

The Influence of Perceived Price on Revisit Intention through Social Influence for Adaptive Reuse Building in the Old City of Jakarta

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Abstract. Kota Tua, also known as old Batavia (Old Batavia) was inaugurated as a cultural heritage site by the governor of Jakarta, Ali Sadikin, in 1972. In order to improve Jakarta's Old City area, the government is currently strengthening the revitalization and adaptive reuse process as a goal in increasing long-term investment, as a tourism area for the tourism sector, and as a promotion of cultural diversity while maintaining the character and value of the historical value of the Old City area. The type of research used in this study is a type of descriptive research with quantitative approach method. Which method of data collection in the form of observation, distribution of questionnaires, and literature study. The population in this study is visitors to the Old City area of Jakarta and the sample size of 261 respondents. The sampling technique used is purposive sampling, that is, those who have ever visited the Old City area of Jakarta. The results showed that perceived price has a positive influence on social influence, social influence has a positive influence on revisit intention, perceived price has a positive influence on revisit intention, and social influence is also a mediation between perceived price and revisit intention.

Keywords: Perceived Price, Social Influence, Revisit Intention, Jakarta Old Town



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INTRODUCTION

The revitalization of historical and cultural tourist destinations can be one of the marketing strategies that can be developed in the capital city of Jakarta in the context of restoring the tourism sector. Historical tourism in Jakarta (tempo doeloe) has become a current tourist trend (Sari, 2015; Sastramidjaja, 2014; Trisnawati & Idaman, 2019). This tour is favored by young people because of their involvement in historical tourism actions that revive the colonial era through various fashion carnivals or reconstructions of events from the Dutch colonial era. They turned the Old Town which was considered gloomy into a historical tourist center that could introduce the culture of the colonial era. This colonial nostalgia trend is important for the younger generation who did not live during the Dutch East Indies era as an effort to conserve

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and market sustainable heritage tourism. However, in reality, only 2% of the buildings registered in the conservation zone are government-owned buildings, 50% are owned by SOEs while 48% are owned by private parties or individuals ([Muntu, 2018](#); [Riadi et al., 2018](#)).

Tourism is one of the priority sectors of the government in this time ([Azzahra, 2022](#); [Formica & Uysal, 2006](#)). Indonesia has thousands of tourist destinations with various types and have their own characteristics in accordance with Indonesia's natural, culture and historical wealth ([Pratiwi, 2021](#); [Utami & Pertiwi, 2021](#)). One of the interesting tourist destinations in Indonesia is the Old City. Kota Tua located in the Jakarta area and is usually known as Old Batavia. The old city is considered the trading center of the Asian continent due to its strategic geographical location and abundant resources. In this area there are various kinds of old buildings inherited from the Dutch colonial period, each of which has a history, and can provide education for every visitor. Some of the tourist attractions in Kota Tua Jakarta are Fatahillah Museum, Maritime Museum, Sunda Kelapa Harbor, Bank Indonesia Museum, Magic Art 3D Museum, Kota Intan Bridge, Toko Merah, Kali Besar Area, Museum of Fine Arts and Ceramics, Puppet Museum, and Post Office. The Kota Tua area has a high historical value, so the historical identity of the Kota Tua area must be maintained and preserved on an ongoing basis ([Bhudiharty, 2020](#); [Budisetyorini et al., 2017](#)).

However, the sustainability of the Kota Tua tourist destination has begun to decline due to the number of new tourist destinations that attract more visitors. The increasing competitive tourism market makes tourism between regions competitive ([Budisetyorini et al., 2017](#)). One of the affected tourist attractions is Kota Tua, Jakarta. Based on the Data of Archipelago Tourist Visits of DKI Jakarta Province to Tourism Destinations in the Old City Area, it shows that the number of tourists visiting has decreased significantly. The scope of background research discussion above, the researcher limits the scope of the research. The scope of this research are: Perceived Price (X) Against Revisit Intention (Z) Through Social Influences (Y), a view of a perceived price and an influence on the behavior of a group or person through transmitted messages which cause tourists to be able to make visiting intentions return. Research purposes Based on the background of the problem, there are several research objectives for this research, namely:

1. To find out and analyze how much influence the Perceived Price has on Social Influence in the building with the Adaptive Reuse concept in the Old City area of Jakarta.
2. To find out and analyze how big the influence of Social Influence on Revisit Intention in the Adaptive Reuse concept building in the Old City area of Jakarta.
3. To find out and analyze how much influence the Perceived Price has on the Revisit Intention in the building with the Adaptive Reuse concept in the Old City area of Jakarta.
4. To find out and analyze how much influence Perceived Price has on Revisit Intention through Social Influence in the building with the Adaptive Reuse concept in the Old City area of Jakarta.

LITERATURE REVIEW

1. Tourism Marketing

From the source of syllables, tourism marketing comes from two syllables, namely marketing and tourism ([Xiao et al., 2022](#)). Marketing is the activity of organizations or individuals, whether for profit or not, to create, communicate, delivered and exchange all products of value to customers

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([Kotler & Armstrong, 2018](#); [Kotler & Keller, 2016](#)). Encourage the creation of exchange processes that have value for both producers and consumers (clients). The exchange here, from the producer's point of view, is the product, and from the consumer's point of view, it is a gift or reward for consuming the product ([Keller, 2013](#)).

2. Perceived Price

Perceived price is the consumer's perception of the relative price or sacrifice that must be incurred to obtain a product compared to the price or contribution of other similar products ([Esteves, 2022](#); [Z. Liu et al., 2022](#); [Wu et al., 2022](#)). Perceived price in this study is about how the price is felt or received by tourists for the goods or services offered during a visit to the Jakarta Old Town Area . [Rondan-Cataluña & Rosa-Diaz, \(2014\)](#) in the research of ([See & Goh, 2019](#)) research provides an understanding of the Perceived Price which is considered a contribution during the transaction. Meanwhile, [Schiffman & Wisenblit \(2015\)](#) are of the view "how a consumer perceives a price (as high, as low, as fair) has a strong influence on both purchase intentions and purchase satisfaction", which means that price perception is a view or perception of the price that influences strong on purchase intention and consumer purchase satisfaction. [Janiszewski & Cunha, 2004](#) also suggest that the perception of price measurement is formed by two indicators, namely attractiveness and fairness. Attractiveness is the consumer's perception of whether it is attractive or not for the price offered ([Pike et al., 2021](#); [Yin et al., 2020](#)). And furthermore, fairness is the consumer's perception of the fairness of the price offered when compared to prices elsewhere ([Reitsamer et al., 2016](#); [Wang et al., 2022](#)).

3. Social Influence

Social Influence is an influence on decisions to behave that can change and cause tourists to use a product or service through the messages conveyed ([Boto-García & Baños-Pino, 2022](#); [Zhang & Zhang, 2018](#)). In this study, the variable is used as a factor of influence on tourism interest in the adaptive reuse concept building in the Old City area of Jakarta. [Wang et al., \(2014\)](#) argue that social influence refers to how other people can influence a person's behavior to make decisions. Social influence is related to external pressure (from important people in one's life, such as family, friends, and superiors at work). Social influence is the extent to which social connections influence people to behave through information and signals from other people who participate in the formation of perceived societal values from technological systems ([Aquino, 2022](#); [B. Liu et al., 2022](#)).

4. Revisit Intention

Revisit Intention is behavior to maintain competitiveness in the tourism sector requires strategic planning to attract new consumers and maintain the loyalty of old visitors. Revisit intention is a consumer attitude related to the intensity of interest in returning to a place. Revisit intention can occur because of an evaluation from tourists regarding the satisfaction of previous visits. The level of customer satisfaction is obtained from the benefits obtained, the experience gained, and the conditions of the surrounding environment. In this study, revisit intention is the interest of tourists in the Old City of Jakarta to visit the place again. Theoretical framework 1. Perceived Price Relationship with Social Influence Perceived price is the consumer's perception of the relative price or sacrifice that must be incurred to obtain a product compared to the price or contribution of other similar products. Perceived price in this study determines about how the price is felt or received by tourists for the goods or services offered during their visit to the

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Jakarta Old Town Area. In his statement, ([Rondan-Cataluña & Rosa-Diaz, 2014](#); [See & Goh, 2019](#)) which states that the dimensions of perceived price include the following:

1. Low Price

Low prices will often be preferred by consumers. For consumers, low prices are the value of a commodity that is considered below the market price. Based on the consumer's point of view, from the low price offered, consumers can feel satisfied with the products/services provided.

2. Appropriate Price

The appropriate price is the price offered to consumers must have a value that is balanced with the quality of the product and the quality of service provided.

3. Affordable Price

Affordable Price is the value of the average price offered for products and services that must be affordable to satisfy all types of consumers.

4. Reasonable Price

Fair price is the value of an item that is proportional to the perceived superiority of the item after the purchase and has its own value for consumer satisfaction.

Social Influence is an influence on decisions to behave that can change and cause tourists to use a product or service through the messages conveyed. Among all references, friends and relatives are the most reliable sources of information about travel product selection and have been identified as important agents in influencing tourists' travel decision making ([Murphy et al., 2007](#)).

METHOD

Research Approach and type of research used in this study is a type of descriptive research. That is research that describes the relationship between the characteristics of a population or phenomenon with the variables studied. Descriptive analysis is a method used to describe the results of a study whose conclusions focus on phenomena ([Sugiyono, 2019](#)). The method used in this research is a quantitative approach. Because the data used in this study is a collection of numbers and analysis using statistics using a Likert or ordinal scale of measurement. Data collection technique for data collection in this study, the technique used is to use primary and secondary data collection techniques. While secondary data collection is based on the results of literature research, books, journals and others. The questionnaire is a data collection technique by giving number of written questions to respondents to answer ([Sugiyono, 2019](#)). With this, this data collection can generate respondents' responses to Perceived Price, Social Influence, and Revisit Intention. Data analysis technique 1. Analysis of the Average Responses of Respondents The analysis was carried out using a Likert scale to obtain the results of the respondent's data. From these results, conclusions can be drawn about the responses of each respondent to each question indicator ([Sugiyono, 2019](#)). The following is a Likert scale:

Respons	Scale
Strongly Agree	5
Agree	4
Neither Agree Nor Disagree	3
Disagree	2
Strongly Disagree	1

SmartPLS Analysis

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Data analysis for this study used the partial least squares (PLS) method using the smartPLS application for inference analysis. Look for the direct effect between variables (regression) using the PLS algorithm and the indirect effect with bootstrap ([Hair et al., 2016](#)). PLS is one method to solve Structural Equation Modeling (SEM). SEM is very flexible in studies that relate theory to data and allows analysis of paths with latent variables. Thus, researchers who focus on the social sciences are often used. Partial Least Square (PLS) is a fairly powerful analytical method because it is not based on many assumptions. The data also does not have to be normally distributed in a multivariate manner (categorical, ordinal, interval and ratio proportion indices can be used in the same scale model) and the sample does not have to be large ([Ghozali & Latan, 2015](#)).

RESULT AND DISCUSSION

The demographic characteristics of the respondents were described and summarized using descriptive analysis. Where majority of respondents are female with an age range of 15 - 20 years with status as a student, and a range of 20-25 years old. have a majority job as a private employee with an average salary range of up to 6,000,000 rupiah. Based on the results of the questionnaire, majority of respondents visited the tourist area of the Old City of Jakarta, which was dominated by visiting partners with friends/family/relatives/spouse rather than with a tour group or alone. Based on the results of the questionnaire distribution, it is found that the question instrument with the highest average value of the perceived price variable explains that tourists enjoy visiting the Jakarta Old Town Area because the price of admission to the museum is cheap and affordable for a historical heritage tour. Other question instruments in this questionnaire also help explain perceived price variables, such as food and beverage prices. The question instrument with the highest average value of the social influence variable explained that the respondents felt that visiting Kota Tua was influenced by the behavior of a group or person through the messages conveyed. This happens because the historical value that is used as a tourist attraction makes tourists happy and easy to understand about the history, views of old buildings that are now changing to other functions (adaptive reuse) make historical values easier for tourists to understand. Based on the results of the two variables, it makes an interesting experience for tourists so as to make tourists want to revisit the city, the questionnaire ends with the revisit intention variable, the question instrument with the highest average value of these variables explains the intention of tourists to be able to make a return visit to the city. Jakarta Old Town area, from the results of the questionnaire, it was found that the tourists felt they wanted to make a return visit (revisit intention) to the Jakarta Old City area.

1. Perceived Price of Social Influence.

The first hypothesis explains that perceived price has a positive effect on social influence. Based on the research results, it is proven that perceived price has a positive and significant effect on social influence, so this hypothesis is accepted. Price perceived by tourists have a positive impact on the value they feel when visiting the Old City of Jakarta. While the social influence factor is the view of tourists using a product or service through the messages conveyed. Among all references, friends and Relatives are the most reliable source of information about product selection in influencing decision making. These results are similar to the research conducted by [See and Goh \(2019\)](#), which showed positive results by using the bootstrapping method to test the perceived price variable on social influence as a mediating variable.

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2. Social Influence on Revisit Intention

The second hypothesis explains that social influence has a positive effect on revisit intention. Based on the results of testing the second hypothesis, social influence has a significant positive effect on revisit intention. Social influence is the perception of tourists in using a product or service through the messages conveyed. Of all references, friends and relatives are the most reliable sources of information about product selection in influencing the decision to make a return visit or revisit intention. According to tourists, social influence greatly influences the behavior of a group or person through the messages conveyed so that tourists return to visit. The results of this study are also similar to previous research conducted by [See and Goh \(2019\)](#). In that research explained that social influence is the extent to which social networks influence people's behavior through information and signals from other people that contribute to the formation of perceived community values from the technological system and make tourists want to make repeat visits or revisit intentions at these tourist attractions.

3. Perceived Price of Revisit Intention

The third hypothesis explains whether perceived price has a positive effect on revisit intention. Based on the results of the study, it proves that perceived price has a positive effect on revisit intention, so the hypothesis can be accepted. The perceived price factor has an influence on the interest in revisiting (revisit intention), the tourists are satisfied with the sacrifices made to enjoy the tour. From ticket prices, food and drinks as well as the facilities offered are affordable for all people. So that tourists do not get bored to make a return visit to the place. Tourists will have a higher intention to make a return visit (revisit intention) if they feel that the price spent to visit the tourist spot is cheap, affordable, reasonable, and acceptable to all ([See & Goh, 2019](#)).

4. Perceived Price of Revisit Intention through Social Influence positive effect on revisit intention through social influence.

Based on the research results prove that the perceived price positive effect on revisit intention through social influence, so the hypothesis can be accepted. The perceived price or perceived price has an impact on tourists using a product or service through messages conveyed about product selection in influencing decision making to increase the influence on return visit interest or revisit intention. Tourists feel the price obtained (perceived price) through information (social influence) messages from family and friends are increasingly useful. The results of this study are similar to previous research conducted by ([See & Goh, 2019](#)), in which the results of this study explain that social influence is a mediating variable for perceived price towards revisit intention. Where social influence provides information through messages conveyed about product selection in influencing decision making to conduct revisit intentions. Perceived price is mediated by social influence to increase its relationship with revisit intention. The results in this study have a positive value.

CONCLUSIONS

Conclusion based on the results of the analysis and hypothesis testing in the Old City area of Jakarta regarding adaptive reuse buildings, it can be concluded as follows:

1. The perceived price variable has a positive and significant effect on social influence, the perceived price for tourists on social influence when visiting the Jakarta Old Town Area gives positive results. The supporting factors of perceived price provide an influential correlation with social influence as a mediating variable. The test results show the value of the perceived price beta coefficient on social influence is 0.561 and the t-statistic value is

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- 10.608. From the test results, the t-statistic states a significant value because 1.96 (t-table) with P-Values 0.01 so that it proves that perceived price has a positive effect. and significant to social influence.
2. Social influence variables have a positive and significant effect on revisit intention, according to tourists, the social influence of the behavior of a group or person through the messages conveyed influences so that they make their desire to be able to make return visits or revisit intentions. The test results in table IV.29 show that the beta coefficient of social influence on revisit intention is 0.406 and the t-statistic value obtained is 6.702. From the test results, the t-statistic states a significant value because 1.96 (t-table) with P-Values 0.01 so that it proves that social influence has a positive and significant effect on revisit intention.
 3. The perceived price variable has a positive and significant effect on revisit intention, tourists feel satisfied when visiting the Old City area of Jakarta because the perceived price is in accordance with the wishes of the tourists. starting from the price of admission, food and drinks, as well as souvenirs offered are very reasonable and affordable. The tourists feel satisfied so they are happy if they can make a return visit (revisit intention) to the Jakarta Old City Area. The test results in table IV.29, show the value of the perceived price beta coefficient on revisit intention of 0.421 with a t-statistic value obtained of 6.828. From the test results, the t-statistic is stated 1.96 (t-table) with P-Values 0.01 so that it proves that perceived price has a positive and significant effect on revisit intention.
 4. The perceived price variable through social influence has a positive and significant effect on revisit intention, tourists feel the price obtained (perceived price) makes social influence more useful. Because social influence is an influence to behave from a group or person through the messages conveyed, social influence can be increased by increasing the perceived price value to tourists by providing experience, knowledge and characteristics of the Jakarta Old Town Area. From the positive experience given, it creates a desire to make a return visit (revisit intention) to the tourist spot. Based on the results in table IV.31, the test results show the value of the perceived price beta coefficient on revisit intention through social influence is 0.228 with a t-statistic value obtained of 5.680. From the test results, the t-statistic is stated 1.96 (t-table) with P-Values 0.01 so that it proves that perceived price has a positive and significant effect on revisit intention through social influence.

Based on the discussion and conclusions that have been described above, the suggestions that can be given in this study are: 1. The management of the Old City of Jakarta needs to continue to maintain and improve the positive aspects of the selling value of cultural heritage in the old city. Such as the preservation of places, as well as relics. This can be like providing interesting information about objects and places in the old city area so that tourists will try to find out about interesting facts about the cultural heritage. 2. The management of the Jakarta Old Town Area needs to add additional public facilities such as mosques and prayer rooms, parking areas for visitors who bring vehicles, and toilets at several points in the Fatahillah museum area, from the experience of tourists who want to take a break to worship, parking vehicle, or going to the toilet is still difficult to reach the place. 3. The management of the Jakarta Old Town Area needs to carry out promotions related to cultural heritage to increase the competitiveness of tourists so that they are more developed. Such as holding cultural events and interesting events every month for Indonesian young people. This will be able to provide different elements of social influence, but in line with the wishes of visitors and become the main choice when making tourist visits. 4.

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Traders in the old city of Jakarta are expected to pay more attention to the prices for souvenir items sold, such as holding price discount promotions so that it is more attractive to buyers to buy souvenirs in the old city area Jakarta. 5. Further researchers should be able to expand the scope of researchers both from variables, such as prior knowledge, perceived authenticity, perceived value and experience quality that can affect revisit intention, as well as wider location objects of knowledge.

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