

ANALYSIS OF TOURIST ATTRACTION ON TOURIST VISITING INTEREST IN PERLANG TOURISM VILLAGE CENTRAL BANGKA

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Abstract

This research is motivated by the growing development of Indonesian tourism, one of which is a tourist village. Tourism villages are cultural diversity to tourist destinations owned by each region. The existence of interesting things contained in the tourist village makes tourists interested in visiting Perlang Tourism Village. In this study, it was found that Perlang Tourism Village was included in the top 50 best tourism villages nominated by ADWI and third place in the digital and creative categories. Therefore, the purpose of this study is to provide input to managers on what attractiveness can be developed to become an advantage for Perlang Tourism Village. This research is entitled "Analysis of Tourism Attractiveness of Tourist Visiting Interest in Perlang Village, Central Bangka". This study used a causal analysis method with a quantitative approach. Data collection techniques through observation, interviews, and questionnaires, with 100 research samples selected using non-probability methods and purposive sampling techniques. Data analysis was performed using simple linear regression test, descriptive (mean) test, t test, F test, and R2 analysis. The results of the t test showed that partially the Attraction & Ancillary dimension had a significant influence on visiting interest, while the Amenities & Accessibility dimension did not have a significant influence. Test F shows that simultaneously, all four dimensions of tourist attraction affect visiting interest. In conclusion, attractiveness has a positive and significant influence on partial interest in visiting. Therefore, this destination must maintain the attractiveness it already has.

Keywords: Tourist Attraction, Visiting Interest, Tourist Village

1. Introduction

Tourism in Indonesia offers a variety of amazing destinations with varied cultural richness. Types of tourism such as unique natural, cultural, and historical attractions make Indonesia attractive to domestic and foreign tourists. This attraction raises a strong interest in visiting various tourist destinations.

One type of tourism that is very interesting and widely available in Indonesia is a tourist village. Tourism villages are located in rural areas with special characteristics such as natural resources, village traditions, tourist attractions, and community culture. This uniqueness makes the tourism village superior and attractive for tourists who are interested in tourist activities that focus on special interests.

The Bangka Belitung Islands Province, part of Indonesia, consists of two main islands, namely Bangka Island and Belitung Island, as well as dozens of other small islands. Of the total 470 islands that have been named, only about 50 islands are inhabited. The province consists of six districts: Bangka Regency, West Bangka Regency, Central Bangka Regency, South Bangka Regency, Belitung Regency, and East Belitung Regency, as well as Pangkalpinang City as the provincial capital. Each district has a variety of unique and diverse tourist attractions.

One of the interesting tourist villages in this province is Perlang Tourism Village, located in Lubuk Besar District, Central Bangka Regency. This tourism village is managed by POKDARWIS (Tourism Awareness Group). The following is the management structure of Perlang Tourism Village.

The following is data on the number of visitors in several destinations in Perlang Tourism Village in 2023.

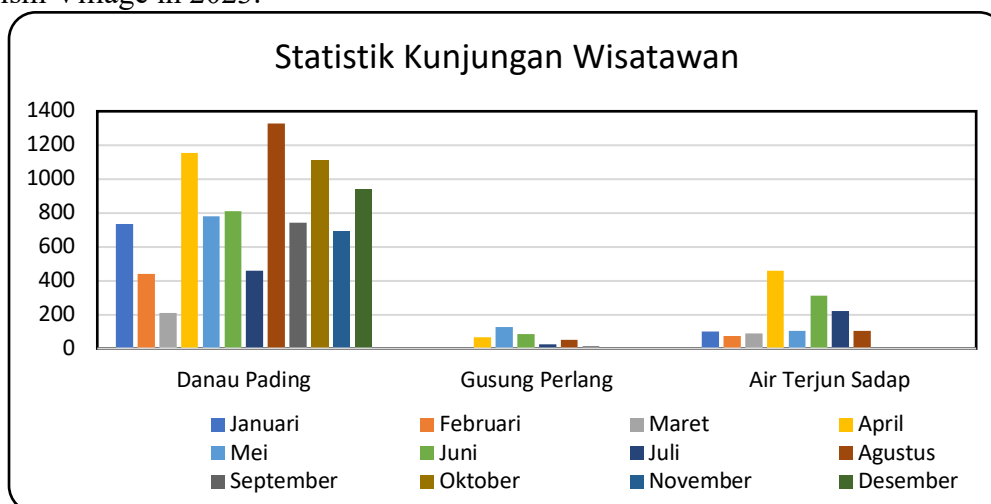


Figure 1. Visitor Data 2023

Source: POKDARWIS Perlang Linau Mentari, 2021

Gusung Perlang only opens open trips in May, August, September, October, until the end of November every year. For homestays, the majority of visitors who stay for a certain time, sometimes there is no visit. But, when there is a visit, usually the visitors will come in groups.

With the diverse tourist attractions presented by Perlang Tourism Village. So, based on the description above, researchers are interested in taking the title of research on "Analysis of Tourism Attractiveness of Tourist Visiting Interest in Perlang Tourism Village, Central Bangka."

2. Theoretical Background

2.1 Tourism

According to Rustam Yogi, (2022) tourism is a trip made to various destinations in a short period of time, both individually and in groups. The purpose of this journey is to achieve balance and pleasure by enjoying and appreciating the existing social, natural, cultural, and knowledge environment.

2.2 Tourist Attractions

Ningsih Dwi Fitria et al., (2024) revealed that tourism attraction is a variety of elements that exist in a place that make it attractive to tourists. The elements in this tourist attraction involve unique characteristics, natural beauty, accessibility, and values that include natural wealth and human culture that are attractive and valuable to tourists.

2.3 Tourist

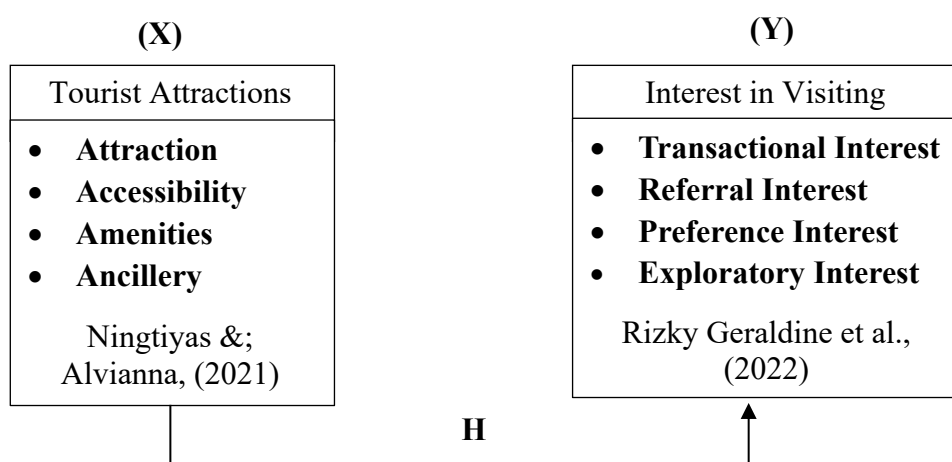
According to , tourists are individuals or groups who travel to other places outside their neighborhood with the purpose not to work for a long period of time, i.e. more than 24 hours. They make transactions and spend time experiencing vacations, which are the main indicators that influence a person's decision.(Rival &; Polisda, 2023)

3.4 Interest in Visiting

Interest is a person's desire to perform an action, which arises due to the presence of an impulse or trigger to do it. Interest in visiting leads to a person's desire to visit certain tourist destinations. Nurtanio & Ginting, (2022).

3.5 Tourism Village

According to villages, tourism is a form of tourism development that emphasizes the contribution of local people in preserving the village environment. The tourist village offers products of cultural value with traditional characteristics. The development of tourism villages does not change the existing ones, but rather focuses on developing the potential of the village through the utilization of the elements in it. (Wayan Sutiani, 2022)



Source: Researcher, 2024

The research paradigm above shows that tourist attractiveness as variable X affects tourist visit interest as variable Y.

The following is a hypothesis from the study of Tourism Attraction Analysis of Tourist Interest in Perlang Tourism Village, Central Bangka:

- 1) H₀: Tourism Attraction in Perlang Tourism Village, Central Bangka does not significantly affect the interest of visiting tourists.
- 2) H_a: Tourism Attraction in Perlang Tourism Village, Central Bangka has a significant effect on tourist visiting interest.

3. Methods

In this study, researchers used quantitative methods. This method aims to measure relevant variables in research, such as variable X (tourist attraction) and variable Y (interest in visiting), in order to find the relationship between the two variables. This quantitative research presents data in the form of numbers. With this numerical data, analysis can be done using statistical methods.

In supporting the data collection of this study, researchers used data collection techniques through observation, interviews, and distribution of questionnaires online or online through Google Form media containing a list of questions to 100 respondents. The criteria for respondents in this study are tourists who have visited Perlang Tourism Village, Central Bangka.

The population in this study amounted to 11,311 people and in determining the number of samples researchers used the Slovin formula to determine the number of samples to be used by 100 respondents.

In this study, the independent variable is attraction (X1) which consists of 4 dimensions, namely, attraction, accessibilities, amenities, and ancillary with the dependent variable, namely Visiting Interest (Y).

1. Validity Test

This study used SPSS program version 25 to test validity with the Pearson Bivariate correlation technique (Pearson Moment Product). This analysis correlates each item's score with the total score. The decision was taken based on the criterion that if $r_{count} \geq r_{table}$, then by taking 100 respondents and an error rate of 5%, the question instrument is declared significant to the total and valid score.

2. Reliability Test

Reliability tests are used to assess the consistency of measurement results. Measurement results can be considered consistent if relatively similar results are obtained from repeated measurements in the same group of subjects. This study used the Alpha Cronbach formula because the instruments used were questionnaires and stratified scales. If the value of Cronbach's Alpha > 0.6 , the instrument is considered reliable, while if the value of Cronbach's Alpha < 0.6 , the instrument is considered unreliable.

3. T Test

The partial test aims to show how much influence the independent variable has on the dependent variable.

Below are the test criteria that can be seen based on: t_{hitung}

- a. If $> t_{table}$ with a significance level of 5%, then it is stated that H_0 is rejected and H_a is accepted (has an effect) t_{hitung}
- b. If $< t_{table}$ with a significance level of 5%, then H_0 is accepted and H_a is rejected (has no effect) $t_{hitung} < t_{table}$

4. Results and Discussion

4.1 Characteristics of Respondents

The study included data on the socio-demographic characteristics of respondents, such as age and occupation. This data is used as additional information and is not analyzed in depth. The presentation of the data that has been obtained is as follows:

4.1.1 Age

For this study, the minimum age of respondents was 17 years, provided that they had visited Perlang Tourism Village. 17-year-old respondents were considered physically and mentally mature enough to make independent decisions and fill out questionnaires. Data on respondents by age can be seen as the following diagram:

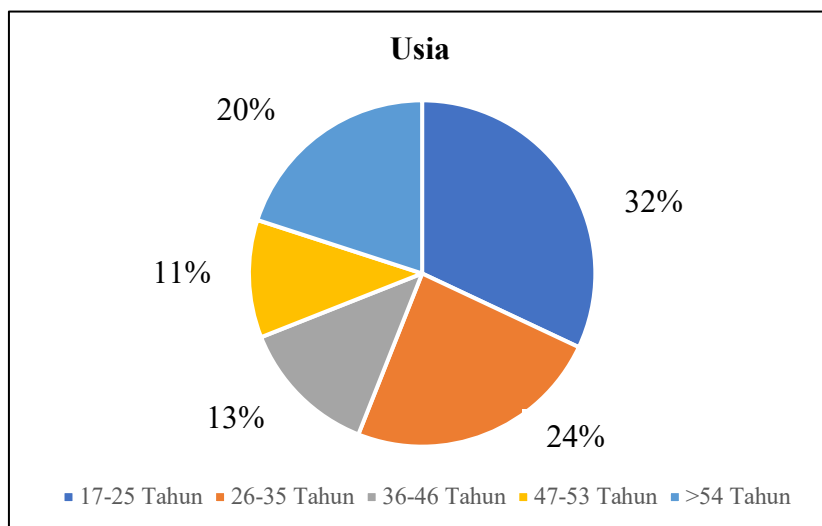


Figure 2. Age of Respondents

Source: Researcher, 2024

Based on the diagram above, out of 100 respondents visiting Perlang Tourism Village, the most dominant group is those aged 17-25 years with a percentage of 32%. This is due to young people's interest in various tourist destinations and activities that can be done in the place, as well as their interest in various photo spots. Conversely, parents tend to prefer light tourist activities in one place, because they do not need to move around which requires more energy and time.

4.1.2 Work

Based on the employment data of respondents can be classified as follows:

- a. Student / Student
- b. Private Employees
- c. Self-employed
- d. Civil Servants
- e. Housewives
- f. And Others

Then the results of the employment data from respondents can be seen from the following diasalt;

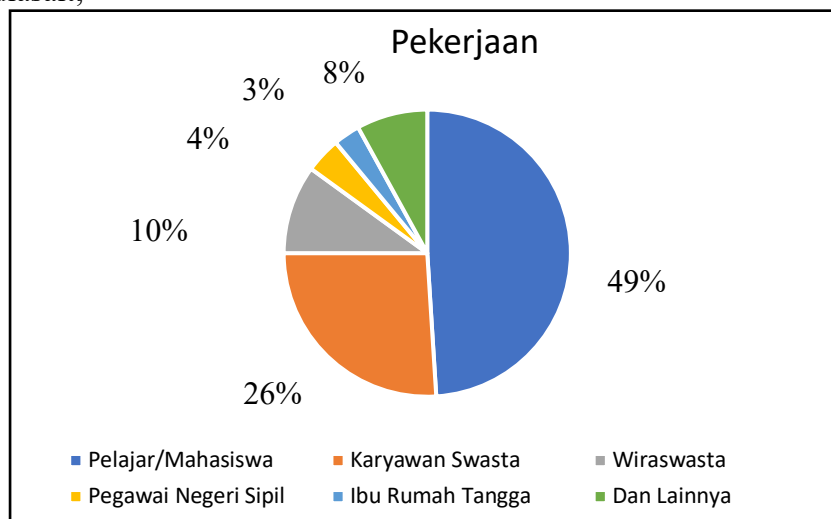


Figure 3. Respondent's Occupation

Source: Researcher,2024

Based on the data above, it is known that from 100 respondent’s visitors to Perlang Tourism Village, the most dominating is students / students with a percentage of 49%. This is because students choose to travel in tourist villages with friends or family. In addition to touring, visitors can learn about the culture and origin of the formation of the tourist village.

4.2 Validity Test

Table 1. Validity Test

No	Item	R Hitung	R Tabel	Keterangan
Variabel X (Daya Tarik Wisata 4A)				
1	Attraction 1	0,713	0,361	Valid
2	Attraction 2	0,691	0,361	Valid
3	Attraction 3	0,712	0,361	Valid
4	Attraction 4	0,762	0,361	Valid
5	Attraction 5	0,770	0,361	Valid
6	Attraction 6	0,865	0,361	Valid
7	Attraction 7	0,800	0,361	Valid
8	Accessibility 1	0,794	0,361	Valid
9	Accessibility 2	0,837	0,361	Valid
10	Accessibility 3	0,910	0,361	Valid
11	Accessibility 4	0,683	0,361	Valid
12	Accessibility 5	0,811	0,361	Valid
13	Amenities 1	0,815	0,361	Valid
14	Amenities 2	0,848	0,361	Valid
15	Amenities 3	0,721	0,361	Valid
16	Amenities 4	0,888	0,361	Valid
17	Ancillary 1	0,807	0,361	Valid
18	Ancillary 2	0,834	0,361	Valid
19	Ancillary 3	0,879	0,361	Valid
20	Ancillary 4	0,815	0,361	Valid
Variabel Y (Minat Berkunjung)				
1	Minat Transaksional	0,733	0,361	Valid
2	Minat Referensi	0,737	0,361	Valid
3	Minat Preferensi	0,868	0,361	Valid
4	Minat Eksploratif	0,813	0,361	Valid

Source: Researcher, 2024

Based on the results listed in the table above, it can be concluded that all statements contained in the independent variable (Tourism Attraction 4A) and the dependent variable (Visiting Interest) can be declared valid and based on test criteria that show that the r value is calculated > r table, where all statement items in this study have a value of >0.361. Therefore, it can be stated that all statement items in this study are valid.

4.3 Reliability Test

Table 2. Reliability Test

Variabel	Crobach’s Alpha	N of Item
Daya Tarik Wisata 4A (X)	0,957	20
Minat Berkunjung (Y)	0,797	4

Source: Researcher, 2024

Based on data obtained from calculations in the IBM SPSS Statistic program version 25, it can be obtained the Cronbach Alpha value of the independent variable (Tourist Attraction 4A) of 0.957 and the dependent variable (Visiting Interest) of 0.797, meaning that both variables are greater than 0.600. Thus, the final result can be concluded that each statement item in the questionnaire that has been distributed gets reliable results and when viewed from the interpretation of intervals, this study is in the interval 0.61 – 0.80 for the dependent variable and the interval 0.81 – 1.00 for the independent variable so that it can be categorized in the level of reliable and very reliable.

4.4 T Test

Table 1. T Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	,447	,529		,848	,400
	Daya Tarik Wisata	,195	,008	,928	24,657	,000

a. Dependent Variable: Minat Berkunjung

Source: Researcher,2024

Based on the results of the output obtained, before the interpretation first determines the value of the t-table to be used so that the basis for calculating the formula is $t_{tabel \alpha / 2; (N-1)}$, with caption:

α = Significance level of 5%

n = Number of samples (respondents)

Thus, $(0.05/2; 100-1) = (0.025; 99) = 1.98422$

The results of testing the influence of each variable of tourist attraction in the form of Attraction, Accessibility, Amenities and Ancillary dimensions on variables bound to Visiting Interest in Perlang Tourism Village are as follows:

- 1) The significance value on the 4A tourist attraction variable produces a value of 0.400 and not more than 0.05, when viewed from the T-calculated value on the 4A tourist attraction variable produces a value of 24.657 which is more than the T-table value of 1.984 so that it is concluded that H_a is accepted.
- 2) Thus, it can be stated that the 4A Tourism Attraction variable which includes the dimensions of Attraction, Accessibility, Amenities, and Ancillary Service has a significant effect on Interest in Visiting Perlang Tourism Village.

5. Conclusion

Based on the data processing and discussion contained in this study which is based on the formulation of the problem about the Attraction of Tourism 4A to the Interest in Visiting Perlang Tourism Village which has been described in the previous chapter, the following conclusions can be drawn:

- 1) Most visitors who come to Perlang Tourism Village are visitors whose average age is 17-25 years, then most of them have the status of students / students.

- 2) Based on the results of the descriptive test, the dimension of tourist attraction that has the greatest influence can be sorted, namely, the dimension of "Attraction" which has the greatest influence of 3.38, then the dimension of "Ancillary Services" of 3.35, the dimension of "Amenities" of 3.31, and the weakest influence is the dimension of "Accessibility" of 3.16.

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