

THE INFLUENCE OF TOURIST ATTRACTION AND SERVICE QUALITY ON THE INTEREST OF VISITING TOURISTS ON TKL ECOPARK

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Abstract

This study aims to examine the effect of tourist attraction and service quality on tourists' intention to return. The data used in this study are primary data and secondary data. Primary data was obtained based on surveys or questionnaires, observations, and interviews, while secondary data was obtained through websites, journals, books, and other documents. This study involved 69 respondents who were taken randomly at Taman Kyai Langgeng. The type of research used in this research is quantitative research which is carried out by collecting data in the form of a number format and analyzing it with multiple linear regression statistical tests. The results showed that the variable tourist attraction partially did not significantly influence the intention of visiting tourists.

Keywords: *Ecopark, Service Quality, Tourist Attraction, Visiting Intention*

1. INTRODUCTION

Indonesia is a country that has a variety of tourist destinations in the form of natural tourism and artificial tourism. One of the tourist destinations in Indonesia, precisely in Magelang City, is Kyai Langgeng Park. Kyai Langgeng Park is a natural tourist attraction which has an area of about 27 hectares which was built on land owned by the government of Magelang City. At its inception, the main attraction for Taman Kyai Langgeng was a collection of rare plant and tree seeds. However, over time Kyai Langgeng Park was developed into a vehicle for play and recreation that has educational value and preservation of rare plants. In February 2022, Kyai Langgeng Park was transformed into a modern tourist vehicle with changes in several human resource sectors. The name that is now better known as TKL Ecopark. This step is expected to be able to revive tourist interest in this tourist destination that is more than 30 years old.

The Covid-19 pandemic that occurred in early 2020 changed the order of the world community, one of which is in Indonesia. Efforts made by the government to prevent the spread of the virus are by appealing to the public to limit activities outside the home. This change in activity has a broad impact on almost all sectors in Indonesia, one of which is the tourism sector. This was also felt by the TKL Ecopark tourist attraction, which during the pandemic had to experience a decrease in the number of visitors and even had to be closed following instructions from the government.

However, restrictions on activities outside the home cannot be applied forever because it will have an impact on the imbalance of the Indonesian economy. Therefore, taking into account many things, the government has decided to implement a new normal,

namely conditions where people are expected to be able to adjust their lifestyle by carrying out normal activities as before the pandemic occurred but must be accompanied by the application of health protocols to prevent transmission of Covid-19 (Ramadani et al., 2021).

According to the Deputy for Marketing of the Ministry of Tourism and Creative Economy (Kemendikparekraf) stated that Indonesia is experiencing a crisis of trust from foreign and domestic tourists due to Covid-19 (Suprihatin, 2020). As an effort to increase tourist confidence again, tourism managers are making various efforts to promote and restore tourism in the new normal era. One of them is the TKL Ecopark tourist destination. The right strategy is needed to restore the condition of TKL Ecopark, so that it can attract tourists like it was before the pandemic. It is necessary to analyze factors that are expected to influence tourists' interest in visiting a tourist destination.

One of the factors that is thought to influence tourists' interest in visiting is tourist attraction. If the tourist attractions offered increase, the interest of tourists to visit these tourist destinations will also increase (Darojat, 2021; Marpaung, 2019). Based on this, it is necessary to consider that tourist attraction is thought to influence the interest of tourists visiting TKL Ecopark.

Entering the new normal era, TKL Ecopark has begun implementing a strict health protocol system such as the mandatory use of masks and hand sanitizers, as well as regulating the capacity for the number of visitors per day which is supported by a vaccination program from the government. This is certainly different from the conditions before the pandemic. In addition, after changing to TKL Ecopark, management is also trying to improve the quality of service in various sectors and divisions as an effort to increase tourist interest. Novitaningtyas et al. (2022) said that “service quality had a positive effect on tourist interest in visiting the Borobudur Balkondes area during the Covid-19 pandemic”. Therefore, it is also necessary to study the impact of service quality on tourist interest in visiting TKL Ecopark during the new normal period.

Even so, there are still gaps from several previous studies on this topic. Therefore, further research is needed regarding the influence of tourist attraction and service quality on tourist interest in visiting. The results of this research are expected to be an evaluation material for TKL Ecopark managers so that they can increase market growth and expand segmentation. If the number of visitors increases, this can certainly affect the income of the Regional Government of Magelang City and the community around tourist destinations.

2. LITERATURE REVIEW

2.1. Tourist Attraction

According to Novitaningtyas et al. (2022), “tourist attraction is everything that is unique to a tourist object that has the beauty of natural, cultural, or man-made wealth”. Furthermore, natural tourist attractions originate from the beauty and uniqueness of the natural environment, cultural attractions result from the creation of human taste and initiative as cultural beings, and artificial tourist attractions result from artificial human creations. According to the Law of the Republic of Indonesia Number 10 of 2009 Article 1, “tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits”. Tourist attractiveness can be measured based on 5 indicators, namely what to see, what to do, what to buy, what to arrive, and what to stay (Kirom et al., 2016). What

to see are objects and attractions that are interesting to see, what to do are facilities that can be used, what to buy are facilities for shopping needs and souvenirs, what to arrive is accessibility to destinations, and what to stay is temporary accommodation for tourists.

The results research of Marpaung (2019) show that “tourist attraction has an indirect effect through the intervening variable tourist satisfaction on visiting interest”. This is supported by Darajat (2021) which says that “tourist attraction has a positive influence on tourists' interest in visiting. Tourist attraction or commonly referred to as a tourist attraction can be a potential that encourages tourists to visit a tourist destination”. Tourist attraction is a full factor that can influence tourists in making decisions about visiting a tourism destination (Suwena & Widyatmaja, 2017:100).

2.2. Service Quality

According to Kotler in Darajat (2021) service quality is all the features and characteristics of a product or service that influence its ability to meet consumer needs. Service products are said to be of high quality or not quality depending on consumer perceptions. Service quality is a perception built by consumers before buying or enjoying a service (Widjianto, 2019). It is accepted that service quality explains how the comparison of consumer expectations regarding the services provided with the services actually received

Novitaningtyas et al. (2022) explain “there are five dimensions that can be used as a measure of service quality, namely tangible, reliability, responsiveness, assurance, and empathy”. Tangible measurements are based on the availability, conditions, and appearance of the facilities provided. The reliability dimension can be measured by looking at the suitability of the promised services with the services received by consumers. The responsiveness dimension is measured based on the quick response to services provided to consumers. The assurance dimension can be measured by looking at the skills of the service provider and guaranteeing a sense of security. The empathy dimension can be measured by looking at the attention given by service providers to consumers. When tourist destinations provide quality services, the interest in visiting tourists will be even greater (Novitaningtyas et al., 2022). Consumers' positive perceptions of the services they will receive at a tourist attraction can make them interested in visiting it.

2.3. Interest in Returning

Interest in visiting in this study is analogous to consumer buying interest as research conducted by Novitaningtyas et al. (2022). Purchase intention is an incentive to make a purchase or an urge to re-purchase by consumers who have purchased a product or service before. Conformity of expectations received by consumers from the product they buy will foster interest in using the product again. Interest in visiting in this study was measured based on indicators of interest in visiting again, visit preferences, visiting references (Cronin Jr & Taylor, 1992).

3. RESEARCH METHODS

The type of research used in this research was quantitative research which carried out by collecting data in the form of number format and analyzed with multiple linear regression statistical tests to test the influence and how much influence between variables. This research would be conducted from July to September 2022. The data used in this research were primary data and secondary data. Primary data was obtained based on surveys or questionnaires, observations and interviews, while secondary data was obtained through websites, journals, books and other documents. The sample used in this study was 69 respondents with a questionnaire distributed based on indicators of the independent variables, namely tourist attraction (X1) consisting of 9 items, and service quality (X2) consisting of 9 items and the dependent variable namely interest visit (Y) which consists of 3 items with the use of a Likert scale as a measure of attitude. The collected data will then be tested for validity, reliability, classical assumptions, and multiple linear regression analysis.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Instrument Test Results

Table 1. Results of the Validity Test of Tourism Attractiveness Variables

Items	r-statistic	r-table	Information
X1.1	0,709	0,1997	Valid
X1.2	0,595	0,1997	Valid
X1.3	0,659	0,1997	Valid
X1.4	0,685	0,1997	Valid
X1.5	0,694	0,1997	Valid
X1.6	0,845	0,1997	Valid
X1.7	0,847	0,1997	Valid
X1.8	0,794	0,1997	Valid
X1.9	0,765	0,1997	Valid

Source: processed data. 2022

Table 2. Service Quality Validity Test Results

Items	r-statistic	r-table	Information
X2.1	0,769	0,1997	Valid
X2.2	0,842	0,1997	Valid
X2.3	0,886	0,1997	Valid
X2.4	0,895	0,1997	Valid
X2.5	0,837	0,1997	Valid
X2.6	0,793	0,1997	Valid
X2.7	1,000	0,1997	Valid
X2.8	0,735	0,1997	Valid
X2.9	0,880	0,1997	Valid

Source: processed data. 2022

Table 3. Test Results of the Validity of Interest in Visiting Tourists

Items	r-statistic	r-table	Information
Y1	0,949	0,1997	Valid
Y2	0,966	0,1997	Valid
Y3	0,946	0,1997	Valid

Source: processed data. 2022

Validity is used to measure the legitimacy of the questionnaire (Ghozali, 2016). The level of validity of the research instrument can be determined through a validity test conducted using the SPSS Windows version 25 program. The program is in the form of a questionnaire of 21 questions through a sample of 69 respondents. If $(df) = N-2$ then the value of r-table $(df) = 69-2 = 67$ with a 5% confidence level, which is 0,1997. The results of the validity test showed that all questionnaire items in the study were declared valid because the r-value for all items was greater than the r-table value, namely 0,1997.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha value	Information
Tourist attraction	0,892	Reliable
Service quality	0,820	Reliable
Visiting Interests	0,950	Reliable

Source: processed data. 2022

According to Ghozali (2016) “Reliability is a value that shows the consistency of a measuring instrument in measuring the same symptoms”. Ghozali (2016) “continues SPSS program can be used for reliability testing, and the results of the analysis will be obtained through cronbach's alpha. If the Cronbach's alpha value is $> 0,60$, the variable is considered reliable”. The test results show that all items have a cronbach's alpha value $> 0,60$, so it can be said that the questionnaire used is reliable.

4.1.2. Classic Assumption Test

Based on the results of the residual normality test with the Kolmogorov-Smirnov test, the Asymp value is obtained. Sig. (2-tailed) $0,179 > 0,05$, it can be concluded that the sample data is normally distributed.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov	
asypm. Sig. (2-tailed)	0,179

Source: processed data, 2022

The multicollinearity test results show that each independent variable has a tolerance value of $> 0,1$ and the variance inflation factor (VIF) value < 10 . Thus, it can be concluded that there is no multicollinearity between the independent variables in this regression model.

Table 6. Multicollinearity Test Results

Variable	Collinearity Statistics	
	tolerance	VIF
Tourist attraction	.371	2.698
Service quality	.371	2.698

Source: processed data, 2022

The results of the Heteroscedasticity test show that there are no symptoms of heteroscedasticity in the built regression model. This can be seen based on the results of the Glejser test which shows the significant value of each variable is greater than 0,05.

Table 7. Heteroscedasticity Test Results

Variable	Sig.
(Constant)	.000
Tourist attraction	.268
Service quality	.529

Source: processed data, 2022

4.1.3. Determination Coefficient Test

Table 8. Determination Coefficient Test Results

Summary models	
Adjusted R Square	0,545

Source: processed data, 2022

The results of the SPSS model summary analysis show that the Adjusted R² is 0,545% or 54,5%. Variable intention to revisit can be explained by tourist attraction and service quality of 54,5% and the remaining 45,5% is explained by other variables outside the model.

4.1.4. F test

Table 9. F test results

ANOVA	
F grade	41,669
Sig.	0,000

Source: processed data, 2022

The results of the F test showed a result of 41,699 with a significant level of 0,000 < 0,05. This means that it means that tourist attractiveness and service quality simultaneously influence the intention to revisit tourists.

4.1.5. T test

Statistical t test is used to see the effect of each independent variable on the independent variable partially. The test results can be seen in the following table:

Table 10. T test results

Variable	Coefficients	Sig.
Tourist attraction	0,218	0,109
Service quality	0,562	0,000

Source: processed data, 2022

Based on the SPSS test results above, the regression equation that reflects the variables in this study are:

$$MB = 0,984 + 0,218 DTW + 0,562 KP + e1$$

Information:

MB = Interest in Visiting Tourists
A = Constant
DTW = Tourist Attraction
KP = Service Quality
e1 = *Error1*

4.2. Discussion

4.2.1. The Influence of Attractiveness on Visiting Interests of Tourists

The results of testing the variable tourist attraction partially in table 10 show a significant value of $0,109 > 0,05$. This can be interpreted that tourist attraction does not significantly influence the interest in visiting tourists. Thus, there is no effect of tourist attraction on visiting intentions. The results of this study indicate that tourist attraction has no influence on tourist interest in visiting TKL Ecopark during the new normal period. These results are supported by previous research conducted by Novitaningtyas et al. (2022) which proves that “tourist attraction has no significant effect on tourists' interest in visiting the Borobudur Balkondes Area during the Covid-19 pandemic”. The results of interviews with several respondents said that they preferred comfort and convenience in enjoying the various existing facilities.

4.2.2. The Influence of Service Quality on Visiting Interests of Tourists

The results of testing the variable service quality partially shown in the table above have a significant value of $0.000 < 0.05$. Thus, there is a significant influence of service quality variables on the interest in visiting tourists. The trend of changing tourist behavior in the new normal era at TKL Ecopark tourist destinations is supported by the results of this study. Tourists no longer only look at the beauty and rides offered, but comfort, safety and ease of enjoying the facilities and atmosphere are the main reasons they visit. According to prior research, service quality has a beneficial effect on visitor interest in visiting a destination (Darajat, 2021; Novitaningtyas et al., 2022). Hence, the more the quality of services offered, the greater the number of tourists that are interested in visiting.

5. CONCLUSION

The results of the analysis show that tourist attraction has no significant effect on the intention of visiting TKL Ecopark tourists again during the new normal. In another sense, the stronger the tourist attraction applied by the TKL Ecopark management, it will not increase the interest in visiting tourists again. As for the quality of service based on testing, the results show a significant effect on the interest in visiting TKL Ecopark tourists during the new normal. This shows that the higher the quality of service implemented, it will encourage tourists to visit TKL Ecopark again.

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