

THE RELATIONSHIP BETWEEN DESTINATION ATTRACTIVENESS, LOCATION, TOURISM FACILITIES, AND REVISIT INTENTIONS

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ABSTRACT

The tourism sector is a commercial sector that makes an important contribution to many developing countries. Government support shows efforts to continue to develop the tourism sector. This is monitored from the government's efforts to increase and diversify tourism products to attract more local and international tourists. The more diverse the availability of tourist attractions in an area will open up greater opportunities for greater visits which are not only for tourist objects but also for the region as a whole. Malang is one of the tourist cities in Indonesia and this opens up greater opportunities to develop faster than other cities because it already has a strong foundation and character. The tourism sector shows progress through an increase in the number of visits. A repeat visit to the same attraction is required in this case. This study will examine the role of destination attractiveness, location, and facilities on the revisit intentions to Jatim Park 2 in Batu District, Malang Regency. Purposive sampling technique as a non-probability sampling technique with a total of 100 respondents, then the data is processed by multiple linear regression. The results of the study stated that attractiveness, location and facilities had a real role in forming the variable of revisit intentions partially or simultaneously. Every improvement and development of the attractiveness variable, location and facilities of a tourist attraction will have an increasing impact on revisit intentions tourists to tourist objects.

Keywords: destination attractiveness, location, tourism facilities, revisit intentions.

INTRODUCTION

Indonesia has a lot of potential for natural and cultural tourism which also makes tourism as an industry which also contributes effectively to the country's foreign exchange earnings. Various tourist objects in Indonesia have been known not only domestically but also abroad. Therefore, the development of tourism in Indonesia is carried out in all regions under the auspices of the Tourism Office which functions as an authorized institution in controlling regulations, providing instructions and technical assistance to enable investors and the community to try to increase tourism in their area.

In the era of regional autonomy, an effective tourism sector is able to play a role in developing the sectoral economy and the industries involved. If this sector develops well, it will drive other industries such as the lodging industry, restaurant industry, handicraft industry, transportation and other industries. The development of a tourist attraction results from a good, measurable and clear marketing system. Marketing is very important to do in a tourist attraction because it is a change in the state of the applied conditions. Without marketing to a tourist attraction, there will be no developments and changes that occur to the object (Khasanah, 2010).

Malang City is a city in East Java Province, Indonesia. The city of Malang is located in the highlands and has a comfortable and cool weather compared to other cities in the East Java region. The nickname of this city is Paris van East Java, City of Tourism, City of Military, City of History, City of Apples, City of Cold, Culinary City and various other nicknames. However, the most famous and distinctive nickname of Malang City itself is Student City. The nickname is indeed proven by the many schools and universities that stand in this city. In addition to being the city with the highest student level in East Java, Malang City also has various tourist attractions ranging from historical tourism such as temples and museums, religious tourism to entertainment tourism that deserves to be visited by both domestic and foreign tourists.

There are many tourist attractions that have led to the emergence of lodging ranging from hotels, resorts, cottages to house rentals in the city of Malang. Various interesting tourist objects in the Greater Malang area are mostly located in the Batu area, which is located in the west of the city. In Batu itself there are many interesting tourist attractions and are well known for their rides such as Batu Night Spectacular, Jawa Timur Park 1,2,3, Eco Green Park, Sengkaling, Selecta and so on. Not only an entertainment tourist attraction, the Batu area is also surrounded by truly enchanting natural attractions such as Coban Rondo, Coban Talun, Bendengan and several interesting natural locations. Malang city is also famous for its diverse and unique culinary tourism.

One of the famous tours in the city of Malang is Jatim Park 2. This is a tourist spot that combines elements of education and tourism in one scope. This can provide information to visitors to be more familiar with technology and knowledge. One of the advantages of Jatim Park 2 is that it can be used as a medium of learning outside the classroom with the

aim of getting information about various kinds of fauna found throughout the country. This concept can be said to be a pioneer that has never existed and is applied in other cities in East Java. Jatim Park 2, which stands on an area of 14 hectares, is the right place for education and tourism to invite families and children.

Tourist visits are certainly inseparable from the existence of tourist attractions that attract tourists to visit tourist attractions. Tourist attractions include uniqueness, beauty, natural and cultural wealth and tourist attractions. At Jatim Park 2, there are a series of presentations of technological knowledge, knowledge of fauna, hobbies, and entertainment that are uniquely packaged and presented to visitors, which can be enjoyed in one integrated area. Jatim Park 2 or better known as the Secret Zoo which is certainly more interesting and more complete than other zoos. After seeing various types of animals from all over the world, visitors are presented with a variety of rides, ranging from children to adults that challenge adrenaline. These rides are also served to fulfil visitor hobbies such as basketball courts and to test leg dexterity by inserting the ball in certain holes. These rides are served free of charge so that visitors are free to choose and try a variety of games. This fact is used by Jatim Park 2 as its advantage and used as a characteristic, so that Jatim Park 2 has its own target market among the increasingly rapid development of competition from similar companies and is able to maintain its company as a market leader with its uniqueness.

The location of Jatim Park 2 is easy to reach by various forms of vehicles. With several alternative accesses, this tour is often visited by certain groups or from family groups. The local government and the surrounding community play an active role in increasing tourist visits by providing good services that can generate visitor value where the higher the consumer value, the higher the value of consumer satisfaction and will affect the revisit intentions. The formation of revisiting intention sometimes requires a complicated and prolonged process. This is because consumptive behaviour to fulfil entertainment needs is not a need that often arises in a person and has various intensities so that decision making is also strongly influenced by certain things. This is like several similar tourist objects; consumers tend to compare one tourist attraction with another of the same type or vacation time. Willingness to buy will be influenced by real experience factors or satisfaction expectations in using goods or services. as well as in choosing a service or tourism product (Dubé & Renaghan, 2000).

Efforts to increase tourist visits to Jatim Park 2 have begun by building basic tourism facilities such as restaurants, hotels, and other supports. Tourism facilities are tourist supplies that need to be provided if they are going to develop the tourism industry, because tourism activities are essentially one of the activities of the economic sector. Tourist facilities are facilities or infrastructure that facilitate the activities of attractions that have been provided by the tourist area. Good facilities can shape perceptions in the eyes of visitors. In a number of types of services, the perception that is formed from the

interaction between visitors and facilities affects the quality of services in the eyes of visitors. There is an impact from the existence of the facilities provided by the service provider and has succeeded in increasing user convenience and facilitating the process of service delivery. That will have a lasting impact on consumer response after the exchange. (Mardikaningsih, 2017).

This study will examine the role of tourist attraction, location, and facilities on revisit intentions Jatim Park 2 Tourism in Batu District, Malang Regency.

LITERATURE REVIEW

Destination attraction is anything that can attract attention and can be enjoyed to be offered, enjoyed and sold as a tourism product (Chi & Qu, 2008). Tourist attraction can be the main driver for visitors to visit or in other words everything that causes tourists to be interested in visiting a certain area (Reitsamer et al., 2016). The existence of tourist attractions found in tourist objects can attract tourists to make repeat visits (Sinambela, 2021). Tourist attraction emphasizes more characteristics for all customers and increases the possibility of customers to renew and make a purchase decision (Akgün et al., 2019).

Zeithaml and Bitner (2000) state that the choice of location or place begins with determining the destination community. Who is going and who is going. This is determined by regional potential, development potential, economic conditions, competition and sectoral policies. According to Ali and Amin (2014), what is offered in a destination area depends on the potential for development as well as unique geographical phenomena. For offers to the target market, this location is the place where the transaction takes place or the place to visit in the tourist attraction. It determines whether a location is interesting to visit or not is access, traffic, visibility, facilities and environment (Ernawati. 2017). A tourist attraction should be accessible by vehicle, with clear directions, safe and comfortable facilities and an environment that supports tourism services (Ranjbarian & Pool, 2015).

Tourist facilities are complementary to tourist destinations that are needed to meet the needs of tourists who are enjoying tourist trips (Jayaprakash & Mythili, 2017). Service is always accompanied by the presence of facilities. In a tourist attraction, facilities can also be part of a tourist attraction as a supporter or main element (Yoon et al., 2001). The effectiveness of the existence of the facility will lead to support to form a pleasant experience for visitors and the formation of visitor satisfaction. The existence of a good impression leads to the potential for repeat visits (Hutchinson et al., 2009).

The theory of revisiting interest is taken from the theory of repurchase interest in a product so that in several categories, visiting interest can be applied to buying interest. According to Som and Badarneh (2011), the desire to travel in the future is influenced by their attitude towards their past experiences. While the theories of reasoned action and

planned behavior have been the most frequently used models to predict behavior since the early 1980s, consistent results show that attitudes, subjective norms and controls explain variations in future visits. Revisit intentions is a form or form of interest in behavior. Behavioral interest is a potential tendency to react like attitudes that precede behavior (Seth et al., 2005). Interest in visiting means potential consumers (visitors) who have and have never been and who are currently going to visit a tourist attraction. Interest is the driving force that causes someone to pay attention to an object. Tourists' revisit intentions can be interpreted as the possibility for tourists to visit a destination again, and this behavior is considered as loyalty or a real action that refers to the willingness of a person or tourist to revisit the same destination (Choo et al., 2016). Tourists who have an interest in making repeat visits can be characterized by a willingness to revisit the same destination in the future and recommend the destination to others. According to Zeithaml and Berry (2000), there are two indicators of revisit intentions, namely the desire to recommend to others and the desire to return to visit.

RESEARCH METHODOLOGY

This type of research is associative quantitative research because it aims to determine the effect of the independent and dependent variables. Sources of primary data obtained from the results of the questionnaire answers distributed to respondents. The questionnaire uses a measurement scale in the form of an interval scale. The population in this study is the number of tourists who have visited the Jatim Park 2 tourist attraction. The sampling method in this study is non-probability sampling with purposive sampling technique. The number of samples in this study obtained as many as 100 respondents. The analysis tool is multiple linear regression. The quality of the data was tested with reliability and validity. The feasibility of the regression model was tested with classical assumptions.

RESULTS AND DISCUSSION

Respondent Profile

Description of respondents in this study describes the characteristics of respondents based on gender, age of respondents, respondent's occupation, and respondent's income. Characteristics of respondents based on male sex with a frequency of 37 respondents, and based on female sex as many as 63 respondents.

Characteristics of respondents based on age; it can be seen that the largest proportion of respondents in the sample are in the range of 24 years – 30 years as much as 49%. The range of 17-23 years is 21%. The range of 31 – 40 years is 14%. The range of 41 – 50 years is 7%, and in the range of 50 years and over it is 9%.

Characteristics of respondents based on work; it is seen that the highest proportion of respondents who are sampled based on the dimensions of work are 37 people with the percentage having professions outside of the job choices in the questionnaire. As a student as much as 11%; as entrepreneurs as much as 27%; and as a private/public employee as much as 25%.

Characteristics of respondents based on income obtained the largest proportion of respondents from the income dimension, a total of 54 people have an income of less than three million. The remainder is divided by a proportion between the ranges of three million to five million; and five million and above.

Validity and Reliability Test

A valid instrument is declared after going through validity testing using a correlation technique with criteria exceeding 0.3 for the corrected item total correlation value. Based on the SPSS output, the value of all questions has a value exceeding 0.3. In the reliability test, each Cronbach's alpha value from the test results exceeds 0.60. This is also seen from the SPSS output. The attractiveness variable is 0.759; location of 0.688; facilities of 0.704; and revisit intentions of 0.806.

To get a good regression model, it must be free from data deviations consisting of multicollinearity, autocorrelation, heteroscedasticity, and normality. The method used to test the deviation of the classical assumptions is described below.

Classic Assumption Test

To detect the presence or absence of heteroscedasticity, that is by looking at the Plot Graph in SPSS between the predicted value of the dependent (dependent) variable, namely ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the Y that has been predicted, and the X axis is the residual (Y predicted - Y actually) that has been studentized.

If nothing is clear, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity as shown in graph 1 below.

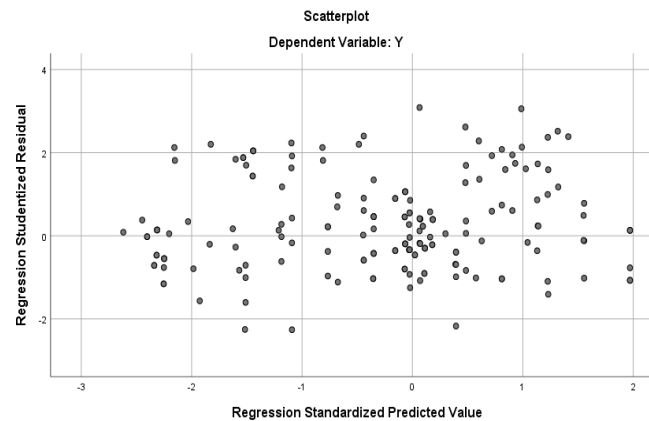


Figure 1. Heteroscedasticity Test
Source: SPSS output

To test the presence or absence, in this study, the Durbin Watson test (DW test) was used. Decision making whether there is autocorrelation. The DW value of 1.275 indicates that there is no autocorrelation problem.

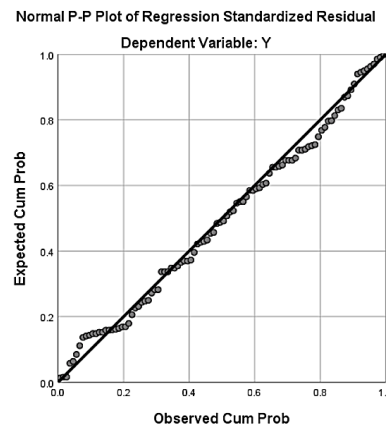


Figure 2. Normality Test
Source: SPSS output

The way to see normality is to look at the graphic display showing the pattern of spread around the diagonal line and following the direction of the diagonal line. A good regression model is to have a normal or close to normal data distribution. Graph 2 shows that the data is normally distributed.

A simple diagnosis of multicollinearity in the regression model is to look at the value of the variance inflation factor (VIF). Between independent variables is said to be multicollinearity if the tolerance is < 0.1 and $VIF > 10$. Table 1 shows the value of each independent variable meeting these criteria.

t-test

Multiple linear regression analysis is an analytical tool for forecasting the value of the influence of two or more independent variables on the dependent variable to prove whether or not there is a functional relationship or causal relationship between two or more independent variables with one dependent variable.

The t-test was conducted to test the significance of the partial coefficients. This test was conducted to determine whether the effect of each independent variable on the dependent variable was significant or not. SPSS output is as shown in table 1 below.

Table 1. t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24.055	2.564		9.381	.000		
	X.1	1.698	.415	.283	4.095	.000	.638	1.568
	X.2	2.170	.376	.391	5.774	.000	.665	1.504
	X.3	2.196	.466	.340	4.716	.000	.585	1.708

Source: SPSS Output

All independent variables proved to have a significant role partially on the formation of the dependent variable. The regression model obtained $Y = 24.055 + 1.698X.1 + 2.170X.2 + 2.196X.3$. The constant value obtained is 24.055, which means that without the contribution of the independent variable, the value of revisit intentions is 24.055. The highest coefficient is in the independent variable, adequate facilities from tourist objects. All coefficients are positive, which means they are in the same direction.

F-test

F test to determine the extent to which the independent variables used in this study were able to explain the dependent variable. The value of Fcount obtained is 77,348 and the significant value is less than 5%. This means that all independent variables have a significant role simultaneously on the formation of the dependent variable.

Table 2. F -test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2701.900	3	900.633	77.348	.000 ^b
	Residual	1117.810	96	11.644		
	Total	3819.710	99			

Source: SPSS Output

Coefficient of Determination

The coefficient of determination essentially measures how far the model's ability to explain variations in the dependent variable is. To determine the value of the coefficient of determination expressed by the value of Adjusted R Square. The value obtained is 0.698, which means that 69.8% of the independent variables can explain the dependent variable.

Table 3. Results of test coefficient of determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.841 ^a	.707	.698	3.412	1.275

Source: SPSS Output

Discussion

The results of the study show that all independent variables play a significant role in forming the dependent variable. The attractiveness of the product has a significant effect on the revisit intentions. These results support the findings of Chi & Qu, 2008; Reitsamer et al. (2016); Cong, 2016; Akgun et al. (2019); Sinambela (2021). Destination attractiveness is considered a mental image that reflects the feelings, beliefs and opinions that individuals have about a destination's perceived ability to meet their particular vacation needs or to provide individual benefits. This mental image is usually based on the physical attractiveness of the destination that can attract visitors. Therefore, destination attractiveness is one of the key factors to attract, motivate, and encourage visitors to extend their vacation time at certain destinations.

Location has a significant role in the revisit intentions. These results are in accordance with Darmawan's research (2009) which shows the role of location on the revisit intentions East Java Park I. According to Yeoman et al. (2012), the affordability of tourist sites is an important factor that causes tourists to visit a tourist spot. There is a connection with the availability of transportation and affordability that makes the success of a tourist attraction.

Facilities also have a significant role in shaping interest in repeat visits. This finding is in accordance with the results of the study of Seth et al. Vrat (2005); Ali and Amin (2014); and Reitsamer et al. (2016). In the tourism industry, all facilities will support the performance of the tourist offer. The quality of accommodation is also confirmed as an important element in increasing tourist visits (Shonk, 2006).

Revisit intentions is a major factor to increase competition in the tourism market. Managers must make efforts to encourage repeat visits from tourists (Tubey & Tubey, 2014; Choo et al., 2016). For tourists, the desire to visit the same tourist attraction is a desire to create a more dynamic and different travel experience for tourists (Ranjbarian

& Pool, 2015). This also proves that tourists have felt satisfaction when visiting tourist objects before (Hutchinson et al., 2009). Managers must pay attention to tourists who achieve satisfaction when visiting because they can act as an effective and free marketing tool because there is a tendency to share positive word of mouth with others (Som & Badarneh, 2011).

CONCLUSION

The results of the study stated that attractiveness, location and facilities had a real role in forming the variable of revisit intentions partially or simultaneously. Every improvement and development of the attractiveness variable, location and facilities of a tourist attraction will have an increasing impact on revisit intentions to tourist objects.

From these findings, the manager must develop a stronger appeal to the target market. In addition, it is also necessary to develop a good image of the tourist attraction. With the image of a destination that gives the impression of a tourist attraction, it can influence tourists to make repeat visits to the tourist attraction and with a good image of the destination that is felt by tourists, it will have an impact on increasing tourist visits and revisit intentions.

The management may consider improving the accessibility and accommodation facilities in tourism settings with the aim of attracting more tourists to visit tourist destinations, as these are the factors that tourists pay most attention to. Tourist attraction facilities must also be maintained. Tourists are expected to maintain cleanliness and order. With good self-awareness, place garbage correctly and do not take action to damage the order and beauty in tourist areas.

For further researchers, in order to expand this research variable, it is not only location, tourist attraction, and facilities but also other variables that can influence the decision to revisit intentions as ticket prices, service quality, promotions and others.

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