaches that the decision to visit again means visiting a place without damaging or polluting the environment, maintaining behavior, adding a relationship with the surrounding community and other visitors and respecting the socio-culture on the tour (Andrasmo et al., 2024). Tnwk as a conservation area must be preserved, in accordance with God's command. Islam teaches to use natural resources wisely, without damaging them. TNWK also empowers local communities, opens up economic opportunities, and preserves rare flora and fauna such as Sumatran elephants and Sumatran tigers. This is in line with the principle of conservation in Islam, as contained in Q.S Al-Baqarah verse 205, which emphasizes the importance of safeguarding the Earth and ecosystems. It reads as follows :

وَإِذَا تَوَلَّى سَعَى فِي الْأَرْضِ لِيُفْسِدَ فِيهَا وَيُهْلِكَ الْحَرْثَ وَالنَّسْلَ ۗ وَاللَّهُ لَا يُحِبُّ الْفُسَادَ ﴿٢٠٥﴾

When he turns away from you, he seeks corruption in the land and corrupts crops and livestock. Allah does not like mischief." (Q.Al-Baqarah [1-3] 205)

The application of Islamic Business Ethics in The Way Kambas National Park (Tnwk) is in line with the values contained in the QS. Al-Baqarah verse 205, which reminds people not to do damage on Earth after repair. This is reflected in the management of conservation, community partnerships, and economic transactions in TNWK through the following principles: 1) Justice ('adl) i.e. economic benefits are distributed fairly, especially to the people of buffer villages such as Labuhan Ratu and Braja Harjosari. They are involved as tour guides, MSME actors, and local service providers. 2) trust and

transparency (openness) in managing ticket and conservation funds is done honestly and accountably. Financial statements are open, CSR funds are used according to the purpose, and tourist rates are adjusted to the type of Service and category of visitors (students, general, foreign tourists). 3) *Maslahah* (general benefits) business activities are directed to provide social and ecological benefits, such as through environmental education for students and skills training for the surrounding community and 4) *Non-Destructive* (*la dharar wa la dhirar*) what is meant is that economic activities are carried out without damaging nature. One form of implementation is limited conservation zoning to protect the habitat of elephants and other animals from tourist interference.

4. CONCLUSION

Based on the results of research and discussion that has been done by researchers in the previous chapter and to answer the formulation of the problem, the researchers draw conclusions such as tourist facilities have a positive effect on the decision to visit again. The better the facilities at TNWK, the higher the interest of visitors to return. Tourist attractions have a positive effect on the decision to visit again. Activities such as interacting with elephants and river walks increase the interest of visitors. The price has a positive effect on the decision to return. Reasonable prices according to the quality and experience provided attract visitors to return. And facilities, attractions, and prices have a simultaneous effect on the decision to visit again, as evidenced by the $p\text{-value of } 0.000 < 0.05$.

Sustainable tourism in the context of Islam, as implemented in Way Kambas National Park (TNWK), is not only a concept, but also a practice based on Islamic business ethics values. These principles, which are in line with the word of God in the Qur'AN. Al-Baqarah verse 205, asserts that economic activity should avoid damage on the face of the Earth. This study uniquely integrates the four principles of Islamic business ethics justice (*'adl*), *amanah*, *maslahah*, and *la dharar wa la dhirar*—into the tourism model. Justice is manifested in the distribution of economic benefits to local communities, trust in the transparency of fund management, problems in environmental education, and the principle of non-destructive implemented in conservation zoning. Thus, the study makes a unique contribution by offering spiritual and ethical perspectives that are rarely addressed in conventional tourism studies. This approach shows that tourism based on Islamic values can be a holistic solution to achieve economic, social and environmental sustainability, making it a relevant and significant model to be applied to other tourist destinations.

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