

THE INFLUENCE OF THE SAPTA PESONA PROGRAM AND FACILITIES ON THE LEVELS OF TOURIST VISITS AT DOKAN CULTURAL TOURISM OBJECTS

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ARTICLE INFO

Keywords :
Sevens Charm ;
Facilities ;
T level Visit

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ABSTRACT

Study This discusses level visits. This is based on an interview briefly done with visitors' Culture Doc. Study This show exists indication level visit to seven charms and facilities provided. Problem-based observation interview addressed briefly to the visitor. There are levels of dissatisfaction with Sevens The charm and facilities provided. Objective thorough from study This is To determine if seven Power attractions (X1) and facilities (X2) have an impact on visitor volume (Y). As tool data analysis, a multiple linear regression model was used in the methodology descriptive quantitative study. A total of 67 visitors accept the next questionnaire processed with SPSS software. R2 test, t-test, and f test were used For test hypothesis study in a manner statistics. Investigation results in This show that Good Sevens Charm nor facility give influence in a manner simultaneous to the visitor. Based on the partial test also found that there is an influence positive between seven charms and level visits, but at facility No There is an influence to the level indicated visit with results count negative. Whereas magnitude influence between seven charms and amenities to level visit by 45%.

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1. INTRODUCTION

Indonesia, like many other countries, relies heavily on tourism To increase its economy [1]. Industry tourism in Indonesia, a country that is rich in tour nature and culture, has the potency of extraordinary growth normally [2]. However, to can utilize potency optimally, the right strategies and efforts are needed To increase the visit tour to Indonesia [3]. One strategy that has been used by the Indonesian government to increase visit tours is the sapta program charm [4]. this program has the objective For promote beauty nature, culture, and hospitality to Indonesian people to travelers domestic or abroad [5]. Furthermore, build and grow attitude and support positive public as host through the embodiment of values Sevens Charm for grow and develop tourism in the area and its benefits for the development area and well-being of the public [6]

In addition to the Sapta program Charm, the amenity tourist role is important in offline travelers to something location [7]. Tourists Possibly own more experience goods and be more interested In return If facilities are adequate and of good quality tall [8]. Completeness facility is very vital thing something business sector services because existing facilities like facilities and infrastructure including form interior and exterior design as well as cleanliness and safety must be considered especially related tightly to what is felt by travelers in a manner direct [9].

Still, a lot of places necessary tourism in Indonesia to expand and improved infrastructure before Can compete with outside locations. Study about the impact of programs and facilities Sevens Charm on visitor volume attractions culture With so, Doc capable serve comprehensive analysis about influencing factors determination traveler abroad For travel to Indonesia It is meant to be with understanding elements concerned, interested parties can implement policy visit travel and advance industry tourist with increase existing facilities and make traveler more interesting. Tour culture in Publications Doc can be handled with Good so that can fulfill condition services that include Sevens Charm as one place Tanah Karo tourism that is in demand visitors.

Research results state that Sevens Charm and Amenities own a significant and positive influence on the frequency of visits tourists, which helps guard Sevens in excellent condition [10]. Merger element Charm potentially increases element Sevens Lasting charm This not enough done and not equipped with facility Adequate travel, so add satisfaction visiting tourists in a manner whole [11]

2. METHODS

Study This uses multiple linear regression as tool statistics, using an approach quantitative descriptive For test hypothesis work and test model structure. Spread questionnaire is the method main of deep data collection study. A total of 400 population used For made 67 samples used in the random sampling approach. Besides that secondary data in the study This taken through observation field and study literature To enrich the study in form theory. Obtained data from evaluation validity spread corner done by " condition " criteria. validity instrument can determine If the r count value exceeds the critical r value as shown in the table. Furthermore done evaluation reliability instrument with the use benchmark variable that said reliable if the Cronbach Alpha value exceeds 0.6 with a level significance of 5%. The rest, data from partial, simultaneous, and coefficient test instruments determined To look for the influence and magnitude influence of each variable.

The writer set the hypothesis study as follows:

H 0: Facilities and Sapta Charm impact on Visit Rate.

H 1: Facility Influential to Visit Level

3. RESULT AND DISCUSSION

Validity and Reliability Test

A total of 67 participants in Village Culture Doc undergo a validity test study. Validity test findings for each tool study are reliable. The average value of the r count (r table) is bigger than 0.240. The result is tools study has been Approved For use and get used as object research. The findings of the reliability test are also revealing possible numbers trusted. The average Cronbach Alpha score is more than 0.6. As a result, the statement corner instrument is recognized and earned dependable.

Multiple Linear Regression Test Results

With the use of analysis of multiple linear regression, the research aims To build a connection because of the consequence between seven features and visitor volume Culture Doc. The table following serves summary results inspection in a manner comprehensive :

Table 1 Multiple Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error			
1	(Constant)	17,964	2,422		7,416	,000
	total x1	-,013	,013	-,134	-1,062	,292
	total x2	,228	,142	,203	1,604	,114

a. Dependent Variable: total y

The equation model results in multiple linear regression presented in the table above and consists from :

$$Y=17.964+-0.1341X1+0.203X2$$

the multiple linear regression model above, the value constant level visit is about 17,964 which means If the mark variable independent is 0, then the variable dependent own mark is about 17,964. Coefficient regression on variables seven charm own mark positive meaning level visit influenced by variables this. Should variable facility have a mark negative meaning that level visit No influenced by variables this.

Hypothesis Test

Coefficient Determination (R²) After testing the respondent's data, obtained results coefficient determination as follows:

Table 2 Test Results for the Coefficient of Determination (R²)
Summary models

Model	R	R Square	Adjusted R Square	std. The error in the Estimate
1	.213 ^a	.045	,015	,959

a. Predictors: (Constant), total x2, total x1

As seen in the table above, the coefficient of the resulting determination (R²) is about 0.045 or 45%. Based on the results of research, variable level visit only 45% are explained by factors changing Sevens Charm and amenities in Culture Doc. The remaining 15% may be caused by other factors such as price, marketing, level occupancy, and factors related which are not considered in the study. 55%.

Simultaneous Test (Test F)

To ensure the influence of seven charms and amenities on the volume of visits simultaneously simultaneous test (F). Testing the following run with level error (α) of 0.05 (5%), during testing:

If the F-table value is valid, meaning study No finds significant influence, refused hypothesis alternative (H1), and accepts hypothesis zero (H0). Studies own significant impact in a manner statistics If calculated F value bigger from the crucial F value, where is the hypothesis zero (H0) is rejected and the hypothesis alternative (H1) is accepted.

Table 3 Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	2,786	2	1,393	1.516	.227 ^b
	residual	58,826	64	,919		
	Total	61,612	66			

a. Dependent Variable: total y

b. Predictors: (Constant), total x2, total x1

With an estimate of the F, value is 1.516 and the F table value of about 3.14 in the previous ANOVA table, got concluded that the variable " level visit Culture Dokan " has a concurrent and positive influence.

Partial Test (t-test)

A partial test (t test) aims To know How to influence variation following to impact variable amenities and Sapta Charm to amount visitors:

hypothesis accepted if and only If the estimated t- value is bigger than the critical t-value, which indicates that the variable independent (X) effect is significant to variable dependent (Y).

hypothesis zero that No There is a connection between X and Y, focus experiment, will be supported If findings t-test table can be trusted

Table 4 Partial Test Results (t-test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	Q	Sig.
1	(Constant)	17,964	2,422		7,416	,000
	total x1	-,013	,013	-,134	-1,062	,292
	total x2	,228	,142	,203	1,604	,114

a. Dependent Variable: total y

H1 hypothesis is supported Because the estimated t- value For variable Sevens Charm of -1.062 > t table value of 1.668. With thereby can is known that variable Sevens Charm part influence variable level visit in a manner positive. Because the resultant t value variable facility is 0.1.604 and the value of the t table is 1.668, then H0 gets accepted. Consequently, stated that variable level visit No can be influenced in a manner partial and favorable by variables facilities.

Influence Sevens Enchantment and Amenity Levels To Visit

The data review shows the facilities, quality, and impact of Sevens Charm on a huge number of visitors. Based on findings testing hypothesis First, it is known that variable Sevens Charm and amenities can become reason change variable Sevens Charm Culture Doc. Coefficient test results determination (R²) shows that 45% of the factors studied has taken into account, while the remaining 65%. is a variable that is not tested like price, marketing, level occupancy, and factors related to others. The findings obtained from the evaluation hypothesis second show that Good variable Sevens Charm nor Facility is influential in a manner simultaneous to level visitors Doc Culture. The result shows a significant and strong impact. The

calculated F test result was 1.516, which surpassed table F values of about 3.14. A significance level of 0.000 over low than the alpha value of 0.05 which strengthens the findings. Examination results This is in line with the study previously shown the influence of significant amenities and Sapta Charm to Then cross visitors. Research results This is supported by a results study [12] [13] [14] which states that seven charms and amenities are influential and significant against interest visit repeat tourists.

Influence of Level Sevens Charm to Visit

Based on findings in data processing, the sapta charm is influential and important to visitor volume Culture Doc. Investigation results This is consistent with the study previously showing the impact of Sevens' Decent charm noticed on frequent visits. Research results support the study previously stated that seven charms are influential and significant to decision visit return for tourists [15] [16] [17].

Influence Facility Against the Level of Visits

Findings data processing shows that facility impacts small to visitor volume Culture Doc. Studies This is contrary to the study previously stated that location physique is the factor main in the decision of patient For the present. Research results This is in line with the results study [18] [19] [20] which stated that the facility is influential and significant to interest visit repeat tourists.

4. CONCLUSION

With the value of f table $1.516 > 3.14$ f count, Sapta Charm, and Amenities own good influence, simultaneous, and sufficiently big to visitor volume Doc Culture. T table value $-1.062 > t$ count 1.668 shows Sevens Charm's impact on quantity visitors to Culture Doc in a manner profitable, partial, and substantial. On the other hand, facilities have No influence level visits. Culture Doc proven in a manner Partial with t-count $1.604 < 1.668$ t-table.

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