THE EFFECT OF TOURISM PRODUCTS AND FACILITIES ON THE REVISIT OF TOURIST INTENTION TO CURUG CIMAHI

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ABSTRACT

This study aims to analyze the effect of tourism products and facilities on the revisit intention of tourists to Curug Cimahi. This research uses a descriptive verification method. The sample of this research is one hundred respondents who have visited Curug Cimahi at least once between 2019 and 2022. Primary data were obtained through interviews, observations, and questionnaires, while secondary data sources were obtained through a literature review. The results show that partially tourism products and facilities affect the revisit intention of tourists to Curug Cimahi, while simultaneously, tourism products and facilities affect the revisit intention of tourists to Curug Cimahi. This can be an input for managers of Curug Cimahi tourist destinations to develop tourism objects in the future.

Keyword: Tourism Products, Tourism Facilities, Revisit Intention, Curug Cimahi.

INTRODUCTION

Indonesia has a diversity of resources that can be used as tourism potential so that there are many stunning and exotic tourist destinations, such as cultural tourism, culinary tourism, nature tourism and other tourism (Rahma, 2020). Nature tourism is one of the leading tourism in Indonesia.

Curug Cimahi is one of the natural tourist destinations located in Cisarua, West Bandung Regency, West Java. Curug Cimahi offers attractions and relaxation activities in it such as waterfalls, take pictures in the spots provided, and every tourist can enjoy the natural beauty offered.

Since the COVID-19 outbreak, there has been a very significant decrease in the number of visits. The problem of tourism products and facilities is also a factor why the Cimahi waterfall destination has declined. From 2019 to 2021, number of visits to Curug Cimahi have decreased from year to year.

One of the efforts to increase tourist visits is to improve the quality of tourism products and tourist facilities. These two aspects are proven to be able to increase

the number of revisit intentions so that they can help the growth of Curug Cimahi. This study aims to determine the effect of tourism products and facilities together on the revisit intention of tourists to Curug Cimahi either partially or simultaneously.

LITERATURE REVIEW

Tourism Products

Tourism products are aspects offered by producers in order to achieve the goals of business institutions. Tourism products are products specifically provided by the tourism industry (Saputra, 2021).

Another definition states that tourism products are a collaboration of various components including attractiveness, facilities at the destination, and accessibility of the destination (Raazim & Munasinghe, 2021).

Tourism Facility

Tourist facilities are facilities provided to support the convenience and comfort of tourists during their trip (Nugraha & Fallo, 2021).

According to Saputra (2021), tourism facility can be measured by assessing these following factors: (1) Completeness of facilities, namely facilities that meet the needs of visitors; (2) Quality of facilities, namely the facilities provided can be used properly; (3) Ease of facilities, namely tourists are easy to use the facilities provided so that they can be used optimally; (4) Cleanliness of facilities, meaning that the facilities provided are clean and tidy so that they participate in maintaining the beauty of the tourist area.

Revisit Intention

Revisit intention is someone's intention or plan to visit a tourist destination for the second time (Pradana, 2021).

Revisit intention is a behavior that tends to the desire to visit a tourist destination. This desire can be influenced by word of mouth perception (Akmalia, Najib, & Hardiyanto, 2021).

According to Islamiyah (2020), the revisit intention can be measured from the following indicators intend to revisit, i will loved to revisit, plan to revisit

METHOD

This research method uses quantitative research methods with a verification approach in order to obtain results that strengthen or use the previous theory. In this study, data will be taken using a questionnaire distributed to a sample of visitors. This research involved 100 respondents who had made visits to Curug Cimahi. Samples were taken using purposive sampling. People who had visited Curug Cimahi at least once in the 2019-2022 period and expressed their willingness to participate in this study were included. Data analysis was conducted by testing the validity, reliability, and descriptive analysis. The classical assumption test was conducted to determine whether the data obtained had met

the requirements of linear regression analysis. The verification analysis was carried out using multiple linear regression analysis, multiple correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing with t test and F test.

RESULTS AND DISCUSSION

This study involved 100 respondents. Demographic characteristics used in this study include gender, age, occupation, and education level. As many as 48% of respondents are female and another 52% are male. Based on age, 4% of respondents were aged less than 20 years, 69% were aged between 20 to 29 years, 23% were aged between 30 to 39 years, 3% were aged between 40 to 49 years, and another 1% were aged over 50 years. As many as 3% of respondents have a junior high school education level, 67% of respondents have a high school education level, 26% of respondents have a bachelor level of education, and 4% of respondents have a master's level of education. The data is in accordance with the characteristics of the respondents based on age. The average age of 20-29 years is in high school or college. Meanwhile, 16% of respondents work as private employees, 32% of respondents work as students, 3% of respondents work as private civil servants, 10% of respondents work as entrepreneurs, and 39% of respondents work other than the options provided.

Descriptive analysis of respondents' responses to the tourism product variable questionnaire items included in the Good category. The variable of tourism products in Curug Cimahi responded well by the respondents. The same results were also found in the variables of tourist facilities and revisit intention which were also responded well by respondents at Curug Cimahi.

The results of the analysis of multiple correlation coefficients show that the correlation value of the tourism product variable is 0.735 and the significance value is 0.000. Hence, there is a significant correlation between tourism products and revisit intention. The correlation value is between 0.60 and 0.799 so that the relationship level is categorized as good. Meanwhile, the correlation value of the tourism facilities variable is 0.761 and the significance value is 0.000 which means there is a significant correlation between tourist facilities and revisit intention. The correlation value is between 0.60 and 0.799 so that the relationship level is categorized as good.

The results of the analysis of the coefficient of determination show that the R^2 value obtained between the tourism product variables on revisit intention at Curug Cimahi is 0.540. Therefore, the tourism products in Curug Cimahi affect revisit intention by 54%. This value is between 0.40 and 0.599 so that the influence of tourism products on revisit intention is categorized as quite good.

This study shows the influence of tourism products on revisit intention to tourist destinations in Curug Cimahi partially. This is in line with research conducted by Iis (2019) where tourism products create a sense of satisfaction in tourists so that a desire arises to carry out tourism activities back to the same destination. This can be achieved by innovations made by tourist attractions (Maulida, 2019). Other studies have also been conducted in Malahayu Reservoir where tourism products have a positive influence on revisit intention. Thus, the

better the quality of tourism products, the higher the revisit intention (Anama, Yuliantia, Fitrialoka, & Rosia, 2021).

However, the diversity of attractions has actually become the third lowest response aspect after ease of access and ease of public transportation. There are still many respondents who feel that the attractions offered by Curug Cimahi are not diverse enough. It is evident that the diversity of tourism products has a major role in determining the experience and satisfaction of tourists. Products can build an image or impression on visitors. This then makes tourism products can also lead to revisit intention (Mulyati & Masruri, 2019).

In this study, there was one component that received a lower response than other aspects, namely accessibility. The ease of access indicator gets a score of 60.2% while the ease of using public transportation gets a score of 68.2%. Whereas accessibility is an important aspect to support tourism products. Good products will not be enjoyed if tourists do not have access to the destination (Maulida, 2019).

In this study, tourist facilities also have a partial influence on revisit intention to tourist destinations of Curug Cimahi. This is supported by research conducted by Sugianto and Marpaung (2020) where facilities have a positive influence on revisit intention. Adequate facilities and support the needs of tourists can affect the comfort in the Hot Springs of Padi Batu Bara Regency. The cleanliness and tidiness of the facilities must also be considered by tourist destinations (Sugianto & Marpaung, 2020).

Tourism facilities are actually not only supporting tourist activities but also ensuring the safety and security of tourists. Facilities must also be in good condition and suitable for use so that tourists can enjoy the facilities without any problems (Baral & Neupane, 2020).

This study shows that tourism products and tourist facilities in Curug Cimahi affect revisit intention by 63.2%. This result is supported by previous research which also shows the influence of tourism products and tourist facilities on revisit intention. One of the expectations of visitors when traveling is to get facilities that can add to their good experience in visiting. When this expectation is achieved, satisfaction will arise. This satisfaction will be the motivation to visit again and enjoy the pleasant experiences that were previously obtained (Herstanti, Suhud, & Wibowo, 2014).

Revisit intentions from optimizing tourism products and tourist facilities can not only increase consumer loyalty and improve the reputation of a tourist area but can also add new consumers. (Ginting & Sasmita, 2018). Revisit intentions are usually accompanied by word of mouth where visitors will invite their relatives or recommend tourist areas to others. For the tourism industry, this will be profitable business (Putu Agung, Tamba, & Suryawathy, 2015). Revisit intention at Curug Cimahi can also increase the number of visitors to enjoy the natural beauty provided.

CONCLUSIONS

Based on this study, tourism product variable in Curug Cimahi affects the revisit intention of tourists by 54%. This shows a fairly good relationship.

The variable of tourist facilities at Curug Cimahi has an effect on the revisit intention of tourists by 58%. This shows a fairly good relationship.

The variables of tourism products and tourist facilities at Curug Cimahi affect the revisit intention of tourists by 63.2%. This shows a good relationship.

Given that visitor responses to tourism products in the form of access and ease of use of public transportation tend to be lower, the management of Curug Cimahi is expected to pay more attention to accessibility, including access to public transportation. Efforts that can be done include building and improving the quality of the road to Curug Cimahi so that it can be passed by public transportation. This effort has the potential to attract more visitors to make repeat visits.

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