

THE FACTORS OF NATURAL TOURISTS FOR BATU KATAK IN BATUJONGJONG VILLAGE, BAHOROK, DISTRICT IN LANGKAT REGENCY

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Abstract. *This study aims to determine and analyze the influence of tourism promotion, tourist attractions, tourist facilities, accessibility, service quality, accommodation, tourist age, and tourist income in Batu Katak Tourism Object, Batujongjong Village, Bahorok District, Langkat Regency. This study used primary data collected to see the classification of tourist visit levels using a sample of 90 visitors to tourist attractions, using the Confirmatory Factor Analysis (CFA) analysis method and then using Multiple Linear Regression. The results of the study showed that of the 8 variables analyzed using a factor analysis model that affects the level of tourist visits to Batu Katak, only 3 factors affect the level of tourist visits, namely tourism promotion, service quality, and tourist income. Based on the results of multiple linear regression analysis, it shows that tourism promotion and service quality have an effect and are signed on the factors of Batu Katak tourism visitation rates, while tourist income has an effect and is not significant on the level of tourist visits to Batu Katak Batujongjong Village, Bahorok District, Langkat Regency.*

Keywords: *Increased Tourist Visits, Tourism Promotion, Service Quality*

INTRODUCTION

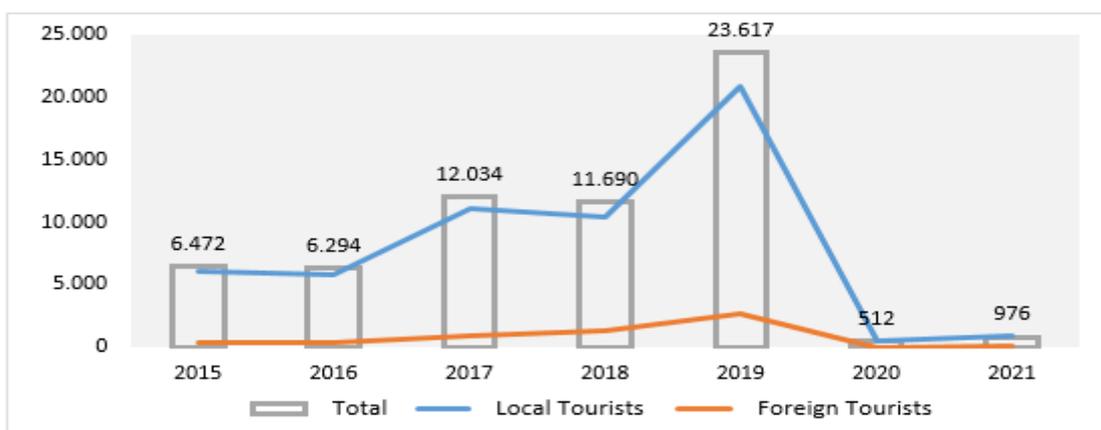
North Sumatra Province is known for various tourist destinations that have become icons of domestic and world tourism. One of the areas that have regional potential in the tourism sector is Langkat Regency which can become a new magnet for North Sumatra tourism. One of the famous tourist attractions is Bukit Lawang tourism. Bukit Lawang Park is located at the foot of Gunung Leuser National Park (TNGL) with cool air by tropical forests, in Lawang hill, there is a forest people rehabilitation site (males) managed by Gunung Leuser National Park which is a national asset. The beauty and natural potential that exists in Langkat Regency are well known at home and abroad.

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Batu Katak Hamlet was opened as an ecotourism area in 2013, while a record number of visitors was carried out in 2014 with the number of domestic tourists as many as 4,600 people and foreign tourists 400 people. According to (Bangun, 2019) Batu Katak tourism is a village located under the hills of the laser mountain area which has a green natural beauty hidden behind the hills. Batu Katak's natural tourist bath is famous for its crystal clear and fresh water and shady trees are the attraction of this tour.

Creative Economy Tourism Minister Sandiaga Salahuddin Uno in April paid a working visit by visiting Batu Katak Ecotourism in Langkat Regency. According to Sandiaga, there will be HR training as well as an increase in digital-based promotion, as well as other programs that are right on target. However, there are several challenges in developing the tourism potential in Batu Katak including road access and the availability of internet connections that need to be strengthened. (Hendriyani, 2022). The following is the development of the number of local tourists and foreign tourists of Batu Katak.



Source: Survey (2021)

Figure 1. Development of Graph Data on the Number of Tourist Visits to Batu Katak

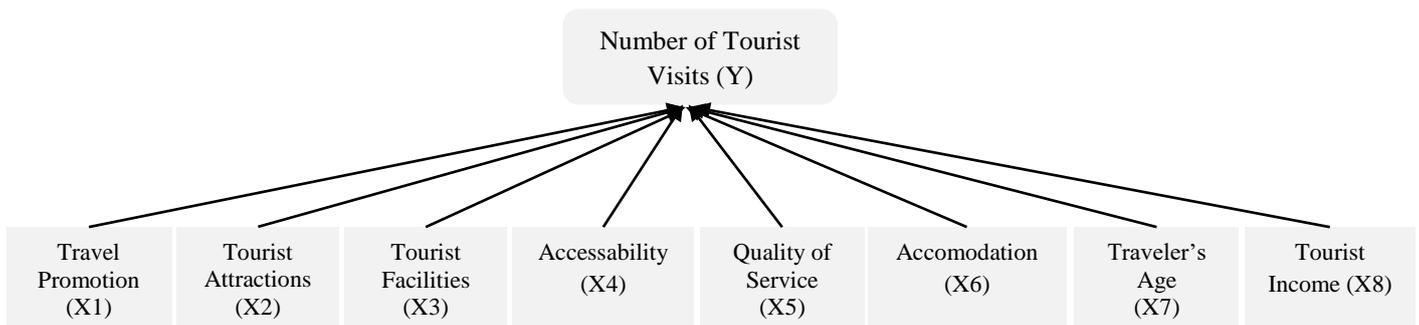
The chart above, it shows that the number of tourists who visited Batu Katak tourism in 2019 had the highest number of tourists, namely 23,617 visitors, while in 2020-2021 the number of tourists visiting decreased drastically. The decline can occur due to several factors, such as the condition of road access connectivity, facilities that are not optimal, and training and empowerment of human resources that are still not optimal in tourism development that has been previously determined.

LITERATURE REVIEW

According to (Nurbaeti et al., 2021) There is a very significant influence of tourist attraction on tourists' interest in visiting, there is a very significant influence of accessibility on tourists' visiting interest, there is a very significant influence of price on tourists' visiting interest, There is a very significant influence of facilities on tourists' visiting interest. This is because the Cipondoh Lake tourist attraction already has complete facilities.

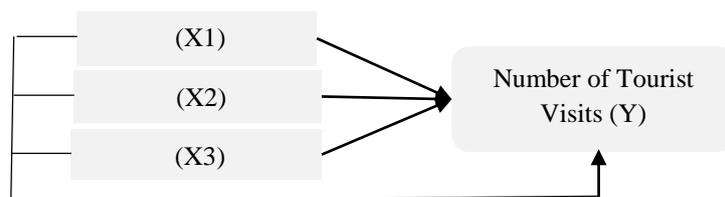
According to (Setyaningsih, 2018) Variables of income and attractiveness have a positive and significant effect on the number of tourist visits, variables of travel costs and travel duration to Umbul Ponggok tourism objects have a negative and significant effect on the number of tourist visits, Variables of positive facilities and insignificant on the number of tourist visits to Umbul Ponggok.

The conceptual framework in this study is as follows:



Source: Author (2022)

Figure 2. Confirmatory Factor Analysis Conceptual Framework



Source: Author (2022)

Figure 3. Conceptual Framework of Multiple Linear Regression Analysis

This research was conducted to analyze and find out which factors (Tourism Promotion, Tourist Attractions, Facilities, Accessibility, Quality of Service, Accommodation, Age of Tourists Tourist Income) are relevant to the number of tourist visits to Batu Katak Tourist Attractions. And to analyze and find out whether these factors have a significant effect on the number of tourist visits to Batu Katak Tourist Attraction.

RESEARCH METHOD(S)

This research is a type of research using a number of statistical figures called quantitative research. The scope of this study is Batu Katak tourist attraction in Batujongjong Village, Bahorok District, Langkat Regency. The data used are primary data with data collection techniques, namely the distribution of questionnaires to local tourists of Batu Katak tourist attractions. The sample in the study was 90 respondents, namely visitors or tourists.

The data analysis method used in the study is Confirmatory Factor Analysis Then continued using multiple regression analysis As the classical assumption test used in multiple linear regression in this study is as follows:

a. Normality Test

According to (Gujarati, 1997) The normality test aims to find out whether each variable is normally distributed or not.

b. Multicollinearity Test

According to (Imam Ghozali, 2013) This test aims to test whether in the regression model there is a correlation between free variables.

c. Heteroscedasticity Test

According to (Imam Ghozali, 2013) the heteroskedasticity test aims to test whether in the regression model there is a variance dissimilarity from the residual of one observation to another.

FINDINGS AND DUSCUSSION

The location of Batu Katak ecotourism is located in Batu Katak Hamlet, BatuJongjong Village, Bohorok District, Langkat Regency, North Sumatra Province. In terms of management, this area is located in the Bukit Lawang Resort SPTN Region V Bohorok, BPTN Region III Stabat.. (BPS Kabupaten Langkat, 2021).

The following are the results of the analysis of data processing with Confirmatory Factor Analysis (CFA).

Table 1. Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.543 | 31.788 | 31.788 | 2.543 | 31.788 | 31.788 | 1.973 | 24.660 | 24.660 |
| 2 | 1.450 | 18.124 | 49.911 | 1.450 | 18.124 | 49.911 | 1.562 | 19.519 | 44.179 |
| 3 | 1.039 | 62.898 | 62.898 | 1.039 | 12.986 | 62.898 | 1.497 | 18.719 | 62.898 |

Source: SPSS.26, processed data (2022)

3 variable components affect the level of tourist visits. Of the 8 variables, only 3 factors have a total eigenvalues number value above 1, which is 2.542 for factor 1 and 1.450 for factor 2, and 1.039 for factor 3. Then the factoring process stops at 3 factors or three variables that will later participate in the next analysis.

Tabel 2. Component Matrix^a

| Variables | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 |
|-------------|-------|-------|-------|-------|-------|-------|-------|------|
| 1 | .552 | .576 | .677 | .725 | .483 | .754 | .291 | .189 |
| Component 2 | -.179 | .156 | -.262 | -.083 | -.134 | -.094 | .775 | .831 |
| 3 | -.476 | -.368 | .220 | .043 | .754 | -.121 | -.055 | .199 |

Source: SPSS.26, processed data (2022)

The component matrix table above shows the correlation value above 0.5 and the largest value in factor 1, namely X1, X2, X3, X4, and X6. On factor 2 i.e. X7 and X8. And on a factor of 3 that is X5.

Table 3. Component Transformation Matrix

| Component | 1 | 2 | 3 |
|-----------|-------|-------|------|
| 1 | .786 | .578 | .219 |
| 2 | -.108 | -.221 | .969 |
| 3 | -.609 | .786 | .111 |

Source: SPSS.26, processed data (2022)

The results of the component matrix value are known that of the eight factors, those that are feasible to affect the variable level of tourist visits are 3 factors derived from Component 1 of the largest value of Tourism Promotion (0.743), Component 2 of the largest value of Service Quality (0.901) and Component 3 of the largest value of Tourist Income (0.869). The conceptual framework of multiple linear regression:

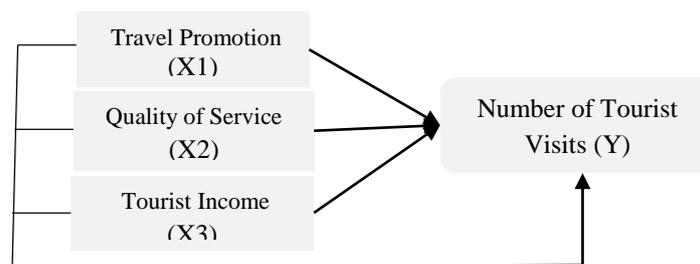


Figure 4. Conceptual Framework of Multiple Linear Regression Analysis

1. Test Classical Assumptions

In the classical assumption test, the normality test of the data results is declared normally distributed. In the multicollinearity test, the data stated that there was no multicollinearity and then in the heteroscedasticity test, the variables of this study were free from heteroscedasticity problems.

2. Multiple Linear Regression

Table 4. Results of Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | | T | Sig. | F | Sig. | Adjusted R Square |
|-----------------|-----------------------------|------------|---------------------------|--|--------|------|--------------|-------------|-------------------|
| | B | Std. Error | Beta | | | | | | |
| 1 (Constant) | 38.504 | 3.651 | | | 10.546 | .000 | | | |
| X1 | .094 | .063 | .156 | | 2.015 | .013 | 2.806 | .044 | .571 |
| X2 | .178 | .068 | .270 | | 2.596 | .011 | | | |
| X3 | .003 | .217 | .001 | | .012 | .990 | | | |

Source: SPSS.26, processed data (2022)

The results of multiple linear regression analysis in this study are seen from the Partial Test (Test t) if the Tourism Promotion variable is $2,015 >$ the table t value 1.98 sig value $0.013 < 0.05$, then H_a is accepted meaning that it has a significant effect on the level of tourist visits. The Service Quality Variable of $2,596 >$ t table value of 1.98 sig value $0.011 < 0.05$, then H_a is accepted meaning that it has a significant effect on the level of tourist visits. And the variable Tourist Income of $0.012 <$ t table value of 1.98 sig value $0.990 > 0.05$, then H_0 is accepted meaning that it has an insignificant effect on the level of tourist visits.

In the Simultaneous Test (Test F) the study concluded that this multiple regression model is feasible to use, and independent variables including Tourism Promotion, Quality of Service, and Tourist Income have a simultaneous influence on the dependent variables of Tourist Visit Rate.

Meanwhile, the result of the Adjusted R Square value is 0.571 or 57.1 , which means that variations in the level of tourist visits can be explained by tourism promotion, service quality, and tourist income.

Discussions

1. Results of Confirmatory Factor Analysis (CFA) Analysis

The CFA results are known that of the eight factors such as tourism promotion, tourist attraction, accessibility, quality of service, accommodation, age of tourists, and tourist income, it is feasible to influence the level of tourist visits only three factors, namely tourism promotion factors, service quality, and tourist income.

2. Results of Multiple Linear Regression Analysis

The results of this study show that tourism promotion has a positive and significant effect on the level of tourist visits in Batu Katak Tourist Attraction, Bahorok District, Langkat Regency. This is evidenced by research (Sulistyorini, 2021) that tourism promotion is positive and significant towards visiting decisions that can increase tourist visits. If the promotion is increased, the level of tourist visits will increase.

The results of this study show that the quality of service has a positive and significant effect on the level of tourist visits at Batu Katak Tourist Attraction, Bahorok District, Langkat Regency. This is evidenced by research (Handayani and Dedi, 2017) that the quality of positive and significant services has a relationship in the same direction as the increase in the number of tourist visits. Where every increase in service quality, the increase in the number of visits will increase.

The results of this study show that tourist income has a positive and insignificant effect on the level of tourist visits at Batu Katak Tourist Attraction, Bahorok District, Langkat Regency. This is evidenced by research (Sihombing, 2015) that tourist income on the number of tourist visits to Batu City (Y) has a positive and insignificant influence, meaning that individual income does not affect the number of tourist visits to Batu City. People travel and have a lot to do with sociology and psychology.

CONCLUSION AND RECOMMENDATION

Based on the results of the research that has been carried out, the following conclusions are drawn:

1. Using the CFA method from 8 variables, only 3 variables are factors that affect the level of tourism tourists in Batu Katak tourism in Batujongjong Village, Bahorok District, Langkat Regency, namely tourism promotion, quality of service, and tourist income
2. Tourism promotion variables and service quality variables have a positive and significant effect on the level of Batu Katak tourism visits in Batujongjong Village, Bahorok District, Langkat Regency. Meanwhile, the variable tourist income has a positive and insignificant effect on Batu Katak tourist visits in Batujongjong Village, Bahorok District, Langkat Regency.

Based on the conclusions presented above, the author provides suggestions that can be used as consideration for the processor, the government that the need for promotional strategy efforts, service quality, and efficient and satisfactory accessibility will increase the level of tourist activity both local and outside tourists.

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