

The Influence of Attractions and Amenities on Revisit Intention at the Natural Tourism Object of the Hulu Dayeuh Trijaya Campground, Mandirancan District, Kuningan Regency

Rizqi Annisha ^{a,1*}, Oot Hotimah ^{a,2}, Aris Munandar ^{a,3}

^a Department of Geography Education, Faculty of Social Science, Universitas Negeri Jakarta,

^{1,*} rizqiannisha@yahoo.co.id ² oothotimah@unj.ac.id ³ Arisbrebes77@gmail.com

Informasi artikel	ABSTRAK
<i>Sejarah artikel</i>	Objek Wisata Alam Bumi Perkemahan Hulu Dayeuh Trijaya adalah sebuah objek wisata alam yang dikelola oleh masyarakat dan merupakan ikon Desa Trijaya, Kabupaten Kuningan. Objek wisata ini dibuka untuk umum pada tahun 2016 dengan permasalahan terkait pada jumlah kunjungan yang fluktuatif sehingga mempengaruhi pendapatan asli desa dan kesejahteraan masyarakat Desa Trijaya. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh atraksi dan amenities terhadap <i>revisit intention</i> ke Objek Wisata Alam Bumi Perkemahan Hulu Dayeuh Trijaya. Metode yang digunakan dalam penelitian ini adalah kuantitatif pendekatan deskriptif yang diolah menggunakan analisis regresi linier berganda. Teknik pengumpulan data diperoleh melalui penyebaran kuesioner kepada 100 wisatawan di lokasi penelitian. Berdasarkan hasil penelitian, secara parsial variabel atraksi dan variabel amenities berpengaruh secara signifikan terhadap <i>revisit intention</i> pada Objek Wisata Alam Bumi Perkemahan Hulu Dayeuh Trijaya. Dengan pembuktian nilai sig. < 0,05 dan nilai $t_{hitung} > t_{tabel}$ maka H_0 ditolak dan H_a diterima.
Diterima : 2022-09-12	
Revisi : 2022-11-26	
Dipublikasikan : 2022-12-08	
Kata kunci:	
Atraksi	
Amenitas	
Revisit Intention	

Keywords:
Attraction
Amenities
Revisit Intention

ABSTRACT

The Natural Tourism Object of the Hulu Dayeuh Trijaya Campground is a natural tourism object managed by the community and is an icon of Trijaya Village, Kuningan Regency. This tourist attraction was opened to the public in 2016 with problems related to the number of visits that fluctuated, which affected the village's original income and the community welfare of Trijaya Village. This research aims to examine and analyze the influence of attractions and amenities on revisit intention at the Natural Tourism Object of the Hulu Dayeuh Trijaya Campground. The method used in this research is the quantitative descriptive approach processed using multiple linear regression analysis. The data collection technique was obtained by distributing questionnaires to 100 tourists at the research site. Based on the research results, the partial attractions variable and amenities variable significantly affect to revisit intention of tourists to the Natural Tourism Object of the Hulu Dayeuh Trijaya Campground. By proving the value of sig. < 0.05 and the value of $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted.

Introduction

Kuningan Regency is one of the regencies in West Java Province with an area of 1.178,58 km², located at coordinates 108°23' - 108°47' East Longitude and 6°45' - 7°50' South Latitude. Kuningan Regency consists of 32 sub-districts, 15 urban villages and 361 villages. The landscape of Kuningan Regency is mostly hills and mountains with the highest peak, namely Mount Ciremai (± 3,078 m). Aware of its natural tourism potential, the local government is trying to make Kuningan Regency a tourist destination.

The supporting factors for Kuningan Regency as a tourist destination are not only seen in topographic conditions (hills, slopes, valleys, and mountains) but also in the culture and local wisdom of the community. These factors impact tourism development, including nature tourism, religion, history, and others. Although various types of potential in Kuningan Regency have not been optimally developed, their existence has been able to attract domestic and foreign tourists.

Local parliament and the Regent of Kuningan Regency stipulate Regional Regulation No. 2 of 2013 concerning the implementation of tourism. Article 4 explains the function of tourism, namely meeting the physical, spiritual, and intellectual needs of every tourist through recreation and travel as well as increasing Regional Original Income in order to realize the welfare of the community. Based on the Kuningan Regency Regional Regulation No. 05 of 2009 concerning the Long Term Development Plan year 2005-2025, Kuningan Regency has a regional vision for the next 20 years to become the most advanced argopolitan and tourism district in West Java by 2025.

Tourism development in Kuningan Regency is expected to develop so that it can increase Regional Original Income on a large scale. Tourism development will be ideal if it pays attention to environmental sustainability and involves the role of the government and local communities. Community involvement in tourism development is very important, which aims to

provide jobs for local communities and help understand that tourism can make the economy improve (Palimbunga, 2018).

One of the potential tourism objects in Kuningan Regency is the Nature Tourism Object of the Dayeuh Trijaya Hulu Campground, which is located in Trijaya Village, Mandirancan District. This tourist attraction is managed by the community under the auspices of Mount Ciremai National Park, which is also an icon of Trijaya Village. The Nature Tourism Object of Dayeuh Trijaya Campgrounds originated from the Mount Ciremai National Park Forest area, which was pioneered and opened in 2016 with a land area of about 2-3 ha. The development of this tourist attraction is expected to increase the original income of Trijaya Village and improve the welfare of the community through the distribution of benefits or profits. The potential developed in this tourist attraction is the natural scenery of the pine forest. The number of tourists in the Nature Tourism Object of Dayeuh Trijaya Campgrounds is as follows:

Table 1. Number of Tourists at The Natural Tourism Object of the Hulu Dayeuh Trijaya Campground in 2017-2021

Years	Amount
2017	29.589
2018	28.339
2019	34.221
2020	13.287
2021	12.431

Source: Trijaya Village Tourism Driving Group

Based on table 1, it can be seen that the number of visits in five years experienced significant fluctuations. Due to the Covid-19 pandemic that occurred, The Natural Tourism Object of the Hulu Dayeuh Trijaya was closed starting in March 2020 and reopened in September 2020. July 2021 and August 2021, the The Natural Tourism Object of the Hulu Dayeuh Trijaya was closed due to a government policy, namely the Implementation of the Java-Bali Community Activity Restriction (PPKM).

According to the manager of Trijaya Village Tourism Driving Group, the Nature Tourism Object of the Hulu Dayeuh Campground has the attraction of beautiful pine forests with topographic conditions in the form of hills that support outbound tours, photo spots, and campgrounds. Tourists who visit are more dominant on national holidays or weekends with friends, friends, and family to reduce fatigue on active days of school or work. This tourist attraction can be reached in 1.5 hours from Cirebon City, Kuningan Regency. However, food stalls and places to sell souvenirs are still inadequate.

The things mentioned above become a weakness that can affect the revisit intention of tourists. Meanwhile, the attractions and amenities at the Bumi Perkemahan Hulu Dayeuh Trijaya Natural Tourism Object must receive special attention from the manager in order to be able to change the governance of the tourism object for the better. Good management and development of tourism objects can indirectly maintain the number of visitors and make tourists more satisfied so that revisit intentions arise, which can increase user fees in Trijaya Village.

Based on the above phenomenon, the authors are interested in examining the effect of attractions and amenities on revisit intention at the Natural Tourism Object of Dayeuh Trijaya Campgrounds, Kuningan Regency.

Literature Review

Attraction

Soekadijo (2016) stated that tourists who come in large numbers hold them and provide satisfaction when visiting for a long time, indicating that the tourist attraction is of good value (Ningsih 2020). According to Medlik (1980), a tourist attraction aimed at attracting tourists, whether in the form of nature, society or culture, is called an Attraction. Where each tourist destination has a different attraction according to its abilities or potential (Utama 2017).

According to Maryani (1991) that tourist attractions have several indicators that must be met, namely:

a. What to see

This indicator implies an area or tourist spot must have something to see.

b. What to do

This indicator implies that a tourist place must provide something interesting so that tourists know what they can do there.

c. what to buy

This indicator implies that supporting facilities for shopping must be provided by a tourist destination (Ningsih 2020).

Amenities

Amenity is a variety of facilities that aim to meet the needs of visitors or tourists in a tourist destination (Rossadi and Widayati 2018). In addition to tourist attractions, tourists also need travel support facilities, starting from meeting their needs after leaving their place of residence, while at the destination, and returning to their original place (Isdarmanto 2017).

Amenity is one of the considerations of tourists in visiting a tourist attraction. Tourists will have a positive impression of a tourist place if the amenities are managed properly so that tourists have the desire to visit again. Not only that, but amenities (facilities) can also have an influence on increasing tourist interest and loyalty (Zaenuri 2012).

Amenities has several indicators that must be considered, namely:

a. Completeness, cleanliness and tidiness of facilities

The state of the facilities equipped with attributes is supported by cleanliness and tidiness when tourists are visiting a tourist attraction.

b. Facility condition and function

Facilities must function properly and not be damaged when tourists are visiting a tourist attraction.

c. Ease of use of facilities

Tourist attraction facilities can be used easily by tourists when visiting (Sunaryo 2013).

Revisit Intention

Revisit intention is a return visit of a tourist based on a desire to the same destination and is an intervention construction between attitude and behavior (Fauzi 2021). Morais & Noman (2014) predict that the reason tourists repeat vacation experiences is due to good experiences in the past with little risk (Pahlevi 2019).

According to Cheng & Lu (2013), the indicators of revisit intention are as follows:

1. Revisiting intention

The desire of tourists to revisit another time to the same tourist destination because the destination has fulfilled the wishes of tourists.
2. Recommendation intention

The intention of tourists is to provide recommendations for tourist destinations that have been visited by others. This provides an overview of tourist destinations to potential new visitors who can be motivated to visit these attractions.
3. Promotion intention

Tourists who have visited and are active in tourist objects will introduce or promote the same object to others.

Method

The method used in this study is a quantitative descriptive approach. The population of this study is all tourists who have visited the Natural Tourism Object of the Hulu Dayeuh Trijaya Campground in Trijaya Village, Kuningan Regency in 2021, totaling 12,431 tourists. Sampling in this study used the Slovin formula with the results of 99, 20. However, in order to make this research easier and more accurate, the researcher will take 100 respondents as a sample.

The data collection used in this research is primary data by distributing questionnaires containing 38 statements to 100

respondents/tourists at the Natural Tourism Object of the Dayeuh Trijaya Hulu Campground through the accidental sampling technique. The measurement scale used is the Likert scale, indicating whether tourists strongly agree, agree, neutral, disagree, and strongly disagree. After the research data collection is complete, the next step is data processing using data normalization in the SPSS Version 23.0 Application. The data normalization formula used in this study is as follows:

$$V = \frac{X - A}{B - A}$$

Description:

- V = Normalization value
- X = Original value
- A = Lowest actual
- B = Highest actual

Furthermore, the analytical technique used is multiple linear regression which previously had fulfilled the five requirements of the classical assumption test. This research was conducted to test and analyze the partial and simultaneous effect of the three variables that were converted into a symbol. The dependent variable is Revisit Intention (Y) which is influenced by two independent variables, namely: Attractions (X1) and Amenity (X2). The research paradigm can be seen in the image below.

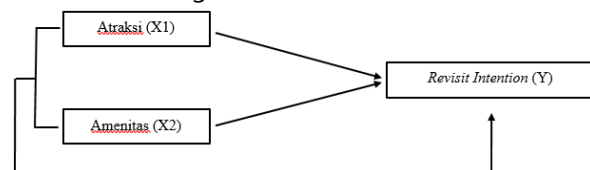


Figure 1. Dual paradigm with two independent variables

Source: Research, 2022

Results and discussion

Based on research on the Effect of Attractions and Amenities on revisit intention at the Natural Tourism Object of Dayeuh Trijaya Campgrounds, it was found that all statements in the three variables were valid based on the $r_{count} >$ from the r_{table} of the Pearson Correlation test, the

correlation was 0.195 at the significance level of all statement items 0.05. The three variables also have Cronbach's alpha values greater than 0.60, namely the value of X1 (0.640), the value of X2 (0.923), and the value of Y (0.866). From the r_{table} value of the three variables, it can be stated that each statement item is reliable or consistent if the statement is submitted again because it will obtain an answer that is relatively the same as the previous answer.

The normality test was carried out to test one of the basic assumptions of multiple regression analysis; namely, the independent and dependent variables must be normally distributed through the Kolmogorov Smirnov (K-S) nonparametric statistical test with Asym Significance results (2-tailed). In X1 obtained a significance value of $0.200 > 0.05$ and a significance value of X2, which is $0.092 > 0.05$. So it can be concluded that the distribution of the data in this study is normal.

The linearity test was used to determine whether the two variables had a linear relationship through One Way Anova with a significance level of 0.05. Based on the data obtained, the value of sig. deviation from linearity in X1 to Y is $0.475 > 0.05$. It can be concluded that there is a linear relationship between attraction and revisit intention. As for the value of sig. deviation from linearity in X2 to Y is $0.053 > 0.05$. It can be concluded that there is a linear relationship between amenity and revisit intention.

The multicollinearity test is used to see whether there are symptoms of multicollinearity caused by the independent variables being correlated with each other by looking at the values of tolerance and Variance Inflation Factor (VIF). Based on the output obtained, X1 has a tolerance value of $0.543 > 0.01$ and a VIF value of $1.841 < 10$. And X2 has a tolerance value of $0.543 > 0.01$ and a VIF value of $1.841 < 10$. Thus, it can be concluded that there is no multicollinearity problem in the variables used.

The heteroscedasticity test is used to see if there is an inequality of variance from the

residuals of one observation to another using the Glejser test with the sig value criterion. > 0.05 on *abs_res*. Based on the results obtained, the significance value of X1 is $0.489 > 0.05$ and the significance value of X2 is $0.051 > 0.05$, so it is stated that there are no symptoms of heteroscedasticity in this research.

A good regression model is a regression that is free from autocorrelation symptoms. Testing autocorrelation in this study through the Durbin-Watson test (DW test). Based on the data obtained, it is known that the value of D (Durbin-Watson) is 1.938. When viewed in the Durbin-Watson table, the DL value is 1.6131 and DU 1.7364 ($n = 100$), along with a significance level of 5%. Then the results obtained are $DU (1.7364) < D (1.938) < 4-DU (2.2636)$, where these results indicate that there is no autocorrelation symptom.

After the five classical assumption tests were met, multiple linear regression analysis was performed to test the effect of attractions and amenities on revisit intention. Multiple linear regression analysis is seen through the results of multiple linear regression equations, namely:

$$Y = 0,089 + 0,185X_1 + 0,737X_2.$$

The regression results show that the constant value is 0.089. The value of the X1 regression coefficient is 0.185, which means that if the attraction variable increases by 1 unit, the revisit intention of the Natural Tourism Object of Dayeuh Trijaya Campground will increase by 18.5%. And the value of the X2 regression coefficient is 0.737, which means that if the attraction variable increases by 1 unit, the revisit intention of the Natural Tourism Object of Dayeuh Trijaya Campground will increase by 73.7%.

Table 2. t Test

Variable	T _{count}	Significant
X1	2,239	0,045
X2	7,889	0,000

Source: Data processing, 2022

From the results of the t-test hypothesis, it was found that the attraction variable showed a

t_{count} value greater than t_{table} $2.239 > 1.98472$ or a significance of $0.045 < 0.05$, which means that the attraction variable has a positive and significant effect on revisit intention at the Natural Tourism Object of the Hulu Dayeuh Trijaya Campground. The results show that the amenity variable shows the t_{count} value is also greater than t_{table} $7.889 > 1.98472$ or a significance of $0.000 < 0.05$, which means that the amenity variable has a positive and significant effect on revisit intention at the Natural Tourism Object of Bumi Perkemahan Hulu Dayeuh Trijaya.

Table 3. F test

Model	F _{count}	Significant
Regression	52,201	0,000

Source: Data processing, 2022

Based on the results of the F test hypothesis, it was found that F_{count} of $52.201 > F_{table}$, which is 3.09 with a probability value of $0.000 < a$ significance value of 0.05 , so the independent variables (attractions and amenities) simultaneously have an influence on the dependent variable (revisit intention).

Table 4. Coefficient of Determination

R Square
0,614

Source: Data processing, 2022

The coefficient of R Square (R²) is 0.614 . This means that the contribution of attractions and amenities to the interest in returning is 61.4% , while the remaining 38.6% is explained by other variables not disclosed in this research.

Conclusion

Based on the results of the research analysis, it was concluded that attractions had a significant effect on revisit intention at the Natural Tourism Object of the Dayeuh Trijaya Campground in the natural environment of 18.5% . Amenity also has a significant influence on revisit intention at the Natural Tourism Object of Dayeuh

Trijaya Campgrounds Hulu by 73.7% . Based on the results of the F test, it is concluded that the two independent variables (attractions and amenities) together affect the interest in returning tourists to the Natural Tourism Object of the Dayeuh Trijaya Camping Earth Nature at 61.4% .

Suggestion

Some suggestions given by researchers are:

- The management of the tourist attraction improves shopping facilities such as places to buy souvenirs and typical food of Trijaya Village as souvenirs or tourist souvenirs.
- The addition of photo spots and outbound arenas can also affect the revisit intention of tourists caused by interest.
- Include some information about the beauty of tourist attractions, recreational facilities, and camping on social media along with promotions so that they can attract public interest.
- Intensifying the completion of the construction of places of worship so that tourists do not have to leave the area of the Hulu Dayeuh Trijaya Campground Natural Tourism Object when the time for worship has arrived.

Appreciation

The researcher would like to thank the manager of Trijaya Village Tourism Driving Group, who has been permitted to research the natural tourism object of the Hulu Dayeuh Trijaya Campground. The researcher would also like to thank the family for the support and guidance from the lecturers of the geography education study program, Universitas Negeri Jakarta.

Reference

- Cheng, Tien Ming, and Chiang Chuan Lu. 2013. "Destination Image, Novelty, Hedonics, Perceived Value, and Revisiting Behavioral Intention for Island Tourism." *Asia Pacific Journal of Tourism Research* 18(7): 766–783.
- Fauzi, A. 2021. "Pengaruh Event Image, Tourist

Satisfaction Dan City Image Terhadap Revisit Intention Pada Lampung Krakatau Festival Skripsi." Institut informatika dan bisnis darmajaya.

Isdarmanto. 2017. *Dasar-Dasar Kepariwisata Dan Pengelolaan Destinasi Pariwisata*. Yogyakarta: Gerbang Media Aksara.

Ningsih, S. S. 2020. "Pengaruh Amenitas, Atraksi Wisata, Dan Akseibilitas Terhadap Loyalitas Wisatawan Ke Destinasi Wisata Tangkahan Kabupaten Langkat Dengan Kepuasan Sebagai Variabel Intervening." Universitas Pembangunan Panca Budi.

Pahlevi, R. 2019. "Analisis Pengaruh Produk Dan Promosi Wisata Terhadap Minat Kunjung Ulang Wisatawan Di Kabupaten Dairi." Universitas Sumatera Utara.

Pujiningrum Palimbunga, Ika. 2018. "Keterlibatan Masyarakat Dalam Pengembangan Pariwisata Di Desa Wisata Tabalansu, Papua." *Jurnal Master Pariwisata (JUMPA)*05: 193.

Rossadi, Leylita Novita, and Endang Widayati. 2018. "Pengaruh Aksesibilitas, Amenitas, Dan Atraksi Wisata Terhadap Minat Kunjungan Wisatawan Ke Wahana Air Balong Waterpark Bantul Daerah Istimewa Yogyakarta." *Journal of Tourism and Economic* 1(2): 109–116.

Sunaryo, B. 2013. *Kebijakan Pembangunan Destinasi Pariwisata Konsep Dan Aplikasinya Di Indonesia*. Yogyakarta: Gava Media.

Utama, I. B. 2017. *Pemasaran Pariwisata*. Yogyakarta: Andi.

Zaenuri, M. 2012. *Perencanaan Strategis Kepariwisata Daerah: Konsep Dan Aplikasi*. Yogyakarta: e-Gov Publishing.