ANALYSIS OF THE INFLUENCE OF FACILITES ON INTEREST IN RETURNING TO THE SRENGSENG CITY FOREST

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Abstract - Srengseng City Forest is one of the tourist destinations in the city West Jakarta, but unfortunately there are still many people who don't know about the existence of the Srengseng City Forest which is a result of Insufficient attractiveness factors such as inadequate facilities and attractions. The theoretical studies taken on this topic contain several meanings such as: tourism is then the destination and of course the facilities are also the interest of visitors Returns will be the variables of this research. This research method uses a descriptive quantitative approach, The coefficient of determination test was carried out with the results showing that facilities have a significant influence on visitor interest return. The results of this research are expected can provide input for the management of the Srengseng City Forest to continue innovate and add facilities to increase attractiveness and Interest in returning visitors to the Srengseng City Forest.
Key words – Tourist Destinations, Facilities

INTRODUCTION

In sustainable development in Indonesia, The government does a lot of national development as well planning for each region. However, due to the many need's community and to fulfill this, there is a lot of land converted to improve the city's economy. In the West Jakarta area there is a tourist destination called Srengseng City Forest. Unfortunately, many people lack Srengseng City Forest interested in visiting this tourist destination. Before becoming green open area, Srengseng City Forest was originally a place final disposal until finally in 1995 it was built City Forest. With a land area of around 10 hectares. Like It's called City Forest, this place is used as a tourist destination supporting facilities such as toilets, prayer rooms and also playgrounds. Moment Entering the forest area, visitors will hear the sound of crickets, insects and others. Public facilities are inadequate, such as seating not enough spread on the jogging track, the gazebo is not enough to accommodate visitors, especially if the weather is bad it was raining, there were no cell phone chargers or positions available toilets far from the jogging track and playground area making it difficult for visitors to use the toilet which is only at one point, namely the Forest entrance Srengseng City. The facilities indicators according to Kotler in Apriyadi (2017) such as condition of facilities, completeness of facilities and also design the exterior.

METHODS

Research methods applied in this study is a quantitative research method. This method is based on the philosophy of positivism, referring to scientific or scientific approach because it meets the principles which is concrete or empirical scientific, objective, measurable, and so on systematic (Sugiyono, 2019). This research will explain the relationship between and measure whether there is an influence that a variable has between the independent variable (Facilities) and the dependent variable (Interested in Returning). Population is a generalized area consisting of subjects or objects that have certain numbers and characteristics determined by the researcher to be investigated and then conclusions drawn (Sugiyono in Lestari, 2022). According to Sugiyono (2021), the sample is part of the total and also the characteristics possessed by the existing population. Therefore, samples taken from a population must accurately represent or have visited the place being studied directly. The appropriate sample size for research ranges from 30 - 500 samples (Sugiyono, 2019). In sampling, it is determined using the Slovin formula, namely:

$$n = \frac{N}{1 + N\,(e)^2}$$

Information:
n = Number of samples required
N = Number of population
e = Sample error rate (sampling erroring) 5%
The error tolerance limit used is 5%.

Descriptive analysis is analysis used to analyze data by explaining or providing an overview of the data that has been collected without the intention of drawing general conclusions.

$$\bar{X} = \frac{\sum Xi}{n}$$

Information:
$\bar{X}$ = mean
$\sum x\_i$ = The sum of all the 1st to nth data values
n = Number of samples

According to (Erlinawati & Muslimah, 2021) Validity is the level of accuracy between the data produced in a research and the performance prepared by the researcher.

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\{N \sum X^2 - (\sum X)\}2 \{N \sum Y^2 - (\sum Y)2\}}$$

Information:
r = relative coefficient
N = many respondents
X = Question score
Y = total score for all attributes

With validity measurements:
> 0.05 = data declared valid
<0.05 = data declared invalid

Reliability testing is a test carried out on research data to prove that the data is reliable, which means that if the test is carried out many times over time it will still produce the same or consistent results. Reliability was tested with Cronbach Alpha where:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma_t^2}{\sigma_t^2}\right)$$

r_11 = the reliability value sought
n = number of question items tested
$\sum \sigma\_t^2$ = total variance score for each item
σ_t^2 = total variance
Under the condition:
If the Alpha coefficient results are > 0.06 significant level then the questionnaire is reliable
If the Alpha coefficient results are <0.06 significant level, then the questionnaire is not reliable.

The normality test is carried out to evaluate whether the distribution of the independent variable, dependent variable, or both in a regression model is normal or not. The data normality test is usually carried out using the one-sample Kolmogorov-Smirnov test, with several criteria that must be met:
a. If the significance value (Asymp sig 2 tailed) > 0.05 then the data is normally distributed.
b. If the significance value (Asymp sig 2 tailed) <0.05 then the data is not normally distributed.

The Heteroscedasticity Test is used to evaluate whether there is non-uniformity in the residual variance of a regression model. If the variance of the residual between one observation and another is constant, it is called homoscedasticity, while if the variance varies between observations, it is called heteroscedasticity. Simple linear regression is an approach method used to evaluate the relationship between an independent variable and a dependent variable. Simple linear regression is a regression that involves the relationship between one variable which is then combined with one dependent variable. The T test is carried out to evaluate whether the constant of each independent variable, such as Facilities (X), has a significant partial impact on the dependent variable, namely Interest in Returning (Y). The Determination Coefficient is used to determine the percentage of variation in the dependent variable (Y) that can be explained by the independent variable (X), or how well the independent variable provides an overview of the variation in the dependent variable.

RESULTS AND DISCUSSIONS
The average result (mean score) for the Facility Condition dimension is 3.89, which is a figure included in the high interpretation. The highest mean score result was 3.95 in the statement: Is there available parking space for 4-wheeled vehicles. This can be supported based on the results of

observations made by researchers where the parking area for 4-wheeled vehicles or cars is indeed available and large enough for car parking. In fact, usually on Saturdays and Sundays this parking area is converted into a place for visitors to carry out their community activities such as gymnastics, playing badminton and other functions. The lowest average value for the open space seating indicator is 3.87 with a high interpretation of the statement that there is sufficient seating in the playground area. These results can be supported based on the results of observations made by researchers. Based on the results of the reliability test, there is a conclusion that 10 items or 10 statement items are declared reliable with an overall Cronbach's Alpha value for the Facility (X) variable of 0.816 > 0.6 which can be seen in Figure 4.6 where the data can be trusted because the reliability of the results is above 0, 06 and was declared suitable for use in the questionnaire because it met the reliability requirements

Normality test results obtained data processing results from 396 samples using the One Sample Kolmogorv-Smirnov method and produced Asymp values. The 2-tailed Sig is 0.200, which means that it meets the requirements of the normality test late in accordance with Ghozali's (2016) theory. If the probability is greater than 0.05, the distribution of the regression model is said to be normal, so the data results above are 0.200, which means that this research is normally distributed.

The reason why the facilities can have such a high impact is because the Srengseng City Forest focuses on providing comfort and the City Forest itself has a quite comfortable environment for visitors who are just relaxing because it is surrounded by shady trees and is quiet and not noisy with the sound of vehicles which provides comfort for visitors. , then there are several activities that can be done, such as fishing, jogging and playground facilities are also available which support local communities to invite their children or relatives to visit, especially as the entrance fee is relatively cheap so it is suitable for employees with incomes below the minimum wage. This is not much different from previous research by Simamora, et al (2024) which stated that the value of facilities has a positive influence on interest in returning to visit.

CONCLUSION AND DISCUSSIONS

Managers are expected to be more innovative in creating new experiences for visitors so that visitors do not feel bored, for example by adding attraction facilities such as photo spots so that they become an element of attraction for visitors. Then the manager also needs to add or distribute seating facilities/gazebos and toilets in open spaces in the City Forest so that visitors who want to take a leisurely walk or for sports activities can rest for a moment while observing the view around the City Forest and if visitors are in a hurry to use the toilet there is no need. You don't have to walk to the front entrance to use the toilet.

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