

Analysis of Factors Affecting Tourist Visits

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ARTICLE DETAILS



Article History

Received:

Accepted:

Published Online:

Keywords

Retribution; Cost; Distance; Tour.

ABSTRACT

This study aims to test and analyze the effect of retribution, cost and distance on the number of tourist visits of Puncak Bila tourist park in Sidenreng Rappang Regency. The population in this study was in Sidrap district, and the sampling method used the accidental sampling method, namely random sampling. This study used primary data by providing questionnaires to respondents or peak travelers when. The analysis method in this study uses multiple linear regression analysis with the analysis tool used is SPSS-23. The results showed that in the hypothesis test, the calculated value on all variables was greater than the t-table, namely Retribution (X1) 6.665; Cost (X2) 3,365; The distance (X3) is $6.696 > 1.98498$ with a significant value below 0.05 so that H_0 is received which means that levy, cost, and distance are factors that affect the number of tourist visits in Puncak Tourism Park Bila Sidenreng Rappang Regency.

1. Introduction

Indonesia is an archipelagic country that has rich and diverse natural and cultural resources. This is the basic capital in development. With the rich diversity of natural resources owned by the Indonesian nation, such as fauna, flora and natural potential, natural beauty and its island forms are rich in customs, culture and language so that it has an attraction to be visited by domestic and foreign tourists. This attraction prompted the government to establish a tourism industry (Azzahra, 2013).

From an economic perspective, tourism is a very important source of income for a country. With tourism, a country or especially local government with tourist objects will get income from income. Tourism is often perceived as a foreign exchange-generating economic engine for economic development in a country, including Indonesia. However, in principle, tourism has a wider fundamental spectrum of development for a country (Yuniarso et al., 2014). Tourism development is basically aimed at national unity and integrity, poverty eradication, sustainable development, cultural preservation, fulfillment of life needs and human rights, economic and industrial improvement, and technological development (Nirwandar, 2011).

The tourism sector in terms of culture, Indonesia introduces Indonesian culture to foreign tourists. So the tourism factor has a sizeable contribution to national development, for this reason all the potential that exists in the country needs to be utilized as well as possible. Tourism is also a means to introduce the nature and culture of tourist destinations. With this facility, it can encourage people's creativity in exploring and improving and preserving regional cultural arts (Kalebos, 2016).

Preservation and development of culture and tourism which has the aim of fostering community understanding and development of culture and tourism, improving the quality of people's lives and fostering a critical attitude towards historical facts and strengthening national resilience (Makmur & Taufiq, 2014). For this reason, we realize that development in the field of

culture and tourism has an important role in improving the structure of the nation's life, especially with the complex and multidimensional problems that are currently continuing after the prolonged crisis and increasing global security threats. In addition, the main task of developing the cultural and tourism sector is to be able to answer priority agendas, namely accelerating economic recovery, strengthening the foundation (Arfah et al., 2019).

The tourism sector will become a state asset if it is managed properly, and success in developing the tourism sector means that it will increase its role in regional revenues, where tourism is the main component by taking into account the factors that influence it, such as the number of tourist objects offered by the number of tourists visiting, both domestic and foreign (Kamila, 2016).

Economic development in the past was more oriented towards the western part of Indonesia. This can be seen from the development of facilities and infrastructure development in the western region of Indonesia compared to those in eastern Indonesia. This can also be seen in the development of the tourism sector, where the Java and Bali regions are the areas with the main concentration of tourism development. When viewed from the trend of changes in the global market which prioritizes natural resources as a tourism destination, the potential for natural resources in the eastern region of Indonesia is greater than in the western region. This potential has a great opportunity to be developed, however, the tourism sector in eastern Indonesia does not automatically develop into a leading area because there are several fundamental problems such as weak infrastructure, human resources and so on (Nirwandar, 2011).

Of the many tourism potentials in Indonesia, one of which is a source of foreign exchange and is one that contributes the most to the state revenue budget in the tourism sector, namely tourism potential on the island of Sulawesi, especially in South Sulawesi Province (Purnamasari, 2011; Ardiansyah, 2013). Every region in Indonesia is trying to show the superiority of its tourism potentials to attract tourists to visit the area. One of the regions in Indonesia that is trying to show the superiority of tourism potential is the province of South Sulawesi.

South Sulawesi is designated as a tourist destination, so activities in this area have potential to support regional development, at least it can be relied upon as a source of state revenue. The tourism sector is considered capable of making a major contribution to Local Original Revenue (PAD) (Yasa, 2015). South Sulawesi has various tourism objects, both natural tourism such as mountainous nature and a long coastline, marine tourism, agro-tourism, and cultural tourism, such as historical background and a variety of unique and unique local traditions, arts and culture. interesting as in Tana Toraja, Bulukumba, Selayar and others (Bappenas). One of the Tourist Destination Areas (DTW) of South Sulawesi is Sidrap Regency which has the potential for interesting natural tourist objects, one of which is the Puncak Bila Tourism Park.

Puncak Bila Tourism Park, part of Sidrap Regency, located in Bila Riase Village, Pitu Riase District, is one of the alternative recreational facilities in the district that offers natural panoramas that combine the concept of modern tourism and panoramic views of nature. Puncak Bila Tourism Park has the attraction to be developed as a tourist destination, besides the waterboom bathing arena, visitors are also spoiled with various rides available such as ATV motorbikes, water bikes, motor cross circuits, flying fox, and giant bicycles which are claimed to be the world's largest. The bicycle is about 17 meters long and 9 meters high. The giant bicycle is deliberately presented to spoil the tourists who come and become a photo spot for visitors to Puncak Bila Tourism Park.

The impact of the reduced number of tourist visitors, among other things, can affect the contribution of tourism objects to local revenue in the region and can also reduce the income of people who have businesses in these tourist attractions. Based on the background of the existing problems, the researcher is interested in examining the factors that influence the level of tourist visits at Puncak Bila Tourism Park.

2. Literature Review

Demand is the desire of consumers to buy an item at various price levels during a certain period of time. Meanwhile, according to Febianti (2014) demand is defined as the number of commodities that consumers want to buy and can buy at various price levels at a certain time. According to Salma (2004) the market demand for a resource is the sum of all requests for the various uses of that resource. Meanwhile, according to Ading (2018) demand is various combinations of price and quantity of an item that consumers want and can buy at various price levels for a certain period.

Factors that influence demand according to (Gilarso, 2008), include: 1. Number of buyers: If the number of buyers of a certain item increases, then at the same price the amount to be purchased also increases and the demand curve will shift to the right; 2. Amount of income: What is available to spend clearly influences more than all kinds of goods and services. In this case there is one exception, namely the so-called inferior goods, namely goods whose demand actually decreases when the consumer's income increases. All other goods are called normal goods, namely goods whose demand increases when consumer income increases; 3. Prices of other goods: An increase in the price of other goods increases or decreases the public demand for these goods, it depends on whether the other goods are related to these goods.

Tourism According to Law Number 9 of 1990 concerning tourism Chapter I article 1; states that tourism is a travel activity or part of these activities which is carried out voluntarily and is temporary in enjoying tourist objects and attractions. So from some of the opinions above it can be concluded that the notion of tourism contains elements, namely: a. travel activities; b. Temporary; c. Done voluntarily; d. The trip is wholly or partly aimed at enjoying tourist objects and attractions.

According to Bastian (2017) tourism is a relationship that arises from the interaction of tourists, host government businesses, and host communities in attracting and serving tourists and other visitors. Tourism is the temporary departure of people in the short term to destinations other than their daily places of residence and work, as well as their activities while at these destinations. Whereas Haryati (2019) argues that tourism is an activity that is carried out by obtaining services alternately between people within a country itself or abroad, including the residence of people from other regions for a while in search of various satisfactions and different from what he experienced where he got a permanent job.

Types of tourism according to Suberata (2020) based on objectives can be divided into several types of special tourism, namely: 1. Tourism to enjoy the trip (pleasure tourism). This type of tourism is carried out by people who leave their homes for a vacation, get some fresh air, enjoy the beauty of nature, relax their nerves and get peace. 2. Tourism for recreation (Recreation Tourism). This tourism is carried out to take advantage of holidays to rest for a while, restore physical and spiritual freshness and refresh oneself from fatigue and fatigue. It can be done in places that guarantee recreational destinations that offer the necessary enjoyment such as seaside, mountains, recreation centers and health centers. 3. Tourism for culture. This tourism is characterized by a series of motivations, such as the desire to study at

teaching and research centers, learn the customs, institutions and ways of life of different people, visit historical monuments, relics of the past, art festivals, music, theater, folk dances. and arts centers.

A tourist is someone without distinction of race, gender, language, religion who enters the territory of a country who enters into another agreement whereby people usually stay no more than 24 hours and no more than 6 months, within a period of 12 consecutive months for the purpose of legal non-immigrants such as travel, recreation, sports, health for family reasons or business affairs (Riana & Achnes, 2016). Based on Law Number 2009 concerning tourism in article 1 it is explained that tourists are people who travel. According to (Becken & Wilson, 2013; Jayadi et al., 2017) a tourist is a person or group of people who travels and stays for at least 24 hours in the area or country visited.

Siregar (2020) divides tourism motives into four groups, namely: 1. Physical motives, these motives are related to bodily or physical needs such as exercise, rest, health and so on. 2. Cultural motives, this motive is the nature of tourists, that they want to learn or understand national or regional customs and culture such as customs, daily life, music, dance and so on. 3. Interpersonal motives, this motive is born from the desire of tourists to meet family, friends, neighbors or certain people such as artists or public figures. 4. The status motive, this motive is based on the assumption that people who have visited other places or areas more than their peers who have never traveled will increase their prestige and even status.

Tourism demand affects all sectors of the economy, namely individuals (individuals), small and medium enterprises, private companies, and the government sector. Tourism demand is the total number of people who travel to use tourism facilities and services in places far from their homes and workplaces (Nugraha, 2019). According to Canti (2012) the community's demand for environmental services such as natural recreation areas is also the same as the demand for goods and services. Recreational demand is the number of recreational opportunities desired by the community or the overall picture of community participation in recreational activities in general that can be expected, if the available facilities are sufficient and can meet the wishes of the community. Therefore, the demand for tourist objects is also influenced by various factors.

Demand in tourism (tourism demand) can be divided into two, namely potential demand and actual demand. What is meant by potential demand is a number of people who have the potential to travel because they have relatively sufficient spare time and savings. Meanwhile, what is meant by actual demand are people who are traveling to a particular tourist destination (Anindita & Gunanto, 2015).

The main factors and other factors that affect demand for tourism according to (Nugraha, 2019), include: 1. Price; High prices in a tourist destination area will have an impact / reciprocity on tourists who will travel / prospective tours, so that the demand for tourism will decrease and vice versa. 2. Income; If a person's income is high, the tendency to choose a tourist destination as a vacation spot will be even higher and they might make a business in a tourist destination area (DTW) if deemed profitable. 3. Socio-cultural; With the existence of a socio-cultural that is unique and characterized or in other words different from what exists in the prospective tourist country of origin, an increase in demand for tourism will be high, this will create curiosity and exploration of knowledge as a treasure trove of the wealth of their cultural mindset. 4. Social Politics (sospol); The socio-political impact has not yet been seen if the condition of the tourist destination (DTW) is in a safe and secure situation, but if this is contrary to reality, social and political influence will be greatly felt in the occurrence of demand. 5. Family intensity; Many or at least families also participate in the demand for tourism, this can be interpreted that the larger the number of families, the greater the desire to take a vacation from

one of these families, this can be seen from the interests of the tour itself. 6. Prices of substitute goods; The price of substitute goods is also included in the demand aspect, where substitute goods are for example substitutes for tourist destinations (DTW) which are used as reserves in traveling. 7. Competitive prices of goods; Is an item that helps each other or in other words complementary goods are goods that complement each other, which when associated with tourism these complementary goods as tourist objects that complement each other with other tourist objects.

Relationship of Competitor Ticket Prices to tourism demand. Competitor ticket prices are ticket prices at other attractions as a comparison to ticket prices elsewhere. In consumer theory, what we know in consumer theory is an ordinal approach, in which this approach is used to find out the use of an item and can be an option for consumers in choosing goods. This ordinal approach includes the Hick and Slutsky Substitution effect method (Rina, 2011; Semaoen & Kiptiyah, 2011). Prices play a role in determining the demand for tourism services. The costs or prices incurred during the trip with the demand for transportation services and tourist attractions have a negative effect. An increase in price will probably reduce demand from income groups even more.

The Relationship of Travel Costs to Tourism Demand. According to Indra (2020) when traveling, tourists will use their free income for tourism purposes such as hotel accommodation, food and beverages, transportation and others (laundry, new papers). The rates or fees referred to in this variable are transportation costs, lodging costs, ticket costs, parking fees, consumption costs, and others. Travel costs are one of the reasons tourists choose tourist destinations. Tourists tend to pay attention to this level of costs before traveling, this is because not all tourists have limited funds, so tourists can choose a location that is close to where they live so that this can reduce their travel costs. The basic assumption used in the Travel Cost Method approach is that the value of each consumer for activities such as recreation is separable. Therefore, the demand for tourism activities is not influenced by requests for other activities such as viewing, shopping and others. The travel cost method is used to reach recreational areas in estimating the value of the benefits from efforts to change the environmental quality of the recreational areas to be visited.

Mileage Relationship Against Tourism Demand. There is a relationship between the distance between the place of residence and the demand for tourism, especially those tourist attractions that are far away. A journey made by a person temporarily, which is organized from one place to another leaving the original place, with a plan and with the intention not to try or earn a living in the place visited, but solely to enjoy sightseeing and recreational activities or to fulfill diverse desires (Purwanti, 2014). The distance between residential areas to tourist attractions also affects the demand for visits. Someone tends to prefer tourist destinations that are close to where they live to reduce expenses for traveling. Therefore, if the distance of a tourist object is closer to where they live, people will be interested in visiting the tourist object and vice versa (Anasthacia & Purwanti, 2014).

In estimating the value of these tourist attractions, it will involve the time and costs sacrificed by tourists in getting to and leaving these tourist attractions. The farther the distance of tourists to these tourist attractions, the lower the demand for these tourist attractions. The demand in question is the effective demand accompanied by the ability to buy. Tourists who are closer to tourist sites will certainly visit these tourist attractions more often with lower costs which are reflected in the travel costs incurred. In this case it can be said that tourists get a consumer surplus. Consumer surplus is the excess willingness to pay for a predetermined price. Therefore, the consumer surplus owned by tourists who live far from tourist attractions will be lower than those who live closer to these tourist attractions (Saputra et al., 2016).

- H1: The price variable is thought to have a positive relationship with a significant influence on the level of tourist visits to Puncak Bila Tourism Park
- H2: The travel cost variable is thought to have a positive relationship with a significant influence on the level of tourist visits to Puncak Bila Tourism Park
- H3: The distance variable is thought to have a negative relationship with a significant influence on the level of tourist visits to Puncak Bila Tourism Park

3. Research Method and Materials

This type of research is quantitative research with a survey approach. The population in this study is the people in Sidenreng Rappang Regency, South Sulawesi. The sampling technique used is the Accidental Sampling technique, which is a sampling method that is carried out without careful planning, the respondents who were asked for information were actually obtained by chance (Sugiyono, 2015). The data used in this study is primary data collected by distributing questionnaires to all respondents filled in with several statements with five answer options which will be weighted with a score such as answers (Strongly Agree=5, Agree=4, Neutral=3, Disagree= 2, Strongly Disagree = 1). The data that has been collected will be analyzed through four stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which consists of (validity test, reliability test). The third stage is the classical assumption test which consists of (normality test, multicollinearity test, heteroscedasticity test). The fourth stage is to test all the hypotheses proposed in this study and will be proven by testing the coefficient of determination, partial test (t test) and simultaneous test (f test).

4. Results and Discussion

Based on the results of research conducted on 100 people through filling out the questionnaires provided, information was obtained regarding the characteristics of the respondents which included gender, age group and occupation which are presented in table 2.

Table 2: Data Demografi

Variable	Measurement	n	%
Age	Laki-laki	44	44
	Perempuan	56	56
Age	<30 year	90	90
	>30 teartahun	10	10
Job	Civil Service	2	2
	Private employees	3	3
	Student	78	78
	Self-employed	17	17

Based on table 2, it can be seen that the profile of respondents based on gender has a number that is close to a balance, namely 44 men with a percentage of 44% and 56 women with a percentage of 56%. This shows that everyone's vacation needs regardless of gender. And based on the table it shows that the level of women's vacation needs is higher and this happens because women tend to be more enthusiastic when discussing vacations. Based on the age group of visitors to the Puncak Park tourist attraction, Bila is very varied, this is manifested through the diversity of the ages of the respondents. And it can be concluded that

the attraction and desire of those under 30 years of age are more likely to want to allocate some of their income to visit tourist attractions. Based on the type of work, the respondents who visited Puncak Bila Tourism Park included civil servants (PNS), private employees, students and so on. Based on 100 respondents, it is known that most of the work of the respondents who visited the Puncak Tourism Park, when the students were more dominant, namely 78 respondents.

The first stage in analyzing the research data is descriptive statistical analysis. Descriptive statistics are used to find the average (mean) and standard deviation, maximum and minimum values of the variables of fees, costs, distance and number of tourist visits. The results of descriptive statistical analysis can be seen in table 3.

Tabel 3: Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Retribution (X1)	100	5	15	11.57	2.371
Cost (X2)	100	3	15	11.25	2.520
Distance (X3)	100	3	15	10.49	2.687
Number of Tourist Visits	100	4	15	10.39	2.136
Valid N (listwise)	100				

The second stage is the research data instrument test which consists of validity and reliability tests. The instrument is said to be good if the research instrument meets the main requirements, namely valid and reliable (legitimate). Validity test is done by testing the correlation between item scores and the total score of each variable, using Pearson correlation.

Tabel 4: Validity and Reliability Test Results

Variable	Instrument	Pearson Correlation	Sig. (2-tailed)	Cronbach Alpha	Result
X1	X1.1	.835**	.000	.685	Valid dan reliable
	X1.2	.811**	.000		Valid dan reliable
	X1.3	.717**	.000		Valid dan reliable
X2	X2.1	.800**	.000	.752	Valid dan reliable
	X2.2	.819**	.000		Valid dan reliable
	X2.3	.833**	.000		Valid dan reliable
X3	X3.1	.878**	.000	.753	Valid dan reliable
	X3.2	.805**	.000		Valid dan reliable
	X3.3	.748**	.000		Valid dan reliable
Y	Y1.1	.841**	.000	.777	Valid dan reliable
	Y1.2	.879**	.000		Valid dan reliable
	Y1.3	.777**	.000		Valid dan reliable

Based on table 4, it is known that the variables of fees, costs, distance and number of tourist visits have a significant value less than 0.01 so it can be concluded that the items from the statement are stated to be valid, and can be used for data collection. And the results of the reliability test show that all variables have a Cronbach's alpha value greater than 0.6. This shows that the question items in this study are reliable. So that each question item used will be able to obtain consistent data and if the question is asked again, an answer that is relatively the same as the previous answer will be obtained.

The third stage is the classic assumption test which consists of a normality test, this test is carried out to determine the distribution of random and specific data in a population. In testing,

a data is said to be normally distributed if the significance value is more than 0.05 (sig. > 0.05). Based on the results of the data processing, the sample significance value is 0.2, so it can be concluded that the data is normally distributed, which means that the classical assumptions about normalcy have been fulfilled..

Table 5: Tabel Uji Kolmogorov-Smirnov
One-Sample Kolmogorov-Smirnov Test

N		Unstandardized Residual
		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.03847011
Most Extreme Differences	Absolute	.067
	Positive	.055
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c, d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. Multicollinearity test using VIF (Variance Inflation Factors). Based on the variance inflation factor (VIF) and tolerance, if VIF exceeds 10 or the tolerance is less than 0.10, multicollinearity is indicated. Conversely, if the VIF value is less than 10 or the tolerance is more than 0.10, it is stated that there are no symptoms of multicollinearity. The results of the multicollinearity test can be seen in table 6.

Table 6: Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Retribution (X1)	.525	1.906
	Cost (X2)	.460	2.173
	Distance (X3)	.782	1.278

The results of the multicollinearity test can be seen in the Centered VIF column. VIF values for retribution, cost, and distance variables, all three have a value of no more than 10. So it can be said that there is no multicollinearity in these three variables. A good linear regression model is one that is free from multicollinearity. Thus, the model in this study is free from multicollinearity.

Heteroscedasticity occurs when the residual and predictive value have a correlation or relationship pattern. This relationship pattern is not only limited to a linear relationship, but in different patterns it is also possible. Therefore, Eviews has several heteroscedasticity test methods, such as: Breusch-Godfrey, Harvey, Glejser, Arch, White and others. On this occasion the researcher used Glejser. The results of the heteroscedasticity test using Eviews can be seen in table 7.

Tabel 7: Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	-1.688E-16	.592	.000	1.000
	Retribution (X1)	.000	.062	.000	1.000
	Cost (X2)	.000	.062	.000	1.000
	Distance (X3)	.000	.045	.000	1.000

a. Dependent Variable: Unstandardized Residual

The decision whether or not heteroscedasticity occurs in the linear regression model is if the significance value between the retribution, cost, and distance variables with an unstandardized residual value is more than 0.05 then there is no heteroscedasticity problem. Table 7 shows that the significance value between the retribution, cost, and distance variables with an unstandardized residual value of more than 0.05 means that there is no heteroscedasticity problem.

The results of the multiple linear regression equation from this study are as follows:

$$Y = \beta_0 - \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 0.152 + 0.411 X_1 + 0.209 X_2 + 0.299 X_3$$

The results of the regression equation can be interpreted as Y = The coefficient value of β_0 is 0.152, this figure indicates that if Levies (X1), Costs (X2), and Distance (X3) have a value of 0 or are constant then the level of the number of visits (Y) has a value of 15.2%. The variable coefficient of fees (X1) is 0.411, this means that if X1 increases, it will increase the number of tourist visits by 41.1%. The variable cost coefficient (X2) is 0.209, this means that if X2 increases it will increase the number of tourist visits by 20.9%. The coefficient of the distance variable (X3) is 0.299, this means that if X2 increases, it will increase the number of tourist visits by 29.9%.

Based on the results of the regression it can be seen that among the three variables that have the most influence on the number of tourist visits at Puncak Bila Tourism Park, Sidenreng Rappang Regency is Retribution (X1) 41.1% compared to costs (X2) 20.9% and distance (X3)) 29.9%.

The fourth stage is testing all hypotheses with a partial test (t test), simultaneous test (f test) and test the coefficient of determination. The t test was carried out to partially determine the effect of the variable fees (X1), costs (X2), and distance (X3) on the number of tourist visits at Puncak Bila Tourism Park. It is said to have an effect if $T_{count} > T_{table}$ and significant if the sig value < 0.05 . The results of the simultaneous test can be seen in table 8.

Tabel 8: Uji T

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.152	.592	.257	.797
	Retribution (X1)	.411	.062	6.665	.000
	Cost (X2)	.209	.062	3.365	.001
	Distance (X3)	.299	.045	6.696	.000

The results of the t test in table 8 show that the Variable Charges, Costs and distance each have a probability of less than 0.05, which means that these three variables have a significant influence on the number of tourist visits to Puncak Bila Tourism Park.

The F test is a simultaneous test to find out whether the variables of fees, costs and distances have an influence on the number of tourist visits. It is said to have an effect if $F_{count} > F_{table}$ and significant if the sig value < 0.05 . The results of the simultaneous test can be seen in table 9.

**Tabel 9: Uji F
ANOVA^a**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345.026	3	115.009	103.414	.000 ^b
	Residual	106.764	96	1.112		
	Total	451.790	99			

Based on table 9, by comparing F_{table} , the results of $F_{count} > F_{table}$ are obtained with a significance level below 0.05. So it can be concluded that this shows that the three independent variables simultaneously influence the dependent variable.

The coefficient of determination is used to measure how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between 0 (zero) and 1 (one) for the three independent variables determined by Adjusted R-Square. The results of the coefficient of determination can be seen in table 10.

Tabel 10: Uji Koefisien determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.874 ^a	.764	.756	1.055

The value of Adjusted R-square in table 10 is 0.756 indicating that the proportion of the effect of the variable fees, fees and distance is 75.6%. This means that the variation in the value of the variable number of tourist visits is explained by the variation in the value of the independent variable in the model of 75.6% while the rest is explained by other variables outside the model.

5. Conclusion

From the regression results it was found that the three variables namely fees (X1), costs (X2), and distance (X3) have a significant influence on tourist demand at Puncak Bila Tourism Park in Sidenreng Rappang Regency. The results obtained are significant, which means that these three variables affect the large number of tourists in Puncak Bila Tourism Park. As for the three variables used, namely fees (X1), costs (X2), and distance (X3) which have the highest influence on the number of tourist visits, namely fees (X1) of 41.1% compared to costs (X2) of 20.9 % and distance (X3) of 29.9%. Fees and fees are one of the reasons tourists choose their travel destinations. Tourists tend to pay attention to this level of costs before traveling, this is because not all tourists have limited funds so these tourists can choose a location close to where they live so that this can reduce their travel costs, as well as distance is something that greatly influences the choice of place tourism, the higher the distance to tourist attractions, the greater the cost of travel to these tourist attractions so that the demand for visits to tourist objects is lower. This is because visitors will prefer tourist attractions that are closer to where they live than having to go to places farther from where they live.

There are several suggestions that can be given in connection with this research, namely: 1. For the manager of the Puncak Tourism Park tourism object, if necessary, develop, pay attention to, and maintain existing facilities so that they are in line with ticket prices to attract

tourist attractions from tourists. 2. For the manager of the Puncak Tourism Park tourism object, if necessary, cooperate with the local government for promotion in order to increase the attractiveness of tourists to visit the Puncak Bila Tourism Park. 3. For future researchers, they can do further research with a wider population and add variables such as tourist attraction facilities and visitor satisfaction levels. So that it can be known which factors have the most influence on the number of visits to Puncak Bila Tourism Park.

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