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Exploration of Visiting Decisions Through Amazing Tourism Attractions And Facilities: a Case Study of the Trokon River

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Abstract. An in-depth understanding of the elements that influence tourists' decisions to visit is very important in the era of globalization and increasingly tight competition in the tourism business. This research aims to find out the reasons behind people's decisions to visit the Trokon River, a preferred natural location with attractive facilities and quality views. The aim of this research using case study techniques is to understand the complex interaction between the natural attractions of the Trokon River and the facilities provided, as well as how these two variables influence visitors' decisions to choose this area. Observations and questionnaires are part of the process. The main conclusion of this research shows that the unique attraction of the Trokon River with its beautiful contemporary infrastructure facilities significantly influences visitors' decision to visit. The results of this research provide comprehensive information to tourism destination managers about how to improve tourist facilities and attractions by considering important elements that influence tourists' decisions to come.
Keywords: decision to visit ;facilities; tourist attractions

Abstrak. *Pemahaman mendalam mengenai unsur-unsur yang mempengaruhi keputusan wisatawan untuk berkunjung sangat penting di era globalisasi dan persaingan bisnis pariwisata yang semakin ketat. Penelitian ini bertujuan untuk mengetahui alasan yang melatarbelakangi keputusan masyarakat mengunjungi Sungai Trokon, lokasi alam yang disukai dengan fasilitas menarik dan pemandangan berkualitas. Tujuan dari penelitian ini dengan menggunakan teknik studi kasus adalah untuk memahami interaksi kompleks antara objek wisata alam Sungai Trokon dengan fasilitas yang disediakan, serta bagaimana kedua variabel tersebut mempengaruhi keputusan pengunjung untuk memilih kawasan tersebut. Observasi dan kuesioner adalah bagian dari proses. Kesimpulan utama penelitian ini menunjukkan bahwa keunikan daya tarik Sungai Trokon dengan fasilitas infrastruktur kontemporer yang indah berpengaruh signifikan terhadap keputusan pengunjung untuk berkunjung. Hasil penelitian ini memberikan informasi yang komprehensif kepada pengelola destinasi pariwisata tentang cara meningkatkan fasilitas dan daya tarik wisata dengan mempertimbangkan unsur-unsur penting yang mempengaruhi keputusan wisatawan untuk datang.*
Kata Kunci*: daya tarik wisata; fasilitas; keputusan untuk berkunjung*

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INTRODUCTION

Indonesia is a country that has natural beauty, much of which has not been touched by humans. Indonesia is a popular holiday destination due to its diverse natural riches and tourist attractions, unexpected natural beauty, abundance of natural resources, diversity of linguistic and religious traditions, and enchanting natural environment. One of the tourist attractions in Indonesia that arouses admiration is Bengkulu Province. On the island of Sumatra, Bengkulu Province is the main tourist destination in Indonesia. The beauty of tourist destinations in this area is truly amazing. In Rejang Lebong Regency, Curup City is a treasure with a wealth of natural potential. This region, which is an important part of Bengkulu Province, is famous for its many amazing natural tourist destinations. Some charming tourist destinations in Curup City include the Trokon River Tour, Suban Hot Springs Tour, Mas Harun Bastari Lake Tour, Kaba Hill and Rafflesia Arnoldi Flower Tour, Waterfall Tour, Flower Garden Tour, and many more.

The aim of this research is to offer a detailed summary and understanding of how facilities and attractions at the Trokon River tourist destination influence visitor choices. To provide useful information to destination managers and other interested parties on how to improve visitor experiences and increase the attractiveness of the Trokon River as a tourist destination, this research uses a new approach to reveal the complex relationships between attraction features and facilities and the decisions made by visitors.

Facilities and attractiveness are two factors that influence tourists' decisions to come. Study Susianto et al (2022) shows the important and positive influence of tourist attractions on tourists' decisions to visit . Visitors' decisions to visit Sawah Agrotourism are influenced by tourist attractions and facilities, according to research Rifansyah & Sihombing (2022) The influence of facilities and location is an indicator of Pematang Johar rice field agrotourism, the calculated T value is greater than T table (2.759 > 1.984) and this value is greater than T table (2.301 > 1.984) .

This research is relevant to previous research because it digs deeper into how facilities and attractions influence tourists' decisions to visit the Trokon River. This study is different because it broadens its focus to include facilities in addition to aesthetic elements. As a result, this research significantly closes the knowledge gap in the relevant literature by offering a more thorough understanding of the variables that influence tourists' decisions to visit river destinations. Therefore, this research contributes to our understanding of the characteristics of natural attractions while offering a comprehensive analysis of how amenities influence visitor choices and preferences

METHOD

This research uses quantitative techniques. This research's sampling strategy combines traditional random sampling with probability sampling. The number of research

Volume 2, No. 1, 2024, 15-22
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samples/respondents in this study was estimated using the Cochran method, with a margin of error of 7% (0.07), a confidence level of 90%, and an assumption of p = 0.4. The normal table gives us a Z value of 1.645 at the 90% confidence level.

$$\text{Not known (n0)} = Z2pq/e2$$

$$= [(1,645)2\ (0,4)\ (0,6)] / (0,007)2$$

$$= 0,6494 : 0,0049$$

$$= 132 \text{ Respondent}$$

Based on the estimates above, the research sample totaled 132 respondents. Data was collected through a Google Forms questionnaire given to visitors who had visited the Trokon River. Research instruments are assessed using validity and reliability testing. To assess the hypothesis, multiple linear regression analysis is employed together with a simultaneous test (F test), partial test (T test), and coefficient of determination test (R2). To facilitate computations, SPSS 25 software is employed.

RESULT AND DISCUSSION

Validity and reliability testing

In this study, α = 5% is employed in the validity test to assess the reliability of a questionnaire. If Rcount > Rtable (0.143) or the significance level is less than 0.05, the question is considered genuine. (Ghozali, Imam, 2015).

Table 1. Validity Test Test Results

Variable	Statement	Rcount	Information
Visiting Decision (Y)	1	0,704	Valid
	2	0,578	Valid
	3	0,554	Valid
	4	0,666	Valid
	5	0,646	Valid
Tourist attraction (X_1)	1	0,658	Valid
	2	0,829	Valid
	3	0,772	Valid
Facility (X_2)	1	0,655	Valid
	2	0,613	Valid
	3	0,638	Valid
	4	0,795	valid

Source: IBM SPSS Statistics 25.0

Reliability testing determines the extent to which measurement results using the same items will produce the same data (Sugiyono, 2016). If the Cronbach's alpha value of a variable is more than 0.60, it is considered reliable (Simamora, 2004).

Volume 2, No. 1, 2024, 15-22
ISSN. 2986-6553 (Online)
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Table 2. Reliability Test Test Results

Variable	Cronbach's Alpha	Information
Visiting Decision (Y)	0,619	Reliable
Tourist attraction (X_1)	0,617	Reliable
Facility (X_2)	0,608	Reliable

Source: IBM SPSS Statistics 25.0

Multiple Linear Regression Analysis

A regression equation is used to determine the kind of relationship that exists between the independent and dependent variables. The regression model was created using IBM SPSS Statistics for Windows version 25, as indicated in the accompanying Table 3.

Table 3. Linear Regression Equations

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,343	,802		1,675	,096
	Tourist Attraction	1,123	,057	,787	19,757	,000
	Facility	,318	,044	,287	7,198	,000
a. Dependent Variable: Visiting Decision						

Source: IBM SPSS Statistics 25.0

The constant value is 1.343, the tourist attraction variable value (X1) is 1.123, and the facility value (X2) is 0.318. This is the linear equation that results from multiple linear regression analysis.

$$\mathbf{Y= 1,343 + 1,123\ X1 + 0,318\ X2 + e}$$

Here's what the equation shows:

1. The constant value of 1.343 means that if the values of the independent variables X1 and X2 are equal to zero, then the Y value is also equal to 1.343 if all other variables are also constant.
2. Multiple linear regression calculations produce a tourist attraction coefficient (X1) of 1.123. This shows that assuming other parameters remain constant, the decision to visit (Y) will increase by 1.123 with an increase in X1.
3. Based on multiple linear regression calculations, the coefficient X2 (facilities) has a value of 0.318. This shows that, assuming other factors remain constant, an increase in X2 will result in an increase in visiting choices (Y).

3. Examining the Hypothesis

The t test was used to confirm each independent variable's partial influence on the dependent variable. A table of the results of the t test is shown Table 4.

Volume 2, No. 1, 2024, 15-22
ISSN. 2986-6553 (Online)
ISSN. 2988-425X (Print)

Table 4. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,343	,802		1,675	,096
	Tourist Attraction	1,123	,057	,787	19,757	,000
	Facility	,318	,044	,287	7,198	,000
a. Dependent Variable: Visiting Decision						

Source: IBM SPSS Statistics 25.0

1. Testing the First Hypothesis (H1) reveals that variable, indicating that variable X1 (tourist attraction) influences the decision to visit Y. This is supported by the sig value for the influence of variable X1 on Y being 0.000 < 0.05 and Tcount 19.757 > 1.979.
2. Testing the Second Hypothesis (H2) yields the T value of 7.198 > 1.979 and the sig value for the influence of X2 on Y of 0.000 < 0.05. Therefore, it can be said that H2 is accepted, indicating that variable X2 (facilities) has an impact on variable Y (choice to visit)..

To verify that the independent variable influences the dependent variable concurrently, the F test also known as model testing is employed. The f test results are displayed in the Table 5.

Table 5. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	592,864	2	296,432	268,065	,000[b]
	Residual	142,651	129	1,106		
	Total	735,515	131			
a. Dependent Variable: Visiting Decision						
b. Predictors: (Constant), Facility, Tourist Attraction						

Source: IBM SPSS Statistics 25.0

The findings demonstrate the significance value of X1's influence, and as a result, it is possible to conclude that H3 is valid, demonstrating how the variables of facilities (X2) and tourist attraction (X1) affect travelers' decisions to visit (Y).

The coefficient of determination (R^2) is used to calculate the contribution of independent elements (tourist attractions and amenities) to the dependent variable (visit choice). Here is a table with the results of the computation Table 6.

Volume 2, No. 1, 2024, 15-22
ISSN. 2986-6553 (Online)
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Table 6. Coefficient of Determination Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898[a]	,806	,803	1,05158
a. Predictors: (Constant), Facility, Tourist Attraction				

Source: IBM SPSS Statistics 25.0

Based on the results Table 6. we can see that variables X1 (tourist attraction) and X2 (facilities) influence variable Y (decision to visit) simultaneously. Variable X1 contributed 0.806 or 80.6% to the decision to visit Trokon River Tourism, while other variables not included in this research contributed 0.194 or 19.4%.

Discussion

1. How Tourist Attractions Influence Visiting Decisions
   The tourist attraction variable's T value is 19.757, higher than the T table of 1.979, according to the research data analysis results, and its significance value of 0.000 is less than 0.05 (Sig < α). Thus, it can be said that the factors that contribute to the tourist appeal have a considerable and favorable impact on the choice to visit the Trokon River tourist attraction.

   The results of this study are consistent with that of Mulyati & Masruri's (2019) research, which claims that tourist attractions are one of the variables influencing travelers' decisions to visit. This indicates that tourists are more eager to go to places that pique their attention. Based on the results of this research's data analysis, it is agreed that one factor influencing a decision to visit is a tourist attraction. This is supported by the data presented in this research as well as participants' answers to the research questionnaire.

2. How Facilities Influence Visiting Decisions
   The second independent variable (X2) in this study is facilities. The research data analysis yielded an estimated T value of 7.198 for the facility variable. This number is higher than Ttable 1.979, however the 0.000 significance value is less than 0.05. Therefore, it can be concluded that the facility variable has a favorable and considerable impact on the decision to visit the Trokon River tourism attraction. According to research, the higher the caliber of amenities provided at a tourist destination on the Trokon River, the more probable it is that visitors will choose that choice. This demonstrates how the many amenities along the Trokon River have a significant impact on people's decisions to visit the area.

   These findings are consistent with research by Dewi et al. (2020), which demonstrates that a person's choice of vacation destination is influenced by the facilities offered. The better and more complete the facilities, the more likely someone will choose to attend. The results of this research confirm research by Santoso & Nadapdap (2019) which

Volume 2, No. 1, 2024, 15-22
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shows that tourists' decisions to visit a site are influenced by the facilities offered. provides comfort and influences tourists' decisions to come based on its pure, complete and easy to navigate facilities.

3. How tourist attractions and facilities influence visiting decisions
   This research produced a calculated F value of 268.065 through data analysis and simultaneous testing. This figure is greater than the Ftable value of 3.07. Apart from that, 0.000 is a significance value (Sig. < α) obtained from calculations, which is smaller than 0.05. Therefore, it can be concluded that the facilities and attractions, both separately and in combination, have a good and noteworthy influence on tourists' decisions to visit the Trokon River tourist attraction. With a coefficient of determination (R2) Square of 0.806, the independent variable research on tourist attractions and facilities can contribute 80.6% of the influence on the dependent variable for the decision to visit. Meanwhile, factors not included in this study influenced 19.4% of the visiting decision variable.

CONCLUSION

Following a review of the research findings and data analysis, the following conclusions can be made. The attractiveness of the Trokon River tourist attraction (X1) influences visitors' decisions to attend (Y), as can be seen from the Tcount value which exceeds Ttable (19.757 > 1.979). This shows that the research hypothesis, namely that tourists' decisions to visit the Trokon River are significantly influenced by its attractiveness, has been tested and proven correct. A T value that exceeds the T table (7.198 > 1.979) indicates that the Trokon River tourist attraction facilities (X2) influence visitors' visiting decisions (Y). This shows that the hypothesis of this research, namely the idea that facilities have a significant impact on tourists' decisions to choose Trokon River Tourism, has been tested and proven to be correct. The Fcount figure which is greater than Ftable (268,065 > 3.07) shows that the decision to visit Trokon River Tourism (Y) is influenced simultaneously by facilities (X2) and tourist attractions (X1). This shows that the research hypothesis, namely the idea that tourist facilities and attractions work together to significantly influence people's decisions to visit Trokon River Tourism, has been tested and proven to be accurate.

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