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Analysis of the role of price in the influence of e-ticketing and e-service quality on visitor satisfaction at Sam Poo Kong, Semarang City

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ABSTRACT

This study focuses on the influence of E-ticketing and E-service quality on visitor satisfaction mediated by price at Sam Poo Kong, Semarang City. The purpose of this study is to see the influence of E-ticketing on price, the influence of e-ticketing on visitor satisfaction, the influence of E-service quality on price, the influence of E-service quality on visitor satisfaction and the influence of price on visitor satisfaction. This study uses a quantitative method with the research population being all visitors to Sam Poo Kong and using 250 samples spread across various places and who have visited Sam Poo Kong Semarang. This study uses an analysis technique with Structural Equation Modeling (SEM) Amos. The results show that e-service quality ($p < 0.001$) and price ($p < 0.001$) have a significant effect on visitor satisfaction and e-ticketing has no effect ($p > 0.05$). The model shows a good fit (RMSEA = 0.09; CFI = 0.972). This study is the first to examine the role of price mediation variables in the context of cultural tourism in Indonesia and provides practical insights for managers to improve the quality of digital services and communication strategies in e-ticketing.

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1. INTRODUCTION

The rapid development of digital technology has now been widely applied in various industries, including the tourism industry (Mumtaz & Karmilah, 2022). One such technology is ticket booking. While ticket bookings were previously conventional, many tourism industries have now implemented cashless or non-cash ticket bookings (Sitepu & Atiqah, 2022). Visitors are also facilitated in making transactions when visiting certain tourist attractions (Mayashofa & Nashiroh, 2021). The application of technology also creates a competitive advantage in serving visitors much more optimally (Mahadevi, 2018). Good service directly has a psychological effect on visitors so that they can be appreciated as visitors to tourist attractions (Marhanah & Wahadi, 2016).

Conventionally, service must adhere to the rules of smiling, greeting, greeting, and being polite and courteous to visitors (Marhanah & Wahadi, 2016). Visitors spread across various places and locations require special ways of serving them (Rahmandika et al., 2020). The role of digitalization technology is very important in anticipating this, so it is necessary to implement E-service quality or online service quality (SL et al., 2011). This is because many potential visitors are

spread across various places and in various locations that require a good online service system with questions from various potential visitors (Albanna et al., 2022).

The tourism industry, which has grown post-pandemic, is undergoing reforms and combining the needs and utilization of digital technology to attract tourists, including at Sam Poo Kong Semarang. (Isnan & Lokaprasidha, 2020). Sam Poo Kong management is currently transforming in terms of online ticket booking or E-ticketing and implementing online services or E-service quality. The E-ticketing system at Sam Poo Kong can be ordered on the official management website, namely https://www.sampookong.co.id/. In addition, the management also collaborates with online travel agents such as Tiket.com, Treveloka, Tiket box, and Klok. Visitors are very easy to book tickets online, thus it is hoped that this will increase interest in visiting Sam Poo Kong Semarang (Isro & Tjaturrini, 2023).

The use of the E-ticketing system also impacts the online service system, so that all forms of questions, complaints, and information services can be easily provided to prospective visitors (Prasetyo & Yusran, 2022). Therefore, a good quality online service system is needed, better known as E-service quality (Adhistyo et al., 2021). The use of E-service quality also makes it easier for tourists to obtain complete information and everything tourists want can be served well (Purwati et al., 2022). E-service quality online services implemented by Sam Poo Kong management to provide a good service experience even though there is no direct face-to-face meeting (Ciputra & Prasetya, 2020). In addition, the implementation or adoption of digitalization technology that requires large investments by implementing E-ticketing and E-service quality for tourist attractions, this does not affect the price of admission tickets (Fajriani & Trenggana, 2020).

Sam Poo Kong's entrance fee remains very affordable, despite the implementation of e-ticketing and e-service quality. Tickets at Sam Poo Kong are only Rp 15,000 for children and Rp 20,000 for adults from Monday to Friday. Meanwhile, on Saturdays and Sundays, the price is only Rp 25,000 for children and Rp 40,000 for adults, including a package provided by the management. Therefore, the e-ticketing, e-service quality, and price are expected to satisfy visitors to Sam Poo Kong Semarang.

Digitalization in the tourism industry, such as e-ticketing and e-service quality, has become an important tool for improving visitor satisfaction. However, research examining the role of price as a mediating variable between e-ticketing, e-service quality, and visitor satisfaction is still very rare, especially in Indonesian cultural tourism destinations such as Sam Poo Kong in Semarang. However, in consumer behavior theory, price often mediates the relationship between service quality and satisfaction (Prasetyo & Yusran, 2022). This study aims to fill this gap by explicitly asking, "How do e-ticketing and e-service quality influence visitor satisfaction through price mediation at Sam Poo Kong?"

This study measures the effectiveness of digitalization technology implementation in the form of e-ticketing and e-service quality, where price mediates visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang. It serves as a reference for managers in implementing digitalization and developing tourism in Semarang. E-ticketing in this study is measured by looking at ease of use, information quality, website design, payment security, and interactivity. Meanwhile, e-service quality focuses on efficiency, system availability, responsiveness, reliability, privacy, information quality, and security.

Sam Poo Kong holds a strategic position as a cultural tourism destination in Semarang, but some have not fully utilized digitalization, such as similar destinations, such as Borobudur Temple, which successfully increased visits through e-ticketing (Isnan & Lokaprasidha, 2020). Previous studies have shown that visitor perceptions of the ease of e-ticketing and the quality of digital services can influence visitation levels (Prasetyo & Yusran, 2022). However, its implementation at Sam Poo Kong still faces challenges, such as low digitalization.

The problem-solving approach of this research is quantitative inferential statistical approach, case study, and questionnaire method (Sugiyono, 2016b). This approach helps in data collection so that the data obtained can be immediately processed to see the results (Tabachnick & Fidell, 2012). The case study approach also helps researchers in comparing previous research with the application of the same thing in different places or locations (Yuyun Mardiyani, 2015). Thus, the

problems experienced by the management of Sam Poo Kong tourism and other tourist attractions in Semarang City in general can be solved.

Previous research specifically addressing the same issue is still lacking. Existing research only discusses the quality of e-services on Instagram accounts and their impact on visitor decisions at the same attraction. The novelty of this study is the widespread use of digital technology, specifically the role of e-ticketing pricing and e-service quality on visitor satisfaction at Sam Poo Kong, Semarang City. Researchers see the potential of using digital technology at tourist attractions, which greatly assists visitors in all aspects, including at Sam Poo Kong. Increasing tourist visits can help boost the economy and MSMEs around the Sam Poo Kong tourist attraction in Semarang City.

2. RESEARCH METHODS

This research uses a quantitative approach with Structural Equation Modeling (SEM) through Amos 24 (Sugiyono, 2016a). The case study in this research is visitors to the Sam Poo Kong tourist attraction in Semarang. This research focuses on analyzing the role of price in the influence of e-ticketing and the quality of electronic services on visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang.

This study has a proposed hypothesis, namely; H1 = E-ticketing affects prices, H2 = E-ticketing affects visitor satisfaction, H3 = E-service quality affects prices, H4 = E-service quality affects visitor satisfaction, H5 = prices affect visitor satisfaction.

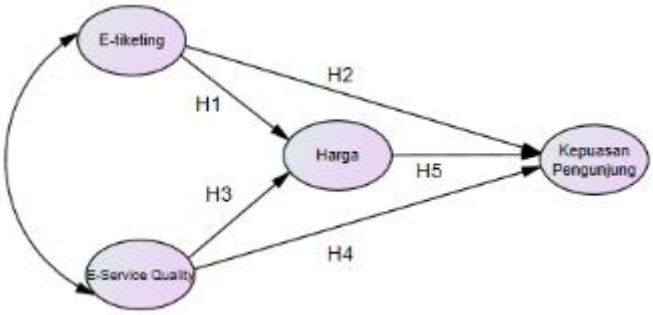

Figure 1. Framework of thought

Research time and research location

This research was conducted in January-March 2025 and the research location was chosen in Sam Poo Kong, Semarang City.

Population and Sample

Population is all elements to be studied that have the same characteristics, both individuals and groups (Rawung, 2020). The population of this study is all visitors who visited Sam Poo Kong, Semarang City. The population of visitors spread across various places in Semarang City is not yet known with certainty (Astawa & Muhajir, 2019). The sample in the study of 250 Sam Poo Kong visitors was selected using convenience sampling due to limited access to population data, with questionnaires distributed at various visit times to reduce bias. Meanwhile, the data sources used are primary and secondary data sources (Ghozali, 2013). Meanwhile, for data collection techniques by distributing questionnaires and interviews. The questionnaire itself is in the form of questions and uses a 5-point Likert scale from strongly agree to strongly disagree (Hertanto, 2017). Meanwhile, interviews were conducted directly with resource persons at Sam Poo Kong, Semarang City.

Collection Techniques

The data collection techniques in this study used questionnaires and interviews. The questionnaire or survey in this study consisted of questions using a 5-point Likert scale for each question item. Point 1 starts from strongly disagree to point 5 which is strongly agree. This method to obtain primary data with a questionnaire containing closed-ended questions with prepared

alternative answers. The questionnaire was completed using Google Forms. Meanwhile, interviews were conducted to obtain answers from respondents directly face-to-face between the researcher and respondents who visited Sam Poo Kong. The research variables in this study included e-ticketing, e-service quality, price, and visitor satisfaction.

Data analysis

This study uses quantitative methods and data analysis using SPSS and AMOS with SEM (Structural Equation Model) analysis techniques. The analysis was carried out in 4 stages. First, test the construct validity of each measurement model with Confirmatory Factor Analysis (CFA). Instrument testing with validity and reliability, validity is assessed from the loading factor value ≥ 0.5 and the Average Variance Extracted value ≥ 0.5 and reliability has a Cronbach's Alpha value ≥ 0.7, with CFA (Confirmatory Factor Analysis) analysis. Evaluation of the measurement model or Measurement Model to assess the suitability of the model through the Goodness of Fit value with a Chi-square / df (CMIN / DF) value ≤ 3, RMSEA ≤ 0.08, GFI ≥ 0.90, AGFI ≥ 0.90, CFI ≥ 0.95, TLI ≥ 0.95 and NFI ≥ 0.90. Finally, the hypothesis test was conducted using path analysis with a p-value ≤ 0.05 and CR (Critical Ratio) ≥ 1.96. Mediation analysis to test the role of mediating variables used bootstrapping. Second, SEM assumption test was tested with data normality (skewness and kurtosis <2, multicollinearity (VIF <10) and outlier detection (mahalanobis distance). Third, multiple linear regression analysis, finally CFA structural model analysis was conducted to verify that the E-ticketing and E-service quality indicators were consistent with the theoretical construct. Justification for sampling with *convenience sampling* was used for efficiency, but it is possible that representative bias will occur. This bias is overcome by variations in data collection time, although the results are difficult to generalize to the entire visitor population without further control of demographic variables.

The expected results of this study include an in-depth understanding of the influence of E-ticketing and Electronic Service Quality. Identifying the role of price as a moderating variable on visitor satisfaction. Recommendations for managers to optimize services at Sam Poo Kong. As an academic contribution to the development of further research in the context of cultural tourism destinations. This study is expected to provide insight and benefit tourism industry players in Semarang City. The results of this study are also expected to improve the visitor experience through effective technologies such as E-ticketing and Electronic Service Quality. This study can be a reference for further research to be developed further.

3. RESULTS AND DISCUSSION

Description of Research Variables

Table 1. Descriptive statistics

	N	Minimum	Maximum	Means	Standard Deviation
Etiquette	250	19	25	23.76	1,938
Electronic Service Quality	250	13	25	19.66	3,328
Price	250	7	15	12.32	2,228
Visitor Satisfaction	250	8	15	11.74	1,988
Valid N (based on list)	250				

Source: SPSS output results

1. Description of E-Ticketing variables, table 1 shows that out of 250 respondents, this variable has a minimum value of 19, a maximum value of 25, a mean of 23.76 and a standard deviation of 1.938.
2. Description of Electronic Service Quality variables, table 1 shows that out of 250 respondents, this variable has a minimum value of 13, a maximum value of 25, a mean of 19.66 and a standard deviation of 3.328.
3. Price Variable Description, table 1 shows that out of 250 respondents, this variable has a minimum value of 7, a maximum value of 15, a mean of 12.32 and a standard deviation of 2.228.

4. Description of Visitor Satisfaction Variables, table 1 shows that out of 250 respondents, this variable has a minimum value of 8, a maximum value of 15, a mean of 11.74 and a standard deviation of 1.988.

Research Instrument Test

a. Validity Test Results, Instrument testing in the validity test can be seen in table 2. The standard regression value of all items used in measuring the variables studied must have an estimated value (Factor Loading) > 0.5 so that all items of the variable are declared valid.

Table 2. Standardized regression weights

			Estimating	Information
ET1	<---	Etiquette	.961	Valid
ET2	<---	Etiquette	.742	Valid
ET3	<---	Etiquette	.994	Valid
ET4	<---	Etiquette	.679	Valid
ET5	<---	Etiquette	.861	Valid
ESQ1	<---	E-Service_Quality	.769	Valid
ESQ2	<---	E-Service_Quality	.693	Valid
ESQ3	<---	E-Service_Quality	.831	Valid
ESQ4	<---	E-Service_Quality	.755	Valid
ESQ5	<---	E-Service_Quality	.740	Valid
H1	<---	Price	.905	Valid
H2	<---	Price	.769	Valid
H3	<---	Price	.872	Valid
CS1	<---	Visitor Satisfaction	.824	Valid
CS2	<---	Visitor Satisfaction	.707	Valid
CS3	<---	Visitor Satisfaction	.719	Valid

Source: Processed data (2025)

b. The results of the reliability test are based on the instrument reliability test in Table 3. Reliability can be seen from all tested variables which have a Cronbach alpha value of more than 0.70. Thus, it can be stated that all research variables are reliable.

Table 3. Reliability

Variables	Cronbach's Alpha	Information
Etiquette	.872	Reliable
Electronic Service Quality	.869	Reliable
Price	.882	Reliable
Visitor Satisfaction	.790	Reliable

Source: Processed data (2025)

Structural Model Testing

a. Evaluation of suitability performance: Chi Square, the Chi-square value in this study is 54.381 and the probability value is 0.127 so that the model accuracy test based on the chi-square value has a suitability category; Chi-square / Degrees of Freedom (CMIN / DF), At the required CMIN / DF value <2, the CMIN / DF value in this study is 1.23 <2 so that the CMIN / DF value is appropriate; Root Mean Square Error of Approximation (RMSEA). In RMSEA, it is acceptable if the value is > 0.05 or 0.08, the RMSEA value in this study is 0.09 smaller than 0.08 so that the model accuracy test in the RMSEA category is appropriate.
b. Goodness of fit index (GFI), the GFI value in this study was 0.963 so that this research model was categorized as fit.
c. Comparative fit index (CFI), the recommended value is CFI > 0.95, so in this study the CFI value obtained was 0.972 so that the model accuracy test based on the CFI value is categorized as fit.
d. Tucker Lewis Index (TLI), the Tucker Lewis Index (TLI) value produced in this study was 0.981 so it was categorized as fit.

e. Adjusted Goodness of Fit Index (AGFI), the Adjusted Goodness of Fit value obtained > 0.90 and in this study was 0.942. Thus, the model accuracy test based on the AGFI value is included in the suitability test.

The value obtained is based on the accuracy of the model which is a measure of the cut-off value assessment in table 4. Model Suitability Results.

Table 4. Model fit results

Conformity Index	Limit Value	Results Mode	Evaluation
Chi-Square	Expected Small	54,381	Fit
Possibility	≥ 0.05	0.127	Fit
CMIN/DF	≤ 2.0	1.23	Fit
RMSEA	≤ 0.08	0.09	Fit
CFI	≥ 0.95	0.972	Fit
TLI	≥ 0.95	0.981	Fit
GFI	≥ 0.90	0.963	Fit
AGFI	≥ 0.90	0.942	Fit

Source: AMOS 22 Results (2025)

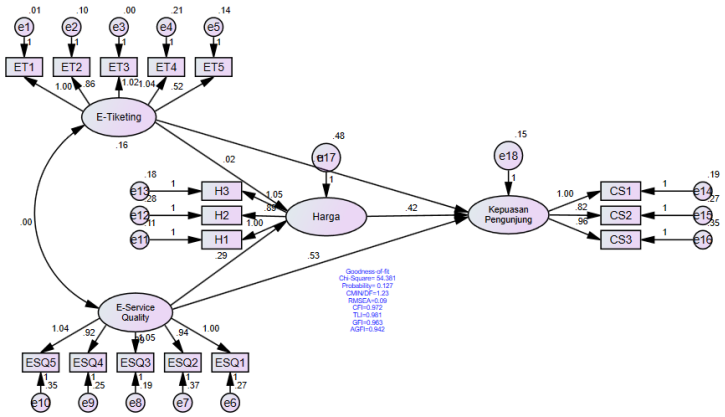

Figure 2. Results of structural equation model analysis

Hypothesis Testing

The results of the hypothesis test conducted on the 5 proposed hypotheses using a value (P) < 0.05, thus the hypothesis can be accepted. The results of the hypothesis analysis can be seen in Table 5. As follows.

Table 5. Hypothesis test results

			Estimating	SE	CR	P
Price	<---	E-Ticketing	.021	.116	.186	.853
Price	<---	Electronic Service Quality	.289	.081	3,569	***
Visitor Satisfaction	<---	E-Ticketing	.109	.083	1,319	.187
Visitor Satisfaction	<---	Electronic Service Quality	.525	.071	7,414	***
Visitor Satisfaction	<---	Price	.422	.055	7,671	***

Source: AMOS 22 Results (2025)

1. Testing on hypothesis 1, the results of the hypothesis test in table 5 show that the probability value of the E-Ticketing variable has no effect on price, namely 0.853. > 0.05 then hypothesis 1 is rejected.
2. Testing on hypothesis 2, the results of the hypothesis test in table 5 show that the probability value of the E-Ticketing variable has no effect on visitor satisfaction, namely 0.187 > 0.05, so hypothesis 2 is rejected.

3. Testing on hypothesis 3, the results of the hypothesis test in table 5 show that the probability value of the E-Service Quality variable affecting prices is 0.187 > 0.05, so hypothesis 3 is rejected.
4. Testing on hypothesis 4, the results of the hypothesis test in table 5 show that the probability value of the E-Service Quality variable influencing visitor satisfaction is 0.000 < 0.05, so hypothesis 4 is accepted.
5. Testing on hypothesis 5, the results of the hypothesis test in table 5 show that the probability value of the price variable influencing visitor satisfaction is 0.000 < 0.05, so hypothesis 5 is accepted.

Discussion

1. The Impact of E-Ticketing on Prices: Research has shown that e-ticketing does not affect prices at the Sam Poo Kong tourist attraction in Semarang. The implementation of the e-ticketing system at the Sam Poo Kong tourist attraction did not affect price changes perceived by visitors. This study also shows that improving the e-ticketing system does not affect price changes perceived by visitors, and vice versa. This study differs from research conducted by Ferdous et al., 2021, which stated that e-ticketing affects prices.
2. The Effect of E-Ticketing on Visitor Satisfaction, the calculation results show that E-ticketing has an effect on visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang City. Improving the quality of the E-ticketing system does not have an impact on visitor satisfaction at the Sam Poo Kong tourist attraction. The implementation of E-ticketing is felt to be less socialized and not many visitors have used the facilities in the E-ticketing system, resulting in the E-ticketing system being implemented does not affect visitor satisfaction. This study also has different results from those conducted by (Prasetyo & Yusran, 2022) that E-ticketing has an impact on visitor satisfaction.
3. The Influence of Electronic Service Quality on Price: This study shows that Electronic Service Quality influences the price of the Sam Poo Kong tourist attraction in Semarang City. The better the quality of digital services, the more it will influence price changes. Prices can be influenced by the digital service system, which continues to improve in quality, so that when services are improved, they can influence price increases. This research aligns with research conducted by (Adhistyo et al., 2021) which states that Electronic Service Quality influences prices.
4. The Influence of Electronic Service Quality on Visitor Satisfaction: The results of this study indicate that Electronic Service Quality influences visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang City. Improving Electronic Service Quality can impact visitor satisfaction, thus, from these results, better digital service quality can increase visitor satisfaction. This research also aligns with research conducted by (Setyawan, 2021) that Electronic Service Quality influences visitor satisfaction.
5. The Influence of Price on Visitor Satisfaction: This study found that price influences visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang. This study demonstrates that when prices are more affordable, visitors feel satisfied, making them sensitive to price changes. Conversely, if prices are high, this can reduce visitor satisfaction at the Sam Poo Kong tourist attraction. This research also aligns with research conducted by (Alzoubi et al., 2020) which states that price influences visitor satisfaction.

E-ticketing has no significant effect, contrary to previous research (Prasetyo & Yusran, 2022), possibly due to low digital penetration or literacy among visitors, especially older groups. Conversely, e-service quality has a very strong influence on price and satisfaction, indicating that digital service quality is more decisive. Price mediates the relationship between e-service quality and satisfaction, in line with perceived value theory, where affordable prices strengthen satisfaction and perceived service quality among visitors.

Practically, the findings of this study encourage Sam Poo Kong to improve e-service quality and promote e-ticketing. Theoretically, this research strengthens the dynamic role of pricing as a mediator in the context of digital tourism.

4. CONCLUSION

Based on the research that has been discussed, it can be concluded that, 1. E-ticketing does not affect prices, 2. E-ticketing does not affect visitor satisfaction, 3. E-Service Quality affects prices, 4. E-Service Quality affects visitor satisfaction and 5. Price affects visitor satisfaction at the Sam Poo Kong tourist attraction in Semarang City. Based on the conclusions above, e-service quality and price have a significant effect on visitor satisfaction Sam Poo Kong, while e-ticketing is not. Limitations of this study include convenience sampling bias and lack of control over variables such as age or education, which could affect the generalizability of the results.

Practical suggestions include the need to improve e-ticketing development to suit consumer behavior, such as providing online tutorials or customer support, and maintaining competitive prices. Recommendations for managers include the results of this study to formulate digital communication strategies, such as social media campaigns, aimed at increasing e-ticketing adoption. This research also provides opportunities for further research to be developed by other researchers. Future research could develop qualitative explorations that could reveal visitor perceptions of e-ticketing. This study could also serve as a framework for evaluating digital services for other tourist destinations, focusing on service and pricing.

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