ANALYSIS OF THE INFLUENCE OF DESTINATION IMAGE ON TOURIST VISIT INTEREST IN CURUG BALONG ENDAH, BOGOR

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Abstract - *Building a strong destination image is a key objective for every tourism area manager, as a positive image can boost tourist visits and generate profit. This study aims to analyze the impact of destination image on tourist visit intentions at Curug Balong Endah, Bogor, using a descriptive quantitative approach. The sample comprised 100 tourists selected through accidental sampling. Data was collected via questionnaires, observations, and documentation, and analyzed using the T-test. The results indicate that the destination image significantly affects visit intentions, with a significance value of 0.000, which is less than 0.05. The R2 test shows that 35.3% of the variance in visit intentions is explained by the destination image, while the remaining 64.7% is influenced by other factors. In conclusion, destination image has a significant impact on tourist visit intentions at Curug Balong Endah, and future research is recommended to include additional variables such as cultural or economic factors.*

Keywords - *Destination Image, Visit Interest, Travelers*

INTRODUCTION

Tourism is a very important economic sector in many countries, not only as a source of income but also as a means of preserving nature, culture and local heritage. The tourism sector for Indonesia is an important sector, because the tourism sector is a fairly large contributor as a foreign exchange earner, and based on foreign exchange rankings, the tourism sector itself entered the top five in 2019, to be precise, in fourth place below petroleum. and gas, coal and palm oil, and foreign exchange receipts have increased to date. The development of tourism in Indonesia is currently increasingly rapid. The development of the tourism sector provides benefits to many parties, including government, society and the private sector. This is because tourism is a sector that is considered profitable to develop as a promising asset for the surrounding community and the government.

Tourism is rapidly growing to meet the increasing annual demands of people, including physical and mental well-being. This includes utilizing leisure time, relieving stress, expanding knowledge, or simply seeking new experiences not available in their usual surroundings. One of the tourist attractions in Bogor Regency is the Gunung Salak Endah area, located 40 kilometers west of Bogor City, known for its beautiful mountainous landscape and a climate of around 23°C. This natural reserve has potential for eco-tourism, featuring parks, pine forests, mountain views, cold springs, waterfalls, camping sites, hot springs, and the Kawah Ratu crater. Gunung Salak Endah is a popular destination for those seeking to escape city life and enjoy unspoiled natural beauty, offering stunning sights such as lush tropical forests, beautiful waterfalls, and fresh, clean air.

Despite the less-than-ideal access roads to Curug Balong Endah in the Gunung Salak Endah area, visitors remain enthusiastic about experiencing its natural beauty. The route is often rocky and steep, requiring extra patience and caution, but this does not deter tourists who are eager to see the waterfall and enjoy the tranquil natural setting. Curug Balong Endah does not yet fully meet the criteria for an optimal natural tourist destination, although it does provide tangible provisioning services such as clean water, food, and supporting facilities like restrooms. The site's management is suboptimal due to poor accessibility and lack of maintenance. Entrance tickets are affordably priced at Rp.10,000 per person, except for children under five, making it accessible to a wide range of visitors and demonstrating a commitment to inclusive access.

LITERATURE REVIEW

1. Tourism

   According to Lestari (2022), tourism is the activity of people traveling to and staying in a place outside their usual environment for less than one year continuously, for leisure, business, or other purposes. On the other hand, Rangin (2016) defines tourism as a temporary journey organized from one place to

another, not for business or earning a livelihood at the destination, but solely for the enjoyment of the trip. Tourism activities are carried out by individuals or tourists with various personal preferences, such as seeking pleasure from the tourism experience, finding satisfaction from different places, treating illnesses or health-related issues, engaging in sports, performing tasks, and more.

2. Tourist

According to Palupiningtyas (2018), a tourist is someone who engages in travel and simultaneously acts as a participant in tourism activities. Tourism provides an opportunity for people to enjoy, anticipate, and enhance their life experiences. La Dimuru (2023) describes various types of tourism: cultural tourism, which involves traveling to gain knowledge about the culture of a destination; sports tourism, which focuses on engaging in sports activities such as surfing or mountain climbing; nature tourism, which includes visiting nature reserves and protected areas for conservation and education about natural resources; health tourism, which aims at health-related activities such as medical treatments and recovery; marine tourism, which involves exploring and enjoying marine biodiversity at a destination; commercial tourism, which includes visiting commercial events like industry fairs and trade shows; and industrial tourism, which involves visiting industrial sites for research or observation purposes.

3. Destination Image

Image is a set of beliefs, ideas, and impressions that an individual holds about an object (Kotler, 2009, as cited in Chamdani, 2016:15). Destination Image refers to an individual's decision to travel based on their knowledge, feelings, and perceptions, which collectively shape their overall view of a destination, influenced by their satisfaction with the visited location (Wibowo, Sazali, & P, 2016). Thus, Destination Image can be defined as a person's perception or belief about a tourist attraction. Moh Rizal et al. (2016) identify four indicators used to measure destination image: 1) Natural Attractions, which refer to the condition and beauty of the scenery at the tourist site; 2) Infrastructure, which encompasses the supporting facilities available at the tourist destination; 3) Accessibility, which denotes the ease of reaching the location; and 4) Relaxation, which refers to the state of the destination in helping visitors to calm their minds and refresh their bodies.

4. Interest in Visiting

Interest in visiting, according to Ferryan Eka Saputra (2023), is a personal aspect closely related to attitudes and is crucial for effective decision-making. It can drive an individual to engage in an activity due to their curiosity or desire to experience it. Thus, interest in visiting can be understood as a mental state reflecting a person's intention to undertake certain actions within a specified period. Damanik and Weber, as cited in Huryati (2015), identify several dimensions of visiting interest: 1) Transactional Interest, which refers to the tendency of an individual to visit a destination, indicating that the consumer already has a desire to visit a particular destination; and 2) Referential Interest, which is the tendency of an individual to recommend a tourist attraction to others, meaning that a consumer who is interested in visiting will suggest the destination to their close associates.

METHODS

This research employs a descriptive quantitative approach. It utilizes numerical data and statistics to analyze and investigate the accuracy of information. According to Sugiyono (2018), quantitative research methods involve gathering numerical data and subsequently analyzing it statistically (Imron, 2019). In this study, the number of respondents to be used is 105. For the questionnaire process, respondents must be aged between 12 and 27 years and must have made a transaction at Curug Balong Endah. The characteristics of the respondents to be used in this study include gender, residence, age, occupation, and monthly income.The author also employed the "Google Form" platform to distribute questionnaires to 105 respondents as samples in the study, targeting visitors of Tanjung Pendam Beach. The author uses a four-point scale where respondents can choose from the following answer alternatives, adapted from Sugiyono (2022): Strongly Agree (SA), Agree (A), Disagree (DA), and Strongly Disagree (SDA).

Table 1. Likert Scale

Likert Scale	Code	Value
Strongly Agree (*Sangat Setuju*)	SA (*SS*)	1

Agree *(Setuju)*	A *(S)*	2
Disagree *(Tidak Setuju)*	DS *(TS)*	3
Strongly Disagree *(Sangat Tidak Setuju)*	SDS *(STS)*	4

Source : Vincent Febian Suharto, 2024 (Data processed, adapted from Sugiyono, 2022)

The method used for sampling in this study is non-probability sampling with accidental sampling technique, which involves selecting samples by chance due to the large and uncertain population size at the research site. According to Hair as cited in Utami (2018), the sample size is determined based on the number of indicators, which should be multiplied by 5 to 10. This study has 21 indicators, so the required sample size is calculated as follows: Sample Size = Number of Indicators × 5 = 21 × 5 = 105 respondents. Therefore, based on this formula, the sample size drawn from the population is 105 respondents.

RESULT AND DISCUSSION
1. Validity Test
    In the validity test, the researcher used the calculated R value with a significance level (α) of 0,05. If the calculated R value is greater than the table R value, the questionnaire can be considered valid.

Table 2. Validity Test

Item	R hitung	R tabel	Kesimpulan
X.1	0,551	0,177	Valid
X.2	0,505	0,177	Valid
X.3	0,693	0,177	Valid
X.4	0,626	0,177	Valid
X.5	0,595	0,177	Valid
X.6	0,549	0,177	Valid
X.7	0,692	0,177	Valid
X.8	0,638	0,177	Valid
X.9	0,698	0,177	Valid
X.10	0,663	0,177	Valid
X.11	0,571	0,177	Valid
X.12	0,758	0,177	Valid
X.13	0,575	0,177	Valid
X.14	0,627	0,177	Valid
X.15	0,562	0,177	Valid
X.16	0,584	0,177	Valid
Y.1	0,777	0,177	Valid
Y.2	0,757	0,177	Valid
Y.3	0,822	0,177	Valid
Y.4	0,748	0,177	Valid

2. Reliability Test

Juliansyah (2016) states that the scale is divided into five equal ranges, where these classes are used to interpret the alpha reliability values. The five classes are presented in the following table:

Table 3. Reliability Test

Variabel	Alpha	Keterangan
Citra Destinasi	0,890	Reliabel
Minat Kunjungan	0,776	Reliabel

Based on the results of the testing above, the Reliability Test indicates that the Facilities variable (X) has a Cronbach Alpha of 0,890, and the Revisit Intention variable (Y) has a Cronbach Alpha of 0,776, both of which are above the threshold of 0,600. Therefore, it can be concluded that both variables are considered reliable.

3. Normality Test

Monte Carlo simulation is conducted by replicating sample data under more ideal conditions, where the data follows a normal distribution.

Table 4 Normality Test by Monte Carlo

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1,39151256
Most Extreme Differences	Absolute	0,055
	Positive	0,037
	Negative	-0,055
Test Statistic		0,055
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 normality test results using Monte Carlo simulation, it was found that the residual values in this study follow a normal distribution. The significance value of 0,200 exceeds the threshold of 0,05, indicating that the normality test using the Monte Carlo method shows that the residual values are normally distributed.

4. *Simple Linear Regression*

This analysis aims to predict whether the value of the independent variable will increase or decrease and to determine whether the relationship between the independent and dependent variables is positive or negative. An increase or decrease of 1% in variable X will affect the constant value obtained, depending on whether the effect is positive or negative, as indicated by the values obtained from the SPSS calculations (Mahmiri, 2021). The formula for calculating simple linear regression analysis is as follows (Muhartini, 2021):

$$Y = \alpha + \beta X$$

Description:
Y = Revisit Intention
α = Constant

β = Regression Coefficient of Variable X
X = Facilities

Table 5. Simple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,482	1,204		3,722	0,000
	Citra Destinasi	0,178	0,022	0,594	7,951	0,000

a. Dependent Variable: Minat Kunjungan

Based on the testing results above, the simple linear regression equation is as follows:
$$Y = 0{,}4482 + 0{,}178X$$
According to the calculation using this simple linear regression equation the constant value of 4.482 indicates that if the Destination Image is 0, the level of Tourist Visit Interest at Curug Balong Endah, Bogor would be 4.482. Additionally, the positive coefficient value of 0.178 for Destination Image means that for each unit increase in Destination Image, the level of Tourist Visit Interest at Curug Balong Endah, Bogor increases by 0.178.

5. T-Test (Partial)

According to Ghozali (2016), in hypothesis testing, significance can be confirmed when the T-statistic value is greater than the T-table value. Conversely, if the T-statistic value is less than the T-table value, it is considered not significant (Ningsih, 2017). Decisions are made by examining the significance value in the coefficient table. Generally, a confidence level of 95% or a significance level of 5% is used to test regression results. The T-test is conducted to measure the extent to which an independent variable affects the dependent variable (Hardi & Harjanti, 2021). In this study, the T-test aims to determine how the dimensions of the Facilities variable (X) influence the revisit intention on a partial basis.

Table 6. T-Test Destination Image Dimension

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,482	1,204		3,722	0,000
	Citra Destinasi	0,178	0,022	0,594	7,951	0,000

a. Dependent Variable: Minat Kunjungan

Based on the testing results above, the Destination Image variable has a significance value of 0.000, which is less than 0.05, indicating that Destination Image has a significant partial effect on Tourist Visit Interest at Curug Balong Endah, Bogor.

Table 7. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123,452	1	123,452	63,212	,000[b]
	Residual	226,548	116	1,953		
	Total	350,000	117			

a. Dependent Variable: Minat Kunjungan
b. Predictors: (Constant), Citra Destinasi

Based on the test results above, the F-test (Simultaneous) has an F-calculated value of 63.212, which is greater than 3.94. This means that the null hypothesis (Ho) is rejected, indicating that the Destination Image variable (X) has a simultaneous effect on the Tourist Visit Interest variable (Y).

6. Coefficient Determination (R^2)
   In this study, the coefficient of determination test is used to determine the extent to which the independent variables, collectively, are able to describe the dependent variable (Nofri, 2018).

Table 8. R-Squared Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,594[a]	0,353	0,347	1,397

a. Predictors: (Constant), Citra Destinasi
b,Dependent Variable: Minat Kunjungan

From the test results above, the R-squared value is 0.353, or 35.3%, this indicates that the Tourist Visit Interest at Curug Balong Endah, Bogor can be explained by 35.3% due to the independent variable, Destination Image. The remaining 64.7% of Tourist Visit Interest at Curug Balong Endah, Bogor is influenced by other variables outside the scope of this study.

CONCLUSION
1. The regression model used is a simple linear regression with the equation: Y = 4.482 + 0.178 X. The constant (4.482) represents the Visit Interest when the Destination Image (X) is 0. The Destination Image coefficient (0.178) indicates that each one-unit increase in Destination Image raises Visit Interest by 0.178, with strong statistical significance (t = 7.951, p < 0.001).The infrastructure facilities dimension has a positive and significant effect, with a partial impact of 38,3% on tourists' Revisit Intention.
2. The Destination Image has a significant partial effect on Visit Interest, with a significance value (p-value) less than 0.05 (p = 0.000).
3. The R^2 value of 0.353 (35.3%) indicates that the Destination Image variable explains about 35.3% of the variation in Visit Interest. This means that 64.7% of the variation in Visit Interest at Curug Balong Endah, Bogor, is influenced by other factors not included in this model.
4. Currently Research should explore key factors shaping tourists' positive perceptions of Curug Balong Endah, including enhancing environmental management to preserve natural beauty, improving promotional strategies through social media and digital campaigns, and evaluating infrastructure

quality such as public facilities, transportation, and accommodation. Strengthening these elements can significantly enhance the destination's image and attract more visitors.

5. Currently, to boost tourist interest, focus on developing deeper and more memorable experiences by identifying visitor preferences for activities like nature adventures, family recreation, or local cultural experiences. Evaluating service quality, such as guides and available information, and creating sustainable, eco-friendly attractions can enhance visitor satisfaction and promote conservation awareness.

6. Tourism managers should collaborate with local authorities and communities to preserve the natural environment around Curug Balong Endah. Implementing sustainable practices, such as proper waste management and environmental education, will help maintain the destination's appeal and encourage sustainable visitation.

7. For future researchers and academics are encouraged to expand studies by including additional variables like cultural or economic factors affecting visitor interest. Further research on tourists' perceptions and preferences regarding natural destinations and the impact of local tourism policies can provide valuable insights for developing management and marketing strategies.

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