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The Influence of Accessibility and WOM on Visitation Interest in Dewi Kenangan Ponokawan Village Krian Sidoarjo

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Abstract

This study aims to analyze the influence of accessibility and Word of Mouth (WOM) on visitation interest in the Food Security Tourism Destination (Dewi Kenangan) in Ponokawan Village, Krian, Sidoarjo. The research employs a quantitative method with a survey approach. The sample for this study consists of 169 respondents selected using Simple Random Sampling. Data were collected through a questionnaire measuring three main variables: accessibility, word of mouth, and visitation interest. The measurements were conducted using a 5-point Likert scale. Data analysis was performed using multiple linear regression with the help of SPSS version 24 software.

The results show that accessibility and WOM have a significant influence on visitation interest, both partially and simultaneously. The accessibility variable has a positive and significant effect on visitation interest, with a regression coefficient value of 0.660 and a t-count value of 6.848. The WOM variable also has a positive and significant effect on visitation interest, with a regression coefficient value of 1.051 and a t-count value of 6.970. Simultaneously, these two variables contribute 64.4% to the variation in visitation interest.

This study concludes that improving accessibility and WOM can increase tourists' interest in visiting the Kenangan Tourism Destination in Ponokawan Village. Therefore, tourism destination managers need to consider these factors in their destination development and marketing strategies.

Keywords: Accessibility, Word of Mouth, Visitation Interest, Tourist Destination, Sidoarjo Regency

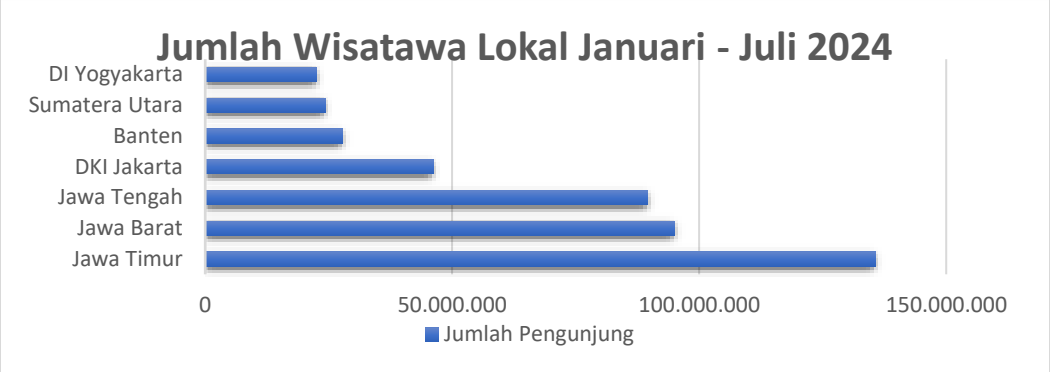
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INTRODUCTION

In this modern era, we are often required to accomplish many tasks quickly, which leads us to seek moments of relief during our free time. Traveling can help us find a calming vacation experience and relieve stress amidst our busy schedules. The many tourist destinations in each region naturally have their own unique characteristics and charm. In East Java, there is a wide variety of natural and non-natural tourism. Therefore, tourism in East Java has become a favorite destination for local tourists.

Table 1. Number of local tourists visiting destinations during the period of January – July 2024.



Sumber: Badan Pusat Statistik

According to data accessed from www.bps.go.id, from January to July 2024, the Central Statistics Agency (BPS) recorded 598.7 million tourists arriving in Indonesia. With 135.7 million visitors, East Java was the most visited province. This figure significantly surpasses Bali, which is commonly regarded as the most popular tourist destination.

According to (BPS Provinsi Jawa Timur, 2022), tourism is one of the key sectors driving the economic growth of East Java Province, which has led to continuous improvements in the tourism sector. The Department of Culture and Tourism fully supports the ongoing development of tourism in East Java(Agustina et al., 2024).

Figure 1. Map of Krian District

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Source : BPS Statistics Sidoarjo Regency.

According to (Badan Pusat Statistik Sidoarjo, 2024), Krian District covers an area of 32.50 km² and consists of 22 villages/urban areas. Its geographical area includes various land uses, ranging from agriculture to residential areas. Ponokawan Village is located 3 km from the capital of Krian District, Sidoarjo, with a land area of 0.80 km² and a population of 130,412 people. Ponokawan Village is situated in an industrial area, which means that this region lacks natural resources that can be strategically utilized for marketing purposes (Kistyanto et al., 2024).

his presents an opportunity for optimizing the role of BUMDes (Badan Usaha Milik Desa) by utilizing Village-Owned Land located behind the Ponokawan Village office. The Food Security Tourism Destination (Dewi Kenangan) was established through a collaboration between community leaders and the youth of Ponokawan Village, who are eager to improve the village's economy. BUMDes was founded and managed to realize a village economy management system based on collaboration, participation, emancipation, transparency, accountability, and sustainability (Idrus & Setyadi, 2021).

Badan Usaha Milik Desa (BUMDes) are economic initiatives in villages aimed at boosting the local economy (Arifin, 2022). According to Government Regulation No. 11 of 2021, BUMDes' scope includes articles of incorporation, organizational structure and staffing, work program plans, ownership, capital, assets, and loans; business units, procurement of goods and services; tax and levy incentives; cooperation, accountability, profit-sharing, losses, prohibited activities, as well as guidance and development of BUMDes (Sekretariat Website JDIH BPK, 2021).

Destinasi wisata Ketahanan pangan (Dewi Kenangan) offers two standout educational tourism programs: fish farming and hydroponic plant cultivation (urban farming), utilizing the results of local farmer groups. The goal of these programs is to

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achieve food self-sufficiency through farming as an alternative method amidst land scarcity (Dian Ajeng Safitri & Resa Rasyidah, 2022).

In addition to providing education on techniques for breeding and cultivating Nile tilapia, visitors can also enjoy fresh tilapia harvested using controlled breeding and farming methods that ensure optimal air quality, feed, and maintenance. This guarantees not only freshness but also high-quality produce. Nile tilapia is a resilient species, capable of surviving in low-oxygen conditions (Sanggita et al., 2023). making it ideal for Sidoarjo's geography, located at a low altitude of approximately 0–30 meters above sea level (Firdausi, 2024). With low cholesterol levels and 17.7% protein content and 1.3% fat, tilapia is also a popular choice among the community (Sanggita et al., 2023).

Dewi Kenangan also teaches visitors how to grow hydroponic pokcoy using smaller land areas. This method results in plants of better quality compared to those grown in soil, contributing to the preservation of green spaces around urban homes (Maulidizen et al., 2023).

LITERATURE REVIEW

- The study titled "Pengaruh Aksesibilitas Terhadap Minat Berkunjung Wisatawan di Desa Wisata Batulayang Cisarua, Kabupaten Bogor" found that accessibility is crucial for increasing tourists' interest in visiting Batulayang Tourism Village. While alternative routes, road conditions, and travel time did not significantly influence visitors' interest, travel distance and means of transportation were factors that had a significant impact on their interest. Overall, it was proven that ease of access accounts for 73.4% of the variation in tourists' interest to visit, with transportation and travel distance being the main factors influencing visitors' decisions to come. (Purnama & Ardiansyah, 2024).
- The study "Pengaruh Word of Mouth (WOM) dan Daya Tarik Wisata Terhadap Minat Berkunjung pada Telaga Sarangan (Studi Kasus Masyarakat Kabupaten Magetan)" found that Word of Mouth (WOM) and tourism attraction significantly influence visitation interest. WOM had a positive and significant effect, with a t-value of 6.967 and a significance level of 0.000. The tourism attraction also had a proven positive and significant impact, with a t-value of 3.867 and a significance level of 0.000. Simultaneously, WOM and tourism attraction explained 32.8% of the variation in tourists' visitation interest to Telaga Sarangan. (Devi & Sari, 2022).

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Theoretical Foundation

Accessibility

One of the main factors that can influence tourists' decisions to visit a place in tourism is accessibility. According to (Direktorat Utama Pembinaan dan Pengembangan Hukum Pemeriksaan Keuangan Negara Badan Pemeriksa Keuangan, 2011), Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010–2025 includes the development of infrastructure for various modes of transportation, such as roads, rivers, seas, air, and railways, to improve accessibility to tourist destinations.

Accessibility-based planning considers travel time from all links and connections, as well as the total transportation costs (Litman, 2021:3). Since distance and time significantly influence a person's desire to travel, tourism heavily relies on transportation and communication, especially if a location has adequate accessibility(Nugroho et al., 2024).

Accessibility Indicators (Darcy et al., 2020:45-104)

- Physical Facilities "The availability and quality of physical facilities significantly influence accessibility for all tourists.
- Transportation "Transportation options are essential for ensuring that destinations are accessible to individuals with varying mobility needs."
- Information "Access to accurate information about accessibility features is critical for tourists with disabilities."
- User Experience "User experience directly impacts perceptions of a destination's accessibility."
- Social Engagement"Social engagement initiatives can enhance the overall accessibility experience by fostering inclusion."

It can be concluded that accessibility affects tourists' visitation interest by considering transportation means, roads, and the distance traveled.

Word Of Mouth (WOM)

Word of Mouth (WOM) is a highly effective promotional strategy in the tourism industry. Tourists can provide recommendations that become a major attraction for new visitors. “Word about good companies travels fast; word about bad companies travels even faster. Reaching the right people is key” (Kotler & Keller, 2016:590). WOM is considered more trustworthy than conventional advertising because it can influence

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others' interest in visiting a particular place (Huda et al., 2024). In marketing, the theory of WOM is much cheaper and more effective than advertising on television, radio, or newspapers (Riofita & Harsono, 2019).

Indikator WOM (Kotler & Keller, 2016:179-188).

- Trust “Trust is a critical factor in the effectiveness of word-of-mouth communication”.
- Chain Effect “Word of mouth can create a chain reaction where one person's recommendation influences another”.
- Positive and Negative Impact "WOM can have both positive and negative impacts on consumer perceptions and behavior”.

It can be concluded that Word of Mouth (WOM) is effective in promoting the Destinasi wisata Ketahanan pangan (Dewi Kenangan). Recommendations and positive experiences from tourists are more trustworthy because they allow for direct interactions between people, often overcoming the limitations of conventional advertising.

Visitation Interest

Interest is a feeling of attraction to try or visit something that is perceived as new or interesting (Fahimah & Rosyida, 2021). Needs, supporting information, and perceptions can influence an individual's decision to visit a tourist destination (Ulya et al., 2023). The interest to visit will arise and subsequently become an inspiration that remains in memory and becomes a strong motivation. Ultimately, when someone wants to fulfill their needs, this inspiration will be actualized (Kurniawan et al., 2022).

indikator minat menurut (Kotler et al., 2017):

1. Destination Impression and Image "A positive destination image can significantly enhance visitors' interest in traveling".
2. Accessibility "The ease of access to a destination plays a crucial role in influencing potential visitors”.
3. Price and Value "Perceived value relative to cost is a key factor in attracting visitors”.
4. Recommendation from Others "Recommendations from friends and family can significantly impact a person's decision to visit”.
5. Promotion and Marketing"Effective promotion strategies can increase interest in visiting a destination”.

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6. Experience and Testimonials "Positive testimonials and past experiences contribute to heightened interest in revisiting".
7. Facilities and Attractions "The quality of facilities and attractions is vital for attracting visitors".
8. Safety and Comfort "Feelings of safety and comfort are essential for motivating potential visitors".

It can be concluded that the interest in visiting arises from a feeling of attraction to something new or interesting. This interest can develop into a strong motivation, driving individuals to fulfill their needs by Destinasi wisata Ketahanan Pangan (Dewi Kenangan).

Research Conceptual Framework

According to (Sugiyono, 2018:128-129), The framework of thinking is a conceptual description of how theory relates to many aspects that have been identified as significant issues. frame of mind is a synthesis of the interaction between variables based on numerous ideas that have been articulated. if customers take advantage of the beneficial According to the literature evaluation in this study, if customers benefit from good accessibility and Word of Mouth (WOM), they will choose to come. The independent variables, Accessibility (X1) and Word of Mouth (WOM) (X2), will be tested for their effect on Visit Interest (Y), indicated by a straight line with the symbol R^2 and partially indicated by a straight line with the symbols r12 and r22, respectively.

Based on this description, a conceptual framework of research can be prepared which is presented in a chart as follows:

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Figure2. Conceptual framework of research

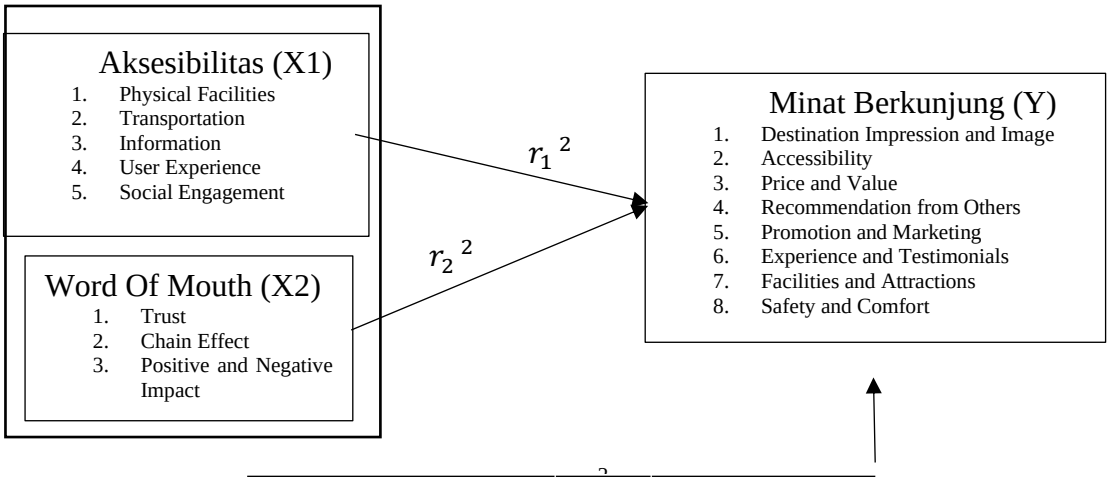


Figure 2 Conceptual framework of research
Source: Processed by Researchers

Information:

R2 : The effect of variables X1 and X2 on Y simultaneously

*R1², R2² : The effect of variables X1 and X2 on Y partially*Hipotesis

RESEARCH METODE

Type of Research

This research uses a quantitative method with a survey approach. The quantitative research method is applied to study a specific population or sample to understand the population randomly. The data analysis is quantitative, aiming to test the established hypotheses (Adil, 2023:1). This method was chosen to measure and analyze the relationship between the variables of Accessibility, Word of Mouth (WOM), and Interest in Visiting.

1. Variabel Penelitian

According to Sugiyono (Sugiyono, 2018:37), a research variable is an attribute, trait, or value of a person, object, or activity that has specific variations determined by the researcher.

Dependent Variable:

Y = Interest in Visiting

Independent Variables:

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X1 = Accessibility
X2 = Word of Mouth (WOM)

A causal relationship is a causal relationship. So in this relationship there are influencing variables (independent) and influenced variables (dependent).

Accessibility (X1)

Accessibility refers to the ability of all individuals to reach and enjoy the services and facilities available at a tourism destination. The Accessibility variable is measured through several indicators as follows:

1) *Physical Facilities*
   The availability and quality of physical facilities such as toilets and parking areas, specifically designed to facilitate access for tourists with specific mobility needs.
2) *Transportation*
   The availability of accessible transportation options, such as public transport routes and private transportation services that are accessible to all individuals.
3) *Information*
   Access to accurate and easily understandable information about accessibility features at the destination, including accessibility maps and service guides.
4) *User Experience*
   The user experience related to accessibility, covering interactions with staff, ease of navigation around the facilities, and satisfaction with services provided to meet the needs of all tourists.
5) *Social Engagement*
   Initiatives that encourage social engagement, such as staff training programs on accessibility awareness and community events.

Word of Mouth (X2)

Word of Mouth (WOM) is informal communication that occurs between consumers regarding their experiences and recommendations of a product or service. The WOM variable is measured through several indicators as follows:

1) *Trust*
   Trust is a crucial factor in the effectiveness of Word of Mouth communication. Trust between consumers and the information source greatly influences tourists' decision to visit.

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2) *Chain Effect*
   A chain reaction where recommendations from one person influence others. This can expand the reach of information and increase tourists' interest in visiting the destination.
3) *Positive and Negative Impact*
   WOM can have both positive and negative effects on consumers' perceptions and behavior. Positive reviews can enhance reputation, while negative reviews can damage the image and reduce consumer interest.

Visitation Interest (Y)

Visitation interest refers to a tourist's desire or attraction to visit a destination, influenced by various factors. The Visitation Interest variable is measured through the following indicators:

1) *Destination Impression and Image*
   A positive image of the destination can significantly increase visitors' interest in making a trip.
2) *Accessibility*
   Ease of access to a destination plays an important role in influencing potential visitors.
3) *Price and Value*
   The perceived value relative to the cost is a key factor in attracting visitors.
4) *Recommendation from Others*
   Recommendations from friends and family can significantly influence a person's decision to visit.
5) *Promotion and Marketing*
   Effective promotional strategies can increase interest in visiting a destination..
6) *Experience and Testimonials*
   Positive testimonials and past experiences contribute to an increased interest in revisiting.
7) *Facilities and Attractions*
   The quality of facilities and attractions is crucial for drawing in visitors.
8) *Safety and Comfort*
   A feeling of safety and comfort is essential in motivating potential visitors.

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Research Location

The research location is in Desa Ponokawan, Krian, Sidoarjo, specifically focusing on the "Destinasi Wisata Ketahanan Pangan" (Dewi Kenangan), located at Jl. Raya Ponokawan KM.27 No.8b, Karangpoh, Ponokawan, Kecamatan Krian, Kabupaten Sidoarjo, East Java, 61262.

Population

According to (Sugiyono, 2018:148) *population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions.*

The target population in this study consists of tourists who have previously visited the Destinasi Wisata Ketahanan Pangan (Dewi Kenangan) in Desa Ponokawan, Krian, Sidoarjo, or potential tourists planning to visit the food security tourism destination (Dewi Kenangan).

Sampel

According to (Sugiyono, 2018:149) samples are part of the number and characteristics possessed by the population. The sampling technique in this study is using the Simple random sampling.

Because the exact population size is unknown, the researcher uses Cochran's formula, which is often applied to determine the sample size when the population is unknown. A modified version of Cochran's formula is used to account for a small or limited population. After calculating the initial sample size for a large population with a margin of error of 5%.

Here's how the unadjusted sample size for an unknown population (using Cochran's formula) is calculated step-by-step:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

Explanation of the formula:

- $Z = 1.96$ (Typically 1.96 for a 95% confidence level)
- $p = 0.5$ (Estimated proportion of an attribute that is present in the population)
- $E = 0.05$ (Margin of error)

calculation:

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$$n_0 = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2} = \frac{3.8416 \cdot 0.5 \cdot 0.5}{0.0035} = \frac{0.9604}{0.0025} = 384.16$$

$$n_0 = 384.16$$

The formula calculates how many respondents are needed based on these assumptions. In this case, the unadjusted sample size for a large or unknown population would be 384 respondents.

Calculation for Adjusted Sample Size:

$$n = \frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

Variable Explanation:

- n = adjusted sample size for a small population
- n_0= initial sample size calculated using Cochran's formula
- N= actual population size (finite population)

Given :

- $n_0 = 384$ (Initial sample size for an infinite population)
- $N = 300N$ (Population size)

Calculation Steps:

$$n = \frac{384}{1 + \frac{384 - 1}{300}} = \frac{384}{1 + \frac{384}{300}} = \frac{384}{1 + 1.2767} = \frac{384}{2.2767} = 168.6$$

Thus, the adjusted sample size for a population of $N = 300$ with a margin of error of 5% is approximately *169 respondents.*

Data Sources

The type of data determined by researchers in this study is primary data and secondary data. With the following description:

- Primary Data

According to (Sekaran & Bougie, 2016:113-115) Primary data are data that researchers collect directly from sources through various methods such as in questionnaires, and observations. The Primary data in this study was obtained directly

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from respondents by visitor who visit Destinasi Wisata Ketahanan Pangan (Dewi Kenangan), Desa Ponokawan, Krian, Sidoarjo.

- Secondary Data

According to (Sekaran & Bougie, 2016:117-119) Secondary data refer to data that have been previously collected and used by others, which include sources like government publications, websites, books, journal articles, and internal records of organizations. Secondary data in this study were obtained from books, journals, articles related to research topics Acessibility and Word Of Mouth on Visitation Interest.

Data Accumulation Techniques

The data collection techniques used in this study are as follows:

- Literature Study

According to (Nazir, 2013:49-50), a literature study is an important initial step in every scientific research. Through literature studies, researchers can gather information, concepts, and theories that have been discussed by other researchers previously, which can be used as a theoretical foundation in the ongoing research.

- Questionnaire

According (Sekaran & Bougie, 2016:197) A questionnaire is a preformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives.

Data Analysis Techniques

Data analysis techniques used in this study:

- Validity Test
- Reliability Test
- Normality Test
- Heteroscedasticity Test
- Multicollinearity Test
- Multiple Linear Regression Analysis
- Hypothesis Test (Simultaneous Test, Partial Test, Coefficient of Determination Test)

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RESULTS AND DISCUSSION

The following discussion will briefly discuss the review of the results of the analysis tests that have been carried out, then the following results are obtained.

Uji Validitas

Table 2. Aksesibilitas Variable Validity Test Results (X1)

Variabel	Item Pertanyaan	R-hitung	R-tabel	Keterangan
Aksesibilitas (X1)	X1.1	0.769	0.1270	Valid
	X1.2	0.808	0.1270	Valid
	X1.3	0.711	0.1270	Valid
	X1.4	0.736	0.1270	Valid
	X1.5	0.768	0.1270	Valid

Source : SPSS Output Data (processed by researchers).

Table 3. Word Of Mouth Variable Validity Test Results (X2)

Variabel	Item Pertanyaan	R-hitung	R-tabel	Keterangan
Word Of Mouth (X2)	X2.1	0.826	0.1270	Valid
	X2.2	0.871	0.1270	Valid
	X2.3	0.821	0.1270	Valid

Source : SPSS Output Data (processed by researchers)

Table 4. Minat Berkunjung Variable Validity Test Results (Y)

Variabel	Item Pertanyaan	R-hitung	R-tabel	Keterangan
Minat Berkunjung	Y1.1	0.751	0.1270	Valid
	Y1.2	0.763	0.1270	Valid
	Y1.3	0.749	0.1270	Valid
	Y1.4	0.763	0.1270	Valid
	Y1.5	0.749	0.1270	Valid
	Y1.6	0.751	0.1270	Valid
	Y1.7	0.732	0.1270	Valid

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	Y1.8	0.706	0.1270	Valid

Source : SPSS Output Data (processed by researchers)

Based on the results of the validity test of the item correlation of the questionnaire in the table above, it is obtained that all items of the questions in each variable have a calculated value greater than the table r-value. Based on this, it can be concluded that each item of the questions is valid and can proceed to the reliability test.

Reliability Test

Table 5. Reliability Test Results

Statement Item	Cronbach Alpha Value	Reliabilitas	Information
X1	0.815	0.60	Reliabel
X2	0.790	0.60	Reliabel
Y	0.886	0.60	Reliabel

Source : SPSS Output Data (processed by researchers)

Based on the table shows that all statement items used in this study questionnaire have Cronbach alpha values that are above 0.60. So the questionnaire used in this study was declared reliable and feasible to be used as a measuring tool.

Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		169
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.33222322
Most Extreme Differences	Absolute	.132
	Positive	.109
	Negative	-.132
Test Statistic		.132

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Asymp. Sig. (2-tailed)	.373[c]
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source : SPSS Output Data (processed by researchers)

Based on the results of the Kolmogorov-Smirnov normality test conducted, the data show a normal distribution with a p-value of 0.373 > 0.05. This indicates that the data meet the normality assumption, allowing the analysis to proceed using parametric testing methods.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results with Glejser

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	7.619	1.109		6.868	.000
	AKSrESIBILITAS	-.145	.065	-.221	-2.242	.026
	WOM	-.209	.101	-.204	-2.074	.040
a. Dependent Variable: ABS_RES						

Source : SPSS Output Data (processed by researchers)

Based on the results of the Heteroscedasticity test by Glrejsrer, the following conclusions can be drawn:

- The significance value for the Accessibility (X1) is 0.026 < 0.05, which indicates that the Accessibility variable has a significant effect on the absolute residual value.
- The significance value for the Word of Mouth (X2) is 0.040 < 0.05, which indicates that the Word of Mouth (WOM) variable has a significant effect on the absolute residual value.

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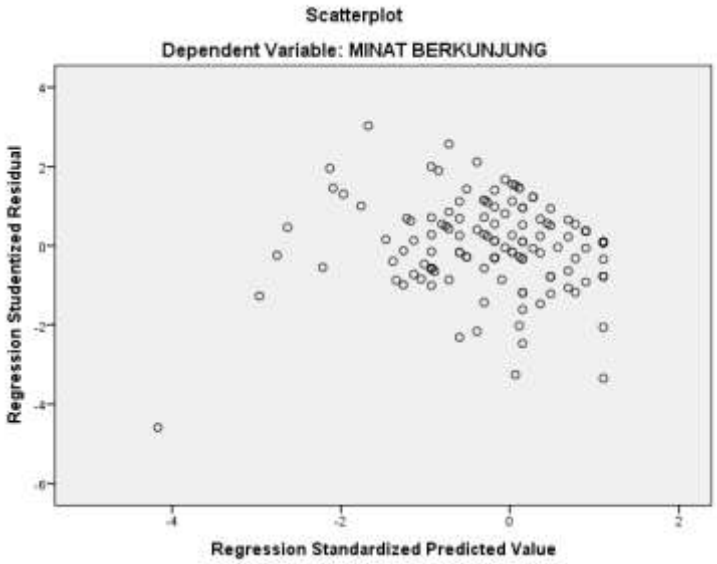


Figure 3. Heteroscedasticity Test
Source : SPSS Output Data (processed by researchers)

Based on the results of the heteroscedasticity test using the scatterplot, the residual graph shows a random pattern and is distributed evenly. This indicates that there are no signs of heteroscedasticity in the model, thus fulfilling the assumption of homoscedasticity.

Multicollinearity Test

Table 8. Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	AKSESIBILITAS	.526	1.901
	WOM	.526	1.901
a. Dependent Variable: MINAT BERKUNJUNG			

Source : SPSS Output Data (processed by researchers)

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Based on the table, it can be seen that the calculation of the Tolerance value is 0.526 which means it is still above 0.1 and the VIF value is 1.901 which is still below the value of 10. Thus, it can be stated that this regression model does not have multicollinearity between independent variables.

Coefficient of Determination Test

Tabel 9. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.649	.644	2.346
a. Predictors: (Constant), WOM, AKSESIBILITAS				

Source : SPSS Output Data (processed by researchers)

Based on the adjusted R Square value of 0.644, it can be concluded that the contribution of the independent variables to the dependent variable simultaneously is 64%.

Simultaneous Test

Table 10. Output Uji F (Simultaneous Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Rregrression	1686.996	2	843.498	153.230	.000b
	Rresidual	913.797	166	5.505		
	Total	2600.793	168			
a. Dependent Variable: MINAT BERKUNJUNG						
b. Predictors: (Constant), WOM, AKSESIBILITAS						

Source : SPSS Output Data (processed by researchers)

Based on the ANOVA test results, the calculated F value is 153.230 with a p-value of 0.000. Since the p-value < 0.05, it can be concluded that the WOM (X2) and

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Accessibility (X1) variables have a significant simultaneous effect on Visit Interest (Y). Thus, the regression model used is considered fit and suitable for explaining the relationship between these variables.

Partial Test

Table 11. Output Uji T (Partial Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.533	1.657		4.547	.000
	Aksresibilitas	.660	.096	.434	6.848	.000
	WOM	1.051	.151	.442	6.970	.000
a. Dreprendrent Variablre: Minat Brerkunjung						

Source : SPSS Output Data (processed by researchers)

Based on the results of the regression correlation test, it can be concluded that:

- Accessibility variable (X1) has a calculated value 6.848 > ttable 1.974 and a significance value of 0.000 < 0.05 then Ho is rejected and Ha is accepted. This Means that the Accessibility variable (X1) partially has a significant effect on the interest in visiting (Y).
- Word Of Mouth variable (X2) has a calculated value 6.970 > ttable 1.974 and a significance value of 0.000 < 0.05 then Ho is rejected and Ha is accepted. This Means that the Word Of Mouth variable (X2) partially has a significant effect on the interest in visiting (Y).

Analysis of Multiple Regression Equation

Y = 7.533 + 0.660X1+ 1.051X2

The regression equation can be described as follows:

- The constant value obtained is 7.533, which means that if the independent variables have a value of 0 (constant), the dependent variable will have a value of 7.533.

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- The regression coefficient for variable X1 (accessibility) is positive (+) at 0.660, which means that as the variable X1 increases along with the constant (α), the dependent variable Y will also increase, and vice versa.
- The regression coefficient for variable X2 (Word of Mouth) is positive (+) at 1.051, which means that as variable X2 increases along with the constant (α), the dependent variable Y will also increase, and vice versa.

CONCLUSION

This study aims to examine the effect of Accessibility (X1) and Word of Mouth (WOM) (X2) on the Visitation Interest (Y) of tourists at Dewi Kenangan, Desa Punokawan Krian Sidoarjo. Based on the results of the study, the conclusions are as follows:

1. This study uses quantitative methods with multiple linear regression analysis, with the regression equation Y = 7.533 + 0.660X1 + 1.051X2. This means that if both independent variables remain constant, the visitation interest of tourists has a value of 7.533.
2. The results indicate that the independent variables, which include Accessibility (X1) and Word of Mouth (WOM) (X2), simultaneously have a significant influence on the dependent variable of Visitation Interest (Y). This is proven by the F test (simultaneous) with Fcalculate (153.230) > Ftable (3.09) and a significance value of 0.000 < 0.05.
3. The results also show that both Accessibility (X1) and Word of Mouth (WOM) (X2) have a significant influence on Visitation Interest (Y) when tested individually. For Accessibility (X1), the tcalculate (6.848) > ttable (1.974) with a significance value of 0.000 < 0.05. For Word of Mouth (WOM) (X2), the tcalculate (6.970) > ttable (1.974) with a significance value of 0.000 < 0.05.
4. The study concludes that Word of Mouth (WOM) (X2) is the dominant variable influencing the Visitation Interest (Y) of tourists to Dewi Kenangan, Desa Punokawan Krian Sidoarjo, as it has the highest regression coefficient (1.051) compared to Accessibility (0.660).

ADVICE

Based on the research findings, several suggestions can be proposed as follows:

1. Destination management must continuously improve physical facilities, especially accessibility to information, so that visitors with various needs can easily access

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information related to the Food Security Tourism Destination (Dewi Krenangan). Road improvements leading to the destination and providing more easily accessible information are necessary.

2. This can be further enhanced through marketing strategies focusing on gathering positive testimonials from tourists. Destination management can encourage visitors to share their experiences on social media and travel review websites, creating a chain effect that improves the destination's positive image.
3. Consistent and reflective promotion is essential to maintain tourist interest. Destination management can collaborate with travel agents and digital platforms to expand marketing reach.

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