

Factors Influencing the Attractiveness of Tourism Destination (Case Study: Siti Nurbaya/Gunung Padang Park Area in Padang City)

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Article Info	ABSTRACT
Keywords: The Attractiveness of Tourism Destination, Cultural Tourism, Siti Nurbaya/Mount Padang Park Area	This research is a quantitative descriptive study with a descriptive-correlational approach, examining the extent to which core resources and attractors as well as supporting factors influence the attractiveness of tourism in the Siti Nurbaya/Gunung Padang Park Area to date. Data were collected through a Likert-scale questionnaire distributed to 100 tourists, selected using a non-probability sampling technique. Data analysis was conducted using SPSS, including descriptive analysis, Pearson correlation, and multiple regression. The results show that the variables of culture and history, mix of activity, and infrastructure have a significant influence on tourism attractiveness, accounting for 51%, while other variables such as superstructure, marketing, and accessibility do not have a significant effect. These findings indicate that cultural-historical preservation, the provision of diverse tourism activities, and infrastructure improvement are key factors in enhancing the attractiveness of the Siti Nurbaya/Gunung Padang Park Area.
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INTRODUCTION

The development of the tourism industry is an interesting phenomenon, although tourism is also a sector that is highly sensitive to both internal and external changes, which significantly influence the number of tourists and their interest in visiting a country, region/province, or area. This industry directly impacts the economy, society, and culture.

Tourism development in West Sumatra Province holds vast potential and promising prospects. Therefore, tourism development is directed at increasing regional and community income, creating jobs and business opportunities, and stimulating economic activities related to the development of local culture. It also seeks to utilize the beauty and richness of natural resources, including marine wealth, cultural diversity, and historical heritage, while still respecting religious values, the nation's identity, and national dignity.

Among the many tourist attractions in West Sumatra, particularly in Padang City, the Siti Nurbaya/Gunung Padang Park Area stands out as a natural tourism potential that can be further developed. In addition to offering natural tourism, this area also carries historical value through the tragic romance story in Marah Rusli's literary work, which reflects the dark cultural practice of forced marriages among Minangkabau women.

The Siti Nurbaya/Gunung Padang Park Area is one of the natural tourist attractions in Padang City. This tourist site is located on the western side of Padang City and can be reached with approximately a 30-minute trip from the city center. The Siti Nurbaya/Gunung Padang Park Area is situated at the peak of a hill known as Mount Padang. Visitors can enjoy a panoramic view of Padang City with a wide seascape. In this area, tourists can also visit the grave of Siti Nurbaya, located behind large rocks about three meters in diameter, with a small gap forming an entrance.

About 500 meters from this area, there is a bridge spanning the Batang Arau River (near Muaro Harbor), which is also named the Siti Nurbaya Bridge (Padang City Department of Culture and Tourism). This site also provides space for visitors to engage in sports activities along the bridge, which ends at the Siti Nurbaya/Gunung Padang Park Area, specifically at the peak of Mount Padang hill.

Tourist objects and attractions serve as the foundation of tourism. Without attractive features, it is difficult for tourism in a region to develop. Tourism generally grows more rapidly in areas that offer more than one type of attraction. Considering the important role of the Padang City Department of Tourism and Culture in developing tourist attractions in West Sumatra, this research was conducted on Factors Influencing the Attractiveness of Tourism Destinations (Case Study: Siti Nurbaya Park/Mount Padang Area, Padang City).

METHODS

The location of this research was the Siti Nurbaya/Gunung Padang Park Area in Padang City. This study employed a quantitative approach with a descriptive cross-sectional design using a correlation technique between variables. The purpose of correlational research is to detect the extent to which variations in one factor are related to variations in one or more other factors, based on the correlation coefficient (Suryabrata, 2000). Correlational research is intended to determine whether or not there is a relationship between two or more variables (Arikunto, 2005).

In this study, the independent variables were the core resources and attractors and supporting factors and resources, identified as variable X. Meanwhile, the dependent variable is the factor whose value depends on or is influenced by other variables. The dependent variable in this research is the Siti Nurbaya/Gunung Padang Park Area, identified as variable Y.

The measurement scale that will be used for this research is using a Likert scale. The Likert scale is used to measure the attitudes, opinions and perception of a person or group of people about social phenomena (Sugiyono, 2004). In this study, the sampling procedure used the Non Probability Sampling method, namely by using a simple random system. To calculate the number of respondents who are suitable for sampling as well as determining the number of questionnaires that must be filled out by visitors to the Siti Nurbaya Park / Gunung Padang area, it can be processed using the Slovin formula so that it can be seen how many questionnaires are distributed :

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n = Required sample size

N = Sample size and

e = Margin of error (range 5 % – 10 %)

N = 100 population

e = 10 % for margin of error

So it can be calculated as follows :

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{200}{1 + 200(10\%)^2}$$

$$n = \frac{200}{1 + 1} = 100$$

From the above calculations, it can be seen that the number of questionnaires distributed to respondents was 100 questionnaires. While data collection techniques are obtained by three collection techniques, namely distributing questionnaires, interview and documentation or collecting references. For data analysis techniques processed using SPSS, with descriptive analysis (frequency, mean, standard deviation), then Pearson correlation analysis to see the relationship between variables and then analyzed using multiple regression to test the influence of factors on the tourist attraction of each group of questions, then each question will be given weight according to the respondent's assessment. According to Ardiani (2012), data analysis in quantitative research can be done through descriptive statistics, which serves to provide an overview of the data (e.g. mean, frequency, and standard deviation). Furthermore, the relationship between variables can be tested using Pearson correlation, while the effect of several independent variables on the dependent variable can be analyzed by multiple regression using the help of SPSS software. Core Resources and Attractors are measured using nine questions using a Likert scale, namely: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree. Supporting factors are measured using eleven questions using a Likert scale, namely: 1= strongly disagree, 2= disagree, 3= neutral, 5= strongly agree. Tourism attraction at the Siti Nurbaya / Mountain Park Area destination is measured using five questions using a Likert scale, namely: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree.

RESULTS AND DISCUSSION

Research Results

Frequency Distribution of Question Instrument

The following will show the frequency distribution of respondents' answer to each research variable.

Table 1. Frequency Distribution of Respondents' Answer to Questions Variabel physiography and climate ($X_{1.1}$)

Item	STS	TS	N	S	SS	Total
$X_{1.1}$	-	-	3	65	32	100
$X_{1.2}$	-	-	2	55	43	100

Table 2. Frequency Distribution of Respondents' Answer to Questions Culture and History Variable (X_2)

Item	STS	TS	N	S	SS	Total
$X_{2.1}$	-	-	3	52	45	100
$X_{2.2}$	-	-	1	42	57	100

Table 3. Frequency Distribution of Respondents' Answer to Questions Variabel Mix of Activity (X_3)

Item	STS	TS	N	S	SS	Total
$X_{3.1}$	-	-	2	50	48	100
$X_{3.2}$	-	-	2	52	46	100

Table 4. Frequency Distribution of Respondents' Answer to Questions Superstructure Variable (X_4)

Item	STS	TS	N	S	SS	Total
X_4	25	70	5	-	-	100

Table 5. Frequency Distribution of Respondents' Answer to Questions Marketies Variable (X_5)

Item	STS	TS	N	S	SS	Total
$X_{5.1}$	75	1	14	-	-	100
$X_{5.2}$	-	-	-	56	44	100

Table 6. Frequency Distribution of Respondents' Answer to Questions Infrastructure Variable (X_6)

Item	STS	TS	N	S	SS	Total
$X_{6.1}$	-	-	2	44	54	100
$X_{6.2}$	-	-	2	45	53	100

Table 7. Frequency Distribution of Respondents' Answer to Questions Accessibility Variable (X_7)

Item	STS	TS	N	S	SS	Total
$X_{7.1}$	17	83	-	-	-	100
$X_{7.2}$	27	73	-	-	-	100
$X_{7.3}$	25	72	3	-	-	100

Table 8. Frequency Distribution of Respondents' Answer to Questions

Facilitating Resources Variable (X ₈)						
Item	STS	TS	N	S	SS	Total
X _{8.1}	-	-	15	85	-	100
X _{8.2}	3	97	-	-	-	100

Table 9. Frequency Distribution of Respondents' Answer to Questions

Hospitality Variable (X ₉)						
Item	STS	TS	N	S	SS	Total
X _{9.1}	32	66	2	-	-	100
X _{9.2}	-	-	-	55	45	100

Table 10. Frequency Distribution of Respondents' Answer to Questions

Political Will Variable (X ₁₀)						
Item	STS	TS	N	S	SS	Total
X _{10.1}	-	-	-	13	87	100
X _{10.2}	-	-	-	9	91	100

Table 11. Frequency Distribution of Respondents' Answer to Questions
 Variable Tourism Destination Area of Siti Nurbaya/GPunung Padang Park Area (Y)

Item	STS	TS	N	S	SS	Total
Y ₁	-	75	25	-	-	100
Y ₂	44	56	-	-	-	100
Y ₃	-	-	1	51	48	100
Y ₄	-	-	1	42	57	100
Y ₅	-	-	3	26	71	100

Average Value of Research Variables

Table 12. Mean Value of Research Variables and Standard Deviation

Variable	Mean	Std. Deviation
Physiography and Climate	4.3500	.47408
Culture And History	4.4900	.46591
Mix Of Activity	4.4500	.48461
Superstructure	1.8000	.51247
Marketies	2.8650	.41957
Infrastructure	4.5150	.39858
Accessibility	1.7705	.29493
Facilitating Resources	2.9100	.20573
Hospitality	3.0750	.37183
Political Will	4.8900	.21996
DTW Attractiveness of Siti Nurbaya Park Area Gunung Padang	3.5040	.24533

Source: Primary data processed by the author

Correlation Analysis

Table 13. Summary of Correlation Results Between Variables of Physiography and Climate, Culture and History, Mix Of Activity, Superstructure, Marketies, Infrastructure, Accessibility, Facilitating Resources, Hospitality, Political Will with the Attractiveness of Tourism Destination in the Siti Nurbaya/Gunung Padang Area.

V	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y
<i>Physiography and Climate (X₁)</i>	1	-	-	-	-	-	-	-	-	-	-
<i>Culture and History (X₂)</i>	0.073	1	-	-	-	-	-	-	-	-	-
<i>Mix Of Activity (X₃)</i>	0.791	0.065	1	-	-	-	-	-	-	-	-
<i>Superstructure (X₄)</i>	0.083	0.123	0.072	1	-	-	-	-	-	-	-
<i>Marketies (X₅)</i>	0.204	0.162	0.158	0.108	1	-	-	-	-	-	-
<i>Infrastructure (X₆)</i>	0.279	0.599	0.292	0.035	0.184	1	-	-	-	-	-
<i>Accessibility (X₇)</i>	0.046	0.007	0.047	0.205	0.221	0.044	1	-	-	-	-
<i>Facilitating Resources (X₈)</i>	0.067	0.036	0.005	0.077	0.121	0.107	0.183	1	-	-	-
<i>Hospitality (X₉)</i>	0.093	0.083	0.147	0.371	0.064	0.093	0.148	0.023	1	-	-
<i>Political Will (X₁₀)</i>	0.131	0.014	0.043	0.063	0.002	0.039	0.212	0.109	0.145	1	-
<i>Daya tarik DTW Tanah Datar</i>	0.248	0.584	0.350	0.122	0.137	0.283	0.133	0.013	0.013	0.139	1

Based on the results of the correlation analysis between the research variables presented in table 13, it can be seen that all independent variables, namely core resources and attractors consisting of physiography and climate, culture and history, mix of activities, superstructure, marketies, and supporting factors variables consisting of infrastructure, accessibility, facilitating resources, hospitality, political will (X) are significantly correlated with the dependent variable, namely the attractiveness of the Siti Nurbaya Park/ Mount Padang tourist destination area (Y) at the 0.01 or 1% significance level. This can be interpreted that core resources and attractors as well as supporting factors have a strong or close relationship with the attractiveness of the Siti Nurbaya Park / Mount Padang tourist destination area.

Multiple Regression Analysis

Table 14. Summary of Multiple Regression Analysis Results Influence of Physiography and Climate, Culture and History, Mix Of Activity, Superstructure, Marketies, Infrastructure, Accessibility, Facilitating Resources, Hospitality, Political Will on the Attractiveness of Tourism Destination in the Siti Nurbaya/Gunung Padang Park Area

Variabel Terikat	Variabel Bebas	Beta	Signifikan
DTW Kawasan Siti Nurbaya/Gunung Padang (Y)	Physiography and Climate (X ₁)	-0,064	0,335
	Culture And History (X ₂)	0,370	0,000
	Mix Of Activity (X ₃)	0,242	0,000
	Superstructure (X ₄)	-0,019	0,639
	Marketies (X ₅)	0,006	0,902
	Infrastructure (X ₆)	-0,137	0,028
	Accessibility (X ₇)	-0,056	0,407
	Facilitating Resources (X ₈)	0,015	0,869
	Hospitality (X ₉)	0,068	0,223
	Political Will (X ₁₀)	0,130	0,148
	Konstanta (a)	0,896	0,027
	F	9,371	0,000
	R	0,716	
R ²	0,513		

Table 14. shows that the value of R² is 0.513. the magnitude of this value can be interpreted that the variance of the tourist attraction of the Siti Nurbaya/Gunung Padang Park Area explained by course resources and attractors and supporting factors is 51%. In other words, course resources and attractors and supporting factors affect the tourist attractiveness of the Siti Nurbaya/Gunung Padang Park Area by 51%. While the remaining 49% is influenced by other variables that are not included in the scope of this study or these variables are assumed to be constant.

Discussion

The results showed that culture and history, mix of activity, and infrastructure have a significant effect on the tourist attractiveness of the The Siti Nurbaya/Gunung Padang Park Area. This finding is in accordance with the theory of destination competitiveness proposed by Crouch and Ritchie x that core resources and attractors such as culture, history, and tourist activities are fundamental elements in attracting tourist. In this context, the legend of Siti Nurbaya and the historical traces of Mount Padang prove to be the main factors that strengthen the region's identity as a cultural tourism destination.

Futhermore, a variety of tourist activities (mix of activities) such as hiking, tracking, and historical tours provide a richer experience for tourist. This is in line with the opinion of Gunn C. A., & Var, T (2020) which states that the diversity of activities can increase the attractiveness of destinations because tourist not only enjoy the scenery, but also gain direct experience through activity involvement.

The infrastructure factor is also proven to have a significant effect on tourism attractiveness. Adequate infrastructure, such as roads, transportation, and public facilities, is an important supporting element in tourism development. According to Yoeti (2008), infrastructure quality has a direct influence on tourist comfort and contributes to destination

image. The results of this study are in line with the theory, although the low average value on the accessibility aspect indicates the need for improvement on the path to the area.

Meanwhile, other variables such as superstructure, marketies, and accessibility did not have a significant effect. This can be explained through Arikunto's (2005) view that the relationship between variables in correlational research is not always linear, depending on the characteristics of the respondents and the context of the research environment. Thus, although these factors theoretically play a role, in the case of the The Siti Nurbaya/Gunung Padang Park Area, the contribution has not been felt significantly by tourist.

Thus, the findings of this study reinforce experts' views that the attractiveness of tourist destinations is strongly influenced by the uniqueness of culture and history, diversity of activities, and infrastructure support. The implication is that destination managers need to focus on cultural preservation strategies, the development of innovative tourism activities, and accessibility improvements to increase destination competitiveness.

CONCLUSION

The development of tourist attractions carried out by the Tourism and Culture Office of Padang City in the Siti Nurbaya/Gunung Padang Park Area has begun to show positive progress. This can be seen from the percentage results of the study, where core resources and attractors as well as supporting factors accounted for 51%. Meanwhile, the remaining 49% is influenced by other variables not included in the scope of this research, or these variables are assumed to be constant. In this study, the factors determining the attractiveness of tourism destinations, based on the theory of J.R. Brent Ritchie and Geoffrey I. Crouch (2003), in the Siti Nurbaya/Gunung Padang Park Area are: Physiography and Climate, Culture and History, Mix of Activity, Superstructure, Marketing, Infrastructure, Accessibility, Facilitating Resources, Hospitality, and Political Will. The factors that influence the attractiveness of tourism destination the Siti Nurbaya/Gunung Padang Park Area—namely the variables within core resources and attractors and supporting factors—have a significant impact on tourism appeal. Among these, the variables of culture and history, mix of activity, and infrastructure show significant influence, as their significance values fall below 0.05. This indicates that only these variables significantly affect the tourism attractiveness of the Siti Nurbaya/Gunung Padang Park Area. However, the most dominant factors influencing the destination's appeal are the core resources and attractors, particularly culture and history and mix of activity.

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