THE IMPACT OF 10A TOURISM COMPONENTS ON REVISIT INTENTION IN WANA GRIYA TOURISM PARK PARUNG

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Abstract - The purpose of this research is to determine the effect of 10A tourism components on the revisit intention at Wana Griya Tourism Park, Parung. The method that the researcher used is quantitative research methods, data collection was obtained from distributing questionnaires to 400 sample respondents from the total population of 145,760 who had previously visited Wana Griya Tourism Park, Parung in 2023. The data analysis carried out by researcher are descriptive analysis, validity test, reliability test, normality test, Pearson correlation test, simple linear regression test, T-test, and determination coefficient test (R2) by utilizing the SPSS program version 25 for windows. Based on the validity and reliability tests, it can be stated that all research indicators are declared valid and reliable. In the T-test, it can be stated that the tourism component variable has a positive and significant effect on the revisit intention variable. In the coefficient of determination (R2) test, the results show that the tourism component variable has a value of 0.426, which means that there is an influence of 42.6% between the tourism component variable (X) and the revisit intention variable (Y). In the Kolmogorov-Smirnov normality test, it can be stated that the data is normally distributed. Suggestions from researcher are to improve the quality of facilities in terms of their cleanliness and expand their marketing efforts to attract more visitors. In addition, it is necessary to do a little renovation to make the destination more attractive.

Keywords - 10A, Tourism components, Revisit intention, Wana griya tourism park.

INTRODUCTION

According to (Earlike et al., 2023) since 2019, the tourism industry is ranked fourth as the largest foreign exchange contributor to the State of Indonesia. The great popularity of the tourism sector is also evident from the development of the workforce in the tourism industry which increased by 4.15% every year from 2018 to 2022 and has a workforce share of 16.92% which means that 17 out of 100 people who work, have jobs in the tourism industry (Kemenparekraf, 2023).With the increasing popularity of the tourism sector that brings significant implications for state revenue, opens the opportunities for the development of regional potential, and encourages infrastructure development in tourist areas, tourist visits are expected to drive local economic activity, which in turn can have a positive impact by creating jobs and improving the welfare of local communities. Therefore, the responsibility of the managers and those in charge of tourism objects is not only limited to the initial attraction to attract tourists to visit the objects they manage, but also to the ability to ensure that these visitors are interested in returning to the location. One area that has a unique tourism sector is Parung Sub-district, Bogor.

Parung Sub-district, located in Bogor Regency, West Java, is known as the connecting route between Bogor City, Depok City, and Greater Jakarta. With an area of 2,554.78 hectares and an elevation of 125 meters above sea level, Parung borders Gunung Sindur to the north, Kemang to the south, Depok City and Tajurhalang to the east, and Ciseeng to the west. Today, Parung is famous as the largest ornamental fish market in Indonesia and is developing as a tourist destination. The slogan "Parung T.E.R.B.A.I.K" (Orderly/Tertib, Elegant/Elegan, Religious/Religius, Clean/Bersih, Safe/Aman, Innovative/Inovatif, and Creative/Kreatif) reflects a commitment to order, elegance, spiritual values, cleanliness, safety, innovation, and creativity, and creates a comfortable, safe, and thriving environment for self-expression and personal growth. These innovations and creativities are reflected in Parung sub-district, known for its natural beauty, with several interesting tourist destinations. Among these are Tirta Sanita Gunung Kapur Hot Springs, which offers relaxation with natural hot water; Setu Lebak Wangi, a lake ideal for recreational activities such as fishing and cycling; and Wana Griya Tourism Park, which provides a variety of rides and recreational facilities, making it popular among families and tourists and is the object of this research.

Wana Griya Tourism Park started off with a humble beginning, as a catfish pond. With its increasing attention, a businessman from Jakarta turned the catfish pond into a tourist destination in 2013, and officially opened to the public in 2018. In the last 5 years, it has continued its development as a tourist destination with the main attractions that include an artificial beach, water park, and mini cinema.
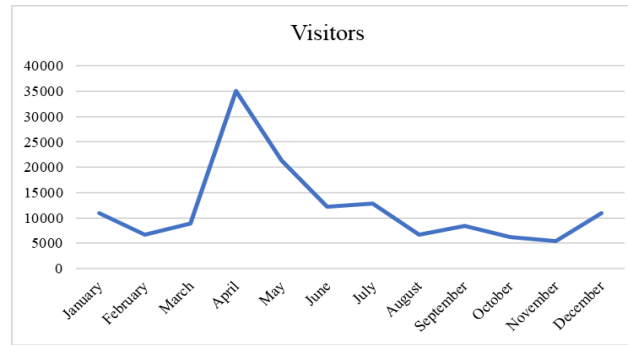
Figure 1. Number of tourists visit in 2023
Source: Researcher (Data processed, 2024)

Based on the graph above, Wana Griya Tourism Park succeeds in attracting visitors who want to visit. Seeing that the destination is often crowded, especially on weekends and holidays, it shows the potential that Wana Griya has, to be able to develop as the preferred tourist destination in Parung. According to (Earlike et al., 2021) there are 10 components in a tourist destination's success. Those components are awareness which relates to the level of knowledge of tourists about the destination, attractiveness which relates to the geographical appeal and whether the destination offers diversity and excellence of appeal to tourists, availability which relates to the availability of supporting facilities that can facilitate and fulfil the needs of tourists, access which relates to the convenience in reaching the destination and while in the destination, appreciation which relates to the level of hospitality welcomed by tourists as guests, activities which relates to the many choices of the list of activities available to tourists, assurance which relates to the personal safety and security of tourists and the protection of their luggage while in the destination concerned, appearance which relates to the impression felt by tourists towards the destination in question, both upon arrival and during their stay at tourist sites, action which relates to fostering, development, and marketing efforts to ensure that the development of the tourism sector is well planned, and accountability which relates to the evaluation of the performance of destination management.

These components can be factors in the success of a tourist destination. When a destination can give its visitors a positive experience and develop its infrastructure and facilities to support tourism activities, it can increase the overall attractiveness to visitors and spark their intention to revisit and recommend it to other people. This goes well with (Batubara & Putri, 2022)'s view that stated that there is direct influence between attraction and revisit intention. (Lestari et al., 2022) stated that revisit intention is influenced by past experiences. Thus, attraction and positive experience that is given by the tourist destination can be a crucial factor in drawing the visitors attention and spark their intention to want to revisit, and it is something that must be considered by all managers of tourist destinations.

LITERATURE REVIEW
Tourism
According to UNWTO in (Bangun Mulia, 2021) tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure. (Mogimpe & Bachri, 2021) Tourism is a travel activity carried out by tourists only temporarily from their original place of residence to the destination area not to settle or make a living but only to fulfill curiosity, spend leisure time or holidays and other purposes.
Tourism Components
(Saputra et al., 2023) Tourism components are important elements that shape and support tourism activities as a whole. Each component has a distinctive role in ensuring the success and development of tourism. According to (Earlike et al., 2021), the success of a tourist destination can be influenced by the application of the 10A component which consists of the following:
1. Awareness is related to the level of knowledge of tourists about the destination, which is influenced by the quantity and type of information they receive.
2. Attractiveness which relates to the geographical appeal and whether the destination offers diversity and excellence of appeal to tourists.

3. Availability which relates to the availability of supporting facilities that can facilitate and fulfill the needs of tourists.
4. Access which relates to the convenience in reaching the destination and while in the destination.
5. Appreciation which relates to the level of hospitality welcomed by tourists as guests.
6. Assurance which relates to the personal safety and security of tourists and the protection of their luggage while in the destination concerned.
7. Activities which relate to the many choices of the list of activities available to tourists.
8. Appearance which relates to the impression felt by tourists towards the destination in question, both upon arrival and during their stay at tourist sites.
9. Action which relates to fostering, development, and marketing efforts to ensure that the development of the tourism sector is well planned.
10. Accountability which relates to the evaluation of the performance of destination management

Revisit Intention

According to (Lestari et al., 2022) revisit intention is a person's encouragement to carry out revisit activities to a destination that has been visited and the desire to travel in the future that is influenced by their attitude towards their past experience. (Fatimah, 2019) states that satisfied consumers or customers will make repeat visits in the future and tell others about the services they feel.

METHODS

This study is quantitative research that focuses on examining correlations between variables. Quantitative correlational research methodologies, as defined by Sugiyono (2019), involve measuring the degree of association between variables. The researchers chose to employ the survey method as a means of gathering data. A survey, as defined by Sugiyono (2019), is a data collection technique that involves the distribution of questionnaires to respondents. This questionnaire comprises a set of inquiries organized in a methodical and orderly fashion to gather information from participants. The data collected through questionnaires is then inputted into the SPSS version 25 program on windows to be analyzed.

The source of data is divided into 2, primary and secondary. Primary data is collected from questionnaires filled by respondents. The number of respondents needed to fulfill the data quota is decided by using the Slovin formula. researcher set an e or error limit of 5%. The population of Wana Griya Tourism Park as of 2023 is 145,760. Based on the Slovin formula, the research sample decided was 398.9 which the researcher rounded up to 400. Secondary data is collected from sources such as books, journals, and the internet related to the content of the study.

RESULTS AND DISCUSSION

Table 1. Descriptive Variable (X)

Variables	Dimensions	Item	Mean	Std. Deviation	Mean /Dimension
10A Tourism Component (X)	Awareness	X1_1	3.36	0.622	3.40
		X1_2	3.39	0.608	
		X1_3	3.44	0.572	
	Attractiveness	X2_1	3.38	0.606	3.37
		X2_2	3.37	0.541	
		X2_3	3.37	0.587	
	Availability	X3_1	3.42	0.547	3.40
		X3_2	3.41	0.581	
		X3_3	3.44	0.563	
		X3_4	3.41	0.537	
		X3_5	3.36	0.553	
		X3_6	3.42	0.578	
		X3_7	3.43	0.576	
		X3_8	3.37	0.582	
		X3_9	3.41	0.550	
		X3_10	3.40	0.597	
		X3_11	3.43	0.563	

		X3_12	3.38	0.554	
		X3_13	3.34	0.596	
		X3_14	3.40	0.567	
	Access	X4_1	3.40	0.565	3.41
		X4_2	3.38	0.588	
		X4_3	3.41	0.581	
		X4_4	3.41	0.549	
		X4_5	3.43	0.575	
		X4_6	3.38	0.596	
		X4_7	3.42	0.556	
		X4_8	3.37	0.547	
		X4_9	3.46	0.578	
		X4_10	3.42	0.570	
	Appearance	X5_1	3.40	0.570	3.40
		X5_2	3.37	0.574	
		X5_3	3.42	0.556	
	Activities	X6_1	3.40	0.566	3.42
		X6_2	3.43	0.548	
		X6_3	3.45	0.559	
	Assurance	X7_1	3.36	0.565	3.42
		X7_2	3.48	0.553	
	Appreciation	X8_1	3.37	0.542	3.40
		X8_2	3.43	0.571	
		X8_3	3.41	0.551	
	Action	X9_1	3.31	0.629	3.40
		X9_2	3.41	0.607	
		X9_3	3.38	0.567	
		X9_4	3.39	0.586	
		X9_5	3.39	0.568	
		X9_6	3.46	0.551	
		X9_7	3.43	0.579	
		X9_8	3.41	0.568	
		X9_9	3.45	0.569	
	Accountability	X10_1	3.36	0.563	3.16
		X10_2	3.39	0.577	
		X10_3	3.37	0.596	
		X10_4	3.36	0.576	
		X10_5	3.42	0.566	
		X10_6	2.08	0.902	

Source: SPSS (2024)

Based on the table from the descriptive test of variable X, the assurance dimension (X7_2) which contains "In my opinion, it is important for Wana Griya Tourism Park to be able to guarantee the safety of visitors from disaster threats" has the highest mean value of 3.48, while the sixth statement from the accountability dimension (X10_6) which contains "I see many international visitors at Wana Griya Tourism Park" has the lowest mean value of 2.08. This indicates that visitors at Wana Griya Tourism Park prefer to have their safety guaranteed by the destination management and rarely or almost never seen any international tourists.

Table 2. Descriptive Variable (Y)

Variable	Dimensions	Item	Mean	Std. Deviation	Mean /Dimensions
Revisit Intention (Y)	Intention to revisit	Y01	3.39	0.565	3.42
		Y02	3.43	0.524	
		Y03	3.42	0.552	
		Y04	3.47	0.529	
		Y05	3.35	0.564	3.38

	Intention to recommend	Y06	3.41	0.532	

Source: SPSS (2024)

Based on the table from the descriptive test of variable Y, the fourth statement (Y04) which contains "I feel that bringing friends/family to visit Wana Griya Tourism Park is the best way to enjoy the overall experience at the destination" has the highest average value of 3.47 and while the fifth statement (Y05) which contains "If someone asks for recommendations for tourist attractions worth visiting, I will recommend Wana Griya Tourism Park to them" has the lowest average value of 3.35. This shows that visitors at Wana Griya Tourism Park prefer to directly visit with friends/family rather than giving recommendations to them.

Simple Linear Regression
Simple linear regression test is a statistical test used to test hypotheses about the effect of one independent variable on one dependent variable.

Table 3. Simple Linear Regression Test

Model		Unstandardized B
1	(Constant)	5.219
	X	.081

Source: SPSS (2024)

Based on the table above, the constant value (a) is 5.219 and the regression coefficient value (b) is 0.081. It can be stated that the equation of the simple linear regression test in this research is Y = 5.219 + 0.081X. Which, a positive constant value means that the effect of the independent variable is also positive. Then, the value of the regression coefficient means that if there is a 1% increase in the tourism component variable (X), then it will provide an influence or increase in the revisit interest variable (Y) as much as the regression coefficient (0.081).

T-TEST
The T-Test is used to test the effect of each independent variable used in the research on the dependent variable partially. This test allows researcher to evaluate whether there is a significant relationship between the independent variable and the dependent variable. At a significance level of α = 0.05, if the T-Test value exceeds the ttable value, the null hypothesis (H0) will be rejected, indicating the existence of a partially significant effect between the independent variable and the dependent variable.
Formula for calculating ttable:

$$T_{tabel} = \frac{sig}{2} ; (400 - 1 - 1)$$
$$T_{tabel} = \frac{0.05}{2} ; (398) = 0.025 ; 398$$

Based on the distribution of the ttable value of 0.025; 398, the ttable value of 1.6487 was found.

Table 4. T-Test

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.219	.889		5.868	.000
	X	.081	.005	.653	17.197	.000

Source: SPSS (2024)

Based on the results shown in the table above, it can be concluded that the Standardized Coefficients Beta value is 0.653, indicating a positive influence. The tcount value exceeds the ttable value, with 17.197 > 1.6487, and a significance of 0.000 < 0.05. Based on these results, it can be interpreted that the null hypothesis (H0) is rejected, while the alternative hypothesis (Ha) is accepted. This indicates that the tourism component variable (X) has a positive and significant influence on the revisit intention variable (Y).

R-SQUARE TEST

The R-Square Test is used to test how much variation in the dependent variable can be explained by the independent variable. The coefficient of determination ranges between 0 and 1. A larger R-square value indicates that the influence of the independent variable on the dependent variable is getting bigger.

Table 5. R-Square Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653	.426	.425	1.443

Source: SPSS (2024)

Based on the results shown in the table above, the R-Square value is 0.426. Thus, it can be concluded that the tourism component variable (X) has an influence of 42.6% on the revisit intention variable (Y), while the remaining 57.4% is influenced by other variables not examined by the researcher.

CONCLUSION

Based on the variable descriptive table (refer to table 1), the mean value of the tourism component variable is 3.062. This can be interpreted that respondents/visitor from Wana Griya Tourism Park, Parung agree that the tourism component has a significant role that can influence their interest in visiting again.

The descriptive variable table also shows that 8 out of 10 dimensions of the tourism component, namely awareness, availability, access, appearance, activities, assurance, appreciation, and action have a mean value of 3.40 or more, which indicates that respondents have a positive impression of these 8 dimensions. Meanwhile, the attractiveness and accountability dimensions have a value below 3.40, with 3.37 and 3.16, which shows that there needs to be development in both dimensions, especially in the accountability dimension.

Based on the descriptive table of variables for the variable of revisit intention, which has a mean value of 3.40, it shows that visitors have a considerable intention to visit again. Intention to revisit also has a higher mean value than the intention to recommend, which means that visitors are more willing to return to visit alone or with friends/family than to give them recommendations to visit.

For future researchers who want to do research on the same topic, namely discussing the 10A tourism component, can do so using qualitative methods that can discuss the topic with a more in-depth analysis. For future researchers who want to conduct research at the Wana Griya Tourism Park, researcher can give advice to examine variables that researcher have not been able to research at the location. Variables/topics that might be helpful not only for Wana Griya Tourism Park, but also useful for developing the potential of the Parung area, are analysing the impact of tourism on local communities, marketing strategies, or mapping the Parung District and identifying/developing a tourism sector that utilizes the unique characteristics of the area available in it.

Research on mapping and development of the tourism sector can assist the local government in formulating appropriate policies to develop tourism potential in Parung Sub-district. In addition, research on the economic impact of tourism can help the manager of Wana Griya Tourism Park in formulating strategies to increase income and distribute profits fairly to local communities. For the management of the Wana Griya Tourism Park, researcher can conclude the following suggestions. Based on the mean results of the descriptive test obtained, the accountability dimension has the lowest mean value of 3.16. This result indicate that the management of the Wana Griya Parung Tourism Park needs to develop regarding the evaluation of destination performance. The lowest average value of respondents lies in the indicator "Number of International tourists", this can be used as evaluation material by the management to be able to further improve the awareness dimension related to the potential awareness of tourists of the destination, and actions related to marketing programs to attract the attention of foreign tourists as well. The evaluation can serve for future decision making to develop and provide the best experience for visitors.

For visitors who aim to visit or have the intention to revisit, research can suggest utilizing the Google review system or something similar, to be able to leave reviews, suggestions, and criticisms for Taman Wisata Wana Griya. The voice issued by visitors who have come is also important for management to be able to make the best decisions for the destination in the future.

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