

The Influence of Attractiveness, Facilities and Accessibility on Visiting Interest in Sawangan Village, Airmadidi District, North Minahasa Regency

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Abstract

Tourism is a vital sector for the global economy, including Indonesia. North Sulawesi is famous for its various kinds of natural beauty starting from mountains, hills, forests, beaches, lakes, islands, cultural tourism, and many other beauties Waruga or ancient burial place of the megalithic era in Minahasa. Waruga is included in the category of special interest tourism (unique) so that it has its own charm that makes some local and foreign tourists come specifically to visit to find out about Waruga. This makes Waruga attractive for tourists who want to understand local culture. This study aims to determine the effect of attractiveness, facilities and accessibility on visiting interest in Waruga attractions in Sawangan Village, Airmadidi District, North Minahasa Regency. Data collection methods by interview using questionnaires to all respondents in the last 3 months. This study involved 70 respondents who were visitors. The data analysis method uses a quantitative descriptive method using the SEM-PLS application, which in this study uses Smart-PLS 4.0. The results showed that facilities have a significant effect on visiting interest in Waruga Sawangan Tourism Objects. while attractiveness and accessibility have an insignificant effect on visiting interest in Waruga Sawangan Tourism Objects.

Keywords: Attractions, facilities, accessibility, Waruga tourist attraction



INTRODUCTION

Tourism is a vital sector for the global economy, including Indonesia. Tourism is a series of activities, and the provision of services both for the needs of tourist attractions, transportation, accommodation, and other services aimed at meeting the travel needs of a person or group of people (Sugiama, 2013).

The attractiveness of tourist attractions is the main factor that influences tourists' decisions to visit a place. These attractions can be in the form of natural beauty, historical value, or unique culture. According to Kotler and Keller (2016), a strong attraction can increase visitation interest. North Sulawesi is famous for its various kinds of natural beauty starting from mountains, hills, forests, beaches, lakes, islands, cultural tourism, and many other beauties. Waruga is a stone grave site derived from megalithic culture in North Sulawesi, precisely in Sawangan Village, which is one of the National cultural villages in Airmadidi District which inherits cultural heritage in the form of tourist destinations that have the potential to become tourist attractions such as Japanese Caves, Rafting, and waruga. Known as the Waruga complex or the ancient burial place of the megalithic era in Minahasa. Waruga is included in the category of special interest tourism (unique) so that it has its own charm that makes some local and foreign tourists come specifically to visit to find out about Waruga. The existence of Waruga has historical value and symbolizes the cultural identity of the local community. This makes Waruga interesting for tourists who want to understand local culture.

In addition to the attraction, facilities in the tourist attraction also play an important role in attracting visitors. Facilities such as parking lots, toilets, and information centers can increase visitor comfort. Prayag and Ryan (2012) emphasize that good facilities can enrich the tourist experience. Accessibility is an important factor that is often overlooked. According to Manaf (2015), easy access to tourist attractions can increase the number of visitors. Good transportation infrastructure is needed to make Waruga more accessible to tourists. Interest in visiting reflects the desire of tourists to visit a place.

Previous research shows that there is a significant relationship between attractiveness, facilities, and accessibility to visiting interest. although Waruga has potential as a tourist attraction, the level of visitation is still relatively low.



Table 1. Data on the Number of Visitors to Waruga Tourism Object in the Last 5 Months in 2024

Month	Public	Student	Number of Visitors
April	44	480	524
May	46	265	311
June	79	30	109
Jull	132	3	133
August	152	82	234
TOTAL	453	860	1.311

Source: Waruga Sawangan Cultural Heritage Management Party

Based on Table 1 above, it is clear that the last five months the number of visitors has been erratic. The number of visitors illustrates that the Waruga tourist attraction has good potential. This potential must be optimized in order to provide economic benefits for the Sawangan village community. Tourist tastes also change over time. Modern travelers tend to seek authentic and unique experiences. Waruga, with its rich historical and cultural value, can fulfill this need if developed properly.

Today, tourism development is still not carried out optimally, especially in the development of the Waruga Cultural Heritage tourist attraction as a cultural tourism destination seen from the provision of tourist attraction supporting facilities such as maintenance of the archaeological museum, performance hall, toilets and parking lots are still less than optimal so that they are damaged and seem neglected. So that the various problems that arise above require serious attention in the development of the Waruga Cultural Heritage tourist attraction. Based on this, the focus of this research will be more directed at the influence of attractiveness, facilities and accessibility on visiting interest. The purpose of the study was to analyze the effect of attractiveness, facilities and accessibility on visiting interest in waruga tourist attractions in Sawangan Village, Airmadidi District, North Minahasa Regency.

RESEARCH METHOD

This research was conducted for 3 months from July 2024 to September 2024. This research was conducted at Waruga Tourism Object, Sawangan Village, Airmadidi District, North Minahasa Regency, North Sulawesi Province.



The data used in this study consisted of primary data and secondary data. Primary data is the result of direct interviews with respondent visitors using a list of questions (questionnaires) that have been prepared to waruga tourism respondents. Secondary data is complementary data obtained from references from the internet, journals or offices related to the research.

The population of this study were visitors who came to the Waruga Tourism object, the sampling technique in this study used a non-probability sampling method with accidental sampling technique, which is a sampling technique based on chance, namely anyone who happens or accidentally meets the researcher. The sample size is determined using the Slovin formula.

$$n = \frac{N}{1+N(e)^2}$$

Notes:

N = total population

n = number of samples

e = critical value

This research uses quantitative descriptive research methods, which means that this research method is based on concrete data where the research data will be in the form of numbers and processed statistically as a calculation test tool related to research problems so as to create a conclusion (Sugiyono, 2017). In this quantitative research method, there are two types of analysis consisting of descriptive statistics, which display information related to data through tables, graphs, and diagrams. In addition, there are inferential statistics, which means estimating and drawing conclusions about the sample using statistical formulas and assistance from SmartPLS software.

The results of this study were processed using the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach with the SMART-PLS test tool. The resulting data were analyzed using a Likert Scale to determine the effect of attractiveness, facilities and accessibility on visiting interest.

RESULT AND DISCUSSION

Overview of Attractiveness to Visit Interest

Based on Table 2, the Attractiveness variable has 5 indicators, including X1.1, X1.2, X1.3, X1.4 AND X1.5. Each indicator has a different mean value. X1.1 has a value

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of 2,871, X1.2 has a value of 2,900, X1.3 has a value of 2,657, X1.4 has a value of 2,871 and X1.5 has a value of 2,843.

Each indicator has a fairly high mean value and of the several indicators, but X1.2 which means “Waruga tourist attraction has a uniqueness that distinguishes it from other tourist attractions” is the indicator with the highest mean value among other indicators. Overall, the mean result for the attractiveness variable is 2,828.

Table 2. Descriptive Statistics of Attractiveness

Indicator	Description	Mean	Median	Scale min	Category
X1.1	The view of waruga tourist attraction is satisfying	2.871	3.000	1.000	High
X1.2	Waruga tourist attraction has a uniqueness that distinguishes it from other tourist attractions	2.900	3.000	1.000	High
X1.3	The condition of the relics is still there and maintained	2.657	3.000	1.000	High
X1.4	Gain knowledge of the megalithic period and the history of Waruga	2.871	3.000	1.000	High
X1.5	Availability of photo spots	2.843	3.000	1.000	High

Source: Results of data analysis (2024)

Overview of Facilities on Visit Interest

The Facility variable has 5 indicators, including X2.1, X2.2, X2.3, X2.4 and X2.5. Each indicator has a different mean value. X2.1 has a value of 2,629, X2.2 has a value of 2,743, X2.3 has a value of 2,557, X2.4 has a value of 2,786 and X2.5 has a value of 2,800.

Table 3. Facility Descriptive Statistics

Indicator	Description	Mean	Median	Scale min	Category
X2.1	Well-maintained heritage museum facilities	2.629	3.000	1.000	High
X2.2	Large and secure parking lot	2.743	3.000	1.000	High
X2.3	Toilets are available, the toilets are cleanok	2.557	3.000	1.000	High
X2.4	Trash cans available	2.786	3.000	1.000	High



X2.5	Waruga tourist attraction provides Gazebo	2.800	3.000	1.000	High
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Source: Results of data analysis (2024)

Based on Table 3, each indicator has a fairly high mean value and of the several indicators above, X2.5 which means “Waruga tourist attraction provides a Gazebo” is the indicator with the highest mean value among other indicators, namely 2,800 “Waruga tourist attraction provides a Gazebo” and the indicator with the lowest mean value of 2,557, namely “There is a toilet, the toilet is clean”. Overall, the mean result for the Facility variable is 2,703.

Overview of Accessibility to Visit Interest

The Accessibility variable has 5 indicators, including X3.1, X3.2, X3.3, X3.4 and X3.5. Each indicator has a different mean value. X3.1 has a value of 2,886, X3.2 has a value of 2,686, X3.3 has a value of 2,829, X3.4 has a value of 2,771 and X3.5 has a value of 2,800.

Based on table 4.8, each indicator has a fairly high mean value and of the several indicators above, X3.1 which means “The location of waruga tourist attractions can be accessed by application” is the indicator with the highest mean value among other indicators. Overall, the mean result for the Accessibility variable is 2.795.

Table 4. Accessibility Descriptive Statistics

Indicator	Description	Mean	Median	Scale min	Category
X3.1	The location of the waruga tourist attraction can be accessed with the application	2.886	3.000	1.000	High
X3.2	The existence of a good signal while at the Waruga tourist attraction location	2.686	3.000	1.000	High
X3.3	There is a direction board to the location of the Waruga tourist attraction	2.829	3.000	1.000	High



X3.4	Road conditions to tourist attractions are in good condition	2.771	3.000	1.000	High
X3.5	The tourguide's explanation can be easily understood	2.800	3.000	1.000	High

Source: Results of data analysis (2024)

Descriptive Statistics of Visiting Interest

The Interest in Visiting variable has 3 indicators, including Y1.1, Y1.2 and Y1.3. Each indicator has a different mean value. Y1.1 has a value of 2,729, Y1.2 has a value of 2,757 and Y1.3 has a value of 2,729.

Based on Table 5, each indicator has a fairly high mean value and of the several indicators above, Y1.2 which means “How is your level of satisfaction after coming to visit the Waruga tourist attraction” is the indicator with the highest mean value among other indicators, namely 2.757. Overall, the mean result for the Visiting Interest variable is 2.739.

Table 5. Descriptive Statistics of Interest in Visiting

Indicator	Description	Mean	Median	Scale min	Category
Y1.1	I want to revisit the waruga tourist attraction with my colleagues / relatives or friends accessible with the application	2.729	3.000	1.000	High
Y1.2	What is your level of satisfaction after coming to visit the Waruga tourist attraction	2.757	3.000	1.000	High
Y1.3	After visiting this Waruga tourist attraction, you will return to visit this tourist attraction	2.729	3.000	1.000	High

Source: Results of data analysis (2024)



Inferential Statistical Analysis

Inferential statistical analysis is carried out using SmartPLS4 software and inferential statistical analysis will test the outer loading measurement model, convergent validity test, discriminant validity test, reliability test and AVE.

Convergent Validity Test

In the convergent validity test using 70 respondents. The results of the convergent validity test can be seen in table 4.10. this study has good outer loading results, because the results are above 0.7 which is in accordance with the requirements of the rules of thumb.

Table 6. Outer Loading Results

	Indikator	Outer Loadings	Rule of Thumb	Evaluasi
Attraction	X1.1	0.739	>0.7	Valid
	X1.2	0.791		Valid
	X1.3	0.753		Valid
	X1.4	0.840		Valid
	X1.5	0.851		Valid
Facilities	X2.1	0.707		Valid
	X2.2	0.882		Valid
	X2.3	0.767		Valid
	X2.4	0.903		Valid
	X2.5	0.891		Valid
Accessibility	X3.1	0.916		Valid
	X3.2	0.743		Valid
	X3.3	0.923		Valid
	X3.4	0.788		Valid
	X3.5	0.917		Valid
Interest in Visiting	Y1.1	0.952		Valid
	Y1.2	0.804		Valid
	Y1.3	0.952		Valid

Source: Results of data analysis (2024)



Apart from the outer loading results, the validity test can be assessed based on the AVE results. Based on Table 6, the results of the convergent validity test based on the AVE value show that all variables have a value above 0.5. It can be concluded that all variables in this study can be said to be valid.

Table 7. Average Variance Extracted (AVE) Value

Variable	Average variance extracted (AVE)	Rule of thumb	Description
Accessibility	0.741	>0.5	Valid
Attraction	0.634		Valid
Facilities	0.695		Valid
Interest in Visiting	0.820		Valid

Source: Results of data analysis (2024)

Discriminant Validity Test

In the validity test using Fornell Larcker criterion, where this method compares the square root value of the Average Variance Extracted (AVE) of each construct with the correlation between other constructs in the model. Based on the results of Table 7, the validity value of this study is declared valid because the square root value of AVE on each construct is greater than the correlation value between other constructs.

Table 8. Fornell-Larcker Criterion Value

Variable	Accessibility	Attraction	Facilities	Interest in Visiting
Accessibility	0.860			
Attraction	0.632	0.795		
Facilities	0.424	0.616	0.835	
Interest in Visiting	0.442	0.468	0.608	0.906

Source: Results of data analysis (2024)



Reliability Test

Table 9. shows the results of the composite reliability test above 0.7 which is in accordance with the requirements of the rules of thumb, and the AVE test results are also above 0.5, so they are in accordance with the requirements of the rules of thumb. Therefore, it can be concluded that the results of composite reliability and AVE can be said to be valid and reliable.

Table 9. Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Description
ccessibility	0.910	0.938	0.934	Realibel (Rule of Thumbs >0.7)
Attraction	0.855	0.867	0.896	
Facilities	0.890	0.904	0.920	
Interest in Visiting	0.887	0.885	0.931	
Source: Results of data analysis (2024)				

Measurement Model (Outer Model)

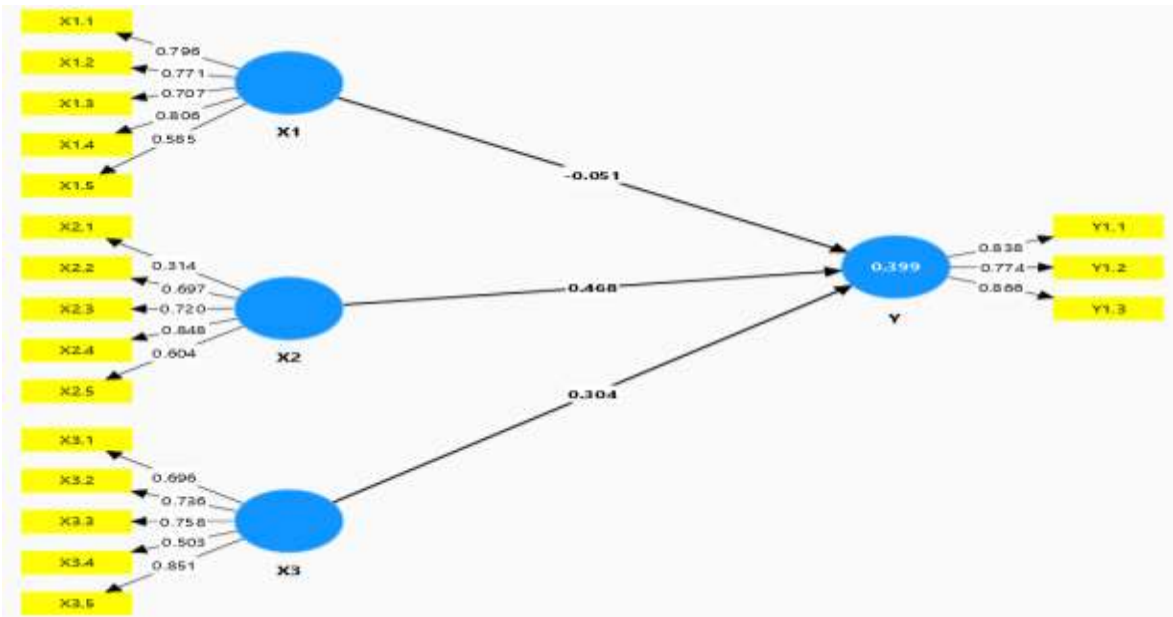


Figure 1. Output Display of Actual Measurement Model



The Effect of Attractiveness, Facilities and Accessibility on Visitor Interest

After testing the model used and the results are appropriate and can explain the research results well, the next step is to carry out hypothesis testing. The purpose of hypothesis testing is to identify whether there is a correlation between the independent variable and the dependent variable.

This study uses a one-way hypothesis which indicates a positive influence between the independent variable and the dependent variable. Hypothesis testing is carried out through a one-tailed test, with a significance level of 0.05 and a confidence level of 95%. The rule of thumb used in testing this hypothesis is $T\text{-statistic} > 1.645$. The following table contains the results of hypothesis testing.

Table 10. Hypothesis Test Results

Hypothesis	Original sample (O)	T statistics (O/STDEV)	P values	Analysis
Attractiveness has no effect on visiting interest	0.023	0.124	0.901	Not Supported
Facilities Affect Interest in Visiting	0.503	3.361	0.001	Supported
Accessibility has no effect on visiting interest	0.214	1.316	0.188	Not Supported

Source: Results of data analysis (2024)

Effect of Attractiveness on Interest in Visiting

Based on Table 10, it can be explained that attractiveness has an insignificant effect on visiting interest, this challenges the paradigm that considers that the beauty or visual appeal of a location is always the dominant variable in attracting visitors. In Waruga, many tourists or visitors come specifically to witness the uniqueness that exists, even though it is different from other tourist attractions. Waruga has unique characteristics that are a special attraction for some people. In many situations, an individual's decision to visit is influenced more by subjective experience, social recommendations from close relations, and external factors such as economic conditions and accessibility, rather than just physical attractiveness. For example, individuals who have experienced poor service at a place may avoid a return visit, even if the place offers great views. Therefore, it is



important to understand that the decision to visit is often a complex process that is influenced by the interaction of many interrelated variables.

Furthermore, studies in the consumer behavior domain show that effective information and marketing strategies can play a significant role in shaping visitation interest. Well-designed advertisements and positive testimonials from previous visitors can encourage individuals to visit a location even if the attraction is not very prominent. Thus, stakeholders in the tourism industry need to realize that the creation of positive and communicative experiences can be more effective in attracting visitors than relying solely on visual appeal. Therefore, further research is needed to explore the factors that influence interest in visiting as well as how marketing strategies can be optimized to create more engaging and memorable experiences.

Effect of Facilities on Interest in Visiting

Facilities have a significant influence on visiting interest, this shows that the availability and quality of facilities at waruga tourist attractions can influence individual decisions to visit these places. In the context of tourism, the facilities in question include various elements, such as accommodation, transportation, dining, and other additional services. Previous research shows that visitors tend to be more interested in visiting locations that offer adequate and high-quality facilities, as this can enhance their comfort and experience while in the place. Thus, good facilities can serve as a significant driving factor in attracting visitors.

In addition, the availability of facilities is also closely related to the perceived value perceived by visitors. Complete and quality facilities can increase visitor satisfaction, which in turn can influence their decision to revisit or recommend the venue to others. Research in tourism marketing indicates that visitors often consider various aspects of facilities when making decisions, including ease of access, cleanliness, and customer service. Therefore, tourist destination managers need to pay attention to the development and maintenance of good facilities to increase interest in visiting and create a positive experience for visitors.

Effect of Accessibility on Interest in Visiting

Accessibility has an insignificant effect on visiting interest, this challenges the conventional understanding that ease of access to a location is always a key factor in the decision to visit. In some cases, individuals may still be interested in visiting a place despite its limited accessibility because visitors may have their own goals with the

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uniqueness of the waruga tourist attraction. Factors such as cultural appeal, the uniqueness of the experience, or recommendations from trusted sources can become more dominant in attracting visitors, even when access to the location is less than optimal. Research shows that interest in visiting can be influenced by intrinsic motivation and stronger emotional experiences, which are not necessarily related to ease of access.

Visitors may consider other values more important than physical accessibility. For example, destinations that offer unique experiences or outstanding natural beauty may attract visitors, even if they require more arduous travel. This suggests that the decision to visit is often multidimensional and influenced by the interaction of various factors, of which accessibility is not the only consideration. Further research is therefore needed to explore the complex dynamics between accessibility and other factors that influence visitation intention, as well as to understand contexts where accessibility may have a less significant impact.

CONCLUSION

Based on the results of the study, it can be concluded that facilities have a significant effect on asking for tourist visits. While attractiveness and accessibility have an insignificant effect on tourist interest in visiting Waruga tourist attractions. Although facilities have a significant effect, there are several relationships that are not significant.

Managers of Waruga Sawangan tourist attraction need to consider improving attractiveness and accessibility simultaneously, as well as evaluating other factors that can affect interest in visiting. A holistic approach to attraction development will help create a better experience for visitors and encourage increased visitation.

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