# Analysis of Effect Product Differentization, Service Differentization and Image Differentization on Visiting Decision

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**Abstract**

The purpose of this study is to prove (1) the effect of products differentiation on visiting decision, (2) test the effect of service differentiation on visiting decision, (3) the effect of image differentiation on visiting decision. This study used a quantitative approach. The numbers of respondents were 100 people. This study used a quantitative approach. The results showed that the effect of products differentiation not significantly influenced on visiting decision, the effect of service differentiation not significantly influenced on visiting decision, the effect of image differentiation significantly has positive effect on visiting decision.

**Keywords**: product differentization, servicer differentization, image differentization, visiting decision

## 1. Introduction

In business competition, companies need to build a good marketing strategy. The implementation of Porter's generic strategy can outperform competition in industry, there are three generic strategies of cost leadership, differentiation and focus. The focus strategy has two variants, the focus of cost and the focus of differentiation on a particular segment (Taufiq, 2012: 155).

According to Endah (2005: 108) states that product differentiation, service differentiation and image differentiation shows a positive and significant impact on competitive advantage. This difference or differentiation also applies to the tourism sector in Indonesia. Each region in Indonesia has a unique both in terms of beauty and customs that exist in the area to attract tourists to visit with a variety of differences found in Indonesia. The tourism sector as an economic activity has become a mainstay and development priority for a number of countries, especially for developing countries such as Indonesia which has wide potential area with great tourist attraction, the number of natural beauty, various cultural heritage and community life. Bali is one of the provinces that has unique attractions. Sightseeing is everything that is in the tourist destination which is an attraction for people to come to visit the place. According SK. MENPARPOSTEL No. : KM. 98 / PW. 102 / MPPT-87, tourism objects are all places or natural conditions that have tourism resources that are built and developed so it has an attraction and cultivated as a place visited by tourists.

Differentiation of a product can influence consumer purchasing decisions. Assauri (2010: 141) states that a purchase decision is a decision-making process of purchase that includes determining what will be purchased or not making a purchase and the decision was obtained from previous activities. The job of the marketer is to understand the buyer's behavior at each stage and the influence of what works in those stages. The level of satisfaction post consumer purchases and post-purchase actions on the part of the company. Satisfied customers will continue to make purchases, unsatisfied customers will stop purchasing the product in question. Kotler & Keller defines the purchasing decision process as having a five-step model of problem recognition, information retrieval, alternative evaluation, purchasing decisions and post-purchase behavior (Assauri, 2010: 141).

The theory of purchasing decision is analogous to the visiting decision. Visiting decisions are the process by which a visitor makes an assessment and selects one necessary alternative based on a particular consideration (Fitri et al, 2015). The decision to visit in this research is the decision to visit the tourism object in Bali. Sightseeing in Bali a lot of cultural tourism. Enterprises to develop a tourist destination should pay attention to various factors that affect the existence of a tourist destination. Many tourist objects in Bali exactly compete each other to become the best tourist destination in Bali. In its activities in the field of tourism should be able to provide the best service so that the tourists who visit get their own satisfaction and have a good impression.

## 2. Literature Review and Hypothesis Development

### 2.1 Visiting Decision

Visiting decisions are the process and stage of a consumer in knowing a product to take a decision to make a visit. While in the consumer evaluation phase determines the preference for the brands within the set of choices, a consumer can also determine the tendency of the intention to buy the most preferred brand (Adhi, Endang, & Shanti, 2016). Meanwhile, according to Frendy (2011), purchasing decisions are divided into four indicators, namely: beliefs, recommendations, habits and repurchases.

### 2.2 Products Differentiation

Quoting from Antonius & Sugiharto (2013: 3), according to Tjiptono, this product differentiation has the intention of providing high creativity in creating unique products that are more attractive, comfortable, and safer to be more attractive to consumers compared to competitors' products. In product differentiation, the product has the meaning or value that the company creates a new product that the entire customer perceives as a unique and different product. According to Kotler, product differentiation can be done through several design parameters such as through form, uniqueness, quality of performance, quality of conformity, durability, reliability, easy to repair, style, and design (Purwanti, 2014: 13).

### 2.3 Service Differentiation

In addition to differentiating the product, the company can also differentiate its services. If the product is not easily differentiable, the other key to success lies in improving quality. Citing the journals of Antonius & Sugiharto (2013: 3), service quality differentiation, which embodies high creativity in combining the elements of the marketing mix with great hospitality and employee insight, so that the quality of service perceived by consumers exceeds expectations. The application of good and superior service differentiation can make the company will win the existing competition, the constituents will prefer and use the product because the company succeeded in creating a superior product compared to its competitors.

### 2.4 Image Differentiation

Kotler's image differentiation is differentiating corporate image based on identity differences through positioning, symbolic differences and ad differences (Zulfirama, 2012). According to Kartajaya image differentiation is a special characteristic or differentiator from the appearance of a person or object. Image differentiation is a mix of imaging elements, which create the image of a brand. Differentiation requires a tougher effort at a greater cost. Consideration of the willingness of consumers to pay more for the value offered by differentiation is very necessary (Antonius & Sugiharto, 2013: 3).

Based on that image differentiation identical to the attribute is a special characteristic or differentiator from the appearance of a person or object. Differentiation of the image is done so that consumers more easily remember the image of a company that impact on consumer purchasing decisions.

### 2.5 The Effect of Products Differentiation on Visiting Decision

Understanding consumer behavior and knowing customers is never simple. Customers may state their needs and wants, but act otherwise. Customers may not understand their deeper motivations. For that reason the company should try to understand consumer behavior especially in making decision making visit. One of the factors that can influence the visiting decision is product differentiation. Tourism object that have a variety of products will make consumers unsaturated and have an alternative in visiting an object and it needs to be done so the product can survive and compete with similar products.

**H1: Product Differentiation has positive effect on Visiting Decision**

### 2.6 The Effect of Service Differentiation on Visiting Decision

Service is the behavior of the seller to the buyer by providing satisfaction to the consumer, so that consumers feel valued and get the goods or services in accordance with his wishes. Good service becomes one of the requirements of success in the company. Quality of service is often interpreted as a comparison between the expected service and the service received significantly. According to Tjiptono (2006: 58), service is an attitude or a way of serving customers so that customers get satisfaction. Customer Service is another element of product strategy, the company's offer to the market. Service differentiation influence visiting decision of tourist.

**H2: Service Differentiation has positive effect on Visiting Decision**

### 2.7 The Effect of Image Differentiation on Visiting Decision

Image is one of the most important components in marketing a product or service. The power of a image is

characterized by its ability to survive even tough times. In the era of globalization, tourist objects that compete in one market more and more varied due to market increasingly competitive market. So the flow of globalization makes the competition more intense in attracting the decision to visit a tourist attraction that requires the optimization of resources. Tourism object that is able to maintain its image can survive and have great possibilities to attract the attention of tourist.

**H₃: Image Differentiation has positive effect on Visiting Decision**

## 3. Research Methodology

### 3.1 Population and Sample & Data Sources

According Sugiyono (2016: 80), the population is a generalization region consisting of objects/subjects, which have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study is the visitor at Taman Ujung tourist attraction in Karangasem regency. Population in Tourism Object Taman Ujung as many as 68,758 people in the Year 2016, based on data from the Regional Tourism Office of Bali. The reason for choosing a visitor as a respondent because visitors are people who can provide an assessment of his decision to visit attractions Taman Ujung in Karangasem regency.

This research was conducted on Taman Ujung tourism object in Karangasem regency. As the object of this research is the advantage of competing with differentiation (product differentiation, service differentiation, and image differentiation) to the decision of visiting tourists at Ujung Garden object in Karangasem regency.

### 3.2 Variables and Measurements

The independent variables in this research are the differentiation elements that are product differentiation $(X_1)$, service differentiation $(X_2)$, and image differentiation $(X_3)$ while the dependent variable in this research is purchasing decision in this case that is visiting decision (Y). The indicator of variable product differentiation, service differentiation, image differentiation and purchasing decision shown in table 3.1

**Table 3.1 Variables Indicators**

| No. | Variables | Indicator |
|---|---|---|
| 1. | Product Differentiation (X1) | Taman Ujung (X1.1) is a form of house building which is very different from other tourism objects in Bali. |
| | | *Candi* (X1.2) is a temple-like structure that is very different from other tourist objects in Bali. |
| | | Scenery (X1.3) is a style that is owned by Taman Ujung tourism object is very different from other tourism objects in Bali. |
| | | Building Structure (X1.4) is a very structuring building design with other attractions in Bali. |
| | | Plants Cultivation (X1.5) is a cultivation design that is very different from other attractions in Bali. |
| | | House (X1.6) is unique that is different from other tourist objects in Bali. |
| | | Temple building (X1.7) is the uniqueness of the temple building that resembles a stupa and is different from other tourist objects in Bali. |
| | | Fruit plants (X1.8) are unique from a variety of fruit plants that are owned and different from other attractions in Bali. |
| 2. | Service Differentiation (X2) | The seating facilities (X2.1) are unique from different facilities provided by other tourism objects in Bali. |
| | | Restaurant facilities (X2.2) are facilities provided to facilitate visitors to get food and beverage, different from other attractions in Bali. |
| | | Maintenance (X2.3) is Traffic owned by employees in maintaining hygiene, plants, buildings, and animals, in contrast to other attractions in Bali. |
| | | Providing information (X2.4) is the ability of employees in providing information clearly to visitors, different from other attractions in Bali. |
| | | Giving aid (X2.5) is the employee's responsiveness in providing assistance when visitors need help, |

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|---|---|---|
| | | unlike other attractions in Bali. |
| | | Employee friendliness (X2.6) is a friendly and courteous attitude that employees have different from other attractions in Bali. |
| | | Initiative in maintaining cleanliness (X2.7) is the awareness that employees have in maintaining cleanliness different from other attractions in Bali. |
| | | Employee awareness (X2.8) is an empathetic attitude that employees possess when visitors need help different from other attractions in Bali. |
| 3. | Image Differentiation (X3) | The house on the tree (X3.1) is an attribute that gives the image of Taman Ujung as a new tourism object, unique and different from other tourism objects in Bali. |
| | | Temple building (X3.2) is an attribute of a building that resembles a stupa that gives the image of Taman Ujung as a new tourism object, unique and different from other tourism objects in Bali. |
| | | The loss of feeling of fatigue and stress (X3.3) is as an image of Taman Ujung tourism object that gives the benefit of loss of feeling of fatigue and stress that is different from other tourism objects in Bali. |
| | | The maintenance of the environment (X3.4) is the image of Taman Ujung's attractions that provide the benefits of preserving the environment around Taman Ujung tourism object that is different from other tourism objects in Bali. |
| | | Knowledge of crops (X3.5) is the added value given by Taman Ujung tourism object which gives knowledge about various kinds of fruits plants different from other tourism objects in Bali. |
| | | Animal knowledge (X3.6) is the added value given by Taman Ujung's attractions that provide knowledge about the different types of animals different from other tourist objects in Bali. |
| | | The majority of youth visitors (X3.7) is the image of Taman Ujung as an interesting tourism object to be visited by young people and different from other tourism objects in Bali. |
| | | The majority of visitors of the family (X3.8) is the image that is owned by Taman Ujung as an interesting tourism object to be visited with family and different from other tourism objects in Bali. |
| 4. | Visiting Decision (Y) | In contrast to other attractions (Y1) is the keyakina owned visitors that attractions Taman Ujung different from other attractions in Bali. |
| | | Interesting to visit (Y2) is the faith owned by visitors that attractions Taman Ujung is very interesting to visit compared with other attractions in Bali. |
| | | Recommendations from friends or family (Y3) is a recommendation given by friends or family to visit attractions Taman Ujung in Karangasem regency. |
| | | Recommendations from social media (Y4) is a recommendation to make a visit to Taman Ujung attractions obtained from social media (Instagram, Website, Facebook, Twitter, and others). |
| | | Visits to artificial nature tourism (Y5) is the habit of visitors make a visit to artificial natural attractions so decided to visit the attractions of Taman Ujung. |
| | | Different impression (Y8) is a visitor's return decision because it feels different impression on Taman Ujung attractions. |
| | | Return visit (Y7) is the attitude that visitors will keep visiting again although there are other attractions that are more interesting from the attractions of Taman Ujung |
| | | Visits to tourist attractions (Y6) is the habit of visitors to visit tourist attractions so decided to visit attractions Taman Ujung |

## 4. Result and Discussion

### 4.1 Quantitative Analysis

Quantitative analysis is used to analyze data that is a number or a number. To test the hypothesis and explain the relationship and determine the form of relationship of independent variables or predictors that influence the formation of the relationship between differentasidengan dependent variable of visiting decision. So this research using multiple linear regression analysis. The stages of quantitative analysis consist of test validity and reliability

test of research instruments.

### 4.2 Test Validity and Reliability Test of Research Instruments

Testing the validity of each research instrument obtained from the answers to the questionnaire is very important to do to obtain valid research results. An instrument is said to be valid or valid if it has a correlation coefficient pearson product moment (r) between items with a total score greater than 0.30. The result of validity test of research instrument, can be seen in Table 4.1 as follows:

**Tabel 4.1**

**Validity Test of Research Instruments**

| No. | Variable | Indicator | Validity | | |
|---|---|---|---|---|---|
| | | | Correlation | Validity Requirement | Validity |
| 1. | Visiting Decision (Y) | In contrast to other attractions (Y1) is the faith owned by visitors that attractions Taman Ujung different from other attractions in Bali. | 0,731 | > 0,30 | *Valid* |
| | | Interesting to visit (Y2) is the faitjh owned by visitors that attractions Taman Ujung is very interesting to visit compared with other attractions in Bali. | 0,737 | > 0,30 | *Valid* |
| | | Recommendations from friends or family (Y3) is a recommendation given by friends or family to visit attractions Taman Ujung in Karangasem regency. | 0,664 | > 0,30 | *Valid* |
| | | Recommendations from social media (Y4) is a recommendation to make a visit to Taman Ujung attractions obtained from social media (Instagram, Website, Facebook, Twitter, and others). | 0,672 | > 0,30 | *Valid* |
| | | Visits to artificial nature tourism (Y5) is the habit of visitors make a visit to artificial natural attractions so decided to visit the attractions of Taman Ujung. | 0,752 | > 0,30 | *Valid* |
| | | Different impression (Y8) is a visitor's return decision because it feels different impression on Taman Ujung attractions. | 0,761 | > 0,30 | *Valid* |
| | | Return visit (Y7) is the attitude that visitors will keep visiting again although there are other attractions that are more interesting from the attractions of Taman Ujung | 0,758 | > 0,30 | *Valid* |
| | | Visits to tourist attractions (Y6) is the habit of visitors to visit | 0,803 | > 0,30 | *Valid* |

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| | | tourist attractions so decided to visit attractions Taman Ujung | | | |
| 2. | Product Differentiation (X1) | Taman Ujung (X1.1) is a form of house building which is very different from other tourism objects in Bali. | 0,648 | > 0,30 | *Valid* |
| | | Candi (X1.2) is a temple-like structure that is very different from other tourist objects in Bali. | 0,604 | > 0,30 | *Valid* |
| | | Scenery (X1.3) is a style that is owned by Taman Ujung tourism object is very different from other tourism objects in Bali. | 0,700 | > 0,30 | *Valid* |
| | | Building Structure (X1.4) is a very structuring building design with other attractions in Bali. | 0,720 | > 0,30 | *Valid* |
| | | Plants Cultivation (X1.5) is a cultivation design that is very different from other attractions in Bali. | 0,684 | > 0,30 | *Valid* |
| | | House (X1.6) is unique that is different from other tourist objects in Bali. | 0,674 | > 0,30 | *Valid* |
| | | Temple building (X1.7) is the uniqueness of the temple building that resembles a relic and is different from other tourist objects in Bali. | 0,756 | > 0,30 | *Valid* |
| | | Fruit plants (X1.8) are unique from a variety of fruit plants that are owned and different from other attractions in Bali. | 0,677 | > 0,30 | *Valid* |
| 3. | Service Differentiation (X2) | The seating facilities (X2.1) are unique from different facilities provided by other tourism objects in Bali. | 0,580 | > 0,30 | *Valid* |
| | | Restaurant facilities (X2.2) are facilities provided to facilitate visitors to get food and beverage, different from other attractions in Bali. | 0,609 | > 0,30 | *Valid* |
| | | Maintenance (X2.3) is Traffic owned by employees in maintaining hygiene, plants, buildings, and animals, in contrast to other attractions in Bali. | 0,607 | > 0,30 | *Valid* |
| | | Providing information (X2.4) is the ability of employees in providing information clearly to visitors, different from other attractions in Bali. | 0,772 | > 0,30 | *Valid* |

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| | | Giving aid (X2.5) is the employee's responsiveness in providing assistance when visitors need help, unlike other attractions in Bali. | 0,816 | > 0,30 | *Valid* |
| | | Employee friendliness (X2.6) is a friendly and courteous attitude that employees have different from other attractions in Bali. | 0,800 | > 0,30 | *Valid* |
| | | Initiative in maintaining cleanliness (X2.7) is the awareness that employees have in maintaining cleanliness different from other attractions in Bali. | 0,653 | > 0,30 | *Valid* |
| | | Employee awareness (X2.8) is an empathetic attitude that employees possess when visitors need help different from other attractions in Bali. | 0,742 | > 0,30 | *Valid* |
| 4. | Image Differentiation (X3) | The house on the tree (X3.1) is an attribute that gives the image of Taman Ujung as a new tourism object, unique and different from other tourism objects in Bali. | 0,773 | > 0,30 | *Valid* |
| | | Temple building (X3.2) is an attribute of a building that resembles a relic that gives the image of Taman Ujung as a new tourism object, unique and different from other tourism objects in Bali. | 0,733 | > 0,30 | *Valid* |
| | | The loss of feeling of fatigue and stress (X3.3) is as an image of Taman Ujung tourism object that gives the benefit of loss of feeling of fatigue and stress that is different from other tourism objects in Bali. | 0,604 | > 0,30 | *Valid* |
| | | The maintenance of the environment (X3.4) is the image of Taman Ujung's attractions that provide the benefits of preserving the environment around Taman Ujung tourism object that is different from other tourism objects in Bali. | 0,734 | > 0,30 | *Valid* |
| | | Knowledge of crops (X3.5) is the added value given by Taman Ujung tourism object which gives knowledge about various kinds of fruits plants different | 0,738 | > 0,30 | *Valid* |

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|---|---|---|---|---|---|
| | | from other tourism objects in Bali. | | | |
| | | Animal knowledge (X3.6) is the added value given by Taman Ujung's attractions that provide knowledge about the different types of animals different from other tourist objects in Bali. | 0,681 | > 0,30 | *Valid* |
| | | The majority of youth visitors (X3.7) is the image of Taman Ujung as an interesting tourism object to be visited by young people and different from other tourism objects in Bali. | 0,736 | > 0,30 | *Valid* |
| | | The majority of visitors of the family (X3.8) is the image that is owned by Taman Ujung as an interesting tourism object to be visited with family and different from other tourism objects in Bali. | 0,607 | > 0,30 | *Valid* |

Table 4.1 shows that the research instrument of decision variable visiting decision (Y), product differentiation (X1), service differentiation (X2), and image differentiation (X3) are all valid. It is said to be valid because all research instruments have correlation coefficient pearson product moment (r) more than 0.30. This means that the research instrument used is valid that the statements on the questionnaire are able to express what is measured by the questionnaire.

**4.3 Reliability Test of Research Instruments**

Reliability testing of each research instrument obtained from the questionnaire. A reliable instrument means the instrument when used multiple times to measure the same object, will produce the same data. The provision of an instrument is said to be reliable, if it has a cronbach alpha coefficient (α) greater than 0.60. The results of the research instrument reliability test, can be seen in Table 4.2 below:

**Table 4.2**

**Reliability Test Results of Research Instruments**

| No. | Variable | Reliabilitas | | |
|---|---|---|---|---|
| | | Alpha Cronbach | Reliable Requirement | Reliability |
| 1. | Visiting decision (Y) | 0,877 | > 0,60 | Reliable |
| 2. | Product Differentiation (X$_1$) | 0,835 | > 0,60 | Reliable |
| 3. | Service Differentiation (X$_2$) | 0,850 | > 0,60 | Reliable |
| 4. | Image Differentiation (X$_3$) | 0,851 | > 0,60 | Reliable |

Table 4.2 shows that the research instrument of visiting decision (Y), product differentiation (X$_1$), service differentiation (X$_2$), and image differentiation (X$_3$) are all reliable. It is reliable because all research instruments have more Cronbach (α) alpha coefficient more than 0.60. This means that all research instruments are reliable because the answers of each respondent are considered consistent or stable over time. The validity test results and the reliability of the research instruments show that all are valid and reliable so that all research instruments can be used in the analysis.

**4.4 Regression Analysis Result**

Multiple Linear Regression Analysis is used to measure the influence between more than one predictor variable (independent variable) to the dependent variable. Multiple Linear Regression Analysis aims to determine the effect of product differentiation, service differentiation, and image differentiation to the visiting decision. Regression analysis result shown below in table 4.3

**Table 4.3**

**Regression Analysis Result**

| Model | t | Sig. |
|---|---|---|
| Constant | 2,044 | 0,044 |
| Product Differentiation ($X_1$) | 1,412 | 0,161 |
| Service Differentiation ($X_2$) | 0,554 | 0,581 |
| Image Differentiation ($X_3$) | 5,072 | 0,057 |

In partial effect test, significiant of product differentiation is 0,161. The significant is more than 0,05, with the result that Ho is accepted, meaning that product differentiation has no significant effect to the tourist visiting decision at Taman Ujung object in Karangasem regency, thus hypothesis can not be accepted.

In product differentiation, the product has a meaning or value that the company creates a new product perceived by the customer as a unique and different product. Based on in-depth interviews with respondents the temple-like shape of the stupa is not too different from other tourist objects in Bali so it looks casual But still unique when in make as an object to take pictures. The design of the plant is not very interesting and neat so it needs to arrange better so it looks unique and interesting.

Service differentiation has significant of 0,581 more than 0,05 with the result Ho is accepted. This result show that service differentiation has no significant effect to the decision of visiting tourist at Taman Ujung object in Karangasem regency, thus hypothesis can not be accepted.

Differentiation of service, which is to realize high creativity in combine elements of marketing mix with hospitality and extensive employee insight, so that the quality of service perceived by consumers exceed expectations. Based on in-depth interviews with respondents the ability of employees in providing information is still less so Training needs to be done so that employees are able to provide information well to tourists who come to visit. Employee responsiveness in providing assistance to visitors is still lacking, so it needs to be improved so that consumers are more satisfied. The politeness and friendliness of the employees is still lacking so the courtesy and friendliness of the employees needs to be improved. Last but not least, the lack of awareness of employees in providing services that need to increase awareness to tourists who need help and information about attractions in Taman Ujung Karangasem regency.

Image differentiation has significant of 0,057 is more than 0.05, with the result Ho is rejected. The result show that image differentiation has a positive and significant effect on the visiting tourists decision at Taman Ujung in Karangasem regency, thus the hypothesis can not be accepted.

According to Kartajaya image differentiation is a special characteristic or differentiator from the appearance of a person or object. Image differentiation is a mix of imaging elements, which create the image of a brand. From the theory submitted and based on in-depth interviews with respondents is very appropriate where the image of Taman Ujung as a new tourist attraction, unique and different from other tourist objects in Bali is very decisive decision of visiting tourists. With the many news reviews about Taman Ujung attractions in Karangasem regency on various social media also make the attractions of Taman Ujung quickly known and known to the general public.

As for the temple attribute is still less to give a unique image for Taman Ujung attractions so it needs to be done arrangement or addition of new object at Taman Ujung object. Various kinds of fruit plants are difficult to recognize so it is necessary to give the label on each fruit plant. Types of large animals make it difficult to recognize that it takes a special employee to keep an eye on the animals and can provide little information to visiting tourists and the latter lack of youth visitors because the rules are too tight so many young people Feel uncomfortable with the rules and should be evaluated against the rules that have been made.

The results of this study are in accordance with the research conducted by Antonius & Sugiharto (2013) in a study that shows the effect of differentiation strategy, brand image, product quality and price to customer purchase decision at Surabaya station. Where the research results stated differentiation, brand image, product quality and price significantly influence to customer purchasing decision.

The result of the research with Beta coefficient test shows Beta coefficient differentiation value is 0,483 higher than coefficient of Beta product differentiation equal to 0,130 and coefficient of Beta service differentiation equal to 0,049. Thus, it can be said that image differentiation variables have a dominant influence on the decision of visiting tourists at Taman Ujung tourism object in Karangasem regency.

## 5. Conclusion and Suggestion For Research

### 5.1 Conclusion

Based on the analysis and discussion, we can conclude the following matters. First, products differentiation has not been able to increase visiting decision. Second, implementation effect of service differentiation has not been able to increase visiting decision. This indicates that inform about new things, learn something new from a friend, share skills if requested can enhance product innovation and process innovation. Third, image differentiation can improve visiting decision. This indicates image differentiation can influenc in positive ways to increase visiting decision.

### 5.2 Suggestion

Based on the results of the conclusion then in an attempt to influence visiting decision the attractions of Taman Ujung in Kabupaten Karangasem, can be recommended for the management of attractions Ujung Park as follows:

1. Improving the shape of the temple to make it more interesting again to be a photo object for visitors/tourists.

2. Need to do the arrangement of plants better and tidier so it looks more unique and interesting.

3. Adding a variety of plants that are more unique and interesting.

4. Make the design of the arrangement of the building to be more orderly and neat for the convenience of visitors.

5. The ability of employees in providing information is still lacking so that training needs to be done so that employees are able to provide information with both to tourists who come to visit.

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