ANALYSIS OF THE INFLUENCE OF TOURIST ATTRACTION ON INTEREST IN VISITING THE BROMO TENGGER SEMERU NATIONAL PARK

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Abstract - This study aims to examine and analyze whether tourist attraction affects the Interest in Visiting Bromo Tengger Semeru National Park, besides that this study will also show how much influence tourist attraction has on Interest in Visiting. The research method used by researchers in this study is to use quantitative research methods and sample determination using 10% sampling on 100 respondents who know Bromo Tengger Semeru National Park. This research technique is processed using the SPSS 27 program. Based on the results of the calculation, the coefficient of determination test carried out on the relationship between the independent variable and the dependent variable shows an R^2 of 0.341. This shows that the independent variable (Visiting Interest) is only able to explain the dependent variable (Attraction) by 34.1% while 65.9% is explained by other variables not included in the model. And the result of the Simple Linear Regression Test is Y =a + b and based on the value of a, b can be entered into the regression line equation, namely Y = 28.792 + 0.322X so that it can be concluded that variable X is considered constant, this will affect the increase in the magnitude of variable Y (Interest in Visiting).

Keywords - Tourism Attractions, Interest in Visiting, Tourism, Bromo Tengger Semeru National Park

INTRODUCTION

Indonesia is experiencing developments in various sectors that affect and play an important role for the country. One of them is through the tourism sector. Tourism is a trip by a person or group of people traveling to a place within a certain period of time with the aim of entertainment so that their desires can be fulfilled (Prayogo, 2018). Bromo Tengger Semeru National Park is one of the tourist destinations that often receives many tourist visits. As a conservation area, Bromo Tengger Semeru National Park has beautiful natural beauty so that it can attract tourists to visit. TNBTS provides mesmerizing natural beauty. This tourist spot in East Java is a meeting place for six mountains, namely Mount Semeru, Mount Bromo, Mount Batok, Mount Kursi, Mount Watangan, and Mount Widodaren. The beauty and naturalness of the area can make a medium to release fatigue from everyday life. With its attractiveness, Bromo Tengger Semeru National Park has become one of the favorite tourist attractions in East Java. It is proven because TNBTS itself has been named The World's Most Beautiful National Parks 2023 (Bounce, 2023). TNBTS is ranked third after Kruger National Park; South Africa, and Lençóis Maranhenses National Park; Brazil. Bounce's assessment is based on the accumulated number of Instagram posts, TikTok views, online reviews, and Google keyword searches throughout 2023.

After being named the most beautiful national park, of course, it has a positive impact on the number of visits, seen from the Central Bureau of Statistics of Probolinggo, the number of visits in November 2023 was 6,404 tourists, while in the following month, December 2023, after being named, it reached 9,990 tourists. This study suspects that tourist attraction is the cause of the increase in tourist interest in Mount Bromo Tengger Semeru National Park. This is then determined by testing whether there is an effect of tourist attraction on tourist interest in visiting Bromo Tengger Semeru National Park. By analyzing the effect of tourist attraction on visiting interest, this research can provide insight for destination managers. In addition, this research is expected to make an academic contribution to the development of theory and knowledge in the field of tourism. With a focus on analyzing the influence of tourist attractions on visiting interest, this research is faced with providing deep insight into the management of a destination.

LITERATURE REVIEW

Law Number 10 of 2019 concerning tourism states that tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy the object of tourist attraction. So the definition of tourism contains a temporary element and the trip is wholly or partly aimed at enjoying the object or tourist attraction.

A tourist attraction is something that has an attraction to be seen and enjoyed that is worth selling to the tourist market. Tourist attractions can be in the form of tourist objects and tourist attractions. Tourist objects are tourist attractions that are static and tangible (Zaenuri in Eka RA, 2017) Tourist

attractions can be interpreted as follows, including those who argue that tourist attractions are everything in a place that has uniqueness, beauty, convenience and value in the form of diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists (Fitria et al., 2022).

There are several dimensions of tourist attraction according to Cooper in (Chaerunissa 2020) :

1. Attraction (attraction) : A tourist attraction is something that is prepared in advance so that it can be seen, enjoyed.
2. Easy to Reach (accessibility) : Tourism activities depend a lot on transportation and communication because of the distance and time factors that greatly affect a person's desire to travel. The most important element in accessibility is transportation, besides transportation related to accessibility is infrastructure including roads, bridges, terminals, stations and airports. This infrastructure serves to connect one place to another.
3. Amenity : Tourist facilities are things that support the creation of tourist comfort to be able to visit a tourist destination.
4. Public Facilities : Public facilities are everything that can facilitate and smooth the implementation of a business and are facilities and infrastructure needed in carrying out or facilitating an activity.

Interest in visiting is basically a person's encouragement to visit a place or destination. The theory of visiting interest is analogous to buying interest, such as research conducted by (Albarq, 2014) which equates tourist interest in visiting with consumer purchase interest.

According to Damanik, Weber in (Huryati 2015: 105) there are several dimensions in visiting interest, including :

1. Transactional Interest : Transactional interest is the tendency of someone to visit.
2. Referential Interest : Referential interest, namely a person's tendency to refer destinations to others.
3. Preferential Interest : Preferential interest, which shows the behavior of a person who has a primary preference for the tour. This preference can be changed if something happens to the preferred tour.
4. Explorative Interest : Explorative interest, which is interest that shows the behavior of individuals who are always looking for information about the destination they want to visit.

METHODS

The subjects of this research are tourists in Bromo Tengger Semeru National Park (TNBTS). Semeru National Park (TNBTS). Sugiyono (2018) explains that research subjects include individuals that researchers choose to study and examine. TNBTS is a protected forest and nature reserve in East Java, inaugurated as a national park on November 12, 1992. The area encompasses nature reserves, protected forests, production forests and tourist parks covering an area of 50,000,000 square meters. production forest, and tourism park covering an area of 50,276.3 hectares. TNBTS functions for education, research, conservation, and tourism.

This research uses a descriptive method with a quantitative approach. The aim is to examine the effect of attractiveness (X) on visiting interest (Y) in TNBTS.

Table 1. Concepts, Variables, Indicators, and Items

Variabel	Definisi	Indikator	Skala
Visiting interest	An individual's intention to visit or travel to a destination will want to visit.	Transactional Interest Reference Interest Preferential Interest Exploratory Interest	Likert scale
Attraction	Something will be interesting to see and enjoy will be able to motivate tourists to visit the place.	Natural Tourism Attraction, Building Tourism Attraction, Cultural Tourism Attraction, and Social Tourism Attraction	Likert scale

Data Collection Technique

Data were collected through interviews and questionnaires, involving questions about attractiveness and destination views on interest in visiting TNBTS.

Population and Sample The population is all TNBTS tourists in 2023, a total of 83,850 visits in 2023. The sample was determined using the Slovin formula, as below.

$$\text{Sample} = \frac{83.850}{1 + 83,850 \ (0,10)^2}$$

$$\text{Sample} = 99.97 \text{ or rounded up to } 100$$

Analysis Method

Data were processed through reduction, description, analysis, and interpretation. The analysis was conducted using several statistical tests, including:

Variable Descriptive Analysis Test (Mean)

Table 2. Interpretation of Mean Score

Mean Score	Intrepretation
1.00 – 1.80	Very Low
1.81 – 2.61	Low
2.61 – 3.20	Medium
3.21 – 4.20	High
4.21 – 5.00	Very High

Data is presented in charts, tables or graphs to illustrate the distribution of the data.

Research Instrument Test

1. Validity Test: Using product moment correlation to ensure the validity of the instrument.
   Description:
   rxy = Choreal coefficient between variables X and Y
   N = Number of samples to be studied
   X = Item score
   Y = Y total score
2. Reliability Test: Ensures the consistency of the instrument through the alpha value.
3. Classical Assumption Test: Includes normality test, multicollinearity test, and heteroscedasticity test to ensure data meets regression assumptions.
   Hypothesis Test
1. T test (partial): To determine the partial effect of the independent variable on the dependent variable.
2. Coefficient of Determination (R^2): Measures how well the model explains the variability of data.
   The analysis was carried out with the help of the SPSS 27 for Windows program.

RESULTS AND DISCUSSION

The research was conducted in Bromo Tengger Semeru National Park (TNBTS) and involved 100 participants. The research utilized a questionnaire as a medium to analyze the effect of Attractiveness (X) on Interest in Visiting (Y) which was then analyzed using SPSS 27.0 and presented in tabular form.

Respondent Data

1. Based on gender: Of the 100 respondents 57.% (57 respondents) were female and 43% (43 respondents) were male.
2. Based on Total Age: Respondents are dominated by young visitors with details:
   - 42% aged 24-29 years
   - 35% aged 18-23 years
   - 20% aged 30-35 years
   - 3% aged above 36 years.
3. Based on Domicile: Respondents were dominated by visitors from the West Java region, which is influenced by the bustling hiking community there. Data breakdown:
   - 18% are domiciled in the Special Region of Yogyakarta,
   - 17% domiciled in West Java
   - 16% domiciled in East Java
   - 13% domiciled in Central Java
   - 12% in Banten
   - 8% are domiciled in South Sulawesis
   - and the remaining 18% are outside the areas mentioned.
4. Based on Occupation: Factors influenced by the amount of free time each individual has in their activities, in this case dominated by students with the following details:
   - 38% of respondents are students,
   - 22% university students
   - 22% self-employed
   - 22% civil servants / state-owned enterprises,

and the remaining 4% are out of category.

5. Based on Total Income: Respondents were dominated by the Rp3,000,000-Rp6,000,000 income group with details:
   - 43% with an income of Rp3,000,000-Rp3,999,000.
   - 23% with an income of Rp4,000,000-Rp4,999,000
   - 19% with an income of Rp5,000,000-Rp5,999,000
   - and 15% with an income of ≥Rp6,000,000.

Attractiveness

Based on the table, tourists give a very high assessment of the aspects of attractiveness which include attractions, accessibility, and facilities which show an overall average value of 4.19 variables with a high interpretation. From the tourist attraction variable with a total average of 4.19 with a high interpretation, it can be concluded that tourists or respondents give an assessment of the attraction dimension is high, while tourists or respondents give an assessment of the dimensions of accessibility and facilities is low.

Interest In Visiting

Based on the tab, from the visiting interest variable with a total average of 4.33 with a high interpretation, it means that tourists give an assessment of all dimensions of visiting interest is very high.

Validity Test

The instruments of Attraction and Interest in visiting were tested for validity using SPSS version 27.0. The results show that all instruments are valid because the rcount is more than 0.165.

Reliability Test

Table 1. Reability Test Result for Attraction

Reliability Statistics

Cronbach's Alpha	N of Items
.804	14

Table 2. Realibility Test Result for Interest in Visiting

Reliability Statistics

Cronbach's Alpha	N of Items
.599	11

The instruments of Attractiveness and Interest in visiting were tested for reliability using SPSS version 27.0. The results show that all instruments are reliable because the Cronbach's alpha value found in the questionnaire calculation is more than 0.70.

Classical Assumption Test

1. Normality Test: The data is normally distributed and passes the data normality test because the graph appears to follow the direction of the diagonal line.
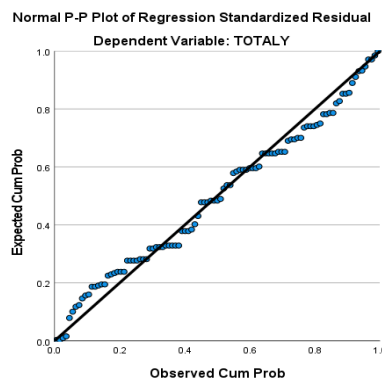

Figure 1. P-P Plot Test

2. **Heterocedasticity** test shows that there is no heterokedastias because the data distribution spreads widely on the X and Y axes and does not form any pattern.
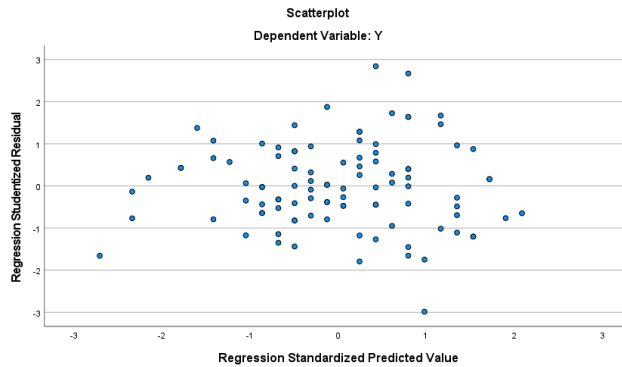

Figure 2. Heterocedasticity Test

Hypothesis Test
1. T test
   Effect of Attractiveness (X) on Visiting Interest (Y)
   - The calculated t value (7.152) is greater than the t table value (1.984).
   - The significance value (p-value) is smaller than 0.05.
   So it can be concluded that there is an influence between Tourism Attraction (X) on Interest in Visiting (Y) at Bromo Tengger Semeru National Park.

Table 3. T Test Result

Coefficients[a]

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	28.792	2.663		10.812	.000
	TOTALX	.322	.045	.584	7.152	.000

a. Dependent Variable: TOTALY

2. The results of the coefficient of determination can be concluded that the coefficient of determination has a value of 0.341, which means that the tourist attraction variable contributes 34.1% to visiting interest. While the remaining 65.9% of other variables that are not in this study.

Table 4. Coefficient of Determination Test Result

Model Summary[b]				
Model		Square	Adjusted R Square	d. Error of the Estimate
	a	0.341		2.39640
redictors: (Constant), TOTALX				
ependent Variable: TOTALY				

CONCLUSION

Based on the results of the data, it can be concluded that several hypotheses that can be accepted is Tourism attraction affects the interest in visiting the Bromo Tengger Semeru National Park. Based on the research results that have been presented previously, the researcher's suggestions are:
1. For Bromo Tengger Semeru National Park Managers: infrastructure development, improving or adding supporting facilities, conservation, waste management.
2. For further research; The researcher hopes that this research can be a good reference for further research, besides that the researcher hopes that further researchers will choose other variables that can also affect visiting interest in order to increase the accuracy of this research.

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