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THE INFLUENCE OF ATTRACTION, FACILITY, AND ACCESSIBILITY PERFORMANCE ON DOMESTIC TOURISTS' DECISION TO VISIT A DESTINATION

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Abstract

The tourism sector plays a strategic role in the national economy, particularly in increasing regional revenue and creating employment opportunities. Domestic tourists' decision to visit a destination is influenced by several factors, including attraction performance, facilities, and accessibility. This study aims to analyze how these three factors affect tourists' decisions to visit Malang, Batu, and Malang Regency. Using descriptive and verification methods with a quantitative approach, data were collected through surveys of 120 respondents and analyzed using ***Path Analysis****. The results indicate that tourists have a positive perception of attractions, facilities, and accessibility in Malang Raya. However, attraction performance has the most dominant influence on visit decisions, while accessibility still faces challenges such as traffic congestion and limited public transportation. Although facilities are rated positively, their distribution remains uneven, making some secondary destinations less optimal in attracting visitors. These findings highlight the need for more innovative tourism attraction strategies, a more equitable distribution of facilities, and improvements in accessibility, both in infrastructure and information services. By enhancing these three aspects, Malang Raya's tourism competitiveness can be improved, attracting more domestic tourists and contributing more significantly to the regional economy.*

Article Info

Keywords: *Tourism Attraction, Facilities, Accessibility, Visiting Decision, Malang Raya Tourism*

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1. Introduction

Tourism development plays an important role in economic development, if directed as a mainstay sector of the national economy. To create market-oriented tourism products (customer oriented), all elements of the tourism industry must better understand product variables. The components of tourism products according to Suwantoro (1997) are attractions, facilities and accessibility. Tourism products are not merely destinations but a combination of three essential components that interact to create an optimal visitor experience. Attractions serve as the primary pull factor, drawing visitors through natural beauty, cultural richness, or unique recreational opportunities. However, these attractions alone are insufficient without adequate facilities, such as accommodations, dining establishments, and supporting infrastructure that enhance visitor comfort (Fitaloka,

2015). Accessibility also plays a crucial role, as efficient transportation systems, clear travel information, and well-planned routes significantly influence the ease with which tourists can reach their destinations (Abdulhaji & Yusuf, 2017).

In developing a competitive tourism sector, it is essential to improve the quality of these three components. Attraction diversification and maintenance ensure continued visitor interest (Tumundo, Sanjaya, & Amir, 2024). Meanwhile, enhancing tourism facilities—such as accommodations, hygiene standards, and recreational amenities—further improves visitor satisfaction (Gumilar & Saraswati, 2023). Equally important is accessibility, ensuring that clear transportation routes, signage, and reliable public transit systems are in place to facilitate smooth tourist mobility (Laksmi, Ingkadijaya, & Osman, 2023). These improvements collectively strengthen the tourism industry's ability to attract and retain visitors while enhancing its overall economic contribution (Apriyani, 2015).

East Java is one of the provinces in Indonesia with interesting potential in the tourism sector. Especially in Malang City and Regency and Batu City. This location can be reached by bus, train, car, motorbike and air route with Sriwijaya Air and Mandala Air with the Jakarta - Malang route. Since May 29, 2006, Lapindo mud has closed the toll road access connecting Surabaya City with Malang City and Batu City, so tourists have to pass through Jalan Raya Porong which is congested every day. Domestic tourist visits to Malang City and Regency and Batu City from year to year show a downward trend. The development of tourism products has a significant positive effect on tourist visits, with facilities being the most influential component in shaping visitor decisions. Research indicates that the combination of well-developed tourism products and supporting facilities greatly enhances tourists' intention to revisit. The availability of high-quality accommodations, dining establishments, sanitation, and other supporting infrastructure contributes to the overall comfort and satisfaction of visitors, thereby increasing the likelihood of repeat visits (Priyanto et al., 2023). Additionally, the role of tourism infrastructure and service facilities plays a crucial part in shaping destination competitiveness, as it significantly influences the selection process of tourists when choosing a travel destination (Goral et al., 2022).

While factors such as attractions and accessibility are also key determinants in visitor loyalty, facilities remain a critical factor in maintaining long-term engagement with a destination. However, findings suggest that despite their positive influence, facilities alone may not be the sole driving force behind visitor loyalty, as other elements like unique attractions and accessibility contribute significantly to retaining visitors over time (Yuningsih et al., 2022). Furthermore, tourism facilities directly impact tourists' interest in visiting a destination, with improved infrastructure leading to higher visitor satisfaction and an increased desire to explore the location. The quality and availability of these amenities play a pivotal role in shaping tourist expectations and their overall experience (Salim et al., 2023).

In nature-based tourism, the development of facilities has been proven to enhance visitor satisfaction by improving accessibility, safety, and overall convenience, ultimately increasing the willingness of tourists to visit. Tourists' perceptions of a destination's facilities, including layout, modernity, and variety, significantly contribute to their decision-making process (Zhang et al., 2022). These findings reinforce the idea that tourism products, particularly their facilities, play a decisive role in influencing tourist visits, with their performance directly impacting visitors' decision-making processes. As a result, continuous investment and strategic improvements in tourism facilities remain essential for enhancing destination appeal and sustaining long-term growth in the tourism sector. Based on the description above, a study was conducted entitled The Influence of Attraction Performance, Facilities and Accessibility of Tourist Destinations on the Decision-Making Process of Domestic Tourists (A Study of Domestic Tourists' Perceptions Regarding Tourist Objects in Malang City and Regency and Batu City).

2. Methods

This research is descriptive and verification. The data collection method uses a survey method. The population of the study is domestic tourists who are visiting Malang City and Regency and Batu City. The number of research samples is 120 respondents. The analysis tools used are frequency tables, score ranges, and Path Analysis. The variables studied in this study consist of 3 independent variables and 1 dependent variable. The variables are as follows:

X1 = Attraction Performance.
X2 = Facility Performance.
X3 = Accessibility Performance.
Y = Visiting Decision Process.

The structure of the relationship between research variables is as follows:

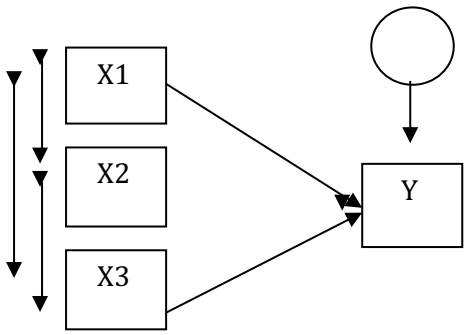

Figure 2.1 Structure of Relationships Between Variables

The values obtained from the questionnaire will be indicators for independent variables and dependent variables. Then the data is processed to determine the respondent's attitude towards each item in the questionnaire list. To determine the level of research variable score acquisition, a score range classification is made with the formula:

$$\text{Score range} = \frac{\text{Highest score} - \text{lowest score}}{\text{number of classifications}}$$

Information:
Highest score = number of respondents x highest weight x number of questionnaire items
Lowest score = number of respondents x lowest weight x number of questionnaire items
Number of classifications = number of scales used

The steps for processing data using the path analysis method (Sitepu, 1994:15) are as follows:

1. Determine the structure of path analysis relationships.
2. Determine structural equations.
   PyX = Pyx1X1 + Pyx2X2 + Pyx3X3 + ε
3. Calculate the correlation coefficient. Then enter the correlation between variables in the form of a correlation matrix.

$$Rx = \begin{bmatrix} rx_1x_1 & rx_1x_2 & rx_1x_3 & rx_1x_y \\ rx_2x_1 & rx_2x_2 & rx_2x_3 & rx_2x_y \\ rx_3x_1 & rx_3x_2 & rx_3x_3 & rx_3x_y \\ rx_yx_1 & rx_yx_2 & rx_yx_3 & rx_yx_y \end{bmatrix}$$

4. Determining the inverse matrix

$$R_x^{-1} = \begin{bmatrix} C_{11} & C_{12} & C_{13} \\ C_{21} & C_{22} & C_{23} \\ C_{31} & C_{32} & C_{33} \end{bmatrix}$$

5. Calculate the path coefficient using the following formula: 1

$$\begin{bmatrix} p_{yx1} \\ p_{yx2} \\ p_{yx3} \end{bmatrix} = \begin{bmatrix} C_{11} & C_{12} & C_{13} \\ C_{21} & C_{22} & C_{23} \\ C_{31} & C_{32} & C_{33} \end{bmatrix} \begin{bmatrix} r_{yx1} \\ r_{yx2} \\ r_{yx3} \end{bmatrix}$$

6. Calculating the factors that influence the Xi variable on Y, namely the coefficient of determination (R2):

R2y (X1 X2 X3) = (Pyx1 Pyx2 Pyx3) $\begin{bmatrix} r_{yx1} \\ r_{yx2} \\ r_{yx3} \end{bmatrix}$

7. Calculating the influence of other variables, namely $p_{y\varepsilon}$ with the formula:

$$p_{y\varepsilon} = \sqrt{1 - R^2_{y(x_1 x_2 x_3)}}$$

To answer the research hypothesis, a hypothesis testing design is made. The research hypothesis testing design is as follows:

1. First Statistical Hypothesis (Simultaneous)

$$F = \frac{(n - k - 1)\, R^2_{yx1x2x3}}{k\,(1 - R^2_{yx1x2x3})}$$

2. Second Statistical Hypothesis (Partial)

$$ti = \frac{Pyxi}{\sqrt{\dfrac{(1 - R^2_{yx1x2x3})C_{ii}}{(n-k-1)(1 - R^2_{yx1,x2,x3})}}}$$

Research Hypothesis

Based on the research framework, several research hypotheses can be formulated as follows:

1. The performance of attractions, facilities and accessibility simultaneously influence domestic tourists' visiting decisions in Malang City and Regency as well as Batu City.
2. The performance of attractions, facilities and accessibility have a partial influence on domestic tourists' visiting decisions in Malang City and Regency as well as Batu City.
3. Of the three tourism product performances, it is suspected that the performance of attractions has a dominant influence on the decision-making process of domestic tourists to

visit Malang City and Regency as well as Batu City.

3. Results and Discussion

From the data obtained through the questionnaire answers given to the research sample, namely 120 domestic tourists, then reprocessed so that a number of values are obtained which are the answers to the research hypothesis. The characteristics of the respondents in this study are divided into gender, occupation, last education, age, area of origin, means of transportation, type of vehicle and accommodation facilities.

A. Descriptive Analysis

1. Respondents' responses to the performance of attraction components

From the respondents' answers regarding the performance of the attraction components, the following values were obtained:

1. Natural tourist attractions scored 446
2. Artificial tourist attractions get 396
3. Arts and culture tourism attractions get 370
4. Social tourism attractions get 336

The level of attraction performance variable score acquisition can be calculated in the following way:

Maximum score = 120 x 4 x 4 = 1920
Minimum score = 120 x 1 x 4 = 480
Number of classifications = 4

$$\text{Score range} = \frac{1920 - 480}{4} = 360$$

Total score = 446 + 396 + 370 + 336 = 1548

The classification of attraction performance scores can be seen in the following table.

Table 3.2 Attraction Performance Scores

No.	Score Range	Category
1.	1561 – 1920	Very good
2.	1201 – 1560	Good
3.	841 – 1200	Bad
4.	480 – 840	Very bad

Source: Processed Data

So it can be concluded that respondents assessed the performance of tourist attractions in Malang City and Regency as well as Batu City as being in the good category.

2. Respondents' responses to facility performance

From the respondents' answers regarding facility performance, the following values were obtained:

1. Accommodation Availability scored 455
2. Accommodation Facilities scored 386
3. Accommodation Services scored 406
4. Restaurant, Bar & Café Availability scored 445
5. Restaurant, Bar & Café Service scored 381

6. Availability of Sports Facilities scored 319
7. Sports Facilities Service scored 366
8. Availability of Tourist Information Center scored 321
9. Tourist Information Center service scored 365
10. Availability of Public Transportation scored 428
11. Public Transportation Service scored 321
12. Travel Agent Availability scored 440
13. Travel Agent Service scored 386

The level of facility variable score acquisition can be calculated in the following way:

Maximum score = 6240
Minimum score = 1560
Number of classifications = 4

$$\text{Score range} = \frac{6240 - 1560}{4} = 1170$$

Total score = 455 + 386 + 406 + 445 + 381 + 319 + 366 + 321 + 365 + 428 + 321 + 440 + 386
= 5019

The classification of facility performance scores can be seen in the following table.

Table 3.3
Facility Performance Score

No.	Score Range	Category
1.	5071 – 6240	Very good
2.	1901 – 5070	Good
3.	1731 – 3900	Bad
4.	1560 – 2730	Very bad

Source: Processed Data

From the total score, respondents considered the performance of facilities in Malang City and Regency as well as Batu City to be in the good category.

3. Respondents' responses to accessibility performance

From the respondents' answers regarding accessibility performance, the following values were obtained:

1. Infrastructure scored 446
2. Public Transportation to Malang City and Regency and Batu City received a score of 336
3. Tariffs that apply in Malang City and Regency and Batu City received a score of 370

So, the level of accessibility variable score acquisition in this study can be calculated by:

Maximum score = 1440
Minimum score = 360
Number of classifications = 4

$$\text{Score range} = \frac{1440 - 360}{} = 270$$

4

Total score = 446 + 336 + 370 = 1152

The accessibility performance score classification can be seen in the following table.

Table 3.4
Facility Performance Score

No.	Score Range	Category
1.	1171 – 1440	Very good
2.	901 – 1170	Good
3.	631 – 900	Bad
4.	360 – 630	Very bad

Source: Processed Data

Based on the total score, respondents considered accessibility performance in Malang City and Regency as well as Batu City to be in the good category.

4. Respondents' responses to the decision-making process to visit

From the respondents' answers to the decision-making process for visiting, the following values were obtained:

1. Needs Recognition scored 328
2. Information Search scored 305
3. Alternative Evaluation scored 349
4. Visiting Decision scored 344
5. Post Visit Behavior scored 408

So, the level of score obtained for the domestic tourist visit decision variable in this study can be calculated in the following way:

Maximum score = 2400
Minimum score = 600
Number of classifications = 4

$$\text{Score range} = \frac{2400 - 600}{4} = 450$$

Total score = 328 + 305 + 349 + 344 + 408 = 1734

The classification of the visiting decision process scores can be seen in the following table:

Table 3.5
Visiting Decision Process Score

No.	Score Range	Category
1.	1951 – 2400	Very high
2.	1501 – 1950	Tall
3.	1051 – 1500	Low
4.	600 – 1050	Very bad

Source: Processed Data

From the total score, it can be concluded that the decision-making process of

domestic tourists visiting Malang City and Regency and Batu City is in the high category.

B. Verification Analysis

From the data obtained, the correlation value between the response variable (causal variable) and the explanatory variable (effect variable) can be seen in table 3.6 below.

Table 3.6
Correlation Value Between Variables

	X1	X2	X3	Y1
X1	**1**	0.747	-0.100	0.797
X2	0.747	**1**	-0.077	0.574
X3	-0.100	-0.077	**1**	0.090
Y1	0.797	0.574	0.090	**1**

Source: Processed Data

Next, the path coefficient can be calculated using the following steps:

1. Arrange the correlation matrix between response variables (causal variables), namely attraction performance (X1), facilities (X2) and accessibility (X3) as follows.

$$R = \begin{pmatrix} 1 & 0.747 & -0.1 \\ 0.747 & 1 & -0.077 \\ -0.1 & -0.077 & 1 \end{pmatrix}$$

2. Calculate the inverse of the correlation matrix between the response variables (causal variables).

$$R^{-1} = \begin{pmatrix} 2.27182 & -1.68957 & 0.09708 \\ -1.68957 & 2.26252 & 0.00526 \\ 0.09708 & 0.00526 & 1.01011 \end{pmatrix}$$

3. Construct a correlation matrix of the effect variables.

$$R = \begin{bmatrix} 0,797 \\ 0,574 \\ 0,090 \end{bmatrix}$$

4. To obtain the path coefficient, the inverse is multiplied from the correlation matrix between the response variable (causal variable) and the explanatory variable (effect variable).

$$\begin{bmatrix} Pyx1 \\ Pyx2 \\ Pyx3 \end{bmatrix} = \begin{bmatrix} 0,8496 \\ -0,0474 \\ 0,1730 \end{bmatrix}$$

5. Calculate the joint influence of the performance variables of attractions, facilities and accessibility on the decision-making process of domestic tourists visiting Malang City and Regency and Batu City.

$$R^2_{y(x1,x2,x3)} = 0.6655$$

It can be concluded that the decision-making process of domestic tourists visiting Malang City and Regency and Batu City, amounting to 66.55%, is influenced by the performance of attractions, facilities and accessibility.

The path coefficients of other factors that were not studied are as follows:

$$P_{y\varepsilon} = \sqrt{(1-0{,}6655} = 0.5784$$

So the magnitude of the influence of other factors that were not studied is as follows:

$$P_{y\varepsilon}^2 = (0{,}5784)^2 = 0{,}3345$$

So, the large influence of other factors that were not studied on the decision-making process of tourists visiting Malang City and Regency and Batu City was 33.45%.

3.3. Simultaneous Testing

The test statistics used are as follows:

$$F = \frac{(120 - 3 - 1)(0.6655)}{3(1 - 0.6655)} = 25.643$$

From the F table for significance of 0.05 and degrees of freedom (3; 120 – 3 – 1) it is obtained F(0.05; 3: 116) = 2.6828. Because Fcount > Ftable, namely Fcount = 25.643 and Ftable = 2.6828, Ho is rejected at the significance level of 0.05.

3.4. Partial Testing

The test statistics used are as follows:

$$t = \frac{p_{Y_V X_i}}{\sqrt{\frac{\left(1 - R^2_{Y_V X_1 \ldots X_p}\right)}{(n-p-1)\left(1 - R^2_{X_i X_1 \ldots (X_i) \cdots X_p}\right)}}} \approx t_{(n-p-1)}$$

The partial test results can be seen in table 3.7 below :

Table 3.7
Partial Test Results

I	T	T table	Influence
pY1 X1	10,488	1,9806	Significant
pY1 X2	0.586	1,9806	Not Significant
pY1 X3	3.2044	1,9806	Significant

Source: Processed Data, (2024)

C. **Discussion**

The research findings indicate that the performance of tourism attractions, facilities, and accessibility in Malang Raya falls into the good category, with tourism attractions being the most dominant factor influencing visitors' decisions. These findings are consistent with Suwantoro's theory (1997), which states that attraction is the primary element in the development of a tourist destination. Additionally, the findings align with recent studies showing that attractions, facilities, and accessibility significantly impact tourist satisfaction and the decision to revisit (Nopriana et al., 2024).

Natural attractions received the highest score compared to artificial attractions, cultural arts, and social tourism. This indicates that tourists are more drawn to nature-based experiences, aligning with the global trend toward ecotourism and experiential tourism. Previous research has also found that natural and cultural attractions are the key factors in

attracting tourists to a destination (Miranda et al., 2024). However, artificial and cultural attractions also have the potential to be further developed to enhance the diversification of tourism products in Malang Raya.

Tourism facilities were rated good, but their distribution remains uneven. Some secondary destinations still face limitations in accommodation availability, tourist information centers, and transportation services. These findings indicate the need for more evenly distributed supporting infrastructure to enhance visitor comfort. Additionally, services at restaurants, bars, and cafés received relatively lower scores than other aspects, highlighting the need for service quality improvements in this sector. In line with previous studies, facilities play a crucial role in increasing tourist satisfaction, although in some cases, their influence on visit decisions is not always significant (Rambulangi et al., 2023).

Accessibility was rated fairly good but still faces challenges such as traffic congestion and limited public transportation. Infrastructure received a higher score than transportation services and applicable tariffs. This suggests that while the road network is relatively adequate, accessibility for tourists without private vehicles remains an issue. Strengthening public transportation and improving navigation systems can be a solution to enhance the tourist experience. Previous research has also emphasized the importance of accessibility in influencing tourists' decisions to visit, particularly regarding travel convenience to tourism destinations (Suyoto & Sulistyadi, 2022).

Tourists' decision to visit is significantly influenced by tourism attractions, facilities, and accessibility, with a total influence of 66.55%. Tourism attractions have the most dominant influence (0.8496), while facilities have a negative but insignificant influence (-0.0474). This indicates that while facilities are important, their presence alone is insufficient to attract tourists without strong tourism attractions. Accessibility has a positive influence (0.1730), indicating that the easier a destination is to reach, the greater the likelihood of tourists visiting. The consistency of these findings with previous studies further reinforces that tourism attractions remain the primary factor in determining destination choices (Sugiama et al., 2024).

These findings highlight the importance of developing more innovative and sustainable tourism attractions, improving the quality and distribution of facilities, and optimizing accessibility through transportation infrastructure improvements. With the right strategies, Malang Raya has the potential to further enhance its competitiveness as a leading tourist destination in Indonesia.

4. Conclusion and Suggestion

1. The performance of attractions, facilities and accessibility in Malang City and Regency and Batu City are in the good category. This is in accordance with the responses of respondents (domestic tourists) on the research questionnaire question items.
2. The performance of attractions, facilities and accessibility significantly influences the decision-making process of domestic tourists to visit Malang City and Regency and Batu City, namely 66.55%.
3. The direct influence of attraction performance is 0.8496, the direct influence of facility performance is -0.0474 and the direct influence of accessibility performance is 0.1730. This shows that attraction performance has the greatest influence on the decision-making process of domestic tourists visiting Malang City and Regency and Batu City.

Suggestion

For all elements of the tourism industry, it is expected to develop and improve the tourism products of Malang City and Regency as well as Batu City, especially in the attraction components, because the performance of tourist attractions has the greatest influence on the

decision-making process of domestic tourists to visit.

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