

THE INFLUENCE OF TOURIST ATTRACTION DEVELOPMENT, ATTRACTIVENESS AND PROMOTION ON TOURIST INTEREST (Case Study of Bur Telege Takengon Tourism, Aceh Tengah)

Ardi Sopian¹, Hamdiah², Siti Maimunah³, Munandar⁴

^{1,2,3,4}Management Study Program, Faculty of Economics and Business, Universitas Malikussaleh
Corresponding Author: hamdiah@unimal.ac.id

Received : 28 December 2024

Published : 28 February 2025

Revised : 06 January 2025

DOI : <https://doi.org/10.54443/ijset.v4i3.704>

Accepted : 29 January 2025

Publish Link : <https://www.ijset.org/index.php/ijset/index>

Abstract

This research aims to analyze the influence of tourist attraction development, attraction and promotion on tourist interest in visiting. Tourist attractions that are well developed, equipped with unique attractions and supported by effective promotions, can increase tourist interest. The research method used is quantitative with a survey approach, where data is collected through questionnaires distributed to tourists visiting the Bur Telege tourist attraction. The research results show that the development of tourist attractions, attractions and promotions have a positive and significant influence on tourist interest in visiting. These findings indicate that destination managers need to prioritize the development of tourist facilities and attractions to increase competitiveness and optimize promotion as the main support.

Keywords: *Tourist Attraction Development, Attraction, Promotion, Interest in Visiting Tourists*

INTRODUCTION

Indonesia is a country that has a wealth of natural and cultural resources that provide great capital for the tourism sector. Tourism itself is one of the sectors that is a driving force in the country's economic growth. With such great natural and cultural tourism potential, the tourism sector is expected to increase the country's economic growth.

Tourism is one of the country's potential sources of foreign exchange which has an influence in developing the tourism economy and also creates a multiplier effect both directly, namely the absorption of labor in the tourism sector and indirect impacts in the form of development of tourism supporting economic activities such as lodging, restaurants, transportation services and others.

The lack of optimization of visitor interest in the Bur Telege tourist attraction is evident in the low expressive interest of visitors. There is a need for in-depth evaluation of marketing strategies, information provision, and destination uniqueness to encourage higher expressive interest and enrich the visitor experience.

Tourism development is all activities and efforts that are coordinated to attract tourists, provide all the necessary infrastructure and facilities, goods and services facilities, in order to serve tourists, tourism activities and development include aspects of life in society, ranging from transportation activities, accommodations, tourist attractions, food and drinks, souvenirs, services, and others. This effort is to encourage and increase the flow of foreign tourists and domestic tourists, thus enabling the domestic economy to progress and develop.

According to Fitrila (2018) the development of the tourism sector is a very important program in achieving good development targets in developing countries such as Indonesia, because the tourism sector has links with other sectors such as agriculture, services, trade, and the transportation sector. Optimal development of the tourism sector will be able to increase economic growth, create jobs, increase community income and regional income.

The number of tourist attractions in the city of Takengon, with various tourist attractions offered, has made Central Aceh Regency a paradise for tourists who want to enjoy a variety of natural beauty, both in the form of mountains and lakes making tourist attractions. In order to maintain the sustainability of a tourist destination, the manager of the tourist attraction must be able to maintain and increase the number of visitors by making various innovations such as developing attractions, facilities, and accessibility (Rokhayah & Andriana, 2021). Research on the effect of tourist attraction development, attractiveness, and promotion on visiting interest is important

because it has important reasons. Among them, this research helps in understanding the preferences, needs, and expectations of tourists towards tourist attractions, this research also helps in optimizing tourist attraction promotion strategies and this research is also important to measure the impact of tourist attraction development, attractiveness, and promotion on visiting interest

LITERATURE REVIEW

Tourist Attraction Development

Pre-tourism development is an effort to improve or complement the facilities and services needed by tourists to feel comfortable while in tourist attractions. Menurut Aflanasari (2018) development is an educational effort both formal and non-formal which is carried out consciously, planned, directed, organized and responsible in order to introduce, grow, guide, develop a balanced, whole, harmonious personality base, knowledge, skills in accordance with talents and desires.

Attractiveness

According to Ridwan & Windra (2019) Tourism attraction is an object or element that has a very important role in tourism activities because tourism attraction becomes the main element that has an attractive value for tourists to come or visit a tourism destination.

Promotion

According to Malau (2017), "promotion is a form of marketing communication which means marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and / or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company."

Tourist Interest

According to Aulia (2020) interest is an encouragement to motivate someone to take action. A person's visiting interest is influenced by motivation and interest in a tourist attraction, so that visiting interest is a statement about a person's desire to buy a good or service. Repurchase interest theory can be used as a reference in discussing repeat visit interest.

Conceptual Framework

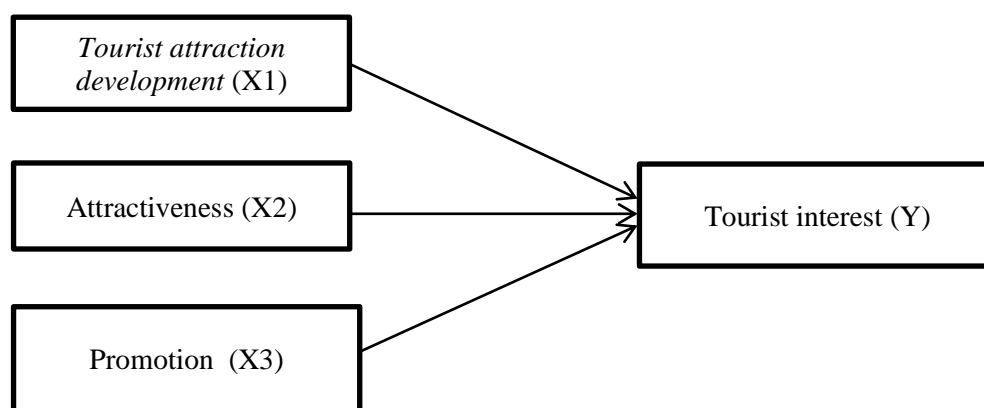


Figure 1 Conceptual Framework

Based on the problem formulation and framework described above, the hypothesis in this research is:

H1 : Tourism attraction development has a positive effect on tourist interest.

H2 : Tourism attraction has a positive effect on tourist interest.

H3 : Promotion has a positive effect on tourist interest.

THE INFLUENCE OF TOURIST ATTRACTION DEVELOPMENT, ATTRACTIVENESS AND PROMOTION ON TOURIST INTEREST (Case Study of Bur telege Takengon Tourism, Central Aceh)

Ardi Sopian et al

IMPLEMENTATION METHOD

Location and Research Objects

In this study, the research location is JL. Hakim Bale Bujang, Lut Tawar District, Central Aceh Regency. The object of this research is the prospective object of Bur Telege tourism visitors.

Population and Sample

The population of this study includes potential visitors who will visit the Bur Telege tourist attraction and the sample is a potential visitor to the Bur Telege tourist attraction.

RESULTS AND DISCUSSION

Results

Multiple Linear Analysis

Table 1 Results of Multiple Linear Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	1.434	.073		19.761
	X1	.128	.025	.132	5.129
	X2	.300	.016	.526	19.257
	X3	.233	.014	.410	16.908
Dependent Variabel: Total Y					
Data Sources Processed by Researchers (2025)					

Based on the table above, it can be seen that the constant value (β_0) is 1.434 and the regression coefficient β for the Work Discipline variable (X1) is 0.128, the Work Environment variable (X2) is 0.300 and the Work Culture variable (X3) is 0.233. These constant values and regression coefficients are included in the following multiple regression equation:

$$Y = 1.434 + 0.128X_1 + 0.300X_2 + 0.233X_3$$

The interpretation of the regression equation above is as follows:

1. The value of the constant is 1,434, the dependent variable of tourist attraction development in this case means that it will be equal to the value of the constant of 1,434 if the development of tourist attractions (X1), attractiveness (X2), and promotion (X3), is equal to 0, then tourist interest (Y) has a positive and significant effect
2. The coefficient value of tourist attraction development (X1) is positive 0.128, meaning that the increase in tourist attraction development has a unidirectional or linear relationship with an increase in tourist interest (Y). If the development of tourist attractions increases, tourist interest in bur telege tourist attractions will also increase.
3. The coefficient value of attractiveness (X2) is positive 0.300, meaning that the increase in attractiveness has a unidirectional or linear relationship with an increase in tourist interest (Y). If the attractiveness increases, tourist interest in the bur telege tourist attraction will also increase.
4. The coefficient value of promotion (X3) is positive 0.233, meaning that the increase in promotion has a unidirectional or linear relationship with an increase in tourist interest (Y). If the promotion increases, tourist interest in bur telege tourist attractions will also increase.

Tabel 2 Ftest Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	442.777	3	147.592	1333.240	.000b
Residual	16.163	146	.111		
Total	458.940	149			
a. Dependent Variabel: TOTAL_Y					
b. Predictions : (Constant), TOTALX3, TOTALX2, TOTALX1					

THE INFLUENCE OF TOURIST ATTRACTION DEVELOPMENT, ATTRACTIVENESS AND PROMOTION ON TOURIST INTEREST (Case Study of Bur telege Takengon Tourism, Central Aceh)

Ardi Sopian et al

Based on the simultaneous test table 2, it can be explained that the Fcount value is $1333.240 > 2.43$, then with a significant level of $0.000 < 0.05$, it can be concluded that together the variables of tourist attraction development, attractiveness and promotion have an impact on tourist interest (H4 accepted).

Coefficient of Determination Test

Table 3 Determiwsznation Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982a	.965	.964	.333
a. Predictors: (Constant), X3, X2,X1 Data Sources				
Processed by Researchers (2025)				

Based on the results of testing the coefficient of determination in table 3, it shows the correlation coefficient (R) of 0.982, this value indicates that there is a relationship (Correlation) between the development of tourist attractions, attractiveness and promotion of tourist interest while Adjusted R Square of 0.964 means that the variable development of tourist attractions, attractiveness and promotion has the ability to explain its influence on tourist interest by 96.4%, the remaining 3.6% is influenced by other factors outside this study.

Discussion

The Influence Of Tourist Attraction Development On Tourist Interest

Based on the results of the research that has been done, the results show that the tourist attraction development variable has a significant value (0.000) smaller than the significant level used (0.050), and has a tcount of (5.129) greater than the ttable (1.976) and obtained a positive coefficient value. So it can be concluded that the development of tourist attractions has a positive and significant effect on tourist interest. The results of the study are in line with the results of research conducted by Riyadi & Herman (2023) that tourism development has a positive effect on tourist visits.

The Influence Of The Work Environment On Job Satisfaction

Based on the results of the research that has been done, the results show that the attraction variable has a significant value (0.000) smaller than the significant level used (0.050) and has a tcount value of (19.257) greater than the ttable (1.976) and obtained a positive coefficient value. So it can be concluded that Attractiveness has a positive and significant effect on Tourist Interest. The results of the study are in line with the results of research conducted by Agustini Tanjung, Surya Bintari and Ergo Nurpatricia (2022) Attractiveness has a positive effect on Visitor Interest.

The Influence Of Work Culture On Job Satisfaction

Based on the results of the research that has been done, the results show that the Promotion Variable has a significant value (0.000) smaller than the significant level used (0.050) and has a tcount value of (16.908) greater than the ttable (1.976) and obtained a positive coefficient value. So it can be concluded that Promotion has a positive and significant effect on Tourist Interest. The research results are in line with the results of research conducted by Lenox Mata Ratu (2022) Promotion partially has a positive and significant influence on tourist interest.

CONCLUSION

The results of the analysis that has been carried out by the researcher are intended to answer the statement of the problem formulation that has been found in chapter 1, so the answer to the problem formulation and also the conclusion of the research on “The Effect of Tourism Object Development, Attractiveness, and Promotion on Tourist Interest in Bur Telege (Aceh Tengah, Takengon)” among others:

1. Tourism Object Development has a positive and significant effect on tourist interest in Bur Telege Takengon Tourism Object, Aceh Tengah.and make it easier to achieve the goals within the organization.
2. Attractiveness has a positive and significant effect on Tourist Interest in Bur Telege Takengon Tourism Object, Aceh Tengah.

3. Promotion has a positive and significant effect on Tourist Interest in Bur Telege Takengon Tourism Object, Aceh Tengah.

ADVICE

From the research that the authors conducted, basically the development of tourism objects, attractions and promotions can build interest in visiting tourist visits. But there are still some things that must be improved. Therefore the author provides suggestions:

1. In the Variable Development of Tourism Objects that exist on Bur Telege tours, it is hoped that tourism managers and local residents can work together to further develop tourism objects in the village of Hakim Bale Bujang, especially Bur Telege Tourism.
2. Increase attractiveness by developing varied tourist rides, improving the quality of existing infrastructure and expanding the parking area so that visitors feel safe and comfortable. Increase promotions carried out through social media so that more tourists are interested in visiting Bur Telege tourism. And always pay attention to factors that can affect tourist interest so that it has an impact on tourism objects, especially Bur Telege touris

Research Limitations

1. The number of respondents, which is only 150 people, is certainly still insufficient to describe the real situation.
2. In the process of collecting data, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this happens because sometimes there are different thoughts, assumptions and understandings of each respondent, as well as other factors such as honesty in filling in the opinions of respondents in their questionnaires.

REFERENCES

- Ariawan, K. D., Ayu, I., & Hemy, P. (2022). Pengembangan Media Promosi Daya Tarik Wisata Brahma Vihara Arama. 13, 82–89.
- Ariesta, D., Sukotjo, E., & Suleman, N. R. (2020). Pengaruh Daya Tarik , Aksesibilitas Dan Fasilitas Tentang Niat Mengunjungi Kembali Wisata Bahari Di Kabupaten Wakatobi. 9, 6605–6613.
- Bambang, I., Sukristiyanto, A., & Hariyoko, Y. (2023). Strategi Pengembangan Wisata Alam Air Terjun Mata Buntu Di Desa Ledu-Ledu, Kabupaten Luwu Timur. *PRAJA Observer: Jurnal ...*, 3(05), 414–421.
- Erlangga, R. K., & Moch, A. (2020). Faktor-faktor Yang Mempengaruhi Minat Kunjungan Wisatawan di Objek Wisata Waduk Jatibarang, Kecamatan Gunungpati Kota Semarang. *Geo Image*, 9(2), 131–138.
- Febriyandani, A., & Meirinawati. (2013). MANAJEMEN STRATEGI DALAM PENGEMBANGAN OBYEK WISATA BUKIT KAPUR JEDDIH MADURA (Studi pada Dinas Pariwisata dan Kebudayaan Kabupaten Bangkalan. *MANAJEMEN STRATEGI DALAM PENGEMBANGAN OBYEK WISATA BUKIT KAPUR JEDDIH MADURA (Studi Pada Dinas Pariwisata Dan Kebudayaan Kabupaten Bangkalan*, 53(9), 1689–1699.
- Ferdian, A., D., D., Muhallim, M., Nurhuda, N., Kambau, A. M. C., Fikri, M., Abduh, H., & Afyah, S. (2023). Pengembangan Objek Wisata dan Pemberdayaan Kelompok UKM di Kawasan Pesisir Danau Towuti Desa Tokalimbo. *To Maega : Jurnal Pengabdian Masyarakat*, 6(1), 189.
- Kristianti, T. R., Kepercayaan, T., Kristianti, T. R., Erdiansyah, R., Ilmu, F., & Universitas, K. (2019). Pengaruh Electronic Word of Mouth , Tingkat Kepercayaan Konsumen dan Minat Kunjungan Wisata Kuliner Kota Bogor. 393–401.
- Mamonto, Tumbuan, & Rogi. (2021). Analisis Faktor-Faktor Bauran Pemasaran (4P) Terhadap Keputusan Pembelian Pada Rumah Makan Podomoro Poigar Di Era Normal Baru. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(2), 110–121.
- Meylawati, & Mengku Marhendi. (2021). Pengaruh Promosi Dan Daya Tarik Wisata Terhadap Minat Wisatawan Di Kabupaten Semarang. *Seminar Nasional Teknologi Dan Multidisiplin Ilmu (SEMNASTEKMU)*, 1(1), 166–172.
- Muhammad Nur Mialfi Salim, Indah Dewi Mulyani, & Nur Khojin. (2022). Pengaruh Daya Tarik Wisata Terhadap

THE INFLUENCE OF TOURIST ATTRACTION DEVELOPMENT, ATTRACTIVENESS AND PROMOTION ON TOURIST INTEREST (Case Study of Bur telege Takengon Tourism, Central Aceh)

Ardi Sopian et al

- Minat Berkunjung Pada Wisata Hutan Mangrove Kaliwlingi Brebes. *GEMILANG: Jurnal Manajemen Dan Akuntansi*, 2(4), 113–126.
- Mustika, E. M., Parawangi, A., & Sudarmi, S. (2021). Pengembangan Objek Wisata Pantai Lemo Di Kecamatan Burau Kabupaten Luwu Timur. *Kajian Ilmiah Mahasiswa Administrasi Publik (KIMAP)*, 2(5), 1722–1733.
- Nurbaeti, N., Rahmanita, M., Ratnaningtyas, H., & Amrullah, A. (2021). Pengaruh Daya Tarik Wisata, Aksesibilitas, Harga Dan Fasilitas Terhadap Minat Berkunjung Wisatawan Di Objek Wisata Danau Cipondoh, Kota Tangerang. *Jurnal Ilmu Sosial Dan Humaniora*, 10(2), 269.
- Pundissing, R. (2021). Pengaruh Daya Tarik Dan Promosi Terhadap Keputusan Wisatawan Berkunjung Ke Objek Wisata Pongtorra' Toraja Utara. *Jurnal Ekonomi, Bisnis Dan Terapan (JESIT)*, 2(1), 71–84.
- Susi, M. (2017). Efektifitas Promosi Wisata Pada Objek Wisata Site Museum Tambaksari di Desa Tambaksari Kecamatan Tambaksari Kabupaten Ciamis. *Administrasi Publik*, 4(2), 320–330.
- Susianto, B., Johannes, J., & Yacob, S. (2022). Pengaruh Daya Tarik Wisata dan Amenitas Terhadap Keputusan Berkunjung Wisatawan pada Desa Wisata Kabupaten Kerinci. *Jurnal Ilmu Manajemen Terapan*, 3(6), 592–605.
- Syamtono, B., Maming, R., & Wahida, A. (2023). Pengelolaan Dan Pengembangan Objek Wisata Berbasis Masyarakat Dalam Meningkatkan Pendapatan Masyarakat Di Desa Bukit Harapan. *Jesya*, 6(1), 638–648.
- Viii, S. N. K., & Semarang, U. P. (2023). Pengaruh Sarana , Prasarana , dan Promosi Terhadap Minat Kunjungan Wisatawan di Objek Wisata Pantai Sendang Asih Kabupaten Kendal. November, 1446–1456.
- Widiastuti, A., & Nurhayati, A. S. (2019). Faktor-Faktor yang Mempengaruhi Pengembangan Desa Wisata Nganggring Sleman. *Jurnal Ilmiah WUNY*, 1(1).
- Yacob, S. (2023). Minat kunjungan kembali wisatawan daya tarik wisata yang dimediasi oleh *electronic word of mouth*. 12(01), 156–169.
- Yuliviona, R., Azliyanti, E., Tasri, E. S., & Lindawati. (2021). The effect of tourist attraction, location and promotion toward local tourist decision visit to Air Manis beach in Padang city in new normal policy. *IOP Conference Series: Earth and Environmental Science*, 747(1).
- Mahendra, D. F., & Nugraha, A. K. N. A. (2021). Green Marketing dan CSR terhadap Keputusan Pembelian dengan Pengetahuan Konsumen Sebagai Variabel Moderasi. *Jurnal Penelitian dan Pengembangan Sains dan Humaniora*, 5(1), 28-38.
- Ghozali, I (2018) Aplikasi Analisis Multivariate dengan Program SPSS. Badan Penerbit Universitas diponogoro