

ANALYSIS OF FACTORS ENCOURAGING DOMESTIC TOURISTS TO VISIT PARAPAT, SIMALUNGUN REGENCY, NORTH SUMATRA PROVINCE

Wirnawati Br Sinaga¹

Politeknik Pariwisata Medan, Medan Indonesia

Email : wirnasinaga24@gmail.com

Abstract

This study aims to identify and analyze the factors that encourage domestic tourists to visit Parapat, Simalungun Regency, North Sumatra Province. The main focus of this research is to identify the dominant factors that influence tourists' decisions in choosing Parapat as a tourist destination. The research method used is quantitative method with data collection techniques through questionnaires distributed to tourists visiting Parapat. This study aims to analyze the factors encouraging domestic tourists to visit Parapat and identify the most dominant factors. The results of this study are expected to provide recommendations for tourism development in Parapat and increase the number of tourist visits.

Keywords: Tourism, Domestic Tourists, Parapat, Encouraging, Factors.

A. INTRODUCTION

The development of tourism today is very significant, with tourism being an activity that has meaning and is an important need for many people. Tourism has also developed globally and become a promising industry, contributing to the country's economy. In Indonesia, there are many tourism potentials, such as Lake Toba in North Sumatra, which is the largest and internationally renowned tourist attraction.

Lake Toba is located on Samosir Island, North Sumatra Province, which is surrounded by several districts, one of which is Simalungun Regency located in Parapat City. With the beautiful natural scenery of Lake Toba, Parapat City can be one of the tourist destinations that has great potential and is visited by many tourists. However, the city of Parapat around Lake Toba still faces challenges in attracting a significant number of tourists. Parapat is still not able to attract the number of tourists like Bali. The Simalungun Regency Government continues to strive to increase the number of tourist visits in Parapat, by studying the factors that encourage tourists to visit.

A person's decision to travel is influenced by driving factors, both internal and external. Tourist demand for tourism is increasing, so it is important to understand the desires of tourists for the tourism industry in Parapat so that the number of domestic tourist visits can increase. Therefore, research on the analysis of the driving factors of domestic tourists visiting Parapat, Simalungun Regency, North Sumatra Province is relevant and important to do. This study aims to analyze the factors driving domestic tourists to visit Parapat and identify the most dominant factors.

This research is formulated to answer the following questions: What are the factors that encourage domestic tourists to visit Parapat, Simalungun Regency, North Sumatra Province? and what factors are most dominant in encouraging domestic tourists to visit Parapat?. Based on the formulation of the problem, the objectives of this study are: Knowing the factors that encourage domestic tourists to visit Parapat, Simalungun Regency, North Sumatra Province and knowing the dominant factors that encourage

domestic tourists to visit Parapat, Simalungun Regency, North Sumatra Province. This research is expected to provide the following benefits: For the Simalungun Regency Government, the results of this study can be important information to improve and improve tourism destination services in Parapat; For the Medan Tourism Academy Institution, this research is expected to contribute to the development of tourism learning in related study programs; The results of this study are expected to be a reference for further research on similar topics.

B. LITERATURE REVIEW

1. Definition of Tourism

Tourism is an activity that involves traveling outside of one's place of residence for the purposes of recreation, business, health, or other purposes. According to Yoeti (1997), tourism is a synonym for "tour" which means travel. This definition is in line with the opinion of Marpaung (2000) and Swantoro Gamal (1997) which emphasizes the temporary movement of people from their place of residence for various purposes. The World Tourism Organization (1991) defines tourism as an activity carried out by people who travel and stay in a place outside their habitual stay for a period of not more than one year for the purpose of recreation, business, and other purposes.

2. Types of Tourism

There are various types of tourism, including: Visiting Friends and Relatives (VFR): Travel to see family or friends; Business Tourism: Travel related to business activities; Pilgrim Tourism (Religious Tourism): Travel for religious purposes; Health Tourism: Travel for health purposes; Social Tourism: Tourism involving social purposes; Educational Tourism: Travel for educational purposes; Cultural Tourism: Travel to expand knowledge about culture; Scenic Tourism: Travel to enjoy natural scenery; Activity Tourism: Tourism that is based

on a particular activity; Special Interest Tourism: Tourism to enjoy special interests in a particular location.

3. Encouraging Factors for Traveling

Encouraging factors are internal motivations that encourage someone to travel. According to Pitana (2005), these factors include: Escape: The desire to escape from routine; Relaxation: The desire for refreshment; Play: Enjoying the excitement; Strengthening Family Bond: Strengthening kinship relationships; Prestige: Showing prestige; Social Interaction: Social interaction; Romance: Desires a romantic atmosphere; Educational Opportunity: Learning new things; Self Fulfillment: Finding oneself; Wish Fulfillment: Realizing dreams. According to Wang (2004) and Jiao (1992), other motivating factors include seeking excitement, enjoying adventure, enjoying natural scenery, gaining knowledge, building new friendships, and sharing experiences after the trip.

C. RESEARCH METHODOLOGY

This type of research is descriptive, namely describing existing data and phenomena as much as possible as the phenomenon is. This research uses research methods with a quantitative approach, which emphasizes data analysis. The data generated is numerical data generated through the Likert scale questionnaire method. The question items in the questionnaire refer to the attributes of the factors that encourage tourists to make decisions to travel, including: (1) Looking for something new and interesting; (2) To meet new people; (3) To deepen knowledge about the tourist destination; (4) To experience a different lifestyle; (5) To relax and pamper yourself; (6) To escape from stress and daily routine; (7) To enjoy the journey and have fun; (8) To enjoy the natural scenery;

(9) To see the way of life of people from different cultures; (10) To seek adventure; (11) To explore cultural resources; (12) To visit a familiar place; (13) To visit a place I have never been to; (14) To share the experience after returning home; (15) To spend time with my partner, family or friends; (16) To visit a place that my friends have never been to; (17) To visit a place that my friends have been to; (18) To fulfill a dream to visit a place; (19) To visit a place that will impress family and friends; (20) To raise self esteem; (21) To enjoy luxury; (22) To be healthy and fit; (23) To try new types of food; (24) To fulfill spiritual needs.

The sample taken in this study were adult domestic tourists, namely at least 18 years old who were visiting the Parapat Tourism City, Simalungun Regency, North Sumatra Province. The sampling technique was carried out by accidental sampling, which is a sampling technique based on chance. That is, anyone who happens to meet the researcher can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. The number of samples was 50 respondents. To facilitate the assessment of the respondents' answers, in this study the Likert Scale measurement criteria are presented in the following table:

Table 1. Table of Criteria for Measuring Likert Scale Score Respondent's Answer.

Respondent's Answer Score	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

The steps to analyze the data are carried out in several stages, namely; (1) Looking for the percentage of questionnaire answers from all respondents (Strongly

Agree, Agree, Disagree, Strongly Disagree) with the formula :

$$P = \frac{Fx}{N} 100 \%$$

Description:
 P : Percentage
 F : Frequency
 N : Number

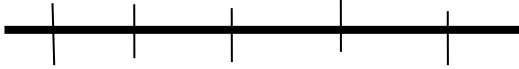
(2) Find the percentage of actual scores with the formula;

$$\frac{\text{Actual Score}}{\text{Ideal Score}} \times 100 \%$$

(3) Finding the score range between variable levels by finding the maximum score value, minimum score value, range, and range level. This is done to summarize the criteria for respondents' responses (answers) regarding all variables, whether they are in the Strongly Agree, Agree, Disagree or Strongly Disagree categories; (4) Find the percentage score of each variable (statement) questionnaire with the formula :

$$\frac{\text{The total score of each variable}}{\% \text{Highest score} \times \text{Number of respondents}} \times 100$$

(5) Then the percentage of each variable score that has been obtained is included in the rating scale. Rating scale serves to determine the general and overall questionnaire data results obtained from the questionnaire assessment with the criteria as shown in the line below:



20 % 40 % 60 % 80 % 100 %
 Very weak Weak Strong Enough Very Strong

D. RESEARCH RESULT

Respondents' responses to the questionnaire statement regarding the factors domestic tourists to visit the Parapat City Tourism Area, Simalungun Regency, North Sumatra Province will be presented in the form of the following table:

Table 2. Analysis of Respondents' Statements on the Driving Factors for Domestic Tourists to Visit Parapat City Simalungun Regency, Nort Sumatra Province

Statement	Strongly Agree /4		Agree /3		Disagree /2		Strongly Disagree/1		Score	% Score
	F	%	F	%	F	%	F	%		
Looking for something new and interesting	18	36	30	60	1	2	1	2	165	82,5
To meet new people	9	18	35	70	6	12	-	-	153	76,5
To deepen knowledge about the Tourist destination	14	28	31	62	4	8	1	2	158	79
To experience a different lifestyle	7	14	32	64	11	22	-	-	146	73
To relax and pamper yourself	16	32	31	62	2	4	1	2	162	81
To escape from stress and daily routine	19	38	30	60	1		-	-	168	84
To enjoy the journey and have fun	17	34	29	58	2	4	2	4	161	80,5
To enjoy the natural scenery	22	44	26	52	1	2	1	2	169	84,5

Statement	Strongly Agree /4	Agree /3	Disagree /2	Strongly Disagree/1	Score	% Score
To see the way of life of people from different cultures	15	30	27	54	156	78
To seek adventure	9	18	28	56	145	72,5
To explore cultural resources	11	22	32	64	153	76,5
To visit a familiar place	10	20	30	60	147	73,5
To visit a place I have never been to	12	24	32	64	156	78
To share the experience after returning home	15	30	30	60	160	80
To spend time with My partner, family or friends.	16	32	23	46	153	76,5
To visit a place that my friends have never been to.	9	18	30	60	148	74
To visit a place that my friends have been to;	6	12	34	68	146	73
To fulfill a dream to visit a place	8	16	30	60	145	72,5
To visit a place that will impress family and friends.	8	16	33	66	149	74,5
To raise self esteem	-	-	12	24	101	50,5
To enjoy luxury	4	8	10	20	108	54
To be healthy	9	18	29	58	147	73,5

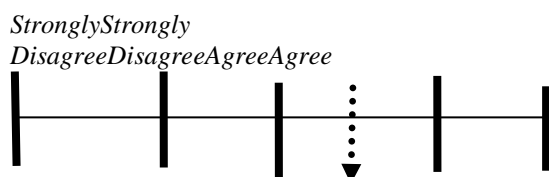
Based on the results of these percentages, it can be said that most of these indicators (variables) have a strong relationship with archipelago tourist visits to the Parapat City Tourism Area. This can be seen from the percentage value of all statements totaling 73.65% which is in the strong score range, namely (60% - 79%). This means that the indicators (variables) of the driving factors have a strong relationship or influence so that the archipelago tourists are interested in traveling, especially to the Parapat City Tourism Area.

Then to find out the criteria for respondents' responses (answers) about the overall statement (variable) of the research questionnaire, the range of the minimum and maximum actual scores that have been obtained is divided into 4 (four) levels. Because the Likert scale score measurement criteria in this study are only 4 (table III. 1). If classified into four levels, the score range between levels can be calculated in the following way:

Minimum score value: $1 \times 24 \times 50 = 1200$
 Maximum score value: $4 \times 24 \times 50 = 4800$
 Range: $4800 - 1200 = 3600$
 Range level: $3600 : 4 = 900$

The category of the accumulated total score of respondents' responses consisting of 24 statement items regarding the factors encouraging domestic tourists to visit the Parapat City Tourism Area, Simalungun Regency, North Sumatra Province can be seen in the form of a continuum line as follows:

Picture1. Continuum line for respondents' response criteria regarding the entire research questionnaire statement.



1200 21003000 3535 39004800

E. DISCUSSION

To find out the magnitude of the relationship or influence of each variable which is an indicator of the factors driving the Parapat City Tourism Area to become the choice of tourist destinations for domestic tourists, it can be seen from the percentage scale rating of the score of each questionnaire variable. The greater the percentage score of each variable, the closer the variable's relationship to the factors formed. From the picture above, we can see that the greater number of respondents agreed with the questionnaire statements given. Because it has a score of 3535 which lies between the criteria of agree and strongly disagree. From the table 2, we can know that there are three factors that have a weak level of relationship, namely factors to raise self-esteem (50.5%), to enjoy luxury (54%) and to fulfill spiritual needs (52.5%). This means that these three factors do not have a significant influence in terms of encouraging archipelago tourists to make the Parapat City Tourism Area a choice of tourist destinations. The encouraging factors that have a significant influence are factors to find something new and interesting. Looking for something new and interesting, to meet new people, to deepen knowledge about tourist destinations, to experience a different lifestyle, to relax and pamper themselves from stress and daily routines, to enjoy traveling and having fun, to enjoy the natural scenery, to see the way of life of people from different cultures, to seek adventure, to explore cultural resources, to visit a familiar place, to visit a place I have never visited, to share the experience after returning home, to spend time with my partner, family, and friends, and to share the experience with others. to visit a place I have never been, to share the

experience after returning home, to spend time with my partner, family and friends, to visit a place my friends have never been to, to visit a place my friends have been to, to fulfill a dream to visit a place, to visit a place that will impress family and friends, to be healthy and fit and to try new types of food. try new types of food.

This is because the Parapat City Tourism Area presents a beautiful and exotic natural view of Lake Toba. This tourist area is a very appropriate destination for people who want to relax and release fatigue and stress and spoil the eyes. This tourist area also presents amusement rides on the shores of Lake Toba such as water bikes, skyboards which are perfect for fun and spending time with family. In addition, tourists can also get to know the culture of the Batak Tribe which is already famous throughout the country. This area is also famous for its traditionally made Batak woven fabrics that can still be seen directly in the houses of the people. This is certainly a new and unique thing for Indonesian tourists. In addition, what is no less important is that this tourist area has Batak specialties that are very delicious and rarely found in other areas such as arsik fish dishes, dolung - dolung and so on. This is certainly very suitable for archipelago tourists who are typical Indonesian culinary lovers.

Based on that table, it can also be seen that the most dominant driving factors influencing tourists visiting the Parapat City Tourism Area are factors to find something new and interesting, to relax and pamper themselves, to escape for a moment from stress and daily routines, to enjoy the trip and have fun, and to enjoy the natural scenery. This is because the total percentage score of each of these variables has the largest number, which is above 80%.

F. CONCLUSIONS AND SUGGESTIONS

There are three things that can be concluded in this research, namely: (1) The

percentage results of the respondents' overall statements regarding the research indicators (variables) amounted to 73.65% which is in the strong score range, namely (60% - 79%). And the category of respondents' answers is in the agree category. This means that the indicators (variables) of the driving factors have a strong relationship or influence and most of the respondents answered that most of the research variables are factors driving domestic tourists to visit the Parapat Tourism Area, Simalungun Regency, North Sumatra Province. (2) The factors that encourage domestic tourists to visit the Parapat City Tourism Area, Simalungun Regency, North Sumatra Province are to find something new and interesting, to meet new people, to deepen knowledge about tourist destinations, to feel a different lifestyle, to relax and pamper themselves, to escape for a moment from stress and daily routine; to experience a different lifestyle; to enjoy traveling and having fun, to enjoy the view of nature, to see the way of life of people from different cultures, to seek adventure, to explore cultural resources, to visit a familiar place; to visit a place I have never been to, to share the experience after returning home, to spend time with my partner, family, and friends, to visit a place my friends have never been to, to visit a place a friend has been to, to fulfill a dream to visit a place, to visit a place that will impress family and friends, to be healthy and fit and to try new types of food. (3) The encouraging factors that influence domestic tourists to visit the Parapat Tourism Area which are most dominant are to find something new and interesting, to relax and pamper themselves, to escape for a moment from stress and daily routines, to enjoy travel and have fun, and to enjoy the natural scenery.

The suggestions that can be given from the results of this research are: (1) Based on these driving factors, it can be seen that domestic tourists are still looking for new experiences and knowledge that they can feel when visiting Parapat, plus the

Parapat Tourism City is also famous for its culinary. Therefore, this can be taken into consideration by travel agents to create suitable tour packages. (2) It is hoped that the Simalungun Regency government will continue to develop tourist attractions in Parapat. Because this tourist area is very potential to increase regional income. Existing tourist objects must be improved again in quality. Such as by increasing the number of show attractions to attract tourists. Then tourism objects that do not yet exist must be developed in a planned manner. So that the objects and tourist attractions available are quite diverse of many types.

G. REFERENCE

Yoeti, Oka A. (1997). "Pengantar Ilmu Pariwisata." Bandung: Angkasa.

Marpaung, Happy. (2000). "Pengetahuan Dasar Pariwisata." Bandung: Alfabeta.

Swantoro, Gamal. (1997). "Dasar-dasar Pariwisata." Yogyakarta: Andi.

Leiper, Neil. (2004). "Tourism Management." Sydney: Hospitality Press.

World Tourism Organization. (1991). "Tourism: 2020 Vision." Madrid: WTO.

Pitana, I Gede. (2005). "Sosiologi Pariwisata." Yogyakarta: Andi.

Wang, Ning. (2004). "Tourism and Modernity." London: Routledge.

Jiao, Yi. (1992). "Tourist Motivation." Beijing: Tourism Education Press.