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THE INFLUENCE OF TOURIST DESTINATION ELEMENTS IN THE MUARA TAWAR MANGROVE RESTORATION AND LEARNING CENTER AREA, SEGARA JAYA VILLAGE, TARUMAJAYA DISTRICT, BEKASI REGENCY, WEST JAVA ON TOURIST VISITATION INTEREST

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Abstract

The Estuary Mangrove Restoration and Learning Center Area in Bekasi Regency attracts over 1,000 visitors per month, indicating strong tourist interest. This study aims to determine the influence of destination elements—attractions, facilities, infrastructure, transportation, and hospitality—on tourists' visiting interest. Using a descriptive–correlative method, primary data were collected through questionnaires distributed to 100 visitors, while secondary data were obtained from interviews and literature sources. The analysis shows that destination elements significantly influence tourists' interest in visiting, with a correlation coefficient of 0.414, indicating a moderate relationship. Overall, destination elements contribute 45% to tourists' visiting interest in the area.

Keywords: mangrove, tourist interest, destination elements.

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INTRODUCTION

Bekasi is a region located in West Java Province, Indonesia. It is known as the City of Patriots and the City of Warriors. Bekasi serves as a significant buffer zone for the capital city of Indonesia. The area is divided into two parts: Bekasi City and Bekasi Regency.

Bekasi Regency covers an area of 127,388 hectares, consisting of 23 subdistricts and 86 villages, and shares borders with several regions. To the north, it is bordered by the Java Sea; to the west, by North Jakarta City and Bekasi City; to the east, by Karawang Regency; and to the south, by Bogor Regency.

As a key buffer zone for the capital, Bekasi Regency offers a variety of tourist attractions visited by both local residents and visitors from outside the region. It hosts several industrial areas, including MM2100, the JABABEKA Industrial Estate in Cikarang, the Hyundai Industrial Area, and the EJIP Industrial Area. These industrial zones have made Bekasi Regency a destination for industrial tourism, attracting students from various parts of Indonesia interested in factory visits.

Additionally, Bekasi Regency has cultural heritage sites such as Gedung Juang 45, a historic building that stands as a symbol of the local people's struggle against Dutch colonial forces during Indonesia's fight for independence. Another notable site is the grave of KH. Noer Alie, an Indonesian independence fighter and National Hero, located in Kampung Ujungharapan, Bahagia Village, Babelan District.

Bekasi Regency's coastal location along the Java Sea also provides several beach tourist spots, including Muara Gembong Beach, Muara Bendera Beach, Muara Beting Beach, and Sembilangan Beach. Natural attractions include the Mangrove Nature Tourism areas in Muara Gembong and Tarumajaya.

Tarumajaya Subdistrict, part of Bekasi Regency, spans about 4,977 hectares and comprises seven villages: Pahlawan Setia, Pantai Makmur, Pusaka Rakyat, Setia Mulya, Samudra Jaya, Segara Jaya, and Segara Makmur. Positioned in the northern part of Bekasi Regency and bordering the Java Sea and Marunda coast of North Jakarta, this subdistrict holds potential for mangrove ecotourism development.

One village with such potential is Segara Jaya. In mid-2016, Segara Jaya opened the Muara Tawar Mangrove Restoration and Learning Center as a mangrove tourism site that has been gaining popularity. Visitors can enjoy the natural beauty of mangrove forests and explore them by boat rented from local residents. The site also features the Bridge of Love, where visitors often take photographs.

This northern area of Bekasi Regency attracts many visitors, particularly on weekends. During a visit to Muara Tawar PRPM, many families and groups were observed enjoying the site. According to management data, weekday visitor numbers average around 100 people, increasing fivefold on weekends.

Given the high visitor turnout at Muara Tawar PRPM, researchers are interested in understanding whether the attraction stems from the site itself or due to a lack of other tourist destinations nearby. Therefore, this study will examine the factors that make Muara Tawar PRPM an appealing tourist destination.

Based on this background, this research aims to analyze "The Influence of Tourism Destination Elements at the Muara Tawar Mangrove Restoration and Learning Center in Segara Jaya Village, Tarumajaya District, Bekasi Regency, West Java, on Tourist Interest."

METHOD

The research method employed is a descriptive approach with a quantitative correlational design, utilizing observations, questionnaires, and interviews. Numerical data were collected through the distribution of questionnaires to visitors. The variables in this study are destination elements as the independent variable (X) and tourist interest as the dependent variable (Y).

Respondents were selected using simple random sampling, a type of non-probability sampling, with the minimum sample size determined by Slovin's formula. Data analysis was conducted using SPSS (Statistical Package for the Social Sciences), including descriptive analysis, validity testing, reliability testing, correlation coefficient analysis, simple linear regression testing, and coefficient of determination.

RESULT AND DISCUSSION [Book Antiqua, 12pt, space 1, Bold]

Profile of Research Objects

Currently, almost all over the world, there has been an increase in the loss of mangrove resources due to unsustainable use and conversion of land use, and the same thing is happening in Indonesia. This high potential is overshadowed by various threats of ecosystem damage that are increasing over time, both naturally and due to human intervention. The decline of mangrove forests is also inevitable in the waters of Bekasi Regency, namely the waters of Tarumajaya District. Of the 10,481.15 hectares of mangrove forest in Bekasi, 1,000 hectares have been lost each year since 1997 to the present. The causes of this mangrove

forest decline include illegal logging by the community and a lack of public awareness about the importance of preserving mangrove trees, which is not proportional to the damage to nature and the environment that has occurred. As a result, coastal erosion in the Bekasi sea area is inevitable.

With the increasing depletion of mangrove forests, the role of the Bekasi Regency government is very important in controlling mangrove forest conservation, while encouraging the community to protect, preserve, and utilize mangrove forests in a sustainable manner as well as the Muara Tawar PRPM Area. The mangrove forest located in the coastal area of PAL Jaya, Segara Jaya Village, Tarumajaya District, Bekasi Regency, is directly adjacent to the coastal area of Marunda, North Jakarta. Through the initiative of several local youths who are members of a self-help organization called Ikatan Pemuda Putera Daerah (IKAPUD), together with the local government, the Tarumajaya Tourism Awareness Group (Pokdarwis) Tarumajaya, and the Marine and Fisheries Service (DKP), the local community is encouraged to protect and manage the mangrove forest as a means of conserving natural resources and developing ecotourism to improve the economy of local families and communities.

To minimize the greater impact on mangrove resources, the community is working to plant mangroves and participate in mangrove management. In mid-2016, Segara Jaya Village opened the PAL Jaya coastal area as a mangrove tourism site, making it one of the attractions that is beginning to gain popularity.

Visitors to the Muara Tawar PRPM Area can enjoy the pristine natural scenery of mangrove forests in the area. Visitors can also explore the mangrove forests by taking a boat ride rented from local residents at a rate of Rp 10,000 per person. Additionally, visitors can capture their visit by taking photos at the Love Bridge located within the Muara Tawar PRPM Area.

Figure 1. Maps of location Muara Tawar PRPM Area

Source: Google Maps (2025)

The Analysis of Tourism Destination Elements on Tourist Interest.

The value of r table can be found by using the degree of freedom. Since the degree of freedom is known to be 100, the value of r table is 0.915. In accordance with the validity requirements for data, if r count > r table, the variable is considered valid. Conversely, if r count < r table, the variable is invalid. The following is a table of the research validity test results:

Table 1. Variable X Validity Test

Variabel	Sub Variabel	Statement item	r hitung	r tabel	Description
Destination Elements	Attraction	X1.1	0,447	0,195	Valid
		X1.2	0,658	0,195	Valid
		X1.3	0,419	0,195	Valid
		X1.4	0,558	0,195	Valid
	Facilities	X2.1	0,712	0,195	Valid
		X2.2	0,542	0,195	Valid
		X2.3	0,781	0,195	Valid
		X2.4	0,769	0,195	Valid
		X2.5	0,573	0,195	Valid
		X2.6	0,830	0,195	Valid
		X2.7	0,453	0,195	Valid
	Infrastructure	X3.1	0,681	0,195	Valid
		X3.2	0,722	0,195	Valid
		X3.3	0,679	0,195	Valid
		X3.4	0,500	0,195	Valid
		X3.5	0,618	0,195	Valid
		X3.6	0,789	0,195	Valid
		X3.7	0,580	0,195	Valid
	Transportation	X4.1	0.593	0,195	Valid
		X4.2	0,616	0,195	Valid
		X4.3	0,530	0,195	Valid
	Safety and Hospitality	X5.1	0,719	0,195	Valid
		X5.2	0,752	0,195	Valid
		X5.3	0,578	0,195	Valid
		X5.4	0,588	0,195	Valid

Source: processed data result (2025)

Table 2. Variable Y Validity Test

Variable	Sub Variable	Statement Item	r hitung	r tabel	Description
Interest	Internal Factor	Y1.1	0,673	0,195	Valid
		Y1.2	0,654	0,195	Valid
		Y1.3	0,707	0,195	Valid
		Y1.4	0,589	0,195	Valid

	Social Motif Factor	Y2.1	0,596	0,195	Valid
		Y2.2	0,457	0,195	Valid
		Y2.3	0,276	0,195	Valid
		Y2.4	0,622	0,195	Valid
	Emotional Factor	Y3.1	0,787	0,195	Valid
		Y3.2	0,780	0,195	Valid
		Y3.3	0,426	0,195	Valid
		Y3.4	0,648	0,195	Valid
		Y3.5	0,670	0,195	Valid

Source: processed data result (2025)

The results of the validity test in Tables 1 and 2 show that all statements in the questionnaire in this study have a calculated r greater than the table r. Therefore, it can be concluded that all 38 statements in the questionnaire presented in this study are **valid**.

Correlation Test

Spearman's correlation is used to test the relationship between research variables in non-parametric statistics (ordinal scale). The direction of the relationship between variables can be positive or negative. The criteria for the direction of the relationship between variables can be seen in the correlation coefficient. The correlation coefficient ranges from +1 to -1. If the correlation coefficient is positive, then the two variables are in the same direction. If variable X increases, then the value of variable Y will also increase. Conversely, if the correlation coefficient is negative, then the relationship between the two variables is not in the same direction. If variable X increases, then the value of variable Y will decrease. The following are the results of the correlation test in this study:

Table 3. Correlations between destination elements with interest to visit

Correlations

			Unsur-unsur Destinasi Wisata	Minat Kunjungan Wisatawan
Spearman's rho	Unsur-unsur Destinasi Wisata	*Correlation Coefficient*	1.000	.414**
		Sig. (2-tailed)	.	.000
		N	100	100
	Minat Kunjungan Wisatawan Berkunjung	*Correlation Coefficient*	.414**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

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

Source: processed data result (2025)

Based on Table 3 above, the correlation coefficient between tourism destination elements and tourist interest in this study is 0.414 with a significance level of

0.000, which means it is moderate. The direction of the relationship between the two variables is also considered positive, which means that the correlation is unidirectional. Because the correlation is unidirectional, it can be concluded that the better the arrangement of tourism destination elements, the higher the tourist visitation interest will be.

Table 4. Regression of Variable X on Variable Y

Coefficients[a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	Beta		
1	*(Constant)*	21.994	3.278		6.709	.000
	Unsur-unsur Destinasi Wisata	.330	.037	.670	8.940	.000

a. *Dependent Variable*: Minat Kunjungan Wisatawan

Source: processed data result (2025)

Based on Table 4 above, the regression equation for this study is Y=21.994 + 0.33X, where α is a constant of 21.994, which means that if the arrangement of tourism destination elements (X) = 0, then tourist interest (Y) will have a positive value of 21.994. Then b is the regression coefficient, which is 0.33, meaning that if the arrangement of tourist destination elements (X) increases by 1, tourist visitation interest (Y) will increase by 0.33. In addition, a t-value of 8.940 was obtained, and the t-table is 1.984, meaning that the arrangement of tourist destination elements affects tourist visitation interest. Based on the overall figures, it can be stated that there is a positive relationship between the arrangement of tourist destination elements and tourist visitation interest.

Table 5. t-Hypothesis Test

Coefficients[a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	Beta		
1	*(Constant)*	21.994	3.278		6.709	.000
	Unsur-unsur Destinasi Wisata	.330	.037	.670	8.940	.000

a. *Dependent Variable:* Minat Kunjungan Wisatawan

Source: processed data result (2025)

Based on Table 5 above, it can be seen that the elements of tourist destinations have a t-value of 8.940 with a significance value of 0.000 and a t-table value of 1.984. With these results, it can be concluded that t-value > t-table, so **H0 is rejected and H1 is accepted**. Thus, it can be interpreted that there is an influence between the elements of tourist destinations and tourist interest in visiting the Muara Tawar PRPM Area.

CONCLUSION

Based on the results of the research data processing, the following conclusions can be drawn the correlation coefficient test results between the elements of the Muara Tawar PRPM area destination and tourist interest showed a value of 0.414, indicating a moderate relationship between the two. The regression equation obtained from the data processing results shows a regression coefficient of 0.33. This indicates that if the arrangement of tourist destination elements (X) increases by 1, tourist interest (Y) will increase by 0.33.

The coefficient of determination obtained in this study was 45%. This indicates that tourist interest in visiting (Y) is influenced by tourism destination elements (X) in the Muara Tawar PRPM Area by 45%. There is an influence between the elements of tourist destinations and tourist interest in visiting the Muara Tawar PRPM Area. This can be seen from the t-value of 8.940 with a t-table of 1.984, so it can be concluded that t-value > t-table, H0 is rejected and H1 is accepted.

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