



ANALYSIS OF THE INFLUENCE OF TOURISM ATTRACTION AND DESTINATION IMAGE ON REVISIT INTENTION IN ECOTOURISM OF RIMBUN CONSERVATION VILLAGE, TANGERANG SELATAN

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ABSTRACT

Rimbun Conservation Village is one of the tourist attractions in South Tangerang that offers the concept of ecotourism with a variety of activities. This research was conducted to determine the effect of tourist attraction and destination image on Revisit Intention at Rimbun Conservation Village. This research uses a type of quantitative descriptive, with 131 respondents who had visited Rimbun Conservation Village. Data analysis techniques used in this study include validity test, reliability test, mean descriptive analysis test, classic assumption test, coefficient of determination test, multiple linear regression test, F test, and T-test using the SPSS version 25 program. Based on the results of research conducted with the T-test, it shows that there is no effect of tourists, and there is an influence of destination image on revisit intention in Ecotourism Kampung Konservasi Rimbun. Then based on the results of the F test, it shows that there is an influence of tourist attraction and tourist destination image on revisit intention in the Rimbun Conservation Village. The coefficient of determination test results of this study indicate that the tourist attraction and destination image variables have an influence of 40.4% on revisit intention. The results of multiple linear regression tests show that tourist attraction and destination image have an influence on revisit intention. Based on the results of this test, hopefully, Rimbun Conservation Village can maintain and further develop its attraction and destination image, in order to increase the probability of revisiting intention.

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INTRODUCTION

The tourism sector also known as traveling is currently one of the sectors that is very influential on the economic progress of a country, including in Indonesia. This situation can be seen from the total value of national labor employed in this sector reaching 9% and this sector is estimated to contribute more than 4% of the total economy in Indonesia (2019). Tourism itself can be defined as any form of activity in society related to tourists. The presence of the tourism

industry is expected to support the income of a country, which in turn supports the development of the potential of other regions and the development of the region itself. Tourist visits at a tourist attraction will have an impact on increasing the economy. Therefore, as the manager and person in charge of a tourism object is required to not only be able to attract tourists to come to the tourist attraction that is managed, but the stakeholder is also expected to be able to make these visitors return to visit the place they manage with tourist attraction, as well as destination image, and also other things. And one of the areas (cities) that are currently developing in terms of tourism is South Tangerang.

South Tangerang is a growing district due to the division of the city of Tangerang. In recent years, the tourism sector in South Tangerang has also begun to develop (repository.ipb.ac.id). This phenomenon is shown by the development efforts of various tourist attractions, which are expected to increase tourist interest in visiting South Tangerang. The tourist attractions here include culinary tourism (night culinary tours in the BSD modern market, Market Eight, etc.), cultural tourism, artificial tourism (the emergence of various shopping centers/malls), nature tourism, and others, including ecotourism.

Ecotourism itself can be interpreted as a form of sightseeing which in principle focuses on conservation principles, including in its development. The development of ecotourism in Indonesia is currently very good. This growth is supported not only by the existence of Indonesia's capital which is known as the second mega biodiversity in the world, which is known to have natural wealth, diverse flora and fauna, but also by the awareness that is accompanied by tourist interest in the importance of the environment today (mediaindonesia.com). And for the South Tangerang area, ecotourism is also classified as growing well. This is indicated by the emergence of tourist areas with the concept of ecotourism in South Tangerang. These ecotourism destinations include Keranggan Ecotourism Village, Jaletreng River Park, several City Parks in the BSD areas, Rimbun Conservation Village, and several others. Rimbun Conservation Village is one of the existing ecotourism areas that is interesting because it also offers the concept of a cafe & and restaurant. Rimbun Conservation Village is located on Hj. Jamat Street, Number 11, Kampung Jati, Ciater, Serpong, South Tangerang City, Banten. Although it is located in the middle of South Tangerang City, Rimbun Conservation Village offers a beautiful atmosphere because it is quite far from the crowds and the main road. As the name implies, Kampung Konservasi Rimbun is where tourists can learn about various types of plants. Rimbun Conservation Village has a number of educational programs related to plants such as urban farming, planting and harvesting vegetables, managing waste, and others related to conservation efforts. In addition, there is also an English Village, which is an activity to teach children to learn English for free. The English training for children aged 4 to 15 years old is conducted non-formally in a fun way, such as planting and introducing plants, of course with English terms. Rimbun Conservation Village was built in 2016 (jurnalistika.id).

Initially, the focus of this area was camping ground and outbound. However, in 2020 the manager transformed it into a more contemporary one by adding the concept of Cafe & Resto as a new attraction (jurnalistika.id). But with the addition of this new attraction, of course, it is also necessary to pay attention to its management so that it does not deviate from its initial concept, namely ecotourism. The addition of the attraction, of course, is expected to have a good impact on the area, but if it is not developed properly, on the contrary, tourists will be disappointed, which can have an impact on the formation of an unfavorable destination image and reduce the revisit intention of the area. This is also what is feared to happen to Rimbun Conservation Village, because based on existing reviews from visitors, most of them are satisfied but there are still some who are not satisfied with the restaurant. Therefore, the stakeholder, in this case, the manager of the tourist attraction, is not only urged to attract tourists to visit but the manager is also expected to be able to make tourists want to visit the place they manage with existing tourist attractions.

According to Ester et al. (2020), the movement of a destination is based on its attractiveness. Tourism attraction can also be interpreted as the main impulse for tourists to travel. As mentioned earlier, the attraction of the Kampung Konservasi Rimbun tourist attraction is that it offers the concept of ecotourism while traveling in the middle of the city with a calm and

beautiful atmosphere. In addition to the existence of tourist attractions to attract tourists, tourist attraction managers must be able to convey the description of tourist destinations. According to Iranita & Alamsyah (2019), Destination image is defined not only as destination attributes but also as the overall impression shown by the destination. A good destination image felt by visitors, not only has an impact on increasing the level of tourist visits but also has an impact on tourist return visits. The image of the Kampung Konservasi Rimbun tourist attraction gives the impression that this tourist attraction offers a calm, shady, and beautiful atmosphere even though it is located in the middle of urban South Tangerang. The existence of research shows that tourist attraction, as well as destination image, can affect the revisit intention of tourists to the tourist attraction. According to Rohmania (2022) revisit intention can be interpreted as an impulse that motivates someone to take action. Revisit intention is the willingness to visit a place (tourist attraction) again on another occasion.

Therefore, according to the existing background and also based on a number of studies above, researchers are interested in conducting a study entitled "The Effect of Tourism Attractiveness and Destination Image on Revisit Intention at Rimbun Conservation Village, South Tangerang".

METHOD

The method used in this research is quantitative with a descriptive approach. Quoting from Hardani (2020), descriptive research is defined as research with data analysis made systematically. The data collection technique used in this research is the survey method. In this survey method, a questionnaire was distributed which contained questions about the indicators of the research variables being carried out to respondents. According to Hardani (2020), this survey method is used for real data. The analysis technique used in this study is a multiple linear regression test, hypothesis testing (F-test, T-test), and coefficient of determination analysis to determine the percentage of the influence of tourist attraction variables and destination image on revisit intention variables.

In this study, the population is tourists who visit or have visited the Rimbun Conservation Village Ecotourism. Determination of the number of samples in this study using the Slovin formula with non-probability sampling techniques. Based on data obtained from the management of Rimbun, it is known that the number of visitors to Rimbun Conservation Village per January 2023 is 1264, and per February 2023 is 1416, so according to the results of calculations with a 10% leeway level, 100 tourists are needed as respondents. Data collection techniques were carried out through primary data (questionnaires, observations, interviews, documentation), as well as secondary data (Journal publications, data from management). The questionnaire used in this study is the result of the implementation of the tourist attraction variable with the dimensions of attraction, accessibility, amenities, ancillary service according to Indah (2018), then the destination image variable with the dimensions of cognitive, affective, and uniqueness destination image according to Hidayat (2017), and the revisit intention variable as the dependent variable with the dimensions of the desire to recommend to others and, the desire to visit again according to Taufik (2017). All question items in the research variables are used in the context of ecotourism using a Likert scale (scale 1-5), 1 indicates disagreement and 5 indicates strongly agree. Data distribution was carried out from March 2022 to April 2023. Data was obtained by distributing questionnaires offline with questionnaire sheets and online with g-form.

RESULT AND DISCUSSION

In this study, the author distributed questionnaires to 131 respondents who had visited Rimbun Conservation Village. The test results that have been carried out will be discussed as follows.

Multiple Linear Regression Test

In accordance with Ghozali (2018) Multiple linear regression analysis is used to ascertain the direction and level of influence of variable X on variable Y. The following is Table 1 which contains the results of multiple linear regression tests.

Table 1. Multiple Linear Regression Test Results

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Tolerance	VIF
		B	std. Error	Beta					
1	(Constant)	7.241	1.975			3.667	.000		
	DTW	.032	.035	.070		.907	.366	.774	1.292
	CD	.325	.042	.599		7.715	.000	.774	1.292

a. Dependent Variable: RI

Source: Results of data processing with SPSS 25 (2023)

$$Y = a + b1.x1 + b2.x2$$

$$= 7,241 + 0,032 + 0,325$$

The processing results according to Table 1 show that the value of a = 7.241 is a constant (the state when the revisit intention variable has not been influenced by other variables, namely the tourist attraction variable (X1) and destination image (X2)). If X1 and X2 do not exist, the revisit intention variable does not change. The regression coefficient value X1 (b1) = 0.032, shows that the tourist attraction variable has a positive influence on revisit intention, which means that every 1 unit increase in the tourist attraction variable will affect customer interest in visiting by 0.032, assuming that other variables are not examined in this study. The regression coefficient value X2 (b2) = 0.325, shows that the destination image variable has a positive influence on revisit intention, which means that every 1 unit increase in the destination image variable will affect customer interest in visiting by 0.325, assuming that other variables are not examined in this study.

Partial Test (T)

According to Ghozali (2018), this partial test (T-test) aims to determine individually the extent of the influence of an independent variable (X) in explaining the dependent variable (Y) by comparing the value of the t table with the t count. The following is Table 2 containing the partial test results (T).

Table 2. Partial Test (T)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Beta	t	Sig.
1	(Constant)	7.241	1.975		3.667	.000
	X1	.032	.035	.070	.907	.366
	X2	.325	.042	.599	7.715	.000

a. Dependent Variable: Y

Source: Results of data processing with spss 25 (2023)

$$T \text{ table} = t (a/2 ; n-k-1)$$

$$= t (0,05/2 ; 131-2-1)$$

$$= t (0.025 : 128)$$

$$= 1.97867 (1,979)$$

Variable tourist attraction (X1) on revisit intention (Y):

Sign $0,366 > 0,05$

t count < t table ($0,907 < 1,979$)

In accordance with the results of data processing coefficient significance in table 2 with spss 25 (2023), namely the results of the partial test (t) show the significance value of the effect of tourist attraction (X1) on revisit intention (Y) is $0.366 > 0.05$, and the value of t count ($0.907 < t$ table (1.979)) then H1 is rejected and Ho1 is accepted. This means that there is no significant effect of tourist attraction on revisit intention in the Rimbun Conservation Village Ecotourism.

Variable destination image (X2) on revisit intention (Y):

Sign $0,00 < 0,05$.

t count > t table ($7,715 > 1,979$)

In accordance with the results of data processing coefficient significance with spss 25 (2023), namely the results of the partial test (t) show the significance value of the influence of destination image (x2) on revisit intention (Y) is $0.00 < 0.05$, and the value of t count ($7.715 > t$ table (1.979)) then H2 is accepted and Ho2 is rejected. This means that there is a significant influence of destination image on revisit intention in the Rimbun Conservation Village Ecotourism.

Simultaneous Test (F)

In accordance with Ghozali (2018), Simultaneous tests are used to determine whether the independent variables jointly affect the dependent variable and to assess the accuracy of the sample regression function in estimating actual values through goodness of fit. The following is Table 3 which contains the results of the simultaneous test (F).

Table 3. Simultaneous Test (F)

Anova ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335.419	2	1677.710	43.301	.000 ^b
	Residual	495.756	128	3.873		
	Total	831.176	130			

a. Dependent Variable: RI
b. Predictors: (Constant), CD, DTW

Source: Results of data processing with SPSS 25 (2023)

F table = $f(a/2 ; n-k-1)$

= $f(0,05/2 ; 131-2-1)$

= $f(0.025 : 128)$

= 3,07

Variable tourist attraction (X1) and destination image (X2) on revisit intention (Y):

Significant value $0.00 < 0.05$

f count > f table ($43.301 > 3.07$)

In accordance with the results of data processing of the model feasibility test in Table 3 with SPSS 25 (2023), it can be seen that the significance value for tourist attraction (X1) and destination image (X2) on revisit intention (Y) is $0.00 < 0.05$ and f count ($43.4301 > f$ table (3.07)). This shows that H3 is accepted and Ho3 is rejected. This means that there is an influence of tourist attraction and image of tourist destinations on revisit intention in the Rimbun Conservation Village Ecotourism.

Test Coefficient of Determination

This coefficient of determination serves to see how much or how much the dependent variable (Y) can be explained by the independent variables (X) together. The following is Table 4 which presents the results of the coefficient of determination test.

Table 4. *Test Coefficient of Determination*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.4042	.394	1.96802
a. Predictors: (Constant), X2, X1				

Source: Results of data processing with SPSS 25 (2023)

R2 = 0,404

Based on data processing the coefficient of determination in Table 4 above, it can be seen that it is influenced by the coefficient R square (R2) of 0.404 or 40.4%. So it can be concluded that the influence of the tourist attraction variable and destination image on revisit intention is 0.404 (40.4%), and the remaining 59.6% is influenced by other variables not examined in this study.

CONCLUSION

Based on the research that has been done on revisit intention in Rimbun Conservation Village, it is classified as very high. But that does not mean that there are no things that can be developed again, and of course, there are some things that are good that need to be maintained further. Here are some suggestions that the author can give to Rimbun Conservation Village for example, repainting children's playgrounds, checking conditions, etc. because most of the visitors to Rimbun are families with small children so the author feels that supporting attractions like this also need to be improved.

In addition, one of the things that can facilitate visitor accessibility is adding signage at several points and maintaining the condition of the boards so that they remain visible. Researchers also suggest to Rimbun to be able to carry out CSR (Corporate Social Responsibility). One of the CSRs that the author can suggest to be carried out by Rimbun is repairing the road in the alley around which there are holes (damaged), repairing speed bumps that are partially missing, and adding lights at certain points that are dark at night. And also, the author suggests being able to form a customer relation management (CRM) team to Rimbun so that visitors who have visited can be monitored and managed with better data, for example, better service can be carried out according to customer needs that time, customer loyalty analysis, etc., which in essence improves Rimbun's relationship with its customers. The suggestions from visitors such as increasing live music and providing electric insect repellent.

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