



Analysis of Tourist Revisit Intention at Silokek Geopark Tourism Object in Sijunjung Regency

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Abstract. The current tourism sector continues to be a concern for the government to become a leading sector in several regions. Attractions must be packaged properly in the hope that tourists will make return visits to the tourist attraction. Not only tourism push factors from visitors, but also in terms of pull factors from tourist attractions. This study aims to analyze of tourist revisit intention at Silokek Geopark Tourism in Sijunjung Regency. The sample used in the study was 100 local tourists with purposive sampling technique. In the study, it was found that the factors of community familiarity, natural uniqueness, family traditions, diversity of activities had a significant influence on tourist revisit intention. The government's role in increasing tourist revisit intention is to provide safe transportation access as the main factor, such as roads to tourist objects, and other supporting facilities. A good tourist spot must pay attention to security and the maximum service that can be provided so that it gets a distinct impression for visitors to be able to make reasons to return to visit tourist objects.

Keywords: Revisit Intention · Natural Uniqueness · Silokek

1 Introduction

The study of tourism motivation has shifted from looking at motivation as a short-term process to looking at travel behavior, placing more emphasis on the impact of motivation on psychological needs and long-term planning, and focusing on internal factors as very important. Unconsciously, many people like to travel for various reasons. Eliminating fatigue is the motivation that dominates the community in traveling. In addition, adding new experiences, insights, and moments of interaction is another motivation. Hobbies, attractions, and contemplative motives, on the other hand, are not the dominant motives [1]. Tourist needs and wants vary widely and can change based on the factors that influence tourists at the time of purchase. Therefore, marketers need to understand consumer behavior so that their marketing activities can be effective and efficient [2]. You can create your own travel satisfaction from the tour you want. For example, tourism that is friendly and tailored to their needs. The development of tourism trends to increase the interest and satisfaction of global tourists is increasing. Factors that contribute to tourist satisfaction during the trip, such as a sense of security during the trip, comfort during the trip, friendliness of the people and staff during the trip, and infrastructure that meets their expectations.

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Tourist interest in visiting a tourist destination is not only influenced by tourist attraction but also by their motivation to travel. Tourist motivation is an important factor for tourists in determining the tourist attraction to be visited [3]. Modern society today travels extensively because they are concerned with the results of a country's development, its cultural output, its natural wealth, or other types of social life like other countries and the needs that must be met are becoming more complex. Travel begins with the motivation and urge to travel, and is one of the needs that must be met, especially for residents of any country. In research [4] the motive of travelers is to enjoy the beautiful scenery and to rest and recuperate after a hard day's work.

Tourism is influenced by the existence of tourism activities. Many factors affect community tourism activities. For most people, the purpose of traveling and traveling is to have fun, but it is not uncommon to use your time to add insight, knowledge, and skills in other things [5]. They didn't come to that place just to look around, but to look and find valuable things that they couldn't find where they came from. According to [6] Indonesian tourism, if packaged and managed properly, will undoubtedly become an asset of the Indonesian nation that is able to compete internationally with tourism in other countries. Therefore, tourism is expected to develop well and have a positive impact. In the end, tourism is expected to bring prosperity, both economically and in terms of living standards, for the community in general and those involved in tourism in particular.

People who visit a destination expect a unique and enjoyable journey. Therefore, along with the growth of economic activity, it is very important for tourism industry players to study the needs of the tourism market, and they must study the needs that visitors want and their satisfaction [7]. Tourism products that are included in tourist attractions are usually different from other tourist attractions and become the hallmark of the tourist attraction. Furthermore, according to commodities, tourist attractions are classified into natural attractions, education, recreation, and so on. A good tourist attraction product can provide positive opinions and ratings to potential tourists about visiting a particular destination or attraction. Motivation is considered as part of our psychological and biological needs and wants. It includes an integral part that can push and pull a person to engage or engage in certain activities. A person's motivation is influenced by two factors, push factors, which relate to impulses, emotions, and instincts that arise from within a person, and pull factors, which relate to mental representations such as knowledge and beliefs [8].

The biggest challenge for destination managers is to attract, or rather, maintain and increase the attractiveness of the destination for domestic and foreign tourists. Attractions must be able to change a tourist destination from a desired destination to a desired tourist destination [9]. One of the key factors or focal points in tourism development is tourist attraction. Because tourist attraction is a major component of the tourism system and is a major factor in a person's visit to tourism activities. Therefore, the characteristics of tourist attractions are an important factor to be considered in tourism development [9]. Loyalty has long been a problem for marketers. Regarding tourism, efforts to increase tourist loyalty are also a serious concern for tourist destination managers. Loyal, paying and returning travelers continuously increase a destination's revenue. The destination becomes more recognized in the tourism market, while positive support enhances the

image of the destination. In essence, tourist loyalty is a guarantee of sustainability in tourism [10]. And also [11] said consumer behavior is the most important factor that supports marketing activities carried out to sell tourism products. Differences in attitudes, perceptions and motivations affect the formation of interest in traveling. Our travel decision-making model is based on personal and social motivations, wants, needs and expectations.

This study was conducted to examine what are the motivations that influence visitors to make revisit intentions to the Silokek Geopark tourist attraction. Geopark Silokek is one of the natural tourism villages located in Sijunjung Regency, West Sumatra Province. The research is expected to provide the latest information related in an effort to increase the number of tourist visits. Not only to make a one-time visit but to make a return visit to the tourist attraction. This is studied through an approach to visitors by using community variables, natural uniqueness, family tradition, diversity of activities and accessibility.

2 Method

This research is a type of quantitative research that wants to examine the factors that influence the motivation of visitors to the Silokek Geopark tourist attraction to make repeat visits to the tourist attraction. The dependent variable used is revisit intention, and the independent variables are community familiarity, natural uniqueness, family tradition, diversity of activities and accessibility. Sources of data in this study using primary data with data collection through the distribution of questionnaires and data obtained from observations, interviews and documentation. The number of samples used as respondents is 100 people who have visited more than 1 time consisting of visitors from outside Sijunjung Regency are 36 people and 64 people who come from within Sijunjung Regency. The selected respondents are respondents who already have a minimum age of 15 years who are considered to be able to understand the aims and objectives of this study. The analysis used is multiple linear analysis is an analytical technique used to test the effect of independent variables on the dependent variable. In general, the equation model of multiple linear regression is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon \quad (1)$$

In this study the equation model of multiple linear regression is:

$$RI = \beta_0 + \beta_1 CF + \beta_2 NU + \beta_3 FT + \beta_4 DA + \beta_5 A + \varepsilon \quad (2)$$

where:

RI: *Revisit Intention*

β_0 : *Constant*

$\beta_1 - \beta_5$: *Coefficient*

CF: *Community Familiarity*

NU: *Natural Uniqueness*

FT: *Family Tradition*

DA: *Diversity of Activites*

A: *Accessibilty*

Explanation on each variable:

- Revisit Intention: Number of visits more than 1 time to Silokek Geopark attractions
- Community Familiarity: Community intimacy gained by visitors from the local community
- Natural Uniqueness: The uniqueness of nature presented by tourist objects, such as rivers, hills, natural caves and others created from nature
- Family Tradition: Routines used by visitors in family holiday activities
- Diversity of Activities: The variety of activities available at attractions that directly involve visitors
- Accessibility: Available access to tourist attraction locations such as roads and transportation

3 Result and Discussion

3.1 Respondent's Achievement Level

From the results of data processing carried out, it appears that all the variables used in the study meet the appropriate criteria, where respondents achievement for variable Y (87,5%), X1(80,0%), X2(84,1%), X3(82,4%), X4(80,2%), and X5(80,7%). The characteristics of 100 respondents can be seen in Table 1.

Respondents consisted of 48 males and 52 females, 47% of whom were aged 15–25 years and 18% aged 36–45 years. Then, 70% of them are still in school and only 30% are working. When viewed from the area of origin, only 36% of visitors who came from outside Sijunjung Regency and the rest came from Sijunjung Regency. In terms of income, visitors who are respondents have income above 1 million Rupiah by 32%.

3.2 Regression Analysis

The following Table 2 shows the influence of community familiarity, natural uniqueness, family tradition, diversity of activities and accessibility to number of revisit intention of visitors to Silokek Geopark tourism object at Sijunjung Regency. Coefficient of determination value is 0.730010 means dependent variable explained independent variable of 73.00% and the 27.00% was explained by others exclude in this model. Or in the other means, motivation for tourist doing revisit intention to Geopark Silokek can explained by variable of community familiarity, natural uniqueness, family tradition, diversity of activities, and accessibility. The simultaneous test of 0.000000 which means all the independent variables in this study influenced the dependent variable, revisit intention of visitors at the 5% degree of freedom.

And the equation model as follows:

$$Y = 0.249 + 0.234X1 + 0.233X2 + 0.240X3 + 0.195X4 - 0.240X5 \quad (3)$$

Community Familiarity

In this study explained that community familiarity has positive relationship and significant influence to revisit intention. Community familiarity given by people at tourism

Table 1. Characteristics of Research Respondents

Demographics	Freq.	Percentage
<i>Gender</i>		
Man	48	48%
Woman	52	52%
<i>Ages</i>		
15–25 y.o	47	47%
26–35 y.o	31	31%
36–45 y.o	18	18%
46–55 y.o	4	4%
<i>Occupation</i>		
Student	70	70%
Civil Servant	17	17%
Private	11	11%
Others	2	2%
<i>Origin</i>		
Outside Sijunjung	36	36%
Within Sijunjung	64	64%
<i>Income</i>		
<1 Million Rupiah	68	68%
>1 Million Rupiah	32	32%
<i>Education</i>		

Source: Data Processed 2022

Table 2. Model Estimation Results

Var	Coeff.	Std. Error	t-Statistic	Sig.
C	0.249757	0.142805	1.748930	0.0836
X1	0.234410	0.091627	2.558139	0.0121
X2	0.233999	0.089400	2.617445	0.0103
X3	0.240238	0.094987	2.529162	0.0131
X4	0.195516	0.087281	2.240069	0.0274
X5	-0.240021	0.099930	-2.401903	0.0183

R²: 0.730010

Prob (F-Statistic): 0.000000

Source: Data Processed 2022

object, become one of the motivations for visitors to come again to Geopark Silokek. They get a warm welcome from the people who welcome and accompany them while they are at the tourist attraction location. The study [12] analyzes the effect of destination image and awareness on the loyalty of foreign tourist destinations visiting Batam City. Based on the survey results, Batam found a positive impact between direct satisfaction and target compliance. The results also show that familiarity has a positive impact on destination satisfaction and loyalty. Other results also show that destination image has a positive effect on satisfaction and destination loyalty of foreign tourists visiting Batam. In research [13] the index of friendliness, feeling of comfort when visiting the tourist city of Batu, the potential for tourist attractions in Batu City, where the layout of the facilities and infrastructure in Batu City looks neat and beautiful, attracting tourists. Have different tourist destinations in Batu city. It is also interesting that there are various souvenir shops in Batu city.

Natural Uniqueness

The natural beauty of the Silokek Geopark is one of the advantages of this tourist attraction. Tourist objects are formed by nature without any changes, such as caves, rivers, hills, and others. This natural beauty is what makes visitors come back, in addition to the fresh air, the flora and fauna that are there are also original. From the regression results, it was found that the uniqueness of nature has a positive relationship and has a significant effect on the motivation of visitors to make revisit intentions. Research conducted by [14] indicators of factors that attract tourists to visit Blimbingsari Tourism Village can also be used as a strong reason for the better management and development of Blimbingsari Tourism Village. These indicators include the uniqueness of the village, village community activities, culture/customs/traditions, natural beauty of the village, availability of accommodation, gastronomy, public facilities, visitor center, distance to the airport, distance to the capital city and availability of transportation. The uniqueness of the natural resources by [15], obtaining an average score of 22.36% of the 36 respondents who took the Natural Beauty Factor Questionnaire, based on research conducted in this area.. Obtained from the sum of sub-items, including unobstructed views of objects, unobstructed views of natural attractions in the Riam Angan Tembawang area.

Family Tradition

The family tradition of taking a vacation is one of the family motivations for visitors to this tourist attraction. Usually during school holidays, national holidays or just a weekend off. Those who are bored with their daily work life, want to spend time with their family enjoying the natural scenery and tourist villages in the area. Parents usually introduce nature tourism to their children so they can get relaxed again. In this study, family traditions have a positive relationship and have a significant effect on visitors' motivation for revisit intention. This study [8] shows that the travel motives of Middle Eastern tourists are based on physical, personal, interpersonal, and pleasure motives. The driving factor is the motivation to escape or adventure or social interaction. Those who travel to Puncak Cianjur can escape from their daily routines, enjoy free time to

interact with the locals, and increase family intimacy. They consider Cianjur Peak is a good place to travel with family.

Diversity of Attraction

There are many things that visitors can do around the location of the Silokek Geopark tourist attraction. Not only those who do outdoor activities, but they can also enjoy the natural scenery, cuisine, and even wartime relics. This study found that the diversity of activities that can be carried out in the tourist attraction area has a positive relationship and significantly affects the desire of visitors to come back. The motivations of tourists [16] visiting Dharmagiri Vihara are: increasing knowledge, experiencing new cultures, sightseeing, nostalgia, spiritual fulfillment, romantic atmosphere, exotic atmosphere, weather, historical buildings and places, attractions, culture and arts, and so on. The main motivation to encourage tourists to visit Vihara Dharma Giri is due to artistic and cultural attractions as well as historical architecture and location factors. And also research by [17] Jembon tourist attractions are located in Jembon Hamlet, Ambeengan village, Scassada area, Buleleng Regency, and there are various activities for tourists to enjoy. These activities include enjoying the natural beauty of the waterfall and its surroundings, soaking and swimming in the natural pool under the waterfall, photography and trekking. The most popular activities for tourists are photography and enjoying the beauty of nature.

Accessibility

Accessibility variables in this study have a negative relationship and have a significant effect on revisit intention. This happens because the condition of the road to the location of the tourist attraction is very unsafe, the occurrence of landslides causes the road to be cut off during the rainy season. Also, public transportation facilities do not yet exist, visitors must use private vehicles to get to the tourist area. This is the cause of the visitors are reluctant to do revisit intention. This is based on research [18] on the effect of facilities, accessibility and attractions on tourist satisfaction when visiting the Bangka Pangkalpinang Botanical Gardens, and these variables simultaneously have a positive and significant effect on tourist satisfaction. In research conducted by [19], the accessibility variable has a significant effect on the image of the Lake Tolire Besar tourist attraction in the city of Ternate. In short, making tourist attractions easily recognizable and accessible to tourists is an important aspect to support the development of tourist attractions in Lake Tolire Besar, and improve the image of these tourist attractions. Accessibility also plays an important role in improving the image of tourist destinations, and so that tourists visit frequently it is necessary to consider comfort and good road conditions.

4 Conclusion

Based on this research, it can be concluded that the variables of community familiarity, natural uniqueness, family tradition, diversity of activities and accessibility simultaneously affect the motivation of visitors to travel to Geopark Silokek. Partially, the accessibility variable has a negative relationship to revisit intention. This is due to inadequate road and transportation conditions to get to the location of the tourist attraction.

The Silokek Geopark tourist attraction is a tourist attraction that has very good natural beauty, besides that the people who are in the location are very friendly and easy to mingle with visitors. The number of activities that can be done at this tourist attraction makes many visitors who are not bored to make revisit intentions. Recommendations that can be given are that the government and the community participate in maintaining the natural beauty that is already available in tourist attractions, improving services and facilities and infrastructure. It is hoped that this research can provide an overview for future researchers who examine revisit intention by using different variables such as emotional bond, cultural bond, cuisine, special treatment, and others. With the increase in the number of visitors and revisit intention, it is hoped that it will increase the income of local communities and local governments in terms of tourism. This tourist attraction is not only visited by local tourists but also foreign tourists who want to enjoy natural tourism in this case geopark tourism. Many things are done so that tourists feel comfortable and want to make revisit intentions to tourist objects. Among them are maintaining and improving public facilities, cleanliness, and even providing information services related to tourist trips that can be done at this tourist attraction.

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