

DOI: <https://doi.org/10.31933/dijemss.v5i5>

Received: 21 May 2024, Revised: 7 June 2024, Publish: 9 June 2024

<https://creativecommons.org/licenses/by/4.0/>

## Analysis of Factors Relating To Tourists' Visiting Interest In Suban Air Hot Tourist Destinations Curup City

**Sindi Oktapiani<sup>1</sup>, Heni Nopianti<sup>2</sup>, Diyas Widiyarti<sup>3</sup>**<sup>1</sup> Bengkulu University, Indonesia, [sindioktaviani990@gmail.com](mailto:sindioktaviani990@gmail.com)<sup>2</sup> Bengkulu University, Indonesia, [heninopianti@unib.ac.id](mailto:heninopianti@unib.ac.id)<sup>3</sup> Bengkulu University, Indonesia, [diyas.widiyarti@unib.ac.id](mailto:diyas.widiyarti@unib.ac.id)Corresponding Author: [sindioktaviani990@gmail.com](mailto:sindioktaviani990@gmail.com)

**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 study aims to examine what factors are related to tourist interest in visiting tourist destinations in the city of Curup using the Social Exchange Theory by George C. Homans as the basis for analysis. Homans as the basis for analysis. The type of research conducted in this study is quantitative research method. Data obtained through literature study, documentation and questionnaires, observation and utilization of secondary data. Informants were selected using purposive sampling technique and using accidental sampling method where the sampling technique was carried out by chance from visitors to Suban Hot Spring tourist attraction. The analysis model used in this research is multiple linear regression with tourist interest as the dependent variable, while there are three variables as independent variables, namely tourist attraction, facilities, and accessibility. The results of this study indicate that the three independent variables in the regression equation have a significant effect on tourist interest in visiting. So, these variables greatly affect the number of tourists who come to Suban Hot Springs. The tourism sector should contribute to PAD can be increased again by considering supporting factors such as accommodation facilities (hotels and tourist lodges), restaurants, travel agencies, tourism, tourism attractions, and tourism education institutions.

**Keywords:** Accessibility, Facility, Interest In Visiting Tourists, Tourist.

### INTRODUCTION

Rejang Lebong Regency, known as Curup City, is one of the districts in Bengkulu Province, which is an area with the potential to develop tourism, especially natural tourism. The area is 1,515.76 square kilometers and has a population of approx 278.793 soul (2021). This district is located on the slopes of the Bukit Barisan Mountains, 85 kilometers

from the provincial capital of Bengkulu. The existing conditions in the form of morphology and geomorphology of the area provide opportunities for the development of natural tourism. The various natural riches in Curup City such as mountains, hills, lakes or waterfalls, etc. have the potential to become tourist attractions that attract tourists to visit. In developing this natural potential, the natural beauty that is owned must be managed and utilized as well as possible by humans as a form of prosperity for the earth.

Tourism involves a number of tourist activities supported by various facilities and services provided by the community, business actors, government and local governments. According to Tourism Law Number 10 of 2009, tourism is a travel activity carried out by a person or group of people by visiting certain places with the aim of entertainment, self-development or researching the uniqueness of the tourist attractions visited for a temporary period of time. (Regulation, 2009).

The tourism industry in Indonesia shows very promising potential, supported by various resources such as natural beauty, cultural richness, religious history and other aspects. The progress of an area in the tourism industry is very dependent on the number of tourists who visit. Therefore, it is necessary to increase the utilization of Tourist Destination Areas (DTW) so that the tourism industry can grow well. Indonesia has beautiful natural scenery which really supports the development of tourism in Indonesia. (Takome et al., 2021)

There are several types of geotourism being developed in the Curup City area, including: namely Suban Hot Springs Tour, Mas Harun Bastari Lake Tour, Kaba Hill and Rafflesia Arnoldi Flower Tour, and Waterfall Tour. To develop regional tourism, of course it is supported by adequate infrastructure in the form of transportation and accommodation to and from that location.

In previous research by (Melisa Anindita, 2015), student at the Faculty of Economics, Diponegoro University. The aim of this research is to identify factors that influence the level of visits to the Boja swimming pool. The results of this study show that the income variable has a positive and significant effect on the level of visits to the Boja Swimming Pool, travel costs have a negative and insignificant effect on the level of visits to the Boja Swimming Pool, travel time has a negative and significant effect on the level of visits, changes in facilities have a positive and insignificant effect on the level of visits, changes in spot ticket prices for other tourist attractions have a positive and insignificant effect.

Suban Hot Water is a 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 Hot Springs is located 6 km from Curup City or about 90 Km from Bengkulu Province and is on the Curup-Lubuk Linggau causeway. 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.

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(Mutiara et al., 2018).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 factorsanything that can influence interest in visiting tourism. Based on the background above, researchers are interested in conducting research with the title "Analysis of factors related to tourist interest in visiting the Suban Hot Springs tourist destination in Curup City".

## METHOD

The research method used in this research provides a strong basis for uncovering the essential role played by tourists in tourism.The research method used is a quantitative method.Quantitative data is data in the form of numbers, such as data on the number of tourist visits, total travel costs to tourist attractions, data on the amount of individual income. According to(Sugiyono, 2016)Quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. 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 carried out through questionnaires and the use of secondary data throughLiterature study, documentation, andLiterature study techniques published online by the Tourism Office, scientific journals, and others aKnow 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*purposive sampling*And*quota accidental sampling*, where this sampling takes respondents as samples based on chance. In this study, 35 respondents were taken as samples. The sample was determined using a purposive sampling technique with the criteria for respondents being visitors who were or were visiting the Suban Curup Hot Springs tourist attraction.Data validity is carried out through data triangulation techniques, namely tranguation methodAndtriangulation of data sources.The data analysis technique used uses quantitative data analysis, namely in the form of descriptive analysis, validity testing, reliability testing and scoring techniques and drawing conclusions. The analysis uses Social Exchange Theory by George C. Homans. Social Exchange Theory by George C. Homans is a concept in social science which states that in a social relationship there are elements such as rewards, sacrifices and benefits that influence each other.as the basis.

## RESULTS AND DISCUSSION

### Profile of Research Respondents

**Table 1 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 2 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 3 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 8	0.394	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
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		0.27	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	0.25	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	0.43	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	0.43	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

Reliability Testing Based on the table above, 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 can be 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 positive and significant effect 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, 2011), tourism objects and attractions are the main drivers for visitors to visit these destinations.

Tourist Attraction can be done by utilizing Advertisement. Advertising is all paid forms of non-personal presentation and promotion of ideas, goods or services by certain sponsors Kotler and Armstrong (2008). This is in accordance with the theory put forward by Tjiptono (2008), "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."

### **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 positive and significant effect 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 Setiadi (2018) concluded that the facility variable has a significant influence on the decision to visit tourist attractions. Purchasing decisions are consumer choices among several options offered (Prasetyo, 2005, Munandar, JA, 2021). 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.

According to Sulastiyono (in Nicklouse, 2015) said that facilities are the provision of physical equipment to make it easier for guests to carry out their activities or pursuits, so that the complete needs of guests can be met. According to Tjiptono, facilities are physical resources that must exist before being offered to consumers. Facilities are something that is very important in service businesses, therefore existing facilities, namely the condition of the facilities, the completeness of the interior and exterior design and the cleanliness of the facilities must be considered, especially those that are closely related to what consumers experience directly.

### **Influence of Accessibility (X3) on Visiting Decisions (Y)**

The results of research on the price variable show that price has a partially positive and significant effect on tourists' visiting decisions at the Curup Suban hot spring tourist attraction so that the hypothesis in this research 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.

Based on the results of data analysis, it proves that accessibility influences the decision to visit the 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 PPLH Seloliman 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 results of this study are relevant to 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 positive and significant effect on tourists' interest in visiting the Suban Curup hot spring tourist attraction.
2. Tourist facilities have a positive and significant effect on tourists' interest in visiting the Suban Curup hot spring tourist attraction.
3. Accessibility has a positive and significant effect 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 positive and significant effect on the Visiting Interest (Y) of tourists at the Curup Suban Hot Springs tourist attraction.

## **REFERENCE**

- Andina, SA, & Aliyah, I. (2021). Factors That Influence Tourists' Interest in Visiting Borobudur Temple Cultural Tourism. *Tourism Chakra Journal*, 22(3), 27–38.
- Andriani, D., Juliansyah, R., Wiratanaya, GN, Sari, DP, Pidada, IBA, Purwaningrum, H., Hatibie, IK, Putri, ZE, Haryanto, E., Feriyandi, Satmoko, ND, Lumanauw, N. , Afrilian, P., & Hanim, W. (2022). *Tourism Planning*.
- Apriyani, F. (2018). Analysis of Factors That Influence the Contribution of the Tourism Sector to Supporting Increased PAD in Palembang City. *Profit Journal of Economic Education and Economics Studies*, 2(2), 86–95.
- Arida, INS (2017). *Ecotourism: Development, Local Participation, and Ecotourism Challenges*. In Denpasar, Cakra Press.
- Juneensih, SA, & Ratnawili. (2021). The Influence of Tourist Facilities, Prices and Safety on Tourists' Visiting Decisions at the Suban Curup Hot Springs Tour. *Journal of Human Capital Management and Business (JMMIB)*, 2(2), 138–145.

- Melisa Anindita. (2015). Analysis of Factors That Influence the Level of Visits to the Boja Swimming Pool. Diponegoro University Semarang Thesis, 69.
- Mutiara, I., Susatya, A., & Anwar, G. (2018). Tourism Development Potential of Long Beach, Bengkulu City in an Environmental Conservation Perspective. *Naturalis: Journal of Natural Resources and Environmental Management Research*, 7(2), 109–115.
- Regulation, P. (2009). LAW OF THE REPUBLIC OF INDONESIA NUMBER 10. OF 2009..... CONCERNING TOURISM (Vol. 5, Issue 3, pp. 1–8).
- Sugiyono. (2016). Quantitative, Qualitative, and RD Research Methods (p. 62).
- Sutiarso, MA (2018). Sustainable Tourism Development Through Ecotourism. OSFPreprint, September, 1–11.
- Takome, S., Suwu, E.A.A., & Zakarias, J.D. (2021). The Impact of Tourism Development on Social Change in Local Communities in Bobanehena Village, Jailolo District, West Halmahera Regency. *Journal of the Scientific Society*, 1(1), 1–15.
- Wahyuni, S., Anggriani, I., & Putra, IU (2022). Analysis of factors that influence the decision to visit Buana Alit Tourism, Central Bengkulu. *ECOMBIS REVIEW: Scientific Journal of Economics and Business*, 10(S1), 379–390.