

# The Success Factors of Tourists' Intention to Visit Cirebon Town, West Java, Indonesia

Riyanto Wibowo, Toni Ari Wibowo, Obsatar Sinaga

1

**Abstract:** *In the business of tourism, factors of product quality and service quality, could affect the perceptions and satisfaction of tourists during the tour could affect the desire of tourists to return to the city of Cirebon. Domestic tourists visiting the city of Cirebon are varied and contributed to the development of tourism in the city of Cirebon. This research identifies the critical success factors of the tourist to visit the Cirebon Town as a city of their destination for vacation. The word of mouth, perception and the environment are vital for the growth of the tourism business and this research found that these determinants contributes to the successfulness of the tourism industry in the Cirebon. The travel agencies in Cirebon Town must engage in promotional activities as well as their service quality in order to enhance their core-competencies by way of developing synergy among their employees and achieve better performance. Thus, this research found that perception and the environment are the critical success factors for tourist to perform visitation at the Cirebon Town, Indonesia. The word of mouth (WOM) has been found as not significant and does not affect the intention of the tourist to visit the city of Cirebon.*

**Keywords:** *Tourist, Perception*

---

## I. INTRODUCTION

### 1.1 Background

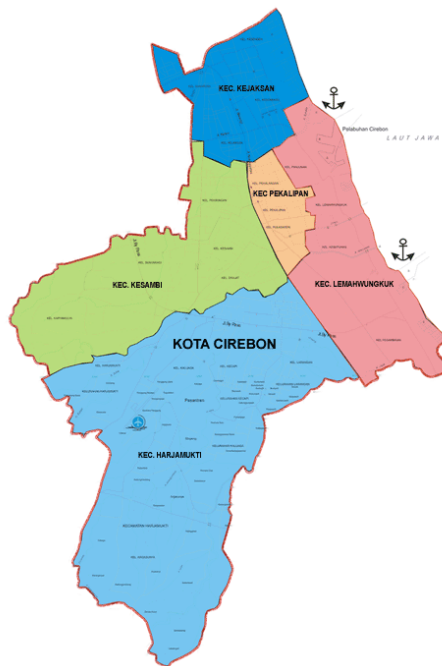
Tourism is an interrelated activity between one another, whereas this tourism activity is multidimensional and multidisciplinary among various regions. Tourism activities are also a manifestation of the interaction of the needs of each person or country as well as the interaction between tourists with the local community, tourists with tourists, tourists with the government and tourists with entrepreneurs. The areas that raised the main concern in tourism activities are the interaction between tourists and local communities, the government and entrepreneurs in the city of Cirebon.

Cirebon City is located at 108°33 East Longitude and 6°41 South Latitude on the North coast of Java Island, the eastern part of West Java, extending from west to east  $\pm 11$  Km with an altitude of sea level  $\pm 5$  M (including lowlands). Cirebon City has an administrative area of 37.36 km<sup>2</sup> which is divided into five districts, namely: Harjamukti, Lemahwutut, Pekalipan, Attorney General and Kesambi. Harjamukti has the largest area reaching 17.62 km<sup>2</sup> (47.15%) with a height of 18 meters above sea level, while the smallest Pekalipan only reached 4.18%, (BPS Cirebon City 2018) as shown in the Cirebon City map as follows:

Image of Cirebon city map

---

<sup>1</sup> Politeknik Pariwisata Prima Internasional<sup>1,2</sup> Universitas Padjadjaran<sup>3</sup>,  
riyantowbw@poltekparprima.ac.id  
(toni@poltekparprima.ac.id)  
Obsatar.sinaga@unpad.ac.id



According to Parasuraman et al in Tjiptono (2006), ten dimensions of service quality appropriate for use in service businesses or services. These dimensions are known as service quality or SERVQUAL, which consists of: Reliability, Responsiveness, Competence, Accessibility, Courtesy, Communication, Credibility, Security, Understanding / knowing the customer, and Tangibles. Product quality and service quality provided to domestic tourists on tourist objects and attractions in the city of Cirebon will provide views or perceptions for tourists, both before the tourists come to the city of Cirebon, as well as after tourists enjoy and use the objects and tourist attractions in Cirebon City as a tourist destination, so that it can be measured the perception of satisfaction of domestic tourists towards tourist objects and attractions.

Based on the explanation above, it is important to examine the perceptions of domestic tourists on the quality of tourism products and services and analyze the interests of domestic tourists to return to the city of Cirebon.

### **1.2 Problem Statement**

The statements of the problems that will be highlighted in the study are as follows:

- a. The characteristics of domestic tourists visiting to travel in the city of Cirebon
- b. The desires of domestic tourists who visit to travel in the city of Cirebon
- c. The perception of domestic tourists that influence the decision to visit the city of Cirebon as a tourism destination.

## **II. RESEARCH OBJECTIVES**

The purpose of this research is to find out and to determine factors that affect the decision of the tourist to visit the city of Cirebon as their tourism destination.

## **III. LITERATURE REVIEW**

### **2.1 Definition of Tourism**

Tourism comes from two syllables, namely pari and tourism. Pari means many, or many times and the meaning of tourism is travel or traveling, so tourism is a travel activity that can be done many times or many that are carried out from one place to another. The following understanding of tourism that can be used as a basis for thinking about tourism is as follows:

a. Law No. 9 of 1990, tourism is everything related to the organization and management of tourist objects and attractions, tourism facilities, tourism service businesses, and other related businesses;

According to the World Tourism Organization (WTO), tourism is the activity of someone who travels to or lives in a place outside his usual environment for no more than one year continuously, for pleasure, business or other purposes. Attractions could attract tourists to visit the preferred location. Infrastructure and transportation are needed for tourists and normally, they are attracted to a location because of certain characteristics. One of the characteristics that attract tourists is the natural condition, which surrounding is safe and natural so that tourists feel at home and feel comfortable. Another characteristic is the climate and weather. The tourists have to know the climate and weather of a place or area that will be their visit, so they could prepare themselves with the clothing to suit with the weather condition before they visit the place or area. The next characteristic that can attract tourists is culture. Hence, if tourists visit a tourist spot, one of the things they want to learn from the area is its culture in which the tourists feel impressed and could gain knowledge about a culture or the unique environment of a place.

Besides culture, the other thing that could attract tourists is the history. In addition, tourists are also interested in an ethnic of a tourist destination and other characteristics that could attract tourists and could be considered as the most important thing for tourists is the accessibility, because accessibility is one of the main factors for tourist to visit certain places. The planning and management of natural, socio-cultural and tourist attractions of special interest must be based on national and regional development plan policies. If the two policies have not been arranged, the tourist attraction development planning team must be able to assume a policy plan that is relevant to the area concerned. A tourist attraction must meet the requirements for the development of the region, according to Maryani (1991: 11) these requirements, including (1) What to see that in that place there must be different tourist objects and attractions that the area must have special attractions and cultural attractions that can be used as "entertainment" for tourists.

#### **IV. RESEARCH METHODOLOGY**

##### **3.1 Data Collection Techniques**

In this study, researchers collected data using questionnaires and interviews. According to Sugiyono (2019), the questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The questionnaire is an efficient collection technique if the researcher knows for sure the variables to be measured and knows what is expected of the respondent, but it is also suitable to be used if the number of respondents is quite large and spread over a wide area. Meanwhile, according to the Mahadewi (2012), the questionnaire is a list that contains a series of questions about a problem or area to be examined. In the questionnaire given to respondents is in the form of a Likert scale and is often used to measure attitudes, opinions, and respondents' perceptions of an object. This Likert scale uses the answer selection score criteria that is strongly agree (SS) with a score of 5. Agree (S) with a score of 4, neutral (N) with a score of 3, disagree (TS) with a score of 2 and strongly disagree (STS) with score 1 for tourist objects and attractions, tourist accessibility while in the city of

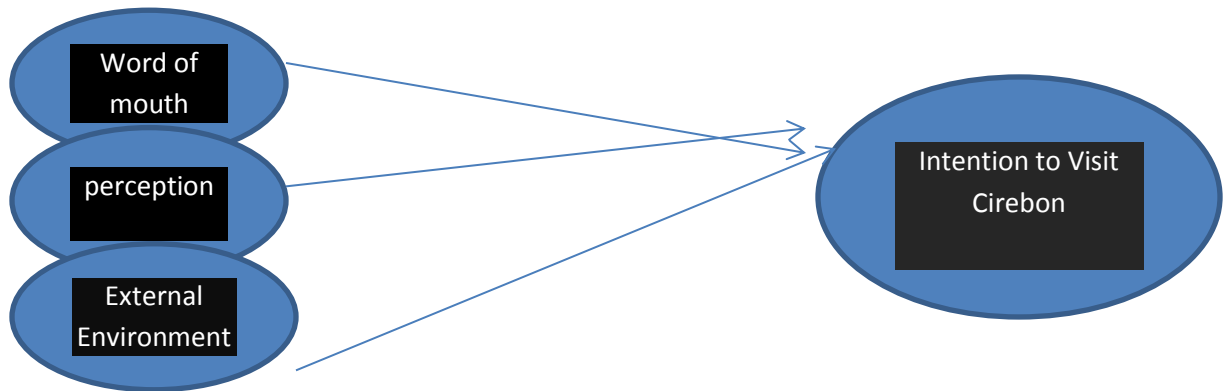
##### **3.5 Population and sampling**

In this study, the selected population has a close relationship with the problem under study. Population is the object of the researcher or used as a source of data from a study, Sugiyono (2012: 297) said "in quantitative research, populace is defined as a generalization area consisting of objects and subjects that have certain qualities and characteristics set by researchers to study and draw conclusions" . The population in this study is the Cirebon visitors. The author made

observations and brief interviews with the manager of the Travel agencies, Department of Tourism and the community in Cirebon Town.

The sample is part of the elements of the population to be studied. The basic idea of sampling is that by selecting parts of the population elements, conclusions about the whole population are expected to be obtained, Cooper & Pamela (2001). The economic advantage of sampling is that it costs less and provides faster results. The respondents of this study consisted of visitors of all ages and genders who came to the Palace of Kacirebonan.

**Theoretical Framework for this research**



**Hypothesis testing**

**Hypotheses**

H<sup>1</sup>: The word of mouth (WOM) has a positive significant relationship with the intention of tourist to visit Cirebon Town

H<sup>2</sup>: The perception of the tourist has a positive significant relationship with the intention of tourist to visit Cirebon Town.

H<sup>3</sup>: The external environment has a positive significant relationship with the intention of tourist to visit Cirebon Town.

**V. RESULTS**

**4.1 ANALYSIS OF FINDINGS AND DISCUSSION**

From a total of 500 questionnaires distributed, 450 of them were collected out of which only 400 (response rate of 80%) were usable. 250 (62.5%) were males and 144 (37.5%) were females.

**Reliability Test for This Research**

Table 1: Cronbach’s alpha analysis

Questions Category	Cronbach’s Alpha	No of Items
Word of Mouth	0.701	10
Perception	0.725	10
External Environment	0.745	10

According to Hair et al. (1998), the value of 0.7 is acceptable for the reliability test and therefore, the data in this research has been found as reliable. The reliabilities which is less than 0.6 is being considered as poor and not reliable to be used in social science the research. Thus, all components in Word of Mouth (WOM) perspective have been found reliable in this research.

According to Hair et al. (1998), the value of 0.7 is acceptable for the reliability test and therefore, the data in this research has been found as reliable. The reliabilities which is less than 0.6 is being considered as poor and not reliable to be used in social science the research. Thus, all components in Word of Mouth (WOM) perspective have been found reliable in this research. Thus, all components in perception perspective have been found reliable in this research.

According to Hair et al. (1998), the value of 0.7 is acceptable for the reliability test and therefore, the data in this research has been found as reliable. The reliabilities which is less than 0.6 is being considered as poor and not reliable to be used in social science the research. Thus, all components in Word of Mouth (WOM) perspective have been found reliable in this research. Thus, all components in External Environment perspective have been found reliable in this research.

**Table 2: Summary of Result of Pearson Correlation Analysis**

Variables	R Value	R-Square	F-Statistic	Std Error Estimate	P-value	Conclusion
<b>Word of Mouth</b>	0.02	0.01	0.24	0.34	0.627	<b>Not Significant at p&lt;0.001</b>
<b>Perception</b>	0.04	0.02	0.35	0.24	0.05	<b>Significant</b>
<b>External Environment</b>	0.03	0.02	0.45	0.44	0.05	<b>Significant</b>

Source: Analysis of Data Survey

**Table 3: Pearson Correlation Analysis**

Perspectives	Pearson's R	R <sup>2</sup>	F-statistic	p-value
Word of Mouth	0.02	0.001	0.24	0.627

**Result of the Pearson Correlation Analysis (PCA)**

Referring to table 3, the PCA evaluated the Word of Mouth (WOM) perspective and was not significant with a p value > 0.001 (0.627) and with Pearson's R value as 0.02. Thus, Word of Mouth was not a significant predictor of EA because the R value was 0.02 and R square was 0.001 with p value more than 0.001. Each component of Word of Mouth perspective had no significant proportion of its variance explained by Intention to visit Cirebon (IVC) components. Hypothesis 1, which states that there is evidence of a significant positive relationship between the Word of Mouth and was not supported in this research.

**Regression Analysis**

**Table 4: Summary of Regression Analysis**

Variables	R Value	R-Square	β	Std Error of Estimate	P-value	Conclusion
Word of	0.02	0.01	0.008	0.34	0.627	<b>Not</b>

Mouth						<b>Significant</b>
Perception	0.27	0.03	0.06	0.33	$\leq 0.05$	<b>Significant</b>
External Environment	0.35	0.06	0.08	0.36	$\leq 0.05$	<b>Significant</b>

Source: Analysis of Data Survey

A standard regression was performed between Intention to visit Cirebon (IVC) as the dependent variable and Word of Mouth as the Independent variable. The correlation coefficient ( $R=.24$ ) was significantly different from zero,  $F(1,398) = 0.236$ ,  $p>0.001$ , and 0.1% of the variation in the dependent variable was not explained by the sets of independent variables ( $R^2 = .001$ ). Word of Mouth,  $\beta=.008$ ,  $t=.48$ ,  $p>0.001$ , was found not to significantly contribute to prediction of Intention to visit Cirebon.

The overall result of the regression model is significant as  $p=0.627$ , is more than the threshold of 0.05. This indicates that Word of Mouth as the independent variable does not significantly affect the dependent variable, the Intention to visit Cirebon (IVC). The value of standardized coefficient also indicates the relative importance of this independent variable in the Regression analysis. Referring to Table 4, for Word of Mouth, it is a negative relationship ( $\beta=-0.24$ ). The result of the standardized coefficient (beta) reveals that Word of Mouth ( $\beta=-0.08$ ) is relatively not an important predictor towards Intention to visit Cirebon (IVC) as the variable is significant. Therefore, Hypothesis  $H_1$  is not supported.

This research found that the relationship between word of mouth and the intention of tourist to visit Cirebon Town is not significant. Furthermore, the external environment has been another critical factor in determining the intention of tourist. Hence, the tourism companies in Cirebon must use their core-competency to attract more visitors and perform strategies that would increase the number of visitors. The result also showed that the external environment factors such as politics, economics, social, technology, legal and environment has affected the number of tourists to visit Cirebon Town.

## VI. CONCLUSION

Tourist attractions can be in the form of art, culture, nature, historical relics, sports or objects that are natural or that have received human intervention. According to Soekadijo in Soeroso (2006), a tourist attraction or tourist attraction is an embryo / initial capital to determine the policy of a tourist destination (DTW) and tourism can emerge because it starts with an attractive tourist attraction. In the development of technology and science, tourism objects can be created and engineered in accordance with the dynamics of changing demands periodically. So tourism should always conduct an assessment of strengths, weaknesses, knowing opportunities and obstacles or threats. In this research, the researchers found out that Cirebon Town is planned not as a tourist attraction solely that makes people and the village environment as museum objects to watch and enjoy, but rather as a tourist village intended as a form of utilization of Tourism businesses to improve the welfare of the local community. Therefore, it is expected that mutualism can occur between local people and tourists. The tourism village will be seen as a living cell. As a cell, the village will be linked to a larger network (various regional systems) and have various elements (sub-systems of the village) that cannot be abandoned. As a cell, the village must maintain its identification and certain characteristics (characteristic of the village). Every development and development program that will be planned for the village will be matched against various local systems, norms, customs and culture. The institutional system that is planned to carry pin programs will be endeavored to the maximum extent possible using a variety of existing local institutions. Likewise, community participation will be optimized, so that a community-based and community-based development system can be obtained (Prasiasa, 2013)

## VII. REFERENCES

- [1] Al-Ababneh, M. Marketing in Travel and Tourism, 3rd edition, Elsevier, Service Quality and its impact on Tourist Satisfaction, *Interdisciplinary Journal of Contemporary Research In Business*, vol. 4, no 12, April 2003.
- [2] Baker, MJ.2000, 'Writing a Literature Review', *The Marketing Review*, vol.1, pp.21-47Kota Cirebon dalam angka, no katalog: 1102001.3274
- [3] Cavana, RY, Delahaye, BL & Sekaran, U 2001, *Applied Business Research: Qualitative and Quantitative Methods*, Singapore: John Wiley & Sons.Middleton,V. and Clarke, J. (2001).
- [4] Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E.& Tatham, R.L. (1998). *Multivariate Data Analysis*, Upper Saddle River, NJ: Prentice Hall.
- [5] Lehman, E 1974, *Non-parametrics: Statistical Method based on ranks*, San Francisco: Holden Day.
- [6] Remenyi, D, Williams, B, Money, A & Swartz, E 1998, *Doing Research in Business and Management: An Introduction to Process and Method*, Sage Publications, Great Britain.
- [7] Saudi, M.H.M, Sinaga, O. Jabarullah, N.H., The Role of Renewable, Non-renewable Energy Consumption and Technology Innovation in Testing Environmental Kuznets Curve in Malaysia, *International Journal of Energy Economics and Policy*, 9(1):299-307, December 2018.
- [8] Saunders, M, Lewis, P & Thornhill, A 1997, *Research Methods for Business Students*. Pitman Publishing, London.
- [9] Sekaran, U. (2000). *Research Methods for Business: A Skill Building Approach*, John Wiley, New York.
- [10] Soekadijo, dalam Suroso. 2006 "Reinventing obyek wisata kota Semarang sebagai daya tarik tujuan wisatawan asing, Thesis, Program pasca sarjana Magister Lingkungan dan Perkotaan, Universitas katolik Soegijapranata, Semarang
- [11] Tjiptono, F. 2001. Strategi Pemasaran. Edisi Pertama. Yogyakarta: Andi Offset.
- [12] UU Republik Indonesia No. 9 Tahun 2009 tentang kepariwisataan
- [13] Yoeti, Oka A., Perencanaan Strategis Pemasaran Daerah Tujuan Wisata (Jakarta: Pradnya Paramita, 2002
- [14] Inskeep dalam Suprpto, Aris. 2005" Analisis penawaran dan permintaan wisata dalam pengembangan potensi pariwisata di keraton Surakarta Hadiningrat, Program Studi Magister Teknik Pembangunan Wilayah dan Kota, Program, Pasca Sarjana Universitas Diponegoro, Semarang
- [15] Medlik dalam Ariyanto, 2005. Ekonomi Pariwisata, Jakarta: pada
- [16] United Nation Educational, Scientific and Cultural Organization (UNESCO) dan Program Vokasi Universitas Indonesia bekerjasama dengan Departemen Kebudayaan dan Pariwisata Republik Indonesia ,2009, Pariwisata Pusaka, masa depan bagi kita, alam, dan warisan budaya bersama., UHJAK/2009/PI/H/6.
- [17] Zikmund, WG 2003, *Business Research Methods* (Fifth edn.), Ohio: South-Western
- [18] Thomson.