

THE COMPONENT OF 4A AS A SUPPORT FOR INTEREST IN VISITING THE CITY OF KEDIRI, EAST JAVA

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Abstract

The objective of this study is to assess how the 4A components (Amenities, Ancillaries, Accommodation, Attraction) play a role in influencing visitor interest and contributing to the growth of tourism in Kampung keren Kediri. A quantitative research approach was employed, and data were gathered from 270 tourists in Kampung keren Kediri using incidental sampling. Data analysis was carried out using Structural Equation Model (SEM) analysis. The findings of the study reveal that (1) amenities do not exert an impact on visitor interest, (2) ancillaries do not affect visitor interest, (3) accommodation does not influence visitor interest, (4) amenities do not play a role in attracting visitors, (5) ancillaries have a significant impact on attraction, (6) accommodation contributes to attraction, and (7) attraction significantly influences visitor interest. Based on these results, it is recommended that all aspects of the 4A components must be adequately addressed to enhance the chances of attracting tourists, ultimately leading to a positive economic impact, particularly benefiting the residents of Kediri City. Therefore, active engagement and cooperation among all stakeholders, from local to higher levels, are vital for the development of tourism areas.

Keywords: Amenities, Ancillaries, Accommodation, Attraction, Visiting interest

1. INTRODUCTION

Each region is expected to have income independently in order to continue to support the lives and welfare of its people. Local governments are trying to find solutions so that the economy of their people continues to rotate, especially looking for characteristics for each region that can create selling power. The hope is that especially the layers of society who can have an even income. Based on the location of the city of Kediri which is in the middle of East Java with a relatively small area and does not have a minimalist tourist destination, the Kediri City government sets its area as a tourism supporter.

After being determined, the city of Kediri created a tourism-based tourism support program, arguing that tourism is an aspect of a business or industry that is highly considered because it is included in a very fast growth rate (Andrianto & Sugiana, 2016). One of the most important research issues today in tourism is the effective preservation and rational use, environment, climate, health and recreation of existing resources, and the region as a tourist destination.

A concept called *Kampung keren* (Creative and Independent) was formed, where the management was handed over to the community of each village in the city of Kediri. These neighborhoods, or *kampungs*, each possess their own distinctive charm and character, and their genesis was catalyzed by the initial support provided by the Kediri government. Over time, the goal has been to empower these communities to function autonomously, free from excessive government intervention. Under this framework, every neighborhood is granted the autonomy to establish its own *Kampung keren*, albeit

subject to certain predefined criteria and guidelines. This innovative model represents a paradigm shift in community-driven tourism development, promising not only the preservation of local identity and culture but also the sustainable growth of tourism throughout the diverse neighborhoods of Kediri City.

Attraction, accommodation, and facilities play crucial roles in the development of tourist destinations. These three components, along with services, collectively determine the appeal of a tourist destination (Salam, Ingkadijaya, & Hermantoro, 2018). The number of tourists visiting a place is a significant factor that impacts the economic contributions of tourism. Effective management of tourist destinations logically influences visitor spending and the welfare of the local community (Millenia, Sulivinio, Rahmanita, & Emier Osman, 2021). The efficient management of tourist destinations stands as a logical harbinger of visitor spending patterns, cascading benefits, and, concomitantly, the well-being of the local populace. Thus, it is within this intricate interplay of elements that the dynamics of tourism development are illuminated, offering an intriguing tableau of factors that underpin the success and sustainability of tourist destinations around the world.

Kediri City stands as a multifaceted destination, celebrated for a rich tapestry of attractions that beckon travelers with its unique offerings. Among its notable features, the city is distinguished by hosting one of Indonesia's largest cigarette factories, a testament to its industrial legacy. However, Kediri's allure extends beyond its industrial prominence, as it embraces its cultural and historical heritage through a myriad of tourist sites. These sites are veritable treasures, each weaving a story of craftsmanship and tradition. A prime example is Kampung Sentra Tahu, an enclave where tofu entrepreneurs thrive, infusing the air with the enticing aroma of freshly made tofu and the streets with the vibrancy of skilled artisans perfecting their craft. In parallel, Kediri boasts weaving villages, where artisans' dexterity breathes life into Kediri ikat woven cloth handicrafts, serving as living repositories of the city's cultural legacy. Kediri City, with its blend of industrial significance and cultural richness, offers a diverse tapestry of experiences that invite travelers to delve into its multifaceted charm.

Accommodations in Kediri City are relatively adequate, featuring public transportation, lodging options, and other supporting amenities. Improving the accessibility of these accommodations, by focusing on convenient location options, is an essential consideration. Offering affordable lodging alternatives not only benefits tourists but also serves as an additional income source for operators (Ahmad et al., 2014). Furthermore, it aligns with the broader goal of making Kediri a more inclusive and welcoming destination for a wider range of travelers.

One challenge faced by *Kampung keren* in Kediri is the lack of supporting facilities directly linked to *Kampung keren*. Collaborations with travel agencies, information centers, and facilities within each *Kampung keren* need to be established. While it is acknowledged that the presence of these facilities may not wield a transformative impact on overall tourist satisfaction, as articulated in the findings of Hermawan, Wijayanti & Nugroho (2019), their role in contributing to the comfort and convenience of visitors within the *Kampung keren* milieu should not be underestimated. These supporting facilities can serve as critical touchpoints, providing tourists with valuable guidance, local insights, and a seamless experience, ultimately bolstering the appeal and viability of *Kampung keren* as a tourist destination.

Additionally, there is a need for better coordination and support from related institutions, especially in the management of each *Kampung keren*, which is currently not optimally implemented. Ensuring readiness and synchronization among support institutions for Kediri *Kampung keren* is essential. Additional services, such as banks, communication services, post offices, hospitals, and tourism bureaus, should also be considered (Setiawan & Wiweka, 2018). The inclusion of such services not only addresses the practical needs of both residents and tourists but also contributes to the overall infrastructure and appeal of *Kampung keren* as a thriving, visitor-friendly destination.

The concept of *Kampung keren* Kediri is relatively novel, and there has been limited research on village-based tourist spots within urban settings. This research gap exists not only in terms of the concept of tourist attractions but also in the quantitative results. Given its recent inception, it is expected that further research will contribute to the development of *Kampung keren* Kediri. Therefore, the primary objective of this research is to comprehensively investigate how the 4A components (Amenities, Ancillaries, Accommodation, and Attraction) collectively exert influence on visitor interest and attraction within the context of tourism in Kediri City, East Java. By analyzing the interrelationships and combined impacts of these components, this study aims to enhance our understanding of the dynamics of tourist behavior specifically in the unique setting of Kediri City, contributing valuable insights to the development and management of tourism in this region.

2. LITERATURE REVIEW

2.1. Attraction

A pivotal factor in drawing tourists is the allure of attractions. Three main categories of attraction capital captivate tourists: 1) Natural Resources (the natural environment), 2) Cultural tourism attractions, and 3) Man-made attractions themselves. These tourism assets can be harnessed and developed into tourist attractions within the locales where they are found. The existence of these attractions serves as the primary reason and motivation for tourists to visit a particular tourist destination (DTW) (Sugiana, 2014).

2.2. Accommodation

One critical aspect pertains to fulfilling the basic needs of tourists during their sojourn in tourist destinations. Tourists inevitably require a place to lodge and rest during their travels. The availability of accommodation facilities not only meets this essential need but also encourages tourists to visit and immerse themselves in the various tourist attractions for an extended duration (Dolnicar, 2019).

2.3. Ancillaries

The vitality of tourist areas hinges on the presence of effective management entities. These managerial bodies offer tourists a range of valuable supplementary services, including information dissemination, security provisions, and other services sanctioned by relevant authorities such as government bodies and destination managers. These services enhance the overall tourist experience and convenience (Fitriyani & Pramusinto, 2018).

2.4. Amenities

Tourism facilities or amenities constitute integral components within a destination, facilitating tourists' ability to stay and partake in the attractions on offer (Margaryan & Fredman, 2017). Amenities primarily serve the needs of tourists during their visits to these destinations. The presence of comfortable and well-maintained facilities significantly contributes to the appeal of a tourist destination and encourages travelers to embark on their journeys.

2.5. Interest

Interest acts as a driving force that directs individuals' attention toward various subjects or objects. It serves as a motivating factor, compelling individuals to engage in activities they are passionate about, ultimately influencing market dynamics. Three key factors can ignite a person's interest: internal motivational factors, social influences, and emotional triggers (Widagdyo, 2017).

2.6. Conceptual Framework

Used so that readers can understand and understand the intentions of researchers, the following is the conceptual framework of this research:

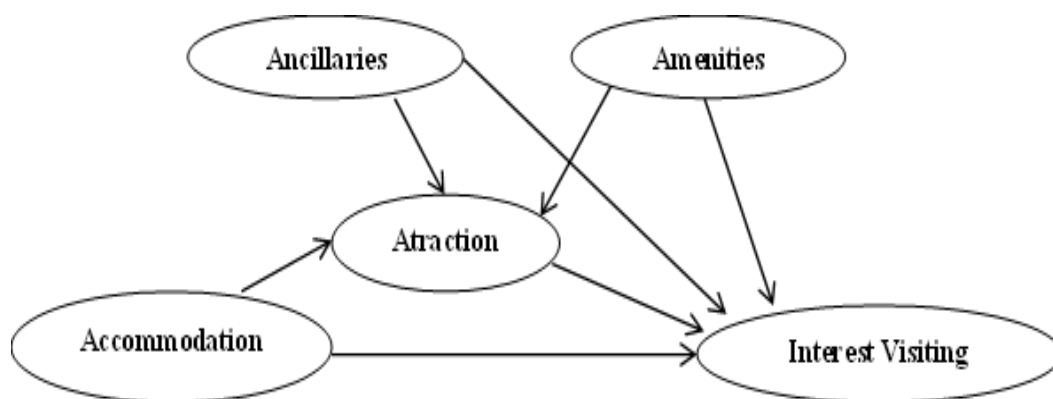


Figure 2. Conceptual framework

Source: Data Researcher (2023)

3. RESEARCH METHODS

The type of research to be conducted by the researchers is quantitative research. According to Sugiyono (2018), quantitative research methods can be defined as research approaches grounded in the philosophy of positivism, employed to examine specific populations or samples, and involve data collection using research instruments.

The data for this research was sourced from 270 tourist respondents who visited the *Kampung keren* Kediri area between May and July 2023. Data was gathered through respondents completing statements in questionnaires that had been pre-tested. Data collection was carried out using incidental sampling techniques. Data processing employed the Partial Least Square (PLS) method. The variables utilized in this research encompass five factors, namely: Amenities (X1), Ancillaries (X2), Accommodation (X3), Attraction (Y), and Visiting interest (Z).

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Convergent Validity

Table 1. Convergent Validity (Validity Test)

Variable	Items	Original Sample	P- Values	Conclusion
Accommodation	AC1	0.837	0,000	Valid
	AC2	0.910		
	AC3	0.937		
	AC4	0.925		
	AC5	0.915		
Amenities	AM1	0.791		
	AM2	0.897		
	AM3	0.853		
Ancillaries_	AN1	0.550		
	AN2	0.787		
	AN3	0.765		
	AN4	0.812		
	AN5	0.766		
	AN6	0.841		
	AN7	0.807		
	AN8	0.835		
Attraction	AT1	0.818		
	AT2	0.823		
	AT3	0.807		
	AT4	0.837		
Visiting interest	IV1	0.719		
	IV2	0.900		
	IV3	0.876		

Convergent validity is a tool used to measure the validity of each indicator. The indicator of a variable is said to be good if the outer loading value of each indicator > 0.70. The table above shows that each indicator of the accommodation, amenities, ancillaries, attraction and visiting interest variables > 0.70 which means that it meets the convergent validity requirements.

4.1.2. Discriminant Validity

Table 2. Discriminant Validity Result

Variable	Original Sample
Amenities -> Accommodation	0.702
Ancillaries_ -> Accommodation	0.867
Ancillaries_ -> Amenities	0.795

Attraction -> Accommodation	0.789
Attraction -> Amenities	0.691
Attraction -> Ancillaries	0.864
Visiting interest -> Accommodation	0.572
Visiting interest -> Amenities	0.493
Visiting interest -> Ancillaries	0.663
Visiting interest -> Attraction	0.761

Discriminant Validity tests how far a latent construct variable differs from another. Test the validity of the discriminant using Hetrotrait-Monotrait (HTMT) values. If the HTMT value < 0.90 then the validity of the discriminant between reflective constructs. The table above explains that the HTMT value <0.90 which means that all constructs are valid.

4.1.3. Construct Reliability

Table 3. Construct Reliability Result

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
Accommodation	0,945	0,945	0,958	0,820
Amenities	0,804	0,815	0,884	0,719
Ancillaries_	0,902	0,907	0,922	0,601
Attraction	0,839	0,841	0,892	0,674
Visiting interest	0,782	0,821	0,873	0,698

Cronbach's Alpha is used to measure how capable an indicator is to measure its latent construct. Cronbach's alpha value >0.70 then the indicator has good reliability. The table above shows the value of Cronbach's Alpha variable accommodation, amenities, ancillaries, attraction and visiting interest > 0.70 which means that the indicators in these variables have good reliability.

Average Variance Extracted (AVE) is used to determine the achievement of discriminant validity requirements. The minimum value that reliability can achieve is >0.50. The results in the table above show that 5 variables have an AVE value of >0.50 which means that the level of reliability is achieved.

4.2. Structural Model Evaluation (Inner Model)

Structural model evaluation aims to predict relationships between latent variables based on the substantive theory of structural models evaluated using the R-square for the dependent construct.

4.2.1. R-Square (R²)

R-Square is used to measure the predictive power of a structural model. R-Squares explain the effect of a particular exogenous latent variable on whether the endogenous

latent variable has a substantive influence. Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit test of the model. Testing the inner model can be seen from the value of the R-square in the equation between latent variables. The R2 value describes how much the exogenous (independent/independent) variable in the model is able to explain the endogenous variable (dependent/bound)

Table 4. R Squares Results

Variable	R Square
Attraction	0,601
Visiting interest	0,416

From the R-Square results in table 4.5 shows that the R-Squares value for the attraction variable is 0.601 and the visiting interest variable is 0.416. The value of R-Squares shows that the structural model on the attraction variable in the medium category is 60.1% Meanwhile, the variable of visiting interest is included in the medium category, which is 41.6%.

4.3. Hypothesis Test

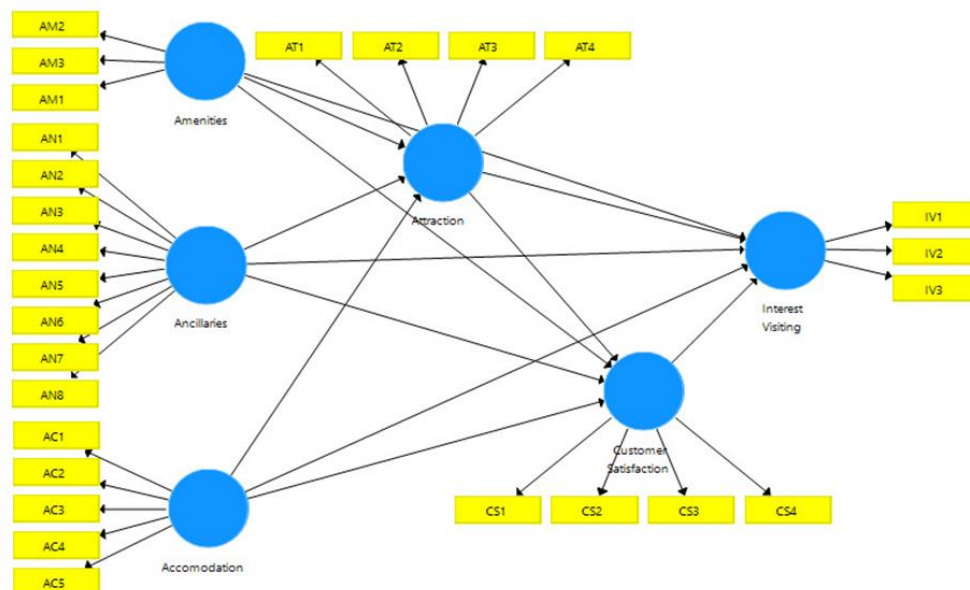


Figure 3. PLS Model
Source: Data Researcher

In this research, the hypothesis is accepted if the significance value of t-values is greater than 1.96 and or the value of p-values is less than 0.05, then Ha is accepted and Ho is rejected and vice versa.

- a. Ho: There is no influence of accommodation on the tourist attraction in *kampung keren*.
Ha: There is an influence of accommodation on the tourist attraction in *kampung keren*.

- b. Ho: There is no influence of accommodation on the interest in visiting tourism in *kampung keren*.
Ha: There is influence of accommodation on the interest in visiting tourism in *kampung keren*.
- c. Ho: There is no influence of facilities on the attractiveness in *kampung keren* tourism.
Ha: There is influence of facilities on the attractiveness in *kampung keren* tourism.
- d. Ho: There is no influence of facilities on the interest in visiting tourism in *kampung keren*.
Ha: There is an influence of facilities on the interest in visiting tourism in *kampung keren*.
- e. Ho: There is no influence of ancillaries on the tourist attraction in *kampung keren*.
Ha: There is an influence of ancillaries on the tourist attraction in *kampung keren*.
- f. Ho: There is no influence of ancillaries on the interest in visiting tourism in *kampung keren*.
Ha: There is an influence of ancillaries on the interest in visiting tourism in *kampung keren*.
- g. Ho: There is no influence of attraction on tourist interest in visiting *kampung keren*.
- h. Ha: There is an influence of attraction on tourist interest in visiting *kampung keren*.

Table 5. Hypothesis Test Results

With an alpha of 5%, it is significant if the t statistic >1.96 and or p value <0.05.

	Original Sampel (O)	Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Amenities -> Visiting interest	-0.023	-0.020	0.070	0.331	0.740
Ancillaries_ -> Visiting interest	0.207	0.206	0.123	1.684	0.092
Accommodation -> Visiting interest	0.009	0.006	0.089	0.100	0.920
Amenities -> Attraction	0.081	0.077	0.060	1.341	0.180
Ancillaries_ -> Attraction	0.492	0.497	0.083	5.891	0.000
Accommodation -> Attraction	0.260	0.259	0.077	3.360	0.001
Attraction -> Visiting interest	0.482	0.487	0.085	5.683	0.000

Based on the results in Table 5, it can be explained that:

- a. The amenities variable for visiting interest has a t-statistic value of 0.331, which is less than 1.96, and a p-value of 0.740, which is greater than 0.05. Therefore,

the fourth hypothesis suggests that there is no influence of amenities on visiting interest.

- b. The ancillaries variable for visiting interest has a t-statistic value of 1.684, which is less than 1.96, and a p-value of 0.092, which is greater than 0.05. Therefore, the sixth hypothesis suggests that there is no influence of ancillaries on visiting interest.
- c. The accommodation variable on visiting interest has a t-statistic value of 0.100, which is less than 1.96, and a p-value of 0.920, which is greater than 0.05. Therefore, the second hypothesis indicates that there is no effect of accommodation on visiting interest.
- d. The amenities variable on attraction has a t-statistic value of 1.341, which is greater than 1.96, and a p-value of 0.180, which is greater than 0.05. Therefore, the third hypothesis suggests that there is no effect of amenities on attraction.
- e. The ancillaries variable on attraction has a t-statistic value of 5.891, which is greater than 1.96, and a p-value of 0.000, which is greater than 0.05. Therefore, the fifth hypothesis suggests that there is an influence of ancillaries on attraction.
- f. The accommodation variable on attraction has a t-statistic value of 3.360, which is greater than 1.96, and a p-value of 0.001, which is greater than 0.05. Therefore, the first hypothesis suggests that there is an effect of accommodation on attraction.
- g. The attraction variable on visiting interest has a t-statistic value of 5.683, which is greater than 1.96, and a p-value of 0.000, which is greater than 0.05. Therefore, the seventh hypothesis suggests that there is an influence of attraction on visiting interest. The discussion must demonstrate the relevance between the results and the field of investigation and/or hypotheses. Each table and figure should be clearly explained in the text.

4.4. Discussion

4.4.1. The Influence of Amenities on Visiting interest

There was no observed influence of amenities on the interest in visiting Kediri Kampung Keren in this study. It is assumed that this lack of influence may be attributed to the limited availability of amenities that could contribute to the overall appeal of Kediri Kampung Keren. This suggests that further attention from developers is necessary, particularly in the development of amenities such as the establishment of iconic areas within each Kampung Keren. Tourism facilities play a vital role in enhancing visitor satisfaction, thereby potentially influencing their likelihood to revisit (Alfitriani, Putri, & Ummasyroh, 2021).

4.4.2. The Influence of Ancillaries on Visiting Interest

Ancillaries are lacking in the majority of Kediri. Visitors do not perceive any difference upon entering the tourist area because of the absence of professional management, such as information services and guidance. A well-structured ancillary system could invigorate tourist attractions. If the community is unable to manage this, professional assistance can be sought. Ancillary services, also known as complements, are essential additional services that local governments must provide in a tourist destination, such as guide services (Setyanto & Pangestuti, 2019).

4.4.3. The Influence of Accommodation on Visiting Interest

Kediri is one of the regions with relatively limited public transportation, and the development of transportation facilities has been slow. This research did not find a significant influence in these aspects. Furthermore, Kediri is not primarily a tourist spot but rather serves as a support to tourism in the surrounding areas of Kediri City. The management of the Kediri City area should rebrand the city to be recognized not only for its tofu but also for its other potential as a tourist-supporting destination with excellent accommodation. Accommodation significantly influences the interest of visiting tourists (Case, Nglanggeran, & Kidul, 2009).

4.4.4. The Influence of Amenities on Attraction

Incomplete amenities can lead to reduced attractiveness, while comprehensive amenities can enhance it. In this study, no significant influence was found between amenities and attraction, possibly due to the visitors' perception of a lack of interesting elements in the tourism of Kampung Keren Kediri. Addressing the insufficient facilities that support tourism could potentially boost interest (Schaeffer & Dissart, 2018). Several factors, whether naturally occurring or modified, can contribute to this improvement.

4.4.5. The Influence of Ancillaries on Attraction

This research found a significant influence between ancillaries and attraction. Management plays a crucial role in providing information, guidance, and other services to ensure visitors' comfort. Enhancing the attractiveness of Kampung Keren Kediri can aid in the development of its programs. Visitors are often willing to pay when they perceive the ancillaries as necessary (Warnock-Smith et al., 2017).

4.4.6. The Influence of Accommodation on Attraction

Accommodation holds paramount importance in tourist destinations. The availability of accommodation covering tourist areas directly correlates with increased attractiveness and visitor willingness to visit. Many tourist sites prioritize the development of accommodation to facilitate tourists' access. Innovative accommodation can influence tourists' interest in the region (Pace, 2016).

4.4.7. The Influence of Attraction on Visiting Interest

This study observed a significant influence between attraction and the interest in visiting. A mutually reinforcing relationship exists, whereby enhanced attraction strengthens the interest in visiting. Tourist attractions must consistently strive to improve and innovate to prevent stagnation. Many tourist attractions lose popularity due to the lack of necessary updates. Continual improvement, development, and learning are crucial in retaining and attracting consumers. Aspects such as original and natural beauty, variety, scarcity, and completeness are essential and motivate tourists to visit integrated tourism objects with comprehensive tourism facilities (Nurbaeti, Rahmanita, Ratnaningtyas, & Amrullah, 2021).

5. CONCLUSION

This research emphasizes the critical need for increased government involvement in addressing the visibility challenges faced by Kampung Keren Kediri. Active engagement from the local community is essential, with residents taking a pivotal role in marketing efforts and fostering cooperation within the village. Entrepreneurs are encouraged to promote products and services originating from Kampung Keren. Academic collaboration holds promise as a catalyst for the village's development through research-driven innovations. Additionally, media exposure and extensive publications are essential for increasing Kampung Keren's recognition and public awareness.

In light of these conclusions, several recommendations can guide the future development of Kampung Keren Kediri. Firstly, the government should launch targeted marketing campaigns and visibility-enhancement initiatives to attract more tourists and investors to the area. Secondly, organizing community empowerment programs and workshops will equip Kampung Keren residents with essential skills for effective marketing and entrepreneurship. Thirdly, fostering collaborations between local entrepreneurs and artisans can yield unique and marketable products, further enhancing the village's economic prospects. Fourthly, academic institutions should partner with Kampung Keren to conduct research on sustainable tourism practices and community development. Lastly, an intensified media outreach and public relations effort can spotlight the village's charm and potential to a broader audience, contributing to its ongoing growth and success.

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