

The Influence Of Attractiveness And Promotion On The Decision To Revisit The Rongkong River Rafting Tourism Object

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Abstract

Power pull tour is factor pusher main in motivating travelerto visit a place and promotion is communication between companies (marketers) to consumers to inform or persuade consumers about the products or services offered, with the intention that people can accept it and buy/use it while the decision to visit is a process where tourists carry out an assessment process of various alternative options, then choose one or Several alternatives are needed based on certain considerations. This research aims to assess the influence of attractions, analyze the effectiveness of promotions, measure the level of visitor satisfaction, understand the interaction between attractions and promotions. This research uses quantitative research methods through questionnaires distributed to people who have revisited the Rongkong River rafting tourist attraction with a total of 70 respondents. Multiple Linear Regression Analysis, Coefficient of Determination Analysis (R²), Simultaneous Significance Test (F Statistical Test), Partial Regression Coefficient Significance Test (t-test). The results of the analysis show that attractiveness has a significant positive influence on the decision to visit again. Apart from that, promotion also influences the decision to visit again.

Key words: Attractiveness; Promotion; Revisit; Rongkong; Tourism Object

1. Introduction

Various tourism activities have a role in development and development something region Which own potency tour. So from That development And development tourist in something area, need know behavior visitors. In interesting traveler For visit strategy marketing must done by party management provider service tourist.

The Rongkong River has abundant water and is around 108 kilometers long. The Rongkong River is a river that is included in the middle class 3-4 category with a gradient of 12-15/km. There are two points that are used as starting points for crossing the Rongkong River, namely Tandung Village and Pararra Village, Sabbang District. Another advantage of the Rongkong River compared to other rivers is that the Rongkong River has easy and practical access to reach, it only takes 23 minutes to reach the first star point in Pararra Village and 55 minutes to the second star point in Tandung Village . The Rongkong River is often used as a rafting arena. Rongkong river rafting tourism has been developed by the North Luwu Rafting Federation (FAJI LUTRA) since 2016.

Attraction is one of the variables in the proposed title because it cannot be denied that tourist attractions are certainly closely related to attractiveness. where in general tourists tend to visit a tourist spot when it is related to the beauty of a tourist spot, the Rongkong River Rafting Tour has advantages compared to other rivers in Luwu Raya.

Some of the attractions offered by the Rongkong River rafting tour are that the Rongkong River offers challenging water currents , creating a thrilling white water rafting experience for visitors who like extreme activities and adventure, the environment around the

Rongkong River includes The natural scenery, vegetation, and possible presence of wildlife, can be an added attraction for those looking for a unique and enchanting experience, a team and social experience, white water rafting often involves teamwork in dealing with water currents. This experience can create social bonds and strengthen relationships between participants, add value to the experience , infrastructure and supporting facilities, the presence of facilities such as experienced white water rafting guides, adequate equipment, and comfortable resting places can be additional attracting factors for visitors.

Promotion is also a variable in this research because in promoting a tourist spot, the possibility of tourists' decision to visit will increase. Where the promotion carried out aims to offer and inform potential visitors so that they are interested in coming to visit the tourist attraction.

Promotion for Rongkong River rafting tourism can include various approaches to reach potential visitors. Some ideas to consider. Digital marketing, using social media to promote white water rafting packages and displaying interesting photos or videos to attract the attention of potential visitors, creating podcasts that discuss white water rafting adventures, this content can be shared online as a trigger for potential visitors. Offering special discounts or packages for group visits, repeat travelers, or at certain times of the year, this can be an effective incentive to encourage the decision to visit .

Many marketing experts have commented that promotions have a significant influence on the decision to purchase a product or in the tourism context the decision to revisit . Promotions significantly increase consumer purchasing decisions at the Khatib Sulaiman branch of KFC restaurants in Padang [1]. Promotion has a significant influence on tourists' decisions to visit Tomohon city [2]. Promotion has a positive and significant effect on repurchase decisions at PT. Shopee International Indonesia in Manado City [3].

The aim of the research entitled *The Influence of Attraction and Promotion on the Decision to Revisit the Rongkong River Rafting Tourist Attraction* involves several aspects, namely, assessing the influence of attraction, analyzing the effectiveness of promotions, measuring the level of visitor satisfaction, understanding the interaction between attraction and promotion.

2. Methodology

The research method in this research is a quantitative method. The data used is data originating from questionnaire answers which have been quantified by weighting the respondents' answers. This data was analyzed statistically using the Statistical Package for Social Science (SPSS) version 24.0 for Windows program. The analysis techniques used are Multiple Linear Regression Analysis, Determination Coefficient Analysis (R²), Simultaneous Significance Test (F Statistical Test), Partial Regression Coefficient Significance Test (t-Test). The total population in this study was 70 visitors, the sampling technique used was judgment sampling.

Table 1. Variables, Definitions and Indicators

Variable	Definition	Indicator
Attraction (X1)	Power Pull Tour is something matter Which push somebody visit on something place Because have meaning certain, for example certain events, natural environments, historical places or heritage,	<ol style="list-style-type: none"> 1. Ancilliary (additional facilities) 2. Amenities (basic facilities) 3. Attraction (tourist attraction) 4. Accessibility (accessibility)
Promotion (X2)	Promotion is a marketing activity that seeks to disseminate information, influence/persuade and remind the target market about a product so that they are willing to accept, buy and be loyal to the product being offered.	<ol style="list-style-type: none"> 1. Promotional quality 2. Promotion time 3. Determination or suitability of promotional targets 4. Promotion quantity Promotion frequency
Return Decision (Y)	Visit The decision to visit is a process where tourists carry out an assessment process of various alternative choices, then choose one or several alternatives needed based on certain considerations (Azizah & Usmanto, 2019).	<ol style="list-style-type: none"> 1. Revisit another time 2. Provide recommendations to others 3. Invite others to visit

3. Result and Discussion

3.1. Result

Classic assumption test

In regression linear multiple known with a number of assumption classic regression multiple or known Also BLUE (*Best Linear Unbiased Estimates*). The purpose of doing this is to find out what the regression model is Good or not. There is a number of testing classic assumption these, namely:

a. Normality

Test normality data used For know is variable dependent and independent linear regression models are normally distributed or not. If data spread around line diagonal And follow direction line diagonal then model regression meets assumption normality.

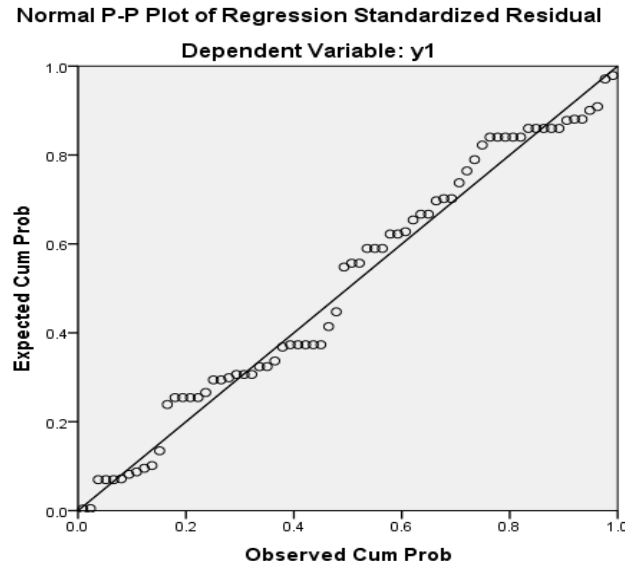


Figure 1. Normality

The image above shows that the regression model has met the assumptions as stated previously, so that data in model regression study is said normal.

b. Multicollinearity

Multicollinearity is carried out to test and find out what is in the model regression found to exist correlation which is strong between independent variables. The method used to assess it is by looking at the value of the variance inflation factor (*Variance Inflation Factor/VIF*), which is not exceed 4 or 5.

Table 2. Multicollinearity

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	X1	0.691	1,447
	X2	0.691	1,447

a. Dependent Variables: Y

Source : Data Study (Processed)

The two independent variables, namely X_1 and X_2 , have VIF values within the tolerance given (No exceed 4 or 5), so that No become multicollinearity in variables free study This.

c. Heteroscedasticity

Heteroscedasticity done For test is in model regression, has an unequal variance compared to other observations. If variation residual still from observation to observation Which other, so called heteroscedasticity, and if the variants are different then it is called heteroscedasticity. If not happen heteroscedasticity so said model Which Good. Base taking decisions are: where certain patterns, such as dots (points) form a regular pattern, then heteroscedasticity occurs. However, if there is no clear pattern, And dot, dot, dot (bullet points) spread under 0 on axis y so happen heteroscedasticity.

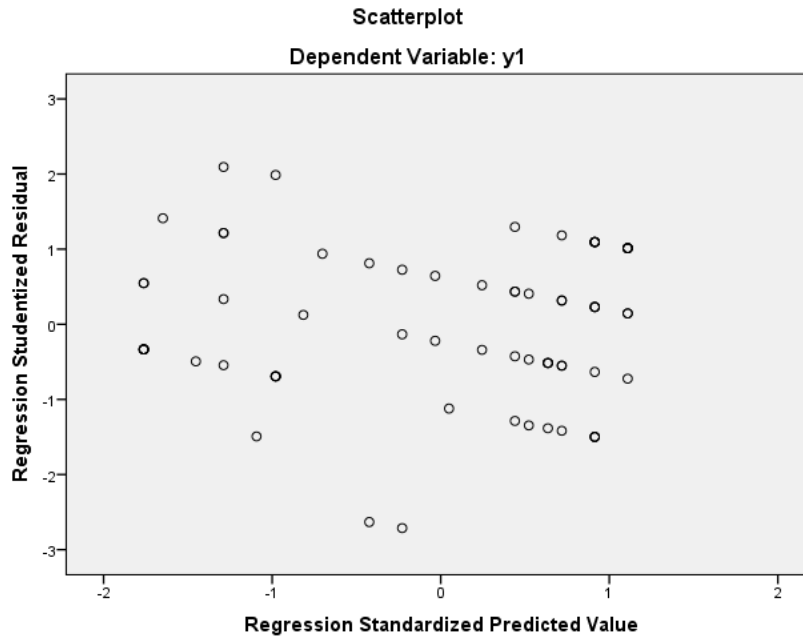


Figure 2. Heteroscedasticity

The image above shows that the points are distributed randomly, and no forms a clear/regular pattern, and is spread both above and below the number 0 on the Y axis, thus the results of this test "do not occur heteroscedasticity". model regression.

Analysis Regression Multiple

Equality regression multiple can seen based on mark coefficient B on table below this:

Table 3. Results Analysis Regression Linear Multiple

	Coefficient	T count	Sig.	Results
Constant	6,564			
Attractiveness	,240	11,565	,000	Accepted
Promotion	,099	4,963	,000	Accepted
F – Statistics	6,432			
Sig. F statistics	.003 ^b			
R ²	,828			
Adj. R Square	,822			

Source : Data processed researcher (2023)

Based on the table above, the multiple linear regression equation can be read as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 6.564 + .240X_1 + .099X_2 + e$$

Based on the equation above, it can be concluded that the constant value obtained is 6.564, meaning that if the value of attraction (X1) and promotion (X2) is 0, then the value of the decision to revisit (Y) is 6.564. The regression coefficient for the attractiveness variable (X1) is .240, meaning that if other independent variables have a fixed value and attractiveness (X1) increases by 1 level, then the decision to revisit (Y) will increase by .240. The regression coefficient for the promotion variable (X2) is .099, meaning that if the other independent variables have a fixed value and promotion (X2) increases by 1 level, then the decision to revisit (Y) will increase by .099.

Testing Hypothesis

a. Testing By Partial

- 1) The influence of attractiveness on the decision to revisit the Rongkong River rafting tourist attraction. From table 2, significant t results were obtained where the effect of attractiveness (X₁) on return visits (Y) was 11,565 (sig 0.000), where mark significant t is smaller from < 0.05. This means that Attraction X₁) in a way partial has a significant effect on the decision to visit again (Y) (accepted).
- 2) The influence of promotion on the decision to revisit the Rongkong River white water rafting tourist attraction. From table 2, obtained significant results t influence the promotional variable (X₂) on the decision to return to the Rongkong River white water rafting tourist attraction (Y) 4,963 (sig 0.000), Where mark significant t more small from < 0.05. This means that promotion (X₂) is partially influential significant decision to return to the Rongkong River rafting tourist attraction (Y).

b. Testing By Simultaneously

The F value in the table above is 6,432 with sig 0.003 < 0.05, showing Ho is rejected and Ha is accepted, meaning attraction (X₁), promotion (X₂) and has a significant influence on the decision to return to the white water rafting tourist attraction (Y) on level 0.05.

Based on results calculation the, used For know how much bigthe influence of the independent variable on the dependent variable, using the equation reasonable or acceptable regression to add independent variables. The more The greater the number of independent variables in the research, the greater the R2 value. Based on table 5, results test R2 as big as 82.2 show that variable independent can explain 82.2 percent variant on variable dependent, compared to 17.8 percent implemented in other factors that have not been studied in this research.

3.2. Discussion

The test results show that all independent variables (attraction and promotion) influence the dependent variable on the decision to return to the Rongkong River rafting tourist attraction. More specifically, the results of analysis and testing can be explained as following.

The Attraction of Decisions Revisit

The first hypothesis of this research states that attractiveness has an influence regarding the decision to visit again . Table 2 shows the regression coefficient values namely 4.288 with

a significance level of $0.000 < 0.05$, it is concluded that the hypothesis The first (H1) is accepted, which means that attractiveness has a positive effect to Decision to visit again at the Rongkong River white water rafting tourist attraction. Because one of them is a positive experience. If someone **decides to visit again**, they have a positive experience when visiting a place or doing an activity, they tend to want to repeat that experience. The attraction that makes them happy or impressed will be the main factor that drives the decision to return

The results of this research are in accordance with Alfatory Rheza Syahrul's (2014) research which examined the influence of attractiveness. Where the results of the research show that partial attractiveness has a significant effect on foreign tourists' decisions to visit. Then it is also supported by research by Fajrina Qayyimah (2017) which examines "The Influence of Tourist Attractions on the Decision to Visit the Bogor Botanical Gardens". Where the results of the research show that attractiveness significantly influences tourists' decisions to visit the Bogor Botanical Gardens.

Promotion of Revisit Decisions

Hypothesis second study This state, influential promotions to Decision to visit again . On Table 2 obtained coefficients regression 10.788 with a significance level of $0.000 < 0.05$, it can be concluded from The first hypothesis (H 2) is accepted, which means promotion has an effect positive to visit again. Based on results equality regression Which The result shows that the promotion variable has a positive effect on Visit again at the Rongkong River white water rafting tourist attraction. This shows that the better the promotion . Because even though tourists may have already visited a place, ongoing promotional campaigns can provide reminders and rebuild interest in tourists who have visited the Rongkong River White Water Rafting tour again. From the research results, it can be seen that promotion has a significant contribution in influencing visitors to come to the Rongkong River rafting tourist attraction. Promotion is one of the factors that can influence consumers to make purchases or come to visit a tourist attraction. Promotion is one of the factors that can influence consumers to make purchases or come to visit a tourist attraction. This is in accordance with several theories put forward previously where promotional factors carried out by marketers play a significant role in attracting consumers' interest in coming to a tourist attraction.

4. Conclusion

Based on results analysis Which has discussed previously, so can withdrawn conclusion as follows:

1. By Partial, There is influence positive And significant X_1 (attractiveness) on variable Y decision to return to the Rongkong River white water rafting tourist attraction in the District sabbang – Regency Luwu North
2. Partially, there is a positive and significant influence of variable X_2 (promotion) on variable Y decision to return to the Rongkong River rafting tourist attraction in the District sabbang – Regency Luwu North
3. By simultaneous, There is influence positive And significant variable X_1 (attractiveness), variable X_2 (promotion) on variable Y, the decision to return to the Rongkong River rafting tourist attraction in the District sabbang – Regency

Luwu North.

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6. Reference

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