

The Influence of Tourism Facilities and Destination Image on Visiting Decisions at Rio Beach by the Beach, South Lampung

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Abstract

Rio by the Beach Beach in South Lampung has great potential as a leading tourist destination, but competition with other beaches in the surrounding area and less than optimal management are obstacles in increasing tourist visits. The researchers set out to find out how factors like physical attractiveness and geographical proximity affected people's propensity to have sexual relations. This study employed an explanatory research methodology with a quantitative approach. One hundred guests visiting Rio by the Beach filled out the surveys that were used to gather data. Multiple line regression tests were used to examine the data. The researchers discovered that tourist attractions had a positive impact on sales by 21.7% and destination services by 52.7%. There was a 56.9% influence of both variables on tourists' decision to travel. These findings indicate that adequate tourist facilities and a positive destination image can increase tourist comfort, satisfaction, and trust in choosing Rio by the Beach Beach as a tourist destination.

Keywords: Tourism Facilities, Destination Image, Visiting Decision, South Lampung

INTRODUCTION

South Lampung has great natural tourism potential with the beauty of the land, ocean, mountains, and beaches that make it an ideal destination (Sofyan & Mulayana, 2020). This area is a tropical area and has beautiful islands such as Krakatoa, Sebesi,

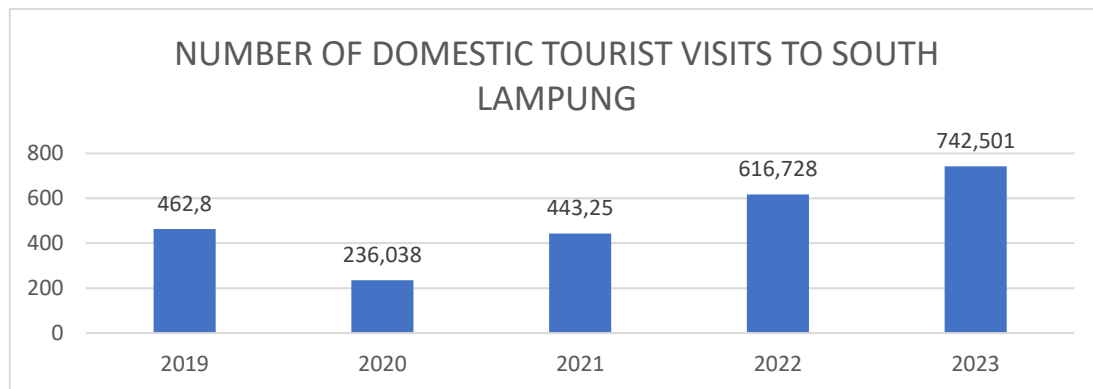
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Sebuku, and Legundi. With its vastness and natural conditions, South Lampung has the potential to experience progress in the tourism sector (Hermawan & Hutagalung *et al.*, 2022). South Lampung nature tourism offers beautiful beaches with their respective attractions , ranging from sea panoramas to recreational activities, making it a leading destination for tourists (Akbar , 2020).



The diagram shows the number of domestic tourist visits to South Lampung from 2019 to 2023. In 2019, the number of visits reached 462,800 people, but dropped drastically to 236,038 people in 2020 due to travel restrictions during the COVID-19 pandemic. The number of tourists increased again in 2021 with 443,250 visits, followed by a significant spike in 2022 to reach 616,728 people. The peak occurred in 2023 with the highest number of visits of 742,501 tourists, reflecting the recovery of the tourism sector in South Lampung.

Rio Beach by the Beach in South Lampung is one of the tourist destinations that has great potential to be developed. With the natural beauty of a clean beach, a natural atmosphere, and complete supporting facilities, this beach is the main attraction for local and out-of-town tourists. Its strategic location and easy access make Rio Beach by the Beach increasingly popular as a natural tourist destination. However, in order to improve visitor arrivals, it is important to understand the factors that influence visitors' decisions to visit this beach.

One of the main factors influencing the decision to visit is the available tourist facilities. Adequate tourist facilities, such as large parking areas, recreational areas, entertainment attractions, and fields for sports such as beach volleyball, provide comfort and a positive experience for tourists. According to research by Daru *et. al.*, (2020) the

availability of quality facilities directly affects the level of tourist satisfaction, which ultimately encourages them to choose the destination again in the future. Therefore, the existence of tourist facilities at Rio Beach by the Beach needs to be evaluated in depth to increase its attractiveness.

In addition to facilities, destination image is also an important aspect in attracting tourists. A positive destination image can build a good perception in the minds of potential tourists. Rio by the Beach, for example, has been known as a clean, safe, and fun destination, but further efforts are needed to strengthen the brand image of this beach. According to Ansharulloh (2024), a strong destination image can create tourist loyalty, who will not only return to visit but also recommend the destination to others through word-of-mouth.

Despite its great potential, there are still several challenges in managing Rio Beach by the Beach. One of them is competition with other beach destinations in South Lampung and the surrounding areas. In addition, the absence of an integrated strategy to promote tourist facilities and strengthen the destination's image is an obstacle to increasing tourist visits. According to Yulianti (2022), to be able to compete, tourist destinations must be able to offer uniqueness and advantages that competitors do not have.

In order to provide the groundwork for Rio Beach by the Beach's expansion, this study will examine how tourist facilities and destination perceptions affect booking decisions. By understanding the factors that contribute significantly to tourist decisions, managers can design more effective destination development strategies. In addition to its theoretical significance, this study's actual data can help local governments and other tourism stakeholders in South Lampung advance the industry.

LITERATURE REVIEW

- Examining "THE EFFECT OF FACILITIES, LOCATION, AND PRICE ON THE DECISION TO VISIT THE BUKIT KHAYANGAN TOURIST OBJECT IN SUNGAI PENUH CITY" According to the results, Benjung's decision is positively and significantly impacted by facility quality. Customer perceptions can be positively impacted by facilities of high quality. Customer perceptions of service quality across different service categories are based on their interactions with facilities. Source: Sarmigi and Parasmala (2021)
- Academic studies on "THE ROLE OF TOURISM PRODUCTS AND DESTINATION IMAGE ON TOURISTS' VISITING DECISIONS" The results show that the location has a substantial and favorable effect on the choice to travel there. More individuals

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will opt to visit the location if they have a favorable impression of it. (Dawson et al., 2020)

THEORETICAL FOUNDATION

Tourist Facilities

Yoeti (2003) says that tourism facilities to the needs of tourists who live temporarily in the tourist destination they visit, so they can relax, enjoy, and participate in various activities available at the destination. On the other hand, Main View (2017) states that facilities must have all important and necessary facilities to support the growth of the hospitality industry and provide excellent service to guests.

The availability of supporting amenities is one of the factors that affects visitor pleasure, according to a study by Stevianus (2014). Tourism facilities are part of a tourist destination that allows tourists to stay in that place or services provided by managers and the surrounding community to meet the needs of tourists during their visit (Susanti et. al., (2024).

Destination Image

Coban (2012) makes the destination image that tourists have of a place a picture with the formation of beliefs, views and impressions. Positive reviews of a vacation spot will encourage potential guests to visit the place, but negative reviews will make tourists want to pack up and leave, while good reviews will encourage visitors to return and recommend the place to others.

Whether based on personal experience or objective facts, a tourist's perception of a location can play a significant role in their choice to go there. Makawoka et al. (2022) found that when people have prior information about a place, their overall perceptions of that location are calculated as the destination score. The way tourists perceive a destination is known as destination citrus.

Decision to Visit

When someone decides to go on a vacation, they are actually making a purchase in order to get a vacation spot that will meet their needs and expectations. This process includes problem solving, information gathering, evaluation of available options, decision making, and action after purchase. (Kotler & Keller, 2016). This theory links the decision-making process in tourist visits with the consumer purchasing process, as mentioned in the study conducted by Jalilvand and Samiei (2012).

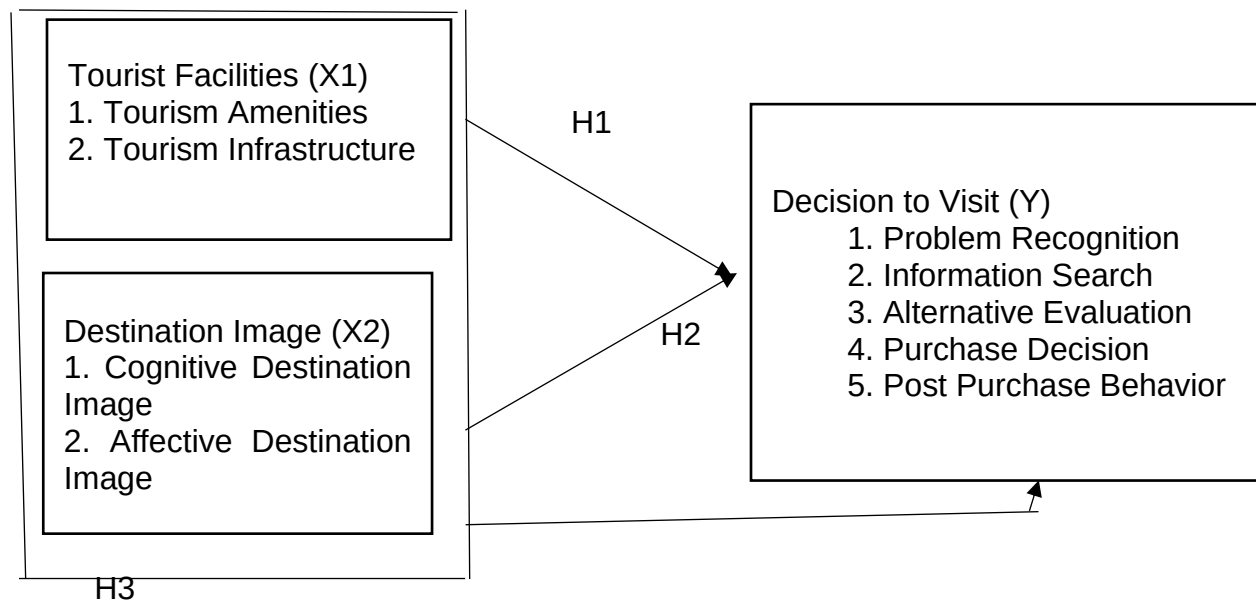
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The purchasing decision-making process can be simple to complex. According to Hawkins and Engel in Tjiptono (2008), there are three types: complex decision-making, where consumers go through the complete stages from problem recognition to purchase for important decisions; limited decision-making, which involves a brief evaluation based on prior knowledge; and habitual decision-making, where consumers immediately choose their favorite brand without much consideration.

Framework

This framework explains the relationship between tourism facilities and destination image on tourists' visiting decisions. Both variables are assumed to have a direct influence on the visiting decision process, which involves a series of stages from the beginning to the end of the visit.



Information:

H1, H2: The influence of variables X1 and X2 each partially

H3: The influence of variables X1 and X2 simultaneously

RESEARCH METHODS

Types of research

This study uses a quantitative technique typical of explanatory research. Explanatory research seeks to clarify the interplay between the studied variables and the effects of one variable on another (Sugiyono, 2017).

Research Location

The object of this research is at Rio Beach by the Beach which is located in Bulok Village, Kalianda, South Lampung.

Population

Researchers have accepted the use of things or persons with specified features and characteristics as research objects and treat them accordingly; this group is called the population, according to research done by Sugiyono in 2017. Rio Beach by the Beach visitors will take part in this research.

Sample

A sample is a statistically-valid representation of a larger population drawn from that larger population (Martono, 2014). Purposive sampling, a technique for picking samples from a population using a weighted random selection mechanism, was employed to select samples in this study. This method involves gathering samples based on preset criteria.

Data collection technique

This study's data was collected using a questionnaire, which consisted of a set of pre-written questions sent to participants (Sugiyono, 2013). Researchers distributed questionnaires directly to respondents at Rio Beach by the Beach. In addition, a Likert scale was used to collect data from respondents to measure attitudes or intensity of public opinion (Silaen & Widiyono, 2013).

RESULTS

What follows is a condensed version of the findings review that followed the analysis of the tests that were conducted, which led to the following conclusions.



Validity Test**Table 1. Results of Validity Test of Tourism Facilities**

Variables	Item	R Count	R Table	Information
Tourist Facilities (X1)	X1.1	0,545	0.196	Valid
	X1.2	0.558	0.196	Valid
	X1.3	0.566	0.196	Valid
	X1.4	0.588	0.196	Valid
	X1.5	0.598	0.196	Valid
	X1.6	0.656	0.196	Valid
	X1.7	0.561	0.196	Valid
	X1.8	0.501	0.196	Valid

Table 2. Destination Image Validity Test Results Table

Variables	Item	R Count	R Table	Information
Destination Image (X2)	X2.1	0.650	0.196	Valid
	X2.2	0.520	0.196	Valid
	X2.3	0.737	0.196	Valid
	X2.4	0.706	0.196	Valid
	X2.5	0.571	0.196	Valid

Table 3 Visiting Decision Validity Test Table

Variables	Item	R Count	R Table	Information
Decision to Visit	Y.1	0.410	0.196	Valid
	Y.2	0.470	0.196	Valid
	Y.3	0.542	0.196	Valid
	Y.4	0.404	0.196	Valid
	Y.5	0.568	0.196	Valid
	Y.6	0.557	0.196	Valid
	Y.7	0.639	0.196	Valid
	Y.8	0.594	0.196	Valid

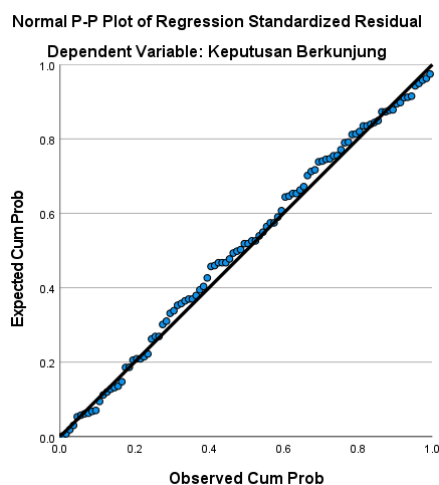
It is clear from the data in the table above that this study's conclusions hold true: the computed r-values for all variables are higher than the tabled r-values. Questionnaires can thus go on to the reliability test if they are thought to be genuine.



Reliability Test**Table 4 Reliability Test Table**

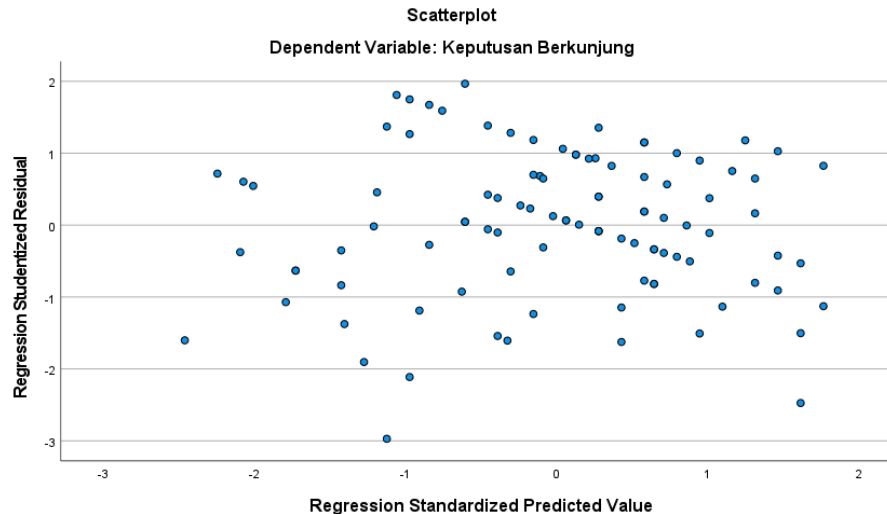
Variables	Cronbach's Alpha	Reliability	Information
Tourist Facilities	0, 726	0.60	Reliable
Destination Image	0, 753	0.60	Reliable
Decision to Visit	0.711	0.60	Reliable

The reliability test table clearly shows that all of the research questions have Cronbach Alpha values higher than 0.60. Therefore, it is safe to say that all of the study questions are valid and useful for diagnosis.

Normality Test

The variables under examination exhibit a normal distribution, as demonstrated by the dots on the graph following a diagonal line pattern, according to the results of the Normal P-Plot Regression Standardized Residual analysis. This indicates that the data from this research survey are normally distributed and reflect several groups or subpopulations. Thus, the conclusion that can be drawn is that the residuals in this study have met the assumption of normality.



Heteroscedasticity Test

The figure above reveals that the positions of the dots are scattered above and below 0, irregular or do not follow a particular pattern. This proves that random variables did not have a role in this study.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	16,475	2.902		5,678	.000		
	Tourist Facilities	.217	.083	.246	2,601	.011	.782	1.278
	Destination Image	.527	.121	.411	4.354	.000	.782	1.278
a. Dependent Variable: Decision to Visit								

Multicollinearity Test

Tolerance values more than 0.1 and VIF values less than 10.1 are indicated by the dependent variable, according to the data in the table. Neither the facility variables nor the destination variables exhibited any symptoms of multicollinearity, according to the data.

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Determination Test

Table 5 Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 a	.324	.310	2.09889
a. Predictors: (Constant), Destination Image, Tourism Facilities				
b. Dependent Variable: Decision to Visit				

The table above shows that there is a substantial association between the two independent variables, tourist facilities and destination image, and the choice to travel, with a R value of 0.569. Furthermore, the recorded determination coefficient value (R^2) is 0.324 or equivalent to 32.4 %. This indicates that independent variables in this research, namely the pariwisata facility variable and the destination citra variable, can explain approximately 32.4% of the decision-making variance. On the other hand, factors outside the scope of this study influenced it by 67.6%.

Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204,391	2	102,196	23.198	.000 b
	Residual	427,319	97	4.405		
	Total	631,710	99			
a. Dependent Variable: Decision to Visit						
b. Predictors: (Constant), Destination Image, Tourism Facilities						

In the data table above, it is evident that the computed f-value, 23,198 > 3.09, is higher than the f-table value, with a significance level of 0.000 < 0.05. What this means is that hotels and tourist attractions have a big role in determining whether or not people will visit Rio By The Beach South Lampung.



Partial Test

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16,475	2.902		5,678	.000		
	Tourist Facilities	.217	.083	.246	2,601	.011	.782	1.278
	Destination Image	.527	.121	.411	4.354	.000	.782	1.278
a. Dependent Variable: Decision to Visit								

The t-value for the transportation facility variable is 2.601 at the 0.011 significance level, and for the destination variable it is 4.354 at the 0.000 significance level, according to the results of the partial statistical analysis. It is possible to deduce the following from these numbers:

- With a t-value of 2.601 higher than the t-table value of 1.984 and a significance level of 0.011 lower than 0.05 the test on facilities is conducted. Evidently, facilities have a major role in determining whether or not people choose to visit Rio Beach by the Beach in South Lampung, at least on the surface level.
- In contrast, the results of the tests conducted on the destination variable demonstrate that, at a significance level of 0.000, which is lower than 0.05, the t-count value (4.354) exceeds the t-table value (1.984). Consequently, Rio Beach by the Beach, South Lampung is a popular choice among tourists, and this choice is heavily influenced by the destination variable.

- Multiple Regression Equation Analysis

$$Y = 16.475 + 0.217 X_1 + 0.527 X_2$$

Thus the regression equation can be described as follows;

- In this study, the constant value of the regression equation is 16.475. This shows that when tourism facilities and destination image have a value of zero as independent variables, then the value of the decision to visit as a dependent variable is 13.028.



- The multiple linear regression coefficient on the tourism facility variable reached 0.217 or equivalent to 21.7%, indicating a positive correlation between tourism facilities and the decision to visit a place. In other words, every one unit increase in tourism facilities without any influence from other variables will increase the decision to visit Rio By the Beach by 0.217 or 21.7%.
- The multiple linear regression coefficient on the destination perception variable reached 0.527 or equivalent to 52.7%, indicating a positive correlation between destination perception and the decision to visit the place. This means that every 1 unit increase in destination perception, assuming other variables remain constant, will increase the decision to visit Rio By the Beach by 0.527 or 52.7%.

DISCUSSION

The facilities of Rio Beach by the Beach significantly impact the decision to stay, according to hypothesis testing. The linear regression analysis backs this up with a positive coefficient value for the facility variable, suggesting that better facilities will encourage more people to stay. In conclusion, the study's findings provide credence to the claim that Bukit Kasih Kanonang's amenities adequately provide to guests' essential requirements. This confirms what Poli et al. (2023) discovered: that amenities have a favorable and statistically significant impact on whether or not people choose to visit Bukit Kasih Kanonang. Facilities are physical assets that are essential for entertaining guests and are a major element in guest preferences (Tjiptono, 2008).

Hypothesis testing reveals that destination significantly influences the decision to stay at Rio by the Beach. Multiple linear regression analysis confirms this with a positive coefficient value for the destination variable, meaning that a higher destination will increase the decision to stay. The same holds true for the studies conducted by Ardianyah and Ratnawili (2021), Makawoka et al. (2022), and Putranti et al. (2023). In addition, positive destination perceptions lead to emotional excitement and travel anticipation, as explained by Mahardika (2024) who states that positive destination perceptions form deep emotional and cognitive processes, thus inspiring tourists to return to the destination.

The F-test, which is a component of the linear regression analysis, found that the destination and its amenities had a substantial impact on the decision to visit Rio by the Beach. With an R-squared value of 0.324, we can see that the independent factors strongly correlate with the choice to remain, although the hotel and location only explain

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a small fraction (32.4%) of the decision-making variable. This shows that tourist decisions are influenced by many other factors, such as social media promotion (Rahma & Wibowo, 2020) and pricing strategies (Anggraini et al., 2019), as well as the quality of each variable which may not be optimal enough. In addition, the heterogeneity of tourist preferences also affects the results, because each individual has different considerations in choosing a tourist destination.

CONCLUSION

Resort facilities and destination services both individually and collectively have a significant impact on guests' decision to stay at Rio Beach by the Beach. Attracting them to come because of adequate facilities can increase visitor comfort and satisfaction. On the other hand, a positive destination image increases the likelihood of visitors having a pleasant experience while there. The higher the quality of facilities and the more attractive the destination, the more likely tourists will decide to visit it.

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