ANALYSIS OF THE INFLUENCE OF TOURISM ATTRACTION ON INTEREST IN VISITING KAMPOENG ORGANIK PALMERAH LAMA JAMBI

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Abstract - The aim of this research is to determine the influence of tourist attractions, which have 4 components, namely attractions, accessibility, amenities and ancillary service on tourist interest in visiting Kampoeng Organik Jambi. The type of research used is quantitative research. The technique used in the sample in this research is quota sampling where this sampling technique takes a number of samples that have been determined using the Slovin formula. The number of samples used in this research was 95 respondents. The results of this research were carried out using the SPSS 25 test program. It can be seen that the t calculated coefficient of tourist attraction is greater than t table, which means that the variable Tourist Attraction partially influences the variable Interest in Visiting. In a simple linear regression test, it was also stated that the Tourist Attraction variable was significant and had a positive effect on the Interest in Visiting variable. The results of the coefficient of determination test show that the Tourist Attraction variable has an influence on the Visit Interest variable by 61.4%. Meanwhile, the remaining 38.6% was concluded by other separate factors. The researcher's suggestion is to re-maintain Kampoeng Organik Jambi and carry out routine maintenance on existing facilities and amenities. Apart from that, there is also a need to improve services to visitors so that visitors feel comfortable when revisit to Kampoeng Organik Palmerah Lama Jambi.

Keyword: Tourist attraction, interested in visiting, amenities

INTRODUCTION

Indonesia has natural wealth and cultural diversity that offers very attractive tourism destinations. Starting from exotic beaches, beautiful mountains, ancient temples, culinary delights to forests and nature conservation. Indonesia has a unique attraction for every type of tourist. According to researchers from abroad, Indonesia's tourism potential in the future has the potential to become a dream destination for foreign tourists if it is developed with careful planning (Damanik and Hendri). The government continues to strive to improve infrastructure and promotion tourism to attract more domestic and international tourists. Indonesia continues to be a dream destination with its unique attractions that include tropical natural beauty, cultural heritage and the friendliness of its people. Many people find unforgettable experiences after visiting tours according to their interests.

Most Indonesians probably know about famous and popular tourist destinations in Indonesia, such as Bali, Yogyakarta, Raja Ampat, and so on. However, there are still many tourist destinations that are not so well known, but have extraordinary charm and beauty. Indonesia itself has a choice of destinations whose value has never even been known, including hidden gems which are something special, valuable or beautiful, but not yet widely known or acknowledged. Many communities of tourists and locals traveler who strive to discover and promote these hidden destinations through social media, travel blogs or online forums. Some examples of destinations that might be considered hidden gems are remote beaches, traditional villages, hidden waterfalls, and natural places that have not been touched by too many tourists. Along with promotional efforts and media attention to hidden destinations, more and more Indonesians will likely become aware of and interested in visiting these places. Travelers and adventure lovers often contribute to the discovery and dissemination of information about the value of hidden tourism gems in Indonesia.

One of the hidden gems that might be sought by travelers with a thirst for extensive knowledge is Kampoeng Organik Jambi. Kampoeng Organik Jambi is one of the rare Agrotourism destinations. Agrotourism itself offers interesting experiences for tourists who are interested in agricultural activities, plantations and nature-related activities. Kampoeng Organic was founded in 2017 and is located on Jl. Lingkar Selatan, Palmerah Lama, Jambi City. This organic village has a green theme and has play areas such as outbound play, water bikes and a rabbit or Teletubbies park. The background for building Kampoeng Organic is because currently many people are not aware that many vegetables contain toxins from dangerous pesticides. Apart from that, Kampoeng Organik is also expected to be used as wages for work in the community economy and also as a place of education for those who are thirsty for information about agrotourism.

In daily life at Kampoeng Organik Jambi, the local community has developed a natural cultivation system on a familial and territorial scale. In addition, they also monitor water supplies as through holes in the ground for use in monitoring agricultural systems and use them for groundwater conservation. Community groups have also monitored waste by implementing the 3R framework where waste management is carried out in every household, in RT and RW, and utilizes both natural and non-natural waste for their livelihoods. By utilizing waste that is monitored independently, the local area can strive for ecological neatness and well-being can be monitored. In addition, waste that is well controlled can develop and have an impact on the financial aspects of the environment.

Based on the data research, there are negative reviews that say the same thing, such as lack of maintenance and also a lack of kids playground facilities for children. Kampoeng Organic itself has beautiful views and can be used as natural therapy, but it seems to have some very unfortunate shortcomings. It can be concluded that Kampoeng Organic does not carry out routine maintenance. Apart from that, several suggestions given by visitors have not yet been implemented. The entrance ticket costs 15 thousand for children and 20 thousand for adults, but you also have to pay for the facilities or rides inside, so this affects interest in visiting. Even if the comments were checked late, there were some who experienced unsatisfactory service or unpleasant experiences, such as someone stopping visitors from entering because the baby also had to pay an entrance fee of 15 thousand.
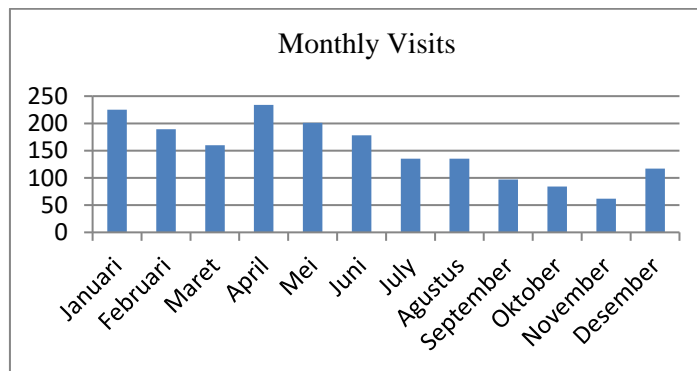

Figure 1. Data on Kampoeng Organic Tourist Visits in 2022

Source: Kampoeng Organic Jambi Tourism Manager,2024

Based on the data above, monthly visit data shows that April was the highest visit with only 234 visitors and the lowest visit was only 62 visitors. The data shows that monthly visits are low. So things arise that make researchers motivated to find solutions to develop tourism which is still not in demand by local communities. Apart from that, researchers are increasingly strengthened by the opinion of expert Esichaikul, R., (2012) regarding tourists' motivation to visit. Visiting is a situation that encourages someone to carry out an activity that has the potential to provide satisfaction. Therefore, the main issue that the researcher want to examine is the influence of tourist attraction affecting interest in visiting Kampoeng Organik.

This research aims to determine the influence of tourist attractions on interest in visiting Kampoeng Organik Palmerah Lama Jambi. It is hoped that the benefits of this research can contribute to encouraging the development of science and can become a reference source for future research. So this research allows for opportunities for further research on tourist attractions.

LITERATURE REVIEW

Tourism is an activity whose facilities are provided by existing companies (Sutono and Meitasari, 2021). Tourism has also become one of the travel industry businesses that has recently become the target of many people. The tourism industry provides pleasant treats that can be felt like the beauty created naturally or by humans. The tourism industry is also used as momentum to support changes in events. Tourism itself also provides benefits for calming the mind, protecting the environment, and also improving the welfare of local communities.

Agrotourism itself comes from a foreign language term, namely English, which means Agrotourism. Agro means agriculture and tourism means travel. Agrotourism itself began when it was felt that there was a negative impact on the habits of running the tourism industry. These impacts include natural destruction, an uncontrolled environmental culture, and extreme business competition that

endangers the climate, culture, and economy of the surrounding network. Agrotourism is an activity that combines tourism and education related to the agricultural sector. Agrotourism provides opportunities for farmers to improve their quality of life through their agricultural resources and gives tourists a real picture of agriculture and farming life (Utama and Junaedi, 2019).

To attract tourists, the management of tourism in industrial areas is expected to improve the quality of existing facilities. Tourist attractions are very important in travel industry activities, this is because it is an important factor that makes guests or tourists visit tourist attractions (Devy, 2017). Tourist attractions should have holiday destinations that can give tourists a sense of satisfaction and amazement where these destinations are the main capabilities of a holiday destination.

According to Nugraha (2021), interest in visiting is defined as someone's encouragement to visit a tourist attraction. There are 3 signs of interest in visiting, namely being interested in searching for data about holiday destinations, wanting to try them, needing to know the holiday destination. Signs of interest in visiting are the buyer's level of awareness, level of information about the goods, level of buyer's liking for the goods, inclination and level of confidence in buying the goods. Tourists' purchasing interest in travel industry products and services is also used as an indicator. The benefits of tourists from visiting are also estimated by looking at markets such as tourist animations in searching for information related to objects, readiness to visit, and choice of visit.

METHODS

This research uses a quantitative type where according to Kuncoro (2021), quantitative data is data that can be estimated and determined directly, with regard to data or clarification in the form of numbers or insights. This research uses a well-known system for deciding methodology between at least two variables (Sugiyono, 2020:65). Quantitative research techniques themselves are research strategies based on positive thinking, namely the ability to look at populations and collect data using research tools. Researchers use review and quantitative techniques where information can be determined directly, as data can be communicated in the form of numbers. This research requires important sources of information through questionnaires and even more so from literature studies. To determine the sample, the researcher used the slovin formula:

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

Information:
n = required amount
N = the entire population
e = sample error rate or tolerable error

In this study, 10% percentage is used as the sampling limit, so the formula is as follows.

$$N = \frac{1.817}{1 + 1.817(0,1)^2}$$
$$= \frac{1.817}{1 + 18,17}$$
$$= \frac{1.817}{19,17}$$
$$= 94,78$$

Based on the results of the calculation above, the total population that year was 1,817 visitors, so that the results that have been calculated amounted to 94.78 which were rounded to 95 respondents.

RESULTS AND DISCUSSION

This research determined a sample of 95 respondents. Distribution of the questionnaire was carried out via Google Form from 13 May 2023 to 18 May 2024, with a distribution duration of 5 days. This research consisted of 95 visitor respondents. Respondents' ages range from 18-56 years, so this tourist destination is targeting age-free visitors to visit Kampoeng Organik Jambi. The respondents' work is dominated by students who often need a place to heal and like outdoor events.

Mean Descriptive Test Results

Table 1. Descriptive Test of Variable Mean X

No	Statement	Mean per Statement	Interpretation
	Attractions		
1	I was interested in visiting Kampoeng Organic Jambi because of the diversity of attractions such as outbound, rabbit park water trains, and educational programs.	4,57	Very High
2	I enjoy the natural beauty presented by Kampoeng Organic Jambi with an artificial lake that flows calmly and has many green trees so that the wind around the area feels cool.	4,37	Very High
	Accessibility		
1	The road access that leads to Kampoeng Organic is easy to reach.	4,27	Very High
2	There are several public transportation options to Kampoeng Organic Jambi.	4,40	Very High
3	The distance between Kampoeng Organic Jambi and the center of Jambi City is not so far.	4,40	Very High
4	There is an information board to make it easier for tourists to get to Kampoeng Organic Jambi.	4,50	Very High
	Amenity		
1	Kampoeng Organic Jambi provides complementary facilities for information and also provides tour guides for visitors.	4,47	Very High
2	The garbage cans provided are quite adequate in each facility.	4,10	High
3	The condition of the toilets in Kampoeng Organic Jambi is kept clean.	4,67	Very High
4	The quality of food provided in Kampoeng Organic Jambi is worth consuming.	4,40	Very High
5	Parking is available for tourist vehicles.	4,57	Very High
6	The Gazebo facilities provided can be used as a resting place in between activities at Kampoeng Organic Jambi.	4,53	Very High
	Ancillary Service		
1	I got detailed information provided by Kampoeng Organic Jambi employees.	4,27	Very High
2	I was well served by the employees of Kampoeng Organic Jambi.	4,13	High

Source: SPSS 25, data processed by Researcher, 2024

Based on the table above, it can be seen in 14 statements in Variable X has a mean value in the range of 4.10 – 4.57. The highest average value in variable X is in the first dimension of Attraction number one, namely "I am interested in visiting Kampoeng Organic Jambi because of the diversity of its attractions such as outbound, rabbit park water trains, and educational programs." which is 4.57. And the lowest average value is in the second dimension of Amenity, namely "The garbage cans provided are quite adequate in each facility." which is 4.10. From these two values, it can be concluded that tourists who visit are more interested if the place is clean and has adequate trash cans in each existing facility.

Table 2 Descriptive Test of Variable Mean Y

No	Statement	Mean per Statement	Interpretation
	Transactional Interest		
1	I will visit Kampoeng Organic Jambi because of its scenery and uniqueness of nature where the scenery is full of various types of plants and green trees.	4,43	Very High
2	Visiting Kampoeng Organic Jambi can add new knowledge about educational programs and enjoy the excitement of watching attractions that others are playing.	4,23	Very High
3	The natural scenery around Jambi Organic Kampoeng Tourism has a role in increasing tourist interest in visiting.	4,27	Very High
	Referral Interest		
1	I would recommend to friends or family to come and visit	4,36	Very High

	Kampoeng Organic Jambi.		
2	I will promote Kampoeng Organic Jambi through social media.	4,21	Very High
3	I will give a good review to Kampoeng Organic because of the amazing experience I had during my visit.	4,43	Very High
Preferential Interest			
1	Kampoeng Organic Jambi is my main choice to visit again.	4,50	Very High
2	I was interested in visiting again because I was interested in educational programs that could give me knowledge about hydroponic and organic plantations.	4,13	High
3	Organic Kampoeng Tourism is an option in meeting my entertainment needs.	4,18	High
Exploratory Interest			
1	I am interested in doing research on Jambi Organic Campaign.	4,07	Very High
2	Social media helped me to find more information about Kampoeng Organic Jambi.	4,38	Very High
3	I have a desire to find out about the future development of Kampoeng Organic Jambi.	4,77	Very High

Source: SPSS 25, data processed by Researcher, 2024

Based on the table above, the 12 statements in the Y variable have a mean value in the range of 4.07 – 4.77. The highest average value in the Y variable is in the third dimension of Exploratory Interest, namely "I have a desire to find out about the future development of Kampoeng Organic Jambi." which is 4.77. And for the lowest average value is in the first dimension of Exploratory Interest, namely "I am interested in doing research on Jambi Organic Campaign." which is 4.07. From these two values, it can be concluded that tourists who visit are curious about the development of Jambi Organic Kampoeng in the future.

Validity Test

Based on the research data, it can be concluded that the entire variable X and Y statement is declared valid because the statement item has a calculated r (0.518 – 0.867) which is greater than the table r (0.169) and a sig value (0.000) < a (0.05). It can be concluded that the data for variable X and Y statement is valid.

Reliability Test

Table 3. X and Y Variable Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.794	14
.756	12

Source: SPSS 25, data processed by Researcher, 2024

From the table, it can be concluded that all 26 statements in the X and Y variables of this study have Cronbach Alpha values that exceed the reliability coefficients that have been set, namely 0.794 > 0.70 and 0.756 > 0.70. This shows that all the measures of the X and Y variables in the questionnaire are considered reliable, indicating the excellent quality of the questionnaire used.

Normality Test Results

Table 4. Kolmogorov-Smirnnov One-Sample Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.58913458
Most Extreme Differences	Absolute	.141
	Positive	.140
	Negative	-.141
Test Statistic		.141
Asymp. Sig. (2-tailed)		.134[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: SPSS 25, data processed by Researcher, 2024

Based on the table above, it can be concluded that all respondent data with a total of 95 people has an Asymp Sig. value greater than 0.05, which is 0.134. This shows that the questionnaire data can be declared normal.

Heteroscedasticity Test Results

Heteroscedasticity tests are used in regression models to evaluate whether there is an imbalance in the variability of the residue, which can start from one observation to the next. The impact of the heteroscedasticity test should be seen through the scatterplot. If the pattern of distribution of the dots is irregular, then there will be no heteroscedasticity.
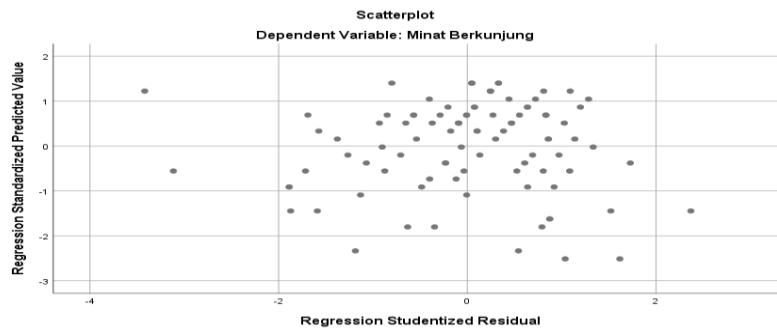

Figure 2. Scatterplots Chart
Source: SPSS 25, data processed by Researcher, 2024

From the scatterplot, the dots are scattered above and below the value of 0 (zero) on the Y-axis, as well as the overall irregular dot pattern. This signifies that there is no heteroscedasticity in the regression model. Thus, the model can be considered suitable to evaluate the influence of variable X on variable Y.

Simple Linear Regression Test Results

Simple regression analysis can be used to determine the direction of the relationship between an independent variable and a dependent variable, whether it is positive or negative, as well as to predict the value of a dependent variable when the value of the independent variable increases or decreases.

Table 5. Simple Linear Regression Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	14.958	6.158
	Tourist attraction	.635	.095

Source: SPSS 25, data processed by Researcher, 2024

From the linear equation above, the following are the results of the analysis of the influence between the independent variable and the bound variable, namely:

a. The value of the Unstandardized Coefficients in this case is 14,958. Which means that the variable of tourist attraction is not influenced by other variables.

b. The X coefficient number shows the number 0.635, so that for every 1% increase in Tourist Attractions, the Interest in Visiting will increase by 0.635. Which means that the X variable has a positive effect on the Y variable.

Hypothesis Test or T-Test Results

Table 6. Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.958	6.158		2.429	.022
	Tourist attractions	.635	.095	.784	6.678	.000

t table = t(a/2 ; n-k-1) = t (0,05 ; 92) = 1,662
Source: SPSS 25, data processed by Researcher, 2024

Based on the table above to find out the magnitude of the influence of the independent variable on the bound variable is as follows.
a) Tourist Attraction (X) to Visiting Interest (Y)

It can be seen that t calculates the coefficient of tourist attraction is 6.678, so it can be concluded that t count >t table (6.678 > 1.662) which means that the variable X tourism partially has a positive effect on the variable Y.

Determination Coefficient Test Results

Table 7. Test Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.614	.601	2.158
a. Predictors: (Constant), Tourist attraction				
b. Dependent Variable: Visit intention				

Source: SPSS 25, data processed by Researcher, 2024.

Based on the table above, the test results on the output obtained a determination coefficient (R Square) of 0.614. This is obtained from the determination coefficient formula with the following formula:

$$KD = R^2 \times 100\%$$
$$KD = 0.614^2 \times 100\%$$
$$KD = 61.4\%$$

From the above results, it can be concluded that variable X affects variable Y by 61.4%. While the remaining 38.6% was concluded by other factors that were separated.

CONCLUSION

In this research, conclusions can be drawn from the Analysis of the Influence of Tourist Attraction on Interest in Visiting Kampoeng Organik Palmerah Lama Jambi, the dimensions that influence the Tourist Attraction variable in this research are attractions, accessibility, amenities, ancillary service.

The results of the research on the output test results obtained a coefficient of determination (R Square) of 0.614, which means that the variable Interest in visiting (Y) can be explained by the variable Tourist Attraction (X) of 65.4%. Meanwhile, the X coefficient shows 0.635, so that for every 1% increase in tourist attraction, visiting interest will increase by 0.635. Which means that variable X has a positive effect on variable Y. And ending with the tcount of the tourist attraction coefficient is 6.678, so it can be concluded that tcount > ttable (6.678 > 1.662) which means that tourism variable X partially has a positive effect on variable Y.

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