



The Effect of Attractions, Amenities and Accessibility on Visiting Decisions during the Covid-19 Pandemic in the Malino Area, Gowa Regency

ER Ummi Kalsum¹, Nurjannah², Violetha Simatupang¹

¹Bandung Tourism College, Indonesia

²Makassar Tourism Polytechnic, Indonesia

*Corresponding Author: ER Ummi Kalsum

Email: umk237@gmail.com



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Abstract

During the COVID-19 Pandemic, tourists certainly require the protection in minimizing the transmission of the COVID-19 virus during travel activities in the Malino Region, Gowa Regency. With the hope of gaining back the public trusts. As it is believed that tourism activities will be achieved if these activities are equipped with tourist travel facilities. This study aims to analyse the effects of Attraction (X1), Amenity (X2) and Accessibility (X3) on Visiting Decisions (Y) during the COVID-19 Pandemic in the Malino Region, Gowa Regency. This study uses quantitative methods by processing data obtained from the research location. The population in this study were all respondents who had visited Malino during the COVID-19 pandemic as many as 71,288 people and the number of samples selected was 398 individuals using a research questionnaire as a research instrument which was then processed using SPSS software version 23. From the results of the study, it indicates that the partial test results on Attractions (X1) have a significant effect on Visiting Decisions (Y), Amenity (X2) does not have a significant effect on Visiting Decisions (Y) and Accessibility (X3) has a significant effect on Visiting Decisions (Y) and simultaneous testing that Attractions (X1), Amenity (X2) and Accessibility (X3) have a significant effect on visiting decisions (Y).

Introduction

Tourism as a travel activity cannot be separated from the will to get the service needs during travel activities. A tourist trip will be achieved if the activity is equipped with tourist travel facilities, namely in the form of facilities used to reach a destination and the existing facilities in the tourism destination. With the facilities provided, the tourists will be more comfortable, thus, it will attract more tourists to visit. However, on March 11, 2020, (World Health Organization, 2020) announced the COVID-19 Pandemic as a global pandemic that occurs throughout the world.

To anticipate the possibility of the virus spreading quickly, on behalf of the Indonesian government, the Ministry of Health and the Provincial Government issued a policy known as Large-Scale Social Restriction (PSBB). Large-Scale Social Restriction is restriction on the activities of residents in the infected areas which aim to anticipate the rapid spread of the 2019 Virus Disease. The tourism sector is one of those affected by the COVID-19 pandemic, where the largest regional income is from tourism activities.

The focus of the study is in the Malino area, Gowa Regency. Malino is designated as an area based on a decree. Minister of Forestry No. 420/Kpts-II/1991 on June 19, 1991 (Department of Culture and Tourism of Gowa Regency, RENSTRA 2016-2020). The Malino area has several tourist attractions, both natural and manmade. However, with the COVID-19 Pandemic and the policy of Large-Scale Social Restrictions (PSBB) in the area many tourist attractions

in the area are temporarily closed, moreover, several tourism industries unwillingly must stop operating during the pandemic. The following is data or information on tourist attractions in the Malino area which are open and closed during the COVID-19 pandemic, which are detailed in table 1 below:

Table 1. Tourist Attractions in the Malino Area

No	Types of Tourist Attractions	Open/Close During Pandemic
1.	Malino Pine Forest	Open
2.	Takapala Waterfall	Open
3.	Malino Highland	Open
4.	Malino Green Valley	Closed
5.	Blue Lagoon Valley	Closed

Source: Processed Data, 2021

From August to December, thousands of visitors came from various regions continued to crowd the Malino area and even became trending due to experiencing visitor density during the COVID-19 Pandemic, thousands of visitors from various regions continued to crowd the Malino area in Gowa Regency. This place is the main destination for tourists, because it has beautiful natural scenery and cool breeze and easier access to reach.

Despite the density of visitors in the Malino area, tourist data still has not shown a drastic increase as before the COVID-19 pandemic, resulting in a decrease in tourist visits during 2020 which is shown in the table 2 below:

Table 2. Number of Tourist Visits In the Malino area

NO	Tourist Attraction	Recapitulation of the Number of Tourist Visits	
		2020	
		Domestic Tourists	Foreign Tourists
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
1	Malino Pine Forest	20243	101
2	Takapala Waterfall	13096	69
3	Malino Highlands	34207	65
4	Malino Green Valley	955	2
5	Blue Lagoon Valley	2550	0
	Total	71051	237

Source: Gowa Regency Tourism and Culture Office, 2021

Middleton (2001) argues that "the tourist products to be considered as an amalgam of three main components of attraction, facilities at the destination and accessibility of the destination" which means that tourism products generally have a combined form of three main aspects, namely attractions, facilities, and attractions. access to the destination. Muljadi (2012) suggests the dimensions of tourism products as a measuring tool consisting of tourist attractions, amenities and facilities, and accessibility. This dimension will be in line with that used by Dani & Thamrin, (2019).

The aspect that is the basis for making visiting decisions is tourism products, so that it becomes one of the functions of tourism products, namely as a tourist reference in carrying out visits to

tourist objects (Huda et al., 2019). Next is the notion of amenity. Amenity is a business of accommodation, restaurants, transportation, facilities, retail outlets, services and other facilities that must be owned in tourist destinations (Yoeti, 2002).

Literature Review

Yoeti (2002) suggests that "the success of a tourist destination until the achievement of a tourist area is very dependent on the 3 A's, namely Attractions, Accessibility and Amenities", These three things will be described as follows:

Attractions

Everything that can attract tourists to visit a tourist destination. The success of a tourist destination depends on several elements. This theory is also reinforced by Mill (2000) that attractions are things that attract tourists to visit destinations. Which is also supported by Goeldner and Ritchie (2009). Kusmalinda et al in Elinda et al (2021) who argue that attractions are the main product of a destination that can attract visiting tourists. Furthermore, Damanik and Weber in Arjana (2016) argues that attractions are tourist objects (tangible and intangible) that can provide pleasure to tourists. Attractions can be classified into three, namely natural attractions, cultural attractions and artificial attractions. Meanwhile, Attractions are divided into two groups, namely natural attractions and man-made attractions.

Amenity

Yoeti (2003) suggests that tourism facilities and services are all facilities needed in planning tourist areas. Meanwhile, Sugiama in Khusnul & Luchman (2017) explains that amenity includes a series of facilities to meet the needs of accommodation (lodging), the provision of food and beverages, entertainment venues (entertainment), shopping places (retailing).

Amenities are physical resources that must exist before services are offered to consumers. Basically the facilities in service companies are factors that determine the choice of people's choices to visit tourist attractions. According to Rusvitasari and Solihin in Ramadhani et al (2021) suggest that amenities are all forms of supporting facilities that can be used by tourists to meet their needs.

Accessibility

For Accessibility, according to Soekadijo (2003) in Hidayat et al. (2017) suggests that accessibility is the ease in reaching tourist destinations either geographically or technically, as well as the availability of transportation facilities to these destinations.

Suwantoro (2015) in Liatianingrum (2019) states that accessibility is one important aspect that supports tourism development, because it involves cross-sectoral development. According to French in Khusnul and Luchman (2017), the factors that are important and related to aspects of tourist accessibility include directions, airports, terminals, time required, travel costs, frequency of transportation to tourist sites and other devices.

Ease of reaching tourist destinations both geographically and technically, as well as the availability of transportation facilities to these destinations. Relating to accessibility facilities that can be a kind of guideline includes the following. (1). Complete information about facilities, terminal locations, and local transportation services at the destination must be available to all passengers before departing from the origin. (2). Security system should be provided at the terminal to prevent criminality. (3). A standard or uniform system for traffic signs and symbols should be developed and installed at all airports. (4). The information system must provide data on other transportation service information that can be contacted at the

terminal, including schedules and fares. (5). Up-to-date and current information, both departure and arrival schedules must be available on the bulletin board, verbally or by telephone. (6). Manpower to help passengers. (7) Complete information about locations, fares, schedules, and local transportation routes and services. (8) City maps must be available to passengers.

Visiting Decision

The decision that consumers make related to travel is the tourist's decision to visit a tourist attraction. The decision of tourists to choose a tourist attraction is basically a form of decision making. Before the decisions, there are five stages that consumers go through in the buying process: problem recognition, information search, alternative evaluation, purchasing decisions, and buying behavior (Simamora, 2008).

In line with the above opinion, essentially the decision to choose a tourist attraction is basically a "purchase" decision, namely spending money to get satisfaction. However, purchases in the context of tourism have some discretion. Pitana & Gayatri (2005) state that in the decision to travel there are 5 stages, namely: (1) Recognizing the need or desire to travel, (2) searching and assessing information, (3) There are alternative preparations in the decision to travel, (4) Tourism experience from the evaluation results, and (5) travel satisfaction to recommend to others.

Methods

This research uses multiple linear regression analysis method because it has more than one independent variable. This study consists of two independent variables (independent) namely Attractions (X1), Facilities/Amenities (X2), and Accessibility (X3) while the dependent variable (dependent) is Visiting Decisions (Y). In this study, the population that will be used is tourists who have visited Malino at least once as many as 71,288 people. So, it is known that $N = 71.288$, $e = 5\%$, so $n = 71.288 / 1 + 71.288 (5\%)^2 = 397.77$ or rounded up to 398 people. So, the number of respondents is known to be 398 people.

Results and Discussion

Based on the results of the questionnaire distributed to 398 respondents.

The Effect of Attractions (X1) on Visiting Decisions (Y)

On the results of the statistical test, the results on Attractions (X1) are $0.004 < 0.05$, which means that the Attraction variable (X1) has a significant effect on the decision to visit (Y).

This means that if the attractions in the Malino area are more beautiful, the decision to visit will also be achieved, these results are in line with Mauludin's research (2017) where in this study the results showed that attractions had a positive and significant influence on the decision to visit tourists, where the more attractive tourist attractions will lead to increased tourist visiting decisions, as well as the results of Muharromah and Anwar's (2020) research which shows the results of their research that the attraction variable has a positive and significant effect on visiting decisions, as well as the results of Safitri et al's research (2020).) which shows that attractions in this case include tourism products have a significant effect on visiting decisions, which is also supported by the results of research by Arista et al (2017) which show that attractions have a significant effect on visiting decisions and the results of research by Rachma and Hufon (2019) which show that the results of their research show that attractions affect visiting decisions.

The Influence of Amenity (X2) on Visiting Decisions (Y)

On the results of statistical tests, the results on Attractions (X1) of 0.367 is greater than 0.05, which means that the Amenity variable (X2) does not have a significant effect on the decision to visit (Y). This means that the available amenities are quite good, such as the availability of accommodation, places to eat with affordable price options, as well as the availability of prayer rooms or prayer rooms, toilets and other facilities that have been fulfilled for visiting tourists.

This finding is in line with the research results of Muharromah and Anwar (2020) who in their research found that foramenity variable has no influence on the decision to visit. Similarly, the results of the research of Ramadhani et al (2021) found that foramenity variable has no influence on the decision to visit.

The Effect of Accessibility (X3) on Visiting Decisions (Y)

On the results of the statistical test, the results on Accessibility (X3) are $0.000 < 0.05$ which means that the Accessibility variable (X3) has a significant influence on visiting decisions (Y). This means that the accessibility variable greatly influences the decision to visit, these results are in line with the results of Dewi et al.'s research (2020) which concludes that accessibility has a positive influence on visiting decisions as well as the results of Rheza and Syahrul's (2014) research with the results of their research being that accessibility has an effect on decisions. foreign tourists visiting and also the results of research by Muharromah and Anwar (2020) where the results of his research on accessibility variables have a positive and significant effect on visiting decisions, Similarly, the results of research by Ramadhani et al (2021) found that the accessibility variable had an influence on visiting decisions and on the results of Ruray and Pratama's (2020) research that partially accessibility had an influence on visiting decisions.

The Influence of Attractions (X1), Amenity (X2), Accessibility (X3) on Visiting Decisions (Y)

Attraction variable (X1), Amenity variable (X2) and Accessibility variable (X3) with simultaneous test on the decision to visit can be seen from the significance level of $0.000b < \alpha 0.05$. This output shows that there is a very significant effect between the independent variables X1, X2 and X3 simultaneously on the decision to visit (Y).

And theoretically, this research has the results of this study are in line with the research of Dyah and Heru (2018) that jointly testing the Attraction, Amenity and Accessibility variables significantly influence the decision to visit, as well as research from Winny et al (2021) that attractions, amenities and accessibility together equally significant effect on the decision to visit, this is also reinforced by the results of research from Rosadi and Widyawati (2018), Muharromah and Anwar (2020) and Ramadhani et al (2021) which show that simultaneous testing has a significant effect on visiting decisions.

Conclusion

In the attraction variable (X1) there is a significant influence on the decision to visit (Y). This is evidenced by the results of the t test, the significant value of the attraction variable is 0.004 because the value of Sig. $0.000 < 0.05$, where the attractions in the Malino area have different attractions from other places with a cool climate and calm atmosphere although there is still the smell of horse dung which slightly disturbs the smell of tourists. In the amenity variable (X2) there is no significant effect on the decision to visit (Y). This is evidenced by the results of the t test, the significant value of the amenity variable is 0.367 because the value of Sig. $0.000 > 0.05$, where the amenity is considered a normal thing and is considered to have fulfilled. The accessibility variable (X3) has a very significant influence on the decision to visit (Y). This is evidenced by the results of the t test, the significant value of the Accessibility

variable is 0.000 because the value of Sig. $0.000 < 0.05$, where accessibility is the most influential thing for tourists because access to the Malino area is easy to reach and the costs offered are quite affordable. Based on the results of the F test, it is known that the significant value (Sig.) is 0.000. Because the value of sig. $0.000 < 0.05$ then in the F test it can be concluded that Attractions (X1), Amenity (X2), Accessibility (X3) simultaneously affect the Visiting Decision (Y) during the covid 19 pandemic in the Malino area, Gowa Regency, where during the pandemic COVID-19 tourists make the decision to visit through a process of considering security and comfort from all aspects during the Covid 19 pandemic.

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