

The Influence of Tourist Destinations on Tourist Visiting Interest in Tutubhada Traditional Village Nagekeo Regency

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Abstract

Nagekeo regency is one of the regencies in Flores, East Nusa Tenggara that has the potential of natural and cultural tourism that attracts local and foreign tourists. Therefore, the researchers took one of the destinations located in Nagekeo Regency, namely Tutubhada Traditional Village. The purpose of this research is to find out the influence of tourist destinations on tourist visit interest in Tutubhada Traditional Village. This research is a descriptive quantitative study, with data collection techniques through questionnaires. The population in this study is tourists who know about Tutubhada Traditional Village but have never visited it. The number of samples was 75 Respondents. Sampling techniques used are nonprobability sampling with purposive sampling techniques. Data analysis techniques use descriptive statistical analysis, simple linear analysis and hypothesis testing. The results showed that tourist destinations have an influence on tourist visit interest in Tutubhada Traditional Village.

Keywords : *Tourist Destinations, Tourist Visit Interest*

Introduction

Tourism is one of the sectors that have a great opportunity to advance the national economy. This sector is expected to provide a role as a source of foreign exchange income and be able to create jobs and increase investment. Through planning and government policies can advance the tourism sector, one of the policies that can be applied is to explore and advance every tourist destination in Indonesia as an attraction to attract local and foreign tourists.

Every region in Indonesia has tourist potential that is worth visiting by tourists. One of the provinces in Indonesia that has cultural and natural tourism opportunities is East Nusa Tenggara. Nagekeo is a district that relies on natural tourism, marine tourism, and cultural tourism that is still maintained today based on its geographical location in East Nusa Tenggara province.

Tourist interest arises because of a positive perception of tourist destinations visited. Interest in visiting is a driving force that can cause a person to pay attention to the tourist destinations he visited. (Marpaung & Sahla, 2017). Then this is supported by (Aprilia et al., 2015) who states that the interest in visiting is interpreted as a buying interest. In this research, buying interest is defined as the interest of visiting tourists towards a tourist destination. The problems of interest in visiting often occur in tourist destinations that are

developing. It is necessary to study and understand the components of tourist destinations consisting of attraction, accessibility, amenity, and ancillary so that tourists are interested in visiting a tourist destination, (Wanda & Pangestuti, 2018). When these elements are well developed, they can indirectly affect the interests of tourists. A tourist destination with an organized development can certainly affect the interest of visits.(Hanif et al., 2016)

Tutubhada Traditional Village has a unique cultural. This village is located in rendu tutubhada village, south aesea subdistrict of Nagekeo district. Tutubhada Traditional Village is a traditional village with unique traditional house buildings, stone offerings, and areas used for traditional traditions in the form of traditional boxing ceremonies as an expression of gratitude for the harvest. Tutubhada Traditional Village has a unique life and cultural cycle and traditional ceremonies accompanied by traditional dances. This ceremony and dance are called *Tau Nuwa* (circumcision), according to their customary custom. This traditional ceremony is used as an attraction that can affect the interest of tourists to visit. However, as the development of this cultural era is influenced by outside culture, so that the procession is not as crowded as it used to be. This village has its attractions such as its location on the ridge, dance groups, and weaving groups. However, the beauty has not been fully arranged to meet the element of *Sapta Pesona*

Table 1. Recapitulation of the number of tourist visits to the Tutubhada traditional village in 2016-2020

| Year | Number of visits |
|------|------------------|
| 2016 | 105 |
| 2017 | 173 |
| 2018 | 610 |
| 2019 | 454 |
| 2020 | 171 |

Source: Nagekeo District Tourism Office, 2021,(processed).

Table 1. It shows that tourist visits to Tutubhada traditional village in 2020 have decreased. This can be caused by various factors such as loss of local wisdom values, inadequate infrastructure and facilities, such as: lack of public toilets, clean water needs, internet access, security posts, covid-19 pandemic, and others. This is the reason researchers conducted this study.

Literature Review

1. Tourist Destination

According to (Wanda & Pangestuti, 2018) before being introduced and sold, a tourist destination first needs to study about the components of tourist destinations, namely attraction, accessibility, amenity and ancillary.

- Attraction is the main factor that first attracts visitors to an area and tends to be developed first. Attraction can be a major destination to visit.
- Accessibility is an important aspect of a destination because it will provide convenience for tourists to reach these destinations, such as; road access, availability of transportation facilities, and road signs.

- c. Amenitas is a basic facility such as highways, transportation, accommodation and information centers that serve to support tourist activities during a visit to a tourist destination so that tourists feel safe.
- d. Ancillary is an additional means of support such as currency exchange facilities, ATMs, security posts, and friendly officers. When these elements are well met, it can indirectly affect the interest of tourist visits.

2. Visiting Interests

The interest in visiting can be analogous to a buying interest. Interest is a strong internal impulse and is influenced by positive feelings towards a product that keeps a person motivated to take action. (Aprilia et al., 2015).

Hypothesis

It is suspected that tourist destinations have a significant effect on the interest in visiting Tutubhada Traditional Village.

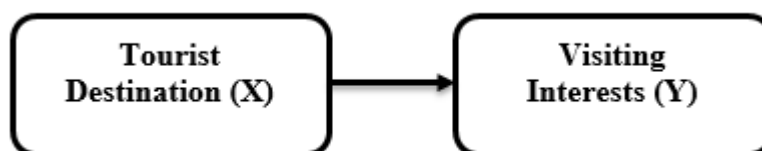


Figure 1. Hypothesis Model

Method

This research is a descriptive quantitative study, which is to illustrate how the real condition of tourist destinations consisting of indicators of attraction, accessibility, amenity, and ancillary to the interest in visiting in Tutubhada traditional village. This research was conducted in Tutubhada traditional village. The number of populations that will be examined is unknown so the researchers determined the sample using Malhotra's opinion (2009) by multiplying the statement item by the number (5 to 10). The number of statement items in this study amounted to 15, so the maximum sample size of this study was $5 \times 15 = 75$. The sampling technique used is nonprobability sampling with purposive sampling technique based on the characteristics of those who know the existence of Tutubhada traditional village but have never visited it. The data collected in this study used questionnaires. Data analysis techniques use descriptive statistical analysis, simple linear analysis, and hypothesis testing.

Table 2. Operational Definition of Variables

| No | Variable | Indicators | Item |
|----|--|---------------|---|
| 1 | Tourist Destination (Wanda & Pangestuti, 2018) | Attraction | Tutubhada Traditional Village has a uniqueness that is different from other destinations. |
| | | | Tutubhada traditional village has an Instagram able photo spot |
| | | Accessibility | The condition of the road to Tutubhada traditional village is good. |

| | | | |
|---|--|-------------------------|--|
| | | | The directions to Tutubhada Traditional Village are clear |
| | | | There is public transportation to Tutubhada traditional village. |
| | | Amenity | Tutubhada traditional village has adequate toilets |
| | | | Tutubhada traditional village has a large and safe parking area |
| | | Ancillary | Tutubhada Indigenous Village Officer is friendly and polite to tourists |
| 2 | Visiting Interests (Aprilia et al., 2015) | Transactional Interests | Visiting Tutubhada Traditional Village shortly |
| | | Referential Interests | Recommend Tutubhada Traditional Village to family and closest people |
| | | Preferential Interests | Making Tutubhada Traditional Village a tourist priority |
| | | Exploratory Interests | Find out the cost of a tourist visit to Tutubhada Traditional Village |
| | | | Find out about the advantages of Tutubhada Traditional Village |
| | | | Find out the experience of visiting Tutubhada Traditional Village through friends who have visited |
| | | | Find out the experience of visiting Tutubhada Traditional Village through social media |

Source: various articles, 2021,(processed).

Result

1. Description of Respondent

a. Gender

Table 3. Characteristics of Respondents Based on Gender

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 36 | 36 |
| Female | 64 | 64 |
| Total | 75 | 100% |

Source:
primary data,

2021, (processed).

Based on table 3, there are 64 (64%) female respondents and 35 (36.8%) male respondents. It can be concluded that the majority of respondents are female.

b. Age

Table 4.Characteristics of Respondents Based on Age

| Age | Frequency | Percentage |
|---------------|-----------|------------|
| 20 – 24 Years | 61 | 81,3 |
| 25 – 29 Years | 8 | 10,7 |

| | | |
|---------------|----|------|
| 30 – 34 Years | 4 | 5,3 |
| > 35 Years | 2 | 2,7 |
| Total | 75 | 100% |

Source: primary data, 2021, (processed).

Based on table 4, there are 61 people (81.3%) respondents aged 20-24 years, 8 people (10.7%) respondents aged 25-29 years, 4 people (5.3%) respondents aged 30-34 years, and as many as 5 people (5.3%) respondents aged > 35 years. Thus it can be concluded that the majority of respondents aged 20-24 years.

c. Job

Table 5. Characteristics of Respondents Based on Job

| Job | Frequency | Percentage |
|----------------------|-----------|------------|
| Government Employees | 1 | 1,3 |
| Private Employees | 12 | 16 |
| Students | 52 | 69,3 |
| Other | 10 | 13,3 |
| Total | 75 | 100% |

Source: primary data, 2021, (processed).

Based on table 5, there is 1 person (1.3%) civil servants, 12 people (16%) students, 52 people (69.3%), and others as many as 10 people (13.3%). Thus it can be concluded that the majority of respondents are students

2. Simple Linear Analysis

Table 6. Summary of Simple Linear Analysis Results

| Model | Var | Unstandardized coefficients | | Standardized coefficients | t | Sig. |
|---------------------|--|-----------------------------|------------|---------------------------|-------|-------|
| | | β | Std. Error | Beta | | |
| (Constant) | | 13,565 | 3,183 | | 4,262 | 0,000 |
| Tourist Destination | X | 0,495 | 0,097 | 0,511 | 5,082 | 0,000 |
| Dependent Variabel | Visiting Interests(Y) | | | | | |
| R^2 | 0,261 | | | | | |
| Line Equation | $Y = a + bx$ | | | | | |
| Result | $Y = 13,565 + 0,495$ | | | | | |

Source: primary data, 2021, (processed).

Based on the results of the simple linear regression equation in table 6, it can be explained that the constant value is 13.565 and when the interest variable (Y) is not influenced by the tourist destination (X) then the value of the interest in visiting (Y) remains at 13,565. The coefficient of tourist destination regression (X) is 0.495 which means that if the variable value of tourist destinations (X) increases by one unit, then the value of visiting interest (Y) will increase by 0.495. The coefficient value is positive, so it can be said that tourist destinations have a positive

influence on the interest in visiting or in other words the better the tourist destinations in Tutubhada traditional village will further increase the interest in visiting the village. The ability of tourist destination variables to influence the interest variable of visiting was only 0.261 (26.1%) while the remaining 73.9% was influenced by other variables that were not studied.

3. Discussion

The Influence of Tourist Destinations on Interest in Visiting Tutubhada Traditional Village. Based on a summary of the results of a simple regression test in table 6 in this study shows that tourist destinations affect the interest of visiting tourists in Tutubhada traditional village. This can be seen from the significant value of tourist destination variables of 0.000 smaller than 0.05. This research shows that if there is an increase in the component of tourist destinations consisting of attraction, accessibility, amenity, and ancillary in Tutubhada traditional village then indirectly the interest in visiting tourists will also increase, and vice versa if there is a decrease in the component of tourist destinations then tourist interest will also decrease. The results of this study are in line with the research conducted by (Ningtiyas & Alvianna, 2021) Who said that the component of tourist destinations consisting of attraction, accessibility, amenity, ancillary has a positive and significant impact on the interest of tourist visits.

As stated by (Wanda & Pangestuti, 2018) that a tourist destination needs to be supported by attractions or attractions in the form of local attractions to attract tourists and tend to be developed first. The response to the attraction indicator obtained a mean value of 4.45 and was categorized as very agreeable, and this shows that the minister feels a different uniqueness that makes tourists interested in visiting. The uniqueness is in the form of thick community customs, then unique traditional house buildings with cultural relics such as traditional boxing ceremonies that are still preserved to this day, as well as the atmosphere of the village which is still very natural. In this case, the more attractive the attraction in Tutubhada traditional village, the interest of tourists to visit will be higher.

Ease of access to a tourist destination becomes a consideration for tourists before visiting a tourist destination. Although the tourist destination is very beautiful, but access to the destination is very difficult, then tourists will think repeatedly to visit it. Accessibility makes it easy for tourists to reach a tourist destination so that it can affect the mood of tourists to visit (Hidayatullah et al., 2021)(Setyanto & Pangestuti, 2019). The results of respondents' responses to item statements for accessibility indicators that show that accessibility-related matters such as; road access, transportation, and directions to Tutubhada traditional village are good and make it easier for tourists to reach their destinations. In this case, the better the road access, and the easier it is to find direction boards and public transportation to Tutubhada traditional village, the interest in visiting tourists will increase.

Amenity is a supporting facility to provide smooth comfort as well as to meet a variety of infrastructure and facilities needed by tourists in tourist activities (Saway et al., 2021) (Setyanto & Pangestuti, 2019). The results of respondents' responses to

amenity indicators show that tourists feel the facilities contained in Tutubhada Traditional Village such as; the existence of public toilets and parking areas can provide convenience to tourists in their activities. In this case, the better and adequate public toilets, parking areas, and other supporting facilities such as restaurants, information centers, and others in Tutubhada traditional village, the interest in visiting tourists will increase.

While the results of the respondents' responses to statement items for ancillary indicators obtained a mean value of 4.45 which is categorized as very agreeable and this shows that services in Tutubhada Traditional Village can meet the needs of tourists. As stated by (Ningtiyas & Alvianna, 2021) (Setyanto & Pangestuti, 2019) that additional services need to be provided by the local government in a tourist destination with the aim not only to provide information but can increase tourist awareness. In this case, the better ancillary in Tutubhada Traditional Village, then the interest in visiting tourists will increase and vice versa.

For that, it needs to be understood and managed properly so that the existing tourism potential can be an attraction for tourists. Efforts to maintain the sustainability and cultural harmony in Tutubhada traditional village are needed. One of the efforts that can be done to introduce the cultural potential in Tutubhada traditional village is to hold regular art performances, cultural exhibitions, and so on. In addition, the creation of interesting photo spots with traditional cultural themes can certainly be an attraction in itself. Photo spots become supporting facilities that are much in demand by tourists along with social media development today. As long as it does not disturb the balance of culture and nature, this can be applied to a tourist destination. The more authentic culture in Tutubhada traditional village, the more tourists are interested in visiting

This research is also in line with research conducted by (Alvianna et al., 2020) (Alvianna & Alviandra, 2020) (Wibowo et al., 2021) where attractions, amenities, accessibility, and ancillary really determine a person to visit a destination .

Conclusion

From the results of analysis and testing of existing hypotheses, the conclusion in this study is that tourist destinations affect the interest of visiting tourists in Tutubhada traditional village. In this case the better and interesting tourist destinations (attraction, accessibility, amenity, and ancillary) in Tutubhada traditional village then the interest in visiting tourists will increase. In addition to the variables studied, there are still many variables that can influence tourists to be able or willing to visit such as price (Cramez et al., 2021), (Alvianna & Hidayatullah, 2020), facilities (Pratama et al., 2021), promotion (Sandrio et al., 2020) (Amelia, Rizka ; Hidayatullah, 2020) as well as empowering education to the community (Hidayatullah et al., 2017)

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