Factors Influencing Tourists' Decision In VisitingTourist Areas

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Abstract: This study aims to determine the price, location, and facilities jointly affect the decision of tourists in visiting the tourist attraction Park Pusuk Sembalun. This type of research is quantitative research with descriptive correlation method. The sample in this study were 40 samples in the tourist attraction of Puskesmas Sembalun Park in Sembalun Bumbung Village, Sembalun Subdistrict. Methods of data collection using observation, interviews, documentation and questionnaires. Data analysis techniques used are test instruments (validity and reliability), multiple linear regression analysis, classical assumption tests and hypothesis testing. From the results of simultaneous testing shows the variables of factors that influence the visiting of tourists (price, location and facilities) together have a significant influence on the decision of tourists in visiting the tourist attraction park pusuk sembalun. This is evidenced by the acquisition of a calculated F value of 10.345 with a significant level of 0,000 while the degree of freedom value is 3 and 36, so that in F table the value is 2.87. Thus the F value counts 10.345 > F table value (significant). While the partial testing of the price variable has an influence on tourist visiting decisions as much as 0.493 with a t-count of 0.05 and a significant level of 0.002. while location variables and facilities do not have a significant effect. This is evidenced by the value of the location variable of 0.143 with a t-count of 0.05 and a significant level of 0.357 and a variable value of 0.242 with a t-count of 0.05 and a significant level of 0.067.

Introduction

Indonesia is one of the countries that has a variety of types of tourism, such as natural, social and cultural tourism spread from Sabang to Merauke (Arismayanti & Mananda, 2015; Suharyanto, Febryani, Wiflihani, & Batubara, 2019; Witro, Putri, Adawiyaha, Afrilia, & Alamin, 2020). In addition to saving millions of natural tourist charms, it has five major islands such as Sumatra, Java, Kalimantan, Sulawesi, and Papua as well as small islands scattered around it. With its vast territory mostly oceanic, Indonesia is called the Maritime State (Lundahl, Sjöholm, Lundahl, & Sjöholm, 2019). Indonesia is one of the largest maritime countries in the world, with a wide variety of species present in it. The potential of natural

resources of forests and their waters, such as flora, fauna and ecosystems, including the symptoms of nature with the beauty of nature owned by the Indonesian nation (Fafurida, Oktavilia, Prajanti, & Maretta, 2020).

Tourism is one of the sources of foreign exchange of the State in addition to the highly potential migas sector and has a large share in the construction of the economy The Government is very hopeful that the tourism sector will be able to replace the main supplier of currency after the migas pearl that has suffered degradation (Fahrurrozi, Mohzana, Murcahyanto, & Basri, 2022; Wahyuni, Susilo, & Muljaningsih, 2018). The tourism sector will be an asset of the Indonesian state if it can be managed well (FAHRURROZI, WATHONI, BASRI, MOHZANA, & DWIMAULANI, 2023). The diversity of the wealth of natural resources owned by the Indonesian people, such as the potential of nature, flora, fauna, natural beauty and its island-rich forms of customs, culture and languages have the attractiveness to be visited by domestic and foreign tourists and to be a supporter of the country's economy because it can help other sectors such as agriculture, livestock, plantation, people's crafts and so on because its products are necessary to support the tourism industry .

West Nusa Tenggara is a province in Indonesia that is in the Small Sunda group and belongs to the Nuse Tenggara Islands. The commonly abbreviated province of NTB has 10 districts/cities. At the beginning of Indonesian independence, this region was part of the province of Small Sunda which is headquartered in Singaraja. Later, the province of Little Sunda was divided into three provinces: Bali, Nusa Tenggara West, and Nusa South East. Currently the name "Nusa Tenggara" is used by two administrative districts: the West Nusa Tengosta province and the East Nusa. According to its name, the province covers the western part of the Nusa Tenggara Islands. The two largest islands in the province are Lombok in the west and Sumbawa in the east. The capital of the province is the City of Mataram, located on the island of Lombok. The majority of the Lombok population is from the Sasak tribe, while the Bima and Sumbawa tribes are the largest ethnic groups on Sumbawa Island. (Rosyidi et al., 2019), The majority of the population of West Nusa Tenggara is Muslim (96%).

East Lombok district is one of the second level regions in the West Nusa Tenggara province located east of Lombok Island. The capital of the region is Selong. East Lombok district is also famous for its many beautiful sights, one of which is the Tangsi beach or which is known as the Pink beach. As for tourist attractions known by tourists among others: Tangsi Beach (Pink Beach), Tanjung Ringgit, Gili-Kondo, Kaliantan Beach, Tanjung Bloam, Sembalun, Kokoq Brain, Waterfall Jeruk Sweet and many more beautiful tourism in the eastern district.

The village of Sembalun is a region rich in natural resources and potential. The village of Sembalun is covered by the Eastern Lombok district of the village which is fertile, has a beautiful and still natural view (Rahadi, Basri, Junaidi, & Alfatwari, 2022; Vitriani, Sudibyo, & Hermantoro, 2017; Yusuf & Usman, 2022). In this village of Sembalun can be planted various types of plants such as strawberries, apples, vegetables and many more. The religion of the people of Sembalun Bumbung is the religion of Islam and the majority of its peasants.

Pusuk Sembalun Park is located in the high plains, which is about 900 meters above sea level. Because of its fact, the park offers a refreshing air and a lush nature. Not to mention the nuance feels quite peaceful and comfortable even though there is still a lack of facilities. The name "Pusuk" means "Punks" in Sasak language. From the location, tourists can see the

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stunning Mount Rinjani with its dense trees and other natural features. Locals even built a viewing area to see the scenery in a perfect way.

Pusuk Sembalun Park is one of the tourist areas that has a high potential for biodiversity, both flora and fauna, including the beauty of its natural panorama. The number of visitors to the tourist objects of the shelter park from year to year has increased from 2015-1017 the number of visits to the shell park in the square increases from 31.25% in 2015 to 32.90% in 2016 and 35.84% in 2017. This is because of the increased facilities such as spot photography or the like. It brings many benefits to the local community and its surroundings. Even tourism is said to have incredible dobrak energy, which is capable of making local communities experience metamorphosis in its various aspects. Tourism has many benefits for the community even for the country, the benefits of tourism can be seen in terms of economic, social and cultural, the living environment, the value of society and science, as well as opportunities and employment opportunities (Fahrurrozi, 2023).

Opened the park as a tourist object, it gives a lot of benefits to the surrounding community. In addition, there are also many residents around the site of the tourist object park pusuk sembalun who are looking for living in the district of Pusuk Sembalun. There are various efforts that can be done by the community around the tourist objects, for example, establishing a dining house, trading by-the-counter, selling cenderamata, even creating a homestay or hotel that will ultimately improve the economic well-being of the local community and as a promotion for visitors to the tourism objects of the park. There are several factors that attract visitors to the tourist object, such as the relatively cheap entrance ticket price and the quality of services provided in accordance with those available in comparison to other tourist objects (Cheng et al., 2022). There are three factors that influence the decision-making in visiting the first tourist object, price, price setting, method of payment, price reduction. Second, Location, Access, Traffic, Environment, Visibility, Parking. Third, Facilities, Equipment and Conditions.

Therefore, the first and foremost of them is that of the wicked, and the first of them are that of those who do not know. Like the facilities that are in the location of the tourist object of the pool park are still many that are not complete such as, the lack of bathrooms and toilets as well as the places where tourists are still less. Parking spaces are unarranged, until it causes a lack of comfort for visitors who come to the object of the wista park.

Research Method

Data analysis is simple statistical. Using a quantitative approach, research can focus on the problems faced to obtain actual data, as is the reality in the field. The type of research used in this study is descriptive research, i.e. the collection of materials carried out systematically about the way of life, as well as the various social activities of a society.

In this study that became the population are the visitors who are doing a tour in the Tourist Park pusuk sembalun which is in the village of Sembalun the roof of the Kecamat Sembelun. Population characteristics in the research used by the researchers are unknown or limited populations. Since the population is unlimited, the sampling is done using non-probability samplings. So the researchers took a type of quota sample. In this study, a sample of approximately 40 samplings was obtained in the tourist objects of the Pushkin Tourist Park in the village of Sembalun. The data collection technique used is to use data collection

techniques by means of interviews, observations and documentation directly with informants in the field to obtain the required data.

A hypothesis is a temporary answer to the formula of a research problem. The hypothesis testing in this study uses partial testing (t test) and simultaneous presentation (f test) as well as determination analysis (R2). The T test is used to partially test each independent variable against the dependent variable. The F test is used to trace significant (positive) decision influencing factors on internal decisions, visiting tourist objects. Calculate the f test to find out the influence of all free variables together on the bound variables. Or to test whether the regression model we make is good or significant or not. done with SPSS.

Determination analysis is used to determine the percentage contribution of the influence of the independent variable (X1) to the dependent variable. (Y). This coefficient shows how much of the percentage of independent variable variation used in the model can explain the variation of dependent variable. R2 is equal to 0, so there is no percentage of the influence contribution given by the variable depends on the dependent variable. The value of R2 can be seen in the table as follows.

Table 1. Criteria R_2

No	Range of Values	Criteria of Influence
1	0%-19,9%	Very low
2	20%-39,9%	Lowly
3	40%-59%	Are
4	60%-79,9%	Strongly
5	80%-100%	Very strong

the source, Sugiyono 2016

Result
Identification of Respondents
Type of female

Based on the results of the research that has been done to 40 respondents who are visitors to the Tourist Park Pusuk Sembalun in the village of sembalun obtained the characteristics of respondents based on gender. The characteristics of respondents based on gender can be seen in the following table.

Table of 2. Identification of Respondents Based on Gender

No	Type of Female	Number of People	Percentage (%)
1	Men are	15	45%
2	Female	40	55%
	Number	40	100 %

The description of respondents based on gender indicates that of the 40 visitors to the Tourist Park Pusuk Sembalun in the village of sembalun surveyed, 15 people (45%) are male and 25 people (55%) are female. This suggests that visitors to the Pusuk Park in the village of Sembalun that dominate are female gender.

Based on age

Based on the results of the research that has been done to 40 respondents who are visitors to the Tourist Park Pusuk Sembalun in the village of sembalun obtained the characteristics of respondents based on age. The characteristics of respondents based on age can be seen in the following table.

Table 3. Characteristics of Respondents Based on age

No	The age of	The Visitor (People)	Percentage (%)
1	<20	10	41
2	21-30	27	50
3	31-40	3	9
	Number	40	100 %

The age-based description of respondents showed that most respondents were between 21 and 30 years old (50%) and the least were between 31 and 40 years old (9%), then the age range <20 years old was 10 (41%). This indicates that visitors to the Tourist Park Pusuk Sembalun in the village of Sembalon who are most interested in visiting come from among young people who belong to the productive age.

The correlation between each indicator against the total construction score of each variable shows a significant result, it can be seen that the entire item of the research variable has r count > r table i.e. at a significant level of 5% ($\alpha = 0,05$) and n = 40 obtained r table = 0,257 then it is possible to know r result of each item > 0.257 so that it may be said that the whole item of research variables is valid to be used as an instrument in the research or the statement submitted can be used to measure the variable studied.

The reliability test is used to test to what extent the reliability of a measuring instrument can be used again for the same research. According to Sugiyono, a structure or variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.60 (Cronbach Alfa 0.60). The reliability test results for each variable are summarized in the following table.

Table 4. Test reliability

No	Variabel	α-cronbach's	Signed	α	Identifying
1	Decision to Visit	0,793	>	0,6	Reliabel
2	Priced	0,681	>	0,6	Reliabel
3	Located	0,838	>	0,6	Reliabel
4	Facility	0,770	>	0,6	Reliabel

The reliability test results showed that all variables have a sufficiently large Alpha coefficient that is above 0.60 so that it can be said that all the measuring concepts of each variable of the questionnaire are reliable so that for the next items on each concept of the variable deserves to be used as a measuring tool.

A good regression model is that there is no heterocedasty. To detect the absence of heterocedasty can be used the Scatterplot graphic method derived from the output of the SPSS program version 16 with the basis of thinking: If there are certain patterns such as points (points), which form a certain pattern that is orderly (waveling, spreading, then narrowing),

then there is heterocadasty. If there is a clear pattern, as well as the points spread up and down to 0 on the Y axis then there is no heterocadasthesis like the following image.
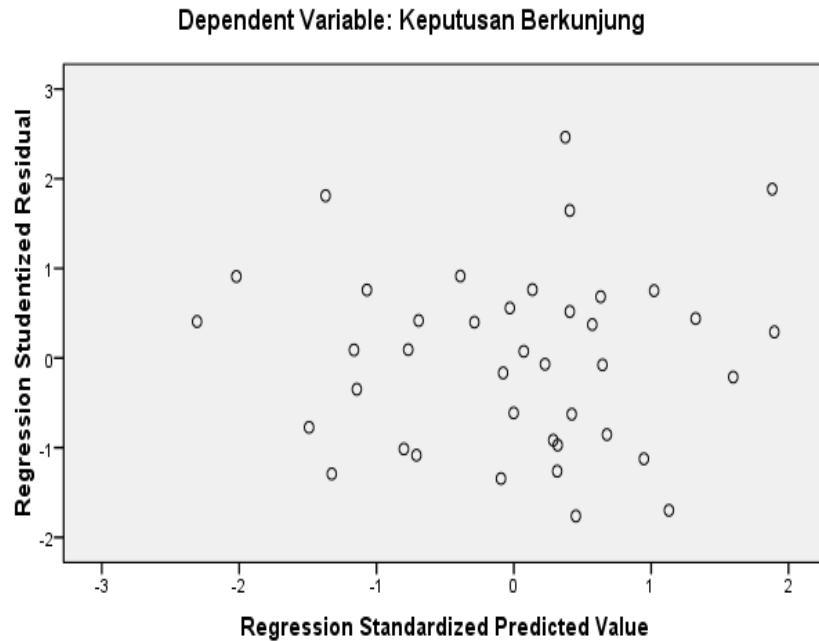
Picture 1. Scatterplot Diagram

From the graph can be seen points that spread randomly, do not form a specific pattern clearly, and spread either above or below the number 0 (zero) on the Y axis, this means there is no assumption of heterocyclic deviation in the regression model made.

The F test is a test simultaneously to find out whether the variablesPrice, Location and Facilities together have a significant influence on the decision to visit the park. The F test is done by comparing F and Ftable.

If the probability of the F-calculation variable error rate is less than the determined level of significance of 0.05 (5%), then the model being tested or submitted is significant in determining the member satisfaction variable as its bound variable and so on, if the probation of the error rate of the free variable being calculated is greater than the significance level of 0.05% (5), then the tested model is not significant. Tested simultaneously with the help of SPSS 16.0.

Table 5. Results of Regression Coefficient Test with Test F (simultan)

No	Model	Sum of Squares	df	Mean Square	F	Sig.
		ANOVA[b]				
1	Regression	232.125	3	77.375	10.345	.000[a]
2	Residual	269.250	36	7.479		
3	Totally	501.375	39			

Based on the above table, F has a count of 10,345 with a significant rate of 0,000 while the value of the degree of freedom is 3 and 36, so in the F table the value is 2.87. Thus the value of F counts 10.345 the value F of the table (signifikan). This shows that visitor decisions (prices, locations and facilities) together have a significant impact. Then the hypothesis that stated "at the same time there is a positive and significant influence between visiting decisions (prices, locations and facilities) on the decision of tourists in visiting to the tourist object of the park.

Discussion

Based on the results of research proved that the quality of the server factors that affect the visits of tourists (prices, location and facilities) have a significant influence on the decision of the tourists in visiting the tourist object. It can be meant that tourists who visit will increase, if the convenience of tourists related to (prices, locations and facilities) is also renewed to make tourists feel comfortable.

The results of this study showed that the proposed regression model did not contain symptoms of multicolonearity, heterocedasity, autocorrelation and normality tests. Here is the conclusion of the test as follows:

Testing Simultaneously, Based on the F test (at the same time) variables of the factors that affect the visits of tourists (prices, locations and facilities) together have a significant influence on the decision of the tourists in visiting the tourist object. This is demonstrated by obtaining the value of F counting of 10,345 with a significant rate of 0,000 while the degree of freedom values on the numbers 3 and 36, so in the F table obtained a value of 2.87. Thus the value of F counts 10.345 the value F of the table (signifikan). This shows that visitor decisions (prices, locations and facilities) together have a significant impact. Then the hypothesis that stated "at the same time there is a positive and significant influence between visiting decisions (prices, locations and facilities) on the decision of tourists in visiting to the tourist object of the park.

The results of this study are based on the research conducted by (Isdarmanto, Susanto, & Kiswantoro, 2021). Factors that influence the interest of visitors to visit the beautiful glagah beach of Yogyakarta. The results of this study show that all independent variables (tourist attractiveness, accessibility, rates, facilities and information) have a positive and significant influence on the tourist's interest in visiting the beautiful beaches.

Testing Partly, first, Based on the result of the calculation of the variable Price of 0.493 with a t-calculation of 0.05 and a significant rate of 0.002, it can be concluded that the price variable influences the decision of tourists in visiting the tourist objects because their significant value is greater than the significant value already existing. According to the study conducted by Zukra Ilhamda, (2017). This shows that if there is a price increase, it will reduce consumer decisions to visit carorok painan beach attractions, most respondents stated that traveling to carorok painan beach attractions can lead to feelings of pleasure and satisfaction, the games offered are more challenging and make you curious to try them. , and the tour packages offered are more attractive than tour packages of similar tourist objects, besides that the respondents also make the tourist attraction Carorok Painan Beach Recreation Park a place to gather with family or relations and also as a place to meet new communities, thus the price variable plays a role important in increasing the decision to visit the Carorok Painan beach

tourism object. which states that if the price given by the company is deemed appropriate or in accordance with the value of the product, then consumers tend to make purchases and vice versa if the price of the product does not match the value of the product, consumers will tend to avoid buying. Because we see Generally, higher prices have less demand by tourists. However, in some circumstances, travellers have expectations about the relationship between price, quality, and benefits. Within a certain price range for a service, travelers may have the expectation that a more expensive price reflects a better quality. Based on the results of the calculation of the Variable Location of 0.143 with a t-count of 0.05 and a significant rate of 0.357, it can be concluded that the variable Location has no influence on the decision of tourists in visiting the tourist objects of the city of Chornomorsk because its significant value is greater than the already defined significant value of 0.05.

The results of the study are not consistent with the research carried out by (Mukmin, 2022; Taecharungroj, 2023). Because in the beach tourist attractions carorok painan South Coast tourist objects are relatively in demand by the public, especially on holidays or weekends. In general, the people who visit the beach tourist attractions have a purpose to relax enjoying the beauty of the beach, take pictures, swim, enjoy the menu of food provided in the cafe around the beach. This is in line with the location theory often determines the success of a service, because the location is closely related to the potential market of a company. If the goods or services offered are far from consumers and take a lot of time and price to access such products or services, then consumers will refuse to make a purchase. Based on the calculation result of the Variable Facility of 0.242 with a t-count of 0.05 and a significant rate of 0.067, it can be concluded that the variable Facility has no influence on the decision of tourists in visiting the tourist object of the town of La Chaux-de-Fonds because its significant value is greater than the already defined significant value of 0.05.

The results of this study are in line with the research conducted (Napitupulu, Rahmafitria, & Rosita, 2021; Yuliviona, Azliyanti, & Tasri, 2021), This variable has no significant influence because it has a value of 0.41 smaller than 0.05.Therefore, it can be concluded that the facilities have no significant influence on the decision of tourists visiting the Aloita resort. Because the same shows this Variable is not significant while the facilities available are already sufficient and complete according to the visiting visitors, such as clean and comfortable accommodation, presentation of fresh seafood, modern submarine equipment and plus with entertainment and entertainment as well as with the presence of a comprehensive tourist package and in accordance with the desire of foreign tourists who come to visit.

While for the Determination Test obtained the R Square value of 0.463 means 46,0% free variable that is the factor that affects the visitor (price, location and facilities) influences the variable bound, that is, the decision of the tourist in visiting to tourist objects. The remaining 54% can be explained by other factors not studied by the author. This research belongs to a fairly strong category.

Conclusion

Based on the results of the calculation of the variable 0.493 with a t-count of 0.05 and a significant rate of 0.002, it can be concluded that the price variable has an influence on the decision of tourists in visiting the tourist objects because their significant value is greater than the significant value already existing. Based on the results of the calculation of the variable

location size 0.143 with a t-count of 0.05 and a significant rate of 0.357, it can be concluded that the location variable has no influence on the decision of tourists in visiting the tourist objects because the significant value is greater than the already defined significant value of 0.05. Based on the results of the calculation of the variable Facilitassebig 0.242 with a t-calculation of 0.05 and a significant rate of 0.067, it can be concluded that the Variable Facility does not influence the decision of tourists in visiting the tourist objects of the town of La Chaux-de-Fonds because its significant value is greater than the already defined significant value of 0.05. Based on the F (simultaneous) test, the variable factors that affect the visits of tourists (prices, locations and facilities) together have a significant influence on the decision of the tourists in visiting the tourist object. This is demonstrated by the acquisition of the value of F counting of 10,345 with a significant rate of 0,000 while the values of the degrees of freedom on the numbers 3 and 36, so in the table F obtained a value of 2.87. Thus, the value of F counts 10,345 values of the F table. (signifikan). It shows that visitor decisions (prices, locations and facilities) together have meaningful influences. Then the hypothesis that stated "at the same time there is a positive and significant influence between visiting decisions (prices, locations and facilities) on the decision of tourists in visiting to the tourist object of the park.

Recommendation

Although the facility factor does not have a significant influence (real) on the number of visitors / tourists in the park, but it can not be ignored or left alone, because the service factor in the wider group (development of the tourism industry) has a quite important role in affecting the level of satisfaction of the visitor / tourist, therefore the factor such facility should remain the attention of all parties involved, especially when the market segment in the development of objects and the attractiveness of the park is tourist tourists, in other words the facilities should remain enhanced in order to have a positive impact on the change in number of visitor or tourist. The objects and attractions of nature tourism are still focused on the potential of nature, therefore in order to attract and increase the number of visitors / tourists should the objects of tourism of nature are developed and arranged in such a way that they not only have a comparative advantage, but also have a competitive advantage. And for future researchers, it should be to expand the research variables, not only price, location, and facilities but also other variables that can affect the decision of visiting namely products, quality of service, promotion and others.

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