ANALYSIS OF THE INFLUENCE OF ATTRACTION ON VISITOR INTEREST AT INDONESIA SCIENCE CENTER TAMAN MINI INDONESIA INDAH

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Abstract **-** The Indonesia Science Center is located inside Taman Mini Indonesia Indah in East Jakarta, serves as an interactive science exhibition venue. It offers various exhibits designed to enhance knowledge and understanding of science. This research aims to assess the extent to which attractiveness influences the interest in visiting the Indonesia Science Center at Taman Mini Indonesia Indah. This study adopts a quantitative research methodology, incorporating multiple linear regression analysis, classical assumption tests, hypothesis testing through t-tests and f-tests, and determination coefficient tests, all conducted using SPSS software. The sample comprises 100 respondents, including both individuals who have visited and those who have not visited the Indonesia Science Center at Taman Mini Indonesia Indah, East Jakarta. The research findings indicate that the overall mean score for variable X (Attractiveness) is 4.10, while the overall mean score for variable Y (Interest in Visiting) is 4.11. The t-test results show a significance value of less than 0.001, which is below the 0.05 threshold, indicating that variable X (Attractiveness) significantly affects variable Y (Interest in Visiting). The coefficient of determination (r^2) is calculated to be 0.688, suggesting that 68.8% of the variance in variable Y is explained by variable X. Additionally, the multiple linear regression analysis reveals a t-value of 3.691 with a significance level of less than 0.001, which is also below the 0.05 threshold. ***Keywords*** - List of keywords proposed by the authors, separated by commas. Up to **5** key terms can be selected. We would suggest to avoid repeating the title.
Keywords: Attractiveness, Tourist Interest, Indonesia Science Center

INTRODUCTION

Tourism and the creative economy have become important components in increasing Indonesia's foreign exchange earnings, making a significant contribution to economic growth. By taking advantage of its abundant cultural and natural riches, Indonesia can continue to strengthen its position as a major world tourist destination, while its growing creative sector supports the country's economic growth (dpr.go.id). Tourism is a practice that has existed since ancient times, which includes travel for the purpose of leisure and recreational activities (Herdiansyah, 2019). In the modern context, tourism is based on the need for satisfaction and change of atmosphere, appreciation for natural beauty, pleasure, and interaction between nations that supports the development of commerce, industry, and transportation (Riani, 2021).

Tourism includes a variety of tourist activities enriched by various facilities and services provided by local communities, business actors, central and regional governments. These facilities and services not only include accommodation and transportation, but also a variety of tourist attractions, local guides, and recreational activities to meet the needs and preferences of visitors (Oktaviarni, 2018). DKI Jakarta, one of the tourist cities visited by many Indonesians, recorded the number of foreign tourist visits reaching 218,681 visits in August 2023, showing an increase of 6.82 percent compared to the previous month and a significant jump of 80.07 percent compared to the same period in 2023. previously (Central Statistics Agency, 2023). Soekarno Hatta International Airport is the main entry point for foreign tourists with a visit percentage reaching 99.92 percent.

DKI Jakarta Province has a variety of entertainment and recreation locations that showcase the diversity and beauty of Indonesian culture. From green city parks to modern shopping centers, Jakarta offers diverse experiences for visitors to explore Indonesia's rich culture. With various tourist attractions such as museums, places of worship and art events, Jakarta is an attractive destination for local and foreign tourists who want to experience the charm of Indonesian culture firsthand (Alyani, 2021). One of the tourist attractions in Jakarta is Taman Mini Indonesia Indah (TMII) which aims to preserve Indonesian culture with an area of around 1.47 kilometers. TMII summarizes the culture of 33 provinces in Indonesia and offers various facilities such as a miniature lake of the Indonesian archipelago, cable cars, various museums, and the Keong Mas IMAX theater and the Tanah Airku theater (Hayuningtyas and Sari, 2019).

According to data from the Central Statistics Agency (BPS), during the period 2020 to 2022, TMII is in second place as the most visited destination after Taman Impian Jaya Ancol. One of the facilities at TMII is the Indonesia Science Center which provides around 300 interactive teaching aids and 14 rides

with specific themes such as the environment, energy, space and other technology. Based on data on the number of visits in 2023, it can be seen that visits decreased from April to September. Even though the Indonesia Science Center offers a lot of science and interactive facilities, the number of visits still cannot beat Taman Impian Jaya Ancol and tends to stagnate and decline in recent months.

Visiting interest reflects an individual's desire to visit a destination and is influenced by various factors such as expectations, preferences and personal motivation (Edithania, 2018). Tourist attractions play an important role in ensuring the success of government programs to preserve the nation's customs and culture and attract tourists (Nugraha and Virgiawan, 2022). Based on the phenomenon above, researchers are interested in examining the attractions at the Indonesia Science Center TMII which influence tourist interest in visiting.

Problem identification in this research includes the level of number of visits to the Indonesia Science Center which tends to stagnate and decrease in several months, as well as the contribution of visits which is still not optimal compared to Taman Impian Jaya Ancol. The problem was delimited so that the research was more focused by focusing on the variables of tourist attraction (X) and tourist interest in visiting (Y). The problem formulation includes the influence of the dimensions of attractions, facilities, infrastructure, transportation and services on the attractiveness variable on tourist interest in visiting the Indonesia Science Center TMII.

The aim of the research is to determine the influence of each dimension of the attraction variable on tourist interest in visiting, as well as the overall influence of attraction on tourist interest in visiting the Indonesia Science Center TMII. The benefit of research for writers is to increase insight and knowledge as well as new experiences in researching tourist attractions. For readers, this research provides access to information and a more comprehensive understanding of the impact of decisions regarding interest in visiting tourist attractions. Meanwhile, for tourist attractions, this research provides new insights regarding the development and innovation implemented at the Indonesia Science Center TMII.

LITERATURE REVIEW

To support this study, a wide range of literature has been reviewed, providing insights into the factors that influence tourist interest in various destinations. Agustini Tanjung (2022) highlights that both attractiveness and good facilities, along with electronic word of mouth, positively affect the interest in visiting Situ Rawa Geldel. Similarly, Harahap and Rahmi (2020) emphasize the role of architectural quality and sustainability in Kotagede, showing a strong interest from Indonesian tourists. Elfandy and Sarudin (2024) and Mony and Prasetyo (2024) also demonstrate how specific tourist attractions like Joang 45 Muslim site and Kullon Progo Mangrove Forest are positively influenced by both physical attributes and social media, with significant t-test results supporting their findings. Simatupang and Sihombing (2024) further emphasize the importance of promotion and service quality in attracting visitors to La Resta Delsa Sipolha Horison Beach, rejecting the null hypothesis for both variables. Similarly, Rustam (2022) and Nurbaili et al. (2021) found that attractiveness plays a crucial role in drawing tourists to Pasir Mayang Beach and Cipondoh Lake, respectively. Aso et al. (2020) show how accessibility significantly boosts visits to Tultulbhada Traditional Village, while Widiati and Utami (2024) found historical factors as a key attraction for tourists in Osing Kelmirem Banyuwangi. However, contrasting findings by Ariesta et al. (2020) in Wakatobi suggest that poor attractiveness and accessibility can diminish a destination's image, indicating that not all elements always have a positive impact. These studies collectively contribute to understanding the various dynamics that influence tourist behavior across different settings.

METHODS

Research Objects and Subject

The object of this research is the Indonesia Science Center Taman Mini Indonesia Indah in Jakarta. This research focuses on tourist attraction variables, such as attractions, facilities, infrastructure, transportation and services, as well as tourist interest variables which include problem recognition, information gathering, individual evaluation, attention, interest and action. This research uses variable operational tables to explain in detail the variables, dimensions, indicators and scales. The independent variable (X), namely tourist attraction, includes the dimensions of attractions, facilities, infrastructure, transportation and services, with indicators such as what can be seen, done, bought, arrived and where to stay, measured on a scale from very unimportant (1) to very important (5). The dependent variable (Y), namely tourist interest, includes the dimensions of problem recognition, information gathering, individual evaluation, attention, interest, and action, with indicators such as transactional, relational, professional, and exploratory interest, measured with a similar scale.

Data Collection

This research used quantitative descriptive methods to collect data about tourist attractions and interest in visiting tourists at the Indonesia Science Center Taman Mini Indonesia Indah. Primary data was collected through a questionnaire with a Likert scale to assess visitors' perceptions of various facilities and services. Meanwhile, secondary data comes from relevant reports and documentation. This method was chosen to provide a clear and objective picture of the factors that influence tourist visits at that location.

The population of this study consisted of visitors to the Indonesia Science Center Taman Mini Indonesia Indah, numbering around 242,236 people. The sample selected for this research used the Slovin formula with an error rate of 10%, resulting in a sample size of 100 people. This method was chosen to ensure the representativeness of the sample which can accurately describe visitors' views and preferences regarding the attractions and interests of visitors at that location.

Data Analysis

This study used quantitative analysis methods. This approach comes from the philosophy of positivism and is used to investigate populations or random samples using prepared research instruments. Data analysis was carried out statistically to test the hypothesis that was formulated in this research. This method was chosen to ensure that the data obtained can be interpreted objectively and produce reliable findings related to tourist attractions and interest in visiting the Indonesian Science Center Taman Mini Indonesia Indah.

Descriptive analysis is used to describe data without generalizing or testing significance. In this context, no statistical tests were carried out because the aim was "to provide an objective picture of the average value of the variables collected" (Indrajaya, 2020). The mean value interpretation scale is divided into five categories based on the score range.

Validity and Reliability

Validity tests are carried out to ensure that the variable measuring device can accurately measure what is intended. "Validity is calculated by the correlation coefficient between the instrument score and the respondent's total score, where the correlation value must be greater than 0.165 to meet the validity requirements" (Amanda, 2019). Meanwhile, reliability testing measures how consistently a measuring instrument produces the same results over time. "Cronbach's alpha is used to calculate reliability, with the α value considered good if it is more than 0.6" (Amanda, 2019). This process is only carried out after ensuring the validity of the instrument, to ensure consistency in the measurement of the same variable.

Classical Assumption Tests

Classical assumption tests are used to verify that the data collected meet the requirements for analysis using regression analysis methods. These include tests for normality, multicollinearity, and heteroskedasticity (Afif, 2019).

a. Normality Test

The normality test ensures that residuals in the regression model follow a normal distribution, crucial for unbiased analysis (Ghozali, 2018:111). A significance value (Sig.) above 0.05 indicates normal distribution, ensuring model validity (Fendi, 2017).

b. Multicollinearity Test

Multicollinearity tests assess correlation among independent variables. Tolerance and Variance Inflation Factor (VIF) criteria are used: tolerance > 0.10 or VIF < 10 signifies no multicollinearity (Afif, 2019).

c. Heteroskedasticity Test

This test checks for varying residuals across observations in the regression model. A scatterplot of predicted values against residuals helps detect heteroskedasticity (Ghozali, 2016:134).

Multiple Linear Regression Test

Multiple linear regression predicts changes in the dependent variable using multiple independent variables (Sulgiyono, 2012:275).

$$Y = a + b_1X_1 + b_2X_2 + \cdots + b_nX_n$$

Y = Dependent Variable (Interest in College)
A = Constant
b = Regression Coefficient

x = Independent Variable (Attractiveness)
e = Residual

Hypothesis Testing

a. T-test

The t-test evaluates individual effects of independent variables on the dependent variable (Ghozali, 2012:98).

$$t = \frac{r\sqrt{(n-2)}}{\sqrt{(1-r^2}}$$

t = Effect of Partial Test
r = Correlation Coefficient
n = Number of Data

If it is significant < α = 0.05, then H1 is accepted. If it is significant > α = 0.05, then H1 is rejected.

b. F-test

The F-test evaluates if groups of independent variables collectively impact the dependent variable (Sulgiyono, 2018:208).

$$\text{F hitung} = \frac{R2^2/K}{(1-R^2)/(n-k-1)}$$

R^2 = Coefficient of Determination
N = Data Points
K = Independent Variables

If F calculated is smaller than F table at α = 5%, then H1 is accepted. If the calculated F is greater than the F table at α = 5%, then H1 is rejected.

c. Coefficient of Determination (R^2)

According to Sulgiyono (2018:201), the coefficient of determination analysis evaluates how much variance in the dependent variable can be explained by the independent variables, individually. The result of this analysis indicates the extent of change in the dependent variable that can be attributed to the independent variables (Lubis, 2021).

$$D = r^2 \times 100\%.$$

D = Determination
R = Correlation Coefficient

RESULTS AND DISCUSSION

Respondents' Characteristics

In this study, respondent characteristics include various demographic and socio-economic aspects. The majority of them are aged between 17-25 years (55%), with the large majority coming from Jakarta (86%). The gender of respondents is dominated by men (57%), while the majority of their jobs are students (45%) and students (27%). Economically, most respondents have a monthly income of less than Rp. 5,000,000 (59%), with a small portion reaching Rp. 5,000,000 - Rp. 10,000,000 (25%) and more than Rp. 10,000,000 (16%). The majority of them (92%) have also visited the Indonesia Science Center Taman Mini Indonesia Indah.

Descriptive Variable Analysis Test (Mean)

a. X Variable (Attraction)

Table 1. X Variable (Attraction)

Statement	Mean / Item	Interpretation	Mean / Indicator
Attraction_1	4.07	*High*	4.09
Attraction _2	4.18	*High*	
Attraction _3	4.04	*High*	
Facility_1	3.91	*High*	4.06
Facility _2	4.15	*High*	
Facility _4	4.14	*High*	
Facility _5	4.10	*High*	
Facility _6	4.11	*High*	
Facility _7	3.96	*High*	

Infrastructure_1	4.13	*High*	4.11
Infrastructure _2	4.11	*High*	
Infrastructure _3	4.18	*High*	
Infrastructure _4	4.03	*High*	
Infrastructure_5	4.11	*High*	
Transportation_1	4.04	*High*	4.10
Transportation _2	4.11	*High*	
Transportation _3	4.02	*High*	
Transportation _4	4.26	*Very High*	
Service_1	4.13	*High*	4.15
Service_2	4.23	*Very High*	
Service _3	4.11	*High*	
X Variable Mean	4.10	*High*	4.10

Based on data from table 1, the service indicator received the highest score in this study, with a score of 4.15, followed by infrastructure with a score of 4.11, transportation with a score of 4.10, attractions with a score of 4.09, and facilities with a score of 4.06. Service is the main aspect that is most emphasized in increasing the attractiveness of the Indonesia Science Center Taman Mini Indonesia Indah for tourist interest. Good, friendly and efficient service is considered crucial in maintaining tourist interest and satisfaction, as stated in the 2021 Rinulastuti journal. Overall, the attractiveness of this tourist attraction is rated as high (High) with a score of 4.10, supported by the variety of attractions, interactive facilities, infrastructure unique, adequate transportation, and responsive and polite service.

b. Y Variable Mean (Visit Interest)

Table 2. Y Variable Mean (Visit Interest)

Statement	Mean / Item	Interpretation	Mean / Indicator
Minat Transaksional_1	4.01	*High*	4.10
Minat Transaksional_2	4.09	*High*	
Minat Transaksional_3	4.21	*Very High*	
Minat Prefrensial_1	4.09	*High*	4.07
Minat Prefrensial_2	3.89	*High*	
Minat Prefrensial_3	4.01	*High*	
Minat Prefrensial_4	4.18	*High*	
Minat Prefrensial_5	4.19	*High*	
Minat Refrensial_1	4.18	*High*	4.17
Minat Refrensial_2	4.19	*High*	
Minat Refrensial_3	4.16	*High*	
Minat Eksploratif_1	4.09	*High*	4.13
Minat Eksploratif_2	4.08	*High*	
Minat Eksploratif_3	4.22	*Very High*	
Mean Variabel Y	4.11	*High*	4.11

Based on data from table 2, the referential interest indicator has the highest value in this research, namely 4.17, followed by exploratory interest with a value of 4.13, transactional interest with a value of 4.10, and preferential interest with a value of 4.07. Referential interest received the highest rating due to the significant influence of word of mouth in influencing tourists' visiting decisions, as discussed in the journal Nurpatria 2022. Overall, the visiting interest variable received a "High" rating with a value of 4.11, due to the attractiveness of the Indonesia Science Center encouraging tourists' interest in making ticket purchase transactions, sharing experiences with others, and seeking information about technology and innovation developed by the Indonesia Science Center.

Data Analysis and Interpretation
Validity Test

Table 3. X Variable Validity Testing (Attraction)

Variable	Attraction			
	Statement	Calculated R Value	Tabulated R Value	Status
Attraction	Statement 1	0.556	0.165	Valid
	Statement 2	0.589	0.165	Valid
	Statement 3	0.513	0.165	Valid
Facility	Statement 4	0.578	0.165	Valid
	Statement 5	0.513	0.165	Valid
	Statement 6	0.596	0.165	Valid
	Statement 7	0.593	0.165	Valid
	Statement 8	0.572	0.165	Valid
	Statement 9	0.540	0.165	Valid
Infrastructure	Statement 10	0.583	0.165	Valid
	Statement 11	0.588	0.165	Valid
	Statement 12	0.580	0.165	Valid
	Statement 13	0.563	0.165	Valid
Transportation	Statement 14	0.550	0.165	Valid
	Statement 15	0.509	0.165	Valid
	Statement 16	0.643	0.165	Valid
	Statement 17	0.568	0.165	Valid
	Statement 18	0.510	0.165	Valid
Service	Statement 19	0.462	0.165	Valid
	Statement 20	0.618	0.165	Valid
	Statement 21	0.659	0.165	Valid

Based on the data in table 4.8, the validity test of the attractiveness variable (X) is declared valid because the calculated r value of all statements relating to the attractiveness variable (X) is greater than the table r value.

Table 4. Y Variable Testing (Visit Interest)

Variable	Visit Interest			
	Statement	Calculated R Value	Tabulated R Value	Status
Transactional Interest	Statement 1	0.639	0.165	Valid
	Statement 2	0.576	0.165	Valid
	Statement 3	0.530	0.165	Valid
Preferencial Interest	Statement 4	0.465	0.165	Valid
	Statement 5	0.458	0.165	Valid
	Statement 6	0.571	0.165	Valid
	Statement 7	0.504	0.165	Valid
	Statement 8	0.581	0.165	Valid
Refrencial Interest	Statement 9	0.481	0.165	Valid
	Statement 10	0.601	0.165	Valid
	Statement 11	0.681	0.165	Valid
Explorative Interest	Statement 12	0.504	0.165	Valid
	Statement 13	0.588	0.165	Valid
	Statement 14	0.595	0.165	Valid

Based on the data in table 4.9, the validity test of the visiting interest variable (Y) is declared valid because the calculated r value of all statements relating to the visiting interest variable (Y) is greater than the table r value.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.893	21

Reliability Statistics

Cronbach's Alpha	N of Items
.823	14

Based on figures 4.1 and 4.2, the reliability test for variable X (attractiveness) and variable Y (interest in visiting) is declared reliable. This is because the SPSS reliability test results show that both variables have a Cronbach's alpha value of more than 0.6.

Classic Assumption Testing

a. Normality Testing

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.38497235
Most Extreme Differences	Absolute		.040
	Positive		.040
	Negative		-.039
Test Statistic			.040
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.964
	99% Confidence Interval	Lower Bound	.959
		Upper Bound	.968

The normality test in this study was declared normal because the variable residual Asymp.Sig (2-tailed) value was 0.200, which is greater than 0.05.

b. Multicollinearity Test

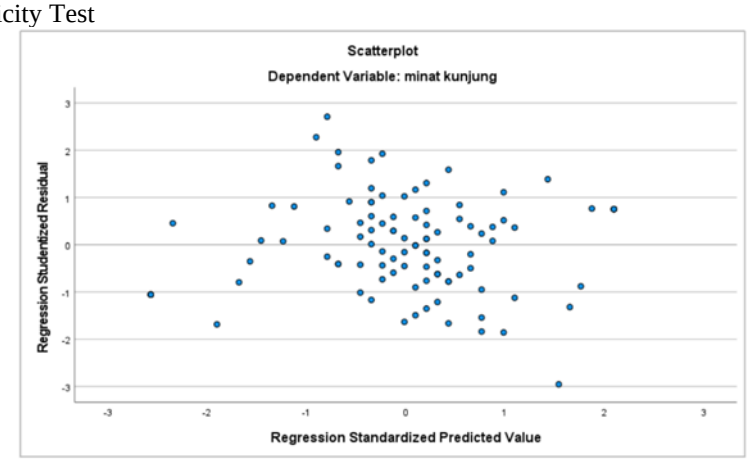
Coefficients[a]

Model		Collinearity Statistics: Tolerance	VIF
1	atraksi	.482	2.073
	fasilitas	.461	2.171
	infrastruktur	.386	2.593
	transportasi	.500	1.999
	pelayanan	.515	1.943

a. Dependent Variable: minat kunjung

Based this test, research shows that the attractiveness variable does not experience multicollinearity, indicated by the tolerance and VIF values as follows: attractions with a tolerance value of 0.482 > 0.10 and VIF 2.073 < 10, facilities with a tolerance value of 0.461 > 0.10 and VIF 2.171 < 10, infrastructure with a tolerance value of 0.386 > 0.10 and VIF 2.593 < 10, transportation with a tolerance value of 0.500 > 0.10 and VIF 1.999 < 10, and service with a tolerance value of 0.515 > 0.10 and VIF 1.943 < 10.

c. Heteroskedasticity Test



According to this resuly, there is no pattern whatsoever from the Scattel plot. This shows that heltelroskeldasticity does not occur because it can be seen in the scatter plot image above that the graphed image does not show a clear pattern and many points are spread above and below the number 0 on the Y column.

Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11.908	3.226		3.691	<.001
	atraksi	.605	.297	.169	2.035	.045
	fasilitas	.545	.143	.322	3.801	<.001
	infrastruktur	-.094	.262	-.033	-.357	.722
	transportasi	.599	.220	.221	2.719	.008
	pelayanan	1.155	.285	.325	4.047	<.001

a. Dependent Variable: minat kunjung

Source: Data processed by SPSS

The multiple linear regression equation obtained is:

$$Y = 11.908 + 0.605 + 0.545 – 0.094 + 0.599 + 1.155$$

The conclusion from this calculation is:

a. Constant (11.908): If all independent variables have a value of 0, the dependent variable (Y) has a value of 11,908.
b. Attraction Regression Coefficient (0.605): Increasing the attraction variable (X_1) by 1 unit will increase Y by 0.605.
c. Facilities Regression Coefficient (0.545): Increasing the facility variable (X_2) by 1 unit will increase Y by 0.545.
d. Infrastructure Regression Coefficient (-0.094): Decreasing the infrastructure variable (X_3) by 1 unit will reduce Y by 0.094.
e. Transportation Regression Coefficient (0.599): Increasing the transportation variable (X_4) by 1 unit will increase Y by 0.599.
f. Service Regression Coefficient (1.155): Increasing the service variable (X_5) by 1 unit will increase Y by 1,155.

Hypothesis Testing

a. T-test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11.908	3.226		3.691	<.001
	atraksi	.605	.297	.169	2.035	.045
	fasilitas	.545	.143	.322	3.801	<.001
	infrastruktur	-.094	.262	-.033	-.357	.722
	transportasi	.599	.220	.221	2.719	.008
	pelayanan	1.155	.285	.325	4.047	<.001

a. Dependent Variable: minat kunjung

Based on the picture above, the calculated constant t value of 11,908 is greater than the t table of 3,691, so that variable X (attractiveness) has an influence on variable Y (interest in visiting). The calculated t value for attractions is 0.605 smaller than the t table of 2.035, but with a significance of 0.045 (below 5%), attractions have an influence on visiting interest. The facility's calculated t value of 0.545 is

smaller than the t table of 3.801, but with a significance of 0.001 (below 5%), facilities have an influence on visiting interest. The calculated t value for infrastructure -0.094 is smaller than the t table -0.357, with a significance of 0.722 (above 5%), infrastructure has no influence on visiting interest. The calculated t value for transportation is 0.599 smaller than the t table 2.719, with a significance of 0.008 (below 5%), transportation has an influence on interest in visiting. The t calculated service value of 1.155 is smaller than the t table of 4.047, with a significance of 0.001 (below 5%), service has an influence on visiting interest.

b. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2304.875	5	460.975	41.533	<.001[b]
	Residual	1043.315	94	11.099		
	Total	3348.190	99			

a. Dependent Variable: minat kunjung

b. Predictors: (Constant), pelayanan, atraksi, transportasi, fasilitas, infrastruktur

The significance value in the F test is below 5%, which is <0.001, and the calculated F value is 41.533. Thus, it can be concluded that at least one of the attractiveness variables (attractions, facilities, infrastructure, transportation and services) has a very significant influence on the visiting interest variable.

c. Coefficient of Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830[a]	.688	.672	3.33153

a. Predictors: (Constant), pelayanan, atraksi, transportasi, fasilitas, infrastruktur

In this report, the coefficient of determination test was carried out to evaluate the extent to which the model (independent variable) is able to explain variations in the dependent variable. As a result, the coefficient of determination shows a value of 0.688, which is close to 1. Thus, it can be concluded that variable X (attractiveness) has a large influence on variable Y (interest in visiting).

In calculations, the value of the coefficient of determination (R^2) can be explained as follows.

D $= r^2 \times 100\%$
$= 0.688 \times 100\%$
$= 68{,}8\%$

This percentage shows that variable X (attractiveness) contributes 68.8% to the variation in variable Y (interest in visiting). The remainder, amounting to 31.2%, was influenced by other factors not examined by researchers.

CONCLUSION

This research aims to analyze the influence of attractiveness (X) on tourist interest (Y) at the Indonesia Science Center Taman Mini Indonesia Indah. Based on the analysis of the processed data, it is concluded that the attractiveness variable (X) has an influence on the visiting interest variable (Y), which is confirmed through various tests such as average score, validity test, reliability test, t test, f test, and coefficient of determination test. (r2). The average value for attractiveness is 4.10, with service having the highest value at 4.15. The average visit interest was 4.11, with the highest referral interest at 4.17, showing the great influence of word of mouth. The validity test states that all statement items are valid with the calculated r greater than the r table (0.165), and the reliability test shows that the Cronbach's alpha value is more than 0.6, indicating that the measurement instrument is reliable. The t test shows that several indicators of attractiveness have a significant effect on visiting interest, while the f test shows that overall attractiveness influences visiting interest with a significance level of <0.001. The coefficient of determination test (r2) shows that attractiveness has an effect of 67.2% on visiting interest.

Researchers provided several suggestions for the management of the Indonesia Science Center, including improving facilities, digital infrastructure, interactive teaching aids and new science programs.

Suggestions for travelers include maximizing facilities, maintaining cleanliness and respecting other visitors. Suggestions for future researchers include analyzing the impact of education, looking for more sources, and reading related research journals. This research has limitations such as a lack of journals to read and limited time because the researcher also has to complete lecture material in the hospitality and tourism study program.

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