ANALYSIS OF THE INFLUENCE OF THE HYGIENE AND SANITATION ON INTEREST IN REVISITING GTOWN SQUARE SOUTH TANGERANG

Sherlycia [1], Andari Tirtadidjaja[2]

[1] Bunda Mulia University, Tangerang, Indonesia
[2] Sekolah Tinggi Pariwisata Trisakti, Jakarta, Indonesia
[1] s19200219@student.ubm.ac.id
[2] 11856@lecturer.ubm.ac.id

Abstract – In general, tourism can be interpreted as an activity carried out by individuals or groups to visit interesting places for recreation, business, or seeking new experiences. In this context, Hygiene and sanitation are important aspects that not only affect the comfort and health of tourists but also the image of the destination itself. This study aims to analyze the effect of Hygiene and sanitation on the interest in revisiting G-Town Square, located at Jl. Curug Sangereng Village No.10, Tangerang Regency, Banten. The research method used is a quantitative method with a sample collection technique through an online questionnaire distributed via Google-Form. The sampling technique used is nonprobability sampling using the Slovin formula, resulting in a total sample of 100 respondents. The collected data were then processed using SPSS version 25 software to prove the research hypothesis. This study uses instrument testing, classical assumption testing, hypothesis testing, linear regression testing. Based on the results of the research conducted, it can be concluded that there is a significant influence between Hygiene and sanitation on the interest in revisiting G-Town Square, located at Jl. Curug Sangereng Village No.10, Tangerang Regency, Banten. This influence is measured and analyzed through the coefficient of determination resulting from data analysis.
Keywords: Hygiene, Sanitation, Interest in Revisiting, Tourism.

INTRODUCTION

Currently, the tourism sector has become an important aspect for a country's economic growth. Tourism is chosen as a priority in regional development. Developments in the tourism sector have undergone significant transformations, including changes in patterns, forms and nature of tourism activities in a destination. Regional development can increase the attractiveness for tourists, both local and foreign (Prastiyanti & Yulianto, 2019). Tourism is everything related to tourism and entertainment, both visual and physical objects that have appeal and are related to the field. Meanwhile, Tourism is everything related to tourism management in tourism. Meanwhile, tourism business is an activity that aims to organize goods or services in the tourism business industry with the aim of obtaining profits for tourism entrepreneurs by doing business with the aim of attracting tourists by developing natural and man-made tourist objects and attractions. South Tangerang City is a city with rapidly growing culinary tourism because it borders directly with Jakarta and Tangerang. In South Tangerang City, there are many restaurants that offer a variety of dishes from the restaurant's distinctive flavors. Not only restaurants, but MSMEs also serve food that is no less delicious. The development of culinary tourism in Gading Serpong, South Tangerang, can be used as an attraction and a driver for the local community. The many culinary delights in South Tangerang City are influenced by the number of tourists visiting, so that it has the potential to improve the city's image in the culinary field and encourage new innovations in the culinary world. This innovation is a reference for tourists to try various types of culinary delights in South Tangerang City. One of the tourism potentials that can continue to provide a positive contribution that has an impact on the interest in returning to G-town Square is Hygiene and Sanitation. Hygiene and Sanitation as a place for food processing has quite a large potential to cause health problems or diseases and even poisoning due to the food produced. TPM is a food processing business that includes catering services, restaurants and restaurants, drinking water depots, canteens, and snacks (Ministry of Health of the Republic of Indonesia, 2019). The phenomenon of tourist reviews is an interesting topic to investigate. After G-Town Square, South Tangerang built culinary tourism with Hygiene and Sanitation, public interest in visiting was very high.

A number of reviews from visitors indicate several shortcomings that need to be considered. For example, many visitors complain about the parking which is considered not spacious, which has the potential to reduce comfort and attractiveness for tourists who come by private vehicle. In addition, many garbage that is often full and inadequate causes dissatisfaction among visitors who expect cleanliness in a comfortable place. Other complaints include the cleanliness of public areas which are sometimes not well maintained. The urgency of this study lies in the importance of understanding how the influence of Hygiene and sanitation affects the interest of visitors to return. Given the tight competition in the tourism sector, improvements to less than satisfactory aspects can increase competitiveness in G-Town Square, South

Tangerang as a culinary tourism destination. This study is expected to provide valuable insights for the managers of G-Town Square, South Tangerang in identifying and overcoming existing deficiencies, as well as formulating strategies to improve the quality of services and facilities. Thus, the results of this study are not only relevant for the managers of G-Town Square, South Tangerang but also for the development of culinary tourism centers in Indonesia.

LITERATURE REVIEW

Tourism according to Anden (2021) is one of the industrial sectors that is the main goal of the community because it provides enjoyment and treats to everything natural and man-made. Meanwhile, according to the Ecotourism Society (in Anden, 2021) tourism is a travel activity in nature that aims to conserve the environment and preserve and improve the welfare of the local community. According to Choirunnisa & Karmilah (2021), tourism is one of the drivers of the economy. In addition, tourism is also expected to create jobs in areas that are tourist destinations, so that it can help reduce unemployment rates. One of the tourism potentials that can continue to provide positive contributions that have an impact on interest in returning is Hygiene and Sanitation.

Hygiene and Sanitation as a place for food processing has a large potential to cause health problems or diseases and even poisoning due to the food produced. TPM is a food processing business that includes catering services, restaurants and restaurants, drinking water depots, canteens, and snacks (Ministry of Health of the Republic of Indonesia, 2019). Hygiene and sanitation are actions or efforts to improve cleanliness and health through early maintenance of each individual and the environmental factors that influence it, so that individuals are protected from the threat of germs that cause disease (Ministry of Health of the Republic of Indonesia, 2019).

Food sanitation is one of the preventive efforts that emphasizes the activities and actions necessary to free food and drinks from all hazards that can harm health, starting from before the food is produced, during the processing, storage, transportation, until the food and drink are ready to be consumed by the public or consumers (Prabu, 2022).

Food management in Hygiene and Sanitation includes all activities related to the procurement of food ingredients, storage, processing, transportation, and serving of food. Food sanitation is a preventive effort that emphasizes the actions that need to be taken to free food from all hazards that can interfere with or damage health. This includes all stages from before food is produced, during the processing, preparation, transportation, sale, until the food is ready to be consumed by consumers (Ministry of Health of the Republic of Indonesia, 2019).

The dimensions of hygiene and sanitation in Prasetyo (2021)'s research entitled "The Influence of Hygiene and Sanitation on Return Visit Interests at Culinary Centers in Bandung City" are: implementation of hygiene, environmental sanitation and experience of food and beverage cleanliness. According to Bagiastra (2019), indicators of cleanliness and sanitation are the origin of a healthy quality of life. This means that cleanliness and tidiness of the area are very important. Cleanliness is a priority for human health and the environment. In the environment, cleanliness is the most important indicator in living everyday life. Cleanliness must be considered in depth and regularly to support the health of human life. Therefore, a clean environment has a responsibility to public health. The range of Hygiene and Sanitation is related to sanitation to maximize work in their lives.

Baker and Crolmptoln Japariantol (2019) stated that the intention to revisit is the desire of visitors to return to a place within a certain time period and their readiness to regularly revisit the place. By increasing the intention to revisit and creating high interest among customers, it will have a positive impact that is beneficial to the company, especially if done consistently. Based on the definition above, it can be concluded that a person's experience when visiting a destination is an important factor in creating a desire to revisit the place, satisfaction, pleasure and memories can trigger the desire to revisit a destination in the future.

According to Noerhanifati, et al. in (2020) there are two dimensions of the interest in revisiting such as the desire to revisit and the desire (Intention tol Revisit) to recommend the place to other people (Intention to Recommend). The indicators of return visit interest according to Al-Barolrolh (2019) are as follows: tourists who want to make a return visit, tourists who invite other people or friends or relatives to visit the tourist destination, tourists will share stories related to products or services available at the tourist destination with other people, tourists who visit the tourist destination are first-time visitors

METHODS

The type of research that will be used by the author is quantitative research. Quantitative research is a type of activity that analyzes research using numbers. Part of the research that is carried out must ensure the existence of a population and sample. In quantitative research, it must be free to provIde values, therefore in using quantitative research it is very strictly applied. The type of data is all information that can provide insight into a topic. Data can be divided into two categories based on its source, namely primary data and secondary data.

1. This primary data is obtained from the first source or location where the research object is conducted.
2. In this research, secondary data sources come from various secondary sources such as articles, interviews, journals, and websites that are relevant to the research topic being carried out.

In addition to using primary data, researchers also use secondary data obtained from various sources, such as articles, interviews, and websites that are relevant to the research being conducted. In this study, the sampling technique used a purposive sampling method, which was explained by Sugiyono (2019:133) as a method that considers certain criteria in the sampling process. According to Sugiyono (2019:142) in selecting samples for research, it is stated that the sample size ranges from 30 to 100 respondents.

The formulations is:

$$n = N / (1 + Ne^2)$$

Description:

n = Number of Samples
N = Number of Populations
e = Error Tolerance Limit (error balance)

Based on the use of the Slolvin formula, the sample size can be calculated as follows:

$n = 638.397$
$1 + 638.397 (0.1)$
$n = 638.397$
$1 + 6,383.97$
$n = 99.9$ rounded to 100 samples.

So the number of samples used in this study is 100 samples.

RESULT AND DISCUSSION

In the implementation of this research, the researcher used a questionnaire as one of the techniques in collecting the necessary data related to the analysis of the influence of hygiene and sanitation on the interest in revisiting G-Town Square, South Tangerang. This questionnaire was distributed to 100 customers who had purchased food and beverage products at G-Town Square, South Tangerang. In order to facilitate the research data collection process, the questionnaire distribution carried out uses a google form platform that contains statements that are in accordance with the dimensions of each variable. There are several characteristics of the respondents that can be seen and observed by the respondents such as the profile of the respondents based on gender, age, occupation, domicile, and income owned by the respondents.

Respondent Characteristics by Gender

The characteristics of respondents by gender are presented in the following table:

Tabel 1. Characteristic of respondent by gender

Gender	Frequency	Percentage (%)
Female	63	63.0
Male	37	37.0
Total	100	100.0

Based on the diagram, it can be seen how many percentage values are the results of 100 respondents based on gender. The results show that the majority of respondents who have filled out the questionnaire in this study are women with a percentage value of 63%. Meanwhile, the value of 37% represents the number of male respondents who have filled out this questionnaire. The characteristics of respondents by age are presented in the following table:

Table 2. Characteristics of respondents by age.

Age (years)	Frequency	Percentage (%)
18 – 22	24.6	24.6
23 – 27	27.5	27.5
28 – 32	23.9	23.9
33 – 37	18.1	18.1
38 - >42	5.9	5.9
Total	100	100.0

In the diagram, it can be seen or observed that the respondents who filled out the research questionnaire mostly have an age range of 23-27 years with a value of 27.5%. Followed by respondents who have an age range of 18-22 years with a value of 24.6%. The characteristics of respondents by domicile are presented in the following table:

Table 3. Characteristics of respondent by domicile

Domicile	Frequency	Percentage (%)
Jakarta	26.1	26.1
Bogor	5.8	5.8
Depok	5.8	5.8
Tangerang	56.5	56.5
Bekasi	5.8	5.8
Total	100	100.0

The diagram explains that the majority of respondents who filled out the research questionnaire have a domicile in Tangerang with a value of 56.5%. This proves that there are indeed G-Town Square, South Tangerang respondents who come from South Tangerang. Then followed by DKI Jakarta, which is 26.1%. The characteristics of respondents by occupation are presented in the following table:

Table 4. Characteristics of respondent by occupation.

Occupation	Frequency	Percentage (%)
Student	26.1	26.1
Employee	40.6	40.6
Government Employees	8	8
Entrepreneur	25.4	25.4
Total	100	100.0

The diagram explains that the work of the respondents who filled out the research questionnaire was the respondents with work as employees, which was 40.6%. Then followed by the respondents with work as students, which was 26.1%. The characteristics of respondents by revisit intention are presented in the following table:

Table 5. Characteristics of respondent by revisit intention

Visit Frequency	Frequency	Percentage (%)
< 2	8	8
2 – 3	44.2	44.2
3 – 4	47.8	47.8
Total	100	100.0

The diagram explains the percentage of respondents who filled out the research questionnaire based on their interest in returning 3-4 times, which is 47.8% and followed by 2-3 times, which is 44.2%. The characteristics of respondents by income are presented in the following table:

Table 6. Characteristics of respondent by income

Income	Frequency	Percentage (%)
< Rp. 4.671.000	31.9	31.9
Rp. 4.671.000 – Rp. 5.671.000	21.7	21.7
Rp. 5.671.000 – Rp. 6.671.000	23.9	23.9
> Rp. 7.671.000	22.5	22.5
Total	100	100.0

The diagram explains the distribution of respondents who filled out the research questionnaire based on income or earnings levels. It can be seen that the majority of respondents who filled out this questionnaire had an income level in the range of Rp. <Rp. 4,671,000 with a distribution value of 31.9%. Then followed by an income level in the range of Rp. 4,671,000-Rp. 5,671,000 with a distribution value of 21.7% and an income level in the range of Rp. 5,671,000-Rp. 6,671,000 with a distribution value of 23.9%.

Validity Test.

The number of respondents (n) is 100 with a significance level of 0.05, so the rtabel selbelsar is 0.1654. A questionnaire is declared valid if rcount > rtabel and sig value < a (0.05). The validity test of three variables is used in this study, Hygiene (X1), Sanitation (X2) and Revisit Intention (Y).

Table 7. Validity Test Results for 100 Respondents.

Variable	Item	Rhitung	Rtabel (5%)	Remark
Hygiene (X1)	Implementation of Hygiene, Environmental Sanitation and Experience in Food and Beverage Cleanliness.			
1. I always wash my hands before eating when I am at G-Town Square, South Tangerang.	0.423	0.165	Valid	
2. I feel that the hand washing facilities at G-Town Square, South Tangerang are adequate to maintain cleanliness before eating.	0.507	0.165	Valid	
3. I feel that the hand washing facilities at G-Town Square, South Tangerang are always clean and well-maintained, so I do not hesitate to wash my hands before eating.	0.548	0.165	Valid	
4. I often see the servers at G-Town Square, South Tangerang using gloves when preparing food.	0.296	0.165	Valid	
5. I feel safe because the presenters at G-Town Square, South Tangerang consistently use gloves.	0.544	0.165	Valid	
6. The use of gloves by presenters at G-Town Square, South Tangerang is in accordance with hygiene standards.	0.434	0.165	Valid	
7. Food ingredients at G-Town Square, South Tangerang are always stored at the right temperature according to health standards.	0.538	0.165	Valid	
8. All food ingredients at G-Town Square are stored in tightly closed containers to prevent contamination.	0.400	0.165	Valid	
9. Food storage at G-Town Square always adheres to the FIFO (First In, First Out) rule to ensure food quality.	0.466	0.165	Valid	
10. The cutlery and cooking utensils at G-Town Square, South Tangerang look clean and well maintained.	0.374	0.165	Valid	
11. The kitchen area at G-Town Square, South Tangerang looks clean and tidy.	0.516	0.165	Valid	
12. Waste disposal in the food processing area of G-Town Square, South Tangerang is carried out in a hygienic manner and in accordance with standards.	0.509	0.165	Valid	
13. Employees at G-Town Square, South Tangerang routinely check the condition of stored food ingredients to ensure their quality is maintained.	0.393	0.165	Valid	
14. The food storage area at G-Town Square, South Tangerang is clean and free from contamination.	0.331	0.165	Valid	
15. I feel that the employees at G-Town Square, South Tangerang are well-trained and have a good understanding of how to store food ingredients properly.	0.490	0.165	Valid	

	Rhitung	Rtabel (5%)	Remark	
16. Cutlery and food ingredients at G-Town Square, South Tangerang are always cleaned well before cooking and use.	0.482	0.165	Valid	
17. I feel that G-Town Square employees always carry out routine and thorough checks on the cleanliness of cutlery.	0.288	0.165	Valid	
18. I feel that employees at G-Town Square, South Tangerang are well trained in maintaining the cleanliness of cutlery and food ingredients.	0.462	0.165	Valid	
19. The cleanliness of the public areas in G-Town Square, South Tangerang was always well maintained during my visit.	0.463	0.165	Valid	
20. The cleaning staff at G-Town Square, South Tangerang were seen actively cleaning and tidying up frequently used areas.	0.429	0.165	Valid	
21. I felt comfortable and satisfied with the level of cleanliness at G-Town Square, South Tangerang during my visit.	0.436	0.165	Valid	

Table 8. Validity Test Results for 100 Respondents.

Variable	Item	Rhitung	Rtabel (5%)	Remark
Sanitation (X2)	Cleanliness Environmental, Sanitation Access.			
1. I feel that the food area at G-Town Square, South Tangerang always looks clean and well-maintained.	0.699	0.165	Valid	
2. I feel comfortable eating at G-Town Square, South Tangerang because their food area always looks clean.	0.724	0.165	Valid	
3. I often see consistent maintenance of the cleanliness of the food area at G-Town Square, South Tangerang.	0.730	0.165	Valid	
4. Employees at G-Town Square, South Tangerang routinely clean the food area to ensure cleanliness is always maintained.	0.748	0.165	Valid	
5. I feel that public facilities in G-Town Square, South Tangerang are always clean.	0.673	0.165	Valid	
6. I feel comfortable using public facilities in G-Town Square, South Tangerang because of their cleanliness.	0.686	0.165	Valid	
7. I have never seen any garbage piling up in the parking area of G-Town Square, South Tangerang.	0.670	0.165	Valid	
8. I am satisfied with the quality of cleanliness of public facilities in G-Town Square, South Tangerang.	0.687	0.165	Valid	
9. I feel that the handwashing facilities at G-Town Square, South Tangerang are easily accessible.	0.699	0.165	Valid	
10. I feel that the toilet facilities at G-Town Square, South Tangerang are strategically located and easily accessible.	0.681	0.165	Valid	
11. I found signs to the handwashing and toilet facilities at G-Town Square, Tangerang easily.	0.716	0.165	Valid	
12. I feel that the time needed to find the handwashing and toilet facilities at G-Town Square, South Tangerang is quite short.	0.656	0.165	Valid	

Table 9. Validity Test Results for 100 Respondents.

Variable	Item	Rhitung	Rtabel (5%)	Remark
Revisit Intention (Y)	Intention to Revisit, Intention to Recommend.			
1. I am very satisfied to come to G-Town Square, South Tangerang because the first experience was very pleasant.	0.553	0.165	Valid	
2. I do not hesitate to come back because the first experience was unforgettable.	0.562	0.165	Valid	
3. I found it easy to find directions and information in the G-Town Square area, South Tangerang.	0.533	0.165	Valid	
4. I felt helped by the officers available to guide my first visit.	0.695	0.165	Valid	
5. I feel like I want to visit G-Town Square, South Tangerang again in the future.	0.748	0.165	Valid	

6. I feel that G-Town Square, South Tangerang offers quite an interesting experience for me who wants to visit it again.	0.690	0.165	Valid	
7. I feel that G-Town Square, South Tangerang is not only a place to visit once, but is a culinary place that is worth visiting again to spend time with family or relatives.	0.623	0.165	Valid	
8. I feel that there are changes or improvements in the G-Town Square area, South Tangerang in my visiting experience compared to previous visits.	0.653	0.165	Valid	
9. I feel happy when relatives or friends have a positive experience at G-Town Square, South Tangerang.	0.600	0.165	Valid	
10. I feel like inviting friends or other people to visit G-Town Square, South Tangerang to relax or enjoy culinary tourism.	0.636	0.165	Valid	
11. I find it easy to plan a visit to the G-Town Square area, South Tangerang with friends or other relatives.	0.612	0.165	Valid	
12. I feel that the hygiene and sanitation in G-Town Square, South Tangerang is the main attraction for tourists who want to visit.	0.672	0.165	Valid	
13. I will share my experience while visiting G-Town Square, South Tangerang to others.	0.714	0.165	Valid	
14. I believe that sharing my experience can strengthen social relationships with others.	0.748	0.165	Valid	
15. I feel that G-Town Square, South Tangerang has a suitable place to share stories because of its atmosphere and environment.	0.708	0.165	Valid	
16. I feel that when I tell my experience while visiting G-Town Square, South Tangerang will provide benefits or inspiration when other tourists want to visit.	0.630	0.165	Valid	

Reliability Test.

Reliability test was conducted twice, namely the reliability test on the pretest or sample of 30 respondents and the reliability test on the poll-test questionnaire or sample of 100 respondents. The reliability test conducted followed the standard of the Crohnbach's Alpha calculation scale where the research variable is said to be reliable if it has a value greater than >0.60.

Table 10. Reliability Test Results for 100 Respondents.

Reliability Statistics	
Cronbach's Alpha	N of Items
.795	21

Based on the table above, it can be seen that of the 21 statements in variable X1, namely Hygiene, which was proposed in this study, it has a Cronbach Alpha value that is greater than the reliability coefficient, namely 0.795> 0.60, so it can be said that all the measures of each variable in the questionnaire are reliable, which means that the questionnaire used in this study is a good questionnaire.

Table 11. Reliability Test Results for 100 Respondents.

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	12

Based on the table above, it can be seen that of the 12 statements in variable X2, namely Sanitation proposed in this study, it has a Crohnbach Alpha value greater than the reliability coefficient, namely 0.904> 0.60, so it can be said that all the measures of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a good questionnaire.

Table 12. Reliability Test Results for 100 Respondents.

Reliability Statistics	
Cronbach's Alpha	N of Items
.908	16

Based on the table above, it can be seen that of the 16 statements in the Y variable, namely the Revisit Intention proposed in this study, the Crohnbach Alpha value is greater than the reliability coefficient, namely 0.908> 0.60, so it can be said that all the measures of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a good questionnaire.

Normality Test.
The Normality Test is a test used in a study to find out whether a study has a normal distribution or not. The research variable can be said to have a normal distribution if the study shows a number or value that is in accordance with the standard after being tested.

Table 13. Normality Test One Sample Kolmogrov-Smirnov Test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	7.12694383
Most Extreme Differences	Absolute	.084
	Positive	.083
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.077[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the One-Sample Kolmogorov-Smirnov test, it can be stated that the research data is normally distributed. These results can be concluded by looking at the Asymp.Sig (2-tailed) value in the One-Sample Kolmogorov-Smirnov test table of 0.077, which is greater than 0.05. The data shows that the results of this one-sample Kolmogorov test get normal results. The nullity test can also be seen by looking at the null P-P plot sepermal curve as follows:
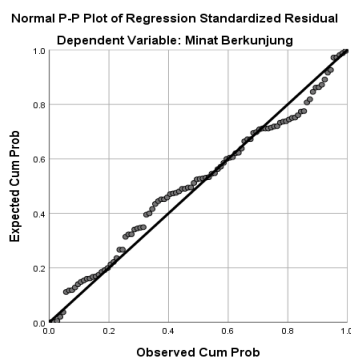

Figure 1. P-P plot Test.

Based on the P-P plot graph above, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line, so it can be said that the research data is normally distributed.
Multikolinearity Test.
The test is carried out with the aim of determining whether there is a correlation between independent variables or whether the independent variables are not mutually independent. The statistical tools used to conduct multicollinearity tests are tolerance values and variance inflation factors (VIF), according to Lestari et al., (2022). If the tolerance value is > 0.10 and the VIF value is < 10, then there is no multicollinearity (Lestari et al., 2022).

Table 14. Multikolinearity Test.

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.028	9.531		.108	.914		
	Hygiene	.347	.115	.246	3.012	.003	.916	1.092
	Sanitasi	.695	.109	.523	6.404	.000	.916	1.092

a. Dependent Variable: Minat Berkunjung

Based on the results of the test above, it can be seen that the tolerance value of X1 is 0.916 with a VIF value of 1.092 and the tolerance value of X2 is 0.916 with a VIF value of 1.092, which means that the tolerance values of both are greater than 0.1 with a VIF value that is also less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heterokedastisity Test.

The heteroscedasticity test aims to evaluate whether there is inconsistent variation in the residuals between one observation and another in the regression model.
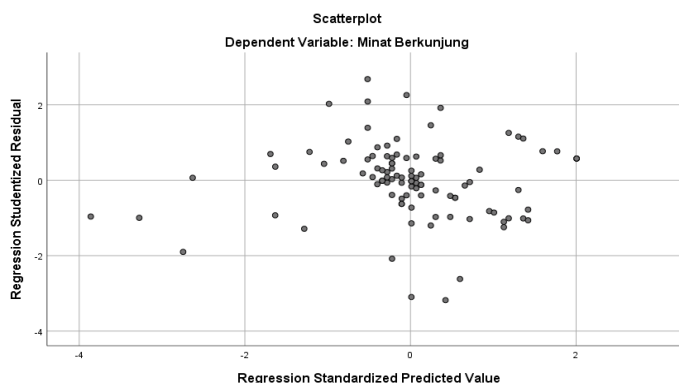

Figure 2. Heterocedasticity Test.

Based on the image above, it can be seen that the point pattern is spread out and does not form a certain pattern. The scattered points are also above and below the number 0, so it can be concluded that there are no symptoms of heteroscedasticity in the research conducted. This means that there is no heteroscedasticity in the regression equation model, so the regression model is suitable for use for the Hygiene and Sanitation variables affecting the Interest in Revisiting.

Multiple Linear Regression.

According to Helma, et al. (2021), multiple regression analysis is an extension of simple regression analysis. Multiple regression analysis is used to measure the influence of more than one variable on related variables.

Table 15. Multiple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.028	9.531		.108	.914
	Hygiene	.347	.115	.246	3.012	.003

Sanitasi	.695	.109	.523	6.404	.000	Table 17.

Multiple Linear Regression.

Based on the results of the multiple linear regression test above, a regression equation can be formed which can be produced as follows:

$Y = a – b1X1 + b2X2 + e$

$Y = 1.028 – 0.347\ X1 + 0.695\ X2 + e$

From the equation above, it can be used as a reference to be interpreted as follows:
1) The constant coefficient is positive, meaning that tourists visiting the G-Town Square area, South Tangerang do not consider the variables X1 (Hygiene) and X2 (Sanitation) so that the interest in visiting will continue to increase.
2) The coefficient of variable X1 (Hygiene) is positive, meaning that every 1% increase in hygiene will be accompanied by an increase in interest in visiting by 0.347. While every decrease in hygiene will be accompanied by a decrease in interest in visiting.
3) The coefficient of variable X2 (Sanitation) is positive, meaning that every 1% increase in sanitation will be accompanied by an increase in interest in visiting by 0.695. While every decrease in sanitation will be accompanied by a decrease in interest in visiting.

T Test.

According to Ghozali (2021:148), the t-statistic test basically measures how much influence one independent variable has on the differences that occur in the dependent variable. The significance level for the t-statistic test is 5%.

Table 16. T Test.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.028	9.531		.108	.914
	Hygiene	.347	.115	.246	3.012	.003
	Sanitasi	.695	.109	.523	6.404	.000

T count colleficiency Hygiene is 3.012 while for ttabel with a value of 0.05 and df = (n-k-1). It can be concluded that thitung > ttabel (3.012 > 1.660) which means that the variable Hygiene partially has a positive effect on the intention to revisit the cell so that H1 is accepted and H0 is rejected. It can also be concluded that the increasing value of Hygiene and Sanitation will also increase the intention to revisit. thitung colleficiency Sanitation is 6.404 while for ttabel with a value of .000 < 0.05 and df = (n-k-1). It can be concluded that tcount > ttable (6.404 > 1.660) which means that the sanitation variable partially has a positive effect on the interest in revisiting so that H1 is accepted and H0 is rejected. It can also be concluded that the increasing value of Sanitation will also increase the Interest in visiting.

F Test.

According to Rifansyah & Sihombing (2022), to test whether the independent variables simultaneously or together have an influence on the dependent variable.

Table 17. F Test.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3466.020	2	1733.010	33.430	.000[b]
	Residual	5028.540	97	51.841		
	Total	8494.560	99			

$$Ftabel = F (k ; n - k) = F (2 ; 100 - 3) = F (2 ; 97) = 3.090$$

Based on the results of the F test in the table above, it can be seen that the F count value is 33,430. With a probability of 10%, the F table is 3,090. Because the F count value (33,430) > F table (3,090) and with a significance level of 0.00 <0.5, it can be concluded that Ha is accepted and H0 is rejected, which means that the Hygiene variable (X1) and the Sanitation variable (X2) significantly have a positive effect on the Interest in Revisiting.

Determination Koefisien Test.

The coefficient of determination indicates how much the variable X affects the variable Y. The coefficient of determination is represented by r2 which means the correlation coefficient.

Table18. Determination Koefisien Test.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639[a]	.408	.396	7.200

The correlation test of deletermination can be known if a test is used to find out and measure the magnitude of the influence of the independent variable on the dependent variable of a study. In this study, the independent variables are Hygiene (X1) and Sanitation (X2) and the dependent variable is the intention to revisit (Y). Based on the table above, it shows that the results of the test on the output are obtained by the correlation of deletermination (Adjusted R Square) of 0.396. This is obtained from the correlation coefficient of determination formula with the formula:

KD = R2 × 100%

KD = 0.3962 × 100%

KD = 39.6%

From the results above, it can be concluded that Hygiene (X1) and Sanitation (X2) have an effect on the variable of return visit interest (Y) by 39.6%. While the remaining 60.4% is explained by other factors that are not included in this study.

CONCLUSION

The research conducted by the author aims to study the effect of hygiene and sanitation on the intention to revisit G-Town Square, South Tangerang. Respondents taken as samples in this study amounted to around 100 people with data collection methods in the form of questionnaires and interviews as direct support for visitors who have visited G-Town Square, South Tangerang. The characteristics of the respondents in this study are women with a value of 63%, while the value of 37% represents the number of male respondents who have filled out this questionnaire.

In the multiple linear regression analysis, the results of testing the effect of hygiene and sanitation on the intention to revisit G-Town Square, South Tangerang, show that the significance of the value of both variables is smaller than sig of 0.05 so that it can be concluded that the hygiene and sanitation variables have a significant effect on the intention to revisit. The determination coefficient test states that the hygiene variables (X1) and sanitation (X2) have an effect on the intention to revisit variable (Y) by 39.6%. For the F test, it is seen that the tcount of the hygiene and sanitation coefficient is 33.430 while for Ftable with a value of 0.00> 0.05 and df = (n-k-1). It can be concluded that tcount> ttable (33.340> 3.909) which means that the hygiene and sanitation variables partially have a positive effect on the interest in revisiting so that Ha is accepted and H0 is rejected. For the heteroscedasticity test, it can be seen that the pattern of the points is spread and does not form a certain pattern, the points that are spread are also above and below the number 0, so it can be concluded that there are no symptoms of heteroscedasticity in the research conducted.

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