

## ANALYSIS OF VENUE AND EVENT QUALITY ON INTEREST IN VISITING THE RADEN SOERJO GREAT FOREST PARK

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### ABSTRACT

This research aims to determine the influence of venue analysis and event quality on interest in visiting the Raden Soerjo Grand Forest Park. The population in this study were people who had visited Tahura Raden Soerjo. The research uses quantitative methods by distributing questionnaires via Google Form using a Likert scale. The sampling technique in this research was purposive sampling with the criteria being 15 years of age and over. This research used a sample of 100 respondents. The test methods used in this research are validity, reliability test, multiple linear regression test, normality test and hypothesis test. The research results show that the event quality variable has a significant effect on interest in visiting but the venue variable has no effect on interest in visiting

**Keyword:** Venue, Event Quality and Interest in Visiting

### Introduction

The Botanical Forest Park (TAHURA) is an area created in an effort to preserve nature that functions like a botanical garden, only the difference is in the collection of the park. Based on the Law, concerning Nature Conservation Areas for the Purpose of Plant and Animal Collections, No. 5 of 1990, concerning Nature conservation areas with the aim of collecting plants and animals both natural and artificial and used for research, education, cultivation, tourism to recreation, or it can be said that a Botanical Forest Park is in the form of combined nature conservation both from in-situ and ec-situ. while the Botanical Forest is 80% or mostly consists of local plants that must be planted while the rest are plants from other regions. Anonymous (2019). The area of the Botanical Forest Park (TAHURA) is located in 5 regions, namely Mojokerto Regency, Malang Regency, Jombang Regency, Pasuruan Regency and Batu City, East Java Province, Indonesia with an area of 27,868.30 Ha consisting of Protected Forest Areas and 22,908.3 Ha, and Arjuno - Lalijiwo Nature Reserve Area (PHPA) 4,960 Ha. The following is data on tourist visits to the Raden Soerjo Grand Forest Park from 2020-2023.

Table 1 Number of Tourist Visits to the Botanical Forest Park 2020-2023

Tahun	Jumlah Wisatawan
2023	257.025
2022	199.781
2021	135.258
2020	165.834

Source: Website Direktorat Jendral Konservasi Sumber Daya alam dan Ekosistem

Conservation forests are forest areas with certain characteristics that have the main function of preserving the diversity of plants and animals and their ecosystems Law, On Forestry, Year (1999). This type of forest tends to be formed from natural forests that have a variety of plant species. A high diversity of plant species will help the forest maintain its ecological balance.

The concept of “conservation” was proposed by Theodore Roosevelt who was the first American to come up with the term. The definition of conservation is the wise use of natural resources. Conservation can also be viewed from an economic and ecological

perspective. Conservation from an economic perspective means trying to allocate natural resources to meet current needs. Whereas from an ecological perspective, conservation is the allocation of natural resources for the present and the future. Law, Concerning Nature Conservation Areas for the Purpose of Plant and Animal Collections, Year (1990) Botanical forest parks are nature conservation areas for the purpose of natural or artificial collections of plants and / or animals, native and / or non-native species, which are utilized for the purposes of research, science, education, supporting cultivation, culture, tourism, and recreation. Events have many advantages for the world of tourism, because they are able to bring in large numbers of tourists, make tourists stay longer, provide damages.

### **Research Objectives**

Research on Event Quality has been conducted by Pramestyan with the title “Event influence on Decision Making to visit the East Java Anjungan - Taman Mini Indonesia Indah”, First, what Pramestyan researched was that the research was conducted on tourists conducted in the Jakarta City Community, while the researcher conducted research on tourists visiting the Great Forest Park. Second, the purpose of Pramestyan is to find out how an event is carried out by the East Java Anjungan and find out how tourist visiting decisions are made and also want to know how much influence the event has, while the research conducted by the researcher is to find out, venue analysis on visiting interest, event quality analysis on visiting interest and the relationship between venue and event quality on visiting interest. The equation of this research is to use the concept of event as an independent variable.

### **Literature Review**

#### *Definition of Vanue*

The use of the word venue as a place to hold an event is a common thing used in the MICE industry. According to the Big Indonesian dictionary, Venue which means it has the meaning of a space / field that is used to put (store, collect, and so on). According to Zakira (2023), Venue is a facility for holding meetings equipped with various supporting facilities and infrastructure “.According to Haizer (2015), location is a driver of costs and revenues, so location often has the power to make a company's business strategy. A strategic location aims to maximize the benefits of the location of the company.

Location indicators According to Tjibtono (2014) physical location selection requires careful consideration of the following factors:

- Access, namely the location that is passed is easily accessible by public transportation facilities.
- Feasibility, namely a location or place that can be seen clearly from a normal viewing distance.
- Traffic, involving two main considerations, namely: Many people passing by can provide a great opportunity for impulse buying, namely purchasing decisions that often occur spontaneously or without planning and traffic density and congestion can also be an obstacle.
- Large, comfortable and safe parking lots.
- Expansion, i.e. there is enough space for business expansion in the future.

When choosing a Venue as a place to hold an event, the organizer must adjust the place to the concept to create an atmosphere and activities according to plan. The main foundation of the entire event can be judged from the venue used. Because the right venue selection can make the difference between a successful and unsuccessful event.

### *Definition of Event*

Event is a certain agenda, activity or festival that shows, displays and celebrates to commemorate important things that are held at a certain time with the aim of communicating messages to visitors. Events are activities carried out every day, month or year by an organization by bringing people to a place so that they get important information or experiences and other purposes organized by the organizer. According to Terresia (2024), an event is a gathering of people that has a purpose and is temporary, According to Rafidola (2021), an event is an exhibition, performance or festival provided that there are organizers, participants and visitors. According to Rafidola (2021), an event is an event organized to communicate a specific message to the target audience. According to Ismail (2021), event management is a rapidly growing professional field where tourists are a potential market for planned events and the tourism industry has become a very important stakeholder in their success and attractiveness.

Indicators according to Ismail (2021), as follows:

- **Uniqueness**  
Each event offers a unique experience through a combination of management, circumstances and society; many events depend on the uniqueness of something “must-see” or “once in a lifetime” that becomes unique to attract visitors.
- **Symbolis**  
The use of rituals and symbols together can add to the festive atmosphere and also make it easier to get directly to the purpose and meaning of the event.
- **Festive Spirit**  
Specialty increases with the event's ability to create a festive atmosphere. A festive atmosphere can create excitement, providing freedom from the constraints of the routine.
- **Theming**  
All elements of the event can illustrate the theme, to maximize the festive spirit, authenticity, tradition, interaction and visitor service. The theme gives a sense of specialness.
- **Authenticity**  
Authenticity in this case relates to uniqueness, in which there are cultural and traditional values. For tourists, this can be something special, the specialness will increase when tourists can participate in the organized event.

### *Definition of Visiting Interest*

Visiting interest is the desire of consumers to make a visit to a place. Meanwhile, Sopyan (2015) defines re-visit interest as a person's mental state that reflects a plan to take several actions within a certain period of time. According to Mike (2020) Visiting interest means potential consumers (visitors) who have been and have not been and who are going to visit a tourist attraction. Interest is the driving force that causes a person's attention to an object. It can be concluded that visiting interest is the tendency in individuals to be interested in an object so that they are encouraged to visit or come to that object. Interest in the tendency in individuals to be interested in an object or like the object, this means that visiting interest is the tendency in individuals to be interested in an object so that they are encouraged to visit or come to the object.

Indicators of Interest in Visiting

- Transactional interest, namely a person's tendency to buy a product.
- Referential interest, namely a person's tendency to refer products to others.
- Preferential interest, namely interest that describes the behavior of a person who has a primary preference for a product.

- Exploratory interest, which is an interest that describes a person's behavior to always seek information about the product of interest to support the positive properties of the product.

## Methodology

This type of research is quantitative research with purposive sampling technique. According to Fauziah (2023), defines a research instrument as a device or tool used to measure natural or social phenomena that are being observed. The population in this study amounted to 100 people in the last year who were heterogeneous, namely taken from gender, age and domicile.

This study takes data with questionnaires and year-to-year visitor data, questionnaire data is taken with the help of visitors who fill out the questionnaire and we limit how many respondents fill out the questionnaire. This data is then compared with visitor data from year to year obtained from UPT Raden Soerjo Forest Park Malang.

## Results and Discussion

Raden Soerjo Grand Forest Park (abbreviated as Tahura R. Soerjo) is a botanical forest park located within the Arjuno-Welirang-Anjasmoro mountain complex. The area of this botanical forest park is administratively included in Mojokerto Regency, Malang Regency, Jombang Regency, Pasuruan Regency and Batu City, East Java, Indonesia.



Figure 1 Taman Hutan Raya Raden Soerjo  
Source : Website Tahura Raden Soerjo 2024

The establishment of Tahura R. Soerjo began in 1992, with the proclamation of a botanical forest area that included the Mount Anjasmoro Protection Forest, Mount Gede, Mount Biru, Mount Limas, and the Arjuno-Lalijiwo nature reserve area. Boundary demarcation was carried out by the Ministry of Forestry in 1997, where the area of the botanical forest area grew to 27,868.30 Ha, with details of the Protected Forest Area of 22,908.3 Ha, and the Arjuno-Lalijiwo Nature Reserve Area (PHPA) of 4,960 Ha. Currently Tahura R. Soerjo is managed by the Technical Service Unit under the East Java Provincial Forestry Service.

The Tahura Raden Soerjo area is a nature conservation area located within the Arjuno Welirang - Anjasmoro mountain complex. This place is managed by the Technical Service Unit under the East Java Provincial Forestry Service. The area in Tahura is enveloped in cool air and views of green and lush trees so it is suitable for vacation tourists to natural destinations.



The potential of a beautiful and easily accessible natural tourist area makes the Tahura area visited by many tourists, especially climbers. Visitors can also take advantage of the facilities available, such as hot springs, waterfalls, and even visit a number of wildlife breeding. The attraction at Tahura Raden Soerjo is very unique. Different districts and different cities are included in the Tahura area, so there are also different charms of beauty that are presented.

Some of the tours in Tahura are

- Nature Tourism Destination
- Eduka Tourism Destination

The main purpose of making Tahura Raden Soerjo as a nature conservation area is to collect plants or animals from natural or artificial, native or non-native species that are utilized for the purposes of research, science, education, supporting culture, cultural tourism and recreation. As part of the Nature Conservation Area, Tahura also has the function of protecting the life support system, preserving the diversity of plant and animal species, and the sustainable use of biological natural resources and their ecosystems. By understanding the research on Venue Analysis and Event Quality on Visitor Interest in Raden Soerjo Forest Park is important. This research will not only provide insight into the extent of what is contained in the Raden Soerjo Grand Forest Park. Can provide knowledge for the author and also hopefully the authority will increase conservation in the Raden Soerjo Grand Forest Park area.



Figure 2. Daily Activity TAHURA

The statement that venue and event variables have a significant effect on visiting interest can be explained through several approaches from the perspective of theory and marketing research and consumer behavior.

- The Effect of Venue on Interest in Visiting
- Venue is a very important factor in influencing a person's decision to visit. Several factors related to venues that influence visiting interest include:

**Accessibility:** Places that are easy to reach, have good transportation, and adequate facilities will be more attractive to visitors.

**Facilities and Convenience:** Venues with complete and comfortable facilities, such as comfortable seating, cleanliness, and good service, will increase visitor interest.

**Environment and Atmosphere:** A pleasant ambience or atmosphere that matches the visitor's desire (such as a place that has a beautiful view, modern design, or a certain theme) can increase visitor interest.

**Reputation and Attractiveness:** A venue that is already known to have a good reputation and is frequented by others can also increase the desire to visit. Venues that are unique or different, such as places with interesting concepts, also tend to be more attractive.

- **The Effect of Events on Interest in Visiting**  
Events or events held at a venue also have a big influence on visiting interest. Here are some reasons why events influence visitor interest:  
**Type of Event:** Events that match the interests and preferences of the audience will increase their interest in visiting. For example, music concerts, art exhibitions, or sporting events can attract visitors who have interests in those fields.  
**Event Quality and Popularity:** Events that involve well-known artists or personalities, have quality content, or have received media attention will tend to be more attractive to visitors.  
**Experience Provided:** Events that offer unique or interactive experiences will increase interest in visiting, as visitors feel they are getting an unusual or special experience.  
**Organizer and Credibility:** Events organized by trusted and experienced organizers tend to be more attractive because the audience trusts the quality of the event.

Based on the results of the Venue and Event validity tests, the results of observations on the rTable obtained by the sample (0.195) so that from the resulting validity test that all statement instruments in Venue, Event Quality and Interest in Visiting which produce rCount greater than the rTable.. The reliability test results from the Venue results amounted to (0.849) and Event Quality amounted to (0.914) and Interest in Visiting amounted to (0.919). The tester using Cronbach's Alpha shows that the value is greater than the significant standard of reliability, which is 0.60 and is declared reliable that it has passed the validity and reliability test stages. The results of the Normality Test using Kolmogorov-smirnov obtained a result of 0.000. Where these results are greater than 0.05, it can be concluded that the data in this study are normal.

The Venue t test results showed a result of 0.153. Which is greater than 0.05 so it can be concluded that Venue has no effect on the Visiting Interest variable. It is known that the t value is  $1.441 < t \text{ table } 1.988$  so it can be concluded that the venue variable has no effect on the visiting interest variable. The results of the Event Quality t test show a result of 0.002 which is smaller than 0.05 so it can be concluded that the quality of the event has an effect on the visiting interest variable, it is known that the t value is  $3.219 > t \text{ table } 1.988$  so it can be concluded that the event quality variable has an effect on the visiting interest variable.

The existence of this research can be analyzed Venue and Event Quality on Visiting Interest in Tahura Raden Soerjo Malang. The results of this research have shown that Event Quality with the dominant indicator, namely having interest and having a significant influence on Interest in Visiting tourist attractions and events in it. Event quality can affect visiting interest, this can be seen from the regression results which show a t value of 3.219 with a significant  $0.000 < 0.5$ , and it is declared significant so that it can be concluded that the Event Quality variable has an effect on visiting interest in Tahura Raden Soerjo Malang. The results of the t test show a significant value of  $3.219 > t \text{ table } 1.988$  so it can be concluded that the event quality variable has an effect on the visiting interest variable. at Tahura Raden Soerjo Malang.

## Conclusion

Based on the results of data processing and analysis, the venue has no effect on the visiting interest variable. For the quality of the event which is very influential on visiting interest. The main factors that make the event very influential are service and making the event very attractive to visitors. This is evident from the researchers distributing questionnaires to visitors and observations made by the author.

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