

## The Influence of Attraction, Amenity, Health Protocol on Tourist Destinations Re-Visit Interest During The Covid-19 Pandemic (Banyu Mili Case Study)

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### ABSTRACT

*The purpose of the research is to identify the effect of the tourism components is tourist attraction, amenities, and health protocol during pandemic covid-19 at the Banyu Mili tourist destination in Wonosalam Jombang. This research used a quantitative descriptive approach. This research used descriptive analysis and multiple linear regression analysis.. The sampling technique used in this research is non probability sampling with Purposive Sampling approach. The sample in this research were the visitors of Banyu Mili tourist destination in Jombang city with 103 respondents. Based on the T test results, it has known that tourist attractions has positive and significant effect towards interest to revisit in Banyu Mili, while accessibilities, amenities, ancillary service and health protocol have no significant effect on the tourists' revisiting interest. Based on research result that tourist attraction has the most dominant influence on the interest in revisiting tourist. The better a tourist attraction have, the bigger tourists' revisiting interest will be at Banyu Mili Wonosalam Jombang.*

**Keywords:** *Attraction; Amenity; Health Protocol; Revisiting Interest; Banyu Mili.*

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### INTRODUCTION

Coronavirus or acute respiratory syndrome Coronavirus 2 (SARS-COV-2) is a virus that attacks the respiratory system. Website reporting [itu.int/emergences/](http://itu.int/emergences/) abbreviated, common symptoms caused by covid-19 are fever, dry cough, fatigue. In early March 2020 Indonesia confirmed the first case of coronavirus infection and was designated a pandemic by the World Health Organization on March 11, 2020. The COVID-19 pandemic is the 2019 coronavirus outbreak around the world. More than 195,755 people died and more than 781,109 were recovered. The impact of this virus not only resulted in fatalities, but also social, economic, educational and behavioral and lifestyle changes.

Since then, various countermeasures have been made by the government to mitigate the impact of the Covid-19 pandemic in various sectors. Almost all sectors are affected, not just health. The economic sector is also experiencing serious impacts due to the coronavirus pandemic. restrictions on community activities have a profound effect on economic activity. The Covid-19 pandemic has had a huge impact on the economic and social sectors of the world, including Indonesia. Public policy observer and businessman Saiful said there are three major impacts of the Covid pandemic on the national economy. The first impact according to him is the weakening of household consumption or weakening purchasing power. The economy will rise if the absorption or purchasing power is high. A successful market in creating regulation is a market that is able to create high purchasing power. Because the Regulation of Purchasing Power has an effect of about 60% on the rise of an economy," saiful said in a virtual talk show titled "Chat Together Live", carrying the theme "The Impact of Covid-19 on the Country's Economy", at Radio Muara Jakarta, not long ago. The second impact he said is that the Covid-19 pandemic causes uncertainty, when it will end. So in the field of investment also weakened and implicated the cessation of a business. while the third impact is economic weakening, causing commodity prices to fall. As a result of these impacts, the Government has taken swift action, vaccination programs, there are national economic recovery programs, BLT, SME/MSME venture capital assistance.

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The tourism sector is one of the sectors severely affected by the COVID-19 pandemic. The tourism sector has been held up as the second largest source of foreign exchange contribution for Indonesia, but since the physical distancing instruction and activities at home alone, the tourism sector has become very sluggish. In fact, the lethargy was already felt before Indonesia announced there were corona positive patients in early March 2020. A number of stimulus prepared by the government to revive the tourism sector were unable to stem the negative impact of corona COVID-19. Many tours are closed which means there is no income for them and can be sure the country suffered a huge loss (Rahmawati et al, 2020).

That's why the government provides a new normal policy. From this policy many public places are re-operating on the condition that they implement health protocols including the tourism sector that has been re-operated during this pandemic (Fadhli et al, 2021). In the economic field, such as msme in addition to limiting opening hours, they also prioritize to serve on an order basis where if ate on the premises should keep a distance. The tourism industry will experience the same and will prioritize the implementation of health protocol standards and safety standards that are considered adequate to maintain the comfort of visiting tourists. Looking at the tourism industry that has been open a lot, the author is interested to see the readiness of the application of regulations or protocols and marketing strategies carried out by the tourism to attract customers (Anandita et al, 2021).

Banyu Mili is one of jombang tourism. Since the covid-19 pandemic, Banyu Mili tourism has felt a tremendous impact in customer withdrawal, but with a good promotional strategy banyu mili tourism can finally survive in this pandemic period and remain the target of tourists. Therefore, researchers are interested to write an Analysis of Driving Factors Attraction, Amenity, Health Protocol For Re-Visit in Tourist Destinations During the Covid-19 Pandemic (Banyu Mili Case Study)

## **METHOD**

The approach used in this research is quantitative and associative approach, this method is used to research on certain populations or samples, data collection used research instruments, data analysis is quantitative / statistical, with the aim to test the hypothesis that has been set (Sugiyono, 2015). Associative research is a study that aims to determine the influence or relationship between two or more variables (Sugiyono, 2015:13).

The data collection techniques in this study use 3 methods. (1) Observation. (2) Questionnaire (3) Literature and internet studies. Uji yang digunakan dalam pengujian data menggunakan uji validitas, reabilitas dan regresi berganda. In this study, the population that will be used by researchers is tourists who have visited Banyu Mili wonosalam Jombang tourism at least once during the covid-19 pandemic. The number of samples in this study was 103 visitors who came to Banyu Mili tourism during the pandemic. The data was obtained from the number of tickets sold in July.

## **RESULT AND DISCUSSION**

### **Result**

The research is to identify the effect of the tourism components is tourist attraction, amenities, and health protocol during pandemic covid-19 at Banyu Mili. Based on the data from 103 respondents that contain some categories, they are gender, age, profesion. (1) men as many as 47 people (46%), while female respondents as many as 56 people (54%). (2) 21-25 years as many as 30 people (29.12%), then respondents aged 26-30 years as many as 9 people (8.73%), then respondents aged less than 20 years as many as 36 people (35.95%), and 12-12 year old respondents (11.65%), while the fewest respondents over the age of 35 were 17 (16.50%). (3) students with a total of 32 respondents (31.06%), while respondents who were students numbered 23 people (22.33%), then respondents whose employees amounted to 27 people (26.21%), and the last respondents were self-employed numbered 21 people (20.38%).

### **Validity Test**

Based on validity test of each variable has  $r$  count  $> 0.1966$ , means that it can be stated all question items are valid, because the  $r$  count of each variable is above 0.966.

**Table 1.** Attraction Variable Validity Test Result (X1)

No	Question Item	r Count	r Table	Explanation
1	Question 1	0,804	0,195	Valid
2	Question 2	0,834	0,195	Valid
3	Question 3	0,868	0,195	Valid
4	Question 4	0,717	0,195	Valid

Based on table 1 above it is known that the above 4 question items are declared valid because r count is greater than r table i.e. the value of r count above 0.195.

**Table 2.** Amenity Variable Validity Test Result (X2)

No	Question Item	r Count	r Table	Explanation
1	Question 1	0,513	0,195	Valid
2	Question 2	0,851	0,195	Valid
3	Question 3	0,876	0,195	Valid
4	Question 4	0,671	0,195	Valid

Based on table 2 above it is known that the above 4 question items are declared valid because r count is greater than r table i.e. the value of r count is greater than 0.195.

**Table 3.** Health Protocol Variable Validity Test Result (X3)

No	Question Item	r Count	r Table	Explanation
1	Question 1	0,647	0,195	Valid
2	Question 2	0,818	0,195	Valid
3	Question 3	0,838	0,195	Valid
4	Question 4	0,778	0,195	Valid
5	Question 5	0,769	0,195	Valid
6	Question 6	0,751	0,195	Valid

Based on table 3 above it is known that the above 6 question items are declared valid because r count is greater than r table i.e. the value of r count is greater than 0.195.

**Table 4.** Revisiting Interest Variable Validity Test Result (Y)

No	Question Item	r Count	r Table	Explanation
1	Question 1	0,828	0,195	Valid
2	Question 2	0,870	0,195	Valid
3	Question 3	0,829	0,195	Valid
4	Question 4	0,592	0,195	Valid

Based on table 4 above, namely the results of validity test using correlation bivariate, then for the variable interest re-visit (y) consisting of 4 items of statement tested, it can be stated that all statement items are said to be valid, because it has a calculated r value above 0.195.

### Reability Test

Reability test using statical test Cronbach alpha. A variable said to be reliable if the Cronbach alpha value > 0.60. the result of the reability test of the variable studied can be seen in the followingtable:

**Tabel 5.** Hasil Uji Reliabilitas

Variable	Normal Limit	Cronbach Alpha Value	Explanation
Attraction (X1)	>0,60	0,658	Reliable
Aminity (X2)	>0,60	0,720	Reliable
Health Protocol (X3)	>0,60	0,850	Reliable
Revisiting Interest (Y)	>0,60	0,805	Reliable

Based on the reliability test results of table 4 above, concerning the interest in re-visitation on banyu mili wonosalam jombang tour with variable Attraction (X1), Amenity (X2) Health Protocol (X3)

Interest Re-visit (Y), with the value of cronbach's alpha > 0.60 then all variables are declared reliable or accepted.

**Multiple Regression Analysis**

The Effect of Attraction variables (X1), Amenity (X2), Health Protocol (X3) on Partial Re-purchase Interest (Y)

**Table 6.** The Result Of T Test (Parsial)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.101	1.350		3.037	.003
	Attraction	.224	.111	.244	2.028	.045
	Amenities	.214	.118	.208	1.808	.074
	Protokol	.176	.056	.308	3.125	.002

a. Dependent Variable: revisiting interest

Based on these results, here the similarity:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Keterangan :

Y = Revisiting Interest

a = Konstanta

b = Koefisien korelasi

X1= Attraction

X2=Amenity

X3=Health Protocol

e =Standar Error

so:

$$Y = 4.101 + 0,224 X1 + 0,214 X2 + 0,176 X3$$

$$Y = 4.101 + 0,224 \text{ Attraction} + 0,214 \text{ Aminity} + 0,176 \text{ healt Protocol}$$

The explanation of the results of each variable T test:

- Attraction obtained a result of 2,047 > T table of 1,984 and sig value, (0.043 < 0.05) then Attraction has a significant effect on the Interest of Re-Visit. Attraction affects the interest of re-visitation. Supporting factors in Attraction such as comfortable and clean place conditions, seeing the condition of many trees tourist conditions in the tourist attraction is classified as very clean because it is routinely cleaned every day by employees of the cleaning department, photo spots in many good and instragramable places such as hobit houses, rivers, and many more, good service and cheap ticket prices at Rp 5,000 on Mondays - Fridays, Rp 10,000 on Saturdays - Sundays and holidays that greatly affect the interest of tourists.
- Amenity obtained a result of 1,490 < T table of 1,984 and sig value, (0.139 > 0.05) then Amenity had no significant effect on the Interest in Visiting again. Amenity has no effect on re-interest. Supporting factors in Amenity such as a large parking lot, available canteen and a place to rest, but although there are facilities such as places of worship and toilets, the availability of public information media tourist attractions do not know the information because the placement of information and pointers that do not see the tourist location is very wide.

**Discusison**

The discussion of each variable:

- The influence of Attraction on Interests revisited

The results of this study show that Attraction affects the interest of re-visitation. Supporting factors on Attraction such as the condition of a comfortable and clean place, seeing the condition of the tourist that many trees conditions in the attraction is classified as very clean because it is routinely cleaned every day by employees of the cleaning department, photo spots in many good and instragramable places such as hobit houses, rivers, and many more, good service and cheap ticket prices

for Rp 5,000 on Mondays - Fridays , Rp 10.000 on Saturdays - Sundays and holidays that greatly affect the interest of tourists.

- The effect of Amenity on Interests revisited

The results of this study show that Amenity has no effect on the interest of re-visitation. Supporting factors in Amenity such as a large parking lot, available canteen and a place to rest, but although there are facilities such as places of worship and toilets, the availability of public information media tourist attractions do not know the information because the placement of information and pointers that do not see the tourist location is very wide.

- The effect of health protocols on the interests revisited

The results of this study show that the Health Protocol has no effect on the interest of re-visitation. Supporting factors in the health protocol such as the existence of information media related to the provisions of health protocols (Covid-19), body temperature checks, the application of physical distancing, there are handwashing facilities, mandatory wearing masks for visitors or kariawan, and spraying disinfectants in facilities and attractions do not affect the interest in re-visitation.

## CONCLUSION

It has known that tourist attractions has positive and significant effect towards interest to revisit in Banyu Mili, while accessibilities, amenities, ancillary service and health protocol have no significant effect on the tourists' revisiting interest. Based on research result that tourist attraction has the most dominant influence on the interest in revisiting tourist. The better a tourist attraction have, the bigger tourists' revisiting interest will be at Banyu Mili Wonosalam Jombang.

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