

IDENTIFICATION OF FACTORS THAT AFFECT TOURISTS' INTEREST IN VISITING TOURIST DESTINATIONS

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A B S T R A C T

This study aims to examine a number of factors that have an impact on tourists' interest in visiting tourist destinations. The sample in this study is 95 people through questionnaire data collection methods, interviews and documentation. The analysis method used is multiple linear regression. The variables analyzed in this study are Facilities, Attraction and Interest in visiting. The findings of this study show the value of the multiple correlation coefficient (R) = 0,946 This means that Facilities and Attractions have a strong correlation with Tourists' Interest in visiting tourist destinations. Coefficient value (R^2) = 0.896 where the contribution of the facility variable (X^1) and attractiveness (X^2) simultaneously had an impact on the interest in visiting (Y) by 89,6% and the rest of the 10,4% are impacted by other variables. Referring to the F-test, a number of F-values are obtained 394,203 with a significance of 0.000 because the significance level is very small the real level = 0.05 thus it can be stated that the variables of Facilities and attractiveness simultaneously have a strong impact on the interest in visiting (Y). And it can be seen from the acquisition of the t test that the facilities are a number of 6,676 with a sig level. an amount of 0.000. A value of 0.000 < of a real level value of 0.05. This means that partially the facility has a strong impact on the interest in visiting. And for the attraction variable has a value of a number of 3,402 with a level of sig. 0.001. Value 0.001 < below the real level of 0.05. The meaning is that individually attraction has a strong impact on the interest of tourists visiting tourist destinations.

INTRODUCTION

Tourism is one of the largest industries in the world and is the main mainstay of economic development in various countries, including Indonesia, which has great tourism potential with cultural diversity, traditions, and natural beauty. The Ministry of Tourism and Creative Economy noted that 76.19% of Indonesia's tourism sector in 2024 is in the recovery stage, and 46.15% of the sector players believe that the right use of technology will produce quality and innovative tourist destinations so that it can encourage national economic growth (Kurniawan & Nihayah, 2025). This condition places the management of tourist destinations, especially new destinations that are not widely known, as a strategic issue that needs serious attention from stakeholders.

One of the natural tourist destinations that is not widely known is Lagunci Beach, which is located in Bahari Tiga Village, Sampolawa District, South Buton Regency, Southeast Sulawesi. This beach presents a cluster of umbrella stones and the icon of "Boat Boti" which is located on a rock. Visit data shows an alarming trend.

The number of tourist visits decreased drastically from 27,067 people in 2022 to only 1,667 people in 2024. The decrease is suspected to be related to supporting facilities that have not been properly maintained, such as garbage dumps, clean water provision, and toilets, so that tourists experience difficulties during travel (Lismawaty Basiru et al., 2019). In addition, the tourist attractions of Lagunci Beach have not been optimally developed, so that the interest of tourists to come is low even though this tourist attraction has a distinctive natural uniqueness.

A number of previous studies have analyzed a number of factors that influence tourists' interest in visiting tourist attractions that are not the same as various variables, including destination image, attraction, and facilities on the decision to visit (Yulfi, 2024) "Sasak Tree Beach Thousand products, prices, promotions, location, people, and physical evidence of interest in revisiting Lariti Bima Beach"

(Bima, 2023) "attraction, accessibility, facilities, ticket prices, promotions, and experience to the interest of visiting the Maneken Prafi Manokwari Tourism Park" (Febanus Heatubun Alwijaya, 2023) "The Influence of Tourist Attraction on Interest in Visiting Si Pitung House" (Revansky & Sarudin, 2025) and "the charm of tourism, oral communication, and destination image on the interest of visiting Puncak Pinus Becici Bantul" (Prasetyo et al., 2024). The variation in location and the combination of variables in these studies show that the influence of facilities and attractiveness on interest in visiting is contextual, so that a special study on Lagunci Beach tourist attractions with their own characteristics is still needed to provide targeted recommendations for managers.

Facilities are very crucial because facilities can be the main factor to increase tourist satisfaction (Abel Haryanto et al., 2023) Referring to the above presentation, this study aims to, see the impact of facilities on tourists' interest in visiting, examine the influence of tourist attractions on tourists' interest in visiting, and examine "the influence of facilities and tourist attractions simultaneously on tourists' interest in visiting tourist destinations". The hypothesis proposed is H1: "facilities have a positive and significant effect on tourists' interest in visiting"; H2: "tourist attractions have a positive and significant effect on tourists' interest in visiting"; and H3: "facilities and tourist attractions simultaneously have a positive and significant effect on tourists' interest in visiting".

METHODS

This study uses a descriptive quantitative approach to provide an overview of visitors' assessment of tourist facilities and attractions and test the extent of their influence on tourists' interest in visiting. The study was carried out at Lagunci Beach, Bahari Tiga Village, Sampolawa District, South Buton Regency, Southeast Sulawesi, in July-August 2025.

The research population is all tourists who come to Lagunci Beach in 2024 which amounts to 1,667 people. The sample size was determined through the Slovin formula and an error rate of 10%, thus obtaining a sample of 95 respondents. The sampling technique uses proportionate stratified random sampling, which is a technique used when the population has heterogeneous characteristics so that samples are taken proportionally and randomly from each strata. Data was obtained by observation, interviews, Likert scale questionnaires, and documentation.

The research variables include 2 independent variables, namely facilities (X1) and tourist attractions (X2), as well as a bound variable, namely tourist interest (Y). The operational definition of the variable is observed through Table 1.

Table 1. Variable Operational Definitions

Variable	Operational Definition	Indicator
Facilities (X1)	The availability of equipment to provide convenience for tourists in carrying out tourist activities (Philip Kotler, 2005)	Completeness; condition and function of the facility; ease of use of the facility
Tourist Attractions (X2)	Tourists' perception of the attractiveness of a tourist attraction that provides satisfaction and benefits (Karangasem et al., 2020)	Attraction; accessibility; amenities/facilities
Interest in Visiting (Y)	A high desire from within tourists to visit a destination (Cheng & Lu, n.d.)	Revisiting intention; recommendation intention; promotion intention

Sources: Kotler (2005); Karangasem et al. (2020); Cheng & Lu (2013)

The research instrument was first tested by a validity test using the product moment correlation coefficient with the level of sig. 5% (r table = 0.201) and the reliability test used Cronbach's Alpha with a minimum limit of 0.60 (Prof. Mudrajat Kuncoro, 2013). Next, a classical assumption test was carried out which included a normality test through the "One Sample Kolmogorov-Smirnov" method, a heteroscedasticity test through the scatter plot method, and a multicollinearity test through observing tolerance values and VIF. The hypothesis test was carried out with "multiple linear regression analysis, partial test (t test), simultaneous test (F test), and determination coefficient (R^2) test, all processed using the SPSS version 27 program".

RESULTS & DISCUSSION .

Before being used to conduct hypothesis tests, the research instruments that had been distributed to 95 respondents were first tested for feasibility with validity and reliability tests.

Validity Test

Validity testing is carried out by comparing the calculated r value of each statement item to the r-value of the table of 0.201 with a sig level. 5%. Test results are seen on the test table

Tabel 2. Hasil Uji Validitas

Variabel	Item	r Hitung	r Tabel	Ket
Fasilitas (X1)	X1.1	0,966	0,201	Valid
	X1.2	0,872	0,201	Valid
	X1.3	0,868	0,201	Valid
	X1.4	0,926	0,201	Valid
	X1.5	0,914	0,201	Valid
	X1.6	0,857	0,201	Valid
	X1.7	0,954	0,201	Valid
	X1.8	0,914	0,201	Valid
Daya Tarik (X2)	X2.1	0,941	0,201	Valid
	X2.2	0,865	0,201	Valid
	X2.3	0,890	0,201	Valid
	X2.4	0,901	0,201	Valid
	X2.5	0,953	0,201	Valid
Minat Berkunjung (Y)	Y1	0,965	0,201	Valid
	Y2	0,906	0,201	Valid
	Y3	0,965	0,201	Valid
	Y4	0,945	0,201	Valid
	Y5	0,956	0,201	Valid

Sumber: Data diolah dengan SPSS Versi 27 (2025)

Table 2 shows that all statement items in the variables of facilities, attraction, and interest in visits have a calculated value of r in excess of r table (0.201), thus all items are considered valid and suitable for use as research instruments.

Reliability Test

The reliability of the instrument was tested using Cronbach's Alpha formula, through the criterion of a variable called reliable if the alpha value exceeds 0.60. The test results can be observed through Table 3.

Table 3. Reliability Test Acquisition

Variable	Cronbach's Alpha	Ket
Facilities (X1)	0,970	Reliable
Attraction (X2)	0,971	Reliable
Interest in Visiting (Y)	0,948	Reliable

Source: Data processed with SPSS Version 27

All variables have a CA coefficient exceeding 0.60, thus the research instrument is called reliable and consistently used in assessing research variables.

Normality test

It was carried out using the "One Sample K-S" method on the residual value of the regression model. The test results were observed through Table 4.

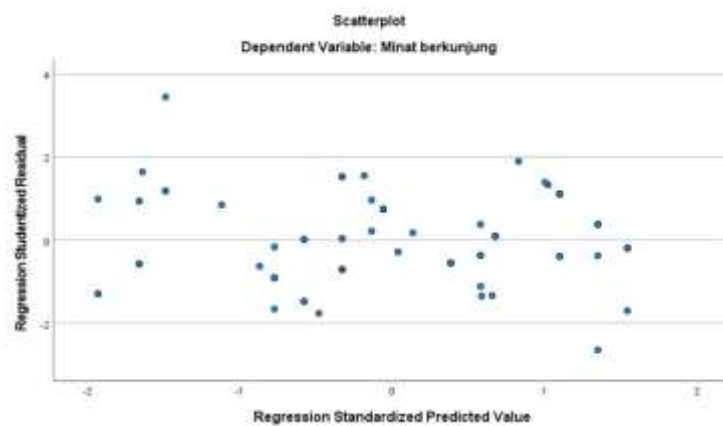
Tabel 4. Hasil Uji Normalitas (One-Sample Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,33237915
Most Extreme Differences	Absolute	,089
	Positive	,080
	Negative	-,089
Test Statistic		,089
Asymp. Sig. (2-tailed) ^c		,062

The value of Asymp. Sig. (2-tailed) of 0.062 exceeds 0.05, so it can be concluded that the residual value of the regression model has a normal distribution.

Heteroscedasticity Test

This test was carried out through the "scatter plot graph between the prediction value (ZPRED) and the residual value (SRESID)", as observed in Figure 1.

**Figure 1.** Heteroscedasticity Test Acquisition

Source: Data processed with SPSS Version 27

Figure 1 shows the residual points spread randomly by not creating a specific pattern, either above or below 0 on the Y axis.

Multicollinearity Test

This test aims to check whether there is a high correlation between independent variables, with the criteria of a tolerance value of > 0.10 and $VIF < 10$. The test results can be observed through Table 5.

Table 5. Acquisition of Multicollinearity Test

Coefficient		Collinearity Statistics	
		Tolerance	VIVID
1	Facilities	,125	7,995
	Attraction	,125	7,995

a. X: Interest in visiting

Source: Data processed using SPSS Version 27

The tolerance value of 2 variables X was 0.125 (> 0.10) and the VIF value was 7.995 (< 10), for this reason, it can be concluded that there is no problem of multicollinearity between variables X in the regression model.

Multiple Linear Regression Analysis & Partial Test (T Test)

This analysis was used to examine the influence of facilities (X1) and attractiveness (X2) on visitor interest (Y), as well as to test the significance of the influence individually through a t-test at a significance level of 5% (t table = 1.662). The test results are shown in Table 6.

Table 6. Results of Multiple Linear Regression Analysis and T Test

Models	B	Std. Error	Beta	t	Sig.
(Constant)	2,663	0,610	-	4,370	0,000
Facilities (X1)	0,379	0,057	0,636	6,676	0,000
Attraction (X2)	0,298	0,088	0,324	3,402	0,001

Dependent Variable: Visiting Interest. Source: Data processed with SPSS Version 27

According to Table 6, a multiple linear regression equation is obtained, namely $Y = 2.663 + 0.379X1 + 0.298X2 + e$. The constant value of 2.663 shows that if the facilities and attractions are valued at 0, then the interest in tourists visiting is in the value of 2.663. The regression coefficient of facilities (X1) of 0.379 has a positive value, meaning that each increase of one unit in the facility can increase the interest in visiting by 0.379 units, assuming other variables are fixed. The regression coefficient of attraction (X2) of 0.298 also has a positive value, meaning that each increase of one unit in attraction can increase the interest in visiting by 0.298 units.

The results of the t-test in Table 6 show that the t-value of the facility calculation of 6.676 exceeds the t of table 1.662 with sig. $0.000 < 0.05$, for which H1 is approved, which means that the facility has a positive and strong impact on Y. The t-value of the attraction calculation is 3.402 exceeding the t table of 1.662 with sig. $0.001 < 0.05$, for which H2 is approved, which means that attraction has a positive and strong impact on "the interest of tourists visiting tourist destinations".

Simultaneous Test (F Test)

The F test is used to examine the impact of facilities and attraction simultaneously on the interest in visiting, at the level of sig. 5%. The test gain is seen through Table 7.

Table 7. Simultaneous Test Acquisition (F Test)

Models	Sum of Squares	df	Mean ²	F	Sig.
Regression	1430,033	2	715,017	394,203	0,000
Residual	166,872	92	1,814	-	-
Total	1596,905	94	-	-	-

Dependent variables: Interest in visiting. Predictors: (constant), Attraction, Facilities. Sources: Data is processed using SPSS Version 27

According to Table 7, the F value of 394.203 was obtained exceeding the F of the table 2.70 with sig. $0.000 < 0.05$, for which H3 was approved, which means that facilities and attractions simultaneously have a significant positive impact on the interest of tourists to visit.

Correlation Coefficient and Coefficient of Determination

The multiple correlation coefficient (R) is used to examine the strength of the relationship between "facilities and attractiveness and interest in visiting", while R^2 is used to examine the magnitude of the contribution of the two X variables to Y.

Tabel 8. Hasil Koefisien Korelasi dan Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.896	.893	1,34678
a. Predictors: (Constant), Daya Tarik, Fasilitas				
b. Dependent Variable: Minat berkunjung				

The value of the multiple correlation coefficient (R) of 0.946 shows that the correlation between facilities and attraction and interest in visiting is in the very strong category, according to the interpretation criteria of the correlation coefficient of 0.800–1,000. The value of the determination coefficient (R^2) of 0.896 shows that facilities and attractions can simultaneously explain 89.6% of the variation in tourists' interest in visiting Lagunci Beach, while the remaining 10.4% are influenced by

other variables outside the model, such as promotion, accessibility, and destination image. The results of the statistical test above provide an overview of "the role of facilities and tourist attractions in increasing tourists' interest in visiting Lagunci Beach", as described below.

Facilities are one of the important elements to support the success of a tourist destination. The availability of complete, clean, comfortable, and easily accessible facilities will provide a good experience for tourists so that they can increase their desire to visit. Facilities are resources that need to be provided before a service is provided to customers, and in the context of tourism, facilities such as toilets, places of worship, and rest areas are factors that influence tourists' decisions to visit (Fandy Tjiptono, 2016). This finding is consistent with the t-test results that prove the significant positive influence of facilities on interest in visiting, and is relevant to studies that show that "customer experience and facilities are factors that determine interest in returning to tourist villages". Completeness, conditions, and ease of use of facilities at Lagunci Beach are aspects that need to be continuously improved so that tourist comfort is more guaranteed (Fahimah et al., 2025).

Tourist attraction is one of the important factors that impact tourists' decisions to determine a destination, both in the form of natural beauty, uniqueness, and the tourist attraction itself. Tourist attraction is the main reason for a person to visit a tourist area, and is relevant to Law No. 10 of 2009 related to Tourism which emphasizes that "tourist attraction is all things that have uniqueness, beauty, and value including the diversity of natural resources, culture, and man-made products that are the target of tourist visits". Lagunci Beach with a cluster of umbrella stones and Boti Ship icons has potential attractions that can continue to be developed through indicators of attraction, accessibility, and amenities, as evidenced by the value of significant attraction calculations on tourist interest (Oka A. Yoeti, 2008).

Simultaneously, facilities and valid tourist attractions have a strong impact on tourists' interest in visiting, as shown by the F value calculated as 394,203 with sig. 0.000. Facilities are physical resources provided to provide convenience, comfort, and satisfaction to consumers, while tourist attractions are the main elements that stimulate individuals to carry out tourist trips, so that the combination of good attractions and adequate facilities will increase tourist interest in visiting. This finding is strengthened by the view that interest in visiting is an action that arises in response to tourist attractions that show the desire of tourists to carry out visits, both initial visits and return visits, which are influenced by facilities, attractions, experiences, and recommendations from other tourists. This finding is also in line with patterns found in other tourist attractions, such as "the significant influence of attraction and facilities on the decision to visit Sasak Pohon Seribu Beach as well as the influence of attraction, accessibility, and facilities on interest in visiting Maneken Prafi Manokwari Tourism Park" which emphasizes that facilities and attractiveness are determinants of interest in visiting various types of natural tourist destinations (Husein Umar, 2003),

CONCLUSION

Referring to the above explanation, it can be concluded that the facilities have a significant positive impact on tourists' interest in visiting Lagunci Beach, validated through "t-value $6.676 > t$ table 1.662 & sig $0.000 < 0.05$ ", which means that the better the existing facilities and thus the greater the interest of tourists to come. Tourist attraction also has a strong positive impact on tourist interest, as evidenced by the value of "t count $3.402 > t$ table 1.662 and sig $0.001 < 0.05$ ", which means that the more attractive the attraction offered thus the higher the interest of tourists to visit. At the same time, facilities and tourist attractions have a positive and strong impact on "interest in visiting", validated through the F value calculated $394.203 > F$ table 2.70 and sig. $0.000 < 0.05$. The contribution of the two variables to the interest in visiting is 89.6% ($R^2 = 0.896$), while the remaining 10.4% is influenced by other factors outside the research model, such as promotion, accessibility, and destination image.

This study has limitations, namely the scope of research is only carried out on one tourist attraction with a sample of 95 respondents so that the results cannot be generalized to other tourist destinations, and the research model only uses two X variables and thus cannot explain all variations in tourists' interest in visiting. The next study is recommended to add other variables such as price, accessibility, destination image, service quality, or tourist satisfaction, and increase the scope of the research site.

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