

DETERMINING FACTORS FOR TOURISTS VISITING CAROCOK PAINAN BEACH

Salfadri¹, Rizka Hadya²

^{1,2}Faculty of Economics, Ekasakti University
Email : Salfadrisyamsuddin@gmail.com

ABSTRACT

This study aims to analyze the influence of attractiveness, facilities and accessibility on the decision of tourists visiting the carocok Painan beach. The population in this study was 675,783 people who were the number of visitors to carocok tourist attractions in 2018. The sample number is 100 people calculated using the slovin formula. Data analysis method in this study using multiple linear regression analysis method. The results showed that: partially attractiveness has a significant effect on the decision of tourists visiting Carocok Painan Beach with a degree of significance of 95 percent, while facilities and accessibility affect the decision to visit tourists Carocok Painan Beach with a lower degree of meaning, namely with a degree of meaning of 47 percent and 89.1 percent. Simultaneously, attractiveness, facilities and accessibility affect the decision of tourists visiting Carocok Beach with a degree of meaning of 95 percent.

Keywords: Attractions, Facilities, Accessibility and Visiting Decisions

INTRODUCTION

Tourism is one of the foreign exchange sources of the country apart from the oil and gas sector. Tourism is very potential and has a big influence in developing the economy which is currently growing very slowly. According to (Utama, 2017: 6) tourism is one of the driving engines of the world economy that is proven to be able to contribute to the prosperity of a country. Tourism development can excite business activities to produce significant social, cultural, and economic benefits for a country.

West Sumatra is a province that is blessed with beautiful natural scenery. Many tourist destinations are located in West Sumatra Province. One of the tourist destinations in West Sumatra Province is the tourist destination Carocok Beach. This tourist destination is located to the west of Painan, district IV Jurai, Pesisir Selatan Regency of West Sumatra. Carocok Beach is just one mile from Painan. If taken by road from the city of Padang can take approximately 2 hours, because the distance is approximately 75 Km.

A tourist destination must have its own attractions in order for many visitors to come to the location of the attraction. There are many attractions of Carocok Beach, Painan that make many tourists visit there. Among the attractions are: the location of Carocok Beach, Painan which is very easy to find by tourists, this is because of good road access and the presence of road directions. In addition, good road conditions, security for tourists during their visit and friendly surrounding communities also influence tourists to visit the attraction.

The attraction of Carocok Painan Beach is its clean beaches and beautiful natural scenery. Not only that, Carocok Painan Beach has cool spots that can be used to take pictures for tourists visiting such as the big writing of Carocok Painan Beach and seating to relax. A bridge located on the shoreline becomes one of the attractions for wisatwan to take pictures. Just pay rp 5 thousand ticket, visitors can already enjoy the beauty of Carocok Beach, not only play on the beach, there are also rides that can be played such as banana boat, flying

fish, to speed boat. In Carocok Painan Beach there are 2 islands namely Cingkuak island and Batu Kereta island. Carocok Painan Beach is a complete tourist destination, this beach provides a variety of activities that can be done by all circles, ranging from children to the elderly.

As a tourist attraction that is crowded visited, Carocok Beach, Painan provides quite complete and adequate facilities, such as gazebos and halls established in several points provided for a place to rest, there are also mosques, toilets and a large parking area. Around the Beach area, lined with shops selling souvenirs typical of Carocok Beach and stalls selling halal food and drinks, there are also hotels / inns near Carocok Beach such as Langkisau Resort Hotel and Restaurant, Gues House Cingkuak Island, Doria Homestay Pantai Carocok, Penginapan Lima Samudra and Rihaan hotel.

The following table 1 shows the number of tourist visits to Carocok Painan Beach during 2018.

Table 1. Number of Tourist Visits to Carocok Beach, Painan During 2018 (People)

Month	Number of Visitors		Total
	Foreigner Tourist	Domestic Tourist	
January	21	127.442	127.442
February	25	12.023	12.048
March	13	2.983	2.996
April	-	9.032	9.032
May	2	8.033	8.035
June	74	430.233	430.307
July	13	12.004	12.017
Agust	2	8.922	8.924
September	12	6.033	6.045
October	-	1.093	1.093
November	2	3.934	3.936
December	6	53.902	53.908
Total			675.783

Source: Pesisir Selatan Regency Tourism Office

The table above shows that the highest number of visitors to Carocok Beach, Painan is in January and June. This happens because in January and June it is a school holiday. If we look between domestic tourists and foreign tourists, it is seen that most visitors to Carocok Beach are domestic tourists.

According to (Schiffman, Leon G., Kanuk 2011) the purchase decision is the process of selecting two or more alternative options that result in the decision to buy or not to buy. Alternative options should be available when consumers will make a decision. Purchasing decision making is influenced by external and internal factors. Therefore, a tourist destination must have an attraction that can make visitors or tourists visit a tourist destination and the tourism sector must also pay attention to facilities and accessibility to go to the tourist attraction. Meanwhile According to (Utama 2017) tourist attractions are everything that becomes an attraction for tourists to visit a certain area. Tourist attractions are everything that is interesting and has value to visit and see. Tourist attractions can succeed the government's program in preserving the nation's customs and culture as an asset that can be sold to tourists.

To increase tourist visits, facilities must also be considered. According to (Utama 2017) facilities are all tools that function to meet the needs of tourists who live temporarily in

tourist destinations. Facilities are something that is very important in a service business. Existing facilities must be considered for their condition, completeness of interior and exterior design and cleanliness. Facilities must be considered especially those that are closely related to what consumers feel directly. The availability of good facilities will influence the interest or decision of tourists to visit.

Furthermore, to increase tourist visits, accessibility to tourist objects must also be considered. According to (Bafadal 2018) accessibility is a means for tourists to reach a destination where a tourist attraction is located. Like any tourist destination that can be offered, it will be difficult to attract tourists if their location is not accessible by transportation facilities. In other words, it can be concluded that accessibility can influence the decision of tourists to visit where this accessibility makes it easy for tourists so that they decide to visit.

THEORETICAL FRAMEWORK

Visiting Decision

A visiting decision is a decision taken by a person before visiting a place or region by considering several factors. According to (Hasan 2016) the decision to purchase or visit is a complex psychological response, which appears in the form of behavior that is unique to individuals who are directly involved in obtaining and using products, and determining the decision-making process for purchasing products, including making repeat purchases. Tourist visiting decisions are learned through tourist behavior. (Resunger, Y 2009) states that tourist behavior is the behavior shown by tourists in choosing, buying, using, and evaluating products, services, ideas and experiences to fulfill their needs and wants. Meanwhile, according to (Private. B, 2012) purchasing decisions are an approach to solving problems in human activities to buy goods or services in fulfilling their wants and needs which consist of identifying needs and wants, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase.

There are several factors that influence the decision-making process of visiting tourists. According to (Pitana I, G., & Gayatri 2005), factors that influence the decision-making process are:

1. Tourist characteristics, both social, economic (age, income education, and previous experience), as well as behavioral characteristics (such as motivation, attitudes and values)
2. Awareness of the benefits of travel, knowledge of the destinations to be visited, the image of the destination.
3. A description of the trip, which includes distance, length of stay in the tourist destination, time and cost constraints, an image of the risk of uncertainty and the level of trust in the travel agency.
4. The superiority of a tourist destination, which includes the types and nature of the attractions offered, the quality of services, the physical and social environment, the political situation, the accessibility and behavior of local people towards tourists.

In addition, there are several decision-making processes according to Mathieson and Wall in (Pitana I, G., & Gayatri 2005), the decision-making process of a tourist goes through very important phases, namely:

1. The need or desire to travel is based on the prospective tourist, which is then weighed whether the trip should be made.
2. Information search and assessment, this is for example done by contacting a travel agent, studying promotional materials, or discussing with those who have experienced first.

3. The decision to take a tour, this decision covers the tourist destination to be visited, the type of accommodation, the way of travel and the activities to be carried out in the tourist destination.
4. Travel preparation and travel experience, tourists make bookings, with all personal arrangements, and finally the tour is carried out.
5. Evaluate travel satisfaction. During the trip, staying in a tourist destination and after returning, tourists, consciously and unconsciously, always carry out an evaluation of the tourists' trips, which will influence their future travel decisions.

Tourist visiting decision indicators

According to Medlik in (Arianto 2005), there are five indicators that influence the decision to visit tourists to a tourist location, namely:

1. Location is the existence or place of tourist destination activities in an area. The most ideal location desired by tourists is a strategic location, easy to reach, and supported by tourism sources.
2. Facilities are everything that tourists need during their temporary stay in the tourist area visited.
3. Image / image is a general description of the state of a tourist destination such as natural conditions, society and security.
4. Price / Tariff is an estimate of the costs that may be incurred by prospective tourists visiting an area or tourist destination. In general, tourists choose affordable prices.
5. Service is a procedure performed by producers or the public at a tourist spot to consumers or tourists regarding the offering of goods or services. A good servant will generate a positive perception for tourists who can be emulated through a friendly attitude.

Attractiveness

According to (Zaenuri 2012) tourist attraction is an interesting object to see, watch, enjoy which is worthy of being sold to the tourist market. Attraction is often interpreted in two components, namely as a tourist object and tourist attraction. (Oka 2008) argues that a tourist attraction is a place, which attracts tourist visits. The place has resources, both natural and man-made, such as natural beauty, mountains, coastal flora and fauna, ancient historical buildings, monuments, temples, dances and other cultural characteristics. The second is tourist attraction made by humans in the form of museums, historical relics, arts and culture, agro tourism, hunting tours, nature adventure tours, recreational parks and entertainment complexes. Third, special interest tourist attractions, such as hunting, mountain climbing, caves, industry and handicrafts, shopping places, fast water rivers, places of worship, places of worship and others.

Attraction Indicator

Based on the understanding of experts, it can be concluded that tourist attraction is anything that can encourage tourists to visit a tourist destination to enjoy the uniqueness that is in it. There are five indicators in attractiveness according to (Avenzora 2015) namely:

1. Uniqueness, the uniqueness aspect describes the value of the existence of an object or event in the context of tourism.
2. Beauty, the aspect of beauty is the extrinsic values and intrinsic values possessed by a tourist object in providing tourists satisfaction in seeing the object.
3. Seasonality, the aspect of seasonality describes the time available for an object to be accessed by tourists in terms of fulfilling their tourism satisfaction.

4. Sensitivity, the aspect of sensitivity is a representation of the value system of sustainable tourism in choosing the influence of tourism activities on the sustainability of the object itself and elements of the surrounding environment.
5. Social Function, Social aspects are important because of the potential social impacts in tourism activities.

According to Cooper et al in (Zaenuri 2012) there are 4 components of tourist destinations, namely:

1. Attraction (attraction), such as the level of uniqueness, the value of attractions.
2. Amenities, such as public and supporting facilities
3. Accessibility, such as distance from the highway, road conditions and vehicles.
4. Ancillary services, which include marketing, development and coordination activities.

Amenities

One of the important things for tourism development is through Facility (Ease). It is not uncommon for tourists to visit a place or area, because they are attracted by the facilities that can be obtained through the facilities. Facility is a means to facilitate and facilitate the implementation of a function. According to (Sumayang 2013) that facilities are the provision of equipment or means that make it easy for consumers to carry out their activities so that consumer needs can be met. It is not uncommon for consumers to visit a place or area, because they are attracted by the facilities that can be obtained through the facilities provided.

(Kotler, Philip dan Keller 2009) state that facilities are anything that is intentionally provided by service providers to be used and enjoyed by consumers with the aim of providing a maximum level of satisfaction. Meanwhile, according to (Suryo Subroto 2010) facilities are anything that can simplify and facilitate the implementation of a business in the form of objects or money. So it can be concluded that the facilities are physical equipment provided by the manager of the tourist attraction to support and facilitate tourist activities while in a tourist attraction so that the visitor's needs are met. If a tourist attraction has adequate facilities and meets service standards and can satisfy visitors, it can attract more tourists through good impressions from previous visitors.

Facility Indicators

(Sumayang 2013) explains that there are several things that need to be considered in the provision of facilities, in this study the facility indicators used are:

1. Completeness, namely the availability of all the tools or facilities needed by consumers. Complete facilities, both main and supporting facilities, greatly determine the choice of whether or not consumers buy.
2. Conditions and Functions The facilities that will be offered are those that are functioning properly and are not damaged.
3. Ease of Facilities, namely consumers can use the facilities available without going through difficult procedures.

According to (Tjiptono 2011)) there are three facility indicators, namely:

1. Spatial planning, this element includes interior planning and architecture, such as the placement of furniture and fixtures in the room, circulation flow design and others.
2. Equipment, functions as a means of providing comfort, as a display or as a supporting infrastructure for the use of goods for customers.
3. Supporting elements, the existence of main facilities will not be complete without other supporting facilities, such as: places of worship, toilets, parking lots and places for eating and drinking.

Accessibility

Accessibility is the degree of ease achieved by people, to an object, service or environment. According to (Bafadal 2018) Accessibility is a means for tourists to reach a destination where a tourist attraction is located. As with any destination where a tourist attraction can be offered, it will be difficult to attract tourists if their location is not accessible by means of transportation. To reach their destination, tourists can use several different modes of transportation that are mutually exclusive, such as cars, motorbikes, airplanes, ships or trains that allow them to reach a predetermined tourist attraction. (Zaenuri 2012) states that accessibility is a means and infrastructure that causes tourists to visit a destination (object). In this case, the facilities and infrastructure are built so that tourists can reach the object safely, comfortably and easily.

Accessibility Indicator

(Tamim 2013) states that the accessibility indicators can be simply stated by:

1. Distance and Time. If a place is close to another place, it is said that the accessibility between the two places is high, conversely if the distance between the two places is low.
2. Transportation. This transportation is very important to help tourists, taking them from their place of origin or lodging to tourism objects.
3. Cost, Cost can also indicate the level of accessibility. The cost here can be a combined cost which combines time and cost as a measure for the transportation link.

According to (Soekadijo 2003) accessibility indicators consist of:

1. Access to information, complete input will certainly make it easier for tourists to select the areas to be visited.
2. Access road conditions to tourist objects, and the access road must be related to public infrastructure.
3. Furthermore, as the final point of the trip, at the tourist attraction there must be a terminal, at least a parking space. Both the access road and the parking lot.

Conceptual Framework

The conceptual framework in this study can be described in Figure 1 below :

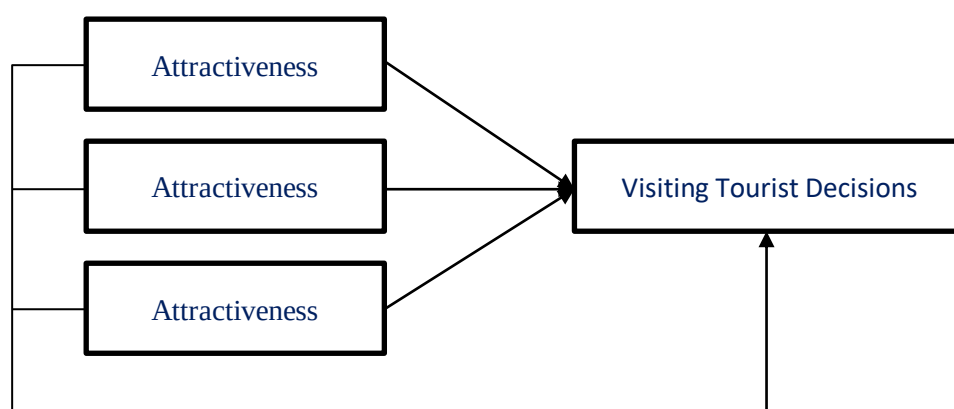


Figure 1. Conceptual Framework

Literature Review and Hypothesis Development

The relationship between the decision to visit the attraction of a tourist destination

Several previous studies have analyzed the effect of attractiveness on tourist visiting decisions. Most of the research conducted is research conducted by (Irvian 2019); (Lebu, Cristy 2019); (Priyatna 2019); (Wisman 2020); (Niko 2017); (Wardani, Niken Retno dan

Fitriani 2017a); (Camelia, annury & Begawati 2020); (Yolanda, Fanny, Yuliana, Pramudia 2017); (Lapian, Mandey, and Loindong 2015) found that the attractiveness of tourist destinations has a significant effect on tourists visiting decisions. While (Anggraini, Sulistyowati, and Purwanto 2019) found that attractiveness has no significant effect on the decision to visit tourists to a tourist attraction. Based on previous research conducted by other researchers, the following hypothesis can be put forward:

H¹: It is suspected that there is a significant effect of attractiveness on the decision to visit a tourist attraction

The relationship between visiting decisions and tourist destination Amenities

Several previous studies have also analyzed the effect of amenities on tourist visiting decisions. Most of the research conducted by previous researchers such as: (Irvian 2019); (Niko 2017); (Sulaimana 2019) found that tourist destination amenities have a significant effect on tourists visiting decisions. While (Anggraini, Sulistyowati, and Purwanto 2019), (Oktavianto Wisman 2020) found that amenities do not have a significant effect on the decision to visit tourists to tourist objects. Based on previous research conducted by other researchers, the following hypothesis can be put forward:

H²: It is suspected that there is a significant effect of amenities on the decision to visit a tourist attraction

The relationship between visiting decisions and accessibility of tourist destinations

Several previous studies have analyzed the effect of accessibility on tourist visiting decisions. Most of the research conducted is research conducted by (Syahrul 2015) found that accessibility to tourist destinations has a significant effect on tourists visiting decisions. While the research results from (Camelia, annury & Begawati 2020); found that accessibility does not have a significant effect on the decision to visit tourists to tourist objects. Based on previous research conducted by other researchers, the following hypothesis can be put forward:

H³: It is suspected that accessibility has a significant influence on the decision to visit a tourist attraction

METHODS

Types and Sources of Data

The type of data used in this research is quantitative qualitative data by giving weight to each statement made by the respondent. Sources of data come from the results of respondents' answers to the questionnaires distributed to the respondents. The weighting for each respondent's answer is carried out using a Likert scale, namely: if the respondent answers strongly agree, it is given a weight of 5, if the respondent answers agree, it is given a weight of 4, if the respondent answers doubtful is given a weight of 3, if the respondent answers disagree, it is given a weight of 2 and if respondent answered strongly disagree given weight 1.

Population and Sample

Population is something that consists of objects and subjects that have certain qualities and characteristics that the researcher determines to study and then draw

conclusions. (Sugiyono 2013). The population in this study were tourists who visited Carocok Painan beach with a total of 675,783 visitors in 2018.

The sample is part of the population that has the same character as the population. If the population is large, it is impossible for researchers to study all of these populations, therefore the researcher must take samples obtained from that population. The number of samples from the population above is calculated using the Slovin formula as follows:

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

Information:

n = Number of Samples

N = total population

e = the level of error (error term) used (0.1)

The calculation of the number of samples, namely:

$$n = \frac{675.783}{1 + 675.783 \times (0,1)^2}$$

$n = \frac{675.783}{6.758,83} = 99,98$ rounded to 100 person. The sampling technique in this study was the accidental sampling technique, which is a sampling technique based on who meets the requirements to be sampled.

Research Instrument Test

Validity Test

To test the validity of the research instrument, the formulated Product Moment Correlation technique was used (Ghozali 2016) as follows:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots(2)$$

Information :

r = Product Moment Coefficient

X = independent variable score

Y = dependent variable score

N = Number of Respondents.

The validity of an instrument item can be determined by comparing the Pearson Product Moment Correlation index with a significance level of 5%. If the probability of the correlation result is greater than 0.05, the instrument is declared valid.

Reliability Test

The reliability test used in this study was the Cronbach Alpha test with the formula:

$$r_{11} = \left[\frac{K}{(K-1)} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right] \dots\dots\dots(3)$$

Information:

r_{11} = Instrument reability

K = Number of questions or number of questions

$\sum \sigma_b^2$ = Total variance of items

σ_1^2 = Total variance.

If the Cronbach Alpha value is $> 0,6$, the instrument is said to be realistic.

Classic assumption test

Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. To test whether the data is normally distributed or not, the Kolmogorov-Smirnov Test statistical test is performed. Residuals are normally distributed if they have a significance value > 0.05 (Ghozali 2016).

Multicollinearity Test

According to (Ghozali 2016) the multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables. A good regression model should not have a correlation between the independent variables (multicollinearity does not occur). The basis for decision making in the Multicollinearity Test can be done in two ways, namely:

1. Judging from the Tolerance value:
 - a. If the Tolerance value is greater than 0.10, it means that there is no multicollinearity to the data being tested.
 - b. If the Tolerance value is smaller than 0.10, it means that there is multicollinearity to the data being tested.
2. Seeing VIF (Variance Inflation Factor) Value:
 - a. If the VIF value is greater than 10.00, it means that there is multicollinearity to the data being tested.
 - b. If the VIF value is less than 10.00, it means that there is no multicollinearity to the data being tested.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another. The test in this study used a plot graph between the predictive value of the dependent variable, namely ZPRED and its residual SRESID. There is no heteroscedasticity if there is no clear pattern, and the dots spread above and below the 0 on the Y axis (Ghozali 2016).

Data Analysis Method

The analytical method used in this research is multiple linear regression analysis. The models in this study are as follows:

$$KBW = a + b_1 DT + b_2 FS + b_3 AK + e \dots\dots\dots (4)$$

Information:

- a : Constant
 b_1, b_2, b_3 : Variable coefficient
 e : Error

KWB (Visiting Decision) is: an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors and choose one of them. (Setiadi 2019).

DT (attractiveness) is: is the main focus of driving tourism in a destination. Tourist attraction as the main mover that motivates tourists to visit a place (Ismayanti 2009)

FS (Facility) is: the provision of physical equipment that makes it easy for consumers to carry out their activities so that consumer needs can be met . (Sumayang 2013)

AK (Accessibility) is: a means for tourists to reach a destination where a tourist attraction is located, like any destination Diana, a tourist attraction that tourists can offer if their location is not accessible by means of transportation (Bafadal 2018).

DISCUSSION

Research Instrument Test

The results of the instrument validity test show that for all variables, namely: Visiting Decision, Attractiveness, Facilities and Accessibility are valid (the Corrected Item Total Correlation value obtained is greater than the r table. And for the reliability test, the Cronbach's Alpha value is greater than 0. , 6 means that all instruments used are reliable.

Classic assumption test

Normality test

The results of the normality test for the variable Visiting Tourist Decision (KWB), Attractiveness (DT), Facilities (FS) and Accessibility (AK) show that all data are normally distributed as shown by the asym value. Sig. (2-tailed) which shows a value greater than 0.05, it can be concluded that the data being tested is normally distributed, as shown in Table 2 below:

Tabel 2. One-Sample Kolmogorov Smirnov Test

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	7,8293936
Most Extreme Differences	Absolute	0,077
	Positive	0,046
	Negative	-0,077
Test Statistic		0,077
Asymp. Sig. (2-tailed)		.148 ^c

Source: Data Processing Results.

Multicollinearity Test

A good regression model should not have a correlation between the independent variables (multicollinearity does not occur).

Tabel 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Attraction	,706	1,416
Facilities	,185	5,403
Accessibility	,184	5,447

Source: Data Processing Results.

From the multicollinearity test results, it can be concluded that there is no multicollinearity problem because the VIF value for the three variables <10 .

Heteroscedasticity Test Results

From the results of the Glejser test which can be seen in the following table 4, it can be concluded that there is no heteroscedasticity because the significant value between the independent variables and the absolute residual is more than 0.05.

Tabel 4. Heteroscedasticity Test Results (Glejser Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Colinearity Statistics	
	B	Std Error	Beta			Tolerance	VIF
1 (Constant)	34.011	10.524		3.232	.002		
Attractiveness	.548	.110	.481	4.993	.070	.706	1.416
Amenities	.225	.355	-.120	-.634	.527	.185	5.403
Accessibilities	.424	.263	.363	1.616	.109	.184	5.447

Source: Data Processing Results.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis in this study can be seen in table 5 below:

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sign.
	B	Std. Error	Beta		
1 (Constant)	34,011	10,524		3.232	.002
Attractiveness	.548	.110	.481	4.993	.000
Amenities	-.225	.355	-.120	-.634	.527
Accessibilities	.424	.263	.306	1.616	.109

- The Dependent variable is visiting decision
- Predictors (Constant), Attractiveness, Amenities and Accessibilities.

Source: Data Processing Results

From table 5 above, it can be seen that the constant value is 34.011, which means that without the influence of attractiveness, Amenities and accessibility the decision to visit the tourists to Carocok Beach is 34,011 people. From the results of the multiple linear regression analysis in table 5 above, it can also be seen that the variable significant effect on the 95 percent degree of significance ($\alpha = 0.05$) is the Attractiveness variable. While the Amenities variable and the Accessibility variable only had a significant effect with a lower degree of significance (namely, respectively: 47.3 percent for the Amenities variable and 89.1 percent for the Accessibility variable).

In table 6 below we can also see the coefficient of determination and the value of F hit: Table 6. The coefficient of determination and F count

Model Summary^b

Model	R	R Square	Adjusted R Square	F	Sig.
1	.608 ^a	0.369	.350	18.748	.000 ^b

- The Dependent variable is visiting decision

b. Predictors (Constant), Attractiveness, Amenities and Accessibilities.

Source: Data Processing Results

Based on table 6 above, it can be seen that the Adjusted R Square value is 0.350, which means that 35 percent of Tourist Visit Decisions are influenced by the Attractiveness, Amenities and Accessibility variables, while the remaining 65% is influenced by other variables outside of this study. While the value of $F_{hitung} (18.748) > F_{table} (2.70)$ and a significant value of 0.00 means that simultaneously the Attractiveness, Amenities and Accessibility variables have a significant effect with a significance of 95 percent.

DISCUSSION

a. Effect of Attractiveness on Tourist Visit Decisions at Carocok Painan Beach Tourism Objects

The results of this study indicate that there is a positive influence between the attractiveness variables on the decision to visit tourists to Carocok Painan Beach attractions. This shows that each increase in the Attractiveness variable has an impact on the increase in the tourist visiting decision variable. The results of this study are in accordance with the theory put forward by (Pitana I, G., & Gayatri 2005); Cooper et al in (Zaenuri 2012) which states that the superiority of a tourist destination covering the types and nature of the attractions offered will influence the decision to visit tourists to tourist destinations. The results of this study are consistent with research (Syahrul 2015); (Irvian 2019); (Lebu, Cristy 2019); (Priyatna 2019); (Anggraini, Sulistyowati, and Purwanto 2019); (Camelia, annury & Begawati 2020); (Niko 2017); (Wardani, Niken Retno dan Fitriani 2017b); (Yolanda, Fanny, Yuliana, Pramudia 2017); (Lapian, Mandey, and Loindong 2015); (Syahrul 2015); who found that attractiveness has a positive and significant effect on tourists visiting decisions to tourist destinations.

b. The effect of Amenities on the decision to visit tourists at Carocok Painan Beach Tourism Object.

The results of this study indicate that there is a positive influence between the facility variables on the decision to visit tourists to the Carocok Painan Beach tourist attraction. The results of this study are in accordance with the theory put forward by the results of this study according to the theory put forward by (Pitana I, G., & Gayatri 2005); Cooper et al in (Zaenuri 2012) dan (Suryosubroto 2010) which states that the facilities offered will influence the decision to visit tourists to tourist destinations. The results of this study are in accordance with the research conducted by (Irvian 2019); (Priyatna 2019); (Anggraini, Sulistyowati, and Purwanto 2019); (Sulaimana 2019); (Syahrul 2015) who found that amenities influence the decision to choose a tourist spot. However (Oktavianto Wisman 2020) found that amenities had no significant effect to visit tourist attraction.

c. The Effect of Accessibility on Tourist Visit Decisions at Carocok Painan Beach Tourism Objects.

The results showed that there was a positive influence between the Accessibility variable on the Tourist Visit Decision at Carocok Painan Beach Tourism Object. The results of this study are in line with the theory put forward by (Pitana I, G., & Gayatri 2005); Cooper et al in (Zaenuri 2012) and (Suryosubroto 2010) which states that the facilities offered will influence the decision to visit tourists to tourist destinations. The results of this study are in accordance with the research conducted by (Widiartanto 2019); (Syahrul 2015) who found that accessibility affects tourists' decisions to visit tourist

attractions. However, the results of this study are not in line with (Camelia, annury & Begawati 2020) found that accessibility does not have a significant effect on the decision to visit tourists to tourist objects.

CONCLUSIONS

Conclusion

Based on the results of the analysis and discussion of the influence of attractiveness, Amenities and accessibility on the decision to visit tourists at Carocok Painan Beach Tourism Object. Then the following conclusions can be drawn:

1. Attraction has a positive and significant effect on the decision to visit Carocok Painan Beach Tourists.
2. Facilities have a negative and insignificant effect on the decision to visit Carocok Painan Beach Tourists.
3. Accessibility does not have a significant effect on the decision to visit Carocok Painan Beach Tourists.
4. The test results of the f test, Simultaneously Attractiveness, Facilities and Accessibility together or simultaneously have a significant effect on the decision to visit Carocok Painan Beach Tourists.

Recommendation

Based on the above conclusions, it can be recommended to the Regional Government of Pesisir Selatan Regency, especially the Tourism Office, to further increase the attractiveness of the Carocok Beach tourist destination in the future so that it can attract more tourists who will visit these attractions. This of course can improve the economy of the community around the Carocok Beach tourist location and increase the income of the Pesisir Selatan Regency Government from the tourism sector.

BIBLIOGRAPHY

- Anggraini, Retno Putri, Liliek Nur Sulistyowati, and Hari Purwanto. (2019). "Pengaruh Fasilitas, Harga Tiket Dan Daya Tarik Terhadap Keputusan Berkunjung Di Obyek Wisata Telaga Ngebel." *SIMBA (Seminar Inovasi Manajemen, Bisnis dan Akuntansi I)* (1): 987–99.
- Arianto. (2005). *Ekonomi Pariwisata*. Jakarta: Rineka Cipta.
- Avenzora, Ricky. (2015). *Ekotourisme : Theory Dan Praktek*. Nias: NAD.
- Azman, A., Ambiyar, Simatupang, W., Karudin, A., Dakhi, O. (2020). Link And Match Policy In Vocational Education To Address The Problem Of Unemployment. *International Journal Of Multi Science*, 1(6), 76-85.
- Bafadal, SA. (2018). *Perencanaan Bisnis Pariwisata*. Malang: Universitas Brawijaya.
- Camelia, annury & Begawati, Nova. (2020). "Pengaruh Daya Tarik Dan Aksesibilitas Terhadap Keputusan Wisatawan Berkunjung Kembali Pada Objek Wisata Pantai Gondorah Di Kota Pariaman." *Jurnal Matua* 2(1): 31–50.
- Dakhi, O., Jama, J., Irfan, D., Ambiyar, Ishak. (2020). Blended Learning: A 21st Century Learning Model At College. *International Journal Of Multi Science*, 1(8), 50-65.
- Febtriko, A., Ambiyar, Jama, J., Irfan, D., Dakhi, O. (2020). Effectiveness Of Occupational Therapy Using Robot Manipulator For Elderly. *International Journal Of Multi Science*, 1(9), 1-9.

- Fajra, M., Suparno, Sukardi, Ambiyar, Novalinda, R. (2020). Project-Based Learning Innovation To Improve The Suitability Of Productive Competencies In Vocational School With The Needs Of The World Of Work. *International Journal Of Multi Science*, 1(8), 1-11.
- Fajra, M., Jalinus, N., Jama, J., & Dakhi, O. (2020). Model Pengembangan Kurikulum Sekolah Inklusi Berdasarkan Kebutuhan Perseorangan Anak Didik. *Jurnal Pendidikan*, 21 (1), 51-63. <https://doi.org/10.33830/jp.v21i1.746.2020>
- Ghozali, Imam. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. 8th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasan, Ali. (2016). Marketing. Jakarta: Mad Press.
- Irvian, Beny. (2019). "Pengaruh Daya Tarik Wisata Dan Fasilitas Terhadap Keputusan Berkunjung Di Wisata Bukit Bunda Kabupaten Blitar." Fakultas Ekonomi dan Bisnis, IAIN Tulung Agung.
- Ismayanti. (2009). Pengantar Pariwisata. Jakarta: Grasindo.
- Kotler, Philip dan Keller, Keven L. (2009). Manajemen Pemasaran. Edisi ke 1. ed. Alih bahasa Bob Sabran. Jakarta: Indeksia.
- Lapian, Stephany Q W, Silvy Mandey, and Sjendry Loindong. (2015). "Pengaruh Advertising Dan Daya Tarik Wisata Terhadap Keputusan the Influence of Advertising and Tourist Attractionon Tourist Decision." *Jurnal EMBA* 3(3): 1079–88.
- Lebu, Cristy, FK. (2019). "Pengaruh Lokasi, Persepsi Harga Dan Daya Tarik Wsata Terhadap Keputusan Wisata Di Objek Wisata Danau Linow." *Jurnal Riset Ekonomi Manajemen, Bisnis dan Akuntansi* 7(4).
- Niko, Saputra. (2017). "Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung Di Objek Pantai Air Manis Padang." *E-Journal home economic and Tourism* 15(2): 1–17.
- Novalinda, R., Giatman, M., Syahril, Ambiyar, Fajra, M. (2020). Problem-Based Learning: 21st Century Vocational Education. *International Journal Of Multi Science*, 1(8), 12-19.
- Oktavianto Wisman, Ronny; Yulistia. (2020). "Pengaruh Lokasi, Fasilitas Dan Pelayanan Terhadap Keputusan Memilih Tempat Wisata Di Kota Padang." *Matua Jurnal* 2(3): 73–82. <https://ejurnal-unespadang.ac.id/index.php/MJ/article/view/137>.
- Pitana I, G., & Gayatri, G. (2005). Sosialisasi Pariwisata. Yogyakarta: Andi.
- Priyatna, Imam Habib. (2019). "Pengaruh Daya Tarik Wisata Dan Fasilitas Terhadap Keputusan Berkunjung Di Fort Rotterdam Makassar." *Sekolah Tinggi Ilmu Ekono Novel Indonesia Makassar*.
- Resunger, Y, Vette. (2009). *International Toursim : Culture and Behaviour*. Oxford: Elsevier Ltd.
- Rina Novalinda, Oskah Dakhi, Melda Fajra, Azmil Azman, Mardhiah Masril, Ambiyar, Unung Verawadina (2020). Learning Model Team Assisted Individualization Assisted Module to Improve Social Interaction and Student Learning Achievement. *Universal Journal of Educational Research*, 8(12A), 7974 - 7980. DOI: 10.13189 /ujer. 2020. 082585
- Schiffman, Leon G., Kanuk, Leslie Lazar. (2011). *Perilaku Konsumen Consumer Behavior*. 10th ed. Boston: Pearson Prentice Hall.
- Setiadi, Nugroho J. (2019). *Prilaku Konsumen: Perspektif Kontemporer Pada Motif, Tujuan Dan Keinginan Konsumen*. 3rd ed. Jakarta: Pranada Media Grup.
- Soekadijo, R. G. (2003). *Anatomi Pariwisata*. Jakarta: Gramedia Pustaka.
- Sugiyono. (2013). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif Dan R&D)*. Bandung: Alfabeta.

- Sulaimana, Yaviar Rochmatullah Yaqi. (2019). "Pengaruh Fasilitas, Kualitas Pelayanan Dan Harga Terhadap Keputusan Wisatawan Menggunakan Jasa Songa Adventure." Universitas Muhammadiyah Gresik.
- Sumayang. (2013). Dasar-Dasar Manajemen. Jakarta: Salemba Empat.
- Suryosubroto. (2010). Manajemen Pendidikan Di Sekolah. Jakarta: Rineka Cipta.
- Syahrul, Alfatori Rheza. (2015). "Pengaruh Daya Tarik , Fasilitas Dan Aksesibilitas Terhadap Resort di Kab. Kep. Mentawai." 7(1): 71–82.
- Tamim, Ofyar Z. (2013). Perencanaan Dan Pemodelan Transportasi. Bandung: Institut Teknologi Bandung.
- Tjiptono, Fandi. (2011). Service Management Mewujudkan Layanan Prima. Edisi ke 2. Yogyakarta: Penerbit Andi.
- Utama, I Gusti Bagus Rai. (2017). Pemasaran Pariwisata. Yogyakarta: Andi.
- Wardani, Niken Retno dan Fitriani, Dyah. (2017a). "Analisis Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan (Studi Pada Wisatawan Kebun Binatang Gembira Loka Zoo Yogyakarta)." Jurnal Fokus, 7(2): 194–204.
- . (2017b). "Analisis Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan (Studi Pada Wisatawan Kebun Binatang Gembiraloka Zoo Yogyakarta)." Jurnal Fokus 7(2, September): 194–204.
- Widiartanto, Dewi, T. (2019). "Pengaruh Aksesibilitas, Experientetial Marketing Dan Electronic Word of Mouth (EWOM) Terhadap Keputusan Berkunjung Kembali Melalui Customer Satisfaction Sebagai Variabel Intervening." Jurnal Ilmu Administrasi Bisnis, 8(2), pp.173–83.
- Wisman, Rony Oktavianto & Yulistia. (2020). "Pengaruh Lokasi, Fasilitas Dan Pelayanan Terhadap Keputusan Memilih Tempat Wisata Di Kota Padang." atua Jurnal (Pengembangan Ilmu Manajemen dan Bisnis) 2(3): 73–82.
- Yolanda, Fanny, Yuliana, Pramudia, Heru. (2017). "Pengaruh Daya Tarik Wisata Terhadap Keputusan Berkunjung Ke Objek Wisata Alahan Panjang Resort Danau Diatas Kabupaten Solok." Universitas Negeri Padang.
- Zaenuri. (2012). Perencanaan Strategis Kepariwisata Daerah. Yogyakarta: E-Government Publishing.