ANALYSIS OF THE INFLUENCE OF TOURIST ATTRACTION COMPONENTS ON TOURISTS INTEREST IN REVISITING THE BOGOR BOTANICAL GARDEN

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Abstract**:** *Bogor Botanical Gardens is a large botanical garden located in the city of Bogor. This garden is operated by the National Innovation Research Agency. This garden is located in the center of Bogor City. The area reaches 87 hectares. The purpose of this research is to determine the influence of tourist attraction components on tourists' interest in revisiting the Bogor Botanical Gardens. The technique used in the sample in this research is purposive sampling with the Slovin formula. With simple linear regression analysis using SPSS version 25 which serves to prove research hypothesis Based on the results of the t test, the results obtained are tcount > ttable (12,549 > 1.661), it can be concluded that Ha is accepted and H0 is rejected, or the Tourist Attraction variable has a partial positive effect on Interest in Revisiting the Bogor Botanical Gardens Based on the research results, it is hoped that related parties will pay attention to maintaining and developing the natural beauty around the Bogor Botanical Gardens, including cleanliness, and also continue to improve the facilities and accessibility at the Bogor Botanical Gardens so that tourists will be interested in visiting the Bogor Botanical Gardens again.*
Keywords*: Components of tourist attraction, interest in repeat visits*

INTRODUCTION

Bogor is one of the regions that has natural tourism potential that can be developed and can improve economic development. The following provides data on the number of visits by foreign tourists and international tourists to tourist attractions located in Bogor in 2021 to 2023.

Table 1. Number of visits by foreign tourists

	Number of Tourist Visits to Tourist Attractions (People)								
	Foreign Tourists			Archipelago Tourists			Amount		
Regency/City	2021	2022	2023	2021	2022	2023	2021	2022	2023
Bogor	2609	86361	138731	1762279	3292268	6180677	1764888	3378629	6319408

Source: Indonesian Central Statistics Agency

Based on the data above, it shows that tourists visiting the city of Bogor have increased from 2021 to 2023, which shows that the city of Bogor itself has its own charm so that foreign tourists and domestic tourists are interested in visiting the city of Bogor. One of the natural tourist attractions in Bogor is Bogor Botanical Garden, which is a large botanical garden located in Bogor City. This garden is operated by the National Research and Innovation Agency (BRIN). This garden is located in the center of Bogor city and adjacent to the Bogor Palace presidential palace complex. It covers an area of 87 hectares and has a collection of 15,000 types of trees and plants. Bogor's geographical location, which experiences rain almost every day, even in the dry season, makes this garden a profitable location for cultivating tropical plants. According to LIPI 10 of 2015 concerning Management of Botanical Gardens, Botanical Gardens are ex situ plant conservation areas that have documented plant collections and are arranged based on taxonomic, bioregional, thematic classification patterns, or a combination of these patterns for the purposes of conservation, research, education, tourism and other activities. environmental services.

Bogor Botanical Gardens also has several attractions that are usually visited by tourists when visiting the Bogor Botanical Gardens, namely the Tour de Kebun facility, where tourists can go around the botanical gardens guided by a tour guide, and there are also educational classes where tourists can learn about the basics of gardening and caring for ornamental plants with experienced practitioners, in the Bogor Botanical Gardens there is also a Zoological Museum where this museum stores various preserved skeletons and types of animals, the Bogor Botanical Gardens also provides a place to rent bicycles, e-scooters for tourists who want to around the Bogor Botanical Gardens. In the Bogor Botanical Gardens there are also gardens which are very beautiful and interesting for tourists to visit. With the attractiveness of the Bogor Botanical Gardens, the Bogor Botanical Gardens have become one of the favorite tourist attractions in Bogor. Proven on the Trip Advisor page, the Bogor Botanical Gardens are in 1st place out of 46 parks and natural attractions in Bogor by obtaining a rating of 4.0/5.0 with 1,636 reviews.

Based on the visitor assessments above, it was found that there were still poor assessments of the services and facilities at the Bogor Botanical Gardens, such as inadequate toilet facilities and vehicle parking, incomplete directional signs and also a lack of staff around the Bogor Botanical Gardens, so makes visitors who come feel disappointed and dissatisfied, Bogor Botanical Gardens is a very famous tourist spot and has many attractions for tourists with the attraction of the Bogor Botanical Gardens, the Bogor Botanical Gardens are not only required to attract tourists to visit but the management is also must be able to make tourists satisfied and interested in visiting again.

Interest in revisiting or repurchasing interest is defined as purchase intention, namely a strong desire to repurchase (Fullerton and Taylor in Koda Nurlette, 2018). Miller, Glawter, and Primban in Koda and Nurlette (2018) state that purchase intention is the mental state of a person who reflects a plan to perform some action within a certain period of time. Efforts to increase the tourist attraction of the Bogor Botanical Gardens must be made to survive business competition. With a good tourist attraction, it is hoped that it can create satisfaction with visiting tourists and can also generate high loyalty so that tourists are interested in visiting the tourist spot again. This tourism potential is interesting to use as a research study, how the influence of tourist attraction components influences tourists' interest in returning to the Bogor Botanical Gardens.

Based on this background, the author is interested in conducting research with the title "Analysis of the Influence of Tourist Attraction Components on Tourists' Interest in Revisiting the Bogor Botanical Gardens." This research aims to find out whether the tourist attraction components of the Bogor Botanical Gardens can attract visitors to come back to the Bogor Botanical Gardens. Bogor Botanical Gardens, because the Bogor Botanical Gardens are the most famous tourist attraction in the city of Bogor. Apart from being a tourist attraction, the Bogor Botanical Gardens are also a research center and conservation center outside the largest plant area in Indonesia.

Research Paradigm

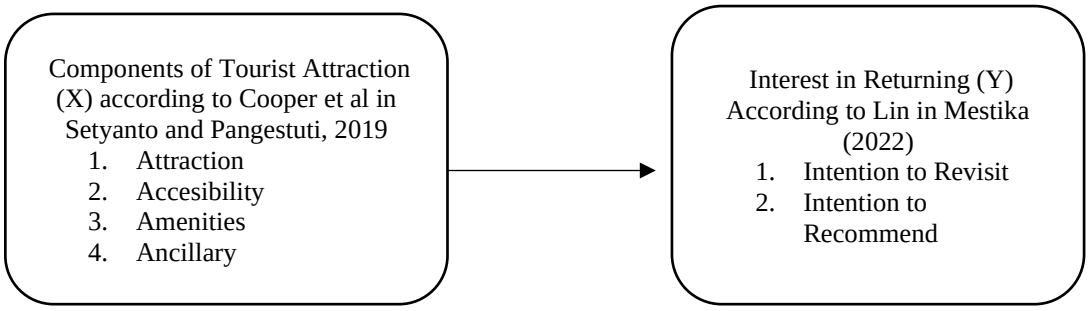

Figure 1. Research Paradigm

METHODS

This research uses quantitative research methods. The data source for this research is primary data collected through a questionnaire containing statements of dependent and independent variables, which were distributed to tourist respondents both directly and online. Questionnaires will be distributed to tourists who live in the Bogor, Jakarta, Tanggerang, Bekasi, Depok and surrounding areas using Google Form with a 1-5 Likert scale. This questionnaire was distributed by distributing it directly to visitors to the Bogor Botanical Gardens and via other social media.

This study will involve a sample of 100 respondents who are visitors to the Bogor Botanical Gardens . The data collected will be processed using SPSS software, where the sample characteristics include respondents' gender, age, residence, occupation, and income. The researcher will not request or include the respondents' identities (names). The sample size is determined using Slovin's formula as follows:

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

Which:
N: population size
n: sample size
e: limit/level of accuracy (margin error: 1%-10%)

RESULTS AND DISCUSSION

1. Result

A. Validity Test Result

Validity tests were conducted in the Bogor Botanical Gardens area with 100 respondents (n) and a significance level of 0.05 or 5%. The obtained rtable is 0.1966. It can be declared valid if rhitung > rtabel and sig value < a (0.05). Below is the table of validity test results for tourist attraction components (X) and interested in revisiting (Y) variables from each indicator:

Table 2. Test the Validity of Variable X Beauty Statement

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Beauty 1 (X.1)	0,705	0,1654	0,000	Valid
Beauty 2 (X.2)	0,517	0,1654	0,000	Valid
Beauty 3 (X.3)	0,501	0,1654	0,000	Valid
Beauty 4 (X.4)	0,609	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on table above, it can be seen that the overall Beauty statement in the Tourist Attraction (X) variable can be declared valid because the statement item has an rcount (0.501–0.705) which is greater than the rtable (0.1654) and the sig value (0.000) < a (0 .05). It can be concluded that the data for the Beauty statement is valid.

Table 3. Test the Validity of Variable X Facility Statement

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Facility 1 (X.9)	0,445	0,1654	0,000	Valid
Facility 2 (X.10)	0,552	0,1654	0,000	Valid
Facility 3 (X.11)	0.387	0,1654	0,000	Valid
Facility 4 (X.12)	0,667	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the entire Facility statement on the Tourist Attraction variable (X) can be declared valid because the statement item has an rcount (0.387 – 0.667) which is greater than the rtable (0.1654) and the sig value (0.000) < a (0 .05). It can be concluded that the data for the Facility statement is valid.

Table 4. Validity Test of Variable X Infrastructure Statement

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Infrastructure 1 (X.9)	0,577	0,1654	0,000	Valid
Infrastructure 2 (X.10)	0,599	0,1654	0,000	Valid
Infrastructure 3 (X.11)	0,499	0,1654	0,000	Valid
Infrastructure 4 (X.12)	0,667	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the entire Infrastructure statement on the Tourist Attraction variable (X) can be declared valid because the statement item has an rcount (0.499 – 0.667) which is greater than the rtable (0.1654) and the sig value (0.000) < a (0 .05). It can be concluded that the data for the Infrastructure statement is valid.

Table 5. Test the Validity of Variable X Transportation Statement

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Transportation 1 (X.13)	0,584	0,1654	0,000	Valid
Transportation 2 (X.14)	0,551	0,1654	0,000	Valid
Transportation 3 (X.15)	0,482	0,1654	0,000	Valid
Transportation 4 (X.16)	0,649	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the entire Transportation statement on the Tourist Attraction variable (X) can be declared valid because the statement item has an rcount (0.482 – 0.649) which is greater than the rtable (0.1654) and the sig value (0.000) < a (0 .05). It can be concluded that the data for the Transportation statement is valid.

Table 6. Test the Validity of Variable X Statement of Hospitality

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Hospitality 1 (X.17)	0,652	0,1654	0,000	Valid
Hospitality 2 (X.18)	0,542	0,1654	0,000	Valid
Hospitality 3 (X.19)	0,622	0,1654	0,000	Valid
Hospitality 4 (X.20)	0,638	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the overall statement of Hospitality in the Tourist Attraction variable (X) can be declared valid because the statement item has an rcount (0.542 – 0.652) which is greater than the rtable (0.1654) and the sig value (0.000) < a (0 .05). It can be concluded that the data for the Hospitality statement is valid.

Table 7. Validity Test of Variable Y Statement of Willingness to visit again

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Visit 1 (Y.1)	0,588	0,1654	0,000	Valid
Visit 2 (Y.2)	0,586	0,1654	0,000	Valid
Visit 3 (Y.3)	0,502	0,1654	0,000	Valid
Visit 4 (Y.4)	0,694	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on table above, it can be seen that the entire Willingness to visit again statement on the Interest in Revisiting (Y) variable can be declared valid because the statement item has an rcount (0.502 – 0.694) which is greater than the rtable (0.1654) and a sig value (0.000) < a (0.05). It can be concluded that the data for the Willingness to visit again statement is valid.

Table 8. Validity Test of Variable Y Statement of Willingness to place the visiting destination in priority

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Priority 1 (Y.5)	0,533	0,1654	0,000	Valid
Priority 2 (Y.6)	0,630	0,1654	0,000	Valid
Priority 3 (Y.7)	0,604	0,1654	0,000	Valid
Priority 4 (Y.8)	0,710	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the overall statement of Willingness to place the visiting destination in priority on the Interest in Repeat Visiting (Y) variable can be declared valid because the statement item has an rcount (0.533 – 0.710) which is greater than the rtable (0.1654) and the sig value. (0.000) < a (0.05). It can be concluded that the data for the statement Willingness to place the visiting destination in priority is valid.

Table 9. Validity Test of Variable Y Statement of Willingness to invite

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Invite 1 (Y.9)	0,543	0,1654	0,000	Valid
Invite 2 (Y.10)	0,574	0,1654	0,000	Valid
Invite 3 (Y.11)	0,461	0,1654	0,000	Valid
Invite 4 (Y.12)	0,655	0,1654	0,000	Valid

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the overall Willingness to invite statement on the Interest in Returning (Y) variable can be declared valid because the statement item has an rcount (0.461 – 0.655) which is greater than the rtable (0.1654) and a sig value (0.000) < a (0.05). It can be concluded that the data for the Willingness to invite statement is valid.

Table 10. Validity Test of Variable Y Statement of Willingness to positive tale

Statement Items	r^{count}	r^{table}	Sig Value.	Results
Positive1 (Y.13)	0,700	0,1654	0,000	Valid
Positive 2 (Y.14)	0,434	0,1654	0,000	Valid
Positive 3 (Y.15)	0,601	0,1654	0,000	Valid
Positive 4 (Y.16)	0,686	0,1654	0,000	

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be seen that the overall Willingness to positive tale statement on the Interest in Returning (Y) variable can be declared valid because the statement item has an rcount (0.434–0.700) which is greater than the rtable (0.1654) and a sig value (0.000) < a (0.05). It can be concluded that the data for the statement Willingness to positive tale is valid.

Based on tables above, it can be seen that all statements on the Tourist Attraction variable (X) and the Intention to Revisit variable (Y) can be declared valid because all statement items have rcounts that are greater than rtable (rcount > rtable). This shows that the statements submitted to respondents in the Tourist Attraction variable measure what the respondent wants.

B. Reliability Test Result

Reliability testing using Cronbach's Alpha, with the criterion that the computed alpha level > 0.60 indicates that the tested data has a good level of reliability. The data was processed using SPSS version 25.

Table 11. Variable X Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.780	20

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be concluded that of the 20 statements in the Tourist Attraction (X) variable proposed in this study, the Cronbach Alpha value is greater than the reliability coefficient, namely 0.780 > 0.60, so it can be said that all the measurements for each variable from the questionnaire is reliable, which means that the questionnaire used in this research is a good questionnaire.

Table 12. Variable Y Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.748	16

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it can be concluded that of the 16 statements in the Interest in Returning (Y) variable proposed in this study, the Cronbach Alpha value is greater than the reliability coefficient, namely 0.748 > 0.60, so it can be said that all the measurements for each variable from The questionnaire is reliable, which means that the questionnaire used in this research is a good questionnaire.

C. Normality Test Result

Table 13. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.62150702
Most Extreme Differences	Absolute	.086
	Positive	.050
	Negative	-.086
Test Statistic		.086

Asymp. Sig. (2-tailed)	.068c
a. Test distribution is Normal.	
b. Calcu from data.	
c. Lilliefors Significanc Correction.	

Source: SPSS 25 output, data processed by the author, 2024

Based on table above, it can be concluded that initially the respondent data with a total of 100 people had an Asymp Sig value. greater than 0.05, namely 0.068. This shows that the data from the entire questionnaire is declared normal. The normality test can also be seen by looking at the normal P-P plot curve as follows:

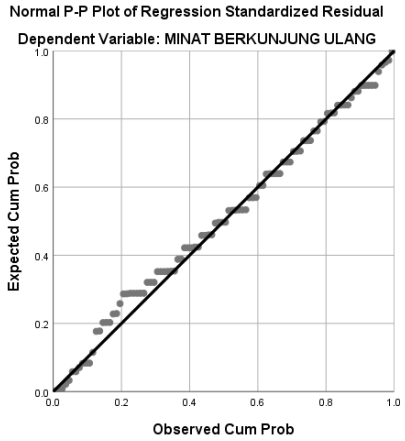

Figure 2. P - Plot Table
Source: SPSS 25 output, data processed by the author, 2024

Based on the image above, the P-P plot graph shows the results of the data spread around the diagonal line and following the direction of the diagonal line, so it can be said that the research data is normally distributed.

D. Heteroscedasticity Test Result

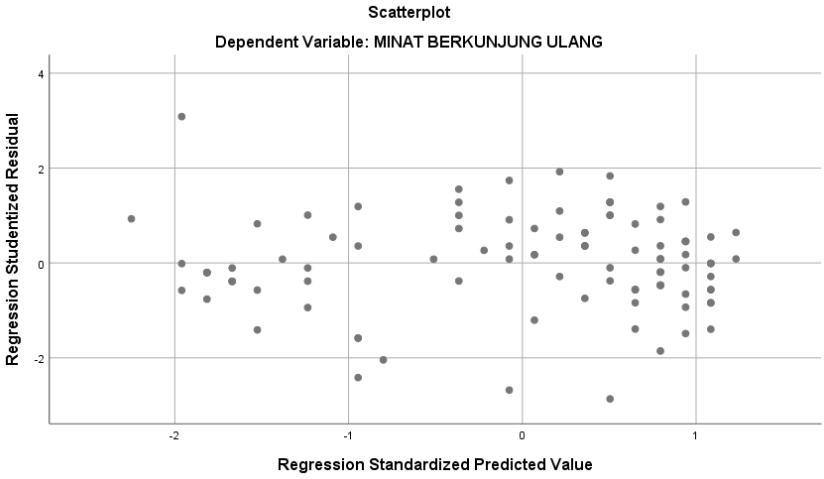

Figure 3. Heteroscedasticity test
Source: SPSS 25 output, data processed by the author, 2024

The scatterplot graph shows that the points are above and below the number 0 (zero) on the Y axis and there is no clear pattern in the distribution of these points. This means that there is no heteroscedasticity in the regression equation model, so the regression model is suitable for use for the Tourist Attraction variable which influences Intention to Revisit.

E. Simple Linear Regression Test

Table 14. Simple Linear Regression Test

Coefficientsa			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	11.788	4.339
	TOURIST ATTRACTIONS	.666	.053
a. Dependent Variable : Interest in Revisiting			

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, a simple linear equation can be formed as follows:

$$Y = a + bX$$

$$Y = 11.788 + 0.666$$

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

a. The constant value shows a number of 11,788, which means that if the independent variable, Tourist Attraction (X) is worth 0 then the dependent variable, namely the value of interest in visiting, is worth 11,788.

b. The value of the coefficient Meanwhile, every decrease in tourist attraction will be accompanied by a decrease in interest in visiting again. So it can be concluded that tourist attractions have a positive and significant effect on interest in revisiting.

F. T-Test Result

Table 15. T-Test Result

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	11.788	4.339		2.717	.008
	TOURIST ATTRACTIONS	.666	.053	.785	12.549	.000
a. Dependent Variable: Minat Berkunjung U						

t tabe = t(a/2 ; n-k-1) = t (0,05 ; 97) = 1,661

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, determining the magnitude of the influence of each independent variable partially (individually) on the dependent variable is as follows:

a) Tourist Attraction (X) on Repeat Visit Interest (Y)

It can be seen that the calculated t coefficient for Tourist Attraction is 12,549, while the t table has an alpha of 0.05 and df = (n-k-1). Therefore, it can be concluded that t count > t table (12,549 > 1.661) which means that the Tourist Attraction variable partially has a positive effect on interest in revisiting so that Ha is accepted and H0 is rejected. It can also be concluded that as the value of a tourist attraction increases, interest in repeat visits will also increase.

The results of this research indicate that tourist attractions have a positive effect on interest in revisiting. These results are in accordance with the theory in this research.

G. Coefficient of Determination Test Result (R^2)

Figure 16. Coefficient of Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785a	.616	.612	3.640
a. Predictors: (Constant), TOURIST ATTRACTIONS				
b. Dependent Variable: INTEREST IN REVISITING				

Source: SPSS 25 output, data processed by the author, 2024

Based on the table above, it shows that from the test results on the output, a coefficient of determination (R Square) was obtained of 0.616. This is obtained from the coefficient of determination formula with the following formula:

$$KD = R2 \times 100\%$$
$$KD = 0.6162 \times 100\%$$
$$KD = 61.6\%$$

From the results above, it can be concluded that the Tourist Attraction variable (X) influences the Repeat Visit Interest variable (Y) by 61.6%. Meanwhile, the remaining 38.4% is explained by other factors not included in this study.

CONCLUSION

This research aims to identify the influence of tourist attraction on tourists' intention to revisit. Respondents in this study consisted of 100 people who were tourists who had visited the Bogor Botanical Gardens. Based on the data collected and analysis using simple linear regression, the following conclusions can be drawn:

1. The characteristics of the respondents in this study were mostly women aged 18 - 22 years, with jobs as students and the majority of residents were from Bogor.
2. In the Tourist Attraction variable, the highest mean value and the interval value "Very High" are obtained from the first Beauty statement, namely "I am interested in the natural beauty around the Bogor Botanical Gardens" which is 4.31. This can be concluded that The thing that increases tourists' interest in visiting again is maintaining and continuing to develop the natural beauty of the Bogor Botanical Gardens. Meanwhile, the lowest average value is in the first number of Facilities statements, namely "In my opinion, the information services available at the Bogor Botanical Gardens are very helpful for tourists who come." namely 3.89. From these two values, it can be concluded that visiting tourists are more interested in visiting if a tourist spot has natural beauty with information services that help visiting tourists.
3. In the variable Interest in Returning to Visit, the highest mean value was obtained from the third statement in the Invite statement, namely "I will invite people around me to spend time on weekends or holidays touring the Bogor Botanical Gardens Area" which is equal to 4.28. Meanwhile, the lowest average value is 3.89 in the fourth Priority statement, namely "Bogor Botanical Gardens is my main choice for traveling because it has an affordable entrance ticket price" of 3.68. From these two values it can be concluded that tourists who visit are more interested in inviting other people to spend time on weekends or holidays touring the Bogor Botanical Gardens.
4. Based on the results of the validity test in this study, the researcher obtained results where the Tourist Attraction (X) variable had a calculated r value that was greater than r table (0.387 - 0.705> 0.1654) and the Sig value. (0.000) is smaller than 0.05. Meanwhile, the variable Revisit Interest (Y) has a calculated r value that is greater than r table (0.434 - 0.710 > 0.1654) and a Sig value. (0.000) is smaller than 0.05. So it can be concluded that all data for variables X and Y can be declared valid.
5. Based on the results of the reliability test in this study, the researcher obtained results where of the 20 statements in the Tourist Attraction (X) variable proposed in this study, the Cronbah Alpha value was greater than the reliability coefficient, namely 0.780 > 0.60. Meanwhile, of the 16 statements in the Interest in Returning (Y) variable proposed in this research, the Cronbach Alpha value was greater than the reliability coefficient, namely 0.748 > 0.60. So it can be said that the measurement of each variable from the questionnaire is reliable, which means that the questionnaire used in this research is a good questionnaire.
6. Based on the results of a simple linear regression test, we get results where for every 1% increase in tourist attraction, the value of visiting interest increases by 0.666.

7. Based on the results of the t test, the results obtained are tcount > ttable (12,549 > 1.661), so it can be concluded that Ha is accepted and Ho is rejected, or that the Tourist Attraction variable has a partial positive effect on Interest in Returning to the Bogor Botanical Gardens
8. To measure the magnitude of the contribution of the Tourist Attraction variable to the Interest in Revisiting the Bogor Botanical Gardens variable, it is obtained from R2 with a result of 0.616 and it can be concluded that the Tourist Attraction variable has an effect on the Interest in Revisiting by 61.6%, while around 38.4% influenced by other factors not mentioned in this study.

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