Tourist Attraction, Motivation, and Prices Influence on Visitors' Decision to Visit the Cikandung Water Sources Tourism Object

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Abstract

This research is motivated by the increasing income and welfare of consumers' needs for tourism services can not be separated from the decision to visit tourists based on tourist attraction, motivation, and the price of a tourist attraction. The purpose of this study was to determine the effect of tourist attraction, motivation, and price on the decision to visit the Cikandung Springs tourist attraction. The data analysis method used is multiple linear regression analysis and the proof of the hypothesis is done by t test, F test and coefficient of determination test (R2). Samples were taken from 150 respondents. The results of multiple linear regression analysis obtained the equation Y=3,487+0,411X1+0,415X2+0,420X3. The results of the t-test indicate that the variables of tourist attraction, motivation, and price have a significant effect on the decision to visit the Cikandung Springs tourist attraction. The results of the F test indicate that the variables of tourist attraction, motivation, and price have a significant effect on the decision to visit the Cikandung Springs tourist attraction. The results of the coefficient of determination (R2) explain that tourist attraction, motivation, and price affect the decision to visit the Cikandung Springs tourist attraction by 36.7%. Based on the results of the study, it is recommended that tourist attraction managers always pay attention to the factors of tourist attraction, motivation, and price in developing tourist objects because the results of the study prove a significant influence on the decision to visit tourists.

I. Introduction

Tourism is one of the sectors that is the foundation of economic and social development in Indonesia. The tourism sector can provide job opportunities, improve living standards and welfare for the community. Along with the increasing development of the tourism sector, tourism commodities have now become a necessity and the right choice for some people to release fatigue from various activities and can spend time with family and friends. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021).

As a result of the increase in income and welfare, the consumer's need for tourism services cannot be separated from the decision to visit tourists because of the attraction in

the destination tourist attraction. Tourist attraction is the basis for tourism. So that the decision to visit is closely related to consumer behavior and is generally done because of the perceived motivation that creates a desire to fulfill their needs by doing a tour. Therefore, without a tourist attraction in a particular area, tourism is difficult to develop.

The development of the number of tourist visits shows that the tourism sector continues to experience growth and has the potential to be developed, including tourism objects in Sumedang Regency, ranging from natural tourism, culinary, handicrafts, and other tourism industries. The attractions of tourist objects in Sumedang Regency include natural tourism that presents the phenomenon of beauty and authenticity of natural panoramas, such as mountains, waterfalls, springs, rivers and others. One of the natural attractions that are currently starting to be visited by many tourists, especially local tourists, is Cikandung Springs.

The Cikandung Springs tourist attraction presents a beautiful, cool, and comfortable panorama of the spring, and its authenticity is still maintained. However, the advantages of Cikandung Springs have not been able to encourage the attraction of tourists to visit more often due to the lack of promotion and accessibility to locations far from the main road, making it difficult for tourists to travel to the location. Likewise, resting places for tourists are still minimal, especially when it rains suddenly, making the motivation of tourists to visit tourist objects decreases. In fact, if viewed from a very affordable price, tourists are only charged a parking fee if they bring a vehicle and rent tires or a raft if they use it. The purposes of this study include: (1) to determine the effect of tourist attraction on the decision to visit the Cikandung Springs tourist attraction, (2) to determine the influence of motivation on the decision to visit the Cikandung Springs tourist attraction, (3) to determine the effect of price on the decision to visit the Cikandung Springs tourist attraction and (4) to determine the effect of the tourist attraction, motivation, and price simultaneously on the decision to visit the Cikandung Springs tourist attraction.

II. Review of Literature

2.1 Tourist Attraction

An area can become a tourist destination for various reasons, one of which has an attraction. As stated by Marhendi (2005) that the existence of tourist attractions in tourist destinations is able to influence the interest of tourist visits because the elements of tourist attraction include originality, diversity, scarcity (scarcity) and the need for tourist attractions. Meanwhile, according to the Law of the Republic of Indonesia No. 10 of 2009, that a tourist attraction is anything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made resources that are targeted or visited by tourists. Thus, a tourist attraction that is not or has not been developed is one of the potential resources to be developed optimally according to its designation. Furthermore, Yoeti O. A. (2008) there are four groups of tourist attractions that attract tourists to come to tourist destinations, including:
1. Natural Attraction, such as: sea views, beaches, lakes, waterfalls, botanical gardens, agro tourism, volcanoes, including flora and fauna.
2. Build Attraction, such as; buildings with interesting architects, ancient and modern buildings
3. Cultural Attraction, such as: historical relics, folk tales, traditional arts, museums, religious ceremonies, art festivals and the like.
4. Sosial Attraction, includes the way of life of a society, the variety of languages, marriage ceremonies, tooth cutting, circumcision or bathing, and social activities.

Meanwhile, Zaenuri (2012) stated that in the tourism system, there are 4 indicators of mutually supportive tourist destinations, including:
1. Attractions, or tourist attractions, can generally be classified into natural attractions, cultural attractions, and artificial attractions.
2. Amenities, or tourism support facilities and services, including accommodation and catering services, as well as various other services, including retail and other recreational services.
3. Access, or achievement, both towards and within the target area.
4. Ancillary Services, includes marketing, development, and coordination activities.

This shows that tourist attraction is everything that is interesting and has value such as beauty, uniqueness, diversity of natural and cultural wealth, both naturally occurring and man-made, as one of the tourism bases that motivates and attracts tourists to travel. Because, without a tourist attraction in an area, tourism is difficult to develop optimally.

2.2 Motivation

The attractiveness of tourist objects is one of the motivations for tourists to carry out tourism activities. As stated by Zaenuri (2012), that the motivation of tourists to carry out tourism activities is to get the pleasure of life by enjoying or doing something in the place they visit without thinking about rewards or voluntarily. Meanwhile, according to Isdarmanto (2016), that tourist attraction has its own strength as a component of tourism products because it can generate motivation for tourists and attract tourists to travel, this is especially the case for destinations that have very diverse and varied tourist attractions. Further indicators of motivation based on the object Suwena (2017), namely:
1. *Cultural tourism*, a type of tourism where the motivation of tourists to travel is due to the attraction of the arts and culture of a place or area.
2. *Recuperational tourism*, a type of tourism where the motivation of tourists to travel to cure diseases, such as bathing in hot springs, mud baths, and others.
3. *Commercial tourism*, a type of tourism in which the motivation of tourists to travel is associated with national and international trade activities.
4. *Sport tourism*, a type of tourism where the motivation of tourists to travel to see or witness a sports party in a certain place or country.
5. *Political tourism*, a type of tourism where the motivation of tourists to travel is to see, witness an event or events related to the activities of a country. For example, witnessing the commemoration of a country's independence day
6. *Social tourism*, a type of tourism which in terms of its implementation does not emphasize looking for profit, for example study tours, picnics, and others.
7. *Religion tourism*, a type of tourism where the motivation of tourists to travel is to see or witness religious ceremonies, such as the Bali Krama ceremony in Besakih, Hajj, Umrah for Islam, and others.
8. *Marine tourism*, is a tourism activity that is supported by facilities and infrastructure for swimming, fishing, diving, and other sports, including accommodation, eating and drinking facilities and infrastructure.

Thus, motivation is the driving force that creates a person's desire to seek satisfaction by visiting a tourist destination.

2.3 Price

Price is an important part in a company, especially as a medium of exchange, where the company will earn profits through transactions or exchange processes for goods or services, in this case tourism products that are in accordance with the needs or desires of visiting tourists. According to Yomungga, Moses, et al (2015), that price is a value expressed in

rupiah for exchange or transactions or an amount of money that must be paid by consumers to get goods and services. As in tourism, visitor ticket prices are very dominant with the entertainment services that visitors get when buying the ticket. Of all the elements of the marketing mix, pricing decisions are perhaps the most difficult to make. This is because pricing for tourism products must take into account the complexities posed by their seasonality, differences in market segments and so on.

2.4 Visit Decision

The decision to visit is described in the form of a purchase decision by tourists. Because of this, related to the context of tourism in deciding to buy a tourism product, it is synonymous with making a decision to visit. According to Kotler, P and Keller, K. L (2009) that there are five stages of consumer behavior in making purchasing decisions, namely:

a. Problem Introduction

The buying process begins when the buyer becomes aware of a problem or need that is triggered by internal or external stimuli. Marketers must identify the circumstances that trigger a particular need by gathering information from a number of consumers.

b. Information Search

Information search begins when consumers perceive that these needs can be met by buying and consuming a product. Consumers will look for what is stored in their memory (internal), and look for information from outside (external).

c. Alternative Evaluation

Alternative evaluation is the process of evaluating product and brand choices, and choosing them according to consumer desires. In this process, the consumer compares various selected brands that can provide benefits to him and the problems he faces.

d. Purchase Decision

After the above stages are carried out, the purchase will determine the attitude in making the decision whether to buy or not. If you choose to buy a product, in this case the consumer is faced with several alternative decision making such as, product, brand, seller, quantity, and time of purchase.

e. Post-purchase Behavior

After buying a product, consumers will experience some level of satisfaction or dissatisfaction. This stage can provide important information for the company whether the products and services that have been sold can satisfy consumers or not.

Furthermore, according to Sarim (2015) that the factors that influence tourist arrivals, including:

1. Service factors, tourist statements about attitudes and behavior in providing services, guidance, and information to tourists, with indicators of friendliness, speed, accuracy/suitability of information provided, and the quality of tour guides in explaining the object.
2. Infrastructure factors, namely tourist statements about facilities that support the smoothness of tourist activities while in the area/location of tourism objects, with indicators of availability and feasibility.
3. Factors of natural tourism objects and attractions (ODTWA), namely the potential of ODTWA based on the development of natural tourism which is based on the main potential of natural resources (*natural and culturalbased tourism*).

4. Security factors, the level of security disturbances/vulnerabilities in a natural tourism object will affect the tranquility and comfort of tourists while in the natural tourism object, besides that the security factor will also affect tourists in making decisions whether or not the natural tourism object is worth visiting.

2.5 Framework

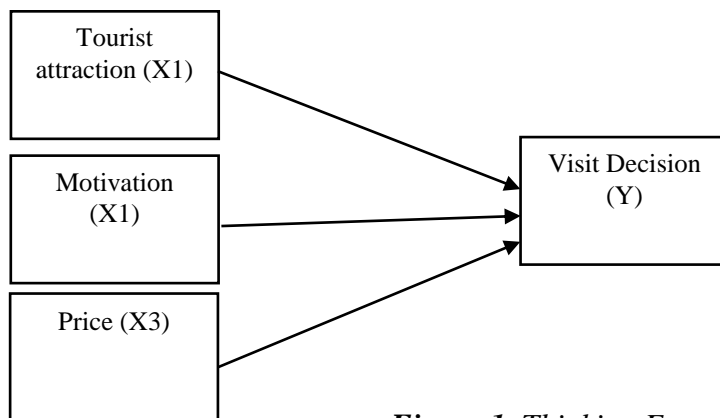Based on the formulation of the problem, the framework of thought in this study is as follows:

Figure 1. *Thinking Framework*

The hypotheses in this study are:
1. Tourist attraction has a significant effect on the decision to visit the Cikandung Springs tourist attraction
2. Motivation has a significant effect on the decision to visit the Cikandung Springs tourist attraction
Tourist attraction and motivation simultaneously have a significant effect on the decision to visit the Cikandung Springs tourist attraction

III. Research Methods

The research location is in Nyalindung Village, Cimalaka District, Sumedang Regency. The data used are qualitative and quantitative data. Sources of data used are primary and secondary data. The population in this study are tourists who have visited the Cikandung Springs tourist attraction as many as 100 people with details of the population of Tourist Attractions (X1) Motivation (X2), the decision to visit (Y) recommends the minimum sample size is 5 times the number of statements so that the minimum sample size which is determined by 20 x 5, namely 100 samples using the Purposive Sampling method according to Sugiyono (2016), namely the determination of samples with certain considerations that are suitable for studies that do not generalize. The sample in this study was arranged based on the criteria listed on the identity of the respondents, namely, gender, age, education level, occupation, income level, residential address, and frequency of visits to Cikandung Springs. The data collection methods used in this study were
1) field research consisting of questionnaires, observations and interviews, and
2) literature study. The results of the study were analyzed using the method of hypothesis testing, classical assumption test, and multiple linear regression analysis.

IV. Results and Discussion
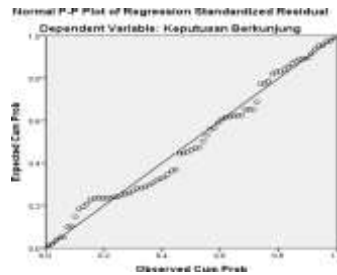
4.1 Results
a. Normality Test

Figure 2. Normality Test

Figure 2. shows that the data pattern spreads around the diagonal line following the direction of the diagonal line or the graph shows a normal distribution pattern, so the regression model meets the assumption of normality.

A good regression model is a normal distribution or close to normal, the spread of the data is indicated by the dot symbol on the diagonal axis of the graph. Here is the basis for the decision:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality.
2. If the data spreads away from the diagonal line and does not follow the direction of the diagonal line, the regression model does not meet the assumption of normality
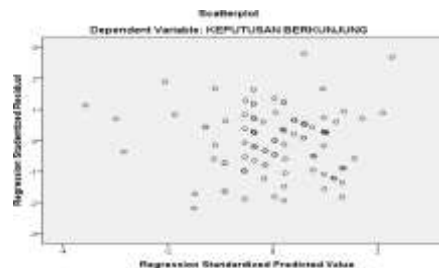
b. Heteroscedasticity Test

Figure 3. Heteroscedasticity Test

Figure 3., shows the distribution of the points does not form a certain pattern and spreads between the zero points, thus it can be stated that there is no heteroscedasticity. The classical assumption regarding heteroscedasticity is fulfilled, meaning that it is free from heteroscedasticity.

Heteroscedasticity test is done by looking at the presence or absence of a certain pattern on the graph, the x-axis is the predicted y and the x-axis is the studentized residual. Here is the basis for making the decision:

1. If there is a certain pattern, the dots form a certain regular pattern (wavy, widen, then narrow), then heteroscedasticity occurs.
2. If there is no clear pattern, the points spread above and below the number 0 on the y-axis, then there is no heteroscedasticity.

c. Multicollinearity Test

Multicollinearity test resulted in inefficient regression. Multicollinearity test with VIF (Variance Inflation Factor) or CI (Condition Index), if VIF < 10 or CI < 10 and tolerance value > 0.10, then there is no multicollinearity. The regression model is declared good if there is no correlation between the independent variables.

Table 1. Multicollinearity Test Results

| Model | Collinearity Statistics | |
	Tolerance	VIF
1 (*Constant*)		
Daya Tarik Wisata	1.000	1.000
Motivasi	1.000	1.000
Harga	1.000	1.000

Source: Primary Data (2022)

Table 1. shows tolerance values >0.10 and VIF<10, meaning that there is no multicollinearity of data on the three independent variables.

1. Multiple Linear Regression Analysis Results

The following are the results of multiple linear regression analysis in the study:

Table 2. Results of Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
	B	Std. Error	Beta		
1 (Constant)	**3.487**	**3.480**		1.089	.280
X1	.411	.102	.419	4.119	.000
X2	.415	.141	.289	2.846	.004
X3	.420	.131	.320	2.780	.000

Source: Primary Data (2022)

Table 2. shows the value of Unstandardized Coefficients (B) so that the linear regression equation for this study is obtained

$$Y = 3{,}487 + 0{,}411X_1 + 0{,}415X_2 + 0{,}420X_3$$

It means
a. The constant 3.487 is the value of the decision to visit if the tourist attraction, motivation, and price are fixed
b. The tourist attraction coefficient of 0.411 is positive, indicating that the tourist attraction increases by one unit, the decision to visit will increase by 0.411 units with the assumption that the motivation and price are fixed.
c. The motivation regression coefficient of 0.415 is positive, indicating that if motivation increases by one unit, the decision to visit will increase by 0.415 units with the assumption that tourist attractions and prices are fixed.

d. The price regression coefficient of 0.420 is positive, indicating that if the price increases by one unit, the decision to visit will increase by 0.420 units with the assumption that tourist attraction and motivation have a fixed value.

2. Hypothesis Test Results

The results of the partial hypothesis test (t test) show that

a. The tourist attraction variable (X1), has a t sig value of 0.000 or t sig <0.05 (0.000 <0.05), then the tourist attraction variable has a significant influence on the decision to visit the Cikandung Springs tourist attraction. It means: the first hypothesis can be accepted.

b. Motivation variable (X2), has a t sig value of 0.004 or t sig <0.05 (0.000 <0.05), then the motivation variable has a significant influence on the decision to visit the Cikandung Springs tourist attraction. Meaning: the second hypothesis can be accepted

c. The price variable (X3), has a t sig value of 0.000 or t sig <0.05 (0.000 <0.05), then the price variable has a significant influence on the decision to visit the Cikandung Springs tourist attraction. Meaning: the third hypothesis can be accepted

3. Simultaneous Test Results (F Test)

The following are the results of the simultaneous test in this study.

Table 3. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	161.256	2	95.639	14.466	.000[b]
Residual	498.540	92	6.289		
Total	587.994	94			

Source: Primary Data (2022)

Table 3. shows that the results of the study have a calculated F value of 0.000. F value sig. <0.05 (0.000 <0.05) then the variables of tourist attraction, motivation, and price simultaneously have a significant influence on the decision to visit the Cikandung Springs tourist attraction. This means that the third hypothesis can be accepted.

4. Coefficient of Determination Test Results (R2)

The coefficient of determination test was conducted to find out how much influence the tourist attraction, motivation, and price had in this study.

Table 4. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.486[a]	.367	.245	3.474

Source: Primary Data (2022)

Table 4. shows that the R Square value is 0.367, illustrating that the variables of tourist attraction, motivation, and price contributed 36.7% in showing the influence of the variable on the decision to visit the Cikandung Springs tourist attraction, while the remaining 63.3% can be explained by the influence of other variables, such as promotions, tourist attractions, services, and other things.

4.2 Discussion

a. The Influence of Tourist Attractions on Visiting Decisions

The results of the study prove that tourist attraction has a significant influence on the decision to visit the Cikandung Springs tourist attraction, with a value of t sig <0.05. Thus, the better the tourist attraction, the better the decision to visit will be. As stated in the Law of the Republic of Indonesia Number 10 of 2009, that attraction is something that has its own uniqueness, convenience, and has its own value such as various types of natural wealth, culture and man-made products that become the target of tourist visits. This is also supported by the statement by Marhendi (2005: 9), that the existence of tourist attractions in tourist destinations is able to influence the interest of tourist visits because the elements of tourist attraction include originality, diversity, scarcity (scarcity) and the need for tourist attractions. Thus, an area can become a tourist destination for various reasons, one of which is attractive.

b. The Effect of Motivation on Visiting Decisions

The results of the study prove that motivation has a significant influence on the decision to visit with a value of t sig <0.05. This means that the better and more attractive the Cikandung Springs tourist attraction, the better the motivation for the decision to visit. This is in accordance with Zaenuri's statement, (2012: 72), that the motivation of tourists to carry out tourism activities is to get the pleasure of life by enjoying or doing something in the place they visit without thinking about rewards or volunteering. Meanwhile, according to Isdarmanto (2016:14) that tourist attraction has its own strength as a component of tourism products because it can generate motivation for tourists and attract tourists to travel, this is especially the case for destinations that have very diverse and varied tourist attractions. Thus, motivation is one of the important things that can influence the decision of tourists to visit the Cikandung Springs tourist attraction.

c. The Influence of Price on Visiting Decisions

The results of the study prove that price has a significant influence on the decision to visit the Cikandung Springs tourist attraction, with a value of t sig <0.05. Thus, the better the price, the better the decision to visit will be. As stated by Yomunnga Mosess (2015:153) that price is an important part in a company, especially as a medium of exchange, where the company will earn profits through transactions or exchange processes for goods or services, in this case tourism products that are in accordance with the needs or desires of tourists who visit. Price is a value expressed in rupiah for exchange or transactions or an amount of money that must be paid by consumers to obtain goods and services. Thus, of all the elements of the marketing mix, it is true that pricing decisions are the most difficult to make. Because pricing for tourism products must take into account the complexity posed by their seasonality, differences in market segments (holidays or holidays), and so on.

V. Conclusion

The results of the research on the influence of attractiveness, motivation, and price on the decision to visit the Cikandung Springs tourist attraction can be concluded (1) the results of the multiple linear equation test prove that tourist attraction, motivation and price have a positive effect on the decision to visit the Cikandung Springs tourist attraction, (2) The results of the t test prove that tourist attraction, motivation, and price have a significant effect on the decision to visit the Cikandung Springs tourist attraction, (3) The f test results show that tourist attraction, motivation, and price simultaneously have a significant influence on the decision to visit the Cikandung Springs object, and (4) The results of the determination coefficient test of 36.7%, the variables of tourist attraction, motivation, and price have a

significant influence on the decision to visit the Cikandung Springs tourist attraction, while 63.3% influenced by other variables, such as: promotions, tourist attractions, and services.

Suggestions from the results of this study are: (1) The government should develop Cikandung Springs tourism by widening roads, conducting promotions, and making toilets and comfortable resting places. (2) For further researchers, it is possible to add other variables that have not been studied, such as: facilities, promotions, and services.

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