

# Analysis of Factors Affecting Tourist Visits in Karo Regency

*Mutiara Natasa Sembiring<sup>1</sup>, Harmein Nasution<sup>2</sup>, and Sugiharto<sup>3</sup>*

*<sup>1,2,3</sup> Department of Industrial Engineering, Faculty of Engineering, Universitas Sumatera Utara, Jl. Dr.T. Mansur No.9, Padang Bulan, Medan, Sumatera Utara, 20155, Indonesia*

**Abstract.** Indonesia is a country that has various natural and cultural resources that can be utilized for tourism. Natural wealth which includes natural tourism, cultural tourism, and others exists in various regions in Indonesia, one of which is Karo Regency. Karo Regency is able to become a tourist destination that can attract tourists to visit. However, in recent years the level of tourist visits has decreased. Therefore, it is necessary to know what factors influence the interest in visiting tourists so that it can be an evaluation for the government to increase tourist visits. This research was conducted by analyzing three influencing variables, namely service quality, tour packages and tourist facilities with data analysis using the Structural Equation Modeling (SEM) method. Based on the results of data analysis it is known that these three variables have a positive effect on increasing interest in tourist visits. Thus, recommendations can be given that can be carried out by the government or the local community by taking into account these three variables.

**Keyword:** Tourism, SEM, Service Quality, Tour Packages, Tourism Facilities.

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## 1. Introduction

Indonesia is a country that has very diverse natural resources such as mountains, beaches, hills, forests and so on. This natural wealth can be a potential tourist attraction to attract tourists to visit Indonesia. One of the positive impacts is that it can increase state revenues by contributing foreign exchange. The development of tourism has proven to make a positive contribution to the surrounding area. The benefits of developing tourism destinations are that they can increase the number of jobs, reduce the number of unemployed, and improve people's welfare.

Concurring to Indonesian Law Number 10 of 2009 concerning Tourism [1] which states that the usage of tourism is pointed at expanding national salary in arrange to extend the welfare and success of the individuals, extend and equalize commerce openings and people's welfare. business openings, empowering territorial improvement, presenting and utilizing traveler objects and attractions in Indonesia as well as cultivating a sense of adore for the homeland and fortifying fellowship between countries.

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\*Corresponding author at: [Universitas Sumatera Utara, Jl. Dr. T. Mansur No.9, Medan, 20155, Indonesia]

E-mail address: [mutiaransd@gmail.com]

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Indonesia as a country has various natural and cultural resources that can be used for tourism. Natural wealth which includes natural tourism, cultural tourism, and others exists in various regions in Indonesia, one of which is Karo Regency. Karo Regency is a tourist destination that can attract tourists to visit. However, in reality the number of tourist visits, both domestic and foreign, to Karo Regency is still less compared to other tourist objects in North Sumatra. In recent years, the interest in visiting tourists has decreased. Not achieving the target of tourist visits based on data from the Karo Regency Tourism Office, it is necessary to know what factors can affect the number of tourist visits to Karo Regency.

According to Ivo [2] the factors that can influence tourists' interest in visiting the Borobudur Balkondes Tourism Area are service quality and tourist trust. Meanwhile, according to Fatmawati [3] Quality of service, quality of tourism products, as well as objects and natural tourist attractions simultaneously affect the satisfaction of tourists visiting tourist attractions. According to Arsyia [4], the goal picture variable incorporates a noteworthy impact on tourist satisfaction factors. Moreover, the goal picture variable contains a noteworthy impact on the traveler dependability variable. Other than that, the variable of traveler fulfillment includes a critical impact on the variable of visitor dependability. Based on past inquire about, variables that can increment tourists intrigued in visiting are benefit quality, quality of tourism items and goal picture. Based on this, this investigate was conducted by analyzing the three factors within the shape of benefit quality, visit bundles and traveler offices utilizing the Basic Condition Modeling strategy [4] which points to degree or test factors within the frame of benefit quality, visit bundles and visitor offices on traveler intrigued in going to.

This investigate is the most recent inquire about since its employments the Auxiliary Condition Modeling or Halfway Slightest Square (PLS) strategy [5] which is used as a parameter to determine the estimation of variables that aim to influence the form of service quality, tour packages and tourist facilities on the variable of interest in tourist visits so that it can be used as a recommendations for improvement by the government or the local community on tourism development in Karo Regency.

## **2. Related Work**

This research, which aims to determine the variables that influence the interest in tourist visits in Karo Regency, has several related studies in the form of; The study entitled "Factors Influencing the Attractiveness of Situ Cileunca Area as a Tourist Area" Salsabila et al. [2], Factors Affecting the Attractiveness of the Situ Cileunca Area as a Tourist Area with Variable Attractions, Amenities, Infrastructure, Accessibility. Research from Joko et al. [6], entitled "Factors Influencing Tourist Interest in Visiting the Borobudur Balkondes Area" with the Variables of Tourist Attraction, Service Quality, Trust. Research from Rizky [4], entitled "Analysis of Factors Affecting the Level of Tourist Visits at the Kalibiru Kulon Progo Nature Tourism Object, Yogyakarta" with the variables age, education, income, distance, travel expenses. Research from Arsyia et al. [7], entitled "The Influence of Destination Image on Tourist Satisfaction and Its

Impact on Tourist Loyalty (Studies on Archipelago Tourists Visiting Batu City)" with the variables Destination Image, Tourist Satisfaction, Tourist Loyalty. Research from Oktari et al. [3], entitled "Measuring the Level of Tourist Satisfaction with Public Facilities, Public Infrastructure, and Tourism Facilities in the Post-Revitalization Malioboro Area" with variables of tourist satisfaction, quality of public facilities, public infrastructure, tourist facilities. Research from Fatmawati [3], entitled "Factors Affecting Tourist Satisfaction Visiting Archipelago Tourism Areas" with Variables Quality of Service, Quality of Tourism Products, Natural Tourism Objects and Attractions. And, research from Nunuk [8], entitled "The Influence of Facilities, Transportation and Accommodation on Tourism Tourist Satisfaction in Semarang Regency" with Facility, Transportation and Accommodation Variables. Based on this, this study uses three variables to be tested to determine their effect on interest in tourist visits in Karo Regency in the form of; service quality, tour packages and tourist facilities.

### 3. Methodology

This research methodology uses a quantitative approach. A quantitative approach is used to examine certain samples from a population where data collection uses research instruments, and the data that has been collected is analyzed statistically or quantitatively. data analysis using Structural Equation Modeling (SEM) using AMOS software version 21.0. This inquire about is the most recent investigate since its employments the Auxiliary Condition Modeling or Halfway Slightest Square strategy [5] which is used as a parameter to determine the estimation of variables that affect tourist interest in visiting. The research block diagram can be seen in Figure 1.

The stages of the research started with this research starting with interviews to get the information needed and then distributing questionnaires to various informants who would be used as research respondents. The respondents were tourists who visited Karo Regency. Questionnaires were distributed to 200 respondents. Then the problem is formulated and the objectives of this research are made. The end result of this study is the identification of the relationship between variables and factors that influence tourist visits to Karo Regency. The inquire about steps utilizing the Auxiliary Condition Modeling or Fractional Slightest Square strategy are as takes after:

1. Designing the Structural Model (*Inner Model*)
2. Designing a Measurement Model (*Outer Model*)
3. Constructing Path Diagrams
4. Hypothesis test

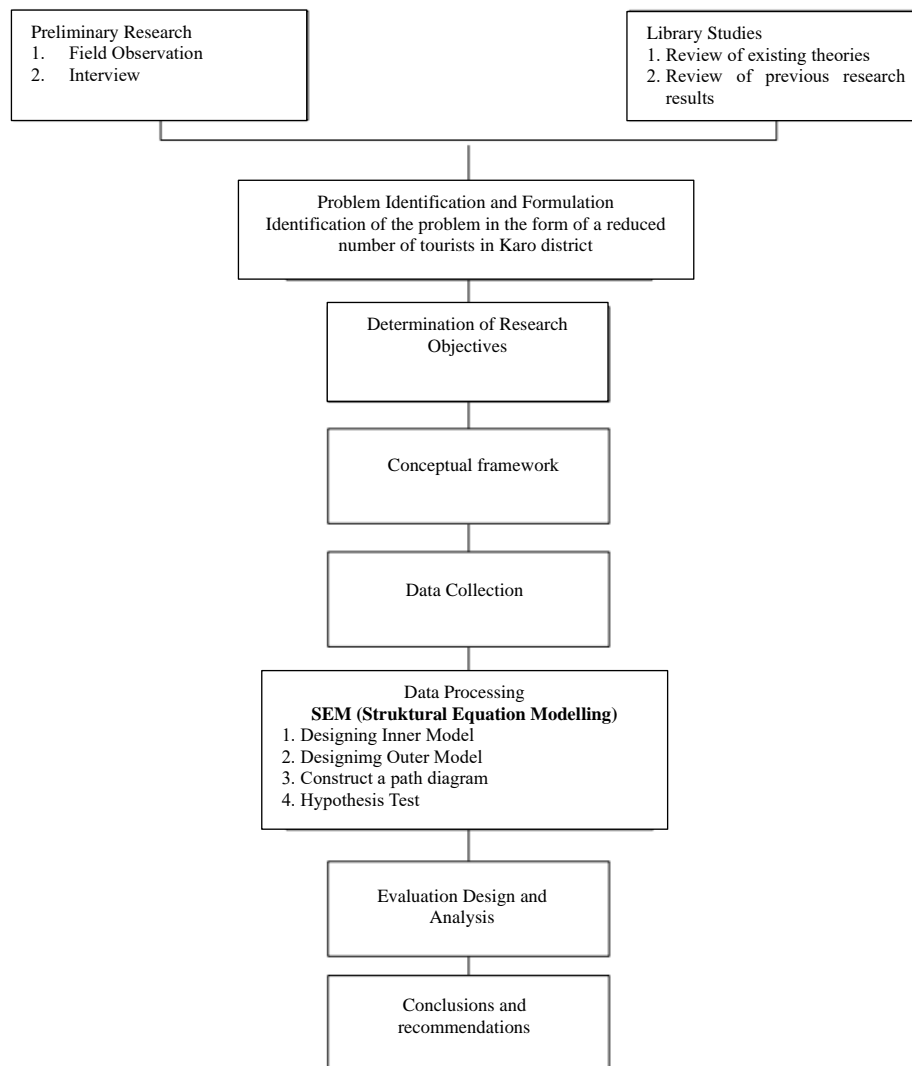


Figure 1 Research block diagram

## 4. Result and Discussion

### 4.1. Designing the Structural Model (*Inner Model*)

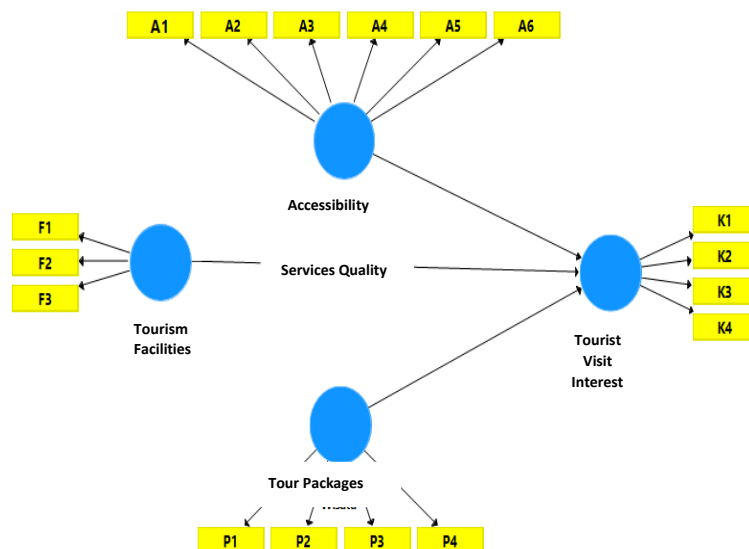
The indicators used as a model or construct of the Structural *Equation Modeling* (SEM) method can be seen in Table 1.

Table 1 Plan for Determining Indicators

Variable	Indicator	Statement	Code
Service quality X1	<i>Tangibles</i> (Physical Evidence)	Provision of public facilities (toilets, prayer rooms, parking lots, restaurants, etc.) by tourism object managers in Karo Regency has been well managed.	X1.1
	<i>Reliability</i>	Officers can be relied upon in creating a sense of comfort at the Karo Regency.	X1.2
	<i>Responsiveness</i>	Officers are ready to respond and help quickly with visitor complaints.	X1.3
	<i>Assurance</i>	The ability of officers to provide in-depth explanations about tourist objects with the experience and knowledge they have to visitors	X1.4

Variable	Indicator	Statement	Code
Tour packages X2	<i>Empathy</i> (Empathy)	Officers always pay attention to every desired need.	X1.5
	Compatibility of Tour Packages with Prices	Travel package tours	X2.1
	Reached destination variance	Equivalence of tour packages with other tourist trips	X2.2
	Tour Package Completeness	Compatibility with the facilities offered	X2.3
	Tour package information	Information media for tour packages is easy to find	X2.4
Tourism Facilities X3	Places to eat and drink	Availability and hygiene of food and drink,	X3.1
	Public facilities	There are public toilets, parking lots, information services, prayer rooms at tourist spots	X3.2
Tourist Visit Interest Y1	pull factor	the uniqueness of the tourist area of Karo Regency became the reason for me to visit	Y1.1
	driving factor	My insight increased after I visited the cultural tourist attraction in Kab. Karo	Y1.2

The indicators that have been obtained are in Table 1. Then, validity and reliability tests were carried out using the SPSS application. Based on these results, it is known that the overall indicators are valid and reliable, so that further data processing can be carried out using the *Structural Equation Modeling* (SEM) method. The initial model is described in the form of *paths*. *Path* diagrams are made to see the effect of causality which will be tested by researchers easily. Correlation using SEM is described using a part diagram, different from other tests only using equations. Using Smart PLS, the program language will be converted into images into estimates. The following is the result of the design of the variable causality relationship *diagram path diagram* which can be seen in Figure 2.



**Figure 2** Initial Causality Model with Path Diagram

Based on the path image above, it can be seen that interest in visiting tourists in Karo Regency is influenced by three variables in the form of service quality, tourist facilities and tour packages with various aspects for each variable that can increase or decrease tourist visits.

#### 4.2. Designing a Measurement Model (*Outer Model*)

Planning a estimation demonstrate or external show points to appear how the influenced factors speak to the factors that influence them to be measured. In this case, the variable that is influenced is the interest in tourist visits. Meanwhile, the influencing variables are service quality, tour packages and tourist facilities. In terms of outer model analysis to specify between influencing variables, it has indicators in the form of analysis of validity tests (convergent validity, discriminant validity, cross loading) and analysis of reliability tests (composite reliability and Cronbach's Alpha). Based on the results of the validity test (convergent validity, discriminant validity, cross loading) using the SPSS application it was found that:

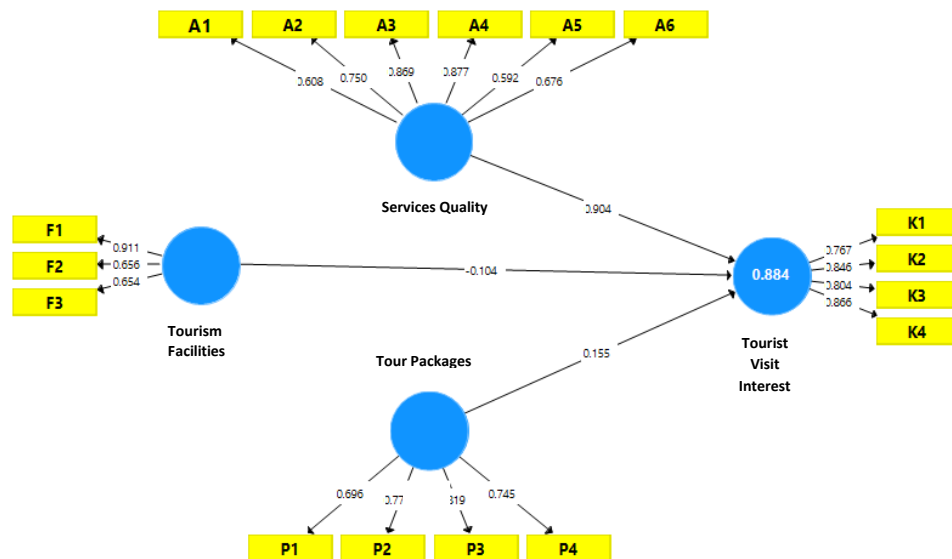
- The results of the *convergent validity analysis* show that the four variables used in this study such as service quality, tourist facilities, tour packages and interest in visiting tourists in each question representing each variable have a loading factor value above 0.6, it can be stated that the questions representing each variable fulfill conditions for research.
- The results of the *discriminant validity analysis* show that the AVE value of the service quality variable is above 0.5 or 0.544, for the value of the tourism facility variable is above 0.5 or 0.563, for the value of the tour package variable is above 0.5 or 0.578, for the value of the interest variable tourist visits above 0.5 or 0.675. This shows that each variable has good discriminant *validity*.
- The results of the *cross loading analysis* show that each indicator on the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good *cross loading* in compiling their respective variables.

In terms of reliability testing (composite reliability and Cronbach's Alpha) using the SPSS application, the results show that:

- The results of the *composite reliability analysis* show that each variable shows a value above 0.7. So, it can be stated that the four variables are reliable.
- The results of the *cronbach's alpha analysis* show that each variable has a value above 0.7. Thus, it can be stated that the four variables have high reliability.

### 4.3. Constructing Path Diagrams

In terms of testing the validity and reliability of the outer model path, the results show that the model path is valid and reliable. Therefore, the model is not constructed or modified. So, the path diagram of the variable relationship that influences the form of service quality, tour packages and tourist facilities to the variables that are affected in the form of interest in tourist visits can be seen in Figure 3.



**Figure 3** Outer Model with Path Diagram

Based on the path image above, it can be seen that, by using validity and reliability analysis on *the outer model*, it is known that tourist interest in visiting Karo Regency is influenced by the three variables in the form of service quality, tourist facilities and tour packages with various aspects for each variable that can increase or decreased tourist arrivals.

### 4.4. Hypothesis test

The results of testing the hypothesis of service quality variables, tour packages and tourist facilities can be seen that:

- The comes about of the investigation appear that benefit quality incorporates a positive impact on traveler visits. In understanding with the comes about of the theory test, it appears a factual t esteem of 32.270 or  $> 1.285$ , the impact is significant and the P esteem is  $0.000 < 0.05$ , which implies that benefit quality contains a positive impact on visitor visits.
- The comes about of the examination appear that visit bundles have no impact on visitor visits. In understanding with the comes about of the speculation test, it appears a factual t esteem of 2.684 or  $> 1.285$ , the impact is noteworthy and the P Esteem is  $0.008 > 0.05$  which suggests that visit bundles have a positive impact on traveler visits.
- The comes about of the examination appear that traveler offices have an impact on visitor intrigued in going to. In agreement with the comes about of the theory test, it appears a

measurable t esteem of 0.5693 or  $<1.285$ , the impact is noteworthy and the P esteem is 0.000  $<0.05$  which suggests that visitor offices have a positive impact on visitor visits.

The results of testing the outer model and the hypothesis show that the three variables have a positive effect on the interest in visiting tourists in Karo Regency. Based on this, an analysis of the advantages and disadvantages of the three variables in Karo Regency was carried out which can be seen in Table 2.

**Table 2** Analysis of Variables Influencing Interest in Visiting Tourism

Variable	Advantages	Deficiency
Service quality	The attitude of the hospitality of the people who have accepted the changes and development of tourist areas well	There is damage to the vehicle access road in the form of potholes
	Having tourist objects and local wisdom that attracts tourists	The occurrence of traffic jams at several access points of the vehicle road
	The attitude of the hospitality of the people who have accepted the changes and development of tourist areas well	Lack of information about tourist sites in Karo Regency
Tour packages	There are various interesting tourist objects that can be visited by tourists	There are no regulations regarding travel agents that are officially related.
		<i>tour</i> package that can attract tourists
Tourism Facilities	The availability of various interesting places to eat on each side of the tourist area object	There are no facilities in the form of places to eat, parking lots that have prices that are easily accessible to tourists
	The availability of shopping places in the form of food or objects that are characteristic of the area that can be enjoyed by tourists	There are no complementary facilities in the form of free public toilets and information centers for tourists

The results of the analysis of the three variables on interest in tourist visits in Karo Regency show several deficiencies that have occurred so far. Therefore, the authors provide recommendations for correcting deficiencies that occur by periodically improving road access in the form of patching potholes, widening roads and opening alternative roads. Make rules regarding days or operating hours of large vehicles that will traffic on the road . Create and develop an official website or other social media that contains the latest information about Karo Regency tourism objects . Determine the rules and select an official travel agency so as to increase the sense of security and comfort of tourists when traveling using the services of a travel agency . The travel agency is able to make travel tour packages in Karo Regency with a variety of tourist objects that can be visited at a certain time with a variety of prices that can be reached and adjusted to the wishes of consumers or tourists . Improving main facilities in the form of accommodation or types of vehicles, places to eat, parking lots and shopping places that have prices that are easily accessible to tourists. Increase complementary facilities in the form of free public toilets, places of worship, tour guides, information centers available in each tourist attraction area . Some of



these are suggestions and recommendations that can be given by the author to develop an interest in visiting tourism in Karo Regency.

## 5. Conclusion

Based on the comes about of the ponder, the investigation of the components that impact traveler visits in Karo area, it can be concluded: The variable quality of benefit encompasses a positive impact on the variable visitor visits. These comes about show that the way better the quality of benefit, the intrigued in visiting tourists will increment. The travel bundle variable contains a positive impact on the visitor visit variable. This appears that the better the visit bundle, the intrigued in going to visitors will increment. The Tourism Offices variable incorporates a positive impact on the traveler visits variable. This appears that the superior the tourism item, the intrigued in going to sightseers will increment.

It is hoped that the Karo Regency Culture and Tourism Office can pay attention to and develop better tourist attractions that will be offered to visitors so that visitors feel more satisfied and want to return to objects in Karo Regency Tourism.

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