



The Influence of Natural Attractions Upon Visiting Interest in Cultures Leuwi Hejo Sentul Bogor

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Abstract. Therefore, the study examines the impact of tourist attractions on visitors' interest in returning and the factors that affect visitors' interest in visiting tourist attractions. The associative approach using differential semantic measurements is the technique employed. The 132 respondents who worked for the tourist destination of Leuwi Hejo were designated as the target sample. Observation, questionnaires, and questionnaires are the study methods employed. In order to determine how the independent variable affected the dependent variable, researchers employed multiple regression analysis approaches. The findings demonstrate that the presence of tourist attractions will make people feel as though they are enjoying their trip because they are drawn to Leuwi Hejo Sentul Bogor's serene beauty. Clear and pure waterfall water, a pleasant environment, and affordable entry charges of just Rp. 10,000 to Rp. 25,000, and the amenities in the waterfall are the main attractions of Leuwi Hejo Sentul Bogor. Based on the results obtained, it is known that there is an influence between tourist attraction on visiting interest.

Keywords: Influence · attraction · cultures

1 Introduction

Significant aspects of the tourism sector that must be handled. Because of this, tourism development must incorporate the role of infrastructure and facilities that can serve as tourist attractions (Ridwan, 2020). According to Fajri & Riyanto (2016), Tourism development can help improve visitor attraction, which will affect the economic growth process in Indonesia. In this situation, the tourism industry must guarantee that tourism development has advantages in tourist attractions that may draw tourists' attention. Tourism is controlled directly at the provincial level by the Department of Culture and Tourism (Disbudpar). The primary responsibilities of Disbudpar include, among others, the management of regional household affairs based on the transfer of rights within the context of regional autonomy in the tourism industry and the execution of coaching tasks assigned by the Governor or Regional Head. The purpose of the Disbudpar is to

provide technical policies for presenting guidance and guidance following the policies established by the Governor or Regional Head based on applicable laws and regulations, as well as implementation following the main tasks based on applicable laws and regulations.

Bogor Regency, West Java Province, is one of the Indonesian regions with a relatively high number of tourist arrivals. Bogor Regency is ranked ninth on the Indonesian Tourism Index's 2016 list of the top 10 tourist destinations in Indonesia. The number of domestic tourists visiting Bogor Regency is known to have fluctuated. In 2015–2016, the number of tourists increased by 0.73%. In 2017, there was then a drop. According to the Head of the Culture and Tourism Office of Bogor Regency, this is due to congestion, particularly in peak areas, the increase in admission fees for tourist attractions, and the difficulty of accessing tourist attractions. After that, there was a rise in 2018 and 2019, followed by a fall in 2020 due to the COVID-19 pandemic, which restricted people's mobility and compelled them to remain at home if nothing was essential. The number of national tourist visitors to Bogor Regency in 2015–2020 is illustrated (Fig. 1).

Currently, Curug Leuwi Hejo is one of the most popular tourist attractions in the Bogor Regency. Leuwi Hejo waterfall is also one of Google's Top Search waterfalls. The number of domestic visitors to Curug Leuwi Hejo has fluctuated. From 2015 to 2017, the number of visits increased steadily. However, there was a decline in tourist visitors in 2018. The decline was caused by an internal quarrel between the Forest Village Community Institution (LMDH) and Perum Perhutani KPH Bogor, resulting in the temporary closure of the Leuwi Hejo waterfall tour, according to interviews conducted by the author with the manager of Perum Perhutani KPH Bogor. In 2019, tourism climbed by 20% once more. In 2020, the number of visitor visits to Curug Leuwi Hejo climbed by 73%. Other tourist destinations saw a fall in tourist arrivals due to the COVID-19 epidemic, which restricted people's mobility and outside activities. According to the Director of Strategic Studies at the Ministry of Tourism and Creative Economy (Kemendparekraf), Wawan Ruswan, natural tourist locations would be exceptional after Covid-19. (Kompas.com, 2020).

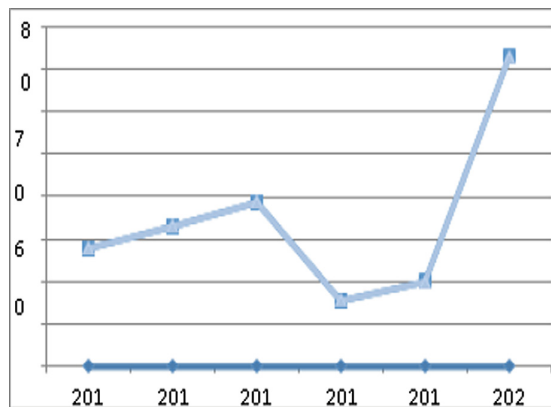


Fig. 1. Percentage of Visits to Leuwi Hejo Waterfall 2015–2020

Curug Leuwi Hejo has been temporarily closed since March 30, 2021, owing to the COVID-19 pandemic. On June 15, 2020, it reopened. This is because, on May 28, 2020, the Central Government announced through the Bappenas Minister that a new standard time would begin, prompting many individuals to regain their courage and resume travel activities. With the expectation that the tourist destination in question will implement the CHSE program (*Cleanliness, Health, Safety, Environment Sustainability*). In order to maintain and expand the number of tourists visiting Leuwi Hejo Sentul Bogor, management must understand the elements that influence tourists' decisions to visit. Knowing the tourist attraction variables that influence decision-making is predicted to increase the number of tourist visits, the number of repeat visits (*Repeater*), the length of stay of tourists, and the amount of money tourists spend in a location, which will ultimately benefit the community.

Even though Leuwi Hejo Sentul Bogor has sufficient tourism potential, based on the early findings of the researchers, this potential has not yet been completely realized. Supposedly, with tourism items owned by Law No. 10 of 2009 about Tourism, tourism aims to enhance economic growth, improve people's welfare, and combat unemployment, among other things. This is in stark contrast to the commitment made by the Bogor Regency Government to make Bogor a tourism destination in the vision and purpose statements of the Regent and Deputy Regent during their election campaigns. Until his present tenure in office, Bogor Regency's potential to become a prominent tourist destination in Java has not been demonstrated. The instability of the tourist industry within the ranks of the Bogor Regency Government is one of the factors contributing to the slow development of tourism, such that its potential has not been able to generate substantial benefits. Tourism potential is reportedly one of the local government's top priorities that requires more attention to be managed and developed effectively. Therefore, the government must establish plans to maximize Leuwi Hejo Sentul Bogor's tourism potential.

Therefore, the focus of this research was to ascertain the impact of natural tourist attractions on travelers' interests in Leuwi Hejo Sentul Bogor and the level of interest tourists have in this location. This research aims to provide information that may be used to enhance each tourist destination's quality, hence increasing the number of tourists and enhancing their overall pleasure.

2 Objectives

This part should contain the aims of the research that are formulated in accordance with the background explained in the previous part. Authors may elaborate this part in around 100-word length. The objectives can be an investigation as a response to a situation explained in the background.

3 Theoretical Review

Behaviorism is the study of human behavior. *Behaviorism* can explain human behavior by providing effective educational programs. The main focus in *behaviorism* is visible behavior and the external causes stimulating it. According to the theory of *behaviorism*,

learning is a behavior change resulting from experience. Learning is the result of the interaction between stimulus and response. A person is considered to have learned if they can show changes in behavior (Zulhammi, 2015, p. 111).

Behaviorism is one of the learning theories in Indonesia. The behavioristic school (*behaviorism* which is more elementary, views the human being as a passive organism, ruled by the stimulus- stimulus in its environment. Humans can be manipulated; their behavior can be controlled by controlling the impulses of their environment (Mukminan, 2011, p. 56).

Tourist attractions are the center of the tourism industry. Attractions are things that can attract tourists to meet their needs and demands. The criteria that are usually able to attract tourists are interest in tourist locations because they have their characteristics. These criteria include having a tourist attraction, especially cultural tourism such as dances, singing traditional folk arts, traditional rituals, and others, usually having at least one or more attractions giving high value and maintaining local culture. According to Witt & Mouninho (In Fitroh et al., 2017:19), tourist attractions or destinations are the main drivers for tourists. Furthermore, according to Yunia and Petrus (2015) in (Alifia et al., 2021, p. 20), tourist attractions are everything in a tourist destination area. They are the attractions that people want to visit in the tourist destination area.

Indicators contained in tourist attractions are beauty, uniqueness, facilities, and natural scenery (Abdulhaji & Yusuf, 2016). Beauty, in this case, is defined as a beautiful form where every individual can enjoy a lovely vacation atmosphere. Uniqueness in this understanding is a distinct characteristic, such as a more affordable price. Facilities are a form of place provided for use by tourists.

According to Damanik & Weber (Alifia et al., 2021, p. 20), attractions are tourist attractions (tangible and intangible) that can bring pleasure to tourists. Attractions can be divided into three categories, namely natural attractions, cultural attractions, and artificial attractions. Meanwhile, according to Arjana (2016) (Alifia et al., 2021, p. 20), attractions or tourist objects can be divided into natural and cultural categories. Artificial tourism objects are developed from natural objects, and event tourism objects are lexical.

Before a person goes on a tourist trip, of course, that person has been moved by the motive to travel. This motivation is fundamental in studying tourists and tourism; motivation is the trigger of the travel process. The driving factor from within the person is called an internal factor. In contrast, the external factor is a tourist attraction that comes from the uniqueness or uniqueness of a tourist destination.

The theory of visiting interest is analogous to buying stake, such as research conducted by Albarq (2014: 14), which equates that tourists' interest in seeing is the same as consumer purchase interest. According to Kotler and Keller (2009: 263), two external factors influence a person's buying interest. First, the attitude of others, in this case, the philosophy of others that affects buying stake depends on two things, namely the magnitude of the influence of a person's negative attitude towards alternatives that are in demand by consumers, as well as the motivation of consumers to be influenced by others related to their purchase interests. Second, a situation that is not inspired is a situation that suddenly arises and can indirectly change consumers' buying interest.

Interest is the desire of someone to do something, which is due to the stimulation to do it (Rizka, 2021, p. 32). Interest in visiting is a person's desire to visit a tourist attraction

(Asdi 2021, p. 3232). Visiting interests have the following characteristics (1) they are individual, (2) they create an instability targeted by motivated changes that are heeded and experienced. According to Yasmin et al. (2020: 174), the indicators contained in visiting interest consist of transactional, referential, preferential, and exploratory interest.

4 Methods

This sort of research, an associative type, seeks to establish the influence or connection between two or more factors. The *Semantic Differential* scale is used in this study's quantitative methodology. The Slovin formula was used to calculate the sample size, yielding 132 samples for the research sample. Researchers have identified Leuwi Hejo Sentul Bogor visitors who will provide respondents with particular qualities. The independent variable in this study is a tourist attraction, which is made up of everything with an appealing quality, whether in the form of remarkable diversity, cultural wealth, or manufactured goods that serve as an attraction and draw visitors. While a potential customer (visitor) who has visited Leuwi Hejo Sentul Bogor before has never been there or is currently planning to do so is the study's dependent variable, the independent variable interest in traveling Interest is the driving force or force that encourages someone to pay attention to a tourist attraction. Data gathering utilized observation, questionnaires validity and reliability tests, classical assumptions, and a test of basic linear regression.

5 Findings and Discussion

5.1 Findings

The statements with the most excellent mean from the descriptive analysis of the tourist attraction variable (X) based on Table 1 are those that explain "The uniqueness of Leuwi Hejo Sentul Bogor's waterfall" dan "Leuwi Hejo Sentul Bogor is home to landscapes that cannot be found elsewhere." In the statement, a mean of 4.30 was obtained.

The statements that described "Desire to visit Leuwi Hejo Sentul Bogor because ticket prices are low" were the results of the descriptive analysis on the variable of interest in visiting (Y) that received the greatest mosexcellencets shown in Table 2. In the statement, a mean of 4.47 was found.

Based on Table 3, it can be concluded that all items of the tourist attraction variable instrument (X) are declared valid. This is evident from all items of the tourist attraction variable statement (X) having a calculated r-value of $> r$ table 0.169.

Based on Table 4, all items of the visiting interest variable instrument (Y) are declared valid. This is evident from all items of the visiting interest variable statement (Y) having a calculated r value $> r$ table 0.169.

Based on Table 5 states that the tourist attraction variable (X) has *cronbach* 0.647 $>$ 0.60. From these results, it can be interpreted that the tourist attraction variable (X) is declared reliable.

Based on Table 6 states that the visiting interest variable (Y) has a *Cronbach* of 0.665 $>$ 0.60. From these results, it can be interpreted that the Varia visiting interest (Y) variable is extensive and reliable.

Table 1. Descriptive Analysis of Tourist Attractions Results (X)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
The uniqueness of waterfalls in Leuwi Hejo Sentul Bogor	5	10	5	32	8	4,30
The uniqueness of the natural panorama in Leuwi Hejo Sentul Bogor	7	4	12	77	32	3,93
The uniqueness of surrounding plants in Leuwi Hejo Sentul Bogor	3	2	28	55	44	4,02
The beauty of waterfalls in Leuwi Hejo Sentul Bogor	2	7	16	54	53	4,12
The beauty of natural panorama in Leuwi Hejo Sentul Bogor	4	4	20	50	54	4,10
The beauty of the surrounding plants in Leuwi Hejo Sentul Bogor	2	3	16	63	48	4,15
Adequate tourist facilities in Leuwi Hejo Sentul Bogor	1	2	22	49	58	4,21
All visitors in Leuwi Hejo can enjoy the facilities Sentul Bogor	1	6	11	53	61	4,26

(continued)

Table 1. (continued)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
Facilities such as toilets, parking areas, culinary tours, and souvenirs are exciting. the number in Leuwi Hejo Sentul Bogor	4	4	13	60	51	4,13
The natural scenery is stunning in Leuwi Hejo Sentul Bogor	2	5	9	52	64	4,29
Natural scenery that cannot be found anywhere in Leuwi Hejo Sentul Bogor	2	3	15	45	67	4,30

Data sources processed by researchers, 2022

Table 2. Results of Descriptive Analysis of Variables of Visiting Interest

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
Desire to visit Leuwi Hejo Sentul Bogor because the ticket price is affordable	3	4	6	33	86	4,47
Desire to visit Leuwi Hejo Sentul Bogor because you want to interact directly with waterPlunge	–	2	17	87	26	4,03
Desire to visit Leuwi Hejo Sentul Bogor for getting information from social media	1	4	27	47	53	4,11

(continued)

Table 2. (continued)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
Desire to visit Leuwi Hejo Sentul Bogor because of getting information from friends or relatives	5	1	18	56	52	4,12
After visiting will recommend Leuwi Hejo Sentul Bogor	3	4	25	52	48	4,04
Desire to visit Leuwi Hejo Sentul Bogor due to waterfall	1	7	18	61	45	4,07
Desire to visit Leuwi Hejo Sentul Bogor due to waterfall	4	3	17	53	55	4,15
Desire to visit Leuwi Hejo Sentul Bogor due to waterfall	3	4	18	61	46	4,08
Desire to visit Leuwi Hejo Sentul Bogor due to waterfall	3	4	15	52	58	4,19

Data source processed by the researcher, 2022

Based on Table 7 on the results of Kolmogorov Smirnov testing. Obtained *monte carlo* Sig. (2-tailed) results of $0.085 > 0.05$. Based on these results, it can be concluded that the regression model has been normally distributed.

In Table 8 of results of simple linear regression analysis can be written the form of the equation is as follows:

$$Y = 12.408 + 0.725 X$$

Analysis of the coefficient of determination (R²) is used to find out how much influence independent variables have on dependent variables. The value used in the study was R square between 0 to 1. An R square value close to 1 can be interpreted as an independent variable providing all the information used. Here are the results of the analysis of the coefficient of determination (R²):

In Table 9, the coefficient of determination (R²) analysis results obtained an R square value of 0.537. So, it can be interpreted that the influence between tourist attractions (X)

Table 3. Tourist Attraction Variable Validity Test Results (X)

Variable	r count	r table	Description
X.1	0,629	0,169	Valid
X.2	0,381	0,169	Valid
X.3	0,389	0,169	Valid
X.4	0,378	0,169	Valid
X.5	0,392	0,169	Valid
X.6	0,362	0,169	Valid
X.7	0,371	0,169	Valid
X.8	0,637	0,169	Valid
X.9	0,538	0,169	Valid
X.10	0,597	0,169	Valid
X.11	0,489	0,169	Valid

Table 4. Visiting Interest Variable Validity Test Results (Y)

Variable	r count	r table	description
Y.1	0,624	0,169	Valid
Y.2	0,242	0,169	Valid
Y.3	0,438	0,169	Valid
Y.4	0,617	0,169	Valid
Y.5	0,548	0,169	Valid
Y.6	0,563	0,169	Valid
Y.7	0,442	0,169	Valid
Y.8	0,377	0,169	Valid
Y.9	0,445	0,169	Valid
Y.10	0,394	0,169	Valid
X.11	0,535	0,169	Valid

Data sources processed by researchers, 2022

Table 5. Reliability Test Results of Tourist Attraction Variables (X)

Variable	<i>Cronbach Alpha</i>	Measurement	Description
X	0,647	0,600	Reliable

Table 6. Results of the Visiting Interest Variable Reliability Test (Y)

Variable	<i>Cronbach Alpha</i>	Measurement	Description
X	0,665	0,600	Reliable

Data sources processed by researchers, 2022

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		132	
Normal Parameters	Mean	,000000	
	Std. Deviation	3.19859571	
Most Extreme Differences	Absolute	,108	
	Positive	,108	
	Negative	,098	
Test Statistic		,108	
Asymp. Sig. (2-tailed)	,001		
Monte Carlo Sig. (2-tailed)	Sig.	,085	
	99% Confidence Interval	Lower Bound	,078
		Upper Bound	
		Bound	,092

Table 8. Results of Simple Linear Analysis Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant) Atraksi Wisata	12,408	2,725	,732	4,553	,000
	,725	,059		12,267	,000

^aDependent Variable: Minat Berkunjung

Table 9. Coefficient of Determination Analysis Results (R2)

Model Summary				
Model	R	R Square	Adjust R Square	Std. The error in the Estimate
1	,732 ^a	,537	,533	3,21087

^a Predictors: (Constant), Tourist Attraction

Table 10. T Test Results in Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant) Atraksi Wisata	12,408	2,725	,732	4,553	,000
	,725	,059		12,267	,000

^a Dependent Variable: Visiting Interest

on visiting interest (Y) is 53.7% (0.537 x 100%), while the other variant of this study influences the remaining 46.3%.

Based on Table 10, T-test results on tourist attraction variables. (X) obtained a calculated t-value of 12.267 and a significance of 0.000. In this variable, the result > t table of 1.978 with a signification of <0.05, then H0 rejected Ha is accepted. So, it can be interpreted that tourist attractions (X) partially affect the interest in visiting (Y).

6 Discussion

Based on the results of the T-test on the tourist attraction variable (X), we obtained a collated t-value of 12.267 and a significance of 0.000. In this variable, the result > t table of 1.978 with signification <0.05, then H0 denied Ha accepted. Then it can be interpreted as a tourist attraction (X) positively affects the interest in visiting (Y) in Leuwi Hejo Sentul Bogor partially.

From these results, it can be interpreted that with the existence of these tourist attractions, visitors enjoying tourism for the calming beauty that makes interested Tn visiting Leuwi Hejo Sentul Bog to Suwena (2017) stated that to trust racist attractions are a significant component in attracting tourists who visit a tourist attraction. There are three attraction capitals to attract tourists n: natural attractions, cultural attractions unique interest attractions.

These results align with previous research by Rahmadhani, Setiawan, and Rini (2021), which stated that tourist attractions significantly affect re-visiting.

Based on the descriptive analysis of variable interests, the visiting mean is 4.47. T-mean the t-results obtained in the statement “Desire to visit in Leuwi Hejo Sentul Bogor because the ticket price is affordable”. Fr.”. “T.”se results show visitors’ interest in Leuwiin Hejo Sentul Bogor is due to affordable ticket prices. These results can be seen from descriptive analysis, which shows that the statement of affordable ticket prices gets the highest average value.

According to Satria and Gunalan (2020), cheap ticket prices and the number of tourist attractions that continue to be developed are opportunities to attract as many tourists as possible, which can improve the welfare of the people. The factors driving the interest in visiting Leuwi Hejo Sentul Bogor are clear and fresh waterfalls, cool areas, and Chand ap entrance ticket prices only range from Rp. 10,000 to Rp. 25,000, and facilities in the waterfall.

7 Conclusion

The T-test results on the variable (X) representing the tourist attraction had a t-count value of 12.267 and a significance level of 0.000. If the findings for these variables exceed the $> t$ table value of 1.978 with a significance of 0.05, then H_0 is discarded. H_a is admissible. So, it can be concluded that tourism attractions (X) in Leuwi Hejo Sentul Bogor favorably impact visitor interest (Y). Based on these findings, it can be concluded that the presence of these tourist attractions will make visitors feel as though they are enjoying a tour of the tranquil beauty of Leuwi Hejo Sentul Bogor.

The mean of the descriptive analysis results for the variable of interest in visiting is 4.47. The average findings obtained for the assertion “A desire to visit Leuwi Hejo Sentul Bogor due to the low cost of admission.” These findings conclude that Leuwi Hejo Sentul Bogor’s popularity results from its reasonably priced tickets. Clear and fresh waterfall water, a pleasant environment, and affordable entry charges of only Rp. 10,000 to Rp. 25,000, and the amenities in the waterfall are the main attractions of Leuwi Hejo Sentul Bogor.

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third and fourth authors deepen the theory about the methodology of processing data indicators that influence natural attraction upon visit interest; the author participated in disseminating and calculating the questionnaire results. All authors read and agreed on the final manuscript.

Competing Interest Statement. This article is free from any conflict of interest regarding the data collection, analysis, and the publication process itself. Either replicate or modify the previous sentence for this part.

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