

ANALYSES THE INFLUENCE OF TOURIST ATTRACTION AND DESTINATION IMAGE ON THE KOJA SOLEAR CLIFF, TANGERANG

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Abstract - The reason this research was carried out was because we wanted to see the attractiveness of the Koja Cliffs and also the views of tourists who had visited this tourist spot. The 4A components which influence tourist interest in returning to visit were also variables studied to see whether the attractiveness and image of the destination existed at Koja Cliffs has fulfilled the wishes and expectations of tourists. This research uses a type of descriptive quantitative research which determines the existence of a relationship between the variables in the research, with 132 respondents who have visited the Koja Solear Cliffs. Data analysis techniques used in this research include validity test, reliability test, descriptive mean analysis test, classical assumption test, determinant coefficient test, multiple linear regression test, F test, T test using the SPSS version 25 program. Based on the results of research conducted using the T test, it shows that the variables of tourist attraction and destination image have a significant effect on interest in returning to Koja Solear Cliffs. The test results from this research show that the variables of tourist attraction and destination image have an influence of 54.4% on interest in returning to visit. The results of the multiple linear regression test show that tourist attraction and destination image have an influence on interest in returning to visit.

Keyword - Tourist Attraction; Destination Image; Koja Solear Cliffs; Revisit Intention.

INTRODUCTION

Tourism makes a significant contribution to the economy, playing a key role in enhancing the economic structure and accelerating the development process of a country. With the rapid growth of the tourism industry, various countries have experienced increased income through this sector, as well as creating job opportunities and promoting local business growth. The development of the tourism industry has become an intriguing topic for many parties. However, behind its enormous growth potential, the tourism sector is also highly susceptible to changes, both internal and external, which can impact visitor numbers.

This industry not only creates goods and facilities designed to meet tourists needs. Tourism products and services encompass not only tourist attractions but also other integrated elements such as accessibility, facilities, and hospitality. The increasing demand within the tourism industry creates significant potential for its future contribution. Understanding the importance of integrated tourism infrastructure and quality service, the tourism sector can become the backbone of economic livelihoods for surrounding communities. Therefore, a deep understanding of the elements of the tourism industry is crucial in developing sustainable development strategies. (Raditya,2019)

A place can be developed into a tourist destination by fulfilling the 4 components of tourism, often referred to as the 4A's: Attraction, Accessibility, Amenity, and Ancillary. A tourist destination that meets these criteria can attract tourists, both domestic and international, effectively. This attraction acts as a magnet for tourists, inspiring them to explore specific tourist destinations and have unique and memorable experiences (Nurbaeti et al., 2021) and it serves as the primary product of a destination that attracts the interest of visiting tourists (Kusmalinda et al., 2019). The decision to visit is influenced by the destination's image as one of its factors (Azman et al., 2019), thus a better destination image will attract tourists to revisit the place, and cities with a good image also have the opportunity to attract tourists to visit, thereby increasing the city's revenue.

Based on the background explanation above, the identified issue revolves around the importance of domestic tourists' knowledge about Tebing Koja as a tourist destination and the management's role in organizing its tourism components to make it an attractive destination. The research aims to address the issue of Tebing Koja's relatively low recognition and visitor interest due to insufficient attractions. The potential improvement of Tebing Koja's attractions and better management could transform it into a livelihood opportunity for local residents and a prominent attraction for Tangerang Regency. Therefore, the researcher conducts this study titled "Analysis of the Influence of Tourist Attraction and Destination Image on Intention to Revisit Tebing Koja Solear, Tangerang" in hopes of addressing these challenges and enhancing Tebing Koja's appeal as a tourism destination.

LITERATURE REVIEW

Tourism can be interpreted as recreational travel that is undertaken repeatedly or in a touristic manner. Generally, tourism refers to temporary movement to a place by humans for purposes other than earning a

livelihood. This encompasses various activities such as vacations, leisure trips, study tours, and adventures, aimed at enjoying and experiencing the attractions, culture, and natural beauty offered by specific tourist destinations. Tourism according to the World Tourism Organization (WTO) is the activity of individuals traveling or staying outside their usual environment for not more than one consecutive year for leisure, business, or other purposes.

According to Law Number 10 of 2009 concerning Tourism, tourism encompasses various tourist activities supported by facilities and services provided by the community, entrepreneurs, the government, and local governments. According to Prof. Salah Wahab (cited in Devi Munisari, 2018), tourism is a conscious human activity where individuals receive alternating services either within their own country or abroad, aimed at achieving diverse forms of satisfaction. This satisfaction varies from one individual to another, depending on their interests, preferences, and motives for travel

Scientifically, tourism or "travel" refers to the journey and temporary stay undertaken by individuals outside their usual place of residence, motivated by various purposes and goals, but not for the purpose of permanent relocation or employment for wages at the destination. Individuals who engage in traveling are commonly referred to as "travelers". A traveler is a temporary visitor who stays at their destination for at least 24 hours (overnight). The purposes of travel are classified into leisure (cruise) or vacation purposes and non-leisure or business purposes. Tourism encompasses all phenomena and relationships arising from human travel and visits outside their usual place of residence, without the intention of settling in the visited place and without engagement in wage-earning activities. This includes a variety of activities, interactions, and impacts resulting from tourist travel.

Tourists can be defined as individuals or groups who travel for various purposes such as relaxation, business, medical treatment, religious pilgrimage, or educational trips. By temporarily leaving their place of residence, they assume the role of tourists. Moreover, tourists have specific goals they wish to achieve during their journey, such as relaxation, conducting business activities, or seeking new experiences. According to Indonesian Law No. 10 of 2009, a tourist is defined as a person who travels for tourism purposes.

The components of tourism are tourism components that must be possessed by tourist attractions. According to Alfitriani, Putri, W. A., & Ummasyroh (2021), tourist destinations require the support of 4 (four) tourism components, there is Attraction, Accessibility, Amenity, and Ancillary. Attraction are the main product of a destination. (Ningtiyas, 2021) Attractions are a significant component in attracting tourists. Things that can be developed into tourist attractions are called tourism resources. Tourism resources can be developed into tourist attractions in their original location (in situ) or outside their original location (ex situ). Tourist attractions are further categorized into holding attractions and pulling attractions for tourists (Priambudi et al., 2021). The conclusion drawn by experts is that attractions are features found at a tourist destination or site that pique tourists' interest and satisfaction, compelling them to visit a particular place.

Accessibility is a series of facilities that provide convenience for tourists to reach a desired tourist destination. Facilities can be understood as efforts that directly or indirectly have a positive impact on tourists when visiting a tourist destination, while infrastructure refers to natural or man-made resources needed by tourists when heading to a tourist destination (Oktavianita, 2019). Amenities refer to all types of supporting facilities that tourists can use to fulfill their needs. Shita (2020) explains that amenities encompass all infrastructure and equipment required by visitors when they are at a tourist location. Facilities at the destination include accommodation options, dining places such as restaurants and cafes, locations that provide services like vehicle rentals, private transportation services, as well as various other facilities such as shopping centers, salons, tourist information centers, and similar amenities. According to research by Saway et al. (2021), the presence of amenities acts as a magnet for visitors, but the lack of these facilities can lead visitors to avoid visiting certain tourist locations.

Ancillary services are part of the tourism components that play a role in providing a sense of security and protection for tourists, often referred to as "protection of tourism". Ancillary services encompass various institutions and organizations that support and facilitate the development and marketing of a tourist destination. Organizations involved in these additional services include local governments through tourism departments, local communities supporting tourism activities, and tourism associations such as hoteliers associations, travel agencies, and tour guides. With good cooperation among all relevant parties, ancillary services can strengthen the attractiveness and reputation of a tourist destination, as well as ensure the sustainability of the tourism industry as a whole. According to Sugima in Setyanto and Pangestuti (2019), Ancillary refers to the presence of various bodies that support and promote the growth and promotion of a tourism destination. According to Ningtiyas (2021), ancillary services involve various institutions that help facilitate and promote the development and marketing of the respective tourist destination.

Destination image is the overall impression formed in the minds of tourists. According to Hosany (cited in Isman, 2020), destination image is the impression, belief, feeling, and perception of a destination. Coshall (cited in Widjianto, 2019) also defines destination image as the general impression of tourists towards a tourist

destination. According to Charli, C. O (2020), the destination image is not static but rather dynamic, evolving with changes in space, time, and place.

The components of destination image are twofold: the first is cognitive destination image, which is an important aspect in understanding tourists' perceptions of a destination. It includes various factors that influence rational thinking about a particular destination, such as the evaluation of experiences perceived by tourists when visiting that destination, and the various attractions provided. The next component is affective destination image, which pertains to the emotional aspects of a destination, such as the feelings experienced (e.g., happiness, relaxation, enjoyment, and interest). Factors that can influence tourists' feelings may include natural beauty, atmosphere, the friendliness of local residents, and the unique experiences offered by the destination.

According to Nuraeni (2014) as cited in Siti Lestari et al. (2022), the interest in revisiting a place is the individual's motivation to make repeated visits to a location previously visited, as well as their desire to travel again in the future, which is influenced by their positive evaluation of past experiences. The desire to revisit is the wish to return to a tourist destination in the future (Isnaini and Abdillah, 2018). According to Ngoc and Trinh (2015) as cited in Ghazanfar Ali Abbasi (2019), the interest in revisiting the tourism sector is a significant factor in enhancing business growth and overcoming business challenges. According to Huang and Liu (2017) as cited in Monica Grace Purba et al. (2021), revisit intention has three components as follows Visit again, Plan to visit, and Wish to visit again.

METHODS

According to Sugiyono (2018), research methods are scientific ways to obtain data with specific goals and functions. This study employs quantitative research, which Sugiyono (2018) describes as a positivistic method due to its foundation in positivist philosophy. This research uses a quantitative approach because the data to be processed are ratio data, and the focus of this study is to determine the extent of the influence between the variables being investigated from the chosen destination.

The research method is a quantitative method, the data collection technique involves obtaining and processing the collected data. The chosen data collection technique is purposive sampling, which involves selecting all members of the population to serve as respondents. From this group of respondents, the author then selects individuals for further study. In this research, data collection is divided into two types: primary data and secondary data. Primary data is obtained through observation and questionnaires, while secondary data is gathered through literature research (literature review). From this research, 158 respondents were initially gathered. The author then used Slovin's formula to determine the optimal sample size for the research, resulting in a final sample of 100 respondents. Additionally, 30 of these respondents were selected for a pretest to assess the validity of each indicator in the questionnaire before it was administered to the general public.

This research was analyzed using SPSS v25, presenting data based on the results of questionnaires distributed to 100 respondents via Google Forms. The research employed descriptive statistical tests, validity and reliability tests, and classical assumption tests, including normality test, multicollinearity test, and heteroscedasticity test. Hypothesis testing was conducted using t-tests and the coefficient of determination was assessed by examining the adjusted R-square value.

Table 1. Validity Test

Validity Test (Mean) Tourist Attraction		
Attraction	0,774	Valid
Accessibility	0,768	Valid
Amenity	0,825	Valid
Ancillary	0,839	Valid
Validity Test (Mean) Destination Image		
Cognitive Destination Image	0,882	Valid
Affective Destination Image	0,88	Valid
Validity Test (Mean) Revisit Intention		
Revisit Intention	0,831	Valid

Table 2.

Reability Test		
Tourist Attraction	0,942	Reliable
Destination Image	0,83	Reliable
Revisit Intention	0,911	Reliable
Descriptive Mean		
Tourist Attraction	3,7	High
Destination Image	3,84	High
Revisit Intention	3,82	High

Based on the table above regarding the results of the validity test for the tourist attraction variable, it is found that all the calculated r values are greater than the table r value of 0.1697. It can be concluded that all statement items within the tourist attraction, destination image and revisit intention variable are valid and can be used in this study. Based on the table since the Cronbach's Alpha values for each variable are greater than 0.6, these variables can be considered reliable and suitable for use as data collection tools and for descriptive mean if the mean value falls within the interval scale of 3.21 to 4.20, it can be interpreted as a high score and it can be concluded that this variable is rated as good.

The purpose of the normality test is to determine whether the residuals of the regression model are normally distributed. In this study, the normality test is conducted using the Kolmogorov-Smirnov test. If the significance value of the residuals is greater than 0.05, the data can be considered normally distributed. Conversely, if the significance value of the residuals is less than 0.05, the data is considered not to be normally distributed.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		132
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.39167716
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.027
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the data it can be observed that the result with a value of 0.200 on Asymp. Sig. can be interpreted as the significance value. Since the Asymp. Sig. value is greater than 0.05, it can be stated that the data is normally distributed. Therefore, according to the theory proposed by Chandra & Santoso (2019), the data in this research is normally distributed, and the regression can be considered adequate. The methods used to test multicollinearity are Variance Inflation Factor (VIF) and Tolerance. Multicollinearity is not present when $VIF < 10.00$ and $Tolerance > 0.10$.

Table 4. Multicollinearity test

Coefficients ^a			
Collinearity Statistics			
Model		Tolerance	VIF
1	Daya Tarik Wisata (X1)	.614	1.629
	Citra Destinasi (X2)	.614	1.629

a. Dependent Variable: Minat Berkunjung Kembali (Y)

Based on the image above, the Tolerance value is greater than 0.10, specifically 0.614, and the VIF value is less than 10.00, at 1.629. This indicates that there is no multicollinearity among the independent variables (X) (Tourist Attraction and Destination Image). According to Ghazali (2018), a good regression model is one in which there is no correlation among the independent variables and no signs of multicollinearity.

Therefore, it can be considered that the model in this study is a good regression model. The Heteroscedasticity test is used to determine whether there are significant differences in a variable. If the significance value is greater than 0.05, it can be said that heteroscedasticity is not present.

Table 5. Heteroscedasticity test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.215	.946		.227	.821
	Daya Tarik Wisata (X1)	.013	.016	.090	.805	.422
	Citra Destinasi (X2)	-.002	.065	-.004	-.035	.972

a. Dependent Variable: ABS RES

From the data above, it can be observed that the variable X1 (tourist attraction) has a significance value of 0.422. Since $0.422 > 0.05$, it can be interpreted that there is no heteroscedasticity for variable X1. Similarly, the variable X2 (destination image) has a significance value of 0.972. Since $0.972 > 0.05$, it can be interpreted that there is no heteroscedasticity for variable X2. For T test it is conducted to determine whether each independent variable (X) individually affects the dependent variable (Y). The Sig. value for variable X1 (tourist attraction) is 0.000 (< 0.05), leading to the conclusion that H1 is accepted and H01 is rejected. This means that variable X1 (tourist attraction) has a significant/partial effect on the dependent variable Y (revisit intention) and the Sig. value for variable X2 (destination image) is 0.000 (< 0.05), leading to the conclusion that H2 is accepted and H02 is rejected. This indicates that variable X2 (destination image) has a significant/partial effect on the dependent variable Y (revisit intention). The F test is conducted to determine whether all independent variables (X) collectively have an impact on the dependent variable, revisit intention (Y).

Table 6. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	310.913	2	155.456	79.040	.000 ^b
	Residual	253.716	129	1.967		
	Total	564.629	131			

a. Dependent Variable: Minat Berkunjung Kembali (Y)

b. Predictors: (Constant), Citra Destinasi (X2), Daya Tarik Wisata (X1)

The SPSS output shown in the image above indicates that the F value for this variable is 79.040 with a significance level of 0.000. According to Ghazali (2018), if the significance level is < 0.05 , then the independent variables X (Tourist Attraction and Destination Image) have a significant simultaneous effect on the dependent variable Y (Revisit Intention).

Table 7. Coefisient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.544	1.402

a. Predictors: (Constant), Citra Destinasi (X2), Daya Tarik Wisata (X1)

b. Dependent Variable: Minat Berkunjung Kembali (Y)

Based on the image above, the *adjusted* R² value is 0.544 or 54.4%. Therefore, it can be concluded that the influence of tourist attraction and destination image on revisit intention is 54.4%, while the remaining 45.6% is influenced by dimensions or variables not studied in this research. Although tourist attraction and

destination image contribute 54.4% to the variance, there are other factors such as social factors or personal preferences that also impact revisit intention.

CONCLUSION

Based on the results of the tests discussed in Chapter 3, it can be concluded that the variables of tourist attraction and destination image have good levels of validity and reliability, and they influence the variable of revisit intention at Tebing Koja Solear, Tangerang. In addition to having good validity, reliability, and significance levels, the data processing results also show that the respondents' data is normally distributed and does not exhibit signs of heteroscedasticity or multicollinearity, and based T test the variables in this test have a significant impact on revisit intention and based on the calculation of the coefficient of determination (R^2), a value of 0.544 was obtained, which means that tourist attraction and destination image have an impact of 54.4% on revisit intention at Tebing Koja Solear, Tangerang, with the remaining 45.6% being influenced by other variables not examined in this study.

Based on the research results and conclusions outlined above, the author offers the following recommendations :

From the perspective of tourist attraction, the attraction dimension of Tebing Koja is already well managed, and the data from respondents indicates that this aspect yields good results. Therefore, the management needs to perform maintenance to ensure that the attractions offered by Tebing Koja provide a sense of safety and ensure the well-being of visitors. Specific attractions that require attention include the boats used for photo spots in the middle of the lake and the bridges used to cross the lake. The condition of these elements should be carefully monitored, from the perspective of tourist attraction, the dimension of accessibility at Tebing Koja, according to the data from respondents, is an area that needs attention from the management. While many guests are satisfied with the relaxation spots available at Tebing Koja, the transportation to Tebing Koja is reported to be less accessible, as indicated by lower scores compared to other factors. Therefore, the author suggests that the management of Tebing Koja explore alternative routes to provide more convenient access, ensuring that reaching Tebing Koja is not difficult for visitors. From the perspective of tourist attraction, in terms of the dimension of amenities, the data from respondents suggest that the management should pay more attention to road signs leading to Tebing Koja (road markings). This will help ensure that visitors do not get confused when there are turns leading to Tebing Koja. Regarding the dimension of ancillary services (institutional/support services), the data indicates that the lack of socialization from the local government has impacted the management's ability to optimally manage the tourism site. Therefore, increased involvement from the local government could enhance both the management's and visitors' knowledge about this tourist destination and for revisit intention, the author suggests adding more attractions at Tebing Koja to encourage visitors to return out of curiosity for new features. Additionally, the management should create a team to promote Tebing Koja, highlighting its beauty, activities available, and other aspects. Establishing a *Customer Relationship Management* (CRM) team could also be beneficial, as it would allow for better tracking and management of visitors who have previously visited Tebing Koja. This team could provide tailored services, such as offering tour guides for first-time visitors, who could also serve as security while touring Tebing Koja.

Recommendation for future researcher

For future researchers conducting similar studies, it is recommended to expand the scope of the research objectives and focus on specific areas of interest. Adding additional variables to the study could provide a more comprehensive understanding, as there are many factors that influence revisit intention. Additionally, for researchers planning to conduct similar studies at Tebing Koja Solear, Tangerang, increasing the sample size would help ensure that the sample more accurately represents the population.

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