



## THE INFLUENCE OF TOURIST ATTRACTION ON REVISIT INTENTION AT KARANG HAWU BEACH

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### ABSTRACT

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Among its many attractions, Sukabumi Regency offers a wealth of cultural and natural wonders, which attract visitors with their enchanting charm. Karang Hawu Beach in Cisolok, Sukabumi, in particular, is renowned for its mysterious atmosphere associated with the myth of Nyai Roro Kidul, the queen of the southern coast. Although the number of tourist visits tends to increase, enhancing the attractiveness of the Karang Hawu destination through improved facilities and security measures can encourage repeat visits and support economic growth. The study findings underline the importance of attractions in influencing visitors' intention to return, with a positive correlation observed between destination attractiveness and revisit intention. Enhancing the charm of the

Karang Hawu destination in Sukabumi Regency is essential to attract and retain tourists. Recommendations for tourism managers include improving facilities, promoting natural beauty through social media, and fostering positive experiences to encourage repeat visits and word-of-mouth recommendations. Further research is recommended to explore additional variables or different settings within the same topic.

**Keywords:** Tourist Attraction; Revisit Intention; Beach; Karang Hawu

### INTRODUCTION

Indonesia is an archipelagic country rich in natural, cultural, and human resources (Walakula, 2020). Its diversity in ethnicity, culture, race, religion, and natural beauty enhances its tourism potential. The tourism sector significantly contributes to the national economy and foreign exchange reserves (Azzahrani, 2018). Tourism is a powerful industry that accelerates economic growth and creates employment opportunities. As public demand for travel increases, tourism has become a basic necessity in Indonesian society (Yakup, 2019).

West Java is one of Indonesia's provinces with a variety of attractive destinations, from natural and cultural to man-made sites (Pambudi et al., 2020). Sukabumi Regency, in particular, is notable for its vast area and rich natural and



cultural heritage, offering attractions such as waterfalls, lakes, bays, and beaches (Malik et al., 2021).

Karang Hawu Beach is located in Cisolok District, Sukabumi Regency, West Java. This beach is famous for its mysterious atmosphere associated with the myth of Nyai Roro Kidul, the ruler of the southern sea. This beach is frequently visited by tourists (Baizal et al., 2020). Karang Hawu Beach is one of the unique photo or selfie destination spots due to the photo spots on large rocks with a natural stone concept and a beautiful sea panorama as the backdrop. In addition, there is a tiered gazebo that visitors can use for photo spots at height and a gate designed to resemble fish fins located in the eastern part of the area, thus attracting visitors' attention (Hernawan et al., 2020). The following is the visitor data for tourists visiting Karang Hawu Beach, which can be seen in Table 1.

Table 1. The Number of Foreign and Domestic Tourists at Karang Hawu Beach

Year	Foreign Tourists	Domestic Tourists	Total
2020	12	32.086	32.098
2021	38	27.895	27.933
2022	54	32.576	32.632
2023	-	681.905	681.905

Resource: Department of Tourism and Culture, 2023

Based on Table 1, it can be concluded that in 2020, the number of tourist visits was 32,098. In 2021, it decreased to 27,933. In 2022, there was an increase with a total of 32,632 visits. In 2023, there was a significant increase, with the number of domestic tourist visits reaching 681,905, while for international tourists in 2023, the researcher did not find the number of visits. The phenomenon of increased visitors at Karang Hawu Beach is interesting to study. It is suspected that the increase is due to the low ticket prices, unique photo spots, safe and spacious parking area, comfortable facilities, and well-organized vendors. However, Karang Hawu Beach in Sukabumi Regency also lacks security measures for visitors, and there are cleanliness issues that are not well-maintained.

Efforts have been made by the management of Karang Hawu Beach Tourist Destination by providing various facilities, collaborating with a company, and organizing events. Therefore, the management of Karang Hawu Beach Tourist Destination is not only required to attract tourists to visit, but it is also important for the destination management to create appealing attractions that motivate, maintain cleanliness, and provide strong security to encourage tourists to revisit the destination. This is supported by the results of pre-research interviews conducted with 10 visitors of Karang Hawu Beach Tourist Destination in Sukabumi Regency on August 15, 2025.

In addition to the existence of tourist attractions to attract visitors, destination managers must be able to create a revisit intention for these tourists to return to the destination. The interest in revisiting is a strong motivation for repeat purchases and is also an internal motivation for someone to return to a tourist destination they have previously visited ((Putri et al., 2019)). Besides being influenced by tourism events, the interest in returning to a tourist destination does not solely depend on these events but is also related to the quality of service, facilities, and the attractions of the destination itself (Kadek & Dewi, 2022).

The existence of tourist attractions that create an impression of a destination can influence tourist visits to that destination. It can be concluded that the positive

attraction felt by tourists not only affects the increase in tourist visits but also the repeat visits of tourists. When tourists have a pleasant feeling about a tourist destination, they are likely to be satisfied with that place, thereby increasing the intention to return (Syariful et al., 2021). Tourists who plan to revisit the destination are likely to want to visit the same destination again in the future by recommending it to others. This causes many tourist destinations to compete to maintain and increase the number of visitors by leveraging their attractions (Agung, 2018).

Currently, There is a significant increase in competition among tourist destinations at all times, with the emergence of new tourist destinations. Moreover, there are many tourist destinations in the city or regency of Sukabumi that offer tour packages at affordable prices, making them an appealing attraction for visitors coming to Sukabumi Regency, especially the Karang Hawu Beach Tourist Destination (Kesami et al., 2021). Tourist attractions involve all elements that offer visual appeal, uniqueness, and positive values derived from both natural beauty and the diversity of human creations. These places become targets or destinations for tourists (Tjiptono, 2018). The tourist attraction at Karang Hawu Beach is its beautiful view, cool air, low and affordable costs, and a stretch of soft sand, known for its mysterious atmosphere associated with the myth of the ruler of the southern coast, Nyai Roro Kidul. There are several facilities offered by Karang Hawu Beach, including accommodations, food stalls, surfboard rental places, parking areas, and gazebos. The facilities that are most favored by visitors to Karang Hawu Beach include the very large parking area, public toilets, as well as food and drink stalls, photo spots, gazebos, and coral reefs that have holes where the rocks jut into the sea, making the rocks look like stoves or Hawu (Hesna et al., 2020).

## LITERATURE REVIEW

### Beach

Beaches are areas located along waters affected by tides, with water levels reaching their peak at high tide and their lowest at low tide (Prasetyo & Pratiwi, 2021). Many famous tourist destinations around the world are stunning beaches with white sand, clear seawater, and breathtaking ocean views. The process of beach change is a dynamic process that, if it continues, will disrupt beach activities due to erosion (Hutasuhut, 2019).

### Tourist Attractions

(Brahmanto et al., 2017) emphasize the importance of authenticity in forming the quality criteria of tourist attractions, both in terms of originality and in the form of natural beauty, cultural heritage, historical values, or human creations that create appeal for tourists. According to Wahyudi (2018) in (Kusumawardani, 2020), a tourist destination must have attractions in addition to tourist objects and attractions, and it must also meet 3 requirements. First, what can be seen by tourists (something to see), such as natural beauty, natural uniqueness, historical monuments, art, and culture; second, something that can be done (something to do), like trying traditional food or riding amusement rides; and the last element is something that tourists can buy as souvenirs (something to buy). From this definition, it can be concluded that tourist attractions involve everything that has

unique characteristics, beauty, and certain values that become the destination for tourists to visit a specific area.

### **Revisit Intention**

Revisit Intention is a manifestation of an individual's satisfaction, which then becomes the motivation for making repeat visits (Fatimah, 2019). Revisit Intention is a personal journey, where perceived value and overall satisfaction significantly impact future decisions and actions regarding the attraction of the same destination and the provision of positive word of mouth information that influences the choice of tourist destinations, as well as the willingness to recommend this to others (Jonathan et al., 2021). Based on this definition, it can be elaborated that the interest in returning is the result of internal motivation in visitors as a response to external stimuli that encourage them to revisit tourist destinations they have previously visited.

## **METHOD**

The research method facilitates the implementation of research in a structured, scientific, neutral, and valuable manner. According to (Sugiyono, 2018), a research method is a scientific way to obtain data for specific purposes and uses. This study applies a quantitative research method, which involves the examination of a specific population or sample using quantitative or statistical analysis. The aim is to test the proposed hypothesis. The chosen method is a verifiable descriptive method, which focuses on seeking information related to one or more variables without any comparison between variables.

### **Research Design**

This research applies a quantitative research method, which involves examining a specific population or sample using quantitative or statistical analysis. The aim is to test the proposed hypothesis. The chosen method is a descriptive verification method, which focuses on seeking information related to one or more variables without comparing between variables.

### **Population**

Population is a conclusion that has been studied by researchers, and then the conclusion is drawn from a general area of an object or subject that has specific characteristics or traits determined by the researchers (Rahmadani, 2023). The selected population is tourists who visit Karang Hawu Beach and who have visited it before.

### **Sample**

A sample is a part that represents a population and reflects the characteristics possessed by the entire population (Millah & Suryana, 2020). A sample is a chosen individual who meets the criteria of characteristics provided by the researcher. A sample can be taken and used as research material at Karang Hawu Beach. The sample will consist of tourists who are registered and have previously visited Karang Hawu Beach. In determining the sample, a purposive sampling method is used, which is a method of selecting samples based on certain aspects. The criteria

for selecting the sample are visitors (men or women) who have previously visited the tourist attraction (Widjianto, 2019).

### **Sampling Determination Technique**

This is because the number of samples used in this study is unknown, namely the visitors who come to Karang Hawu Beach. If the number of samples to be used can be determined, sampling can be done using the Lemeshow formula. This is due to the fact that the population size is unknown or infinite. To facilitate data processing and anticipate questionnaires that are not returned or are incomplete from respondents in order to enhance the testing, the researcher rounded the sample to a total of 100 respondents.

### **Data Analysis**

The data analysis conducted in this study involves descriptive and verification analysis. Descriptive data analysis describes or depicts the data collected without the intention of drawing conclusions or generalizing for the general public, including the analysis of characteristics such as age, gender, and education (Widjianto, 2019). The verification analysis process primarily aims to verify data to assure the researcher of the quality of the processed data (Hamzah et al., 2020).

The data testing technique carried out is the validity test, which aims to assess the extent to which the questionnaire is valid, as well as to identify any invalid questionnaires. The method used for the validity test involves comparing the calculated  $r$  value to the table  $r$  value; if the value is positive, then the questions or statements in the questionnaire are considered valid according to (Arsi, 2021). Then, reliability testing is used as one of the tests in this research. A construct or variable is considered reliable if it gives a Cronbach's alpha  $\geq 0.60$  (Karomah, 2019). The normality test is one of the techniques applied in this study, using the nonparametric Kolmogorov-Smirnov (K-S) normality test, which is a method to test whether the variables in this study are normally distributed or not (Pamungkas, 2019). Simple linear regression testing is also conducted as a prediction to determine whether there is a positive or negative relationship, as well as changes in the level of variable (X) against variable (Y) (Rosviani & Syarifuddin, 2021). Hypothesis testing is performed to provide a temporary answer to a problem posed by the author, explained based on theoretical foundations or literature reviews, and its validity still needs to be proven through scientific writing. The hypothesis will be stated as rejected or accepted (Junaedi & Wahab, 2023).

## **RESULTS AND DISCUSSION**

### **Descriptive Analysis of Attraction Variables**

Based on the attraction variable (X), which is 4000 from 8 statements. The data shows that the score obtained for the attraction variable is 3445. The range of the X variable scores is between the minimum score (800) and the maximum score (4000). The score intervals can be determined by adding the minimum score to the interval distance (640), which are (800), (1440), (2080), (2720), (3360), and (4000). The depiction of these scores can be interpreted as follows:

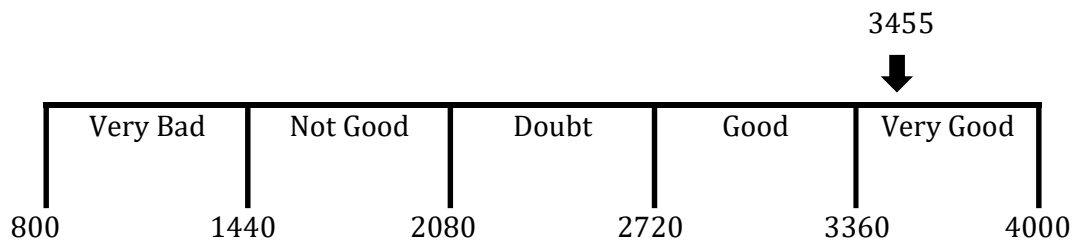


Figure 1. Continuum Line of Research on the Variable of Attractiveness  
Resource: Researcher (2025).

Based on Figure 1, it shows that the continuum line of the attraction variable (X). The score obtained from the respondents' perception of 8 statements about the attraction variable (X) is 3455. In this research data, it falls under the 'Very Good' category.

### Descriptive Analysis of Revisit Intention Variable

Based on the calculations, the revisit intention variable (Y) is 2000 from 4 statements. The data shows that the score obtained for the revisit intention variable is 1674. The range of scores for variable Y varies from a minimum score of 400 to a maximum score of 2000. The score intervals can be determined by adding the minimum score to the interval distance (320), which are (400), (720), (1040), (1360), (1680), and (2000). The depiction of these scores can be interpreted as follows:

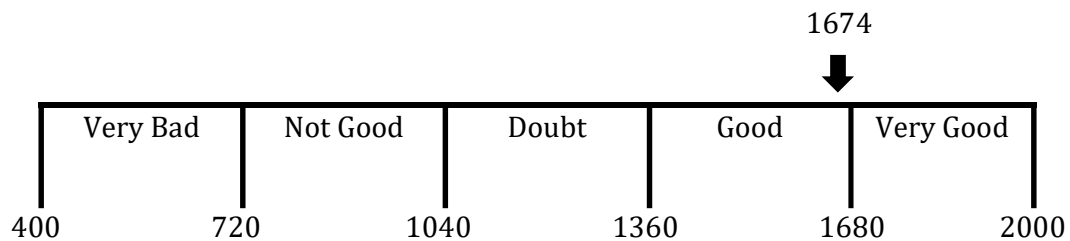


Figure 2. Continuum Line of Research on the Variable of Revisit Intention  
Resource: Researcher (2025).

Based on Figure 2, it shows that the continuous line of the revisit intention variable (Y). The score obtained from respondents' perceptions on 4 statements regarding the Revisit Intention variable (Y) is 1674. In this research data, it is categorized as "good."

### Results of Validity Test

Based on the results of the validity test for the attraction variable, it was found that the r-count value for each statement item of the attraction variable from Item 1 to Item 8 all exceeded the critical r-table value of 0.29. More detailed information about the validity test results can be found in Table 2.:

Table 2. Results of the Validity Test of the Attraction Variable

Statement Item	SPSS Test Results	r-table	Description
Item1	0.906	0.29	Valid
Item2	0.879	0.29	Valid
Item3	0.778	0.29	Valid
Item4	0.797	0.29	Valid
Item5	0.783	0.29	Valid
Item6	0.770	0.29	Valid
Item7	0,744	0.29	Valid
Item8	0,866	0.29	Valid

Resource: Data processed (2025).

Therefore, based on the analysis results, it can be concluded that all statement items in the Attraction variable are valid. Then, the results of the validity test for the revisit intention variable found that the calculated r-value for each statement item of the attraction variable from Item 1 to Item 4 all exceeded the critical r-table value of 0.29. Detailed information regarding the validity test results can be found in Table 3 below:

Table 3. Results of the Validity Test of the Revisit Intention Variable

Statement Item	SPSS Test Results	r-table	Description
Item1	0.817	0.29	Valid
Item2	0.799	0.29	Valid
Item3	0.880	0.29	Valid
Item4	0.852	0.29	Valid

Resource: Data processed (2025).

Based on the results of the analysis, it can be concluded that all items of the statements on the revisit intention variable are valid.

### Reliability Test Results

The results of the reliability test of this research show that all reliability values from the two variables in this study exceed the r table value of 0.60. The analysis indicates that each statement item in both variables of the study has met the established reliability standards, as can be seen in Table 4:

Table 4. Results of the Reliability Test

Research Variables	r-count	r-table	Description
Item1	0.925	0.60	Valid
Item2	0.910	0.60	Valid

Resource: Data processed (2025).

### Results of Normality Test

Based on the results of the normality test, it shows that the Asymp Sig. values of each variable are > (greater than) the significant level  $\alpha$  (0.05). Thus, it can be concluded that the data is normally distributed; the results can be seen in the following Table 5:

Table 5. Results of Normality Test

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.43747631
Most Extreme Differences	Absolute	.123
	Positive	.078
	Negative	-.123
Test Statistic		.123
Asymp. Sig. (2-tailed)		.101 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Resource: Data processed (2025).

### Results of Simple Linear Regression Test

The results of the simple linear regression test produce a regression equation model that can be written from the results of the simple regression test in standard form as follows:

$$Y = 9,867 + 0,336$$

The regression equation can be explained as follows: The regression coefficient indicates that tourist attraction positively influences revisit intention on revisit intention.

### T Test Results (Partial)

The results of the hypothesis test or T test in this study can be seen more clearly in the table as follows:

Table 6. T Test Results (Partial)

<b>Coefficients<sup>a</sup></b>					
<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1 (Constant)	9.867	1.959		5.037	.000
	.199	0.56	.336	3.536	.001

a. Dependent Variable: Y

Resource: Data processed (2025).

The results of the T test can be seen, the influence of Attractiveness on Revisit Intention partially yields a calculated t value of 3.536 and a significance value of 0.000. Using a significance level of  $\alpha$  (0.05) and degrees of freedom (df)  $n-k-1$  or  $100-1-1=98$  ( $n$  = number of respondents and  $k$  = number of independent variables), the table t value is obtained at 1.66. This means that the calculated t is greater than the table t and the significance value is smaller than the significance level  $\alpha$ , therefore,  $H_0$  is rejected and  $H_a$  is accepted.

## Results of the Coefficient of Determination Test

The analysis of the coefficient of determination is carried out to determine the extent of the influence of the pull power variable on revisit intention. The results of the determination coefficient test ( $r^2$ ) can be seen in Table 7.:

Table 7. Results of the Coefficient of Determination Test

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.336 <sup>a</sup>	.113	.104	2.450	.113	12.505	1	98	.001	1.533

a. Predictors: (Constant), X

b. Dependent Variable: Y

Resource: Data processed (2025).

The results of the coefficient of determination ( $r^2$ ) test from the table above show that  $R^2 = 0.113$ . Referring to the calculation results, it can be indicated that attractiveness has an influence on revisit intention of 11.3%, while the remaining 88.7% is influenced by other variables not examined in this study for example, satisfaction, service, accessibility. The overall values have been researched and tested, and the relationships of the hypothesized variables have been established. Below is the discussion of the research results that were conducted

The results of the descriptive analysis of the attraction variable at Karang Hawu Beach Destination in Sukabumi Regency indicate that the total score obtained is 3455. The assessment of this score indicates a very good criterion. The statement that received the highest score is "Karang Hawu Beach in Sukabumi Regency offers extraordinary natural beauty," while the statement that received the lowest score is "Karang Hawu Beach in Sukabumi Regency can provide good security."

The respondents' assessment of the attraction variable at Karang Hawu Beach, Sukabumi Regency, shows that the appeal of this destination is considered very good by visitors. Especially in the statement that Karang Hawu Beach, Sukabumi Regency, offers extraordinary natural beauty. This finding suggests an increase in revisit intention to Karang Hawu Beach, Sukabumi Regency.

The results of the descriptive analysis of the revisit intention variable at Karang Hawu Beach, Sukabumi Regency, show that the total score obtained is 1674. The statement that received the highest score is 'I want to recommend Karang Hawu Beach, Sukabumi Regency, to my close friends.' Next, the statement with the lowest score is 'I would like to visit Karang Hawu Beach in Sukabumi Regency again as my main destination when I travel again.' This needs to be taken into account by the management of Karang Hawu Beach Destination in Sukabumi Regency because with an increasing plan to revisit the destination, the number of visitors will also increase.

This research found that there is a positive correlation between tourist attraction and the desire to revisit. In other words, the better the attraction, the higher the likelihood that someone will return to that place. This is in line with research (Rahmadani, 2023), which states that attraction has a simultaneous effect on revisit intention. The increased interest of visitors to return to Karang Hawu Beach in Sukabumi Regency is greatly influenced by the level of attraction provided.

Therefore, managers need to strengthen the attractions to increase the revisit intention of the visitors (Fatimah, 2019).

## CONCLUSIONS

Based on the results of this study, it can be concluded that tourist attraction has a positive effect on revisit intention at Karang Hawu Beach in Sukabumi Regency. This is evidenced by a t value of 3.536 with a significance value of 0.001. The revisit intention at Karang Hawu Beach in Sukabumi Regency is classified as good. The influence of tourist attraction on revisit intention at Karang Hawu Beach in Sukabumi Regency, according to the research findings, is significant. This is expressed through a high correlation level, indicating that the relationship between attraction and revisit intention is very strong and significant.

The recommendation in this study is for the managers to maintain and enhance the attraction at Karang Hawu Beach in Sukabumi Regency so that tourists will continue to visit Karang Hawu Beach again. Additionally, they should utilize social media to promote the natural beauty, such as selfie spots and the expansive view of the beach. By creating engaging content and building trust with visitors, it can create a positive impact that encourages them to share their positive experiences about Karang Hawu Beach in Sukabumi Regency, thus encouraging return visits. It is hoped that further research will use the same topic while adding new variables or conducting studies with different objects.

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