

V. CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the research in the previous chapter it can be concluded as follows:

1. Income has positive and significant effect on the number of tourist visits in Owabong Waterpark.
2. Travel cost has negative and significant effect on the number of tourist visits in Owabong Waterpark.
3. Distance has negative and significant effect on the number of tourist visits in Owabong Waterpark.
4. Age has insignificant effect on the number of tourist visits in Owabong Waterpark.
5. Income is the most influential variable affecting the number of tourist visits in Owabong Waterpark because it is proven to have the largest coefficient.

B. Implication

1. Income is the most influential variable and has positive effect on tourist visits at Owabong Waterpark. Based on the result of this research that the income owned by respondents each month is mostly by the respondents who have average income less than IDR1,475,000.00. This indicates that people's income level will have an effect on their decision to visit Owabong

Waterpark. Therefore, the management is expected to frequently conduct promotions, such as discounted admission ticket to reach all elements of community both high and low income. In addition, discounts on Longweekend for example from 50% to 75% discount, when the holiday falls on Friday, then the management of Owabong Waterpark makes discount on admission ticket on the longweekend that is on Friday, Saturday and Sunday. Promotions in school in Purbalingga Regency. So, that it can increase the number of visitors and revenue.

2. Travel Cost has a negative significant effect to the number of tourist visits in Owabong Waterpark. This indicates that travel cost will have an effect on decision to visit Owabong Waterpark. Therefore, the management should conduct more vigorous and attractive promotions. The promotions include complete information about vehicles and spots with attractive pictures and persuasive language to attract the visitors, complete information about ticket prices, prices for vehicles, food and beverage prices around the attraction, and promotion about the most popular souvenirs at Owabong Waterpark. This can be used as an overview about the attraction for the prospective visitors who intend to visit Owabong Waterpark, especially the information about the travel cost.
3. Distance has a negative significant effect to the number of tourist visits in Owabong Waterpark. Therefore, owabong management should conduct more vigorous and attractive promotions, especially in social media so that

Owabong Waterpark is better known by the community outside Purbalingga and it is not only visited by local tourists, but also foreign tourists. In addition, Owabong Waterpark cooperates with travel agencies to hold a tour package promo, especially for areas outside central Java province to attract visitors from areas outside central Java.

C. Research Limitation

1. The factors that influence the number of tourist visits at Owabong Waterpark in this research only consist of four variables, that is income, travel cost, distance, and visitor age. While there are other factors that can affect the number of tourist visits in Owabong Waterpark.
2. Samples only 100 respondents using Accidental Sampling, therefore in the next research hopefully get a bigger sample, so it will be closer to the actual conditions.