

THE INFLUENCE OF TOURIST ATTRACTIONS, FACILITIES AND ACCESSIBILITY ON INTEREST IN TOURISM VISITS AT LAKE SITU GINTUNG, SOUTH TANGERANG CITY, INDONESIA

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Abstract

This research aims to determine the influence of tourist attractions, tourist facilities, and tourist accessibility on interest in visiting the Situ Gintung tourist attraction. This type of research is quantitative descriptive. The population of this study was all visitors to the Situ Cipondoh tourist attraction, South Tangerang. The samples taken were 100 people. The sampling method uses Accidental Sampling. Data was collected by distributing questionnaires using a Likert Scale from 1 to 5. The partial research results show that tourist attractions, tourist facilities, and tourist accessibility significantly affect interest in visiting the Situ Gintung tourist attraction. Situ Gintung's tourist attractions, such as boat rides, stunning natural panoramas, recommendations, fishing, paintball, and airsoft guns, as well as outbound activities and children's play areas, greatly influence the interest of visitors, resulting in a positive effect on this tourist destination. The comprehensive facilities at Situ Gintung, including adequate parking areas, restaurants, toilet facilities, and places of worship, also significantly impact visitors' interest by providing a satisfying experience. Easy access to Situ Gintung via smooth roads and easily accessible public transportation also increases visitor interest, especially for those who do not have private vehicles.

Keyword: tourist attractions, tourist facilities, tourist accessibility, interest visiting

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INTRODUCTION

Situ Gintung is an artificial lake in East Ciputat, South Tangerang City, Banten Province. This lake is southwest of Jakarta. In 2008, the area of this lake reached 21.4 hectares and was later used as a tourist park. Initially, the primary function of this lake was as a reservoir to collect rainwater and provide air supply for the surrounding agricultural fields. With an initial area of 31 hectares, this lake was constructed from 1932 to 1933 and has an air storage capacity of 2.1 million cubic meters. Situ Gintung is also part of the Cisadane River Basin, one of the main rivers in the Banten and West Java Provinces. This river has a length of around 80 kilometers, including sediment from the Pesanggrahan River, empties into the Java Sea, originates from Mount Salak and Mount Pangrango in Bogor Regency, and flows to the south of Tangerang Regency.

Situ Gintung, which has an area of around 1.5 hectares and is located in the middle of the lake, is surrounded by plantation forests. Since the 1970s, this island and its shores have become a natural and aquatic tourism destination equipped with restaurants, swimming pools, and various recreational activities. According to Government Regulation Number 37 of 2010 concerning dams, in 2011, the name Situ Gintung was changed to Gintung Dam.

Stunning natural beauty, attractive views, and a friendly environment for fauna are the many attractions that make Situ Gintung a leading destination for tourists. Visitors can enjoy the enchanting natural panorama, like in the countryside, and observe various types of fish, including freshwater fish, that inhabit these waters. Apart from that, Situ Gintung offers a variety of interesting artificial attractions, from paintball games and airsoft guns to outbound activities, as well as an entertaining children's playground. According to Nurbaeti et al. (2021), tourist attraction is everything that makes a destination or tourist attraction attractive to visitors. This could be natural beauty, cultural uniqueness, tourist attractions, recreational activities, special events, or other factors that make people want to visit and spend time there.

Facilities are an integral part of the tourism experience, which aims to provide comfort and convenience to visitors at each destination (Warbung et al., 2021). At the Situ Gintung Island Nature Tourism Park, the following facilities have been prepared to support tourism activities, namely a guesthouse for accommodation, a multifunctional hall, a traditional hut, a mini rickshaw as a means of local transportation, a prayer room for worship needs, public toilets, a field for sports, pick-up facilities. Picture and video shooting, a campfire area for

gathering, camping tents for alternative lodging, chairs for resting, and an audio system for special events. With these various facilities, the tourist experience on Situ Gintung Island will be more complete and satisfying.

Apart from offering interesting attractions and adequate facilities, accessibility is also crucial in the tourism industry product (Megawati et al., 2023). Accessibility is an important support tool for tourists, making it easier for them to reach a destination without significant obstacles (Gilovic & McIntosh, 2020). In Situ Gintung, various public transportation facilities are available that make traveling easier, ranging from public minivans and motorbike taxis to bicycle rickshaws. With these diverse transportation options, visitors desire an option that suits their preferences and needs, enriching their tourism experience at the destination.

This research aims to identify the impact of tourism attractions, facilities, and availability of access on tourist visitor interest in Situ Gintung. The results of this research will benefit researchers by expanding their understanding of attractions, facilities, accessibility, and tourist interest in visiting. Furthermore, this research can be a basis for further research that uses different variables. Academically, this research will contribute to developing knowledge in this field.

LITERATURE REVIEW

Tourist attraction

Tourist attraction is a concept that refers to various factors that make a destination attractive to tourists. These factors can include natural beauty, such as white sandy beaches, stunning mountains, and stunning waterfalls (Novarlia, 2022). Apart from that, attractions can also come from cultural heritage, such as historical sites, historic buildings, and unique cultural festivals (Pratminingsih et al., 2022). Fun and entertainment are also part of tourist attractions, such as amusement parks, rides, and exciting music events or performances; these are essential factors influencing tourists' decisions in choosing their destination (Wiharjokusumo et al., 2021).

Tourist Facilities

Tourist facilities are all types of facilities, infrastructure, services, or features provided to facilitate tourism activities in a destination; tourist facilities can include various things, from accommodation such as hotels, guesthouses, or camping, to transportation facilities such as airports, terminals, or public transportation (Priyanka & Prihartanto, 2023). Apart from that, tourist facilities can also include recreational places such as amusement parks, national parks, historical places, museums, places of worship, restaurants, souvenir shops, and various other supporting services such as tour guides, equipment rentals, and health facilities (Siregar et al., 2019). Tourist facilities aim to improve the tourist experience and meet their needs while visiting a tourist destination (Bunyamin et al., 2023).

Tourism Accessibility

Tourism accessibility is the ease or difficulty with which individuals or groups can visit and enjoy specific tourist destinations. This includes aspects of transportation, facilities for people with special needs, available information, safety and health, and the availability and quality of accommodation (Cockburn-Wooten & McIntosh, 2020). This concept ensures that everyone, including those with physical or mobility limitations, can access and enjoy tourism experiences safely, quickly, and inclusively (Reindrawati et al., 2022).

Interesting Visit

Tourist visiting interest is the desire or interest that an individual or group has to visit a particular tourist destination (Adaapa, 2008). This involves factors such as interest in the destination's attractions or activities, a desire to experience unique culture, nature, or history, and practical factors such as time availability, budget, and accessibility (Kumbara et al., 2020). Attendance interests play an important role in directing tourists' travel decisions, which also influences a destination's marketing and tourism development (Aljohani & Choy, 2021).

METHODOLOGY

This research was carried out in Situ Gintung, South Tangerang, using quantitative descriptive research. The population that was the subject of this research were all visitors to the Situ Cipondoh tourist attraction, South Tangerang. The sample was 100 people, selected considering time, finances, energy, and thoroughness (Arikunto, 2016). The sampling method uses Accidental Sampling, namely a sampling technique that takes samples from individuals who are easy to find or access (Sugiyono, 2017). Data was collected by distributing questionnaires using a Likert Scale from 1 to 5.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

| Character | Frequency | Percentage |
|----------------------------|-----------|------------|
| Gender | | |
| Male | 48 | 48% |
| Female | 52 | 52% |
| Age | | |
| >17 years old | 19 | 19% |
| 18-35 years old | 49 | 49% |
| > 35 years old | 32 | 32% |
| Domicile | | |
| Jabodetabek | 63 | 63% |
| Luar Jabodetabek | 37 | 37% |
| Frequency of Visits | | |
| 1 times | 18 | 18% |
| 2 – 5 times | 39 | 39% |
| > 5 times | 43 | 43% |
| Occupation | | |
| Student | 22 | 22% |
| Employee | 38 | 38% |
| Entrepreneur | 30 | 30% |
| etc | 10 | 10% |

Source: Data processed by researchers (2023)

The characteristics of respondents based on gender show that 52 tourists (52%) who visit Situ Gintung are female. This is because they enjoy the various tourist activities offered at that place more. Situ Gintung provides a variety of activities that women like, such as picnics, taking a leisurely walk around the lake, enjoying beautiful natural views, and interacting with the surrounding environment. Apart from that, the calm and peaceful atmosphere at Situ Gintung also makes it an attractive choice for women looking for a place to relax and unwind from their daily routines.

Meanwhile, the characteristics of respondents based on age show that 49 tourists who visit Situ Gintung are visitors aged 18-35 years (49%). This is because this age group tends to be more active and seeks new experiences, including exploring tourist attractions. Situ Gintung offers various activities that suit the interests and needs of 18-35-year-olds who are influenced by social media trends and recommendations from peers, which can strengthen the perception that this place is an exciting destination to visit.

Meanwhile, the characteristics of respondents based on domicile show that 63 tourists who visit Situ Gintung are visitors who live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). This is because Situ Gintung has a location that is easy to reach from surrounding areas such as Jakarta, Tangerang, and Bekasi. Even though Bogor and Depok are relatively further away, with increasingly better transportation accessibility, such as toll roads and public transportation, Situ Gintung remains an attractive choice for residents around Jabodetabek to relax and enjoy nature. Thank you for that clarification.

Then, the characteristics of respondents based on the frequency of visits show that most visitors who come to Situ Gintung visit more than five visits, amounting to 43 people (43%). This is because Situ Gintung offers a variety of exciting activities and attractions, which make visitors want to come back to enjoy a different experience every time they visit, and Situ Gintung is one of the favorite places to relax or spend free time regularly, mainly because of its easy accessibility. from the surrounding area.

Furthermore, the characteristics of respondents based on age show that 38 tourists who visit Situ Gintung are visitors who work as employees (38%). This is due to the dominant productive age, which indicates the possibility of having a permanent job and limited free time, so they choose tourist destinations that are close and easily accessible to fill their vacation or weekend time.

Table 2. Validity Test

| Variable | | Quisioner Item | r-count | r-table |
|------------------------------|------|--|----------------|----------------|
| Tourist Attractions | X1.1 | The natural scenery at Situ Gintung provides a pleasant experience for visitors | 0.597 | 0.1966 |
| | X1.2 | The diversity of fish types in Situ Gintung adds to its tourist attraction | 0.612 | 0.1966 |
| | X1.3 | Atraksi paintball dan airsoft gun di Situ Gintung memberikan variasi aktivitas yang menarik bagi pengunjung | 0.624 | 0.1966 |
| | X1.4 | Outbound activities at Situ Gintung provide a fun adventurous experience for visitors | 0.659 | 0.1966 |
| | X1.5 | The children's playground at Situ Gintung provides sufficient entertainment for visiting children and families | 0.623 | 0.1966 |
| Tourist Facilities | X2.1 | The Situ Gintung tourist attraction has a large parking area | 0.589 | 0.1966 |
| | X2.2 | There are many toilets available at the Situ Gintung tourist attraction | 0.640 | 0.1966 |
| | X2.3 | Clean water for visitors' needs at the Situ Gintung tourist attraction is widely available | 0.675 | 0.1966 |
| | X2.4 | Worship facilities are available at the Situ Gintung tourist attraction | 0.653 | 0.1966 |
| | X2.5 | There are many drink and food stalls that provide typical Situ Gintung culinary delights | 0.606 | 0.1966 |
| Tourist Accessibility | X3.1 | The condition of the road to the Situ Gintung tourist attraction is well maintained | 0.652 | 0.1966 |
| | X3.2 | The Situ Gintung tourist attraction is easy to reach both by private and public transportation | 0.641 | 0.1966 |
| | X3.3 | Public transportation facilities to the Situ Gintung tourist attraction are in suitable condition for use | 0.508 | 0.1966 |
| | X3.4 | Traffic to the Gintung tourist attraction is smooth | 0.672 | 0.1966 |
| | X3.5 | There is a sign pointing to the Situ Gintung tourist attraction | 0.585 | 0.1966 |
| Interest Visiting | Y1 | I have visited the Situ Gintung tourist attraction more than once | 0.681 | 0.1966 |
| | Y2 | I will come back to the Situ Gintung tourist attraction because what I need and want when traveling can be fulfilled | 0.750 | 0.1966 |
| | Y3 | I will tell my family and friends things that impressed me or positive things during my trip | 0.615 | 0.1966 |
| | Y4 | I will visit the Situ Gintung tourist attraction again, even though it is with the same attractions | 0.562 | 0.1966 |
| | Y5 | I would recommend the Situ Gintung tourist attraction to other people | 0.588 | 0.1966 |

Source: Data processed by researchers (2023)

Table 2 above illustrates that all question indicators have high validity. This validity is demonstrated by the fact that the calculated r-value for each indicator exceeds the r-table value (0.1966), confirming that the questions are significantly related to the measured construct.

Table 3. Reliability Test

| Variable | Cronbach's Alpha | Alpha Value |
|-----------------------|------------------|-------------|
| Tourist Attractions | 0.909 | 0.600 |
| Tourist Facilities | 0.861 | 0.600 |
| Tourist Accessibility | 0.798 | 0.600 |
| Interest Visiting | 0.827 | 0.600 |

Source: Data processed by researchers (2023)

Table 3 above shows that each question indicator is considered valid, reflected in Cronbach's alpha value, which is greater than the alpha value (0.600). This confirms the reliability and consistency of the research instruments measuring the related variables.

Table 4. Coefficient of Determination

| R | R-Square | Adjusted R-Square | Std. Error of The Estimate |
|-------|----------|-------------------|----------------------------|
| .784a | .700 | .678 | .174088 |

Source: Data processed by researchers (2023)

In Table 4 above, the customized R Square value is 0.678, or 67.8%. This means that 67.8% of the variable interest in visiting can be explained by tourist attractions, facilities, and accessibility. Meanwhile, the remaining 32.2% is explained by causes outside the model or other variables that have not been examined in this research.

Table 5. Hypothesis Testing

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 4.723 | .972 | | 4.859 | .000 |
| Daya Tarik Wisata | .695 | .102 | .303 | 6.814 | .000 |
| Fasilitas Wisata | .564 | .109 | .228 | 5.174 | .000 |
| Aksesibilitas Wisata | .458 | .096 | .167 | 4.771 | .000 |

Source: Data processed by researchers (2023)

Based on the table above, the tourist attraction variable has a t-count (6.814) that is more remarkable than the t-table (1.9845) and a significant value (0.000) that is smaller than 0.05. Thus, partial tourist attractions significantly affect interest in visiting the Situ Gintung tourist attraction. This is due to increased activities that attract potential visitors to Situ Gintung, such as rowing boat activities, beautiful natural views, guest houses, fishing, paintball games, airsoft guns, outbound activities, and an entertaining children's playground. This activity can attract more people to visit Situ Gintung, positively impacting this tourist destination.

Research conducted by Oktavia et al. (2023) shows that tourist attractions significantly influence interest in visiting a tourist attraction because it is the main factor influencing tourists' perceptions and desires to devote their time and resources to visiting that place. Research conducted by Cahyani et al. (2023) shows that interest in natural beauty, unique culture, facilities provided, activities offered, and positive reviews from previous visitors all play an essential role in forming positive perceptions and attracting tourists. Experience new experiences in these destinations.

Based on the table above, the tourist facilities variable has a t-count (5.174) that is more remarkable than the t-table (1.9845) and a significant value (0.000) that is smaller than 0.05. Thus, tourist facilities significantly influence interest in visiting the Situ Gintung tourist attraction. This is because it provides a more complete and satisfying experience for visitors. With facilities such as a large parking area, comfortable places to eat, clean toilets, and places of worship, visitors feel more secure and relaxed during their visit, encouraging them to return or recommend the destination to others. Good tourist facilities can increase visitor attraction and satisfaction and support overall tourism growth in Situ Gintung.

Research conducted by Salim et al. (2023) shows that good facilities such as spacious parking lots, clean toilets, rest areas, and other supporting services increase the attractiveness of tourist destinations by creating a pleasant environment for visitors. Research conducted by Riwu et al. (2023) shows that with adequate facilities, visitors tend to feel more satisfied and are encouraged to return or recommend the destination to others, increasing interest in visiting and contributing to the growth of the tourism industry.

Based on the table above, the tourism accessibility variable has a t-count (4.771) that is more remarkable than the t-table (1.9845) and a significant value (0.000) that is smaller than 0.05. Thus, partially, tourist accessibility significantly affects interest in visiting the Situ Gintung tourist attraction. This is because there is good access, such as smooth roads and easy-to-reach public transportation routes. The potential for visitors to visit Situ Gintung increases significantly, especially for those who do not have private vehicles. Good accessibility also allows visitors to plan trips more efficiently, reducing potential travel obstacles or worries and ultimately providing a more positive travel experience.

Research conducted by Napitupulu et al. (2021) shows that tourist destinations that are easily accessible by public transportation or private vehicles tend to attract more potential visitors, especially those who have limited mobility or limited travel time. Research conducted by Ariesta et al. (2020) shows that good accessibility also expands the potential reach of the tourism market, increasing opportunities for more people to experience and enjoy the tourist attraction, thus strengthening the attractiveness and recreation of the tourism industry in a region.

CONCLUSION

Situ Gintung's tourist attractions, such as rowing boat activities, beautiful natural views, guesthouses, fishing, paintball games, airsoft guns, outbound activities, as well as children's playgrounds, have a significant influence on visitor interest, providing a positive impact on the destination. The complete facilities at Situ Gintung, including parking areas, dining areas, toilets, and places of worship, significantly impact visitor interest by providing a satisfying experience. Good access to Situ Gintung via smooth roads and easily accessible public transportation increases visitor interest, especially for those who do not have private vehicles.

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