

Factors Influencing Visitors' Interest in Returning to Tourist Villages (Study at Ngilngof Tourism Village, Southeast Maluku)

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Abstract

This research aims to see the influence of tourist facilities, tourist attractions, and visitor satisfaction on interest in revisiting the Ngilngof Tourism Village in Southeast Maluku. A quantitative research design was used to answer these objectives. A total of 78 tourists were actively involved in this research, and they were visitors who made repeat visits, with the characteristic respondents being those who had visited at least two times or were making their 2nd visit to Ngilngof Tourism Village. A purposive sampling technique was used to select research respondents. Multiple regression data analysis with the help of SPSS was used to see the influence of the independent variable on the dependent. The research results show that both partially and simultaneously, the variables of tourist facilities, tourist attractions, and visitor satisfaction have a positive and significant effect ($p < .05$) on interest in repeat visits. Not only that, the contribution of these three variables reached 79.3%, which shows a huge influence on the dependent variable. The results of this research provide great benefits regarding the factors that must be maintained and improved by the managers of the Ngilngof Tourism Village so that tourist visits to their location will be even better.

Keywords: Interest in Repeat Visits, Ngilngof Tourism Village, Tourist Attraction, Tourist Facilities, Visitor Satisfaction

Abstrak

Penelitian ini bertujuan untuk melihat pengaruh fasilitas wisata, daya tarik wisata dan kepuasan pengunjung terhadap minat berkunjung ulang pada Desa Wisata Ngilngof di Maluku Tenggara. Desain penelitian kuantitatif digunakan untuk menjawab tujuan tersebut. Sebanyak 78 wisatawan terlibat aktif dalam penelitian ini, dimana mereka adalah para pengunjung yang melakukan kunjungan ulang dengan karakteristik responden adalah mereka yang minimal sudah 2 kali mengunjungi atau sedang melakukan kunjungan ke-2 kalinya di Desa Wisata Ngilngof. Teknik *purposive sampling* digunakan untuk memilih responden penelitian. Analisis data regresi berganda dengan bantuan SPSS digunakan untuk melihat pengaruh dari variabel independen terhadap dependen. Hasil penelitian menunjukkan bahwa baik secara parsial maupun simultan variabel fasilitas wisata, daya tarik wisata dan kepuasan pengunjung berpengaruh positif dan signifikan ($p < .05$) terhadap minat berkunjung ulang. Tidak hanya itu, kontribusi ketiga variabel tersebut mencapai 79.3% yang menunjukkan pengaruh yang sangat besar terhadap variabel dependen. Hasil penelitian ini memberikan manfaat besar terhadap faktor-faktor yang harus dipertahankan dan ditingkatkan oleh pengelola Desa Wisata Ngilngof supaya kunjungan wisata ke lokasi mereka semakin lebih baik lagi.

Kata kunci: Daya Tarik Wisata, Desa Wisata Ngilngof, Fasilitas Wisata, Kepuasan Pengunjung, Minat Berkunjung Ulang

INTRODUCTION

The development of tourism in Indonesia is currently increasingly rapid. The development of the tourism sector benefits many parties, including the government, society, and the private sector (Muresan et al., 2021; Strickland-Munro & Moore, 2013). This is because tourism is a sector that is considered profitable to develop as a promising asset for society and the government. According to Winata and Idajati (2020), tourism is also the largest industrial sector that generates foreign exchange for the country besides the non-oil and gas sector. In building a tourist area capable of becoming a tourist attraction both domestically and internationally, there needs to be support in developing professional tourist destinations, a clear concept, services, and tourism services that are continuously active and innovative (Azizah et al., 2020; Nurbaeti et al., 2021).

One of the tourism activities being developed in Indonesia is rural tourism, including through tourist villages, which can introduce the tourism potential within them. A tourist village is defined as a rural area that offers an atmosphere of village authenticity in terms of socio-cultural and socio-economic life, daily customs, building architecture, and the typical layout of a village (Nursetiawan & Garis, 2019). Tourist villages have unique and exciting economic activities and have the potential to be developed as tourism components, such as accommodation, food and drink, attractions, and other tourism needs (Yudiana & Wahyudiono, 2020).

Maluku Province, an area in eastern Indonesia, has natural potential that offers a wide variety of tourist attractions. This diversity can be seen in nature (nautical), beaches, waterfalls or baths, forests, flora and fauna, and unique culture. It is known as a beautiful group of islands (Bwariat et al., 2022; Silaratubun et al., 2022). This condition is seen as the economic potential of Maluku regional tourism or the tourism business. One of the most famous tourist villages is Ngilngof Tourism Village. This village is famous for Ngrubloa Beach which stretches for 3 km with white sand that is very fine like flour, so it was named by National Geographic as the finest white sand in Indonesia, Asia, and even in the world (Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf), 2024). This is also what makes this village recognized by the Indonesian Record Museum (MURI) for its beauty. Other statistical data also states that this tourist village also contributes more than 5% to regional income (Razak, 2024). In this tourist village, you can also enjoy cultural tourism, religious tourism, and culinary tourism.

The success of a tourist area depends on many factors. One of the things mentioned by previous researchers is the 3A factors, namely attraction, accessibility, and amenities (Fafurida et al., 2023). These three factors can be explained that a tourist village must have its uniqueness so that it can attract many people to come, the place can be easily accessed by many people and has adequate facilities that can be enjoyed by visitors (Gao & Wu, 2017). The elements of attraction are explained by Anwani (2021) as a significant element in attracting tourists. A tourist village with good attractions will make tourists impressed, feel satisfied and comfortable when visiting the tourist attraction. In this case, it is in the form of natural, cultural, and man-made attractions (Wang et al., 2016). Tourist attraction is also a motivation for tourists to travel (Travesi, 2017; Wang et al., 2016). Ngilngof tourist village is a village that has a very good tourist attraction so that it can attract visitors to come back to this location.

Apart from tourist attractions, the success of tourism in an area is also determined by the complete facilities at that location. This tourist facility refers to the elements of facilities and infrastructure needed by tourists while at a tourist location, such as accommodation, restaurants,

camping areas, parking lots, and travel agents. Apart from that, the existing infrastructure in the form of roads, water supply, electricity, and waste disposal is also complete at this location. This will make visitors comfortable and enjoy their holiday pleasantly (Zhang et al., 2016).

The satisfaction received by visitors while traveling at a tourist location will of course be another factor that determines the success of the tour. Tourist satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance of the product they are thinking about with the expected performance or results (Fytopoulou et al., 2021). Tourists who feel satisfied after visiting tourist attractions are expected to visit tourist destinations on their next visit (Fytopoulou et al., 2021). This then gives rise to interest in revisiting a tourist location. This intention to revisit is a behavior that appears as a response to an object that shows the customer's desire to make a repeat visit (Gorji et al., 2023; Kr et al., 2023). This interest in revisiting becomes an indicator of the success of a tourist location (Gorji et al., 2023; Kr et al., 2023).

Factors influencing interest in revisiting have been explained in the previous section. These factors include tourist facilities, tourist attractions, and visitor satisfaction. Previous research found that tourist attractions influence interest in revisiting a tourist location (Batubara & Putri, 2022; Nurlestari, 2016; Sappewali et al., 2022). Also, research on the influence of tourist facilities on interest in repeat visits (Iswidyamarsha & Dewantara, 2020; Nurbaeti et al., 2021; Rahmat Fajrin et al., 2021). Meanwhile, research on visitor satisfaction regarding visiting interest has also been identified (Alvianna & Alviandra, 2020; Oktanisa & Sari, 2023). Previous studies did not identify three factors simultaneously influencing interest in revisiting tourism, so this is a novelty for this research. Moreover, there has been no research that focuses on tourism development in Ngilngof Village, even though if this was done it could provide input and development towards the success of tourism in the village. Therefore, this research aims to see the influence of tourist facilities, tourist attractions, and visitor satisfaction on interest in returning to Ngilngof Tourism Village.

METHOD

This research uses a quantitative research design, which aims to see whether one variable influences other variables (Creswell & Creswell, 2018). Quantitative was chosen because it is relevant to the data that will be collected in this research, namely numerical data obtained from research instruments in the form of questionnaires.

Participants in this research were tourists who revisited the tourist location of Ngilngof Village, Southeast Maluku. The main characteristics of participants are visitors who have visited this tourist location at least twice or are making their second tourist visit. There are no special characteristics in selecting these participants. The most important thing is that they are willing and willing to be involved in this research. The sampling technique used is purposive sampling, where the researcher selects samples that match the main characteristics that have been determined (Etikan et al., 2016). Participants also received an informed consent sheet containing their willingness to be involved in the research. This research itself has passed the ethics commission of the Institute for Research and Community Service (LP2M) of the Open University with number B/74/UN31.LPPM/PT.01.03/2023.

The quantitative instrument used is a questionnaire from previous researchers relevant to the variables and objects of the research study. Four instruments were used in this research. For more detailed information regarding the psychometric properties of the instruments, see Table 1.

The four instruments used have met the criteria for good instruments, so they are suitable for use in this study.

Table 1. Psychometric Properties of Measurement Instruments

No	Variable	Developer	Item	Reliability	Validity
1	Tourist Facilities (X1)	Yulianto dan Wijayanti (2020)	12	0.740	0.4-0.7
2	Tourist attraction (X2)	Wiradipoetra dan Brahmento (2016)	7	0.868	0.5-0.9
3	Visitor Satisfaction (X3)	Lestari et al. (2022)	3	0.959	0.9-0.98
4	Interest in Repeat Visits (Y)	Hariani et al. (2020)	3	0.971	0.9

Data collection was carried out by visiting the research location, namely the Ngilngof tourist village, Southeast Maluku. Researchers distribute questionnaires to subjects who meet the criteria. Apart from that, researchers also asked for help from the local government to distribute research questionnaires to willing subjects. Questionnaires were distributed in hard-file form, and online surveys were conducted using Google Forms. The data obtained from the results of this research will be screened to see whether there are outliers or not. Then, tabulation is carried out to obtain data that is ready for analysis. Then, the data will be analyzed using SPSS 23 software. The data will first be tested with classical assumptions, and then the data will be analyzed using multiple regression to see the influence of one variable on other variables.

RESULTS AND DISCUSSIONS

The results of data collection showed that there were 78 visitors involved in the research. For more details, visitor demographic data in this study can be seen in Table 2.

Table 2. Visitor Demographics

Category	Frequency	Percentage (%)
Sex		
Man	50	64.1
Woman	28	35.9
Age		
20-30 Years	10	12.8
31-40 Years	21	26.9
41-50 Years	32	41
>50 Years	15	19.2
Last Education		
High School/Equivalent	5	6.4
Diploma (D1-D4)	6	7.7
S1-S3	60	76.9
Others	7	9
Job Title		
Staff	57	73.1

Category	Frequency	Percentage (%)
Head of Division	6	7.7
Section Chief	11	14.1
Others	4	5.1
Length of Work		
1-5 Years	5	6.4
6-10 Years	23	29.5
11-15 Years	13	16.7
>15 Years	37	47.4

Based on Table 2, it can be described that the number of male visitors in this study was 50 people and the rest were women. For the age of visitors, the majority are aged 41-50 years with a percentage of 41%. Meanwhile, for the highest level of education, the majority of visitors were those with a bachelor's degree with a percentage of 76.9%. In terms of occupational demographics, 57 visitors work as staff, and in terms of length of work, the majority are those who have worked for more than 15 years, namely 37 people. Next, the results of the classical assumption test in this research will be presented.

Classic Assumption Test

The results of the normality test for the data obtained can be seen in Figure 1 below.

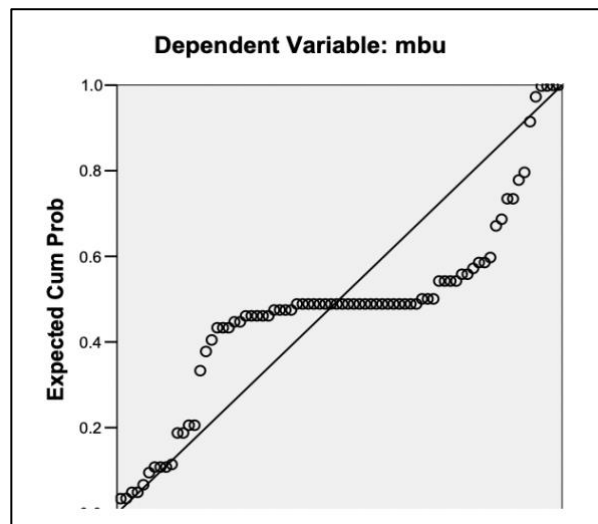


Figure 1. Normality Test Results Based on Data Plots

In Figure 1 above, there are two axes presented. The X-axis marked with expected cum prob explains the possible values spread across the subject. Meanwhile, the Y axis (Dependent variable: mbu or interest in revisiting) refers to the variable yes being tested. The results of Figure 1 show that the data obtained is spread along one straight line, so this information concludes that the data

in this study has a normal distribution. These results interpret that the data is good and there are no outliers (bad data) in this study. Next, the results of the heteroscedasticity test will be shown in Figure 2.

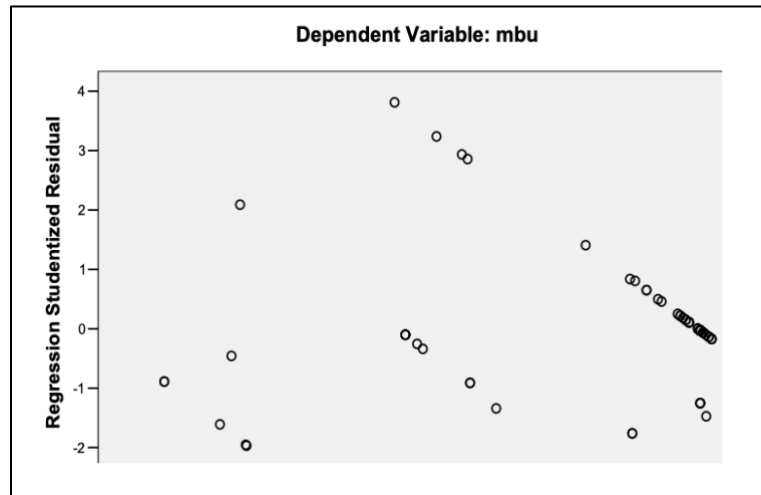


Figure 2. Heteroscedasticity Analysis

In Figure 2 presented above, there is a symbol on the results of the analysis showing that the distribution of data does not only accumulate at the value 0, but rather the data spreads above and below so that heteroscedasticity does not occur. This strengthens the results that the data is good to use. Next, presented in Table 3 are the results of the multicollinearity test (see table 3).

Table 3. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance Value	VIF
Tourist Facilities (X1)	0.629	1.591
Tourist Attraction (X2)	0.655	1.526
User Satisfaction (X3)	0.820	1.219

Note. VIF (Variance Inflation Factor)

Based on the results of the multicollinearity test in Table 3, the tolerance value for each independent variable is more than 0.1 and the VIF value for each variable is less than 10. This shows that there is no relationship between the independent variables, so there is no multicollinearity in this study.

Partial Test, Simultaneous Test, and Coefficient of Determination

In this section, partial test results will be presented which show the influence of each independent variable on the dependent (see Table 4), the simultaneous or concurrent influence of the independent on the dependent (see Table 5) as well as the R Square value or coefficient of determination which shows how big the influence is. from independent to dependent (table 6).

Table 4. Partial Data Test

Model	Coef. Unstandard		Coef. Standard	t	Sig.
	B	Error	B		
Constant	.393	.622		.633	.529
X1	.106	.162	.044	2.654	.002
X2	.263	.106	.163	2.492	.015
X3	.766	.053	.840	14.371	.000

Notes. Dependent Variable/Y (Intention to Revisit)

Table 5. Simultaneous Test Data

Model	Square	DF	Rata Square	F	Sig.
Regression	21.030	3	7.010	94.254	.000
Residual	5.504	74	.074		
Total	26.533	77			

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted	Stand Error.	Durbin Watson
1.	.890	.793	.784	.273	.609

Based on Tables 3, 4, and 5, it can be seen that the results of the data analysis answer the existing research objectives. The partial test results show that the significance value for all variables is below 5% so all independent variables have a significant effect on the dependent. Not only that, the results of the simultaneous test also show the same significance so that both partially and simultaneously the independent variable affects the dependent. The results of the coefficient of determination also show a very large value, namely 79.3%, which means that the appearance of the dependent variable is dominated by the independent variables in this study.

The research results were able to answer the previously determined objectives. The results of statistical analysis carried out on research data show that partially or simultaneously the independent variable affects the dependent variable. This means that the variables of tourist facilities, tourist attractions, and visitor satisfaction have a positive and significant effect on interest in revisiting the object of this research. These results provide an interpretation that the higher the value on the independent variable, the higher the results on the dependent variable. Practically, if the variables of tourist facilities, tourist attraction, and visitor satisfaction are high then the variable of interest in repeat visits will be high.

The findings of this research certainly support and continue the positive results of previous studies. Previous research was carried out partially, meaning that only looking at one variable against other variables showed the same results. As explained by Batubara and Putri (2022), Nurlestari (2016) and Sappewali et al. (2022) the significant influence of tourist facilities on interest in repeat visits. Or other research that supports the influence of tourist attraction and

visitor satisfaction on partial interest in returning to visit. These partial quantitative findings confirm the results of the research conducted by the researcher.

The results of the simultaneous analysis which is the core of this research show that the three independent variables together can have a positive and significant effect on the dependent variable. If you look at the coefficient of determination table in the previous section, the R-squared value obtained reaches 79.3%. These results provide very important information about the combination of the three highly significant variables. Judging from the beta coefficient of each variable, the variable visitor satisfaction is the variable with the largest contribution, reaching 76.6%, while the rest are the variables of tourist facilities and tourist attractions. This shows that in this study a visitor's satisfaction is the most determining part for them to visit the tourist location for the umpteenth time.

The success of tourism is determined by many factors (Mahato et al., 2021; Zhou et al., 2021). Apart from the three factors that are independent variables in this research, other factors need to be identified so that they have a higher influence on interest in revisiting. However if studied from a practical perspective, these three existing factors are very relevant to the current tourism conditions. People's motivation to visit a location will of course depend on what they receive, feel, and think about the tour. This means that tourist attractions, tourist facilities, and visitor satisfaction at Ngilngof Tourism Village are the main keys to being able to revisit this tourist village. With complete facilities, of course, it can make visitors who come comfortable. When they are satisfied, hope and desire will arise to be able to visit that location again. This is what can be said to happen to visitors who make repeat visits to these tourist locations.

The findings in this research further strengthen what previous researchers have done regarding the factors that determine the success of tourism. In this research, tourism success is seen from visitors' interest in returning to that location. The interest in revisiting is not a coincidence, because the tourism currently available is very numerous and varied. Especially if you look at the diversity of tourism in Indonesia. This research location is one of the tourist destinations visited by many tourists. If there are many other tours, the big question is what reason visitors can return to tour here. This means that the independent factors explained by the researcher are the answer to the question.

The final results of the research answer the existing research objectives. However, there are several things that future researchers need to pay attention to in improving the results of this research. The use of samples that are not too large is often a problem in the final statistical results. However, even though the sample used was less than 100, the final results show the good validity of this research. So the next research must be able to involve more participants. Apart from that, the results regarding the visitor satisfaction variable which dominates this research compared to the other two factors regarding interest in repeat visits should be a trigger for future researchers to elaborate on this information. This research provides clear information about the importance of using existing independent variables while also paying attention to mediator or moderator variables if possible.

CONCLUSION

This research concludes that three main factors influence interest in returning to visit the Ngilngof Tourism Village, Southeast Maluku. These three factors are tourist facilities, tourist attractions, and visitor satisfaction. Statistically, the three factors have a significant effect on

interest in revisiting. The contribution of these three factors almost reaches 80%. This is important to inform that these three factors are the dominant contributors to creating tourism success at the research location. The results of the research provide important recommendations for the follow-up of this research. The three factors that influence interest in revisiting the Ngilngof Tourism Village should be used as a reference for the local government to further optimize it. Things that make these three factors not optimal can be developed better so that the success of tourism at that location can run better.

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