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**FACTOR ANALYSIS AFFECTING TOURISM TOURISTS IN CHOOSING
(CASE STUDY WATER BOOM MUARO KALABAN KOTA SAWAHLUNTO**

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ABSTRACT

The research to determine the effect of income, expenses, or travel to other tourist attractions, long trips and facilities to the number of tourists visiting waterboom Muarokalaban. The population in this study is Waterboom Muarokalaban visitors. Methods of data analysis in this study using multiple regression test. The results of this study show that: 1) the income variable and facilities affect the number of tourists in waterboom muarokalaban, while variable expenses, or travel to other objects and the long trip is not having an effect on the number of tourists Waterboom Muarokalaban. Based on the test results of the F variable income, expenses, or travel to another object, a long journey and facilities together have positive influence on the number of tourists visiting waterboom Muarokalaban.

Keyword: *Attraction, marketing management, waterboom muarokalaban*

BACKGROUND

The tourism sector is one of the priority development of the existence of which is expected to provide a positive influence for other activities. In its construction pursued their entire equity of tourist visits to attractions that exist mainly in the city of West Sumatra Sawahlunto. In line with that, the efforts to achieve the target number of tourists to the city each year Sawahlunto still be improved. As for tourist attractions built by the city of Sawahlunto one of them are baths that level National or more popularly known as the Water Boom, located in Cold Water Muaro Kalaban and will be built the cable car that will be able to be the main attraction as a destination. The main travel in West Sumatra. Water Boom is one of the attractions located in the city Sawahlunto, strategic location situated on a side street Lintas Sumatera. Water Boom is now it has become a mascot of Tourism Sawahlunto, because visitors are not just coming from the corners of West Sumatra, but also from outside of West Sumatra, for Water Boom is water boom for the first time in the island of Sumatra and the subsequent emergence of new Water Boom Payakumbuh, Minang Fantasy (MIFAN) in Padang Panjang and will stand up well in several cities and regencies in West Sumatra.

Attraction Development Muaro Kalaban Water Boom is a new breakthrough in the world of West Sumatra tourism, it certainly can be a mainstay PAD Sawahlunto city. It was fantastic the impact of the opening of The Water Boom are felt at all for the surrounding community and the economy has been able to open up opportunities for people around. Sources of revenue and the development of the number of tourists visiting attractions water boom can be seen in the following table:

Table 1.1: Sources of Income for the Year 2013-2014 Waterboom Muarokalaban

Year	Entrance ticket	Rides	Rental Stalls	Total
2015	3.191.520.000	543.430.000	240.000.000	3.974.950.000
2016	2.366.780.000	423.860.000	220.000.000	3.010.640.000

Source: Survey

Table 1.2: Number of tourist arrivals to Attractions Water Boom Muaro Kalaban per month from January to December in 2015 and 2016

Month	Number of Visits 2015(Person)	Growth (% per month)	Number of Visits 2016 (Person)	Growth (% per month)
January	19.901	-	19.842	-
February	17.907	-10,02%	10.098	-49,1%
March	23.405	30,7%	15.266	51,18%
April	25.220	7,75%	10.386	-31,97%
Mey	57.931	129,7%	20.836	100,62%
June	58.186	0,44%	24.555	17,85%
July	46.051	-20,85%	27.147	10,56%
August	9.563	-79,23%	14.022	-48,35%
September	16.092	68,27%	383	-97,27%
October	59.433	269,33%	43.749	11.322,7%
November	8.340	-85,97%	5.161	88,2%
December	21.395	156,53%	10.058	94,9%
Total	363.424		201.503	

Source: Level II Regional Tourism Office Sawahlunto city, 2016

The increase and decrease in the number of visits Travelers to Attractions Water Boom is a phenomenon that needs to get the attention of the manager of Water Boom to be able to get tourist visitation and understand the needs of travelers and know things that are considered by consumers / travelers in choosing the object Water Boom Muaro Kalaban travel as a tourist destination areas so that the tourist attraction manager Muaro Kalaban Water Boom could raise its market share.

Steps taken by the manager of the water boom will not be getting to the point in an effort to increase the number of tourist visits, if not supported by a good marketing

system, especially in terms of analyzing the factors that determines traveler in choosing attractions Water Boom in Sawahlunto city so that it can have a special attraction for tourists, since tourism is an industry, only in the services industry.

When someone wants to buy a goods / services there are many things to be considered before a person is making a decision to purchase the goods / services. Likewise when someone wants to buy a travel package to visit the tourist destination areas. There are many things to be considered by a person before making a decision to buy.

Traveler decision making includes how people choose between two or more alternative options and studying the processes that occur before and after the option is taken. Make a decision to visit for tourists is a very difficult decision and go through several stages starting with their needs, seek alternatives, evaluating alternatives, purchase and feelings after buying the product.

Of these stages then the tourists will determine the decision to purchase. Therefore, by knowing the factors that travelers be decisive in choosing the attractions Water Boom in Sawahlunto city is expected to help managers of water boom in developing services that fit the needs and desires of consumers / travelers.

Headwinds decrease in the flow of tourists to attractions Water Boom in Sawahlunto city in 2014 was the background of this research. Decrease the amount of flow of tourists to the attractions Water Boom Sawahlunto city is certainly not expected, because the goals and expectations of the founding of this attraction is an interesting flow of tourists as much as possible so that the acceptance of cash coming into the area from the flow of tourists has also increased.

Researchers interested in studying the factors that determines the flow of tourists to visit attractions Water Boom town Sawahlunt. So expect to know these factors and what factors most dominant influence on the flow can be taken as a policy and appropriate development strategies in marketing and management of this attraction to the next.

From the above can be formulated problem: 1) How does the tourist income to the number of tourists visiting waterboom muarokalaban? 2). How does the cost of travel on the number of tourists visiting waterboom muarokalaban? 3) How does the cost of travel to other tourist attractions to the tourists visiting waterboom muarokalaban? 4) How long the effect of the number of tourists traveling waterboom

muarokalaban?5) What is the effect of the facility to the tourists visiting waterboom muarokalaban?6) How does the income, expenses, or travel to other tourist attractions, long journey and facilities to tourists visiting waterboom muarokalaban?

The purpose of this study was to analyze and determine

1. To determine the effect of tourist revenue to the number of tourists visiting waterboom muarokalaban
2. To determine the effect of travel costs on the number of tourists visiting waterboom muarokalaban
3. To determine the effect of the cost of travel to other tourist attractions to the tourists visiting waterboom muarokalaban
4. To determine the effect of the long journey to the number of tourists visiting waterboom muarokalaban
5. To determine the effect of the facility to the number of tourists visiting waterboom muarokalaban
6. To determine the effect of income, expenses, or travel to other tourist attractions, long journey and facilities to tourists visiting waterboom muarokalaban

1. LITERATURE REVIEW

Based on Law No. 10 Year 2009 on Kepariwisataa, Understanding rating is the same as the previous notions, while understanding the travel is travel activities are carried out by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of tourist attraction visited in a temporary period.

Understanding Tourism According to Presidential Instruction No. 19 In 1969, tourism is an activity that utilizes the services of natural resources and the environment are typical, as the result of cultural, historical heritage, beautiful scenery and comfortable climate. According to Law No. 9 of 1990 about tourism, "tourism is everything related to travel, including attractions and appeal concession wsata well as related efforts in this field"

Definition of tourism according to Law No. 10 of 2009, tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, government and local government.

Furthermore, the meaning of the traveler is someone who journey motivated by one or several purposes do perjalanan and stopover for more than 24 hours outside the home, without any intention to make a living.

According to the Baud-Bovy in Arif Rahman Hakim (2014) the tourism product is a wide range of amenities and services to be provided and reserved for tourists, which consists of three components, namely the resources contained in an Area of Tourism, the facility located in a region Places and transport that took from their origin to a particular Region Travel Sites. travel industry product is a combination product (composite products), a mixture of various (as a amalgam of) objects and sights (tourist Attractions), transportation (transportation), accommodation (accommodations) and entertainment (entertainment).

According Marrioti in Arif Rahman Hakim (2014), the benefits and satisfaction traveled is determined by two interrelated factors, namely:

1. Tourist resources, ie everything that is contained in the tourist destination that is an attraction for people to want to come visit a place a tourist destination;
2. Tourist service, which can be used all the facilities and activities that can be done, while it is provided by another company procured commercially.

In order to travel to DTW can be satisfied, it would require the following matters

1. Pack the tourism product facilities

The initial steps were recommended by Kotler, Bowen and Makens (2012: 251) in a packed market tourism products are split into groups of typical buyers who might need your product or so-called market segmentation. The next step is to target a market by evaluating the attractiveness of each segment and selecting one or more segments of the market. One drawback is the travel business manager in terms of packaging tourist attraction. Some products that are visited by tourists are not in accordance with the sale being delivered. For example, supporting facilities at tourist attractions such as the availability of toilets, places of worship and security facilities were minimal.

2. Repack Services

According to Sugiarto in Arif Rahman Hakim (2014), is a service of the actions taken to meet the needs of others (consumers, customers, guests, clients, patients, passengers and other) pemuasnya level can only be felt those who are serving and those being served.

3. Motivation Visitors

Purba in Arif Rahman Hakim (2014), confirms the visitor on line besar-nya motivation will arise 5 groups needs, namely:

- a. their appeal
- b. Ease of transport and services that expedite travel
- c. Travel
- d. Accommodation
- e. Food and Drin

Simply put, the notion of revenue according to Economics is the amount of wealth beginning of the period plus the change in valuation is not caused by changes in capital and debt. Revenue by Accounting Sciences can be traced from two perspectives, namely the concept of income that focuses on inflows (inflow) of assets as a result of the company's operations. Revenues concept that focuses on the creation and distribution of goods and services consumers or other producers, so this approach considers income as the outflow of good and services.

Definition of revenue by Zaki Baridwan (2013) is the inflow or increase in other assets of an entity or debt repayment (or a combination of both) for a period which is derived from the delivery or manufacture of goods, delivery of services, or other activities that constitute the main activity of the agency business.

M. Arika Eza Yusendra Research, 2015 "Analysis of Factors Affecting Selection Decisions Domestic Travel Destinations Travel and Archipelago". Results of research shows throughout the study variables have a positive influence on selection decisions tourist destination for domestic travelers

Empirically M. Akrom K, 2014 "Factors Affecting Factors Analysis of tourist arrivals On Light Beach, Weleri, Kendal". Results showed variable revenue and facilities affect the number of tourists while variable expenses, or travel to other objects and longer trips have no effect

The result of research is conducted Agustin, 2013 "Factors - Factors Affecting Demand Against Domestic Travelers Maritime Attractions Cingkuak Island South Coastal District, the results of this study indicate the variables promotion, service and facilities at the same affect the number of simultaneous visits and partial

Research Kopeng Nurhayati 2012 "Factors Affecting tourist arrivals in Wana". The results showed a variable revenue and facilities affect the number of tourists while variable expenses, or travel to other objects and longer trips have no effect

From the study of the theory above, the framework of this research as Figure 1 below:

Picture 1

The hypothesis is as follows:

1. Estimated revenue (X1) rating positive effect on the number of tourists (Y) Waterboom Muaro Kalaban.
2. Anticipated travel costs (X2) has positive influence on the number of tourists (Y) Waterboom Muaro Kalaban
3. Estimated cost of trips to other attractions (X3) positive effect on the number of tourists (Y) Waterboom Muaro Kalaban
4. Estimated travel time (X4) positive effect on the number of tourists (Y) Waterboom Muaro Kalaban.
5. Unspected facilities (X5) positive effect on the number of tourists (Y) Waterboom Muaro Kalaban

6. Estimated revenue (X1), travel expenses (X2), the cost of travel to the other attractions (X3), duration (X4) and facilities (X5) positive effect on the number of tourists (Y) Waterboom Muaro Kalaban

2. RESEARCH METHODS

This research was conducted in Waterboom Muarokalaban Sawahlunto city. The population of visitors / tourists who come to visit attractions Water Boom Muaro Kalaban Sawahlunto 2016, amounting to 201 503 travelers. To determine the sample study, the authors use a formula slovin with a sample of 100 people

The analytical method used in this research is quantitative analysis to address the problem by using multiple linear regression analysis (Agussalim M, 2015)

Hypothesis testing is done by t test (partial) and F test (simultaneous) with a tolerance of 5 percent error. Before the multiple linear regression process terlebih dahulu previously tested the research instrument (questionnaire with validity and reliability as well as classical assumptions).

3. RESULTS AND DISCUSSION

The results of data processing using SPSS version 19 regarding revenues, expenses, or other objects, a long journey, the facilities of the number of tourists can be seen in the following table:

Table 1 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	,773	3,537	
x1 (revenue)	,151	,050	,373
x2 (Travel expense)	-,003	,042	-,008
x3 (Travel costs to other object)	-,003	,042	-,008
x4 (Length of journey)	-,142	,047	-,349
x5 (Amenities)	,016	,031	,055

Dependent variable : the number of tourists

Based on the above table can be made of multiple linear regression equation as follows

$$Y = 0,773 + 0,151 X1 - 0,003 X2 - 0,003 X3 - 0,142 X4 + 0,016 X5 + e$$

Based on the above equation can be interpreted: 1) variable income positive effect on the number of tourist visits, which improve household incomes increasing number of tourists visiting waterboom muarokalaban. 2) Variable travel costs negatively affect the number of tourists where the greater cost of traveling to waterboom muarokalaban the lower the number of tourists visiting waterboom muarokalaban. 3) Variable cost of traveling to other objects negatively affect the number of tourists where the greater cost of traveling to another object, the lower the number of visits to waterboom muarokalaban. 4) Variable long journey negative influence on the number of tourists which more distant trips to waterboom muarokalaban the lower the number of visits to waterboom muarokalaban. 5) facilities variable positive effect on the number of tourists visiting facilities where increasing attraction menumbulkan increasing number of tourists visiting waterboom muarokalaban.

From the discussion above results show that revenue and amenities positive effect on the number of tourists visiting waterboom muarokalaban. While travel costs, travel costs to other objects and negatively affect the long journey. This is according to research conducted by M. Akrom K (2014) on the factors which will affect shore excursions at the light, Kendal where revenues and amenities positive effect on the number of tourists visiting Turkish Light, while the travel costs, travel costs to tourism another long drive and did not affect the number of tourists visiting Turkish Light. The results of this study are also consistent with research conducted by Nurhayati (2012), Aji Prasetyo (2012) and Ketut Ward (2014).

Results of analysis of determination coefficient indicates the contribution of independent variables on the dependent variable. Analysis results can be seen in the table below:

Tabel 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,356 ^a	,127	,080	1,06461

a. Predictors: (Constant), x5, x2, x4, x3, x1

R^2 value of 0.356 means that the variable traveler revenues, expenses, or travel to other tourist attractions, long journey and facilities affect the number of tourists by 35.6%, while 64.4% are influenced by other factors. Other variables that affect the job

performance of employees is based on the analysis of this determination are: marketing mix, social, cultural, psychological, Customer Satisfaction, Travel Products, etc.

Hypothesis Test Results Partial (t test) and Simultaneous Hypothesis (Test F)

Assessment of the effect of partial aims to examine whether each of the independent variables significantly influence the dependent variable partially with $\alpha = 0.05$ and also the acceptance or rejection of the hypothesis. Partial test (t test) is used to see whether the independent variables, namely income (X1), travel expenses (X2), the cost to other objects (X3), duration (X4), facilities (X5) partially affect the dependent variable, ie the number of tourist arrivals (Y).

Based on the results of data processing using SPSS, the obtained partial test results as follows:

Tabel 3 Hasil Uji t

	Model	t	Sig.
1	(Constant)	1,581	,117
	x1 (pendapatan)	2,594	,011
	x2 (biaya perjalanan)	,942	,349
	x3 (biaya ke objek lain)	-,453	,652
	x4 (lama perjalanan)	-,527	,599
	x5 (fasilitas)	2,149	,012

Source: The results of data processing

Based on Table 3 above can be taken some conclusions as follows:

1. t value of variable revenues amounted to 2.594 and a significance value of 0.011. The significance value $<\alpha = 0.05$ and $t > t$ table is $2.594 > 1.98$, then the H_A H_0 accepted and rejected. This means that a significant difference between the income an individual basis to the number of tourists waterboom muarokalaban
2. For variable travel costs amounted to 0.942 and 0.349 significance value. This means that the cost of travel a significant effect on the number of tourists waterboom muarokalaban
3. The variable cost of travel to the other object is equal to -0.453 and significance value of 0.652. This means that the cost of travel to other objects individually no significant effect on the number of positive rating waterboom muarokalaban

4. The old variable trip amounted to -0.527 and significance value of 0.599. That means longer trips are individually not significant effect on the number of positive rating waterboom muarokalaban
5. The facility variable is equal to 2,149 and the significant value of 0.012. This means the facility individually variable positive significant effect on the number of tourists waterboom muarokalaban

To answer the third hypothesis conducted simultaneous test (F test). F-test was used to see whether the independent variables, namely income (X1), travel expenses (X2), the cost to other objects (X3), duration (X4), facilities (X5) together to dependent variable is the number of tourist arrivals (Y). The results of F test statistic calculated using SPSS can be seen in Table 4 below:

Tabel 4 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3,249	5	,650	2,075	,075 ^b
Residual	29,435	94	,313		
Total	32,685	99			

- a. Dependent Variable: RES2
 - b. Predictors: (Constant), x5, x2, x4, x3, x1
6. From the table it is known F count 2,075 smaller dar F table value of 2.31 and a probability value resulting from the calculation is 0.075 which is smaller than α which is used by 5%. It can be concluded revenues, expenses, or travel to another object, a long journey and facilities simultaneously / together no significant effect on the number of tourists waterboom muarokalaban

4. SUMMARY

The conclusion of this study are:

- a. Revenue positive effect on the number of tourists visiting waterboom muarokalaban
- b. Travel costs negatively affect the number of tourists visiting waterboom muarokalaban
- c. The cost of the trip object to negatively affect the number of tourists visiting waterboom muarokalaban
- d. Long journey negatively affect the number of tourists visiting waterboom muarokalaban

- e. Use positive effect on the number of tourists visiting waterboom muarokalaban
- f. Simultaneously revenues, expenses, or travel to another object, a long journey and the facilities together have no effect on the number of tourists positively to waterboom muarokalaban.

Avdvice

Managers are expected to travel in order to increase the attraction facilities in order to attract tourists to visit regularly.

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