

## ANALYSIS OF THE INFLUENCE OF FACILITIES ON THE NUMBER OF TOURISM VISITS AT TAMAN BURUNG TMII POST REVITALIZATION

Tasya Regyta Tricahyani  
Bunda Mulia University, Jakarta, Indonesia

**Abstract** – The diversity of culture, flora and fauna in Indonesia is included in Taman Mini Indonesia Indah destinations. One of the destinations that focuses on bird fauna conservation is the Taman Burung which has been established since 1976 but will only be revitalized in 2023. Researcher want to know whether the revitalization has impact on the number of tourist visits seen from the number of visits before and after the revitalization. This research was carried out using quantitative methods and distributed questionnaires to 100 respondent who are visits Taman Burung TMII to then the data on validity test, reability test, normality test, heteroscedasticity test, simple linear regression test, T test and coefficient determination test with the sampel that obtained using the slovin formula. With the result obtained are that the variable (X) facilities has an influence of 55.1% on (Y) the number of tourist visits after revitalization from the coefficient value obtained.

**Keywords** – facility. number of tourist visits.

### INTRODUCTION

Indonesia is an archipelagic country with around 17,000 islands according to the Indonesian Information Portal with a population of 279,121,726 people, making Indonesia ranked 4th in terms of population in the world with a percentage of 3.45% of Indonesia's population. the total population of the world through the Worldmeters presentation released by the UN in March 2024. The area and large population certainly influence the diversity of ethnicities, cultures, flora and fauna which can be used as assets to be managed in tourism.

The tourism sector itself has become one that has increased the country's economic income by 3.8% from the 10.46 billion in foreign exchange recorded until September 2023 through a press release from the Minister of Tourism and Creative Economy (Hendriyani, 2023). Increasing the tourism sector is also able to reduce the unemployment rate and open up many job opportunities for the community.

Tabel 1. Number of domesstic tourist trip

Year	Number Of Domestic Tourist Trip
2019	722.158.733
2020	524.571.392
2021	734.864.693
2023	794.114.709

Source: Central Statistics Agency (2024)

The people can enjoy the diversity of Indonesia by presenting an affordable and attractive tourist destination, namely Taman Mini Indonesia Indah. It has been around since 1975 and was inaugurated by the 2nd President of Indonesia, namely Suharto. The origin of the creation of this destination was the dream of the first lady at that time, Mrs. Tien Soeharto, who had a dream for the Indonesian people to be able to experience traveling around and getting to know their own country without having to spend a lot of time and expensive costs. This resulted in the creation of Taman Mini Indonesia Indah on an area of 150 hectares with various rides, educational facilities and an attractive stage for performing arts.

One of the educational facilities which is also a place for conservation is the TMII Bird Park. There are 175 types of birds with a total collection of thousands of birds on 6 hectares of land. This destination was inaugurated on 19 August 1976 but there was construction of 9 domes for bird houses and it was again inaugurated on 27 April 1986 by President Soeharto. Apart from being a tourist attraction, Taman Burung also exists as an educational facility for tourists who come to learn about the beauty of Indonesia's bird fauna and also as a conservation area for birds whose existence needs to be preserved.

However, since the dome was last built in 1986, the bird park will only undergo major revitalization in 2023. This change is very necessary considering the very old age of the destination. Revitalization is not carried out to protect historic areas, but is carried out as an effort to regulate change and restore vitality (Hardiansyah and Luqman Hakim, 2021). The bird park is revitalizing as an effort to improve the supporting facilities and infrastructure at the managed destination.

The revitalization carried out by the TMII Bird Park was carried out to complement everything in the tourist area to support the needs of tourists in making their visits more comfortable and also to

improve the facilities for the birds fostered in the area. According to Claudia Inkirawang as the manager of TMII, the changes to the Bird Park with the Wildlife Manager were made interesting by the interaction between tourists and the conservation animals belonging to the Bird Park which were monitored by zoo keepers. The atmosphere is created to be as similar as possible to the habitat of existing animals while still prioritizing the conservation needs of the animals.

Changes to the facilities were also made by the TMII Bird Park. Facilities are a complement provided by the manager so that consumers can enjoy them so that they can provide an attainable level of satisfaction (Kotler in Listyawati, 2019). One of the changes that occurred was in the Bantimurung cave, which is a restaurant with an interesting view of pelicans being released freely. The children's play facilities include a play area at the Namdur Plaza so that tourists who bring children can play there. Apart from that, there are additional rooms such as a nursery room, prayer room and clinic which are intended for tourists who need these rooms.

This tourist park is also made friendly for people with disabilities by making roads that are easy for wheelchairs to pass through and the roads are in good condition and do not have potholes. And there are special toilets for the disabled. The iconic areas of the Bird Park include the Mbaru Naing Tree and the Omo Hada Flyover. And there are complementary tourist facilities provided by the Bird Park with more attractions that tourists can enjoy.

Tabel 2. Attraction schedule in Taman Burung

Attraction	Schedule
Bird Presentation	-Weekday = 15.30WIB -Weekend = 10.30 & 15.30 WIB
Raptor Experience	Everyday 12.30 – 15.00 WIB
Pelican Feeding	Everyday 12.30 – 15.00 WIB

Source: Instagram jagatsatwa.tmii (2023)

Through the level of tourist visits coming to the Taman Mini area in 2020 and 2021 which experienced a decline and was accompanied by the presence of the Covid-19 platform in 2020 and 2021. This moment was used by the management of TMII and Bird Park to overhaul the destination to make it more modern and even better. The Bird Park management experienced a partnership from the outsourced manager and then switched to partner PT. Dyandra Mitra Indah. The difference in the number of visits before and after, which was a difference of 26.000, increased more than before the revitalization. Through the high number of tourist visits to the Taman Burung after the revitalization, research urgency can be found in the form of an increase in the number of tourist visits after the transfer of management partners from the Bird Park tourism and changes to the facilities to be made better for the needs of tourists and also the assisted animals there.

**METHODS**

The type of research carried out is quantitative research using research subjects at the Bird Park at TMII and tourists who visit this destination. The research object taken was changes in facilities that could affect the number of tourist visits to the TMII bird park after revitalization. The variables used are the independent variable (X) facilities and the dependent variable (Y) the number of tourist visits. The data source obtained from this research is secondary data through reading materials from books, journals or articles that are still related to the theme of discussion.

In data management using a population of 100 respondents obtained using the Slovin formula at a percentage level of 10%, the respondents filled in statements that had been made via the google form provided by the author. The questionnaire uses assessment numbers on a Likert scale. The sample used was purposive sampling aimed at one target, namely visitors who have experienced the facilities at the TMII bird park. The data obtained was further analyzed using tools in the SPSS version 27 application. Through 100 respondents obtained using population calculations with the Slovin formula with an error rate of 10%.

Data was obtained from the results of questionnaire collection and data processing was carried out in the following tests. Statements are made based on indicators divided into each variable. Variable X has indicator according to Tjipto in (Alana & Putro, 2020), considerations, equipment/furniture, lighting, color, and message conveyed according to graphics. Meanwhile, in the Y variable, the indicators obtained according to Andree, et al in (Soraya et al., 2022), namely, attention, interest, search, action, share.

a. Validity test

The results of the validity test can be said to be valid with a value of  $r > r$  table of 0.218. variable x and variable y have values  $> 0.218$  so the data is said to be valid. There is the lowest value for each indicator item, namely X5.5 with a value of 0.249 and the highest value is X3.1 with a value of 0.657.

b. Reliability test

Tabel 1. Realibility test

Variabel	Alpha	Alpha Cronbach	Item	Hasil
Fasility(X)	0.688	0.60	25	Reliabel
Number of Tourist Visit(Y)	0.760	0.60	24	Reliabel

Source: Processed by the author via SPSS, 2024

The reliability test for variable X gets alpha points of  $0.688 > 0.60$  and variable Y gets alpha points of  $0.760 > 0.60$  so the data is said to be reliable.

c. Normality test

Tabel 2. Normality test

<b>N</b>			<b>100</b>
<b>Normal Parameters<sup>a,b</sup></b>	Mean	.0000000	
	Std. Deviation	4.97564205	
<b>Most extreme Differences</b>	Absolute	.066	
	Positive	.056	
	Negative	-.066	
<b>Test Statistic</b>			.056
<b>Asymp. Sig.(2-tailed)<sup>c</sup></b>			.200 <sup>d</sup>
<b>Monte Carlo Sig.(2-tailed)<sup>e</sup></b>	Sig.	.358	
	99% confidence Interval	Lower Bound	.346
		Upper Bound	.370

Source: Processed by the author via SPSS, 2024

- a. Test distribution is normal
- b. Calculated from data
- c. Liliefors Significance Correction
- d. This is a lower bound of the true significance
- e. Liliefors' method based on 10000 Monte Carlo samples with starting seed 299883525
- f.

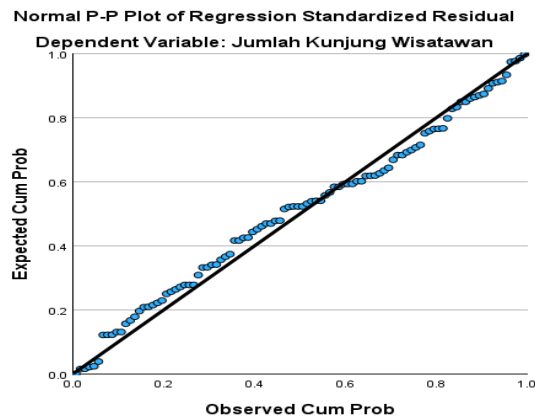


Figure 1. P-P Plot normality test

Source: Processed by the author via SPSS, 2024

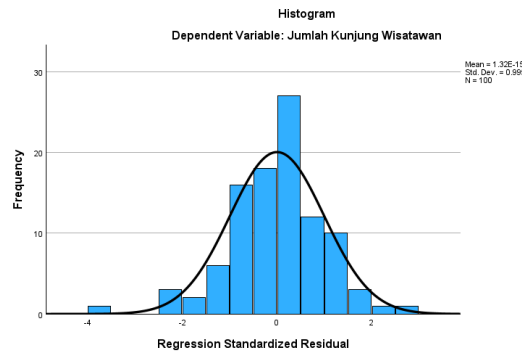


Figure 2. Histogram normality test  
Source: Processed by the author via SPSS, 2024

Using the Kolmogorov-Smirnov table, a significant asymp value was obtained at  $0.200 > 0.05$ . The P-P Plot image shows points that follow a diagonal line so there are no signs of abnormal test results. In the histogram image, the histogram graphic pattern indicates that the frequency lines form a perfect image and are considered normal.

d. Heteroskedasticity test

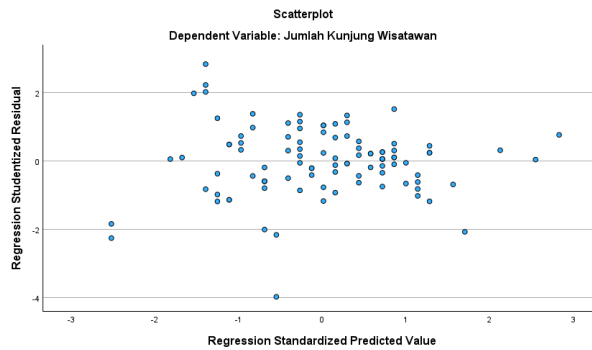


Figure 3. Scatterplot  
Source: Processed by the author via SPSS, 2024

The test results do not show a particular pattern at the points in the image and the distribution is wide enough to be considered normal.

e. Simple linear regression test

Tabel 3. Simple linear regression test

Model	Unstandardized Coefficients			Standardized Coefficients Beta
		B	Std. Error	
1	(Constant)	20.835	7.297	
	Facility	0.777	0.071	0.743

Source: Processed by the author via SPSS, 2024

The value obtained is  $a=20.835$  and the significant value is  $0.001 < 0.005$  so that variable x facilities influences variable y the number of tourist visits. Through significant results, every 1% increase in variable x affects variable y by 0.777

f. T test

Tabel 4. T test

Model	Unstandardized coefficients			Stansardize coefficients Beta	t	Sig.
		B	Std. Error			

<b>1</b>	<b>(constant)</b>	20.835	7.297s		2.855	0.005
	<b>facility</b>	0.777	0.071	0.743	10.978	<.001

Source: Processed by the author via SPSS, 2024

From the results obtained from  $T_{count} > T_{table}$  ( $10,978 > 1,664$ ), this means that variable x has an influence on variable y. then it is concluded that  $H_0$  is rejected and  $H_1$  is accepted.

g. Coefficient of determination test

Tabel 7. Coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>1</b>	0.743 <sup>a</sup>	0.551	0.547	5.001

Source: Processed by the author via SPSS, 2024

$$KP = r^2 \times 100\%$$

$$KP = 0.551^2 \times 100\%$$

$$KP = 55,1\%$$

The point on R Square at 0.551 with a percentage result of 55.1% that facilities influence the number of tourist visits while the other 54.9% is influenced by variables not discussed in this research.

## RESULTS AND DISCUSSION

The results of the data obtained from the questionnaire whose question items were referred to from the indicators of each variable showed that the results of the normality test showed that the data processed was valid so that the data could be used in different time periods from the reliability test of the independent variable, the alpha point was  $0.688 > 0.60$  and the dependent variable obtained point alpha  $0.760 > 0.60$  then the data is said to be reliable. The normality test is declared normal in Kolmogorov-Smirnov, and in the PP Plot image there is a distribution of points that follow the diagonal line also the histogram graphic the bar image forms a normal curve indicating normal residues.

The heteroscedasticity test creates a distribution of points above the numbers 0 and Y and does not form a particular pattern so that heteroscedasticity is not detected. The constant value in the simple linear regression test shows the values  $Y=20.835$  and  $X=0.777$  in positive numbers so it is said to be normal. Then the results were obtained that the variant x (facilities) had a partial influence on the variable y (number of tourist visits) from the amount  $T_{count} > T_{table}$  ( $10.978 > 1.661$ ) so that the hypothesis created found that  $H_0$  was rejected and  $H_1$  was accepted. This was strengthened in the results of the coefficient of determination test with percentage yield 55.1%. With this, it is said that variable x (facilities) has influence to variable y (number of tourist visits).

Through the results of research by (Alana & Putro, 2020) it is stated that facilities have a positive influence on consumer satisfaction in discussing the theme of the influence of facilities and service quality on tourists in the Trenggalek area. Indicates that the facility components are able to provide satisfaction and can create a desire to visit a destination which has an impact on the number of tourist visits to that place.

## CONCLUSION

From the results of the discussion, the facility variable is able to influence the variable number of tourist visits. There is the highest point in the mean score for variable X in the color element, which means that the results of the revitalization which changed the governance of the bird park can be said to be successful and create interest for tourists to visit. Then the highest mean score on variable Y is tourist interest in delivering good education from the Bird Park to the animals it supports. Strengthening the test results and mean score results means that the facilities have an influence on the number of tourist visits at the TMII Bird Park after revitalization.

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