Factors that Impact The Decision to Visit Punceling Tour Ciwidey

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Abstract

The objective of this research is to ascertain and elucidate the impact of tourist attractions, destination image, and facilities on the decision to visit Punceling Ciwidey. A total of 87,931 visitors to Punceling tourism in 2022 comprised the population of this study; 400 respondents comprised the sample. Verification and descriptive analysis constitute the research methodology. The data were gathered through the distribution of pre-designed questionnaires to respondents whose performance had been evaluated for validity and reliability beforehand. The findings of the conducted analysis indicate that visitor attraction, destination image, and facilities jointly and partially influence visiting decisions in a positive and significant way.

Keywords: Tourist Attraction, Destination Reputation, Amenities, Travel Choice

1   Introduction

Bandung Regency has significant tourist potential within the West Java Province. Rancabali District is designated as a place for special tourist activities according to article 58 of the Bandung Regency government rules in local ordinance No.27 of 2016, covering RT / RW.   The region is home to many notable sites, including Cimanggu Nature Park, Walini Hot Springs, Punceling, Ranca Upas, Wana Wisata Gunung Tangsi, Taman Sari Alam, Kawah Putih, Gunung Padang, Gambung, and Cibuni Crater.   As per Bandung Regency Regional Regulation No. 6 of 2018, the Rencana Induk Pengembangan Pariwisata Daerah (RIPDA) for the period of 2018 to 2025 identifies various tourism sites and attractions in Rancabali Sub-district. These include lakes, reservoirs/dams, waterfalls, craters, campgrounds, plantations, and agro-tourism (Warlina 2022).

Table 1: The Quantity of Tourist Attraction Visits in Bandung Regency

Year	Foreign Tourist Visits	Domestic Tourist Visits	Result
2019	4.506	2.485.755	2.490.261
2020	3.089	1.270.937	1.274.026
2021	100	1.836.575	1.836.675
2022	1.748	6.548.815	6.550.563

Source : opendata.jabar

According to the data presented in table 1.1, there was a decline in the number of tourists visiting Bandung Regency from 2019 to 2021 as a result of the Covid-19 virus. This led to the closure of several tourist locations in order to enforce social distancing measures. However, in 2022, there was a notable surge in tourism, with a total of 6,548,815 visitors coming every year (Wiradipoeitra et al. 2016) found that tourists are less inclined to visit Bandung Regency due to the unattractive quality of its attractions, which is attributed to the extensive damage caused by inadequate maintenance. Additionally, the initial observation study conducted by the researchers revealed that the tourist infrastructure in the area is currently in a deteriorated state.

Table 2: The volume of tourists visiting Bandung Regency between 2019 - 2022

Events	2019	2020	2021	2022
Kawah Putih	511.043	326.463	191.755	191.497
Punceling	39.468	9.237	9.237	5.882
Kawah Rengganis	19.791	5.597	3.730	87.931
Walini	181.328	100.094	88.010	50.282
Patenggang Lake Side	19.791	12.135	157.750	91.557
Glamping	200.005	104.751	25.402	20.645
Rancaupas	71.809	206.339	178.293	89.515

Source : Dinas Pariwisata & Budaya Kabupaten Bandung

According to data table 1.2, visitors in Bandung Regency, particularly in Ciwidey, undergo oscillations in every tourism activity in the region. Punceling Tourism is characterised by variations, manifesting as alternating increases and decreases in visitor numbers. In 2019, the total number of visitors to Punceling amounted to 71,809 individuals. In 2020, Punceling had a substantial decrease in comparison to 2019, when it only attracted 9,237 individuals. In 2021, Punceling had a decline in tourist numbers, with just 2,425 visitors recorded. In 2022, there was a modest rise of 5,882 visitors in Punceling. However, there has been a significant decline in tourist visits to Punceling from 2019 to 2022, suggesting that Punceling's tourism is less appealing to tourists from Bandung Regency, particularly in the Ciwidey region.

The Ciwidey region comprises Ciwidey District, Rancabali District, and Pasir Jambu District. Notable tourist sites in this region include Situ Patengan, Glamping Lakeside, Rancaupas, Punceling, and Wana Wisata Kawah Putih. Punceling is a frequently frequented tourist destination due to its combination of camping excursions and the availability of hot springs offered by the management. Punceling is a campsite situated at an elevation of about 1200 metres above sea level. Punceling is comparable to other campsites such as Rancaupas, Emte Highland Camp, Hejo Forest, and Glamping Lakeside Rancabali.

The lack of visitors in Punceling tourism is due to several factors, including accommodation, supporting facilities, and tourism auxiliary facilities that refer to facility development. This is aimed at improving, raising the standard and adding facilities needed by visitors and knowing the

estimated cost of the development plan.This is expected to be a reference to improve the quality of the tourist attraction (Nabilah and Djuwendah 2022).

According to the provided explanation, there are several elements that motivate people to visit Punceling, including its tourist attractions.   Punceling offers several amenities like a camping site, accommodations, waterfalls, picturesque cliffs for capturing self-portraits, thermal baths, Keraton Hill, Pancuran Tujuh, Curug Lumpat, Curug Pajajaran, Curug Kebul, and a pine forest. Camping is a popular attraction for visitors visiting Punceling. However, the camping area in Punceling still lacks proper infrastructure.   Due to the absence of a defined standard, tourists are allowed to put up tents wherever.   The quality, as assessed by the attractiveness factor, is deemed to be of low quality.   The existence of brownish walls in the hot spring pool and wading room, together with the absence of outbound facilities such as flying fox, canopy trail, hot air balloon, and paragliding, indicates the lack of support for adventurous activities.(Planologi et al. 2020).

Furthermore, Punceling attracts travellers seeking relaxation with their families and friends, who may enjoy the refreshing ciwidey region as a means of relieving tiredness. The admission fees for this location are quite inexpensive for the community. Punceling is a captivating tourist destination worth exploring.   Punceling Pass natural tourism remains relatively obscure due to the manager's failure to use destination branding in order to establish a distinct brand identity and visual design. Consequently, this has hindered the dissemination of information and promotional efforts aimed at showcasing the beauty and distinctiveness of its amenities to potential visitors. A destination branding design for Punceling Pass natural tourism is required to effectively communicate a message and provide information to travellers (Suherman, 2016). To ensure the development of tourism destinations aligns with visitors' needs, it is crucial to consider factors that directly impact tourist satisfaction. The satisfaction of visitors as consumers or enthusiasts of services may be evaluated by considering the total evaluation of tourists.(Ester, Syarifah, and ZA Zainurossalamia Saida 2020)

The subsequent determinant is the provision of amenities. Tourist amenities refer to auxiliary facilities that contribute to a pleasurable experience, ensuring convenience and satisfaction for tourists as they partake in the available tourism offerings. These amenities encompass the necessary facilities and infrastructure that managers must provide to cater to the needs of tourists (Warlina 2022). The amenities offered by Punceling tourist management include restrooms, prayer chambers, kiosks, parking areas, thermal baths, and camping grounds.   The quality, as determined by the size and quality of the supporting facilities, is of low standard.   71% of the facilities fail to fulfil the criterion, whereas 29% of the facilities meet the standards in current circumstances.(Planologi et al. 2020). Given this phenomena, the authors deem it crucial and intriguing to do a more comprehensive investigation of the decision-making process for Punceling tourism.

2   Literature Review

2.1   Tourist Attraction

A tourist attraction is defined as a location that is frequented by visitors due to its cultural relevance, historical importance, natural or architectural beauty, or entertainment options. (Pemasaran, Destinasi, and Syekh-baygloo 2021).Setiyorini, Farida, and Kristiyana (2018) Defining tourist attraction is everything that triggers a person and / or group of people to visit a place because something has a certain meaning, for example: the natural environment, relics or historical places, and certain events. The tourist visit is certainly inseparable from the existence of tourist attractions that attract tourists to visit tourist attractions, tourist attractions include uniqueness, beauty, natural and cultural wealth and tourist attractions (Nurbaeti et al. 2021).

Tourist Attraction based Saputro and Indriastuty (2020) Specifically, the factors to consider include the distinctiveness of the tourist destination, the presence of enough acreage for parking and worship facilities, and the physical condition of the site, including well-maintained access roads and dependable sanitation and amenities. The elements examined in this research include the historical, cultural, touristic, and communal aspects.(Zainoren et al. 2016)

Tourism attractiveness on tourist visiting decisions, meaning that if a tourist village has sufficient attractiveness, this will attract tourists to make tourist visits. So in the form of this framework itself which is associated with tourist attraction and tourist visiting decisions.(Susianto, Johannes, and Yacob 2022). There is an influence between tourist attractions on tourist visiting decisions (Setiyorini, Farida, and Kristiyana 2018).

H1 : Tourism attractions have a positive and significant effect on visitor decisions.

2.2 Destination Image

Destination image is an individual's perception of destination characteristics that can be influenced by promotional information, mass media, and many other factors. A good destination is one that must be able to provide tourist facilities that are in accordance with the needs of visitors to provide convenience and meet their needs during a visit. The ability to provide tourist facilities, making visitors comfortable when visiting (Hastuti Listyawati 2019). The image of a destination is formed through the information available to tourists, so information plays an important role in the formation of the destination image (Putri, Roedjinandari, and Risfandini 2023). Destination image is an individual's perception of destination characteristics that can be influenced by promotional information, mass media, and many other factors (Hastuti Listyawati 2019). Destination image based Yudistira and Nugraha (2021) reveals the destination image as having cognitive and affective image components. The affective image component reflects tourists' feelings about a destination, while the cognitive image focuses on the tangible aspects consisting of beliefs and knowledge about the destination. classifies the components shaping destination perceptions and evaluations into nine dimensions, namely natural resources, leisure and recreational tourism, natural environment, public infrastructure, culture, history, and art, social environment, tourist infrastructure, and public leisure and recreation. (Gavurova et al. 2023)

Destination image is a travel decision that comes from individual thoughts in the form of knowledge, feelings, and perceptions into an overall thought of the purpose of the experience based on the level of visiting decisions to the destination visited (Prawira and Putra 2022). The attitude and actions of tourists towards a tourist attraction are strongly influenced by the image of the attraction. This is supported by the results of research, which states that there is a relationship between destination image and visiting decisions.(Produk et al. 2020).

H2 : Destination image has a positive and significant effect on visiting decisions.

2.3 Facility

Facilities are the appearance, ability of infrastructure, and the surrounding environment to show its existence to externals, which includes physical facilities (buildings), equipment, and equipment. According Saputra(2021) Tourism facilities are facilities and infrastructure provided by tourism managers for tourists to use. Facilities are important and shown in a service business. (Tina Rahmadayanti and Kholid Murtadlo 2020). Tourists can not only enjoy the beauty of nature or tourist attractions but also need tourist facilities and infrastructure such as accommodation, vehicles, and others.(Charli and Putri 2020). Facility dimensions according to Nugraha and Fallo (2021) namely the access dimension, transportation dimension, catering service dimension (food and beverage service), recreational activity dimension, communication technology dimension,

security dimension, and hygiene dimension. The following facility dimensions are used: transportation, medical, and shopping (Peng et al. 2023).

Facilities are needed for consumer comfort and to make it easier for consumers. In this study, the facility functions to provide a sense of comfort and convenience for visitors, which in turn means that visitors can tell their friends or relatives about the facilities available. It can be concluded that if the facilities are improved, the decision to visit will be improved.(Hardina and Sudarusman 2021). Visitors also expect good facilities around the tourist area, so they don't feel bored when they are in that place. Facilities that are available as expected can make a decision to visit. (Siraiti 2022).

H3 : Facilities have a positive and significant effect on visiting decisions.

2.4   Visiting Decision

The decision to visit is one of the stages in the purchasing or visiting decision process where consumers actually come to buy or visit the tourist attraction (Filma and Hijriyantomi 2020). A visiting decision is a decision made by someone who will travel to a certain tourist spot for a vacation.(Ardiansyah and Nugroho n.d.). A visiting decision is a stage where consumers have made a choice and are ready to make a purchase or exchange between money and promises to pay for the right to ownership or use of a good or service (Hapsara and Berkunjung 2022). Dimensions visiting decision based Philip Kotler (2022) namely brand, quantity and time.

2.5 Framework

Punceling from year to year experiences fluctuations that have an impact on the decline in visitors in the Ciwidey area so that it cannot compete with other tours in the Ciwidey area, which shows that there is a decrease in visitors to Punceling tourism.A visiting decision is a decision taken by someone who will travel to a certain tourist spot for a vacation. The visiting decision variable will be measured through brand, quantity, and time indicators (Kotler, 2022).

Visiting decisions are influenced by several factors, such as tourist attractions, destination images, and facilities. Tourist attraction: "an attractive place visited by tourists, usually because of its inherent or exhibited cultural value, historical significance, natural or built beauty, or entertainment opportunities". Tourist attraction variables measured through indicators are history, culture, attractions, and community. In addition, destination image also influences visiting decisions (Zainoren et al. 2016).

Destination image is the perception of a person or perhaps a group of people towards a product (goods and services) and becomes the basis for consideration in making decisions by consumers to buy or not buy, to come or not to come.

Destination image variables are measured through indicators of natural resources, recreation and leisure tourism, natural environment, public infrastructure, culture, history, and art, social environment, tourism infrastructure, and economy, and public recreation and leisure (Gavurova et al. 2023).

Furthermore, the factors that influence visiting decisions are facilities. Facilities are all types of facilities that are specifically intended to support the convenience, comfort, and safety of tourists in making visits to tourism destinations. Facilities are measured through indicators of infrastructure image, namely transportation, medical, and shopping. (Peng et al. 2023)

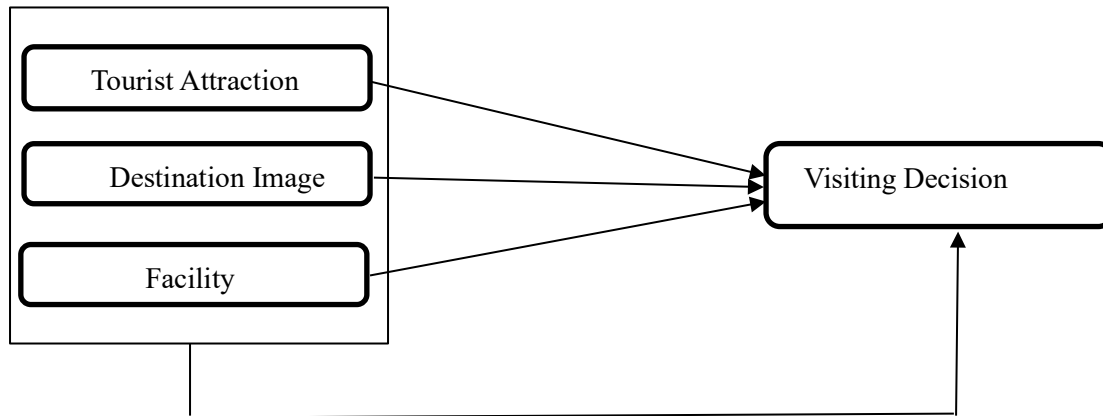Based on the framework above, the following research paradigm is formed :

Figure 1: Research Paradigm

3   Research Methods

The research method used in this research is the quantitative method. With the aim of knowing and analysing the factors that influence the decision to visit Punceling Tourism The population of this research is tourists who visit Punceling tourism. With the number of tourist visits in 2022, which is 87,931 people, To determine the number of samples selected, the Slovin formula is used with a margin of error of 5% (0.05) or can be defined with an accuracy level of 95% (0.95) so that a sample of 400 people is obtained. (Sugiyono, 2022)

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

$$n = \frac{87.931}{1+ 87.931(0,05)^2}$$

$$n = \frac{87.931}{87.932(0,0025)}$$

$$n = \frac{87.931}{219,83} = 399,995 \ (400)$$

The data sources contained in this research are primary and secondary, based on the acquisition of questionnaires, as well as literature and literature reviews that are closely related to the observed research problems, using a Likert scale through the intermediary of communication devices used to obtain data in the form of scores. (Sugiyono, 2022).

4   Research Result

This study has 28 questions, which are divided into 7 questions of tourist attraction variables, 8 questions of destination image variables, 5 questions of facilities, and 4 questions of visiting decisions. There is data consisting of independent and dependent variables through questionnaires distributed by Google Forms to 400 respondents, processed through the following test results.
Validity Test

In this study, the questionnaire distributed to respondents consisted of 28 question items, and the results showed that all question items correlated with the total score of the question, so there was no data that had to be excluded from the analysis. The results of the validity test of all question items from the variables of tourist attraction, destination image, facilities, and visiting decisions have a positive correlation coefficient (r count) and greater than r table at a significant level of 5% of 0.098, so it is stated that all question items are declared valid. (Sugiyono, 2022)

Reliability Test

Table 3: Reliability Test

Variable	Cronbach Alpha	N Of Item	Description
Tourist Attraction	0,913	7	Valid
Destination Image	0,915	8	Valid
Facility	0,889	5	Valid
Visiting Decision	0,745	4	Valid

Therefore, it may be inferred that the statements in this questionnaire are dependable since they possess a Cronbach alpha value over 0.07. This demonstrates that each statement item used is capable of acquiring consistent data, indicating that if the statement is resubmitted, a response that is reasonably similar to the prior response will be acquired.

Normality Test

Table 4: Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		400
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,07259518
Most Extreme Differences	Absolute	,041
	Positive	,041
	Negative	-,031
Test Statistic		,041
Asymp. Sig. (2-tailed)		,111[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the normality test table above using the Kolmogrov-Smirnov method, which is significant at $0.111 > 0.05$, it can be concluded that the regression method in this study has met the assumption of normality.

Heteroscedasticity Test

Table 5: Heteroscedastiticty Test

Variable	Sig	Description
Tourist Attraction	,268	No heterocedasticity
Destination Image	,529	No heterocedasticity
Facility	,858	No heterocedasticity

The Glajser test criteria sig value <0.05 indicates heteroscedasticity. Conversely, if sig> 0.05, heteroscedasticity occurs (Ghozali, 2018). The results of the heteroscedasticity test show that the data does not exhibit heteroscedasticity because all variables have a sig value> 0.05.

F Test

Table 6: F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156,294	3	52,098	32,581	,000[b]
	Residual	633,215	396	1,599		
	Total	789,510	399			

a. Dependent Variable: KB
b. Predictors: (Constant), FW, CD, DTW

Based on the table above, it is obtained that sig is 0.000 <0.05, so the variables of tourist attraction, destination image and facilities have a meaningful or significant influence on visiting decisions.

T Test

Tabel 7: T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,358	,412	25,162	,000	
	DTW	-,115	,039	-,403	2,922	,004
	CD	,164	,037	,605	4,401	,000
	FW	,118	,018	,312	6,662	,000

a. Dependent Variable: KB

There is a positive T-count value of 2.922 in the significance test result of 0.004 (0.004 <0.05), and the hypothesis is accepted: "There is a positive and significant effect of tourist attractions on visiting decisions". The positive T-count value is 4.401 with a significance of 0.000 (0.000 <0.05), and the hypothesis is accepted: "There is a positive and significant effect of destination image on visiting decisions". There is a positive T-count value of 6.662 with a significant gain of 0.000 (0.000 <0.05), and the hypothesis is accepted: "There is a positive and significant effect of facilities on visiting decisions."

5   Conclusions and Suggestions

Based on the results of the research and discussion above regarding the factors that influence the decision to visit puneling tourism. Based on the above analysis, the following conclusions can be drawn:
1. The tourist attraction variable has a positive and significant effect on the decision to visit Punceling Tourism.
2. The destination image variable has a positive and significant effect on the decision to visit Punceling Tourism.
3. The facility variable has a positive and significant effect on the decision to visit Punceling Tourism.
4. Independent variables (tourist attraction, destination image, and facilities) simultaneously or together have a positive and significant influence on visiting decisions.

Future researchers are expected to expand the study of factors related to visiting decisions. Because there are still many other factors that may be significant to visiting decisions. This research can also be used as reference material in conducting research related to tourist attractions, destination image, facilities and visiting decisions. But of course it can be further developed because there are still many other factors that measure tourist visiting decisions.

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