



# Factors Affecting Tourist Decisions to Travel to the Holy Sacred Water Tourism Park in Sugian Village, Lombok Timur Regency

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**Abstract.** In recent years, Indonesia's tourism landscape, particularly in regions like East Lombok Regency, has undergone a profound transformation. There's a growing emphasis on sustainable tourism practices, reflecting a recognition of the need to balance economic development with environmental preservation and social inclusivity. This study delves into the factors shaping tourists' decisions to visit the Holy Sacred Water Tourism Park in Sugian Village, East Lombok Regency, with a focus on sustainable tourism development principles. Employing a quantitative research approach, the study investigates the causal relationships between dependent variables (tourist decision-making) and independent variables (infrastructure facilities, services, tourist attractions, tourism costs, and tourist attractions distance). Surveys via questionnaires were administered to visitors of the Sugian Village Holy Sacred Water Tourism Park from May 2023 to March 2024, utilizing non-random sampling with an accidental sampling technique. Primary data collected through questionnaires was complemented by secondary data from various sources, including destination managers, local government authorities, and economic literature. Multiple linear regression analysis was conducted to assess the relationships between variables, with classical assumption tests ensuring the analysis's validity. The findings underscored the significant influence of infrastructure facilities, services, tourist attractions, tourism costs, and tourist attractions distance on tourists' decision-making processes. It's recommended that tourism managers prioritize maintaining affordable costs and enhancing infrastructure, services, and attractions to improve visitor satisfaction and boost visitation to the Sacred Sacred Water Tourism Park in Sugian Village. This proactive approach is vital for sustaining and nurturing tourism growth in the region, aligning with sustainable development goals.

**Keywords:** Attractions, Costs, Distance, Facilities, Services.

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## 1. Introduction

The current development of the tourism sector has been focused on the principle of sustainable tourism development [1], [2]. This is due to the sustainable tourism development policy that aims to utilize natural and human resources in the long term [3]. Indonesia, with its diversity of races, tribes, languages, and cultures, has attracted the interest of many neighboring countries to learn and get to know more about tourism in Indonesia. Various types of tourism, ranging from natural beauty to diverse cultures, attract attention from various groups, both domestic and foreign [4], [5]. Tourism destinations such as Bali, Lombok, and Papua have become the world's spotlight because of their natural beauty and cultural richness [6]. The development of tourism in Indonesia continues to grow and increasingly exist.

The development of the tourism industry is an interesting phenomenon, although this sector is very sensitive to changes both from within and outside that can affect the number and interest of tourists to visit a destination. The tourism industry has a significant impact on the economy, social, and culture [7], [8]. Bank Indonesia stated that the tourism sector has an important role in supporting Indonesia's foreign exchange earnings. Foreign exchange from the tourism sector shows a significant contribution, but the amount can fluctuate from year to year [9]. Factors such as geographical location, area, and diversity of natural, cultural, and culinary resources make Indonesia an attractive destination for tourists. In addition to its natural beauty, Indonesia's cultural and historical wealth also attracts both domestic and foreign tourists [10], [11], [12].

Every region in Indonesia has a unique culture and tries to showcase its tourism potential to attract tourists. Nusa Tenggara Barat Province, for example, has shown good growth in its tourism sector with the increasing number of tourist visits from year to year [13]. One example is East Lombok Regency, which has a variety of interesting attractions, such as natural, cultural, culinary and historical tourism. Sugian Village in East Lombok Regency is one example of a tourist village that is actively developing the potential of its region. Keramat Suci Water Tourism Park, one of the village's attractions, offers a unique tourism experience with beautiful natural scenery and various activities such as fishing, snorkeling, and camping. However, the challenge is how to maintain the uniqueness and increase tourist visits to the attraction [14]. Therefore,

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research on the factors that influence tourists' decisions to visit the Sacred Sacred Water Tourism Park in Sugian Village is considered important to do.

## 2. Method

This research is a type of quantitative research with a focus on causal or cause-and-effect relationships between dependent variables (decision making) and independent variables (facilities and infrastructure, services, tourist attractions, tourist fees, and tourist attractions distance). The method used is survey, with primary data collection through questionnaires distributed to visitors of the Sugian Village Holy Sacred Water Tourism Park. The research was conducted in Sugian Tourism Village, Sambelia District, East Lombok Regency, from May 2023 to March 2024. The population in this study is not known with certainty. The research sample was tourists visiting the Sacred Sacred Water Tourism Park in Sugian Village, and the sampling technique used was Non-Random Sampling with Accidental Sampling technique. Data were collected using two techniques: questionnaires and documentation.

The types of data used are primary data and secondary data. Primary data was obtained directly from respondents through questionnaires, while secondary data was obtained from the Sugian Tourism Village destination manager, the Sugian Village Government, as well as economic journals and other literature. The research variables consisted of dependent variables (decision-making) and independent variables, namely infrastructure facilities, services, tourist attractions, tourism costs, and tourist attractions distance. The operational definition of variables was carried out through measurement using a Likert scale for several independent variables, while the variable of tourist costs was measured in units of rupiah and the distance of tourist attractions was measured in units of kilometers. Data analysis was conducted using the multiple linear regression method to test the relationship between the dependent and independent variables. Furthermore, classical assumption tests were conducted, such as normality test, multicollinearity test, and heteroscedasticity test. Hypothesis testing was conducted using the F test for the simultaneous effect of independent variables on the dependent variable, and the t test for the partial effect of each independent variable on the dependent variable.

## 3. Result and Discussion

### 3.1 Descriptive Analysis Results

Descriptive analysis in this study is to formulate and interpret the results of research in the form of respondent identity and descriptive variables. This research was carried out by distributing questionnaires to tourists who came to visit the sacred sacred water tourism park in Sugian village as many as 60 respondents.

**Table 1 Research Sample Data**

Description	Total
Number of Questionnaires distributed	60
Number of returned questionnaires	60
Number of questionnaires not returned	-
Total data processed	60

Based on the results of the study, data on respondents' tourism costs can be seen in the following table:

**Table 2 Assessment of Facilities and Infrastructure**

Facilities and Infrastructure	Number (Person)	Percentage (%)
Incomplete	0	0
Less Complete	0	0
Complete Enough	2	3,33
Complete	53	88.34
Very Complete	5	8,33
Total	60	100

Based on table 2 above, it can be seen that visitors gave an assessment related to facilities and infrastructure with incomplete categories as many as 0 respondents with a percentage of 0%, incomplete facilities and infrastructure as many as 0 respondents with a percentage of 0%, quite complete facilities and

infrastructure as many as 2 respondents with a percentage of 3.33%, complete facilities and infrastructure as many as 53 respondents with a percentage of 88.34%, and finally very complete facilities and infrastructure as many as 5 respondents with a percentage of 8.33%. Here it can be seen that visitors provide good value regarding the facilities and infrastructure provided both in terms of completeness and availability. This is also supported by the data above which shows that visitors give the highest value related to facilities and infrastructure with a complete category of 88.34% of the total number of respondents, namely 53 respondents. While visitors as many as 0 respondents gave the lowest value related to facilities and infrastructure in the incomplete and incomplete categories at 0% of the total number of respondents.

Based on the results of the study, data on respondents' tourism costs can be seen in the following table:

**Table 3 Service Assessment**

Service	Number (Person)	Percentage (%)
Not Good	0	0
Not Good	0	0
Fairly Good	14	23,33
Good	38	63,34
Very Good	8	13,33
Total	60	100

Based on table 3 above, it can be seen that visitors gave an assessment related to services in the category of not good as many as 0 respondents with a percentage of 0%, less good service as many as 0 respondents with a percentage of 0%, quite good service as many as 14 respondents with a percentage of 23.33%, service in the good category as many as 38 respondents with a percentage of 63.34%, and very good service as many as 8 respondents with a percentage of 13.33%. Here it can be seen that visitors give very good value to the services provided, such as in terms of the tour guides provided and the security obtained by visitors or tourists. This is supported by the data above which shows that visitors provide the highest service-related assessment with a good category of 63.34% with 38 respondents from the total number of respondents. Meanwhile, visitors provide the lowest value related to services in the category of not good and less good at 0% with the number of respondents, namely 0 respondents out of the total number of respondents.

Based on the results of the study, data on respondents' tourism costs can be seen in the following table:

**Table 4 Assessment of Tourist Attractions**

Tourist Attraction	Number (Person)	Percentage (%)
Not Attractive	0	0
Less Attractive	0	0
Quite Interesting	8	13,33
Interesting	36	60
Very Interesting	16	26,67
Total	60	100

Based on table 4 above, it can be seen that visitors assessed related tourist attractions with an unattractive category as many as 0 respondents with a percentage of 0%, less attractive tourist attractions as many as 0 respondents with a percentage of 0%, quite attractive tourist attractions as many as 8 respondents with a percentage of 13.33%, tourist attractions with attractive categories as many as 36 respondents with a percentage of 60%, and tourist attractions with very attractive categories as many as 16 respondents with a percentage of 26.67%. Here it can be seen that visitors are interested in the attractions provided, namely in water attractions such as beaches and mangrove forest views which are usually used as conservation centers. This is also supported by the data above which shows that visitors give the highest assessment related to tourist attractions with an interesting category of 60% with the number of respondents, namely 36 respondents from the total number of respondents. Meanwhile, visitors gave the lowest assessment related to tourist attractions in the category of unattractive and less attractive at 0% with the number of respondents, namely 0 respondents out of the total number of respondents.

Based on the results of the study, data on respondents' tourist costs can be seen in the following table:

**Table 5 Assessment of Tourist Costs**

Tour Cost	Number (Person)	Percentage (%)
< Rp. 100.000	10	16,67
Rp. 100.000 – Rp. 150.000	35	58,33
Rp. 151.000 – Rp. 200.000	10	16,67
> Rp. 200.000 – Rp. 250.000	3	5,00
> Rp. 250.000	2	3,33
Total	60	100

Based on table 5 above, it can be seen that respondents with tourism costs < Rp.100,000 were 10 respondents with a percentage of 16.67%, costs Rp.100,000 - Rp.150,000 were 35 respondents with a percentage of 58.33%, costs Rp.151,000 - Rp.200,000 were 10 respondents with a percentage of 16.67%, costs > Rp.200,000 - Rp.250,000 were 3 respondents with a percentage of 5.00%, and costs > Rp.250,000 were 2 respondents with a percentage of 3.33%. Here it can be seen that most visitors spend Rp. 100,000 - Rp. 150,000. This is also supported by the data above which shows that the average tourist cost incurred by the most respondents is Rp.100,000 - Rp.150,000 with 35 respondents and a percentage of 58.33% of the total number of respondents. While the average tourist cost incurred by the fewest respondents was > Rp.250,000 with a total of 2 respondents and a percentage of 3.33% of the total number of respondents.

Based on the results of the study, data on the distance of respondents' tourist attractions can be seen in the following table:

**Table 6 Assessment of Tourist Costs**

Distance to Tourist Attractions (Km)	Number (Person)	Percentage (%)
<20	26	43,34
21 - 40	13	21,67
40 - 60	10	16,66
60 - 80	2	3,33
>80	9	15,00
Total	60	100

Based on table 6 above, it can be seen that the number of respondents based on the distance of the area of origin to the tourist attractions is > 20 km as many as 26 respondents with a percentage of 43.34%, the number of respondents between the distance of 21-40 km as many as 13 respondents with a percentage of 21.67%, then the number of respondents who were in the interval distance of 40-60 km as many as 10 respondents with a percentage of 16.66%, the number of respondents with a distance of 60-80 km as many as 2 respondents with a percentage of 3.33%, and finally those at a distance of > 80 km as many as 9 respondents with a percentage of 15.00%. Here it can be seen that visitors with a distance of <20 km come from the area around the tourist attraction with the number of respondents as many as 26 respondents with a percentage of 43.34%, while only a few visitors with a distance of about > 40 - 60 km come from the area or other districts around it with the number of respondents 10 respondents with a percentage of 16.66%, while only a few visitors with a distance of > 60 - 80 km come from outside the district tourist attraction area with the number of respondents as many as 2 respondents with a percentage of 3.33% of the total number of respondents available.

Based on the results of the study, data on the length of visit of respondents can be seen in the table as follows:

**Table 7 Assessment of Tourist Visiting Duration**

Duration of Visit (Hours)	Number (Person)	Percentage (%)
< 5	1	1,67
5 – 10	35	58.33
15 – 20	20	33,33
>20	4	6,67
Total	60	100

Based on table 7 above, it can be seen that the number of respondents based on the length of visit for < 5 hours was 1 respondent with a percentage of 1.67%, for 5 - 10 hours there were 35 respondents with a percentage of 58.33%, for 15 - 20 hours there were 20 respondents with a percentage of 33.33%, and for > 20 hours there were 4 respondents with a percentage of 6.67%. Here it can be seen that most visitors spend about 5 - 10 hours visiting. This is supported by the data above which shows that the assessment of respondents with the most visiting time is for 5 - 10 hours with a total of 35 respondents with a percentage of 58.33%, while the assessment related to respondents with the least visiting time is for < 5 hours with a total of 1 respondent with a percentage of 1.67% of the total respondents.

### 3.2 Descriptive Statistical Test Results

Descriptive variables of this study aims to determine the description of each research variable presented with descriptive statistics which can be seen in the following table:

**Table 8 Descriptive Statistical Test**

Description	N	Minimum	Maximum	Mean	Std. Deviation
Infrastructure Facilities	60	3	5	4.05	0.341
Services	60	3	5	3.90	0.602
Tourist Attraction	60	3	5	4.13	0.623
Tour Cost (Rp)	60	60,000	500,000	148,333.33	83,952.502
Distance of Tourist Attraction Tourism (Km)	60	1	99	36.72	27.237
Duration of Visit (Hours)	60	4	20	11.60	5.260
Valid N (listwise)	60				

**Table 9 Multiple Linear Regression Analysis Results**

Model		Unstandard. Coeffi.s		Standard. Coeff. Beta	t	Sig.
		B	Std. Error			
1	(Constant)	15.898	4.845	-	3.282	0.002
	Infrastructure (X1)	2.249	1.000	0.0146	2.249	0.029
	Service (X2)	1.652	0.560	0.189	2.950	0.005
	Tourist Attraction (X3)	1.338	0.548	0.159	2.443	0.018
	Tourist Cost (X4)	1.034	0.000	0.165	2.324	0.024
	Tourist Attraction Distance (X5)	0.133	0.014	0.689	9.551	0.000

The F obtained is 38.445, while the Sig. obtained is 0.000, R Square is obtained with a value of 0.781;  $t_{table} = t(\alpha/2; n-k-1) = t(0.025; 54) = 2.004$

Based on the Descriptive Test results above, the data distribution can be described as follows:

- Variable Infrastructure Facilities (X1), according to the data obtained from respondents, it can be described that the average value (mean) is 4.05, where the smallest value is 3 while the highest value is 5 with a standard deviation of 0.341.
- Service Variable (X2), according to the data obtained from respondents, it can be described that the average value (mean) is 3.90, where the smallest value is 3 while the highest value is 5 with a standard deviation of 0.602.
- The tourist attraction variable (X3), according to the data obtained from respondents, can be described that the average value (mean) is 4.13, where the smallest value is 3 while the highest value is 5 with a standard deviation of 0.623.
- Tourist Fee Variable (X4), according to the data obtained from respondents, it can be described that the average value (mean) is 148333.33, where the smallest value is Rp.60,000 while the highest value is Rp.500,000 with and the standard deviation is 83952.502.
- Tourist Attraction Distance Variable (X5), according to the data obtained from respondents, it can be described that the average value (mean) is 36.72, where the smallest value is 1 km while the highest value is 90 km with and the standard deviation is 27.237.

- f. Variable Length of Visit (Y), according to the data obtained from respondents, it can be described that the average value (mean) is 11.60, where the smallest value is 4 hours while the highest value is 20 hours with a standard deviation of 5.260.

### 3.3 Multiple Linear Regression Analysis Results

This analysis is used to determine the influence between the variables of Infrastructure, Services, Tourist Attractions, Tourism Costs, and Tourist Attractions Distance on Decision Making. The results of Multiple Linear Regression testing with the SPSS program are as follows in Table 9. Based on table 9, the following results can be formulated:

$$Y = 15.898 + 2.249X_1 + 1.652X_2 + 1.338X_3 + 1.034X_4 + 0.133X_5 + e \quad (1)$$

With Interpretation in the form of:

- The constant value ( $\alpha$ ) is 15.898. This means that if there is no influence of the independent variables consisting of Infrastructure, Services, Tourism Attractions, Tourism Costs and Tourist Attractions Distance, the amount of the dependent variable (Decision Making) is 15.898.
- The regression coefficient value of the Infrastructure Facilities variable ( $x_1$ ) is 2.249 with a positive direction. This happens if every increase in the Infrastructure Facilities variable will increase the Length of Stay variable by 2.249 (hours) assuming other independent variables remain.
- The regression coefficient value of the Service variable ( $x_2$ ) is 1.652 with a positive direction. This happens if every increase in the Service variable will increase the Length of Stay variable by 1.652 (hours) assuming the other independent variables remain.
- The regression coefficient value of the Tourism Attraction variable ( $x_3$ ) is 1.338 with a positive direction. This happens if every increase in the Tourism Attraction variable will increase the Length of Stay variable by 1.338 (hours) assuming the other independent variables remain.
- The regression coefficient value of the Tourist Fee variable ( $x_4$ ) is 1.034 (Rp) with a positive direction. This happens if every increase in the Tourist Fee variable will increase the Length of Stay variable by 1.034 (hours) assuming the other independent variables remain.
- The regression coefficient value of the Tourist Attraction Distance variable ( $x_5$ ) is 0.133 (Km) with a positive direction. This happens if every increase in the Tourist Attraction Distance variable will increase the Length of Visit variable by 0.133 (hours) assuming the other independent variables remain.

### 3.4 Classical Assumption Test Results

The normality test is used by value of significance of kolmogorov smirnov. Based on the results of the normality test on the data used in this study through the SPSS program shown in table 10 above, the value is obtained Asymp.Sig. (2-tailed) of the research variables Infrastructure, Services, Tourist Attractions, Tourist Fees, Tourist Attractions Distance and Decision Making add is 0.087. Because the value of Asymp.Sig. (2-tailed)  $0,087 > 0,05$  then it can be concluded that the five research variables are normally distributed.

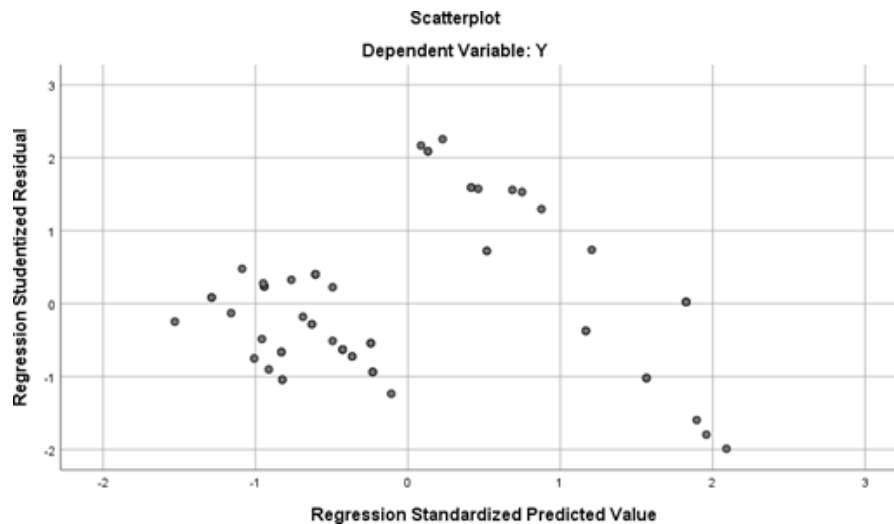
**Table 10 Normality and Multicollinearity Test Result**

Model	Collinearity Statistics		Sig (Kolmogorov Smirnov)
	Tolerance	VIF	
1			
Infrastructure Facilities	0.937	1.068	
Services	0.810	1.234	
Tourist Attraction	0.709	1.410	<b>0.087</b>
Cost of Tourism	0.250	3.996	
Distance to Tourist Attractions	0.253	3.955	

Based on table 10 above, it can be seen that the value of tolerance the infrastructure variable is  $0.937 > 0.10$  and VIF value  $1.068 < 10$ , service variable  $0.810 > 0.10$  and VIF value  $1.234 < 10$ , tourist attraction  $0.709 > 0.10$  and VIF value  $1.410 < 10$ , tourist fees  $0.250 > 0.10$  and VIF value  $3.996 < 10$ , tourist attractions distance  $0.253 > 0.10$  and VIF value  $3.955 < 10$  So it can be concluded based on the results of the multicollinearity test in this study there are no symptoms of multicollinearity between the independent variables. Test To detect



the presence or absence of heteroscedasticity in this study, it can be seen from the following scatterplot graph:



**Figure 1 Heteroscedasticity Test Results**

Based on Figure 1, the scatterplot shows that the resulting points spread randomly and do not form a pattern and are scattered above and below or around the number 0 on the Y axis, this indicates that there is no heteroscedasticity in this regression model.

### 3.5 Hypothesis Test Results

The t statistical test is also called the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable. To determine the t table, the first is by determining the confidence level ( $\alpha$ ) divided by two because the t test performs two-way testing. The second is to determine the free degree (df) by means of the number of respondents (n) minus the number of variables (independent and dependent). The t table value is obtained by determining the confidence level, namely 0.05:  $2 = 0.025$  and determining the degree of freedom, namely  $60 - 6 = 54$ . This means that the t table value can be seen from the 0.025 confidence level column and the df in the 54 column is 2.004. Based on table 9.

- a. It is known that the significant value for the effect of the Infrastructure Facilities variable (X1) on the Decision Making variable (Y) is  $0.029 < 0.05$  and the calculated t value is  $2.249 > t$  table 2.004. So it can be concluded that H1 is accepted, which means that infrastructure facilities have a significant effect on tourist decision making.
- b. It is known that the significant value for the effect of the Service variable (X2) on the Decision Making variable (Y) is  $0.005 < 0.05$  and the t value is  $2.950 > t$  table 2.004. So it can be concluded that H2 is accepted, which means that the services provided have a significant effect on tourist decision making.
- c. - It is known that the significant value for the effect of the Tourist Attraction variable (X3) on the Decision Making variable (Y) is  $0.018 < 0.05$  and the calculated t value is  $2.443 > t$  table 2.004. So it can be concluded that H3 is accepted, which means that tourist attraction has a significant effect on tourist decision making.
- d. It is known that the significant value for the effect of the Tour Cost variable (X4) on the Decision Making variable (Y) is  $0.024 < 0.05$  and the calculated t value is  $2.324 > t$  table 2.004. So it can be concluded that H4 is accepted, which means that tourism costs have a significant effect on tourist decision making.
- e. It is known that the significant value for the effect of the Tourist Attraction Distance variable (X5) on the Decision Making variable (Y) is  $0.000 < 0.05$  and the calculated t value is  $9.551 > t$  table 2.004. So it can be concluded that H5 is accepted, which means that the distance of tourist attractions has a significant effect on tourist decision making.

Based on calculated F value is  $38.445 > F$  table 2.39 and the significance level is smaller than the standard level of significance  $0.000 < 0.05$ . So the decision that can be taken is  $H_a$  accepted. This means that the variables together have an effect on travel decision making. From the table above, it can be seen that the R value is 0.884, while the R Square value is 0.781 or 78.1%, which means that the ability of the model

variables to explain the phenomenon of infrastructure facilities, services, tourist attractions, tourist fees, tourist attractions distance in influencing visiting decisions is 78.1%. While the remaining 21.9% or 0.219 can be influenced by other variables not examined in this study.

### 3.6 Discussion

#### 3.6.1 The Effect of Infrastructure Facilities on Traveling Decisions to Tourism in Sugian Village

Based on this research, the t test results show that the t value is 2.249 with a t table of 2.004, so the t value > t table. While the significant value of the business capital variable is 0.029 < 0.05. So that testing the hypothesis of this study is H1 accepted and H0 rejected. This explains that partially infrastructure facilities have a significant effect on the decision of tourists to visit tourism in Sugian Village. The effect is positive, meaning that the easier and more effective the infrastructure facilities provided at tourist attractions, the longer it will take tourists to travel or visit tourism in Sugian Village because infrastructure facilities in traveling are something that can facilitate a person in traveling. With complete and adequate infrastructure facilities, someone can comfortably come to travel to a tourist location. Tourists in making a trip certainly require various infrastructure facilities to facilitate tourists in carrying out tourism activities. The results of this study are in accordance with research conducted by Putri et al. [15] that the facilities and infrastructure variable has a positive and significant effect on decision making. This is also in accordance with other research conducted by Zhuang et al. [16] that the facilities and infrastructure variable has a positive and significant effect on decision making.

#### 3.6.2 The Effect of Service on Traveling Decisions to Tourism in Sugian Village

Based on this research, the t test results show that the t value is 2.950 with a t table of 2.004, so the t value > t table. While the significant value of the business capital variable is 0.005 < 0.05. So that testing the hypothesis of this study is H2 accepted and H0 rejected. This explains that partially the service has a significant effect on the decision of tourists to visit tourism in Sugian Village. The effect is positive, meaning that the better the service provided to tourists, the more often someone wants to come for a trip. One of the factors that can be improved to maximize the experience of tourists to come to travel is to provide good and satisfying services and in accordance with what tourists expect, with this, it will be able to increase the length of time tourists visit to come to travel at the Sacred Sacred Water Tourism Park in Sugian Village. The results of this study are in accordance with research conducted by Aburayya et al. [17] that service variables have a positive and significant effect on decision making. This is also in accordance with other research conducted by Alauddin et al. [7] that service variables have a positive and significant effect on decision making.

#### 3.6.3 The Effect of Tourism Attraction on Traveling Decisions to Tourism in Sugian Village

Based on this research, the t test results show that the t value is 2.443 with a t table of 2.004, so the t value > t table. While the significant value of the business capital variable is 0.018 < 0.05. So that testing the hypothesis of this study is H3 accepted and H0 rejected. This explains that partially tourist attraction has a significant effect on the decision of tourists to visit tourism in Sugian Village. The effect is positive, meaning that the better or more tourist attractions that are presented, the longer tourists will enjoy the attractions provided for traveling. Tourism attraction is one of the important elements in the development of tourism. One of the main motivations for visitors to make tourist visits is the tourist attraction itself which can include natural tourist attractions of land and sea, as well as in the form of buildings and so on. Tourist attractions must be preserved because tourist attractions can be an advantage for tourists to come visit. The results of this study are in accordance with research conducted by Jannah et al. [18] that the tourist attraction variable has a positive and significant effect on decision making.

#### 3.6.4 The Effect of Tourist Fees on the Decision to Travel to Tourism in Sugian Village

Based on this research, the t test results show that the t value is 2.324 with a t table of 2.004, so the t value > t table. While the significant value of the business capital variable is 0.024 < 0.05. So that testing the hypothesis of this study is H4 accepted and H0 rejected. This explains that partially tourism costs have a significant effect on the decision of tourists to visit tourism in Sugian Village. The effect is positive, meaning that the longer tourists visit, the greater the tourist costs incurred by tourists to enjoy the attractions



provided [19]. Tourist costs are an amount of money spent by tourists during tourism activities and are one of the factors considered in conducting a tourist trip.

### 3.6.5 The Effect of Tourist Attraction Distance on Traveling Decisions to Tourism in Sugian Village

Based on this research, the t test results show that the t value is 9.551 with a t table of 2.004, so the t value > t table. While the significant value on the tourist attraction distance variable is 0.000 < 0.05. So that testing the hypothesis of this study is H5 accepted and H0 rejected. This explains that partially the distance of tourist attractions has a significant effect on the decision of tourists to visit tourism in Sugian Village. The effect is positive, meaning that the farther the distance between tourists and tourist attractions, the longer it will take tourists to enjoy the attractions provided. Strategic tourist locations, easily accessible to all groups of tourists can be an important point for someone in traveling. Tourists who are closer to the location tend to make more frequent visits because in addition to the close distance the costs incurred are of course less. The results of this study are in accordance with research conducted by Kement et al. [20] that the tourist location variable has a positive and significant effect on decision making.

## 4. Conclusion

Based on the results of the study, it is concluded that partially, infrastructure facilities, services, tourist attractions, tourism costs, and tourist attractions distance have a significant influence on tourists' decision making to visit the Sacred Sacred Water Tourism Park, Sugian Village, Sambelia District, East Lombok Regency. In addition, simultaneously, the five variables also have a significant effect on tourist decision making. Therefore, tourism managers are expected to be able to keep tourism costs affordable for all groups of tourists. In addition, they also need to improve the quality of infrastructure, services, and tourist attractions provided to ensure the comfort of tourists when visiting. Thus, this effort is expected to maintain and increase tourists' decision to visit the Sacred Sacred Water Tourism Park in Sugian Village.

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