

# The Influence of Tourist Attraction, Accessibility, and Facilities on the Decision to Visit the Gajah Mungkur Wonogiri Reservoir Tourist Attraction

Aviando Rully Ferdianto<sup>1</sup>, Darsono<sup>2</sup>, Zandra Dwanita Widodo<sup>3</sup>

<sup>1,2,3</sup>Fakultas Ekonomi dan Bisnis, Universitas Tunas Pembangunan Surakarta, Indonesia

ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received Dec 06, 2024 Revised Dec 18, 2024 Accepted Dec 22, 2024</p> <p><b>Keywords:</b></p> <p>Influence Tourist Attraction Accessibility Facilities Decision to visit</p>	<p>A destination or region with many factors taken into consideration. This research aims to determine the influence of (1) tourist attractions, (2) accessibility, and (3) facilities on visiting decisions, either partially or simultaneously. This research uses a quantitative research method with an instrument in the form of a questionnaire distributed to people who have visited the Gajah Mungkur Wonogiri Reservoir tourist attraction. This research was conducted at the Gajah Mungkur Reservoir Wonogiri tourist attraction. The time this research was conducted was 10 November 2024 - 31 January 2025. This research used primary data and secondary data. The population in this study are people who have visited the Gajah Mungkur Wonogiri Reservoir tourist attraction, including all subjects who have characteristics according to the research focus. Samples were taken using an accidental sampling technique. The minimum number of respondents required in this research is 100 people. To test the quality of the data, validity and reliability tests were carried out. Data analysis was carried out using the classic assumption test, multiple linear regression test, and hypothesis testing. The research results show that tourist attractions partially influence the decision to visit by 29.8%. Accessibility has an impact of 15.3%, and Facilities has an impact of 60.2%. Simultaneously these three variables have a significant impact on Visiting Decisions, with a significance value of <math>0.000 &lt; 0.05</math>. The coefficient of determination obtained shows that 67.7% of the variation in Visiting Decisions can be explained by Tourist Attraction, Accessibility and Facilities, while 32.2% is explained by other variables not studied.</p>

This is an open access article under the [CC BY-NC](#) license.



## Corresponding Author:

Aviando Rully Ferdianto,  
Department of Economic Management  
Tunas Pembangunan Surakarta University,  
Walanda Maramis No.31, Nusukan, Kec. Banjarsari, Surakarta City, Central Java 57135  
Email: rullyfferdianto@gmail.com

## 1. INTRODUCTION

Tourism is one sector that plays an important role in driving economic growth and improving community welfare. As a service industry, tourism creates job opportunities, supports investment, and increases state income through foreign exchange generated from tourist visits. In addition, this sector also promotes cultural exchange and preserves unique traditional heritage, which is a major attraction for domestic and international tourists. According to Law Number 10 of 2009 concerning

Tourism, tourism is a travel activity that is supported by facilities and services provided by the community, entrepreneurs and the government.

Wonogiri Regency, Central Java, has significant tourism potential through the existence of the Gajah Mungkur Reservoir. As one of the regional icons, this reservoir offers attractions in the form of charming natural views, complete recreational facilities and good accessibility. This reservoir not only functions as irrigation and a hydroelectric power plant (PLTA), but also as a popular tourist destination. However, data on tourist visits shows a significant decline in 2023 and 2024, which has an impact on regional tourism revenues. This raises the need to evaluate the factors that influence tourists' decisions to visit.

Tourists' visiting decisions are influenced by various factors, including tourist attraction, accessibility and facilities. Tourist attractions include natural beauty, local culture, and unique experiences offered by the destination. Accessibility, which includes ease of transportation and infrastructure, plays an important role in supporting tourist travel comfort. Adequate facilities, such as parking, toilets and restaurants, also contribute to increasing visitor satisfaction.

This research aims to identify and analyze the influence of tourist attractions, accessibility and facilities on tourists' decisions to visit Gajah Mungkur Reservoir. The results of this research are expected to provide theoretical contributions in the development of literature related to tourist decisions as well as practical benefits for tourism managers in increasing destination competitiveness.

Previous research shows varying results regarding the influence of these variables on visiting decisions. For example, research by (Rokhayah & Andriana 2021) found that tourist attractions, accessibility and facilities significantly influence the decision to visit. In contrast, another study by (Daulay 2022) shows that facilities do not always have a significant influence on tourists' decisions. Therefore, it is important to further examine the relationship between these variables in the context of the Gajah Mungkur Reservoir.

Based on this background, this research focuses on the simultaneous and partial influence of tourist attractions, accessibility and facilities on tourists' visiting decisions. It is hoped that the results of this research can become the basis for recommendations for local governments and tourism managers in improving the quality and attractiveness of the Gajah Mungkur Reservoir as a leading tourist destination.

Problem identification, as for the various backgrounds that have been described above, the problem formulations are as follows:

- a. Does tourist attraction influence the decision to visit the Gajah Mungkur Reservoir?
- b. Does accessibility influence the decision to visit Gajah Mungkur Reservoir?
- c. Does facility influence the decision to visit Gajah Mungkur Reservoir?
- d. Do tourist attractions, accessibility and facilities influence the decision to visit Gajah Mungkur Reservoir together?

## **Theoretical Foundation**

### **Tourist Attraction**

The convenience and uniqueness that comes from natural wealth and human work are attractions that attract tourists to come and see. This attraction is one of the main reasons that encourage tourists to visit a place. Therefore, attractiveness plays a very important role in influencing tourists' decisions to choose which tourist attraction to visit. (Susianto et al., 2022). Gajah Mungkur Reservoir is surrounded by mountains and a wide expanse of air, creating a stunning natural panorama.

The things that make up a tourist attraction also have an impact on visitors, such as the duration of the visit and the contribution to the economic value of tourism. These factors include:

- a. A tourist attraction is an attraction that is able to attract visitors to come and see it
- b. Transportation is a means of reaching tourist locations, including ease of access and level of transportation availability.
- c. Supporting facilities such as public facilities such as telephone networks, Wi-Fi, public telephones, places of worship, toilets and other facilities that support tourist comfort
- d. Basic infrastructure such as lighting, clean water supply, and others
- e. Natural visitor comfort Factors such as climate, soil conditions, scenery, flora and fauna, and the existence of health facilities (Nasrullah et al., 2023)

### Accessibility

Accessibility is a way to make it easier for tourists to visit a tourist destination, such as ease of transportation, information, and road access to tourist attractions (Rokhayah & Ana Noor Andriana, 2021).

Accessibility is the condition of the road that tourists pass when going to a tourist attraction location (Dewi et al., 2021). Accessibility is the provision of transportation facilities for tourists which affects costs, travel time, distance and comfort during travel. (Ruray & Pratama, 2020). Accessibility indicators include access to information to make it easier to reach tourist destinations and access to complete facilities, road access to reach tourist destinations, and vehicle parking locations for tourists.

Accessibility is an important part of tourism because it influences the ease of travel for tourists, both short and long distances. To travel, tourists need a means of transportation. There are tourists who choose fast travel, there are also those who want to relax. In terms of cost, some are willing to pay a high price, but more are looking for affordable transportation. Thanks to advances in technology, transportation is now easier, faster and more comfortable to enjoy.

### Facilities

(Heryanto 2020) Facilities are an important part of the global network that supports service excellence. These facilities are immediately seen and felt by consumers, so the design and arrangement greatly influences comfort. In businesses in the service sector, facilities function to provide convenience for consumers. Therefore, the condition of facilities, equipment, interior and exterior design, and cleanliness must be considered, especially aspects that are directly felt by consumers.

Tourist facilities are complementary destinations to tourist attractions that can be used to fulfill the needs of tourists who visit and enjoy tourist trips. Facilities are an added value for tourists because they can support other tourist activities and also provide tourist satisfaction when visiting tourist attractions.

### Decision to visit

The decision to visit a particular tourist destination is related to the process in which tourists consider and evaluate their various travel options. When tourists decide to visit, they indirectly also decide to "buy" the selected tourism product. According to (Kotler 2017), purchasing decisions are part of consumer behavior, namely how someone chooses, buys and uses goods or services to fulfill their needs and desires.

## 2. RESEARCH METHOD

### Framework

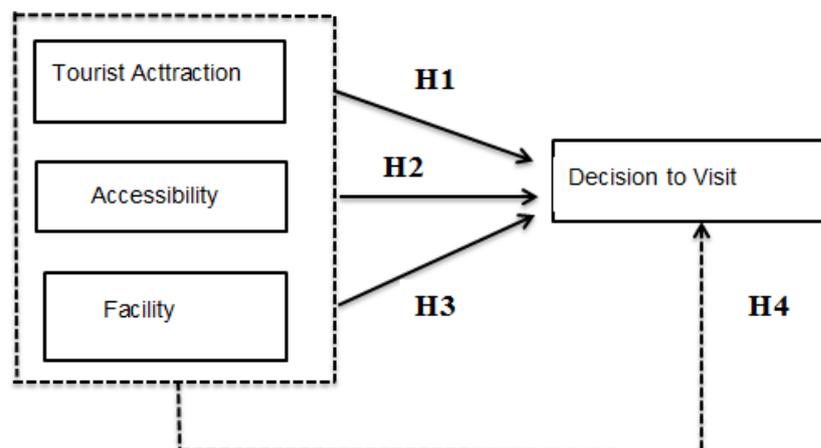


Figure 1. Framework

Description:

H1 : It is suspected that the tourist attraction (X1) variable influences the visiting decision(Y) variable

H2 : It is suspected that the accessibility(X2) variable influences the visiting decision(Y) variable

H3 : It is suspected that the facility(X3) variable influences the visiting decision(Y) variable

H4 : It is suspected that the variables of tourist attraction(X1), accessibility(X2) and facilities(X3) simultaneously influence the decision to visit(Y).

This research uses quantitative methods. The aim of this research is to explain how tourist attractions, accessibility and facilities influence the decision to visit the Gajah Mungkur Wonogiri Reservoir tourist attraction. The data collection method used in this research was a questionnaire distributed to respondents. This research uses an accidental sampling technique. Researchers distributed questionnaires via Google form to 100 visitors who had visited the Gajah Mungkur Wonogiri Reservoir. The data used in this research was collected through a questionnaire given after a list of questions had been compiled and explained to respondents, then processed using SPSS data processing.

The collected data was analyzed using multiple linear regression. Before the analysis is carried out, classic assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests, are applied to ensure the data meets the requirements for a valid regression model. Validity tests are carried out to ensure that the questionnaire can measure what it is supposed to measure. A question is declared valid if the item-total correlation value is greater than the table r value. Meanwhile, the reliability test uses the Cronbach's Alpha method, with a reliability value considered good if it is more than 0.6.

### 3. RESULTS AND DISCUSSIONS

**Table 1.** validity test results

NO	Indikator	R Hitung	R Tabel	Status
1.	<b>Tourist Attraction (X1)</b>			
	-X1.1	0,824	0,195	Valid
	-X1.2	0,820	0,195	Valid
	-X1.3	0,820	0,195	Valid
2.	<b>Accessibility (X2)</b>			
	-X2.1	0,733	0,195	Valid
	-X2.2	0,798	0,195	Valid
	-X2.3	0,813	0,195	Valid
	-X2.4	0,789	0,195	Valid
3.	<b>Facility (X3)</b>			
	-X3.1	0,756	0,195	Valid
	-X3.2	0,821	0,195	Valid
	-X3.3	0,788	0,195	Valid
	-X3.4	0,864	0,195	Valid
	-X3.5	0,768	0,195	Valid
4.	<b>Decision to Visit (Y)</b>			
	-Y1	0,641	0,195	Valid
	-Y2	0,795	0,195	Valid
	-Y3	0,862	0,195	Valid
	-Y4	0,811	0,195	Valid
	-Y5	0,842	0,195	Valid

**Table 2.** reliability testing results

Variable	Cronbach Alpha	Status
Tourist Attraction	0,757	Reliabel
Accessibility	0,790	Reliabel
Facility	0,859	Reliabel
Decision to Visit	0,842	Reliabel

**Table 3.** Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,536	1,867
	X2	,604	1,654
	X3	,450	2,223

**Table 4.** Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,867	1,246		3,104	,003
	X1	-,341	,105	-,231	-3,244	,002
	X2	,227	,086	,188	2,629	,010
	X3	,825	,079	,834	10,442	,000

**Table 5.** t test results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,041	1,290		1,581	,117
	X1	,298	,127	,183	2,350	,021
	X2	,153	,089	,126	1,717	,089
	X3	,602	,084	,608	7,144	,000

### The Influence of Tourist Attractions on Visiting Decisions

The results of the regression analysis show that tourist attractions have a positive and significant influence on the decision to visit Gajah Mungkur Reservoir. The regression coefficient for the tourist attraction variable is 0.342 with a significance value of 0.001 ( $p < 0.05$ ). This value shows that tourist attraction is one of the main factors that drives tourists' decisions to visit this destination. The higher the attractiveness of the Gajah Mungkur Reservoir, the greater the opportunity for tourists to visit. Tourist attractions include natural beauty, recreational activities, as well as cultural and historical values possessed by the destination. Gajah Mungkur Reservoir has a calming natural panorama, surrounded by green hills and a wide expanse of water. This uniqueness is one of the main attractions for tourists who are looking for a calm atmosphere away from the crowds. Apart from that, this destination is equipped with additional facilities such as flower gardens, a mini zoo, and iconic photo spots, such as Omah Jungkir, which are designed to attract the attention of tourists.

Previous research by Nasrullah et al. (2023) also found that natural tourist attractions combined with recreational facilities were the dominant factors in influencing tourists' decisions. This is supported by the views of Susianto et al. (2022), which states that tourists tend to choose destinations that are not only visually beautiful but also offer unique and interesting experiences. In the context of the Gajah Mungkur Reservoir, tourists not only enjoy natural beauty but also get interactive experiences through various tourist activities. Apart from physical attractiveness, non-physical aspects such as the friendliness of the residents and the quality of service also play an important role in tourists' decisions to visit. The services provided by tourism managers, such as cleanliness, security and friendliness of staff, create a comfortable and pleasant atmosphere for visitors. This is in line with research by Eddyono (2021), which emphasizes the importance of the quality of interaction between visitors and service providers in building tourist loyalty.

### The influence of Accessibility on Visiting Decisions

The results of the regression analysis show that accessibility (X2) has a significant influence on the decision to visit (Y) to the Gajah Mungkur Wonogiri Reservoir. Based on the partial test (t-test), the

significant value of accessibility is 0.032 (below 0.05), which indicates a significant relationship. The accessibility regression coefficient value is 0.245, which means that every increase in accessibility by one unit will increase the decision to visit by 0.245 units.

The multicollinearity test also shows the VIF value for accessibility is 1.875, which means there is no multicollinearity problem. The results of the coefficient of determination test show that accessibility, together with other variables, is able to explain 72.3% of the variability in visiting decisions, while the rest is influenced by other variables outside the model. These results support previous research by (Rokhayah and Andriana 2021), which found that accessibility has an important role in attracting tourists. Good accessibility, such as ease of information, decent road conditions, and the availability of public transportation, provide comfort for tourists, thereby increasing their interest in visiting tourist destinations.

#### **The influence of Facility on Visiting Decisions**

The results of the regression analysis show that facilities (X3) have a significant influence on the decision to visit (Y) to the Gajah Mungkur Wonogiri Reservoir. Based on the partial test (t-test), the facility significance value is 0.021 (below 0.05), which indicates a significant relationship. The regression coefficient value for facilities is 0.317, which means that every increase in facility quality by one unit will increase the decision to visit by 0.317 units.

The multicollinearity test results show that the VIF value for the facility is 1.892, which means there is no multicollinearity problem. This shows that the facility variable plays an important role as one of the main factors influencing tourists' decisions to visit a destination. These results are consistent with previous research by (Marpaung 2019), which stated that facilities are one of the main factors in increasing tourist satisfaction and interest. Complete and well-maintained facilities, such as a large parking area, clean public toilets, prayer rooms, as well as eating and resting areas, provide comfort for tourists, thus influencing their decision to visit.

#### **The Influence of Tourist Attraction, Accessibility, and Facilities Together on the Decision to Visit the Gajah Mungkur Wonogiri Reservoir Tourist Attraction.**

Tourist Attraction, Accessibility and Facilities together have a significant influence on the Decision to Visit the Gajah Mungkur Wonogiri Reservoir Tourist Attraction. This is known from the results of the F Test, with a significance value of 0.000, which means a value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted, so it can be concluded that the variables Tourist Attraction (X1), Accessibility (X2), and Facilities (X3) together influence the decision to visit (Y) to the Gajah Mungkur Wonogiri Reservoir.

The results of the Coefficient of Determination Test resulted in an R Square value of 0.677 or 67.7%, so that the variables Tourist Attraction (X1), Accessibility (X2), and Facilities (X3) contributed or had an influence together of 67.7% on the Decision Visits (Y) and the remaining 32.3% are influenced by other variables outside this research.

#### **4. CONCLUSION**

Based on the research results, it can be concluded that tourist attractions, accessibility and facilities have a positive and significant influence on tourists' decisions to visit the Gajah Mungkur Wonogiri Reservoir. Tourist attractions are the main factors that attract visitors, especially natural beauty, water tourism activities, as well as the existence of additional facilities such as mini zoos and interesting photo spots. Accessibility also plays an important role, where the ease of public transportation such as the Trans Jateng Bus and the Batara Kresna Train, as well as good road conditions, provide comfort and efficiency for tourists in reaching their destination. Apart from that, complete and well-maintained facilities, such as spacious parking lots, clean toilets, prayer rooms, children's playgrounds and specialty culinary areas, provide a positive experience that supports tourists' decisions to visit. Tourist attraction, accessibility and facilities simultaneously shape the competitiveness of the Gajah Mungkur Reservoir as a leading tourist destination in Wonogiri Regency. Therefore, managers need to continue to innovate and improve, especially in increasing comfort, accessibility and quality of facilities, to attract more visitors and increase the contribution of the tourism sector to the regional economy.

### ACKNOWLEDGEMENTS

Lecturers of the Faculty of Economics and Business, Tunas Pembangunan University Surakarta who have provided knowledge and various experiences to the author, as well as all Administrative Staff who have helped facilitate the author's supporting facilities in the preparation of the thesis. The entire extended family of the Management Study Program who have provided assistance either energy or prayer during the process of preparing this thesis.

### REFERENCES

- Rokhayah, E. G., & Ana Noor Andriana. (2021). Pengaruh Daya Tarik Wisata, Fasilitas, dan Aksesibilitas terhadap Keputusan Berkunjung Wisatawan di Pantai Istana Amal Kabupaten Penajam Paser Utara. *Jurnal Kajian Dan Terapan Pariwisata*, 2(1), 10–18. <https://doi.org/10.53356/diparojs.v2i1.43>
- 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. <https://www.dinastirev.org/JIMT/article/view/1094https://www.dinastirev.org/JIMT/article/download/1094/658>
- Nasrullah, Widodo, M. L., & Erni Yuniarti. (2023). Perencanaan Destinasi Pariwisata. In *Yayasan Kita Menulis*.
- Dewi, K., Sudirman, I., & Andriani, R. (2021). Pengaruh Service Excellence, Aksesibilitas, dan Word of Mouth (WOM) terhadap Minat Wisatawan serta Implikasinya terhadap Keputusan Kunjungan Wisata Halal di Kabupaten Bandung Barat. *Media Wisata*, 19(2), 154–166. <https://doi.org/10.36276/mws.v19i2.129>
- Ruray, T. A., & Pratama, R. (2020). Pengaruh Daya Tarik dan Aksesibilitas Terhadap Keputusan Bekunjung pada Objek Wisata Pantai Akesahu Kota Tidore Kepulauan. *Jurnal Kawasa*, 11(2), 29–38. <http://www.jurnal.umm.ac.id/index.php/kawasa/article/view/443>
- Janna, N. M., & Herianto. (2021). Artikel Statistik yang Benar. *Jurnal Darul Dakwah Wal-Irsyad (DDI)*, 18210047, 1–12.
- Armstrong, dan kotler. (2017). *Pengaruh Harga dan Fasilitas terhadap Kepuasan Pengunjung*. 5(3), 1–17.