ANALYSIS OF TOURIST ATTRACTION ON TOURIST INTEREST IN VISITING KERANGGAN TOURISM VILLAGE SOUTH TANGGERANG

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Abstract

This research is motivated by the development of tourist destinations today so as to increase competitiveness between tourist destinations. Tourism Attraction is the most important factor and the main driver in tourism activities, because tourist attraction is a determining factor to make tourists have an interest in visiting a tourist destination. This study intends to see the influence of tourist attraction on interest in visiting Keranggan Tourism Village. This study used a causal analysis method with a quantitative approach. Data collection techniques by observation, interviews and questionnaires. The sample in this study was tourists who had visited 100 people based on the non-probability method with purposive sampling techniques. The analytical techniques used in this study are validity tests, reliability tests, classical assumption tests, simple linear regression, description (average) t tests, and R2 analysis. The results of this study explain that: 1). Tourism Attraction 4A has a significant effect on Interest in Visiting Keranggan Tourism Village Destinations.

Keywords: Tourist Attraction, Visiting Interest, Tourists

1. Introduction

Tourism is a travel activity carried out by a person or group of people by visiting certain places within a certain period of time. Closely related to the tourism industry is an activity that aims to produce products and services to meet the needs and satisfaction of tourists. The development of tourist destinations causes tourists to increase their satisfaction standards in choosing tourist destinations they want to visit. Therefore, tourist destinations create attractions sourced from nature, culture and man-made which are supported by the private sector, government and other stakeholders in order to attract requests to visit from domestic and foreign tourists. With this explanation, it means that tourist attraction is the most important factor and the main driver in tourism activities, because tourist attraction is a determining factor to make tourists have an interest in visiting a tourist destination (Anwani, 2021).

Another supporting factor that influences the interest in visiting Keranggan Tourism Village is 4A (Attraction, Accessibility, Amenity, Ancilliary). Attraction is an attraction that can be nature-based, cultural, and man-made.

Accessibility is easy access to move from one area to another. Amenities is an element of facilities and infrastructure needed by tourists while in tourist sites, such as: inns, restaurants, recreation areas, camping sites, transportation and travel agents. Necessary infrastructure such as: roads, water supply or toilets, electric power, landfills. Ancilliary is an element that must be provided by the manager of the tourist site (Anwani, 2021). (Celina &; Sarudin, 2023) explained that tourist attraction can be measured based on three indicators, namely Something to See, the attraction has everything interesting for tourists to see. Something to Do, the attraction has an interesting activity for tourists to do.

Something to Buy, the attraction has something interesting to attract ask tourists to buy something.

There are times when there is a decrease in the number of visitors to Keranggan Tourism Village because of its tourist attractions that are still a consideration for tourists such as attractions that are less desirable, difficult road access, facilities that have not been able to facilitate all the needs of tourists. Based on the description of the introduction above, it can be concluded that the attractiveness with the completeness of 4A in it and the indicators that are fulfilled are the main factors and drivers in attracting tourists to visit.

2. Theoretical Background
2.1 Tourism
Tourism is a trip made to several places that are not long and carried out individually / individually or in groups with the aim of hunting for balance and pleasure by relying on the environment of social, natural, cultural and knowledge life (Riani, 2021). As for the opinions of (Ridwan, 2020) defines that tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. A trip is considered a tourist trip when it meets four necessary requirements, namely: 1) it must be temporary. 2) must be voluntary (meaning not forced). 3) does not work. 4) the purpose of the trip was done to enjoy the objects and attractions of the tour.

2.2 Tourist Attractions
Tourist attraction is a link in a tourism activity, this is due to the main factor that makes tourists to visit a tourism destination (Anwani, 2021). Able to deep (Celina &; Sarudin, 2023) Tourist attraction is anything that is unique and contains elements of beauty from natural resources, culture and man-made products. Deep (Anwani, 2021) set tourism taeik power indicators as follows: 1) Attaction. 2) *Accessibility*. 3) *Amenities*. 4) *Ancilliary*.

2.3 Tourism Village
Tourism village is an application of Community-based Development and the continuity that is used as an opportunity to improve the standard of living of the community (Wahyuningsih &; Pradana, 2021). Tourism villages as a form of community empowerment in order to play a direct role in efforts to increase readiness and concern for responding to tourism potential or tourist attraction locations in each village (Village &; Bongan, 2021).
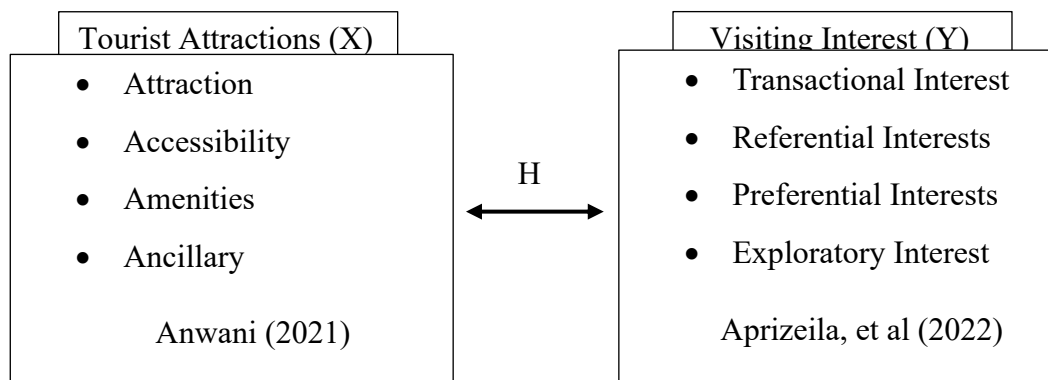
2.4 Tourist
Tourists are people who travel to a place that is not their place of residence with the aim of enjoying the journey of their visit (Pomantow et al., 2022). Tourists are people who carry out tourist activities, with two categories in it, namely 1) Tourists (Tourist) are temporary visitors who stay at least 24 hours in the country they visit. 2) Exurtionist i.e. a visitor staying less than 24 hours in the country he is visiting.

2.5 Interest in visiting
Kotler, P & Keller, K in (Aprizeila Rizky Geraldine et al., 2022) defines that Interest in visiting is the activity of consumers to choose to visit a tourist object based on the trip

in travel. Visiting interest refers to the behavior of consumers who have visited in the past, and the quality of service to their destination in that country or region. The process of creating a visitor's intention to visit has a positive impact on visitors from a long-term perspective. The desire of visitors to visit a tourist attraction is evidence of visitor behavior because of the pleasure and satisfaction of the object visited. Hasan in (Aprizeila Rizky Geraldine et al., 2022) describes four indicators of visiting interest, namely: 1) Referential 2) Transactional 3) Preferential 4) Exploratory.

2.6 Mindset

Tourist Attractions (X)		Visiting Interest (Y)
• Attraction • Accessibility • Amenities • Ancillary Anwani (2021)	H ↔	• Transactional Interest • Referential Interests • Preferential Interests • Exploratory Interest Aprizeila, et al (2022)

3. Methods

This type of research uses quantitative research with causal analysis methods to prove the presence or absence of the influence of tourist attraction variables on tourist visiting interest. Quantitative research is a research method based on postivistic or concrete data, the research data is in the form of numbers used to be measured using statistics as a calculation tool related to the problem under study to draw a conclusion (Jonathan &; Sarudin, 2023). The location of this research is Keranggan Tourism Village, which is located in Keranggan Village, Setu District, South Tangerang City, Banten. Data collection techniques in this study are observation, interviews and questionnaires. In this study, the total tourist population of Keranggan Tourism Village was 121 tourists, while the sample was 100 tourists from Keranggan Tourism Village, as determined by the researcher. The scale used in this study is the Likert scale with assessment criteria starting from 1 is very unequal and 4 is very agreeable.

In this study, the sampling technique used was Non-probability sampling with a purposive sampling approach. Collection techniques by determining certain criteria and balances as respondents (Fadilla et al., 2023). Researchers choose to use sample collection techniques with non-probability sampling and purposive sampling approach methods because with the consideration that not all populations (respondents) meet the criteria and can fill out questionnaires as expected by researchers. The criteria that have been considered by researchers are as follows:
1. Respondents who have visited Keranggan Tourism Village Destination at least once.
2. Respondents with a minimum age of 17 years who are expected to be responsible for their choices and decisions.

4. Results and Discussion

4.1 Validity Test

Table 1. Validity Test Result

No	Item	R Hitung	R Tabel	Keterangan
	Variable X (Daya Tarik Wisata 4A)			
1.	Attraction 1	0,636	0,361	Valid
2.	Attraction 2	0,774	0,361	Valid
3.	Attraction 3	0,831	0,361	Valid
4.	Attraction 4	0,761	0,361	Valid
5.	Attraction 5	0,872	0,361	Valid
6.	Attraction 6	0,798	0,361	Valid
7.	Attraction 7	0,812	0,361	Valid
8.	Accessibility 1	0,752	0,361	Valid
9.	Accessibility 2	0,674	0,361	Valid
10.	Accessibility 3	0,808	0,361	Valid
11.	Accessibility 4	0,713	0,361	Valid
12.	Accessibility 5	0,680	0,361	Valid
13.	Amenities1	0,797	0,361	Valid
14.	Amenities 2	0,798	0,361	Valid
15.	Amenities 3	0,845	0,361	Valid
16.	Amenities 4	0,740	0,361	Valid
17.	Ancillary 1	0,801	0,361	Valid
18.	Ancillary 2	0,744	0,361	Valid
19.	Ancillary 3	0,843	0,361	Valid
20.	Ancillary 4	0,803	0,361	Valid
	Variable Y (Minat Berkunjung)			
1.	Minat Transaksional	No	Items	R Calculate
2.	Minat Referensi	0,890	0,361	Valid
3.	Minat Preferensi	0,873	0,361	Valid
4.	Minat Eksploratif	0,754	0,361	Valid

Source: SPSS Data Processing version 25

The table above shows that all statements contained in the independent variable (tourist attraction 4a) and related variables (ask t visit) are declared valid and can be seen through the test criteria r calculate > r table, where all statement items above > 0.361, so that all statement items in this study are valid.

4.2 Reliability Test

Table 2. Reliability Test Result

Variable	*Cronbach's Alpha*	N of Item
Daya Tarik Wisata 4A(X)	0,895	20
Minat Berkunjung (Y)	0,848	4

Based on the results of the IBM SPSS Statistic version 25 test contained in the table above, the Cronbach Alpha value of the independent variable (Tourist Attraction 4A) of 0.895 and the dependent variable (Visiting Interest) of 0.848, which means that both variables are greater than 0.600. So it can be concluded that every statement item in the questionnaire that has been distributed gets reliable results.

4.3 Normality Test

   According to Siregar in (Artha &; Intan, 2021) suggests that the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not. So that in making conclusions from the normality test, it can be seen, if the distribution of data is in the line area following the diagonal line, it can be stated that the data is normally distributed and if the distribution of data is far from the diagonal line area, it can be stated that the data is not normally distributed. This conclusion can be proven from the Kolmogorof-Smirnov Sample Test, if the p-value or significance value > 0.05 then the data can be declared normally distributed. Meanwhile, if the p-value or significance value < 0.05, then the data can be declared not normally distributed.
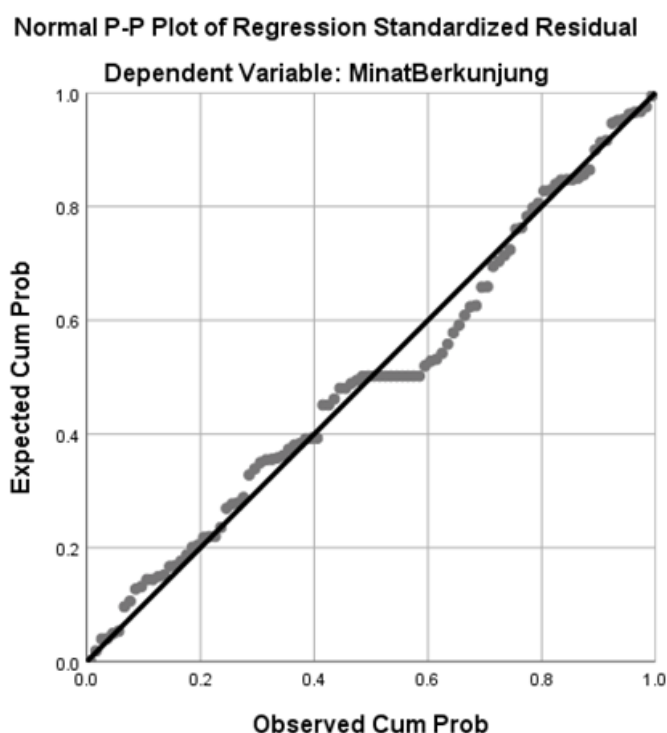
Table 3. Normality Test Calculated From Data

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1,21594331
Most Extreme Differences	Absolute	0,088
	Positive	0,088
	Negative	-0,047
Test Statistic		0,088
Asymp. Sig. (2-tailed)		054[c]

4.4 Spearman's Rank Heteroscedasticity Test

   According to Gujarati in (Ariwati, 2020) explained that to test data on the presence or absence of heteroscedasticity, a rank-spearman test can be used; S is by correlating the independent variable with the absolute value of the residual (error), if the independent

variable shows statistical significance that affects the dependent variable, then it can be stated that heteroscedasticity occurs.

Table 4. Heteroscedasticity Test

Correlations

			Attraction	Unstandardized Residual
Spearman's rho	Attraction	Correlation Coefficient	1,000	-0,013
		Sig. (2-tailed)		,900
		N	100	100
	Unstandardized Residual	Correlation Coefficient	-0,013	1,000
		Sig. (2-tailed)	0,900	
		N	100	100

Based on the results of SPSS output obtained using Spearman's Rank test, where the p-value is 0.900 > 0.05, it can be concluded that there is no heteroscedasticity problem in the regression model in this study.

4.5 Spearman's Rank-Correlation Coefficient Test
**. Correlation is significant at the 0.01 level (2-tailed).
Table 5. Correlation Coefficient Test

Correlations

			Daya Tarik Wisata	MinatBerkunjung
Spearman's rho	Daya Tarik Wisata	Correlation Coefficient	1,000	.682**
		Sig. (2-tailed)		,000
		N	100	100
	MinatBerkunjung	Correlation Coefficient	.682**	1,000
		Sig. (2-tailed)	0,000	
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data, the correlation coefficient obtained is 0.682, which means that there is a relationship with a high level of interval between the independent variable (Tourist Attraction 4A) and the dependent variable (Visiting Interest). When viewed from the results, the significance value obtained is 0.000 < 0.05 which means that the correlation coefficient of the independent variable and the dependent variable is significantly related and obtains positive results. From the results of these data, it means that the increasing attractiveness of 4A tourism in Keranggan Tourism Village, the increasing interest in visiting tourists.

4.6 Simple Linear Regression Test

Table 6. Dependent Variable: Visiting Interest

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,127	0,865		0,146	0,884
DayaTarik	0,198	0,013	0,832	14,854	0,000

a. Dependent Variable: MinatBerkunjung

From the processed SPSS data obtained above, the following simple regression equation can be concluded:

$$Y = 0.127 + 0.198X$$

Thus, the regression equation contains the following meanings:

a = Constant = 0.127, This means that if the Tourist Attraction 4A (X) is equal to zero, then the value of Visiting Interest (Y) is known to be 0.127.

X = Coefficient = 0.198, This means that if each Tourism Attraction (X) increases by 1 point, there will be an increase in Visiting Interest (Y), which is 0.198

4.7 Test Coefficient of Determination (R2)

Table 7. Coefficient Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863^a	0,745	0,735	1,24128

a. Predictors: (Constant), Ancillary, Attraction, Accessibility, Amenities

Based on the results of the data processing above, it can be seen from the R Square value of 0.745, so it can be concluded that the four dimensions of 4A Tourism Attraction including Attraction, Accessibility, Amenities, and Ancillary have an influence on visiting interest by 74.5%. So that the remaining 25.5% is influenced by other variables that are not studied.

4.8 Dependent Variable: Visiting Interest

Table 8. Dependent Variable Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,127	0,865		0,146	0,884
DayaTarik	0,198	0,013	0,832	14,854	0,000

a. Dependent Variable: MinatBerkunjung

The significance value on the 4A tourist attraction variable produces a value of 0.000 or no more than 0.05, and when viewed from the T-calculated value on the 4A tourist attraction variable produces a value of 14.854 or more than the T-table value of 1.984 so that it is concluded that Ha is accepted.

4.9 Discussion

The results of this study state that the independent variable (Tourism Attraction) and dependent variable (Interest in Visiting) are 1) Tourist attraction in Keranggan Tourism Destination has a significant effect on visiting interest with a signification value of 0.00. This is in line with research (Anwani, 2021) that tourist attraction has a significant effect with a significance value of $0.00 < $ of 0.05. 2) In this study the attraction of tourism 4A includes Attraction, Accessibility, Amenities, and Ancillary influencing visiting interest with a determination coefficient (R^2) value of 74.5%. So that the remaining 25.5% is influenced by other variables that are not studied. This is in line with (Anwani, 2021) that the attractiveness of 4A tourism to visiting interest with a coefficient of determination (R^2) value of 50.9%.

5. Conclusion

Based on research that has been carried out on tourists of Keranggan Tourism Village to see the attractiveness of tourism to visiting interest, it can be concluded as follows, there is a significant influence between tourist attraction and visiting interest of 0.00 where this value is smaller than 0.05 and the calculated t value of 14.854 is greater than t table 1.664.

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