

INFLUENCE POWER PULL AND FACILITY AGAINST INTEREST VISITING TRAVELER TO OBJECTS TOUR WATER JUMP EMBUN WATERFALL, KEPAHANG REGENCY

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ABSTRACT

The purpose of this research is to determine the influence of attractions and facilities on the interest of tourists to visit the Curug Embun Waterfall tourist attraction in Kepahiang Regency. The population in the study were all visitors to the Curug Embun Waterfall tourist attraction in Kepahiang Regency. The technique for determining the sample was purposive sampling with the number The sample was 90 respondents. Data collection using questionnaire And analysis data use model regression linear multiple coefficient , coefficient of determination and hypothesis testing. The results of the study show that attractiveness has an effect positive on Tourist Visiting Interest, Facilities have a positive effect on Tourist Visiting Interest, Attractions and facilities together contribute to the influence on Tourist Visiting Interest, amounting to 80.3% while the remaining 19.7% is influenced by other variables that are not included in this research model. The results of the hypothesis test in this study indicate that there is a significant influence between attractions and facilities on tourist visiting interest at the Curuk Embun waterfall tourist attraction.

INTRODUCTION

Indonesia is a country that has a very strategic position because it is located between two continents and two oceans. Apart from its strategic position, Indonesia is also blessed by God with a series of thousands of islands that line up from Sabang to Merauke, each with its own uniqueness, beauty and cultural charm. Tourism in Indonesia is one sector that has great potential to support the country's economy.

Tourism is one of the development sectors that is currently being promoted by the government. This is because tourism has a role which is very important in the development of Indonesia, especially as a foreign exchange earner in addition to the oil and gas sector which is the largest foreign exchange earner for the country. The purpose of tourism development in Indonesia is clearly seen in the Presidential Instruction of the Republic of Indonesia Number 9 of 1969, especially Chapter II Article 3, which states that "Efforts to develop tourism in Indonesia are in the nature of developing the tourism industry" and are part from business development and development as well as welfare of society and the state.

Until now, the largest industry in many countries, both developed countries and developing countries such as Indonesia, is tourism. According to (Saputra et al., 2019) tourism, one of Indonesia's natural resources, has an influence Which significant to economy Indonesia. With riches extraordinary nature , Indonesia has a lot of potential to become tourist attractions. Due to public concern for the natural environment, local governments and private companies are moved to innovate in tourism management by considering the tourism potential in certain areas. Tourist visitors not only want to see something, but they also want to be closer to nature and society, which results in quality tourism (Nurmala et al., 2022) .

Bengkulu is one of the tourist destinations in Indonesia. When visiting Bengkulu, Kepahiang is one of the areas that must be visited because it offers quite a lot of tourist attractions. Visitors will be spoiled with the beauty of natural attractions and various other interesting destinations. No need to be confused about determining the destination, there are several tourist attractions in Kepahiang that offer extraordinary beauty and are a shame to miss, such as Kabawetan Tea Garden, Black Hill, Suro Lake, Sempiang Waterfall, Kepahiang Mountain Valley, Curug Embun, Mandap Sari Sengkang Waterfall. One of the waterfall tourist attractions that is no less good is the Curug Embun waterfall. In addition, the interest in visiting again. According to (Alviandra & Alvianna, 2020) the interest in revisiting is the encouragement of someone to make a repeat visit or visit a place that has its own appeal.

Tourist attractions or *tourism attractions* are everything that attracts people to visit certain tourist areas. In Curug Embun, it has a panoramic attraction and cool air. Tourists who visit Curug Embun Waterfall will be spoiled by the beautiful view of the waterfall with a height of more than 50 meters surrounded by natural and cool scenery. In addition to showing the beautiful view of the waterfall, visitors during the trip to the waterfall will be presented with views of the village settlements. quiet with fresh air and rice fields on the left and right of the road.

Facilities are a form of material that functions to add value to a product or service. In service facilities, there are several things that need to be considered, including: cleanliness, neatness of facilities, condition and function of facilities, ease of use of facilities, and completeness of equipment offered. Basically, facilities in service companies are factors that determine people's choices to decide to visit tourist attractions. Many service companies perceive that customer interaction with service facilities has an effect Regarding the service in the eyes of customers at the Curug Embun Waterfall tourist attraction, visitors do not need to worry about public facilities, because they are quite complete there , starting from accommodation around the Curug Embun Waterfall tourist attraction, public toilets, places of worship and places to rest

after having fun playing in the waterfall with spots. cool photo. Visitors also do not need to worry about the distance from the parking lot to the waterfall. The road access there is easy to pass, it only takes about 5 minutes through the concrete road. And visitors who do not bring supplies when going to Curug Embun Waterfall, there is also a coffee shop there to order food and drinks.

Based on information obtained from The manager of Curug Embun waterfall stated that the interest of visitors to visit Curug Embun Waterfall has decreased. This is indicated by the number of visitors in September as many as 1400 visitors, October 1200 visitors, November 800 visitors, so that from September to October there was a decrease of 200 visitors, in October to November there was a decrease of 400 visitors. This condition is a concern for the manager considering the increasingly competitive competition for similar tourism.

Based on the results of observations conducted on November 28, 2023 about Power pull And facility towards interest visit about tourist attraction Water Jump Waterfall Dew Regency The Peak Obtaining some information from several visitors, according to Reza Pahlevi from Ujan Mas, he said that there is still a lack of public toilets at the Curug Embun waterfall, there are only two public toilets. According to Rio from Batu Bandung, he said that there is still a lack of prayer rooms at the Curug Embun waterfall, the existing prayer rooms are still very small. According to Darmawansyah from Curup, there is still no resting place at the Curug Embun waterfall. According to Oki Renaldi from Keban Agung, there is still a lack of other tourist attractions besides the waterfall itself at the Curug Embun waterfall. The fifth opinion, Hezi Jannata, said that there is still a lack of trash cans at the Curug Embun waterfall, so there are still many tourists who litter.

From several opinions, it can be concluded that the attraction at Curug Embun Waterfall, Kephahang Regency is still lacking because it is still focused on the waterfall and the coolness of nature, there is no other attraction at the tourist attraction. The facilities there are still lacking because there are only 2 toilets, and there is a wooden bridge there that is already dilapidated and no longer suitable for use, and there is also still a need to fix the prayer room because the existing prayer room is still too small. The lack of attractions and facilities causes the interest of tourists to visit to decrease.

LITERATURE REVIEW

According to (Aprilia, 2020) that interest as a drive, namely a strong internal stimulus that motivates action, where this drive is influenced by positive stimuli and feelings about the product. According to (Aulia & Yulianti, 2019) interest is a strong drive and motivates someone in choosing an action. Behavioral interest is a potential tendency For stage reaction (attitude to precede behavior). Interest visit means potential consumers (visitors) who have and have not been and who is going to visit a tourist attraction. Interest is a driving force that causes someone to pay attention to an object.

According to (Wiradiputra & Brahmanto, 2018) interest is a tendency in individuals to be attracted to an object or to like the object, this means that interest in visiting is a tendency in individuals to be attracted to an object so that they are encouraged to visit or come to the object. From the opinion above, it can be concluded

that interest in visiting is a feeling of wanting to visit an interesting place to visit. According to (Rahayu, 2023) the factors that influence tourists in their interest in visiting, namely:

1. Product
Product tour must in accordance with What Which searching for And liked by the community or according to market demand.
2. Price
Price product tourist is amount theprice Which appropriate For tourism products.
3. Place
Function distribution present product in in the middle market.
4. Service And Facility
Facility very relate with elements Which there is in service

According to (Yuliyani & Suharto, 2022) the indicators that can be used regarding visiting interest are as follows:

- 1) Interest, related to a person's driving force towards an object, person, or activity.
- 2) Preferences are interests that describe consumer behavior towards a product, goods or service.
- 3) Information Search, is an interest that describes consumer behavior that always search for information about products, goods or services of interest.

Power Pull Tour

attractions are everything that has uniqueness and natural beauty that can be felt and enjoyed by visitors so that... with its own unique appeal, this tourism will become a target for the visit of tourists According to (Normalasari et al., 2023) , a tourist attraction is anything that becomes a *tourist attraction*. attraction for people to visit certain tourist areas. According to (Susianto et al., 2022) tourist attractions are things that attract the attention of tourists that are owned by a tourist destination. According to (Syarifuddin et al., 2018) exists four component Which must owned by a tourist attraction, namely:

1. Attractions, like natural Which interesting, culture area Which captivating and performing arts
2. Accessibility, like condition road, transportation local And existence public facilities such as terminals.
3. Amenities or facility like availability accommodation, House Eat, and travel agents.
4. Organization tourism Which needed For service traveler such as destination management organizations and travel agents.

According to (Rahmadayanti & Murtadlo, 2020) , attractiveness is the perception of tourists towards the attractiveness of tourism in the form of tourist attractions which include uniqueness, authenticity, weather/climate, beauty and providing benefits and value for tourists so as to encourage tourists to revisit the place t. The indicators that support the tourism attraction variables in the research are:

1. The existence of uniqueness,
2. The existence of authenticity,

3. be gained as well as the beauty of the tourist attraction .

Facility Tour

Facilities are something that very important in the service business, therefore facilities, completeness of interior design and cleanliness of facilities must be considered especially those that are closely related to what consumers feel directly. According to (Putri et al., 2019) Tourism facilities or facilities are elements in a destination that allow tourists to stay at the destination to enjoy or participate in the attractions offered.

According to (Dimas & Soliha, 2022) 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 . According to (Syarifuddin & Priyanto, 2020) tourists will come and visit again if there are facilities that can meet all their needs while enjoying the tourist attractions. With these facilities, it is also hoped that tourists can feel more comfortable and stay longer and give a good impression of the tourist attractions they visit. Adequate and safe facilities will attract tourists to visit and play again in that place (Ardiansyah et al., 2022) Research shows a positive and significant influence of tourist facilities on visiting interest, where the correlation results show a strong relationship, meaning that every small/slight change will affect the interest of tourists visiting much greater . According to Sumayang (2003) in (Sulistyowati et al., 2019) explains several indicators that need to be considered in providing facilities, including:

1. The completeness, cleanliness and tidiness of the facilities offered are the condition of the company's facilities which are equipped with the attributes that accompanying it and supported by cleanliness and tidiness when consumers use the facility.
2. The condition and function of the facilities that will be offered are facilities that function well and are not damaged.
3. The ease of using the facilities offered is that the facilities offered to consumers are facilities that are familiar to consumers so that consumers can use them easily.
4. The completeness of the tools used are the tools used by consumers according to their specifications.

RESEARCH METHOD

This study uses a descriptive quantitative type. "Quantitative is a method used to study certain samples and populations, data is collected with research instruments, and the nature of the data analysis is statistical with the aim of testing predetermined hypotheses" (Sugiyono, 2020) To find out how much influence the variables of attraction and facilities have on the interest of tourists to visit the Curug Embun Waterfall tourist attraction in Kepahiang Regency, the analysis method used in this study is multiple linear regression, coefficient of determination and hypothesis testing.

RESEARCH RESULTS AND DISCUSSION

Analysis Regression Linear Multiple

Multiple linear regression analysis is an analysis that measures the direction of

the influence of the attractiveness variable. and facilities for the variables of interest Data processing using SPSS software version 25. Calculation results can seen on table following.

Table 1
Multiple Linear Regression Analysis Results

Coefficient ^a					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig
(Constant)	1,238	.542		2,285	.025
Attractiveness	.572	.053	.651	10,720	.000
Facility	.306	.056	.333	5,486	.000

a. Dependent Variable Interest in Visiting

Source: SPSS output (2024)

Based on the output in the table 2 above, the following regression equation is obtained: $Y = 1.238 + 0.572 (X_1) + 0.306 (X_2)$. Based on the regression equation, it can be explained as follows:

1. The constant value of 1.238 means that if the variables of tourist attraction and tourist facilities are equal to zero, then the variable of interest in visiting will remain at 1.238.
2. The regression coefficient of tourist attraction (X_1), of 0.572, means that if the tourist attraction variable increases by one unit, then the interest in visiting will increase by 0.572, assuming the tourist facility variable is considered constant. This means that, happen influence positive between Power pull tour to interest in visiting, if the tourist attraction is higher then the interest in visiting will be higher. Conversely, if the tourist attraction is lower then the interest in visiting will also be lower.
3. The regression coefficient of tourism facilities (X_2), amounting to 0.306 has a meaning that if the tourism facility variable increases by one unit, the interest in visiting will increase by 0.306 with the assumption that the tourism attraction variable is considered constant. This means that there is a positive influence between tourism facilities and interest in visiting, if the tourism facilities are higher, the interest in visiting will increase. Conversely, if the tourism facilities are lower, the interest in visiting will also be lower.

Coefficient Determination (R^2)

The coefficient of determination (R^2) essentially measures How far the variable capabilities of tourist attractions and tourist facilities in to explain interest in visiting. Calculations using SPSS 25 obtained test results coefficient of determination as shown in the following table

Table 2
Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std Error Of The Estimate
1	.896 ^a	.803	.799	.963

Source: SPSS Output

In the table above, the value of the determination coefficient R square (R²) can be seen of 0.803. This value means that the variables of Tourist Attraction and Tourist Facilities contribute 0.803 or 80.3% in influencing Visiting Interest, while the remaining 19.7% is influenced by other variables that are not included in this research model.

Testing Hypothesis

Test T (Partial)

The T-test is used to test whether the independent variables (tourist attractions and tourist facilities) have a significant influence on the value of the dependent variable (interest in visiting). The results of the T-test using SPSS 25 are obtained as shown in the following table.

Table 3
Test Results (T Test)

Coefficient ^a					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig
(Constant)	1,238	.542		2,285	.025
Attractiveness	.572	.053	.651	10,720	.000
Facility	.306	.056	.333	5,486	.000

Source: SPSS output (2024)

As for results testing can seen on The table above Through calculation carried out using the SPSS program, Mark T table ($\alpha/2$; $nk-1 = 0.025$; 1,987.

Testing the First Hypothesis (H1) with the T test, known sig value for the Tourist Attraction variable (X 1) to Interest Visiting (Y) is of $0.000 < 0.05$ and T value count $10,720 > T$ table 1,987 so hypothesis accepted that means there is a positive influence and significant between Power variable Pull Tourism a (X1) against Interest in Visiting (Y) on Water Tourism Embun Kepahiang Waterfall Dive.

Testing the Second Hypothesis (H2) with the T test, it is known that the sig value for the Tourism Facilities variable (X2) on Visiting Interest (Y) is $0.000 < 0.05$ and the Tcount value is $5.486 > T$ table 1.987 so that the second hypothesis is accepted which means that there is a positive and significant influence between the Tourism Facilities variable (X2) on Visiting Interest (Y) at the Curug Embun Kepahiang Waterfall Tour.

Test F (Simultaneous)

The F test is used to see whether the variables of tourist attraction and tourist facilities have a simultaneous effect on visiting interest, the test results F using SPSS

25 is obtained as shown in the table

Table 4
Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig
Regression	170,591	2	85,295	177,490	,000
Residual	41,290	87	.481		
Total	212,400	89			

Source: SPSS Output (2024)

Based on the hypothesis test with the f test above, F was obtained calculate 177.490 with Ftable value = $f(k ; nk) = f(2 ; 90-2) = f(2 ; 88) = 3.10$.

Testing the Third Hypothesis (H3) with the f test, namely based on the output above, it is known that the significance value for the influence of the variables Tourist Attraction (X1) and Tourist Facilities (X2) simultaneously on Visiting Interest (Y) is $0.000 < 0.05$ and the F value count $(177,490) > Ftable(3,10)$, the third hypothesis is accepted which means there is a positive influence and the significance of the variables of Tourist Attraction (X1) and Tourist Facilities (X2) simultaneously on Interest in Visiting (Y) at the Curug Embun Kepahiang Waterfall Tour.

Discussion

Influence Power Pull Tour To Interest Visit g

The tourist attraction variable has a positive and significant partial influence on interest in visiting the Curug Embun Kepahiang Waterfall Tourism. This finding highlights the importance of tourist attractions in shaping interest in visiting the tourist destination, and emphasizes that efforts to improve and maintain tourist attractions can be an effective strategy in supporting the growth and sustainability of tourism in the future. Curug Embun Kepahiang Waterfall has its own uniqueness that is able to attract many people to visit. One of the main attractions is that the water at the Curug Embun Kepahiang Waterfall is very clear and clean because it has not been polluted by garbage or other pollution. This makes it an ideal place to soak in the natural surroundings. natural surrounding area. Besides provide freshness, soak in water jump It also has health benefits. With a beautiful atmosphere and clean water, visitors can feel the improvement of physical and mental health. The natural beauty and fresh air around the Curug Embun Kepahiang Waterfall are the perfect combination for relaxation and energy recovery. The findings of this study are the same as the theory of Wiratini M *et al* (2018) which states that tourist attractions are tourists' perceptions of tourist attractions in the form of tourist attractions that include uniqueness, authenticity, weather/climate, beauty and provide benefits and value for tourists so that they can encourage tourists to visit the place. This research is in line with previous research conducted by Salim et al., (2022) which states that tourist attractions have a positive and significant influence on interest. visit on forest tourism mangrove Brebes River (Rahmadayanti & Murtadlo, 2020) said that Attraction influences Interest in Visiting Lawata Beach, Bima City. Furthermore, the results of the study (Susianto et al., 2022)

stated that tourist attractions have a positive and significant effect on tourist visiting decisions at the Taman Sari Buwana Traditional Farming tourist attraction in Tabanan Regency.

Influence Facility Tour To Interest Visiting Traveler

The tourism facility variable has a positive and significant partial influence on the interest in visiting the Curug Embun Kepahiang Waterfall Tourism. The facilities available at the Curug Embun Kepahiang Waterfall are still incomplete and some of the facilities there are not neatly arranged. However, the condition of the existing facilities, such as prayer rooms, toilets, and rest huts, are considered quite good and good. This facility is able to meet the basic needs of visitors, although the layout still needs to be improved to provide maximum comfort. In addition, tourism Water Embun Kepahiang Waterfall Dive has a very large parking area, so tourists do not need to worry about parking problems. The existence of adequate parking space is certainly an added value, providing easy access for visitors who come by private vehicle. With several basic facilities in good condition and a large parking area, tourists can enjoy their visit more comfortably, although there are still several aspects that need to be improved to make this tour more complete and neat. In other words, the facilities in The tour must be equipped and arranged neatly so that consumer visitors can be met. tend to feel more satisfied and attached to the tour, thus strengthening their interest in visiting the tour. Therefore, maintenance and improvement of tourist facilities are important aspects in supporting interest in visiting and the sustainability of the Curug Embun Kepahiang Waterfall tour in the eyes of visitors. The findings of this study are the same as (Sari, 2020) who explained that facilities are the provision of physical equipment that makes it easy for consumers to carry out their activities so that their needs are met. This study is in line with previous research conducted by (Pratiwi & Prakosa, 2021) whose research results stated that facilities have a positive and significant effect on Interest in Visiting. This indicates that the role of Facilities can influence Interest Visit, because the higher the facilities, carried out by Situ Rawa Gede Bogor, it will further increase the Interest in Visiting. (Sulistiyowati et al., 2019) said that the facility variable is able to explain the variable of Interest in Visiting significantly . the show that facility Which There is in object tour provide a good impact on the formation of tourists' interest in visiting to come.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that concluded as follows:

1. Tourist attractions have a positive and significant influence on the interest in visiting the Curug Embun Kepahiang Waterfall .
2. Tourism facilities have a positive and significant influence on the interest in visiting the Curug Embun Kepahiang Waterfall Tourism
3. Tourist attractions and tourist facilities together have a positive and significant influence on the Interest in Visiting the Curug Embun Kepahiang Waterfall Tourism.

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