Analysis of Factors Relating To Tourists Visiting Interest In Suban Hot Spring Tourist Destinations Curup City

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Abstract: The research was motivated by the researcher's interest in tourism in the city of Curup, especially the hot spring suban tourist destination. Various natural resources in Curup City such as mountains, hills, lakes, or waterfalls, and others have the potential to become tourist attractions that attract tourists to visit. Suban Air Panas is a tourist attraction managed by the Rejang Lebong Regency Culture and Tourism Office. Suban Air Panas is one of the mainstay attractions of Curup City which is the main destination for visitors on holidays and weekdays. The research uses George C. Homans' Social Exchange Theory as the foundation for analysis to investigate the elements that are associated with tourists' interest in visiting tourist spots in the city of Curup. This study used a quantitative research approach for its research. Information was acquired through literature study, documentation, questionnaires, observation, and secondary data. Informants were selected using the purposive sampling technique and accidental sampling method from visitors to Suban Hot Springs tourist attraction. The analysis model used is multiple linear regression, with tourist attraction, facilities, and accessibility as independent variables, and tourist interest as the that is dependant. The research results show that the three independent variables significantly influence tourists' interest in traveling. This indicates that these variables play a major role in attracting tourists. Therefore, the tourism industry must pay attention to these variables if they wish to increase their contribution to Regional Original Revenue (PAD).

Keywords: Accessibility, Facility, Interest in Visiting Tourists, Tourist.

INTRODUCTION

The tourism industry in Indonesia has enormous potential, supported by various resources such as natural beauty, cultural wealth, religious history, and other aspects. The growth of the tourism industry in an area is highly dependent on the number of tourists visiting. Therefore, the utilization of Tourist Destinations (DTW) needs to be improved so that the tourism industry can develop optimally. Indonesia's natural beauty strongly supports the progress of the tourism sector in this country (Takome et al., 2021).

Agreeing to Tourism Law Number 10 of 2009, tourism may be a travel action carried out by a individual or bunch of individuals by going by certain places regarding the reason of excitement, self-development, or investigate into the uniqueness of visitor attractions gone by for a certain period of time and backed by different offices and administrations given by the community, commerce performing artists, government, and neighborhood government (Regulation, 2009).

Rejang Lebong Rule, known as Curup City, is one of the regencies in Bengkulu Territory, which has the potential to create tourism, particularly characteristic tourism. The area is 1,515.76 square kilometers and has a population of approximately 278.793 people (2021). This district is situated on the slopes of the Bukit Barisan Mountains, 85 kilometers away from Bengkulu, the provincial capital. The existing conditions, both in terms of morphology and geomorphology of the area, are very supportive of the development of nature tourism. The Various natural resources in Curup City such as mountains, hills, lakes, waterfalls, and others have great potential to become tourist attractions that attract visitors. In developing these natural potentials, the existing natural beauty must be managed and utilized optimally by humans as a form of earth's prosperity.

In the Curup City area, various forms of geotourism have been developed, such as Suban Hot Spring Tourism, Lake Mas Harun Bastari Tourism, Kaba Hill Tourism and Rafflesia Arnoldi Flowers, and Waterfall Tourism. To develop tourism in the area, it is essential to have adequate infrastructure support, including transportation facilities and accommodations, for easy access to and from the location.

Suban Hot Spring is tourist attraction managed by the Rejang Lebong Regency Culture and Tourism Office. Suban Hot Springs is one of Curup City's mainstay tourist attractions which is the main destination for visitors on holidays and weekdays. The facilities available at Suban Air Panas Tourism are swimming pools for children to adults. The entertainment area with interesting games such as slides and swings is very popular with children. In this place, there is also a beautiful waterfall which has a height of more than 90 meters, with clear and refreshing water.

Suban Air Panas is on the Curup-Lubuk Linggau route and is only 6 km from Curup City, or about 90 km from Bengkulu Province. The Suban Hot Springs tourist area has an area of ± 30 Ha. Suban Hot Springs is a very popular destination among local residents of the Curup area because access there is easy and the entry fee is also cheap. Suban hot springs have quite an interesting tourist attraction, even though the variety of tourist attractions offered is not diverse, the quality of the tourist attractions is quite high quality, and according to several visitors, Suban hot springs are a location where they can find peace in the midst of busyness and spend time with other people. people closest to them. Suban Hot Springs has its own unique charm. Not only does it exude an aura of beauty and coolness. However, this place still holds stories about stone remains which many people believe have mystical value.

Table 1 Number of Tourist Attraction Visitors

Year	Amount
2020	10.148
2021	16.697
2022	11.400

Data source: Rejang Lebong Regency Tourism Office, 2020 – 2022

The table above shows the increase and decrease in visitors from year to year. The highest number of visitors reached 16,697 people in 2021. In 2021, things started to recover from the pandemic, which led to an increase. Suban visitors come from various other cities. Such as Pagar Alam, Linggau, Bengkulu and Palembang. It is hoped that the number of visitors will increase in the coming year.

Tickets to Suban cost only 10 thousand Rupiah for adults and 5 thousand Rupiah for children. There are three plunge pools that are so hot that the spring water can be seen. Visitors can swim in both the warm water and cold water pools on the inside. The cold water comes from mountain water, while the hot water comes from the ground. Visitors have to walk about one kilometer by hiking if they want to enjoy the charm of the waterfall. Visitors will be charged again at the waterfall location.

In a previous research by (Sihombing et al., 2024), Students from Batam International University sought to identify the factors that influence tourists' intents to visit both city and beach locations in Tanjung Pinang. The study's findings show that perceived quality has a positive and significant impact on visit intention, as does destination image, familiarity, and the perceived quality variable itself.

This uniqueness must be considered and preserved in order to be able to increase state foreign exchange and regional income in line with the increasing number of tourist visits. Therefore, the tourism potential of Suban Hot Springs needs to be developed so that the attractiveness of the tourist area increases. The increasing number of tourist visitors to the Suban Air Panas tourist attraction means there are factors that influence tourist interest in visiting the Suban Air Panas cultural tourism site. So, it is necessary to know the factors anything that can influence interest in visiting tourism. Based on the context that has been presented, researchers are interested in doing research under the title "Analysis of factors related to tourist interest in visiting the Suban Hot Spring tourist destination in Curup City".

METHOD

The study's research methodology provides a strong foundation to reveal the important role of tourists in the tourism industry. The research method is quantitative. Quantitative data is the quantification of data like the quantity of visitors, the total cost of traveling to tourist destinations, and the level of individual income. According to the method (Sugiyono, 2016), quantitative data is positivistic (concrete data) in the form of numerical values measured utilizing statistics as a test tool for computation in relation to the issues and findings examined using research data. The research was conducted to get a general idea about "Analysis of factors related to tourist interest in visiting the Suban Hot Springs tourist destination in Curup City". The research location was carried out in Cawang Baru Village, East Curup District, Curup City.

Research utilizes primary and secondary data. The primary data collection process is completed by questionnaires and the application of secondary data through Literature study, documentation, and Literature study techniques published online by the Tourism Office, scientific journals, and others a know the data obtained from publications from other parties such as the Suban Air Panas management, the Rejang Lebong Regency Culture and Tourism Office, the Central Statistics Agency, the internet, as well as literature in the form of books and journals that can support research.

The technique used in determining the data source (informant) is with method *purposivesampling* and *quota accidental sampling*, where this sampling takes respondents as samples based on chance. In this study, 35 respondents were taken as samples. Purposive sampling was used to determine the sample, and respondents had to meet the requirement of having visited or being a visitor to the Suban Curup Hot Springs tourist destination. Data validity is carried out through data triangulation techniques, namely trangulation method and triangulation of data sources. Quantitative data analysis is employed in the data analysis approach, namely in the form of descriptive analysis, validity testing, reliability testing, scoring methods, and conclusion drawing. George C. Homans' Social Exchange Theory is used in the analysis. George C. Homans' Social Exchange Theory is a social science concept that asserts that incentives, sacrifices, and benefits are interdependent and form the foundation of a social interaction.

RESULTS AND DISCUSSION
Profile of Research Respondents

Table 2 Gender

Gender	Frequency	Percentage
Man	19	54%
Woman	16	46%
Amount	35	100%

Based on gender, there were 19 (46%) male respondents and the number of respondents was mixed16 women (54%). This shows that female respondents were more involved in this research than male respondents and the difference was only 3 people or 8% of respondents. However, it can be said that the composition of male and female respondents is balanced.

Table 3 Age of respondents

Respondent's Age	Total	Percentage
18 - 23 Years	4	11%
24 - 34 Years	11	31%
35 - 45 Years	11	31%
46 - 56 Years	7	20%
57 - 67 Years	2	6%
Amount	35	100%

Based on age groups, there are 5 age groups that dominate, namely respondents aged 18-23 years, namely 4 people (11%) and respondents aged 23-34 years, namely 11 people (31%). The composition of the group of respondents aged 35-45 years is also quite large, namely 31%. Meanwhile, the more advanced age groups of respondents, namely 46-54 years and 57-67 years, were represented by 20% and 6% of the total respondents.

Table 4 Respondent's occupation

Respondent's Age	Total	Percentage
Housewife	7	20.00%
Trader	3	8.57%
PNS/TNI/POLRI	6	17.14%
Student /student	5	14.29%
Private sector employee	2	5.71%
Self-employed	10	28.57%
Retired	2	5.71%
Amount	35	100.00%

Respondents who work as entrepreneurs, civil servants and housewives represent almost 95% of the total respondents. The composition of respondents in the self-employed group and housewives was 28.57% (10 people) and 20.00% (7 people) of the total respondents. Meanwhile, civil servants/TNI/POLRI and students were quite balanced at 17.14% of respondents (6 people) and 14.29% of respondents (5 people). The retired respondent group was only represented by 5.71% (2 people) of respondents, then finally, private employee respondents were also represented by 5.71% (2 people).

Quantitative Analysis Methods
1. Validity Test
   In the table below, it can be seen that all questions are on indicator variables Influence of Tourist Attractions (X1), Facilities (X2) and Accessibility (X3) on Interest Visiting Tourists (Y)produces a calculated r value> 0.344.

In this way, the questionnaire statement that measures the research variables is declared valid and can be used to measure the variables studied.

Variable	Question items	Corrected Question item Total Correlation	r table	Note.
Tourist Attraction (X1)	Tourist Attraction 1	0.607	0.334	valid
	Tourist Attraction 2	0.603	0.334	valid
	Tourist Attraction 3	0.349	0.334	valid
	Tourist Attraction 4	0.352	0.334	valid
	Tourist Attraction 5	0.478	0.334	valid
	Tourist Attraction 6	0.184	0.334	valid
	Tourist Attraction 7	0.384	0.334	valid
	Tourist Attraction 9	0.399	0.334	valid
	Tourist Attraction 10	0.412	0.334	valid
Facilities (X2)	Facilities 1	0.607	0.334	valid
	Facilities 2	0.603	0.334	valid
	Facilities 3	0.349	0.334	valid
	Facilities 4	0.352	0.334	valid
	Facilities 5	0.478	0.334	valid
	Facilities 6	0.184	0.334	valid
	Facilities 7	0.384	0.334	valid
	Facility 8	0.394	0.334	valid
	Facilities 9	0.399	0.334	valid
	Facilities 10	0.412	0.334	valid
Accessibility (X3)	Accessibility 1	0.641	0.334	valid
	Accessibility 2	0.622	0.334	valid
	Accessibility 3	0.616	0.334	valid
	Accessibility 4	0.694	0.334	valid
	Accessibility 5	0.576	0.334	valid
	Accessibility 6	0.427	0.334	valid
	Accessibility 7	0.270	0.334	valid
	Accessibility 8	0.312	0.334	valid
	Accessibility 9	0.585	0.334	valid
	Accessibility 10	0.677	0.334	valid
Interest in Visiting Tourists (Y)	Interest in Visiting Tourists 1	0.250	0.334	valid
	Interest in Visiting Tourists 2	0.904	0.334	valid
	Interest in Visiting Tourists 3	0.609	0.334	valid
	Interest in Visiting Tourists 4	0.904	0.334	valid
	Interest in Visiting Tourists 5	0.430	0.334	valid
	Interest in Visiting Tourists 6	0.873	0.334	valid
	Interest in Visiting Tourists 7	0.912	0.334	valid
	Interest in Visiting Tourists 8	0.430	0.334	valid
	Interest in Visiting Tourists 9	0.873	0.334	valid
	Interest in Visiting Tourists 10	0.912	0.334	valid

Data source: processed SPSS output, 2023

From the tables above, it can be seen that each question item has a calculated r > r table (0.334) and has a positive value. Thus the question item is declared valid.

2. Reliability Test

In this research, reliability is measured by using Cronbach's Alpha value. Where if the Cronbach's Alpha value is > 0.6 then the questionnaire will be considered reliable. The following is a table of reliability testing results on research variables.

a. Tourist Attraction (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,714	,760	11

b. Facilities (X2)
    Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,731	,809	11

c. Accessibility (X3)
    Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,703	,726	11

d. Interest in Visiting Tourists (Y)
    Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,773	,929	11

Data source: processed SPSS output, 2023

Tests for reliability Based on the preceding table, it is known that the Cronbach's Alpha value of the On Standardized Items variable Tourist Attraction is 0.760, Facilities is 0.809, Accessibility is 0.726 and Interest in Visiting is 0.929. So this research questionnaire has a Cronbach's Alpha value> 0.6. So the questionnaire that measures this research variable canbe said to be reliable.

The Influence of Tourist Attraction (X1) on Tourist Visiting Interest (Y)

The results of research on the Tourist Attraction variable show that Tourist Attraction has a partially a significant and positive impact on Tourist Visiting Interest in the Curup Suban hot spring tourism so that the hypothesis in this research is accepted. This means that if the tourist attraction is attractive, tourist interest in visiting the Curup hot springs will also increase. This can be done by tourism managers by completing the aspects that support Suban Hot Springs as a choice of place to visit.

The results of this research are in accordance with what was stated by Setiadi (2018) concluding that the variable Tourist Attraction has a significant influence on the decision to visit tourist attractions. According to Kodhyat tourism objects and attractions are the main drivers for visitors to visit these destinations.

Advertisement is one way to create a tourist attraction. Kotler and Armstrong define advertising as any type of impersonal, paid presentation and promotion of concepts, products, or services by specific sponsors. The idea that "Advertising is a form of indirect communication that is based on information about the advantages and benefits of a product that is arranged in such a way that it creates a pleasant feeling will change someone's mind about making a purchase" is supported by this.

The Influence of Tourist Facilities (X2) on Tourist Visiting Interest (Y)

The results of research on the Tourist Facilities variable show that Tourist Facilities have a partially a significant and positive impact on the Tourist Attraction of the Curup Suban Hot Springs tourist attraction so that the hypothesis in this research is accepted. This means that if the existing tourist facilities are complete and adequate, the decision to visit tourists at the Curup Suban Hot Springs tourist attraction will also increase. This can be done by tourism managers by completing existing facilities.

The results of this research are in accordance with what (Sari, 2020) concluded that the decision to visit a tourist site is significantly influenced by the facilities variable. Purchasing decisions are consumer choices among several options offered. Where facilities play an important role in deciding to visit tourism. Tourists will choose to visit tourist attractions if the facilities offered meet visitors' expectations.

(Nicklouse Christian Lempoy, 2015) defined facilities as the supply of tangible items to facilitate visitors' pursuits of their goals and activities while also meeting their whole range of demands.

Tjiptono asserts that facilities are tangible resources that must exist in order to be made available to customers. In service businesses, facilities are crucial. As such, the state of the facilities, their cleanliness, and the completeness of their exterior and interior design must all be taken into account, particularly those that are directly related to the experiences of customers

The Influence of Accessibility (X3) on Tourist Visiting Interest (Y)
The results of research on price variables show that price has a significant and positive impact on tourists' decisions to visit the Curup hot spring suban tour. Thus, this research hypothesis is accepted. This means that the price given and applied by the Curup Suban Hot Springs tourism manager is appropriate and appropriate to make and attract tourists to decide to visit the Curup Suban Hot Springs tourist attraction.

According to the data analysis results, it is evident that accessibility significantly influences the decision to visit Suban Hot Springs Tourism. This shows that the infrastructure and road access to the Suban Hot Springs tourist attraction is very supportive for tourists and has a fast route to get to the Suban Hot Springs tourist attraction so that it is easy for tourists to visit the Suban Hot Springs tourist attraction. It is proven that the accessibility of the tourist attraction can be visited easily by tourists, thus influencing the decision to visit. Accessibility of the tourist destination which means accessibility of the tourist destination, namely a good tourist attraction is one that can make it easy for tourists to come to visit a tourist destination. The findings of this study are consistent with the results of research which proves that accessibility influences the decision to visit.

Influence of Tourist Attractions (X1), Facilities (X2) and Accessibility (X3) on Interest Visiting Tourists (Y)
The results of simultaneous hypothesis testing show that there is an influence of tourist attraction (X1), facilities (X2) and accessibility (X3), together on tourist interest in visiting (Y) at the Curup hot spring suban tourism. This illustrates that with the influence of good and adequate tourist attraction (X1), facilities (X2) and accessibility (X3), tourists will decide to visit the Curup hot spring tourist attraction so that the hypothesis in this research is accepted.

CONCLUSION
1. Tourist Attraction has a significant and positive impact on tourist interest in visiting the Suban Curup Hot Spring tourist attraction.
2. Tourist Facilities has a significant and positive impact on tourist interest in visiting the Suban Curup Hot Spring tourist attraction.
3. Accessibility has a significant and positive impact on tourist interest in visiting the Suban Curup Hot Spring tourist attraction
4. Tourist Attraction (X1), Tourist Facilities (X2), and Accessibility (X3), together have a significant impact and positive on the tourist interest (Y) at the Curup Suban Hot Spring tourist attraction.

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