BIAR PUBLISHER
Rowter Journal
e-ISSN : 2828-1950
p-ISSN : 2828-9765

Efforts to Support Public Interest in Visiting Percut Water Park to Improve the Economy of the Percut Sei Tuan Community

Desi Yanti Ritonga[1], Fauzi Arif Lubis[2]
[1,2]Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatera Utara, Indonesia

Abstract: *The tourism industry today is part of the creative industry or creative economy that can be relied on to boost the nation's economy. This study aims to determine the effect of attractiveness, accessibility/location, rates/prices, facilities, and information on interest in visiting Taman Air Percut. This study uses a quantitative research methodology. The conclusion of the results of this study is the results of testing conducted using SPSS regarding the partial effect of variable X on Interest in Visiting obtained The variable of the attractiveness of tourism products (X1) has a tcount value> ttable, this indicates that the attractiveness of tourism products (X1) has a partial effect on Interest in Visiting (Y) at Taman Air Percut. The variable of accessibility/location (X2) has a tcount value> ttable which means Ha2 is accepted this indicates that accessibility/location (X2) has a partial effect on Interest in Visiting (Y) at Taman Air Percut. The variable of rates/prices (X3) has a tcount value <ttable which means Ha2 is accepted this indicates that rates/prices (X3) have a partial effect on Interest in Visiting (Y) at Taman Air Percut. The Facility variable (X4) has a tcount value > ttable, this shows that the Facility (X4) has a partial effect on the Interest in Visiting (Y) at Percut Water Park. The information variable (X5) has a tcount value > ttable, which means that Ha2 is accepted, this shows that information (X5) has little impact on the presence of Percut Water Park (Y).*

Keywords: *Interest; Tourism; Percut Water Park*

I. Introduction

According to Law Number 10 of 2009 concerning Tourism, tourism is defined as a broad category that includes various activities facilitated by various facilities and services provided by the community, commercial actors, government, and local government. Government, industry, and society as a whole are involved in tourism to control, manage, and meet the needs of visitors. Humans engage in various individual and group activities on the land of other countries as part of tourism. To meet the desires of visitors, these activities rely on resources provided by the government or community, including buildings, services, and other supporting elements (Karyono, 1997).

One of the industries that the government relies on to generate income other than oil and gas is tourism. In addition to being a source of foreign exchange earnings, tourism plays an important role in other areas of national development. Among them are building and developing the commercial sector, increasing tax revenues, helping preserve culture and ecology, and improving the economy, fostering a greater sense of togetherness among people, and so on. The tourism industry today is part of the creative industry or creative economy that can be relied on to revive the nation's economy which in recent years has been affected by the crisis due to the Covid-19 pandemic. In the creative industry, there is collaboration between various components of the nation, such as academics, business actors, government, mentoring that takes place in line, in harmony and continuously (Syahbudi M. 2021).

Both domestic and international tourism have many different components, including social, psychological, legal, economic, ecological, and perhaps others. It is no exaggeration to say that almost all countries today are competing to sell their natural beauty, cultural

DOI: *https://doi.org/10.33258/rowter.v4i1.1245*

uniqueness, and the friendliness of their people to various countries that are potential markets, considering the significant role of tourism in global economic development and that it is often referred to as a passport to development.

Today, Indonesia's tourism industry has a significant impact on the country's economic development. This is evident from the growth of domestic and international travel to Indonesia. Typically, visitors come to relax or adventure to enjoy the country's natural beauty and diverse culture. Regional money generated by the tourism sector is projected to help increase the potential of other regions and encourage more regional development.

Dr. Sapta Nirwandar, Deputy Minister of Tourism and Creative Economy (Perempuan Parekraf), claims that bringing in more foreign currency is easy for Indonesia, as only 20 million tourists per year bring in around Rp 240 trillion (US$ 24 billion) from overseas visitors. If this happens, the tourism industry will be the backbone of the country's economic recovery. He argues that tourism, when practiced in line with green tourism and sustainable tourism principles, can be a useful instrument in preserving the planet.

The concept of tourism according to Law No. 10 of 2009 Article 1 Number 3 is used in this study by the author to align the understanding provided by many tourism professionals and organizations. When we talk about tourism, we are talking about various tourism-related activities supported by various facilities and services offered by local communities, business owners, central government, and local governments. In addition, interactions between tourists and local communities, other tourists, government, local government, and entrepreneurs are all included in the definition of tourism as regulated in Law Number 10 of 2009 Article 1 Number 4 as well as all activities related to tourism that are multidimensional and multidisciplinary. These activities also emerge as a manifestation of the needs of each person and country.

The implementation of tourism activities aims to expand and balance business opportunities and employment, encourage regional development, introduce and utilize tourism attractions, and generally increase national income in order to improve the welfare and prosperity of the people. Tourism is a term used to describe any activity including travel for pleasure, recreation, or tourism. Tourist attractions may be historical sites or stunning and alluring natural settings. Tourism, then, is travel undertaken for a holiday or vacation, as well as the preparations made for that activity (Hery Sucipto & Fitria Andayani, 2014).

The tourism industry is highly reactive to internal and external factors, which have a direct impact on the volume of tourists and their desire to travel to a particular country, region or province. The growth of the tourism industry is an interesting phenomenon. The industry directly affects the social, cultural and economic spheres (Hasan, 2012).

The preservation of individual values and the advancement of a nation's culture are intertwined with the rise of tourism, which makes full use of the splendor and richness of Indonesia's natural and cultural heritage. Utilization in this context does not mean the utilization of all potential; rather it refers more to the mastery, utilization, and preservation of all the potential possessed by the Indonesian nation and combining it into a leading tourist destination.

One such place is Percut Water Park, which is designed with the idea of a water playground and educational vehicles, making it ideal for family vacations. On August 18, 2017, the public was invited to celebrate the opening of this new tourist destination. In addition to these reasons, the very affordable entrance ticket price makes Percut Water Park one of the most attractive tourist destinations for tourists. Tourists are sure to feel comfortable in this friendly environment, mostly thanks to the stunning sea view.

From the results of pre-research, the Taman Air Percut (TAP) tourist destination is a tourist destination that offers several interesting tourist activities with the concept of a water playground and educational rides. The main tourist activity at TAP is enjoying the water playground with several interesting facilities such as rubber boats, water ducks, romance canoes, water balls and fishing spots. After enjoying the water playground, other tourist activities that can be done by tourists in the TAP area are archery, flying fox, bicycles, horse riding and train rides. Each ride is offered at a relatively cheap rate, so visitors don't need to worry.

Food and beverage service managers can then propose menu choices to the public who visit the restaurants and stalls that have been provided by the TAP tourist attraction manager. TAP is open from sunrise to night and is open to visitors every day. The best time to visit this location is in the afternoon when guests can ride a boat on the artificial lake and enjoy the sunset.

In addition to generating a fairly large Regional Original Income (PAD) for Deli Serdang Regency, the inauguration of Percut Water Park as a tourist attraction also has many positive impacts on the local community. In addition, many people who live around the Percut Water Park Tourist Attraction are actively seeking job opportunities in the Percut Water Park area. Businesses such as opening restaurants, selling souvenirs, and others, can all be started by community members in and around the Tourist Attraction, so that they can improve the economy of the surrounding community.

The Percut Water Park tourist attraction must choose the best strategy and understand the demands of the community to increase income and maintain business continuity. If Percut Water Park becomes a popular tourist destination, it will have an impact on the public's desire to go there. As a development axis, leading tourist attractions can be developed into leading attractions. The development of other items may be triggered by the presence of a development axis. Through a planning system intended to encourage development, objects that have not evolved can develop cooperatively. The number of people visiting Percut Water Park has increased every year for the past two years from the previous year.

Table 1. Data on the Number of Visitors to the Percut Water Park Tourist Attraction

No	Year	Number of Visitors	Increase (%)
1	2017	18,250	26.7%
2	2018	22.146	32.4%
3	2019	27,951	40.9%
Amount		68,347	100.0%

Source: Interview Results with Operations Manager Resource Person Mr. Mulyadi (August 20, 2020).

The percentage of tourists visiting from year to year tends to increase, as seen in the table above. The number of tourists increased by 26.7% in 2017, 32.4% in 2018, and 40.9% in 2019. In addition to supporting the national economy, the tourism industry also plays a role in the overall growth of the country. As governments are able to collect more money in foreign currency from tourists and the increased use of public services in areas frequented by tourists, the tourism sector is a boon to a country's economy. The tourism industry sector also offers additional benefits, such as those related to culture. As the tourism sector thrives, more people from around the world will have the opportunity to meet and engage with those who live there, broadening their horizons and appreciation of local culture. It will also provide a suitable vehicle for promoting the local culture and natural resources of the tourist destination. Examining the increase in visitors is one of the criteria for determining the success of a tourist attraction, because the expansion of supporting facilities and infrastructure for tourist

attractions will inevitably follow the increase in the number of tourists. There is a change in marketing tactics that focus on customers in the current period of free trade or globalization. It is believed that by offering services that meet the expectations of the community, the number of tourists visiting tourist attractions will increase.(Heavenly & Sutopo, 2016). Kiswanto's findings show that the choice to visit a tourist destination is positively and significantly influenced by price, location, and facilities factors simultaneously (AH Kiswanto, 2011).

II. Review of Literature

2.1 Theoritical review

a. The Nature of Tourism

In its most basic form, tourism is the process of encouraging one or more people to temporarily leave their homes and travel to another location for a variety of reasons, including reasons related to one's finances, one's social life, one's culture, one's politics, one's religion, one's health, or one's curiosity and desire to learn.(Nurfadilah, 2017). Tourism is defined by Law Number 10 of 2009 as "everything related to tourism, including the use of tourist attractions and artifacts, as well as efforts related to the implementation of tourism". Therefore, tourism includes:

a. All activities related to travel.
b. Misuse of tourism-oriented facilities and attractions, including tourist destinations, amusement parks, historical sites, museums, theaters, cultural events, and communal living systems such as volcanoes, lakes, and beaches.
c. Provision of tourism facilities and services, in particular: tourism service companies (travel agencies, travel agents, conventions, incentive travel and exhibitions, tourism consultants, tourism information). The hospitality industry includes businesses that provide accommodation, food, drink and transportation for tourists.

b. Natural Tourist Attractions

Natural beauty objects serve to cool the earth and are a symbol of Allah SWT's love for mankind through the creation of natural tourism artifacts. Natural tourism objects are attractive because of their aesthetics, strength, uniqueness, excellence, and other factors. The growth of the area and all its components are tourist objects, as are commercial components, which concern the maintenance and management of tourist areas.

There are two types of natural tourist attractions in Indonesia, namely those located outside protected areas and those located inside protected areas, including national parks, tourist parks, hunting parks, marine parks, and forest parks. The Ministry of Forestry and the Directorate General of Nature Protection and Conservation are both responsible for these areas. Hiking, mountain climbing, rowing, swimming, diving, water skiing, rafting, and searching are all forms of recreation that are possible (in hunting parks). Wana Wisata is one of the Perum Perhutani entities tasked with managing attractions together with local governments and the corporate sector, conservationists work to promote tourism outside protected areas. The feasibility of natural resources refers to the potential of natural tourist objects which include the physical components of the environment, such as plants, animals, soil, water, and air, as well as environmental characteristics that in the eyes of humans, have certain values, such as beauty, uniqueness, completeness, diversity, and integrity.

c. Factors that Influence Tourist Interest in Visiting

1. Tourism Products

According to this definition, what is meant by tourist attractions or natural, cultural and human tourist attractions themselves, which are well organized and packaged in the form of tourism products offered to tourists, are entities that are attractive and motivate customers to come to other locations/regions/countries.(Sammeng, 2000).

It is further stated that a trusted tourist spot is a place of travel that can be done spontaneously, such as a visit to a national park, without requiring a vacation planner calendar months in advance. Except for certain very rare species of flora, fauna, and flora—such as the one-horned rhinoceros—almost all of these tourist spots can be accessed every day (rafflesia flower). The rest, which includes protected forest areas, nature reserves, lakes, rivers, oceans, beaches, mountains (including volcanoes), and others, can generally be visited or enjoyed every day.

2. Accessibility/Location of Tourist Attractions

One aspect that worries visitors is access to items. The standard of public and unique transportation modes is a component of tourism offerings. A pleasant, enjoyable and full of new experiences trip is considered as quality tourism. According to Yoeti, accessibility is defined as the aspect of comfort offered to visitors people come, and it is true that they pay a reasonable amount for the privilege(Yoeti, 2006).

The fluency of a person's transition from one location to another or accessibility. The range of movement may be short, medium, or long. Transportation is obviously necessary for movement, and there are many desires associated with it, including those who want it fast and others who want it relaxed or informal. Some people can afford to spend a lot of money, but more people prefer cheap ones. Advances in science and technology have enabled the use of various modes of transportation, including land and sea transportation, which are one of the supporters and drivers of tourist growth.(Sammeng, 2000).

3. Price

Dollan asserts that the estimate or cost is the amount of money, commodities, or services exchanged by consumers for various items or services offered by the seller. Tariff is the total expenditure on facilities, transportation, and tourist attractions(Y. & Simon, 1996). Because each component of tourism goods has a different price, the rate of tourist visits to the same place with the same travel time also varies. This is because the price of each component is different.(Soekadijo, 2000).

4. Facilities

Infrastructure and facilities are needed to ensure that visitor activities at tourist destinations run smoothly. The purpose of facilities is to meet the needs of visitors who stay briefly at tourist destinations so that they can relax, enjoy, and participate in the activities offered there.

Facilities can be considered as anything that helps make the destination more enjoyable for visitors. Since substandard public facilities will impact the effectiveness of other dimensions, the quality of public facilities and the quality of tourist attractions cannot be separated.

5. Information

Specific and easy-to-understand information is needed to learn about the attractions, facilities, and accessibility of an object. For visitors, accurate information is very important

because it determines how satisfied they are with their experience. Inaccurate information will disappoint visitors.(Tulus, D. & Christina, 2007).

Companies must strive to provide something valuable to their customers, one of which is merchandise. Many elements are the main determinants before buyers decide to buy. Because buyers want goods that provide the best quality, performance, or cutting-edge features that can satisfy them. Products related to tourism can influence tourists' decisions to visit a tourist location. Every time someone visits a tourist destination, one of the goals of tourism products is to be used as a tourist reference.

III. Research Methods

This study uses quantitative research methodology. Quantitative research is a study that emphasizes more on the objective measurement aspect of social phenomena. In order to be able to make measurements, each social phenomenon is described into several problem components, variables and indicators. Each specified variable is measured by providing different number symbols according to the information category related to the variable. By using these number symbols, quantitative mathematical calculation techniques can be carried out so that they can produce a conclusion that applies generally within a parameter (Nur Ahmadi Bi Rahmani, 2000).

This method begins with a theoretical framework, expert opinions, and researchers' understanding based on their experiences, which are then developed into problems and proposed solutions to obtain justification (verification) or assessments in the form of empirical data support in the field. Concrete/empirical, objective, measurable, logical, and methodical scientific principles have been fulfilled by this strategy. Because the research data is in the form of numbers and its analysis uses statistics, this approach is known as the quantitative method (Sugiono, 2008).

IV. Results and Discussion

4.1 Research Results

a. A Brief History of Percut Water Park

This Percut water park tour was originally located in a newly established public fishing pond in the city of Paluh Wave, Deli Serdang. A pond is a type of artificial pond that has been filled with water and is used for cultivation. Aquatic fauna, especially fish, are creatures that are raised for food. Due to the increasing number of visitors, the pond had previously been provided for public fishing. As a result, the concept was developed to transform the pond into a contemporary family tourist destination in the form of a park with different attractions and entertainment.

This tour is organized by PT. Harmoni Group, a business that has interests in the tourism and real estate industries. Since the inauguration of the Percut Deli Serdang water park on August 19, 2017, when it was given the green light by the Deputy Regent of Deli Serdang Zainuddin Mars, modern tourist attractions have been installed throughout the open spaces of the village. Paluh Gelombang Deli Serdang is a park designed with the idea of a water playground, family tourism, and education, as well as facilities to encourage Medan city residents to visit the park.

b. Vision, Mission and Objectives of the Percut Water Park Tourist Attraction

All tours have a vision, a goal, to complete the task at hand. A mission is a broad statement of the actions to be taken to achieve the vision, and a vision is a conventional summary of the intended condition for the end of the present and future scheduling time

span. The purpose of an organization or company is a statement of a desired future state and the planned means to achieve it trying to create it, as opposed to where the goal is the realization of a specific goal. mission and can be implemented immediately. Here are the vision, mission, and goals of the Percut Deli Serdang waterpark tour:

a. Vision

1) Provide good service to guests

2) Expand and improve in the modern setting of globalization

b. Mission

1) Provide children with extracurricular learning opportunities, such as a visit to a zoo or botanical garden, that complement what they are learning in the classroom.

2) Providing an environment with only the best tourism services

c. Purpose

Due to its proximity to the Deli Serdang area and its relatively cheap entrance ticket price, this place is expected to become a popular tourist destination in the area.

c. Organizational Structure of Percut Water Park Tourist Attraction

Organization, in Robbins' definition, is a consciously organized social unit with a somewhat visible boundary that works consistently toward the achievement of a goal or set of goals. The layout of the system of relationships among organizational leadership roles is known as organizational structure. It is the result of careful thought and knowledge of the importance of planning to identify the authority, accountability, and areas of expertise of each member of the organization.

Organizations establish formal grouping and coordination of activities and responsibilities, and organizational structure is the arrangement and interaction of the various parts, functions, and roles within an organization. Because formulas must be used to do so, either explicitly or implicitly, meeting corporate objectives is not an easy task in the real world. Strategy itself is designed to make the best use of a company's limited resources in achieving its goals. If a good design of the organizational structure of management is not also included in the implementation of the strategy, then it will be meaningless.

The organizational structure must be created together with the organization, and if you want to know what an organization is or what its functions are, you must analyze and examine its organizational structure. By examining the organizational structure, one can learn about the potential activities that may be carried out in a company. This is because the organizational sections (departments), the names, and positions of each manager are displayed along with connecting lines that indicate which manager is responsible for which department or section. The organizational structure regulates how its human resources are used to carry out actions that advance its goals. Consequently, the importance of the organizational structure will help managers in defining the management of human resources and all existing activities for the fulfillment of the company's work in accordance with the vision, goals, and objectives of the organization.

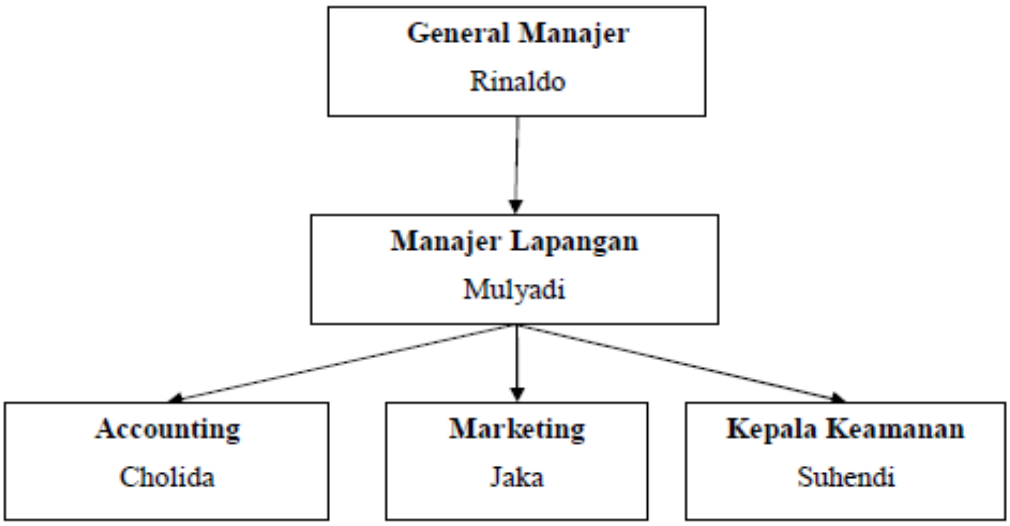

Figure 1. Organizational Structure of Percut Water Park Tourism
Source: Cholida, Accounting Staff, November 2021

d. Respondent Characteristics

This section will describe the characteristics of respondents according to gender, age, and education level. The Accidental Sampling approach was used to obtain data from respondents. Between November 30, 2021 and December 2, 2021, 109 respondents including guests of Percut Deli Serdang water park participated in this study. Although there were some difficulties encountered in the field, in the end the author was able to obtain the following data from the many samples used in this study:

1. Respondent Characteristics by Gender

The following are the characteristics of respondents categorized by gender, which can be seen in Table 2 below.

Table 2. Respondent Characteristics by Gender

No.	Gender	Amount	Percentage (%)
1	Man	46	38.67
2	Woman	63	61.33
	Amount	109	100.00

Source: Primary data processed in 2021

Based on Table 2, there were 46 males who answered or 38.67% of the total, and 63 females who answered or 61.33% of the total. These statistics show that more females than males visit the site.

2. Respondent Characteristics by Age

The following are the characteristics of respondents categorized by age, which can be seen in Table 3 below.

Table 3. Respondent Characteristics by Age

No.	Age	Amount	Percentage (%)
1	< 20 Years	43	46.67

2	20 – 30 Years	33	32.00
3	31 – 40 Years	20	16.00
4	> 40 Years	13	5.33
	Amount	109	100.00

Source: Primary data processed in 2021

Based on Table 3, 46.67 percent of respondents were under 20 years old; 32.0 percent were between 20 and 30 years old; 16.7 percent were between 31 and 40 years old; and 5.33% were over 40 years old. Statistics show that the majority of site visitors are under twenty years old.

3. Respondent Characteristics According to Education

The following are the characteristics of respondents categorized based on education, which can be seen in Table 4. below.

Table 4. Respondent Characteristics by Education

No.	Education	Amount	Percentage (%)
1	SD	11	2.67
2	Junior High School	19	14.67
3	Senior High School	55	61.33
4	College	24	21.33
	Amount	109	100.00

Source: Primary data processed in 2021

Based on Table 4, 2.67 percent of respondents graduated from elementary school, 14.67 percent graduated from junior high school, 55.33 percent graduated from high school, and 21.33 percent graduated from college. These figures indicate that most site visitors have completed at least some high school.

4.2 Description of Research Data

a. Research Instrument Test

Validity and reliability testing of instruments are two parts of the research instrument evaluation process:

1. Validity Test

Product moment is used to conduct validity testing, which requires establishing a correlation between item scores and overall scores. The following are the findings from the validity analysis of the questionnaire.

Table 5. Validity Test Results (X)

No. Question	R-value count	r-table value	Information
1	0.594**	0.374	Valid
2	0.652**	0.374	Valid
3	0.772**	0.374	Valid
4	0.538**	0.374	Valid

5	0.699**	0.374	Valid
6	0.829**	0.374	Valid
7	0.641**	0.374	Valid
8	0.494**	0.374	Valid
9	0.581**	0.374	Valid
10	0.615**	0.374	Valid
11	0.449*	0.374	Valid
12	0.607**	0.374	Valid
13	0.663**	0.374	Valid
14	0.727**	0.374	Valid
15	0.516**	0.374	Valid
16	0.444*	0.374	Valid
17	0.621**	0.374	Valid
18	0.473**	0.374	Valid
19	0.700**	0.374	Valid
20	0.514**	0.374	Valid
21	0.507**	0.374	Valid
22	0.657**	0.374	Valid
23	0.633**	0.374	Valid
24	0.742**	0.374	Valid
25	0.707**	0.374	Valid
26	0.829**	0.374	Valid
27	0.563**	0.374	Valid
28	0.479**	0.374	Valid
29	0.602**	0.374	Valid
30	0.662**	0.374	Valid

Based on the validity analysis conducted on the Tourism Factor questionnaire, all questions are reliable and valid. Since the number of Rxy in all questionnaire items is greater than Rtable at a significance level of 0.05 = 5% of 0.374, the item is accepted as valid. All statements in the questionnaire can be relied upon to collect research data accurately, as shown by the results of the validity test above.

Table 6. Validity Test Results (Y)

No. Question	R-value count	r-table value	Information
1	0.594**	0.374	Valid
2	0.652**	0.374	Valid
3	0.772**	0.374	Valid
4	0.538**	0.374	Valid
5	0.699**	0.374	Valid
6	0.829**	0.374	Valid
7	0.641**	0.374	Valid

8	0.494**	0.374	Valid
9	0.581**	0.374	Valid
10	0.615**	0.374	Valid
11	0.449*	0.374	Valid
12	0.607**	0.374	Valid
13	0.663**	0.374	Valid
14	0.727**	0.374	Valid
15	0.516**	0.374	Valid
16	0.444*	0.374	Valid
17	0.621**	0.374	Valid
18	0.473**	0.374	Valid
19	0.700**	0.374	Valid
20	0.514**	0.374	Valid
21	0.507**	0.374	Valid
22	0.657**	0.374	Valid
23	0.633**	0.374	Valid
24	0.742**	0.374	Valid
25	0.707**	0.374	Valid
26	0.829**	0.374	Valid
27	0.563**	0.374	Valid
28	0.479**	0.374	Valid
29	0.602**	0.374	Valid
30	0.662**	0.374	Valid

All items in the Tourist Visiting Interest questionnaire were declared valid in the validity test. Since the number of Rxy in all questionnaire items is greater than Rtable at a significance level of 0.05 = 5% of 0.374, the item is accepted as valid. All statements in the questionnaire can be relied on to collect research data accurately, as shown by the results of the validity test above.

2. Reliability Test

Reliability testing is carried out using testsCronbach's Alpha, namely by correlating item scores with total scores. The results of the reliability test of the tourism factors questionnaire are as follows:

Table 7. Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Tourism Factors	0.943	30
Interest in visiting	0.835	10

It is clear from the Reliability Statistics output in the table above that the tourism element and visiting interest variables passed the reliability test, as determined by conducting tests on the two questionnaires listed above. If the Cronbach's Alpha test result for the tourist factor is 0.943, or greater than the minimum threshold of 0.6, then the measurement instrument used in this study can be considered reliable. Furthermore, the Cronbach' Alpha

value of curiosity about visiting is 0.835, greater than the minimum value required of 0.6 to conclude that the instrument used in this study is reliable.

b. Classical Assumption Test Results

1. Normality Test

Test Normality is done to determine whether or not a data distribution obtained from a population is normal. The normality test uses a table description method, then calculates the normal probability plot and uses the Kolmogorov-Smirnov test.

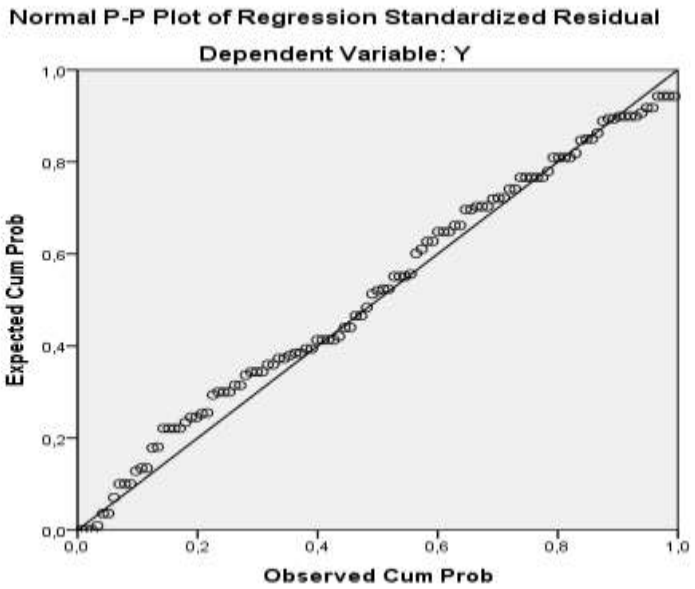

Figure 2. Normal probability plot graph

From the results of the normality test using the probability plot method above, the points in the illustration can be observed to be quite close to the diagonal line. This shows that the data used for the p-plt normality test is normally distributed.

Table 8. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	
N	109	
Normal Parametersa,b	Mean	,0000000
	Std. Deviation	1.80036325
Most Extreme Differences	Absolute	,085
	Positive	,064
	Negative	-,085
Kolmogorov-Smirnov Z	,886	
Asymp. Sig. (2-tailed)	,412	

a. Test distribution is Normal.
b. Calculated from data.

From the results of the normality test calculation using the Kolmogorov-Smirnov test, the significance value is 0.412 > 0.05, so it can be concluded that the data tested is normally distributed.

2. Multicollinearity Test

The purpose of the multicollinearity test is to ensure whether the independent variables used in this study have perfect intercorrelation. This test is run using the Variance Inflation Factor and Tolerance Value (VIF). Multicollinearity is prevented by the conditions of the Tolerance Value Limit > 0.1 and VIF 10.

Table 9. Multicollinearity Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	14,758	2,990		4.936	.000		
Tourism factors	.136	.104	.394	1,308	.202	.343	2,917
Interest in traveling	.001	.120	.003	.011	.991	.343	2,917

a. Dependent Variable: Interest in traveling

Based on the data above, to conclude that the two independent variables do not have a multicollinearity relationship and can be used to predict the data used during the observation period, there must be a tolerance value > 0.1 and VIF 10.

3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the residuals from one observation are significantly different from the residuals from other observations in a regression model. A scatterplot graph showing the predicted related variable, SRESID, along with the residual error, ZPRED, can be used to determine whether there are signs of heteroscedasticity in a multiple linear regression model. If the points do not follow a particular shape and are evenly distributed above and below 0 on the Y-axis, then there is no heteroscedasticity.

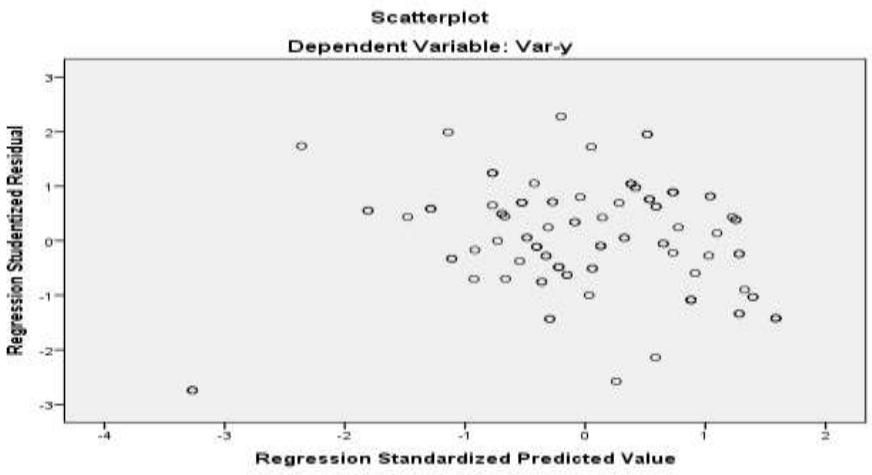

Figure 3. Heteroscedasticity Test Results

As can be seen in Figure 3, above, the data are spread out and lie above and below 0 on the Y-axis, ruling out the possibility of heteroscedasticity for any of the independent variables.

c. Multiple Linear Regression Test Results

To study how independent factors work together to predict the dependent variable, linear modeling with multiple comparisons is helpful. To determine whether to increase or decrease the value of the dependent variable, one can, depending on the findings of the multiple linear regression analysis, increase or decrease the independent variables.

Table 10. Multiple Linear Regression Analysis Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,189	,785		2,788	,006
	Var_X1	1,075	,040	,668	27,173	,000
	Var_X2	,199	,088	,096	2,254	,026
	Var_X3	-,133	,057	-,088	-2,329	,022
	Var_X4	,355	,058	,280	6,141	,000
	Var_X5	,228	,083	,151	2,734	,007

a. Dependent Variable: Interest in Visiting

Based on the table above, the linear equation can be written as follows:

Y = a + b1X1 + b2X2 + □

Y = 2.189 + 1.075X1 + 0.199X2- 0.133X3 + 0.355X4 + 0.228X5 + □

The results of the multiple regression equation above can be interpreted as:

a= 2,189 if the attraction of the tourist attraction (X1), accessibility/location (X2), price (X3), facilities (X4) and information (X5) all set to 0, then Visit Interest (Y) = 2.189.

b1= 1.075 indicates that a one point increase intourist product attraction (X1)will result in an increase in Visit Interest (Y) of 1.075 (assuming that other variables, including accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5) remains constant).

b2= 0.199 indicates that a one point increase in the variable accessibility/location (X2) will result in an increase in the Visit Interest (Y) score of 0.199 points (assuming no change in purchasing power) pull tourism products (X1), rate/price (X3), Facilities (X4) and information (X5)).

b3= -0.133 indicates that there will be a decrease of 0.133 in the Interest Score (Y) visits for every one point increase in the rate/price score (X3) (if the scores of the other variables are the same) tourist product attractiveness (X1), accessibility/location (X2), facilities (X4) and information (X5)considered constant).

B4= 0.355 indicates that a one point increase in the Facilities variable (X4) will result in an increase in the Visiting Interest score (Y) of 0.355 (if the other four variablestourist product attraction (X1), accessibility/location (X2), rates/prices (X3)And information (X5) considered constant).

B5= 0.228 means if the variable score information (X5) increases by one point, then the Visiting Interest score (Y) will increase by 0.228 (assuming the variable tourist product attraction (X1), accessibility/location (X2), rates/prices (X3), and Facilities (X4) are

considered constant (considered constant).

d. Hypothesis Test Results

1. Simultaneous Test (F Test)

The F test determines the extent to which each independent variable (X1, X2, X3, X4, and X5) contributes to explaining the variation in the dependent variable (Y).

Table 11. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1770,569	5	354,114	646,235	,000b
	Residual	56,440	103	,548		
	Total	1827,009	108			

a. Dependent Variable: Var_Y

b. Predictors: (Constant), Var_X5, Var_X1, Var_X3, Var_X2, Var_X4

Using the data in the table above, we can conclude that fcount is 646.235, and the associated probability, or Sig., is 0.000. The ftable value is calculated by subtracting the number of samples (n) from the number of independent variables and dependent variables (k), so that the values are obtained df1 = 6 - 1 = 5 (df1 = k-1) and df2 = 109 - 6 = 103 (df2 = nk). This produces an ftable value of 0.548. Because fcount > ftable (646.235 > 0.00), then X1 (attraction), X2 (accessibility/location), X3 (rate/price), X4 (facilities), and X5 (information) all have a positive and significant effect on Y (visiting flowers) at Percut Water Park.

2. Partial Test (t-Test)

Using the t-test, we can measure the extent to which each independent variable (taken separately) contributes to explaining the variation in the dependent variable. The attractiveness of tourism-related goods can be shown to have some impact on the independent variables based on the findings of the SPSS calculations (X1), accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5)on the dependent variable, namely Interest in Visiting (Y), which is shown in the table below:

Table 12. Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant	2,189	,785		2,788	,006
	Var_X1	1,075	,040	,668	27,173	,000
	Var_X2	,199	,088	,096	2,254	,026
	Var_X3	-,133	,057	-,088	-2,329	,022
	Var_X4	,355	,058	,280	6,141	,000
	Var_X5	,228	,083	,151	2,734	,007

a. Dependent Variable: Interest in Visiting

Given a sample size of n = 109 and a total of 6 independent and dependent variables, we can calculate the degrees of freedom, df, as 103 (df = n - k), yielding a ttable value of 2.052 and a two-sided probability a = (0.0520.25). The table above shows the effect of each independent variable on the dependent as follows:

Variables tourist product attraction (X1) has a calculated t value of 27.173, which means that calculated t > t table (27.173 > 2.052) and is significant tourist product attraction (X1)of 0.000 < α 0.05 which means that Ha2 is accepted, this shows that tourist product attraction (X1) has a partial influence on the Interest in Visiting (Y) at Percut Water Park.

Variables accessibility/location (X2) has a calculated t value of 2.254, which means that calculated t > t table (2.254 > 2.052) and is significant accessibility/location (X2) of 0.026 < α 0.05 which means that Ha2 is accepted, this shows that accessibility/location (X2) has a partial influence on the Interest in Visiting (Y) at Percut Water Park.

Variables rate/price (X3)has a t-value of -2.329, which means t-value < t-table (-2.239 < 2.052) and is significant rate/price (X3)of 0.022 < α 0.05 which means that Ha2 is accepted, this shows that rate/price (X3) has a partial effect on the Interest in Visiting (Y) at Percut Water Park. The (-) sign indicates that the rate/price is inversely proportional to the interest in visiting.

Variables Facilities (X4) have a t-count value of 6.141, which means t-count > t-table (6.141 > 2.052) and a significant Facility (X4) of 0.000 < α 0.05, which means Ha2 is accepted. This shows that Facilities (X4) have a partial effect on Visiting Interest (Y) at Percut Water Park.

Variables information (X5) has a calculated t value of 2.734, which means that calculated t > t table (2.734 > 2.052) and a significant Facility (X4) of 0.007 < α 0.05, which means that Ha2 is accepted. This shows that Facility (X4) has a partial effect on Visiting Interest (Y) at Percut Water Park.

3. Correlation Coefficient (r)

The correlation coefficient shows how closely the relationship of the independent variables is partially (individually) explained by each dependent variable. The indicators (+) and (-), which relate to the direction of the correlation and indicate the strength or weakness of the correlation, are two signals that can be used to assess the correlation through the coefficient value.The basis for decision making uses the following criteria:

Table 13. Correlation Coefficient

Coefficient Interval	Correlation Relationship
0.00-0.19	Very Low
0.20-0.39	Low
0.40-0.59	Currently
0.60-0.79	Strong
0.80-1.00	Very strong

Table 14. Correlations

		Var_Y	Var_X1	Var_X2	Var_X3	Var_X4	Var_X5
Pearson Correlation	Var_Y	1,000	,927	,785	,824	,841	,840
	Var_X1	,927	1,000	,599	,727	,649	,644
	Var_X2	,785	,599	1,000	,796	,808	,912
	Var_X3	,824	,727	,796	1,000	,847	,803
	Var_X4	,841	,649	,808	,847	1,000	,899
	Var_X5	,840	,644	,912	,803	,899	1,000
Sig. (1-tailed)	Var_Y	.	,000	,000	,000	,000	,000
	Var_X1	,000	.	,000	,000	,000	,000
	Var_X2	,000	,000	.	,000	,000	,000

	Var_X3	,000	,000	,000	.	,000	,000
	Var_X4	,000	,000	,000	,000	.	,000
	Var_X5	,000	,000	,000	,000	,000	.
N	Var_Y	30	30	30	30	30	30
	Var_X1	30	30	30	30	30	30
	Var_X2	30	30	30	30	30	30
	Var_X3	30	30	30	30	30	30
	Var_X4	30	30	30	30	30	30
	Var_X5	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of the table above, it can be seen that:

Coefficient (r) on the variable tourist product attraction (X1) of 0.927 which means tourism product attraction positively related to Visiting Interest (Y) with a very strong degree of correlation.

Coefficient (r) on the variable accessibility/location (X2) of 0.785 which means tourism product attraction positively related to Visiting Interest (Y) with a correlation degree of "Strong".

Coefficient (r) on the variablerate/price (X3) of 0.824 which meansrate/pricerelated to Visiting Interest (Y) with a correlation degree of "very strong".

The coefficient (r) on the Facilities variable (X4) is 0.841, which means that the facilities positively related to Visiting Interest (Y) with a correlation degree of "Strong".

Coefficient (r) on the variableinformation (X5) of 0.840 which meansinformation (X5)positively related to Visiting Interest (Y) with a correlation degree of "very strong".

4. Coefficient of Determination (R2)

The determination coefficient test is used to determine the magnitude of the correlation value between independent variables (X) which consist oftourist product attraction (X1), accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5) on the dependent variable Interest in Visiting (Y).

Table 15. Results of the Determination Coefficient Test (R2)

Model Summaryb

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	.984a	.969	.968	0.740

a. Predictors: (Constant),Var_X5, Var_X1, Var_X3, Var_X2, Var_X4

b. Dependent Variable: Interest in Visiting

Based on the results in the table above, it is known that the coefficient of determination (R2) is 0.969 or 96.9%, meaning the combination of independent variables tourist product attraction (X1), accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5) on the dependent variable Interest in Visiting (Y) of 96.9%, the remaining 3.1% is explained by other variables not examined in this study.

4.3 Discussion of Research Results

a. Influence of independent variablesAttraction of tourism products, Accessibility/location,Rates/prices, Facilities and Information (X)simultaneously on the dependent variable Interest in Visiting (Y)

Based on tests carried out using SPSS regarding the effect Attraction of tourism products, Accessibility/location, Rates/prices, Facilities and Information (X) simultaneously to the dependent variable of Visiting Interest (Y) which has been explained in Table 9, based on the table it is known that the f-count value is 646.235 with a probability value (Sig.) of 0.000. The f-count value is compared with the f-table of 0.548. This shows that the fcount has a higher value than the ftable (646.235 > 0.00) then it can be concluded that Ha1 is accepted meaning tourist product attraction (X1),accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5) has a positive and significant influence simultaneously on Interest in Visiting (Y) Percut Water Park.

Judging from the coefficient of determination (R2) it is 0.969 or 96.9%, meaning the combination of independent variables tourist product attraction (X1), accessibility/location (X2), rate/price (X3), Facilities (X4) and information (X5) on the dependent variable Interest in Visiting (Y) of 96.9%, the remaining 3.1% is explained by other variables not examined in this study.

b. Influence of independent variables Attraction of tourism products, Accessibility/location,Rates/prices, Facilities andInformation (X) partially on the dependent variable Visiting Interest (Y)

Based on tests carried out using SPSS regarding the effecttourist product attraction (X1) partially towards the Interest in Visiting which has been explained in Table 12, based on this table the Variables are known.tourist product attraction (X1) has a calculated t value of 27.173, which means that calculated t > t table (27.173 > 2.052) and is significanttourist product attraction (X1)of 0.000 < α 0.05 which means that Ha2 is accepted, this shows thattourist product attraction (X1) has a partial influence on the Interest in Visiting (Y) at Percut Water Park.

Variables accessibility/location (X2) has a calculated t value of 2.254, which means that calculated t > t table (2.254 > 2.052) and is significant accessibility/location (X2)of 0.026 < α 0.05 which means that Ha2 is accepted, this shows that accessibility/location (X2) has a partial influence on the Interest in Visiting (Y) at Percut Water Park.

Variablesrate/price (X3) has a t-value of -2.329, which means t-value < t-table (-2.239 < 2.052) and is significan taccessibility/location (X2)of 0.022 < α 0.05 which means that Ha2 is accepted, this shows thatrate/price (X3) has a partial influence on the Interest in Visiting (Y) at Percut Water Park.

Variables Facilities (X4) have a t-count value of 6.141, which means t-count > t-table (6.141 > 2.052) and a significant Facility (X4) of 0.000 < α 0.05, which means Ha2 is accepted. This shows that Facilities (X4) have a partial effect on Visiting Interest (Y) at Percut Water Park.

Variables information (X5) has a calculated t value of 2.734, which means that calculated t > t table (2.734 > 2.052) and a significant Facility (X4) of 0.007 < α 0.05, which means that Ha2 is accepted. This shows that Facility (X4) has a partial effect on Visiting Interest (Y) at Percut Water Park.

V. Conclusion

Observations were made to see how strong the impact was.Attraction of tourism products, Accessibility/location,Rates/prices, Facilities andInformation (X)partially and simultaneously on Interest in Visiting Percut Water Park. Based on the results of the analysis that the author has done, the following conclusions can be drawn:

1. Table 9 details the results of SPSS testing to determine the influence of many independent variables (attraction, accessibility/location, tariff/price, facilities, and information) on the dependent variable (visiting interest; Y). The F-count is 646.235. Because f-count > ftable (646.235 > 0.00), the null hypothesis is accepted that there is a positive and substantial influence between the attraction of tourist attractions (X1), accessibility/location (X2), tariff/price (X3), facilities (X4), and information (X5) on Visiting Interest (Y) at Percut Water Park.
2. Based on the test conducted using SPSS regarding the partial influence of variable X on Visiting Interest, the variable obtained wastourist product attraction (X1) has a calculated t value > t table, this shows thattourist product attraction (X1) has a partial influence on the Interest in Visiting (Y) at Percut Water Park. The variable accessibility/location (X2) has a calculated t value > t table which means that Ha2 is accepted, this shows that accessibility/location (X2) has a partial influence on the Interest in Visiting (Y) at Percut Water Park. The variablerate/price (X3)has a t-count value < t-table, which means that Ha2 is accepted. This shows thatrate/price (X3) has a partial influence on the Interest in Visiting (Y) at Percut Water Park. The variable Facilities (X4) have a calculated t value > t table, this shows that Facilities (X4) have a partial effect on Visiting Interest (Y) at Percut Water Park. Variablesinformation (X5) has a calculated t value > t table which means that Ha2 is accepted, this shows that information (X5) the impact on the presence of Percut Water Park (Y) is small.

Suggestions

1. To increase Interest in Visiting, Percut Water Park can make Supervision or assessment of Tourist Interest in Visiting. More specifically, a monthly assessment can be made whose results are used as input. So that each sector is responsible for increasing consumer interest in visiting.
2. It can improve other indicators that influence the Interest in Visiting, for example holding promotions, socialization, monitoring, evaluation. These indicators were not studied in this study which may influence the Interest in Visiting Percut Water Park.
3. Percut Water Park Management must pay more attention to Tourism Factors in order to increase consumer interest in visiting.

References

A.H Kiswanto. (2011). *Pengaruh Harga, Lokasi Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Dampo Awang Beach Rembang*.

Amanda M. (2020). *Analisis Dampak Ekonomi Wisata Bahari Terhadap Pendapatan Masyarakat Lokal Studi Kasus Pantai Bandulu Kabupaten Serang Provinsi Banten*. Institut Pertanian Bogo.

C. Fandeli. (1995). *Dasar-dasar Managemen Kepariwisataan Alam*. Penerbit Liberty.

Departemen Agama RI. (2016). *Mushaf Alquran Terjemah*. Kamila Jaya Ilmu Jakarta.

Dharmesta, B. . (1995). Keputusan Untuk Mengekploitasi Sikap dan Perilaku Konsumen. *Jurnal Ekonomi Bisnis Dan Indonesia*.

Dita Zakia Rahmah Siahaan, Isnaini Harahap, Rahmi Syahriza. (2020). Analisis keberadaan wisata

kuliner dalam meningkatkan pendapatan masyarakat di desa Bagan Percut kecamatan Percut Sei Tuan. STUDIA ECONOMICA: Jurnal Ekonomi Islam | Vol. VII | No. 2 | 2021
Hadi, S. (1991). *Analisis Butir Untuk Instrumen*. Andi Offset.
Hasan. (2012). Faktor-faktor yang mempengaruhi keputusan wisatawan dalam melakukan kunjungan wisata di kota Tidore Keepulauan. *Jurnal Manajemen*, 1.
Hermansyah, & Waluya, B. (2012). Analisis Faktor-Faktor Pendorong Motivasi Wisatawan Nusantara Terhadap Keputusan Berkunjung Ke Kebun Raya Bogor (Survei Pada Wisatawan Nusantara yang Berkunjung ke Kebun Raya Bogor). *Tourism and Hospitality Essentials (THE) Journal*, *II*, *No.1*, 245.
Hery Sucipto & Fitria Andayani. (2014). *Wisata Syariah Karakter, Potensi, Prospek dan Tantangannya*. Grafindo Books Media.
Irma dkk. (2015). Analisis Pengembangan Wisata Pantai Indah Popoh Sebagai Daerah Tujuan Wisata Kabupaten Tulungagung. *Jurnal Administrasi Bisnis (JAB)*, *26 No. 2*.
Karyono, H. (1997). *Kepariwisataan*. Grasindo.
Nurfadilah, K. A. (2017). *Strategi Pengembangan Pariwisata Pantai Pangandaran (Studi Kasus di Kabupaten Pangandaran)*.
Nur Ahmadi Bi Rahmani, (2000). *Metodologi Penelitian Ekonomi*. Fakultas Ekonomi Dan Bisnis Islam, UISU.
Octavia, S. V. (2015). *Pengantar Pemasaran Pariwisata*. Alfabeta.
Pragustian Saputra. (2018). *Pengaruh jumlah objek wisata dan jumlah kunjungan wisatawan terhadap penerimaan sektor pariwisata di Kabupaten Lampung Selatan tahun 2011- 2017 ditinjau dari perspektif ekonomi Islam*. Universitas Islam Negeri Raden Intan.
Rusdin. (2016). *Analisis Rusdin. Dampak Pengembangan Wisata Bahari Pantai Toronipa Terhadap Perekonomian Masyarakat di Kelurahan Toronipa Kecamatan Soropia Kabupaten Konawe*. Universitas Halu Oleo, Kendari:2016).No Title.
Sammeng. (2000). *Cakrawala Pariwisata*.
Santoso, S. (2002). *SPSS Statistik Paramatik*. PT. Elek Media Komputindo.
Sedarmayanti. (2014). *Membangun dan Mengembangkan Kebudayaan dan Industri Pariwisata (Bunga Rampai Tulisan Pariwisata)*. PT Refika Aditama.
Syahbudi M., (2021). *Ekonomi Kreatif Indonesia*. Merdeka Kreasi Group. Jakarta.
Siregar F.R., dan Imsar. (2022). *Implementasi Marketing Mix dalam Meningkatkan Konsumen pada Cafe Hidden Tea (Perspektif Etika Bisnis Islam)*. Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sumatera Utara, Indonesia. *Jurnal Pendidikan Tambusai*, *6*, *No 2.*
Soekadijo, R. (2000). *Anatomi pariwisata, memahami Pariwisata Sebagai System Lingkage*. PT Gramedia Pustaka Utama.
Sugiono. (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. CV Alfabeta.
Suliyanto. (2005). *Analisa Data Dalam Aplikasi Pemasaran*. Ghalia Indonesia.
Surgawi, I., & Sutopo. (2016). Analisis Pengaruh Produk Wisata, Persepsi Harga Dan Promosi Terhadap Keputusan Wisatawan Dalam Mengunjungi Objek Wisata (Studi Pada Objek Wisata Puri Maerokoco Kota Semarang). *Jurnal Fakultas Ekonomi Dan Bisnis, Universitas Diponegoro Semarang*, *5*, *No 4*.
Swarbrooke John & Horner Susan. (2013). *Consumer Behaviour in Tourism. (Butterworth-Heinemann; Oxford.*
Tulus, D. & Christina, M. (2007). *Analisa Minat Pengunjung Untuk Kembali Ke Kebun Binatang Surabaya Terkait Dengan Penilaian Mereka terhadap Kunjungan Sebelumnya*.
Umar, H. (2002). *Riset pemasaran dan Perilaku Konsumen*. Bussiness Research Center.
Y., D. R., & Simon, H. (1996). *Power Pricing: How Managing Price Transform The Bottom Line*. Free Press.
Yoeti, O. A. (2006). *Tour and Travel Marketing*. PT. Pradnya Pramita.
Yulesti, A. (2017). *Analisis Kelayakan Danau Tajwid Sebagai Objek Wisata di Kecamatan Langgam. Kabupaten Pelalawan*. Universitas Riau.