

**THE INFLUENCE OF TOURISM FACILITIES AND PROMOTIONS ON THE
INTEREST OF VISITING TOURISTS IN SUMBERINGIN BATH NATURAL
TOURISM IN MALANG REGENCY**

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Abstract

The tourism sector is one of the pillars of the Indonesian economy and is a major contributor to foreign exchange. The growth of the tourism sector makes tourist destination managers compete to attract tourists to visit. The high interest of tourists in visiting can trigger the possibility of making a decision to visit a destination. The aim of this research is to determine the relationship between tourist facilities and promotions on visiting interest. The population in this study were tourists from the Sumberingın Bathing Nature Tourism. This research used a purposive sampling technique with a sample size of 100 tourists. The data collection method is through observation, interviews, questionnaires, while the data analysis method used is Multiple Linear Regression Analysis. The research results show that tourist facilities partially influence interest in visiting, promotions partially influence interest in visiting. The research results also show that tourist facilities and promotions simultaneously influence interest in visiting the Sumberingın Baths Nature Tourism.

Keywords: Tourist Facilities, Promotions, Interest In Visiting

INTRODUCTION

The recovery of the tourism sector and the creative economy is getting stronger after the pandemic, although it has not yet reached pre-pandemic levels. The Central Statistics Agency (BPS) recorded cumulative visits by foreign tourists (tourists) in the first quarter of 2023 reaching 2.5 million visits or an increase of 508.87% compared to the same period in 2022. The Ministry of Tourism and Creative Economy (Kemenparekraf) also predicts foreign tourists visiting up to By the end of this year it could reach approximately 9 million visits.

The tourism sector is one of the pillars of the Indonesian economy and is a major foreign exchange contributor. The Organization for Economic Co-Operation and Development (OECD) in its 2022 Tourism Trends and Policies report stated that in 2019, the tourism sector contributed 5.0% of Indonesia's gross domestic income (GDP). However, the impact of the Covid-19 pandemic in 2020 resulted in a decline in tourism's contribution to GDP by 56%, namely to only 2.2% of the total economy.

The promising potential of the tourism sector has triggered tourist destination managers to compete to increase tourists' interest in visiting. According to Nuraeni (2014), interest in revisiting is a person's urge to carry out repeat visits to destinations they have visited and the desire to travel in the future is influenced by their attitude towards their past experiences. Furthermore, according to Isnaini and Abdillah (2018: 124), interest in revisiting is the feeling of wanting to revisit a tourist destination in the future. According to Aviolitasona (2017:14), indicators of interest in revisiting are: revisiting at another time, giving recommendations to

other people, inviting other people to visit. Tourist interest in visiting can be triggered by adequate facilities and interesting promotional activities.

Yoeti (2003:56) states that tourist facilities are all facilities whose function is to meet the needs of tourists who stay temporarily in the tourist destination they visit, where they can relax, enjoy and participate in the activities available in the tourist destination. These facilities are a single unit that complement each other. These facilities are a single unit that complement each other. The elements of tourist facilities usually consist of elements of transportation, accommodation, eating and drinking facilities, and other facilities that can be adapted to certain tourist areas. All components aim to fulfill a person's travel experience.

Promotion is one of the variables in the marketing mix that is very important for companies to market their products (Sutanto, 2016). Promotional activities not only function as a communication tool between business actors and consumers, but can be used as a tool to influence consumers in using services or buying and selling activities according to their desires and needs. Without effective promotion, tourist attractions cannot be known, so the level of tourist visits will also be low. Promotion can be done in various ways, namely advertising, sales promotion, personal exchange, public relations, and direct marketing. So far, promotions that are widely used are promotions by advertising the products or services offered. Promotion should be carried out continuously through several alternative media that are considered effective and can reach the market, either by utilizing print media or electronic media (Poso, 2016).

Wringinsongo Village has fertile land and is suitable for use as agricultural land and plantations. Therefore, most of the village community's livelihood is as farmers and livestock breeders (mostly dairy cattle). The livelihoods of the people in the village have become diverse due to the diverse natural potential of the village.

The potential for Wringinsongo Village to be used as a tourist village is very suitable because the village has very good natural potential. Several tourist attractions in the village cannot yet be utilized properly. This is proven by the absence of media to accommodate the promotion of tourist villages in Wringinsongo Village, Tumpang District, Malang Regency. Apart from that, the limited implementation of promotions through various media without utilizing other supporting features also means that interest from visitors has not fully emerged. Based on the explanation above, this research will discuss the research topic with the title *The Influence of Tourist Facilities and Promotions on Tourists' Visiting Interest in the Sumberingin Baths Nature Tourism in Malang Regency*

RESEARCH METHODS

This research is explanatory research with a quantitative approach. The population of this research is all tourists at the Sumberingin natural baths. The total population in this study is unknown, so the sample size is determined. This researcher uses the assumptions put forward by Hair et al (2017) who assumes that sample size with the assumption of $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). In this study, the number of items was 10 question items used to measure 3 variables, so the number of respondents used was 10 statement items multiplied by 10 equals 100. So the number of samples in this study was 100 people. The data used in this research is primary and secondary data. Primary data was obtained from respondents' answers to the questionnaire used to become the research

instrument. Secondary data was obtained from websites and previous research results. The data in this research was collected through online questionnaires and documentation. An online questionnaire was distributed to tourists at the Sumberingin Bathing Nature Tourism. The scale used in this research is a Likert scale with a measurement range from strongly agree to strongly disagree. The analysis method used in this research is multiple linear regression using SPSS software. The conceptual framework of this research describe in Figure 1 below

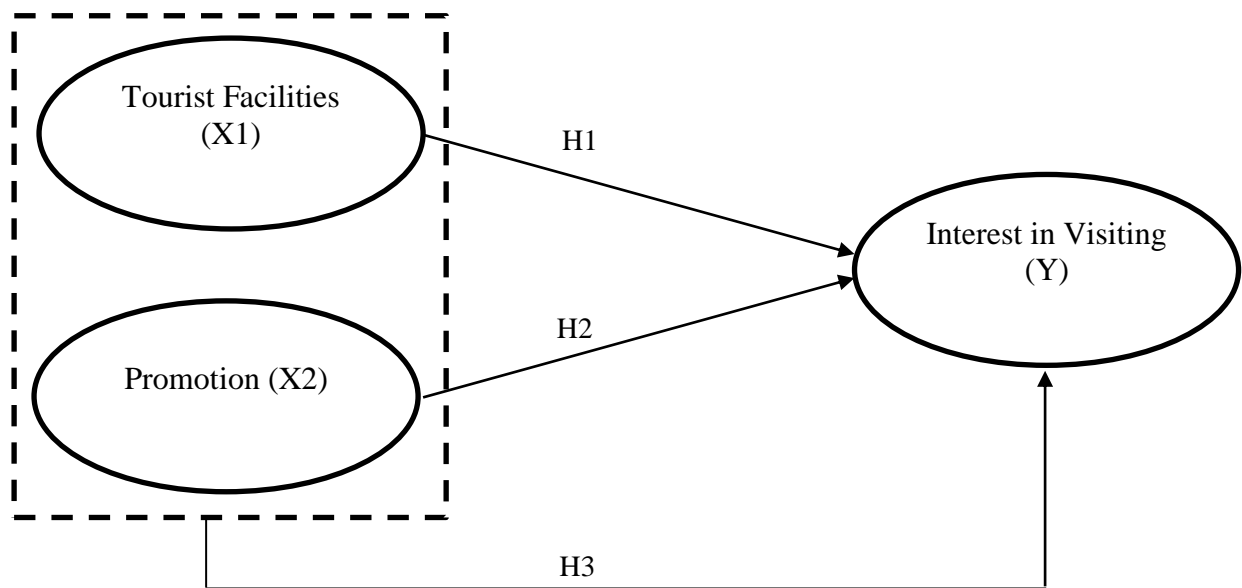


Figure 1. Conceptual Framework
Source: Processed data (2024)

Based on the conceptual framework, this research has several hypothesis below: Facilities can support tourists' needs at tourist locations during their visit. Facilities are also a factor that is the key to success in the tourism industry (Ismayanti, 2020). This research is in line with research by Alita and Hijriyantomi (2022) which states that facilities influence interest in visiting tourism. So facilities can also influence the number of tourist visits to a tourist destination

H₁ : Tourist facilities partially influence interest in visiting

Promotion is an effort that can be carried out by companies to increase the attractiveness of tourist objects and provide information regarding tourism objects and attractions to potential tourists (Indriastuty, 2020). Promotion is an effort that can be carried out by companies to increase the attractiveness of tourist attractions and provide information regarding the objects and attractions that tourism has to potential tourists (Indriastuty, 2020). Promotional activities carried out by a tourist attraction area can influence the level of tourist visits. For this reason, the better the promotional activities carried out by tourist attractions, the greater the interest in visits from tourists

H₂ : Promotion partially influences visiting interest

Facilities are physical resources whose existence must exist before a service is offered to consumers. Tourism facilities are the facilities needed by tourists in a tourist destination (Ismayanti, 2020). What must be considered so that facilities can be assessed as good, namely the condition of the facilities, design, location and cleanliness must also be considered, especially those that are closely related to what consumers feel directly (Mulyantari, 2020). Apart from that, the existence of a destination must be known to the general public. For this reason, a tourist destination needs attractive promotions to attract tourists to visit.

H₃ : Tourist facilities and promotions simultaneously influence visiting interest

RESULTS AND DISCUSSION

Based on the results of the frequency distribution of respondent characteristics, it shows that the majority of respondents are 52% male and 48% female. Then, the age characteristics show that the majority of respondents are 20-25 years old, 58%.

Based on the results of the validity test shows that all question items have a calculated r value > r table (0.198) and significance < 0.05, so it can be said that all question items used in this research are valid. Based on the reliability test results table, it can be seen that all variables have a Cronbach Alpha value greater than 0.60, so it can be concluded that the question items in this study are reliable. Reliability shows that the variable items in this research are trustworthy and reliable as research measuring tools. Classic assumption test of this research show in Figure 2 below

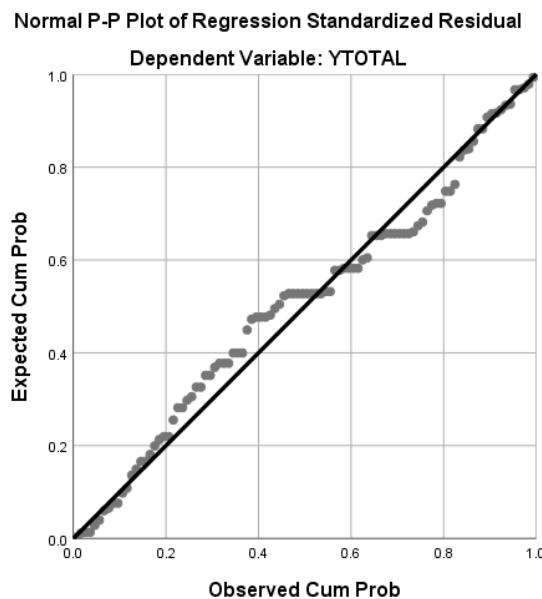


Figure 2. Normality Test
Source: Processed data (2024)

Based on the picture above, it can be seen that the data in this study is spread along a diagonal line. Thus it can be said that the linear regression model meets the normality assumption. Furthermore, the results of the multicollinearity test show the following:

Table 1. Multicollinearity test results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Tourist Facilities	0.479	2,088	Multicollinearity does not occur
Promotion	0.479	2,088	Multicollinearity does not occur

Source: Processed data (2024)

Based on the table of multicollinearity test results, it is known that all independent variables in this study have VIF values < 10 and tolerance > 0.10. So, it can be concluded that in this study there was no multicollinearity.

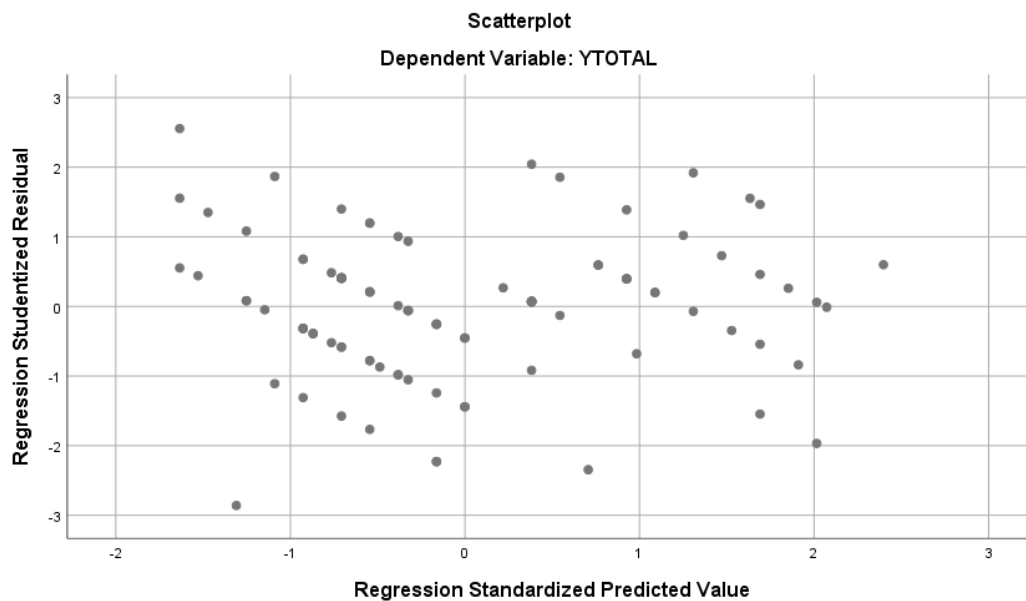


Figure 3. Heteroscedasticity test

Source: Processed data (2024)

In the scatterplot graph above, it can be seen that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so this regression model does not have heteroscedasticity.

The multiple linear regression model for this research is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$\text{Then } Y = 2.002 + 0.470 X_1 + 0.200 X_2$$

From the equation above it can be explained as follows:

1. The constant value $a = 2.002$ means that if all tourism facility (X1) and promotion (X2) variables are assumed to be zero, then the final interest variable (Y) will be as large as its constant value, namely 2.002
2. The regression coefficient value for tourist facilities (X1) is 0.470, meaning that if the tourist facilities variable increases by one unit and the promotion variable (X2) is assumed to be zero then the interest in visiting variable increases by 0.470
3. The promotion regression coefficient value (X2) is 0.200, meaning that if the promotion variable increases by one unit and the tourism facility variable (X1) is assumed to be zero then the interest in visiting variable increases by 0.200

The R Square Adjuster coefficient of determination obtained is equal to 0.590. Thus, it can be interpreted as the contribution of the influence of tourism facility and promotion variables the interest in visiting was 59%, while the remaining 41% was influenced by other factors not examined in this research.

The results of direct hypothesis testing will be presented in Table 2 below:

Table 2. Hypothesis Test

Hypothesis	tcount	ttable	Sig	Sig level	Information
Tourist facilities to visiting interest	6,706	1,661	0,000	0.05	Influential
Promotion to interest in visiting	2,064	1,661	0,000	0.05	Influential

Source: Processed data (2024)

Based on the t test results table, it can be concluded that

- a. **Hypothesis 1 is accepted.** This is proven by the tourist facilities variable has a calculated t value ($6.706 > t \text{ table } 1.661$) and sig ($0.000 < 0.05$). So it can be concluded that the variable tourist facilities partial effect on interest in visiting
- b. **Hypothesis 2 is accepted.** This is proven by the promotion variable has a calculated t value ($2.604 > t \text{ table } 1.661$) and sig ($0.000 < 0.05$). So it can be concluded that the variable promotion partial effect on interest in visiting

The results of simultaneous hypothesis testing are presented in Table 3 below

F-count	F-table	Significant	Significant Level	Information
72,258	3.09	0,000	0.05	Influential

Source: Processed data (2024)

Based on the F test results table shows the calculated F value ($72.258 > F \text{ table } 3.09$) and sig ($0.000 < 0.05$), so it can be said that the variable tourist facilities and promotions simultaneously influences interest in visiting. Thus it can be concluded that Hypothesis 3 is accepted.

Discussion**Tourist facilities partially influence interest in visiting**

The results of hypothesis testing show that the first hypothesis is accepted which states that tourist facilities influence tourists' interest in visiting Sumberingin Baths Nature Tourism. In this case, it can be interpreted that the better the facilities a tourist destination has, the more tourists will want to visit. Facilities can support tourists' needs at tourist locations during their visit. Facilities are also a factor that is key to success in the tourism industry. Tourist facilities that are kept clean, all facilities can function well, facilities can be easily used and are equipped to meet tourist needs will encourage tourists' desire to visit. The results of this research are in line with research conducted by Saputra and Meirina (2022), Lestari et al (2022), Sari and Suyuthie (2022), Dewi and Purnomo (2022), Ginting and Winata (2023), and Ariesta (2020) who stated that tourist facilities influence interest in visiting

Tourism promotion has a partial effect on interest in visiting

The results of the hypothesis test show that the second hypothesis is accepted which states that promotion has an effect on tourists' interest in visiting Sumberingin Baths Nature Tourism. In this case, it can be interpreted that the better the promotion carried out by a tourism destination, the greater the desire of tourists to visit. Promotion is an effort that can be carried out by a company to increase the attractiveness of a tourist attraction and provide information regarding the objects and attractions that the tourist attraction has to prospective tourists. Promotions that are able to disseminate and provide information to tourists and remind tourists about a destination will be able to encourage tourists to be willing to visit. The results of this research are in line with research conducted by Yasmin et al (2020), Najwati and Zaenudin (2023), Putri et al (2022), Ratu et al (2022) which stated that promotions influence visiting interest.

Tourist facilities and promotions simultaneously influence interest in visiting

The results of hypothesis testing show that the third hypothesis is accepted, which states that tourist facilities and promotions together can influence tourists' interest in visiting Sumberingin Baths Nature Tourism. In this case, it can be interpreted that if a tourist destination has complete facilities and has carried out maximum promotions, it will increase tourists' desire to search for destinations and be interested in visiting. The results of this research are in line with research conducted by Iswidyamarsha and Dewantara (2020), Lestiyarningsih and Pramudyo (2023) and Samori and Ismayuni (2023) who stated that tourist facilities and promotions simultaneously influence visiting interest.

CONCLUSION

Based on the results of the analysis, it shows that all hypotheses in this research are accepted. Tourist facilities partially influence tourists' interest in visiting, partial promotions were also found to influence tourists' interest in visiting. Simultaneous test results show that tourist facilities and promotions together influence tourist interest in visitin

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