

The Influence of Attractions, Accessibility, and Facilities on The Image of The Peak Batu Roti Ciampea Tourism Object

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ABSTRACT

Puncak Batu Roti is a tourist attraction in Bogor Regency. The lack of diversity in tourist attractions causes fluctuations in the number of tourist visits. This title was chosen because Batu Roti Peak Ciampea is the specific location that wants to be researched, and this research tries to understand the factors that can influence the image of tourist attractions at that location. Batu Roti Peak is located on the Ciampea Limestone Mountain, Bogor. This peak is one of five peaks in the area, which also include Galau Peak, Lalana Peak, Arca Lima Peak, and Karang Gantung Peak. The location is about 17 km from the center of Bogor City. This research aims to see how tourist attractions (x) influence visiting interest (y) at the Puncak Batu Roti Tourist Attraction. Tourists who come to the Puncak Batu Roti Tourist Attraction are the objects of this research. Quantitative descriptive data analysis was used in this research. Data collected from the questionnaire was used for simple linear regression analysis. The research results show that the tourist attraction variable is in the good category with a percentage of 68.33% and the interest in visiting variable is also in the good category with a percentage of 2%. This result has a significant positive value, indicating that the more tourist attractions there are at the Puncak Batu Roti Tourist Attraction, the greater the interest in visiting. Researchers advise managers to develop new tourist attractions such as limestone educational tourism for elementary, middle and high school students by utilizing the property of local residents in the Puncak area. They also suggested building a Tourist Information Center (TIC) to provide information about all aspects of the Puncak Batu Roti Tourist Attraction for tourists.

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1. INTRODUCTION

Tourism is one of the important industries in supporting the country's economic growth, not only supporting the country's economy, but also creating jobs and promoting the natural and cultural wealth of a region [1]. A tourist destination is a geographical area in

one or more administrative areas where there are elements of tourist objects, public facilities, tourism facilities, accessibility, and communities that are interrelated, and complementary in realizing tourism [2]. Tourist destinations are the center or core of the tourism industry, because the tourist experience is formed and creates a positive

image of a region or country [3].

A tourist destination must have components that play an important role in shaping the image of the destination, there are three main components that a destination must have, namely attractions, accessibility, and facilities [4]. A tourist destination must offer attractions that attract visitors, facilitate visitor access to the destination, and provide adequate facilities. These three components are factors that contribute greatly to the impression and experience felt for the first time by visitors [5].

One of the tourism destinations that attracted the attention of researchers was Puncak Batu Roti Ciampea, which is one of the peaks on Kapur Ciampea Mountain, which is precisely in Cibadak, Ciampea District, Bogor Regency, West Java Indonesia. This destination offers a variety of natural attractions and lakes that spoil the eyes, access to information at the destination is quite helpful, and is supported by various facilities that make it one of the tourist destinations that need to be visited. This tourist destination is perfect for tourists who like paragliding, hiking, and caving sports [6].

The brand image of a tourist destination is the perception formed by tourists based on the information obtained, impressions, and experiences they get from the destination. A positive and good brand image can increase the attractiveness of a destination, and increase tourist interest in visiting [7]. Tourist destination managers must pay attention to the quality of the attractions, accessibility, and facilities they offer, in order to create a positive and good brand image to the public [8].

The importance of tourist destinations paying attention to the quality of their attractions, accessibility, and facilities is not only related to increasing the number of visitors, but also in maintaining a positive image of the destination in the eyes of tourists and the wider community [9]. Good quality in all three components will create a satisfying tourism experience and increase positive impressions of the destination, which in turn will strengthen the attractiveness of tourist destinations [10].

From the explanation above, the formulation of this research problem is to identify and analyze the influence of the components of attractions, accessibility, and facilities on the image of Puncak Batu Roti Ciampea tourist attraction. The purpose of this study was to determine the effect of three components, namely attractions, accessibility, and facilities on the image of Puncak Batu Roti Ciampea tourist destination.

2. LITERATURE REVIEW

2.1 *Tourist Attractions*

Tourist attractions are destination attractions to be presented and shown to visitors that aim to entertain and provide a memorable experience. Attractions are things that attract tourists to visit tourist destinations [11]. The attractions in question can be in the form of cultural attractions, natural attractions, events, recreation and entertainment attractions [12]. Attraction is the main product in a tourist destination.

According to Karyono (1997) attraction is something that can cause attraction for tourists and is the main reason for visiting tourist attractions [13]. According to [14] the concept of tourism activities can be defined by three factors, among others:

1. *Something to see*

Related to attractions in tourist destinations. Something to see is that the tourist attraction must have something that can be seen or used as a spectacle by the tourists.

tourist visitors. In other words, the object must have a special attraction that is able to attract the interest of tourists to visit the object.

2. *Something to do*

Related to tourist activities in tourist areas. Something to do is to do something that is useful to give a feeling of pleasure, happiness, relax in the form of recreational facilities, be it a playground or a place to eat, especially the specialty food of the place so that it can make tourists feel more at home.

3. Something to buy

Related to typical souvenirs purchased in tourist areas as personal memorabilia of tourists. Something to buy is a facility for tourists to shop which is generally the hallmark or icon of the area, so that it can be used as souvenirs.

Tourism studies have focused on tourist attractions as the main component of destination attractiveness. Attractions include cultural and geographical aspects in addition to geographical aspects. Visitor satisfaction and experience are strongly influenced by the diversity of attractions [15]. The specialty of Puncak Batu Roti Ciampea is not yet known by the wider community. However, Ciampea Limestone Mountain, a limestone hill in Bogor Regency, has a unique tourist attraction and a certain visual appeal because its five peaks are located on several sides. An intriguing name is also attached to one of the peaks, as when viewed from below it may look like bread. Apart from Puncak Batu Roti, which is a popular tourist location, there are also Puncak Bimbang, Puncak Lalana, Puncak Arca Lima, and the most recent Puncak Karang Gantung.

The quality of experience offered at Puncak Batu Kapur is well worth it once you're at the top. However, the struggle to reach the top really pays off with the beautiful views at the top, especially at sunrise. If the weather is clear in the morning, visitors can breathe in the fresh air and enjoy the view of Bogor City and the beauty of Mount Salak.

2.2 Tourist Accessibility

Accessibility includes road infrastructure and transportation facilities to the destination, as well as information about the destination [16]. According to tourism experts, destination accessibility is an important factor in the attractiveness and success of a place. According to [17], accessibility includes not only the availability of various types of transportation, but also the ease of navigation and access that can make travel smooth.

Accessibility is now not just a luxury, but is essential to meet the needs of modern travelers in a modern era characterized by

global mobility. Tourism destinations are not only judged by their natural beauty or cultural richness, but also by how easily people can reach them [18]. Therefore, destination managers and policymakers must realize that improving accessibility is a strategic investment that can have a positive impact on the growth and sustainability of the tourism industry in the long run. It is not just an add-on strategy. Therefore, to create an enjoyable and sustainable tourism experience, improving accessibility at various levels, including access to physical infrastructure and information resources, is key.

The availability, speed of transportation, convenience of accessibility, and other infrastructure are adequate for adrenaline enthusiasts, especially millennials and gen-Z. It is not difficult to go to Ciampea Limestone Mountain by your own car or by public transportation. It is about 17 km from the center of Bogor City to IPB Dramaga by car. People who live in the Bogor area, such as Jakarta and Depok, can take the KRL and get off at Bogor Station, stop last. There, you have to take an angkot to Terminal Laladon before switching to the Leuwiliang line. People using ojek can stop at Batu Roti basecamp

According to [19] there are several indicators of accessibility which are important aspects that support tourism development, and concern the development of tourists. Where one of the accessibility indicators is:

- a. Access to information with the existence of progress, humans to channel all forms of desire has made this world a place without borders. Complete information input will certainly make it easier for tourists to select the areas to be found.
- b. Access road conditions to the tourist attraction, and the access road must be connected to public infrastructure.
- c. The terminal, at least the parking lot, both the access road and the parking lot must be in accordance with the needs, namely according to the number of tourists expected to arrive.

2.3 Tourist Facilities

According to tourism experts, tourist destination facilities are very important for visitor attraction and comfort. Good facilities can enhance visitors' experience and their level of satisfaction [20]. Not only good accommodation, but these facilities also have a variety of eateries, shopping centers, and other public facilities that can add comfort and satisfaction during the visit. Well-managed facilities can create a welcoming environment, meet the needs of tourists, and ultimately improve the image of the destination.

Many tourists are interested in visiting tourist areas because of adequate facilities, some people may even find out the desired facilities before visiting the destination. According to [21], facility completeness is one of the instruments observed and considered when visiting tourist destinations. Facilities are a service provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. If a tourist attraction has adequate facilities and meets service standards and can satisfy visitors, this will attract tourists to be able to visit the tourist spot again.

According to [22], tourist attractions can be a major driver of local economic growth beyond traditional services. A wide range of local employment opportunities arise as a result of investment in facility development and maintenance, which also boosts the business sector around tourist sites. As a result, there is increasing awareness of the importance of facilities not only to enhance the tourist experience but also to drive local economic growth. Destination managers and stakeholders need to understand that adequate and diverse facilities can drive sustainable growth, create a balanced tourism ecosystem, and increase the competitiveness of destinations around the world. Therefore, investment and careful planning of facilities is a critical component of a holistic destination management strategy.

According to Yoeti in [23] tourist facilities are all things whose function is to meet the needs of tourists who stay for a while in the tourist destination they visit, where they can

casually enjoy and participate in activities available in the tourist destination.

Four dimensions of assessment of tourist facilities are seen from the form of facilities, facility functions, facility locations and facility quality". The four dimensions The assessment of tourist facilities is used as an indicator in measuring tourist facilities. Indicators of tourist facilities are as follows: Facilities are seen from 4 indicators [24], namely:

- a. Form of Facility
- b. Facility Function
- c. Facility Location
- d. Facility Quality

2.4 Tourism Object Image

The image of a tourist attraction is a function of experience that is as good as consumer expectations of tourism products or services, then the result is that the perceived quality of the product or service will change the image, a positive image change is highly dependent on the process of communicating a product and can combine with the provision and management of tourism products such as: attractions, facilities and accessibility in accordance with the expectations or expectations of visitors (tourists), and if tourists feel high satisfaction, it will encourage a positive image so that tourists will recommend (communicate) to other potential tourists [25].

Puncak Batu Roti Ciampea tourist attraction has its own image in the eyes of tourists, we have searched for visitor data in the past year to prove the image of this Puncak Batu tourist attraction, which was found in 2019.

No.	Month	Number of Travelers
1	January	536
2	February	468
3	March	603
4	April	670
5	May	803
6	June	938
7	July	1072
8	August	1005
9	September	871
10	October	737
11	November	603

12	December	402
TOTAL		6.699

Table 1. BPS Data Kab.Bogor Ciampea Visitors

Attractions, accessibility, and facilities are three important components in the development of tourist attractions. Attractions are the main attraction of a tourist attraction to visit, which can be in the form of natural resources, culture, ethnicity, and entertainment. Accessibility is the means and infrastructure to get to the destination, such as roads, availability of transportation facilities, and road signs. Facilities or amenity are facilities outside of accommodation, such as eateries, restaurants, souvenir shops, and public facilities such as worship facilities, health, parks, and others. These three components are very important in

the development of tourist attractions because the attractiveness of a tourist destination lies in these three components [26]. According to [27] indicators of tourist attraction image, including:

- a. Accessibility
- b. Environment
- c. Relaxation

2.5 Accessibility Relationship with Facilities

[28] state that based on the results and research and discussion that has been carried out regarding the effect of accessibility on facilities at the peak of ciampea breadstone, accessibility has a positive and significant effect on the peak of ciampea breadstone. The variable relationship can be described as follows.



Figure 1. Accessibility Relationship with Facilities
Source Rossadi and Widayati (2018:2)

2.6 Relationship between Attractions and Facilities

[29] that quality tourist facilities can increase tourist satisfaction. The existence of

facilities that meet the expectations and needs of tourists can increase the attractiveness and positive image of attractions. The variable relationship can be described as follows.



Figure 2. Relationship between Attractions and Facilities
Source Yuksel, Yuksel, and Bilim (2010)

2.7 Relationship between Accessibility and Tourism Object Image

[19] argue that physical and psychological accessibility can influence

tourists' perceptions of tourist destinations. Distance, travel time, and ease of access can affect the positive or negative image of a tourist attraction. The variable relationship can be described as follows.



Figure 3. Relationship between Accessibility and Tourism Object Image
Source Fesenmaier and Van Rheede (1992)

2.8 Relationship between Attraction and Tourism Object Image

[30] that tourist attractions have a

positive impact on destination image. Tourists who feel satisfied with attractions tend to have a positive image of the destination. The variable

relationship can be described as follows.



Figure 4. Relationship between Attraction and Tourism Object Image

Source Beerli and Martin (2004)

2.9 Relationship between Facilities and Tourism Object Image

[31] facilities are one of the elements of the marketing mix that affect the image of a

product or tourist destination. Good and adequate facilities can enhance the tourist experience and contribute positively to the image of the tourist attraction. The variable relationship can be described as follows.



Figure 5. Relationship between Facilities and Tourism Object

Source : (Philip Kotler)

3. METHODS

This research uses a quantitative approach known as a descriptive approach. According to [32], descriptive research is a type of research that aims to determine the value of independent variables, either one variable or more (independent), while descriptive analytical is a type of research that aims to show or describe the attractiveness studied through the use of data or samples collected in the same way as mentioned above. According to [33], the term "quantitative research method" refers to the philosophy of positivism and is used to study certain populations or samples. Sampling is usually done by chance and research instruments are used to collect data. Quantitative and statistical analysis is carried out with the aim of testing predetermined hypotheses. The number of tourists visiting researchers in 2019 totaled 6,699 people. Then, the Slovin calculation formula was used to take a sample of 100 people, and the incidental sampling technique was used to determine the population sample size. Incidental sampling is a technique for determining samples based on chance, that is, anyone who by chance or incidentally meets the researcher can be used as a sample if the person is deemed suitable as a data source. In this study, there are two independent variables: tourist attractions and

one dependent variable. This research uses literature study, questionnaires, observation, interviews, and documentation as data collection methods. The data analysis used in this research is simple linear regression analysis. Validity and reliability tests, interval method success method, continuum line, classical assumption test, simple linear regression analysis, coefficient of determination, and hypothesis testing were used to analyze this research data.

4. RESULTS AND DISCUSSION

4.1 The Effect of Attractions on Destination Image

Puncak Batu Roti Tourism Attraction, a tourist area located in Ciampea, Bogor Regency, precisely in Cibadak Village. This peak has an altitude of less than 400 meters above sea level, but is quite steep. The distance of this tourist attraction from Bogor city center is ± 17 . In addition to its natural beauty, there are many activities and adventures that can be done in this place. Travelers can enjoy hiking, trekking, or simply taking a walk in the region. Puncak Batu Roti Ciampea is suitable for visitors who are looking for a physical challenge or just want to relax and enjoy nature as there are plenty of activities to do there.

Puncak Batu Roti Ciampea Tourism Object also has local and cultural attractions. These can include local art performances, typical handicrafts, or other cultural activities. This adds to the tourist experience to feel the diversity and uniqueness of local culture. For those who want to stay in the Puncak Batu Roti

Ciampea area longer, hotels, villas, or other lodgings may be available due to its popularity. To find out the respondents' responses that we got regarding attractions, accessibility, facilities, and tourism image contained in Puncak Batu Roti Tourism Attraction can be seen in the following table :

Attractions	1	2	3	4	5	6	Bobot
What to see	Mountain Viewing	Bogor City Sky and Landscaping	Waterfalls and Small Rivers	Chalk Peak	Local History and Culture Places	Panorama Spot and Photo Point	8
What to do	Hiking and Trekking	Enjoying the beauty of nature	Nature photography	Picnic in an open area	Enjoy the arts and local culture	Experience local cuisine	7
What to buy	Regional souvenirs	Local handicrafts	Local agricultural products	Local product	Batik or traditional weaving	Souvenir with nature motifs	6
Accessibility	1	2	3	4	5	6	
Information	Public transportation	Searchable access	Directions				6
Conditions	Road conditions	How long does it take to get there	Crowded access				6
Terminal/Parking lot	Public transportation shelter	Gojek shelter	Special vehicle				7
Facilities	1	2	3	4	5	6	
Shape	Public Restroom	Mushola	Parking Lot	Counter	Desire	Base camp	6
Function	Sanitation	Worship	Vehicle Overwriting	Information gathering	Take a break	Emergency Post	8
Location	Toilet distance to point get together	Distance of prayer places and toilet	Parking lot distance to climbing	Counter Distance to parking lot			7
Object image	1	2	3	4	5	6	
Accessibility	Climbing conditions	Road conditions	Neighborhood conditions				6
Environment	Local community	Wild animal habitat	Environmental Sustainability				7

Relaxation	Picnic	Climbing the hill	Camping	Swimming in the waterfall	Enjoying the view		8
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Table 2. Assessment Results from Respondents

Research questions as the first component. The types of questions appropriate for case study research have been described above, namely "What to See", "What to Do", and "What to Buy". All of these questions lead to the case to be raised. Therefore, respondents' responses to interest in visiting were in the good category. According to Table 2, of all the sub-variables, tourist interest in beauty gets the highest score. Because, based on the entrance ticket fee, it is cheap enough for all walks of life. People are usually local people who come. In addition, based on referential interest, tourists are more interested in recommending Puncak Batu Roti Tourist Attraction on social media. This is because they can indirectly use social media to promote their tourist attractions. Tourists are mainly between 16 and 25 years old. The influences to be tested are tourist attractions and tourist interest in visiting Puncak Batu Roti Tourist Attraction after knowing whether these variables influence each other. The effect to be tested is the relationship between tourist attractions and tourist interest in visiting tourists at Puncak Batu Roti Tourist Attraction. To find out the impact, use this simple linear regression analysis model:

$$Y = a + bX$$

Where: Y = Interest in Visiting

a = Constant

b = Regression coefficient

X = Tourist Attraction

By calculating tourist attractions every month obtained \bar{X} or average tourist attraction of 81.13. Furthermore, the calculation of the constant gets a result of 586.47 and for the regression coefficient of 1.074. Then for $Y = a + bx$ is $Y = 586.47 + 1.074X$. When attractions (X) is zero or visiting interest (Y) is not influenced by tourist attractions, the constant value is 586.47. Conversely, the regression coefficient b is 1.074, which indicates that if the tourist attraction

variable (X) increases by one unit, then visiting interest (Y) will increase by 1.074. The regression coefficient is positive, which means that tourist attractions (X) have a positive influence on visiting interest (Y) in other words, the better the tourist attractions at Puncak Batu Roti Tourist Attraction, the more interest in visiting at Puncak Batu Roti Tourist Attraction will increase.

Data analysis of the coefficient of determination, t test, and aided was used to test the hypothesis of this study. This data analysis was completed using the VSC 1.18.1 program. The coefficient of determination (R^2) determines the extent of the model's ability to explain variations in the dependent variable. The adjusted R value for this study was 0.328. This was found in the calculation results by the VSC 1.18.1 program. This shows that the tourist attraction variable (X) has a positive impact on visiting interest (Y) of 0.020 out of 1 with a percentage of 2 percent. Other factors affect the remaining 98 percent. This means that the correlation found by Sarwono (2006) is sufficient. In hypothesis testing, the T test is basically to show how far the influence of one independent variable individually in explaining the variation of the dependent variable. If the number of degree of freedom (df) is 20 or more, and the degree of confidence is 5%, then H_0 which states $b_i = 0$ can be rejected if the t value is greater than 2 (in absolute value).

By using VSC 1.18.1 software, the calculated value ($t = 2.228$ from t) is obtained, which shows that the independent variable, tourist attractions (X), has a value of 2.228. Thus, H_0 is rejected, indicating that there is an influence of the tourist attraction variable (X) on the visiting interest variable (Y).

The main purpose of this research design is to help researchers avoid data that has nothing to do with the research question. This

needs to be emphasized because it is often found that researchers obtain data that has nothing to do with the research focus so that the research conclusions do not answer the questions asked. Research design is about logical problems, not logistical problems. As a plan, research design according to Morse (Denzin and Lincoln, 1994: 222) includes many elements, including site selection and research strategy, research preparation, developing and refining research questions, drafting a proposal, and if necessary obtaining a research permit from the institution authorized to issue it.

5. CONCLUSION

Tourist attractions in Puncak Batu Roti Tourism Attraction are in the good category, based on the sub-variables of what to see, what to do, and what to buy tourist attractions in Puncak Batu Roti Tourism Attraction are in the good category. Many tourists enjoy interesting natural scenery with photo activities with friends or relatives, enjoying the view of limestone and the sky at sunrise. In addition, there is a camping place that can be rented by tourists. The results showed that visitors' interest in visiting Puncak Batu Roti Tourism Attraction is in the good category. Two sub-variables that scored well were transactional interest and referential interest. These two variables arise because the entrance ticket price is quite cheap for all circles of society. Tourists also do promotions by taking photos and sharing them on their social media.

Facilities and other supporting facilities that exist in this Puncak Batu Roti Ciampea tourist destination, like in natural tourist destinations in general. Tickets to the Ciampea Limestone Mountain recreation area are very cheap. Visitors have to pay IDR 5,000 per person for climbing, and they don't have to pay again if they want to climb from Puncak Roti to another peak to the highest one. If you bring a private vehicle, you will be charged an additional parking fee of IDR 5,000. Some climbers are asked to report and fill in their personal data at the post or basecamp before the climb.

In the area of Ciampea Limestone

Mountain, there are various supporting facilities such as parking lots, toilets, and prayer rooms. At the food stalls under the limestone mountain, visitors can buy food to fill their stomachs. As the communication network for all providers remains smooth with a full signal, so there is no need to worry about difficulties communicating with colleagues and family even if it is on top of the limestone. Not far from the tourist site are lodges for out-of-town visitors who come with families. The facility costs approximately IDR450,000 per night. A more economical way out is to camp at the camping area, which costs Rp10,000 per night. You can also rent camping gear at the basecamp.

The results of hypothesis testing can be seen to determine the effect of tourist attractions (X) on visiting interest (Y), which shows that there is a significant influence between tourist attractions (X) and visiting interest (Y) with the equation model $Y = 586.47 + 1.074 X$. In other words, when tourist attractions (X) are zero or visiting interest (Y) is not affected by tourist attractions, the constant value is 586.47. Meanwhile, if the value (x) is 0.204 which means that if the tourist attraction variable (X) increases by one unit, then visiting interest (Y) will increase by 0.204. The regression coefficient is positive by 2%, which means that tourist attractions (X) have a positive influence on visiting interest (Y) in other words, the better the tourist attractions at Puncak Batu Roti Tourism Attraction, the more interest in visiting at Puncak Batu Roti Tourism Attraction will increase.

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Some elements are suggestions for further research. It is strongly recommended to conduct a more in-depth analysis both vertically and horizontally for the variables investigated. This is mainly concerned with individual influences and interactions between variables. A possible focus is also a deeper understanding of accessibility, including supporting components such as technology and local transportation. Research could investigate the benefits of technology such as social media on the image of a tourist attraction.

Furthermore, research could look at the impact of environmental sustainability, market segmentation analysis, comparative studies with similar destinations, and the impact of seasonal changes. Finally, an emphasis on the

management impact of research findings can provide practical perspectives on how to improve visitor experience and attraction management.


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