

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the results of research and analysis of visitor preferences Kampoeng Wisata dan Budaya Kober, West Purwokerto District, the following conclusions are obtained:

1. Social media has a no significant and positive impact on visitor preferences. This confirms the important role of social media as an effective marketing tool in attracting visitors to Kober Tourism and Culture Village. By utilizing social media, this tourist destination can increase exposure and attract more tourists.
2. The facilities provided in Kober Tourism and Culture Village did not have a significant influence on visitors' preferences. This suggests that although facilities are an important aspect of the tourism experience, other factors may be more dominant in influencing visitors' decision to come to this place. Therefore, facility improvements may need to be balanced with other strategies to increase attractiveness.
3. Distance does not play an important role in influencing visitors' preference to visit Kober Tourism and Culture Village. This negative and insignificant relationship indicates that distance from home to this tourist destination is not the main factor considered by visitors. This may be because visitors place more emphasis on the experiential aspect and attractiveness of the place rather than how far away the place is.

4. Occupation shows a positive but no significant influence on visitor preferences. Visitors who have certain occupations may be more likely to visit Kober Tourism and Culture Village, possibly because they are looking for tourist attractions that can fit into their work schedules or offer experiences that are relevant to their interests or needs.
5. Income was shown to be not significant factor influencing visitor preferences. Visitors with higher incomes are more likely to choose to visit Kober Tourism and Culture Village. This indicates that the destination may be more attractive to market segments with higher purchasing power, so marketing strategies can be focused on offerings that suit their preferences and financial capabilities.
6. Ticket prices do not show a significant effect on visitor preferences. This indicates that the decision to visit Kober Tourism and Culture Village is not strongly influenced by the price of admission. Visitors may be more influenced by other aspects such as the experience offered or the cultural and educational value of the place.

B. Implications

Based on the results of these conclusions, the implications that can be conveyed from this research are:

1. While amenities do not significantly influence visitor preferences, it is still important to ensure they are adequate and can enhance the visitor experience. Identifying amenities that are truly important to visitors and focusing on improving them can be a more effective approach.

2. Managers must utilize social media effectively for promotion and marketing, in order to increase the attractiveness and popularity of Kober Tourism and Culture Village.
3. Since distance is not a major factor, managers can expand marketing efforts to more distant areas without worrying about losing interest from potential visitors. Special offers for out-of-town visitors or regional tourism promotions can attract more tourists.
4. Managers need to consider distance in determining target markets and develop marketing strategies to increase visits from different regions.
5. Given that ticket prices are not significant in influencing preferences, managers have flexibility in pricing. They can consider dynamic pricing models or attractive promotional offers to increase visitation without having to worry about hurting the appeal to visitors.

C. Research Limitations

Although this study provides significant insights into the factors influencing visitor preferences in Kober Tourism and Cultural Village, West Purwokerto Sub-district, there are some limitations that need to be noted to ensure a careful interpretation of these findings, namely:

1. There are limitations in the data collection methods that may affect the validity of the results. This study may have relied solely on surveys or questionnaires, which in some cases may limit the scope of information obtained. In addition, the possibility of respondent bias in responding to questions consistently with their actual preferences could be a

challenge, especially in the case of sensitive questions such as income or ticket price preferences.

2. This study focuses on certain variables such as social media, facilities, distance, occupation, income, and ticket price. It is possible that other variables are also significant but not included in this study, such as service quality, previous experience, or other cultural and social factors.
3. Changes in the social, economic or political environment may also impact visitor preferences over time. This research may only reflect conditions at the time the data was collected, and the findings may not be relevant or applicable over a longer period of time. Therefore, it is important to consider possible contextual changes and their impact on overall visitor preferences. By recognizing and accounting for these limitations, future research can be directed towards addressing these weaknesses and providing deeper insights into visitor preferences in such tourism destinations.