ANALYSIS OF FACILITES INFLUENCE ON TOURIST REVISIT INTENTION TO TANJUNG PENDAM BEACH TOURISM IN BELITUNG

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Abstract - Tanjung Pendam Beach is one of the beaches located in the Bangka Belitung Islands, Belitung Regency, and is quite close to the city center of Belitung, namely Tanjung Pandan City. This study aims to analyze the influence of facilities and their dimensions on the intention to revisit visitors at Tanjung Pendam Beach, Belitung. The data collection technique in this study was done by distributing questionnaires to 100 respondents who were the sample of this study collected using Probability Sampling technique. This type of research uses a quantitative research method with the assistance of Statistical Product and Service Solution 22 (SPSS) program. The results of this study indicate that the facility variables have a positive and significant effect on the intention to revisit tourists at Tanjung Pendam Beach, Belitung. The results of the T-test and F-test in the study indicate that the facility variables have a partial and simultaneous effect on the intention to revisit visitors at Tanjung Pendam Beach, Belitung. Therefore, Tanjung Pendam Beach must have supporting facilities such as infrastructure facilities, facility amenities, and tourist attraction facilities that are suitable for use by visitors because this can affect the intention of tourists to revisit Tanjung Pendam Beach, Belitung. The managers of Tanjung Pendam Beach must pay more attention to the condition and feasibility of the tourist facilities provided.
Keywords - Bangka Belitung Island, Facilities, Revisit Intention, Tanjung Pendam Beach

INTRODUCTION

According to the Ministry of Tourism and Creative Economy in 2014, the tourism industry experienced a significant increase in its contribution to the national economy. Many international tourists are interested in exploring every tourist destination in Indonesia because the country is endowed with abundant natural wealth, including its beautiful beaches, such as those in the Belitung Islands in Bangka Belitung province. Recently, tourism in Belitung has seen rapid growth, especially after the film "Laskar Pelangi," adapted from the novel by Andrea Hirata set on this island, became popular.

The government and local communities have collaborated to improve tourism infrastructure in Belitung, including the development of accommodations, restaurants, and transportation. All of these efforts are aimed at increasing the number of tourists. Belitung has also been used as a venue for the G20 Development Ministerial Meeting (DMM), which was successful in promoting the "Land of the Rainbow Troops" to a global audience. The number of tourist visits in 2022 in Belitung Regency, Bangka Belitung Islands Province, experienced an increase, totaling 301,906 visitors, whereas the previous year saw only 184,570 visitors. Out of the 301,906 visitors, 298,157 were domestic tourists, and the remaining 3,749 were international tourists. Here is the complete data of tourists in Belitung Regency from the period 2018 to 2023, obtained directly from the Belitung Regency Tourism Office.

Table 1. Belitung Domestic & International Tourist Data 2018 – 2023

Belitung Tourist Data						
	2018	2019	2020	2021	2022	2023
Domestic	452.889	329.091	127.978	182.987	298.157	294.777
International	14.511	19.063	6.288	1.583	3.749	7.093
Total	467.400	348.154	134.266	184.570	301.906	301.870

Source : Yessa Imeilda, 2024 (Data processed)

Tanjung Pendam Beach is one of the famous beaches in Belitung. It is located near the city center of Tanjung Pandan, making it very popular among tourists. The beautiful natural scenery, clear seawater, and perfect sunset spot make this beach ideal. Moreover, Tanjung Pendam Beach is also known as a suitable place for various activities such as swimming, jogging, exercising, recreation, and more. Typically, on

certain days like weekends, Tanjung Pendam Beach implements Car Free Day, but it is only open for free until 10 AM. The entrance fee is usually around Rp 3,000 per person, which includes parking fees.

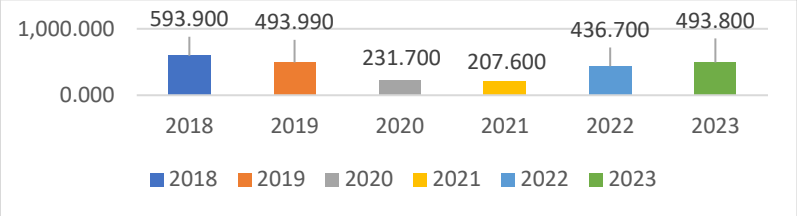

Figure 1. Tanjung Pendam Tourist Data 2018 – 2023 (Graphic)
Source : Yessa Imeilda, 2024 (Data processed)

Similarly, just as the number of tourists visiting Belitung increased, visits to Tanjung Pendam Beach have also been on the rise since the decline in visitors from 2021, when there were 207,600 visitors, reaching 493,800 visitors in 2023. Based on the pre-questionnaire interviews conducted, the author concludes that there is an issue or phenomenon related to the facilities variable (X) at Tanjung Pendam Beach. In addition to the pre-questionnaire interviews, the author also gathered information from visitor reviews from Google Maps Review. From these interviews, it can be inferred that the management of facilities at Tanjung Pendam Beach has not been particularly well attended to by the management over the years. Although cleanliness is not highly prioritized, basic facilities such as trash bins are provided to prevent littering among visitors, even though their upkeep remains inadequate.

LITERATURE REVIEW

1. Tourism

According to the WTO, tourism encompasses activities of people traveling and staying in places other than their usual environment for less than a year, primarily for vacation, business, or other purposes (Butarbutar, 2020). There are various types of tourism activities associated with travel and experiences in locations different from one's everyday residence (Setiawati and Tri, 2020).

Some individuals travel for health and well-being, seeking spa experiences, holistic therapies, or medical treatments (Utama, 2012). There are also tourists who choose destinations based on religious aspects, embarking on pilgrimages to sacred places or participating in religious activities (Hakim and Muhajarah, 2023). Regardless, tourism objectives involve seeking adventure, cultural exploration, sustainability, culinary experiences, social interaction, and cross-cultural relationships.

1. Tourist

Tourists, also known as travelers, can be defined as individuals who travel or visit a place outside their residential area for specific purposes (Wirawan and Semara, 2020). UNWTO defines tourists as "someone who travels to and stays in a place that is not their usual residence for a period not exceeding one year, for purposes other than paid activities in the place visited" (Birahmatika and Ahyudanari, 2022).

2. Tourist Attraction

In the view of Mathieson and Wall, tourist attractions are a combination of primary attractions (natural and cultural factors) and secondary attractions (facilities and services) (Andina and Aliyah, 2021). Additionally, tourist attractions can also stem from the richness of cultural heritage and history of the place, including historical sites, ancient structures, and museums reflecting a rich heritage. Local cultural components, such as traditions, arts, and daily life of the local community, also play a significant role in creating unique attractions (Sugiarti, Aliyah, and Yudana, 2010).

3. Facilities

Generally, facilities can be defined as everything that provides services or support to facilitate activities or achieve specific goals. Tourism facilities can encompass various elements, ranging from accommodation such as hotels and lodging, restaurants, and public transportation to tourist information centers, entertainment venues, and sports facilities (Rahmi, 2017). Raharjani (2005) states that when a service company has sufficient facilities to make customers feel comfortable in utilizing its services and creates convenience for them, it can influence consumer purchasing decisions.

According to Listyawati (2019), tourism facilities are tools aimed at creating enjoyable experiences for tourists by providing convenience and meeting their needs in enjoying various available tourism facilities (Saroni, 2021). The presence of facilities in the tourism industry plays a crucial role in attracting tourists, providing comfort during travel, and creating a tourist-friendly environment (Satriana, 2018).

4. Visit Decision

The decision-making process involves evaluating various factors that can influence tourists' experiences, such as the attractiveness of the destination, availability of facilities, ease of access to the location, and perceptions of expected value or satisfaction (Rachmadi, 2021). Furthermore, decisions to visit can also be influenced by previous experiences, recommendations from others, or information obtained from various sources (Rahma and Santoso, 2023).

5. Revisit Intention

Interest in revisiting, also known as the intention to repurchase, stems from the concept that an individual desires to buy a product again (Pujiyati and Sukaatmadja, 2019). Interest itself is the drive that motivates a person to take action (Pratiwi, 2021). An individual's perception of previous experiences influences their desire to travel in the future, as expressed by Petrick, Morais, and Norman (2011).

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).

The data collection techniques utilized in this study include official data from Tanjung Pendam Beach, the Belitung Tourism Office, other research journals, official websites, and books. Primary data used in this research consists of direct observations from Tanjung Pendam Beach, selected as the research subject, and the results of questionnaire analyses from respondents. Secondary data collection in this study involved gathering information from other researchers, official websites, books, and relevant journals related to the research topic. Additionally, observations were conducted at Tanjung Pendam Beach, Belitung Regency, Bangka Belitung Islands, during the period from February 5, 2024, to April 28, 2024.

The author also employed the "Google Form" platform to distribute questionnaires to 100 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 2. 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 : Yessa Imeilda, 2024 (Data processed, adapted from Sugiyono, 2022)

The sampling method used in this research is Probability Sampling. Sugiyono (2018) defines Probability Sampling as a method ensuring that every element or member of the population has an equal chance of being selected as a sample (Amin, 2023). Sugiyono (2018) defines a sample as a portion of the population and its characteristics (Nanincova, 2019). When the population size of the study is known, the Slovin formula is used to calculate the sample size. The Slovin formula is as follows:

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

Which :
N = Population
n = Sample
e = Tolerated Error

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 3. Validity Test (Facilities)

No.	Item	R Value	R Table	Details
Infrastructure Facilities Dimensions				
1	X1	0,415	0,361	Valid
2	X2	0,482	0,361	Valid
3	X3	0,552	0,361	Valid
4	X4	0,654	0,361	Valid
5	X5	0,587	0,361	Valid
6	X6	0,734	0,361	Valid
Amenities Facilities Dimensions				
7	X7	0,752	0,361	Valid
8	X8	0,756	0,361	Valid
9	X9	0,590	0,361	Valid
10	X10	0,630	0,361	Valid
Tourist Facilities Dimensions				
11	X11	0,538	0,361	Valid

Table 4. Validity Test (Revisit Intention)

No.	Item	R Value	R Table	Details
1	Y1	0,873	0,361	Valid
2	Y2	0,645	0,361	Valid
3	Y3	0,645	0,361	Valid

Based on the results of the validity test above, the Facilities variable (X) table shows that all items (11 items) have a calculated R value greater than the table R value (0,361), indicating that all items used to measure the Facilities variable (X) are valid.

Similarly, for the Revisit Intention variable (Y), all items (3 items) also have a calculated R value greater than the table R value (0,361), confirming that all items used to measure the Revisit Intention variable (Y) are valid.

1. 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 5. Cronbach Alpha Details

Cronbach Alpha	Details
0,00 – 0,20	Not Reliable
0,21 – 0,40	Less Reliable
0,41 – 0,60	Moderately Reliable
0,61 – 0,80	Reliable
0,81 – 1,00	Very Reliable

Source : Yessa Imeilda, 2024 (Data processed, adapted from Juliansyah, 2016)

Table 6. Reliability Test

Variable	Cronbach Alpha	N of Item	Details
Facilities (X)	0,913	11	Very Reliable
Revisit Intention (Y)	0,910	3	Very Reliable

Based on the results of the testing above, the Reliability Test indicates that the Facilities variable (X) has a Cronbach Alpha of 0,913, and the Revisit Intention variable (Y) has a Cronbach Alpha of 0,910, both of which are above the threshold of 0,600. Therefore, it can be concluded that both variables are considered reliable.

4. Normality Test

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

Table 7. Normality Test by Monte Carlo

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.97697394
Most Extreme Differences	Absolute		.121
	Positive		.121
	Negative		-.094
Test Statistic			.121
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.101[d]
	99% Confidence Interval	Lower Bound	.093
		Upper Bound	.108

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

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 0,101 exceeds the threshold of 0,05, indicating that the normality test using the Monte Carlo method shows that the residual values are normally distributed.

5. Multicollinearity Test

To determine the presence of multicollinearity in a regression model, one can analyze the Tolerance and VIF values. These values can be obtained from SPSS, and then compared with the criteria: Tolerance ≤ 0,10 and VIF ≥ 10 (Sunarsi, 2018). If the Tolerance and VIF values meet these criteria, it indicates whether multicollinearity is present or not.

Table 8. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.447	.740		.604	.548		
	Fasilitas	.265	.021	.779	12.304	.000	1.000	1.000

a. Dependent Variable: Minat Berkunjung Kembali

Based on the VIF test results shown in the table above, it is observed that the VIF value is 1,000. Since 1,000 is less than 10,00, it can be concluded that there is no indication of multicollinearity in the regression model.

6. Heteroscedasticity Test

According to Imam Ghozali (2013), the heteroscedasticity test is used to assess whether there are significant differences between the regression residuals and other observations in a multiple regression model (Majid, 2016). If the residual variation remains constant across observations, it is termed homoscedasticity. If the variation changes, it is termed heteroscedasticity. A good regression test is one that demonstrates homoscedasticity or the absence of heteroscedasticity (Nurdiana, 2020).

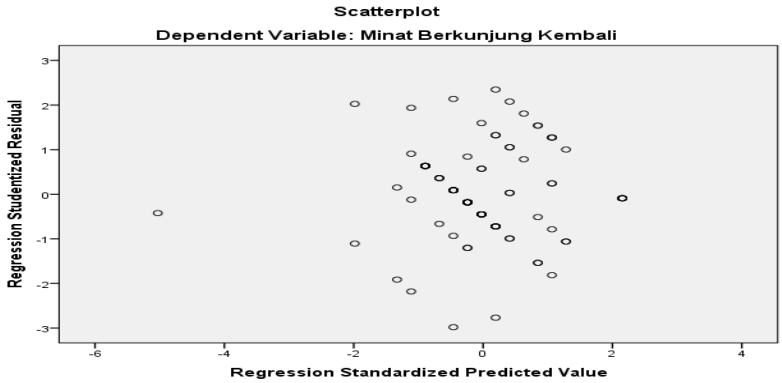

Figure 2. Heteroscedasticity Test

From the scatterplot above, it can be observed that the points are randomly scattered and do not form a consistent pattern. They are distributed both above and below the 0 mark on the Y-axis, indicating that there is no clear pattern and no sign of heteroscedasticity in the regression model.

7. 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 9. Simple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.740		.604	.548
	Fasilitas	.265	.021	.779	12.304	.000

a. Dependent Variable: Minat Berkunjung Kembali

Based on the testing results above, the simple linear regression equation is as follows:

$$Y=0,447+0,265X$$

According to the calculation using this simple linear regression equation, the constant value of 0,447 indicates that when the Facilities variable (X) is zero, the Revisit Intention variable (Y) is 0,447. The coefficient of 0,265 represents the regression coefficient for the Facilities variable (X), meaning that a 1% increase in the Facilities variable (X) will result in a 0,265 increase in visitor satisfaction. Given the positive value of the regression coefficient, it can be concluded that the Facilities variable (X) has a positive effect of 26,5% on the Revisit Intention variable (Y).

8. 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 10. T-Test Infrastructure Facilities Dimension

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.419	.811		2.983	.004
	Infrastructure Facilities	.383	.044	.664	8.784	.000

a. Dependent Variable: Revisit Intention

Based on the testing results above, the T-test (partial) for the Infrastructure Facilities dimension shows a t-statistic value of 8,784 with a significance value of 0,000. Since the t-statistic value is greater than 1,984 and the significance value is less than 0,05, H2 is accepted and H0.2 is rejected. Therefore, it can be concluded that the Infrastructure Facilities dimension has a significant partial effect on Revisit Intention (Y), with an impact of 38,3%.

Table 11. T-Test Amenities Facilities Dimension

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.002	.795		2.519	.013
	Infrastructure Facilities	.579	.061	.692	9.491	.000

a. Dependent Variable: Revisit Intention

Based on the testing results above, the T-test (partial) for the Facilities and Amenities dimension shows a t-statistic value of 9,491 with a significance value of 0,000. Since the t-statistic value is greater than 1,984 and the significance value is less than 0,05, H3 is accepted and H0.3 is rejected. Therefore, it can be concluded that the Facilities and Amenities dimension (X1) has a significant partial effect on Revisit Intention (Y), with an impact of 57,9%.

Table 2 T-Test Tourist Facilities Dimension

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.655	.435		15.289	.000
Infrastructure Facilities	1.000	.148	.565	6.772	.000

a. Dependent Variable: Revisit Intention

Based on the testing results above, the T-test (partial) for the Tourist Attraction Facilities dimension shows a t-statistic value of 6,772 with a significance value of 0,000. Since the t-statistic value is greater than 1,984 and the significance value is less than 0,05, H4 is accepted and H0.4 is rejected. Therefore, it can be concluded that the Tourist Attraction Facilities dimension has a significant partial effect on Revisit Intention (Y), with an impact of 100%.

9. F-Test (Simultaneous)

The F-test procedure is used to evaluate the overall impact of all independent variables on the dependent variable. Typically, a significance level of 0.05 or 5% is used. If the F significance value is less than 0.05, it can be concluded that the independent variables collectively have a significant effect on the dependent variable; otherwise, the effect is not significant. The simultaneous F-test (Simultaneous Test) is used to determine whether there is a joint or simultaneous effect of the independent variables on the dependent variable.

Table 13. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.245	1	146.245	151.397	.000[b]
	Residual	94.665	98	.966		
	Total	240.910	99			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Infrastructure Facilities

Based on the testing results above, the F-test (simultaneous) has an F-statistic value of 151,397, which is greater than 3,09, and a significance value of 0,000, which is less than 0,05. Therefore, it can be concluded that the Facilities variable (X) has a simultaneous effect on the Revisit Intention variable (Y).

10. 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 14. R-Squared Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.603	.98284

a. Predictors: (Constant), Infrastructure Facilities

Based on the testing results above, the coefficient of determination (R^2) is 0,603. This indicates that the Facilities variable (X) explains 60,3% of the variance in Revisit Intention (Y), while the remaining 39,7% is influenced by other factors not examined in this study, such as emotional aspects, price, and costs.

CONCLUSION

1. Currently, the infrastructure and amenities at Tanjung Pendam Beach are quite good, as they have started to receive attention. However, to further increase visitors' interest in returning, it is recommended that Tanjung Pendam Beach enhance and pay more attention to the infrastructure facilities provided for visitors.
2. Currently, the Tourist Attraction Facilities at Tanjung Pendam Beach are more diverse than before, with additions such as a night market and improvements to the sports area, although they still fall short compared to the previous offerings which only included children's play areas. To increase visitors' interest in returning to Tanjung Pendam Beach, it is recommended that attention be given to all available attractions. This includes improving the children's play areas, which are currently not suitable for use, and addressing safety concerns in the sports facilities, which appear to pose a risk of injury to visitors.
3. For future researchers, it is recommended to investigate additional variables that were not covered in this study, as this research only addresses one variable affecting visitor satisfaction. By exploring other variables not discussed here, the scope of the research can be expanded and discussed more comprehensively, thereby providing new insights for subsequent researchers.

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