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Tourist Attractions and Travel Decisions at Pemandian Air Hangat Candi Umbul Magelang

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Abstract: - This study aims to determine the relationship between tourist attraction and the decision to travel to Pemandian Air Hangat Candi Umbul Magelang and the extent to which the effective contribution of tourist attraction to the decision to travel to Pemandian Air Hangat Candi Umbul Magelang. This research uses a quantitative approach with Pearson's Product Moment correlation technique. This research was conducted at the Pemandian Air Hangat Candi Umbul tourist attraction, Magelang, Central Java, with the research subjects being visitors to the tourist attraction. The instrument in this study is a travel decision scale and a tourist attraction scale. This research hypothesizes that there is a positive relationship between tourist attraction and the decision to travel to Pemandian Air Hangat Candi Umbul, Magelang. The higher the tourist attraction score, the higher the decision to travel to Pemandian Air Hangat Candi Umbul, Magelang. On the other hand, the lower the tourist attraction score, the lower the decision to travel to Pemandian Air Hangat Candi Umbul, Magelang. The hypothesis testing results indicate a significant positive relationship between travel decisions and tourist attraction, with $r = 0.534$ and $p<0,05$. It means a positive relationship exists between the decision to travel and the tourist attraction to Pemandian Air Hangat Candi Umbul, Magelang. The practical contribution of tourist attractions to the decision to travel to Pemandian Air Hangat Candi Umbul, Magelang, is 28,5%

Key-Words: Tourist Attraction; Travel Decision; Pemandian Air Hangat Candi Umbul

1 Introduction

The Pemandian Air Hangat Candi Umbul is in Candi Umbul, Kartoharjo Village, Grabag District, Magelang. This tour has a warm spring at Candi Umbul that never dries up, even during the dry season, [1]. Hot water keeps flowing in the ancient bathing pool hidden among the hills and green rice fields. Pemandian Air Hangat Candi Umbul Tourism has much potential to develop and is better known to the broader community. Some visitors believe bathing in this pool to treat skin diseases such as itching, rheumatism, high blood pressure, and other diseases by soaking in the pool water.

Based on the results of an interview in March 2022 with the manager of the Pemandian Air Hangat Candi Umbul, it concluded that visitors during the pandemic were very low even though the entrance ticket was relatively cheap. The following is visitor data from January to June 2022, which is presented in Table 1.

The results of observations in February 2022 can be described that the parking area is narrow, bathrooms and changing rooms are not adequate, the garden area has not been used optimally, there is no place to store goods, mobilization of ticket payments and parking that is not regular, unprofessional managers, lack of entertainment events, lack of security, and surveillance systems around tourist attractions, as well as environmental cleanliness that is not paid attention to. This is supported by the results of research from [2] that there are still several development priorities that

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must be carried out by the manager of the Pemandian Air Hangat Candi Umbul, including promotion, maintaining environmental cleanliness, preserving natural resources, improving the quality of human resources, increasing the level of security and supervision and maintenance and use of vacant land.

Table 1. Number of Tourists at Pemandian Air Hangat Candi Umbul in 2022

Month	Amount traveler
January	1872
February	1208
March	1180
April	731
May	2380
June	1570

Sources: Visitor Notes Pemandian Air Hangat Candi Umbul
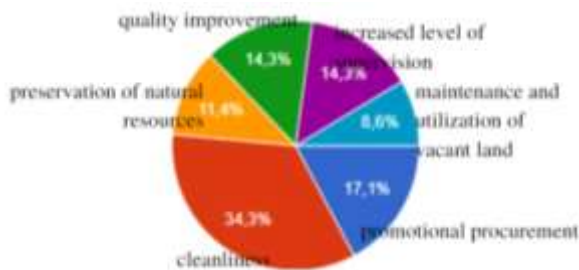

Fig. 1: Priority for Pemandian Air Hangat Candi Umbul Development

The tourism sector significantly impacts economic growth, especially in tourist destination cities, because it can provide job opportunities, increase income, change living standards, and the welfare of the community around tourist attractions. The decision to visit is an action taken by tourists because of an impulse or motive to give rise to interest or encouragement to fulfill their needs and desires. The decision to visit a tourist attraction is closely related to consumer behavior. The visiting decision-making process is a process that determines tourists to take a tour. The development of a tourist attraction must be distinct from the decision to visit tourists because of the attraction in the tourist attraction, [3].

One of the factors that influence the decision to visit a tourist attraction. The decision to choose a tourist destination is determined more by the attractiveness of the tourist destination to be visited, [4]. Attributes of tourist destinations consist of 10A: Awareness, Attractiveness, Availability, Access, Appearance, Activities, Assurance, Appreciation, Action, and Accountability, [5], [6].

Furthermore, the tourist's decision to choose a tourist attraction is a form of decision-making, [3], [7]. Individuals act rationally in processing the information received and consider the risks arising from their actions before committing a specific behavior. A tourist attraction is everything that has uniqueness, beauty, and value in the form of the diversity of natural wealth, culture, and artificial products that are the target or destination of tourist visits, [4], [8]. A tourist attraction is an object that has an attraction to be seen, watched, and enjoyed that is worthy of being sold to the tourist market, [9], [10].

Based on the background description above, researchers are interested in knowing the relationship between tourist attraction and the decision to travel at the *Pemandian Air Hangat Candi Umbul Magelang* and the effective contribution of tourist attraction to the decision to travel at the *Pemandian Air Hangat Candi Umbul Magelang*.

Problem formulation in this study is whether there is a relationship between tourist attraction and the decision to travel to the Pemandian Air Hangat Candi Umbul Magelang and the effective contribution of tourist attraction to the decision to travel to the Pemandian Air Hangat Candi Umbul Magelang?

1.1 Travel Decision
Purchasing decisions are a problem-solving process, including the introduction of needs and wants, information seeking, consumer service, purchase decisions, and behavior after purchase, [11]. The decision to visit is a decision taken by someone who will travel to a particular tourist spot for a vacation. The visitor's decision to choose the chosen tourist object is a form of decision-making, [12], [13]. The decision to visit is a person's buying behavior in determining a choice of tourist attractions to achieve satisfaction according to consumer needs and desires, including problem recognition, information search, evaluation of alternative purchase decisions, and behavior after purchase, [14].

Based on the above understanding, it concluded that the decision to travel is the buying behavior of consumers (tourists) in determining a choice of tourist attractions to satisfy their needs and desires.

1.2 Travel Decision Aspects
The aspects of travel decisions in this study use aspects of consumer purchasing decisions consisting of six aspects, namely product or service selection, brand selection, ordering channel

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selection, the timing of purchase, selection of the number of orders, and payment methods, [15].

1.3 Factors Influencing Travel Decisions

The factors that influence the decision to visit are, [16]: a) *Price*. The prices are different, but the facilities are not much different, so potential tourists tend to choose a lower price than a higher price. b) *Tourist attraction*. How big is the attraction of the tourist destination to be visited compared to other tourist areas? c) *case of visiting*. Easy access affects the choice of tourists, namely the availability of smooth transportation and varying prices. d) *information and services before the visit*. Clear information on the places to be visited is needed, for example how to order tickets, the transportation used and so on, e) *image*. A good image will affect the demand for tourism to tourist destinations.

1.4 Tourist Attraction

Tourist attraction is an object that has an attraction to be seen, watched, and enjoyed that is worthy of being sold to the tourist market, [6]. A tourist attraction as anything with uniqueness, beauty, and value in the form of a diversity of natural, cultural, and artificial assets that are the target or destination of tourist visits, [17].

Tourist attraction tourism can be in the form of appearance or natural beauty such as flora and fauna, landscapes, plants, and results of human cultivation such as museums, monuments, temples, historical buildings, and tourist objects that include humans and culture, [18], [19]. Traditional music, dance, and customs. Based on the above understanding, it concluded that a tourist attraction encourages tourists to visit a tourist attraction by the source of the attraction in that place.

1.5 Aspects of Tourist Attraction

This study uses aspects of tourist attraction, [20] namely a) core hence is the level of views of objects that are interdependent or have an organization, meaning that the more coherent the viewer will be, the greater the viewer to choose; b) legibility is the level that can distinguish observers to understand or categorize the contents of the object's view, meaning that the greater the legibility, the more chosen; c) complexity is the number and variety of elements of scenery or objects in the environment, such as housing, shopping complexes, and shopping centers; d) mystery is the level of the view of the object containing confidential information if one is

described in the view, the information you are looking for.

2 Method

2.1 Types of Research

This research method includes the type of research, research subjects, data collection methods, data analysis techniques, and instrument test results. This research is quantitative, with the independent variable of tourist attraction and the dependent variable on the decision to travel. Quantitative data is a research method based on positivistic (concrete data); research data is in the form of numbers that will be measured using statistics as a calculation test tool related to the problem being researched to produce a conclusion, [21].

2.2 Research Subject

The subjects of this study were visitors to the Pemandian Air Hangat Candi Umbul Magelang tourist attraction; a total of 76 visitors were obtained using an accidental sampling technique, namely the selection of sample members conducted on people they met at the Pemandian Air Hangat Candi Umbul Magelang.

2.3 Method of Collecting Data

The data collection method was obtained through a survey using a scale given directly to the research subject. The scale consists of a travel decision scale which is compiled based on decision aspects, [22], a few 48 items, and a tourist attraction scale compiled based on decision aspects, [23], a few 32 items with five answer choices.

2.4 Data Analysis Technique

The statistical method used in this research data analysis is the Pearson product-moment correlation technique, which is processed using the Statistical Product and Service Solution (SPSS) version 25.0 for Windows.

3 Results

3.1 Instrument Test Results

This study used trials because the number of subjects encountered did not match the researcher's target. The results of the item validity and scale reliability tests are:

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Table 1. Validity and Reliability Test Results of Travel Decision Scale

No	Aspect	Amount item beginning	Amount item after trial	R-it value after trial	Coefficient reliability after trial
1.	Election product/service	6	2	0,354-0,525	
2.	Election brand	6	3	0,358-0,439	
3.	Election intermediary	6	5	0,247-0,476	
4.	Determination time purchase	6	5	0,274-0,453	0, 732
5.	Amount booking	6	6	0,214-0,434	
6.	Method payment	6	2	0,203-0,274	
Total		**36**	**22**	**0,203-0,525**	

Table 2. Validity and Reliability Test Results of Tourist Attraction Scale

No	Aspect	Amount item beginning	Amount item after trial	R-it value after trial	Coefficient reliability after trial
1.	*Coherence*	6	3	0,238-0,461	
2.	*Legibility*	6	3	0,262-0,482	
3.	*Complexity*	6	1	0,304	0,465
4.	*Mystery*	6	3	0,291-0,372	
Total		**24**	**10**	**0,238-0,482**	

3.2 Characteristics of Respondents

The characteristics of the subjects of this study varied in age, education level, and several visits. Based on the study results, visitors to tourist attractions are dominated by teenagers aged between 16-24 years with a high school education level and are female.

3.3 Description of Research Data

The description of the research data consisting of the minimum score, maximum score, average value, and standard deviation, Table 3 (Appendix).

3.4 Assumption Test Results

The results of the normality test of this research are as Table 4 (Appendix).

Based on the normality test, the data for the variables of tourist attraction and travel decisions are typically distributed. The results of the linearity test between variables show that the calculated F value at the deviation of linearity is 1.589 with p = 0.109 (p>0.05), meaning that there is a linear relationship between the decision to travel and tourist attraction so that a product-moment correlation analysis can be carried out (see Table 5, Appendix).

The table 5 shows the differences in visitor attractions at the Pemandian Air Hangat Candi Umbul tourist attraction, and there are differences in visitors' travel decisions at the Pemandian Air Hangat Candi Umbul tourist attraction.

3.5 Hypothesis Test Results

The results of data analysis obtained r = 0.534 with p <0.05, which indicates that the research hypothesis can be accepted, can be seen in Table 6 (Appendix). The results of the analysis show that there is a significant positive relationship between tourist attraction and travel decisions. The contribution of tourist attraction to the decision to travel is $R^2 \times 100\% = 28.5\%$.

Table 7 (Appendix) concluded that p = 0.001 (p <0.05) means a relationship between tourist attraction and the decision to travel to the *Pemandian Air Hangat Candi Umbul* Magelang.

4 Discussion

The hypothesis test results showed a significant positive relationship between tourist attraction and travel decisions, with r = 0.534 and p <0.05. This research is by the research of [5], [7], [24], which show that there is a significant relationship between tourist attraction and a tourist's decision to visit a tourist attraction.

Attractiveness and word of mouth partially and simultaneously influence the decision to visit Watu

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Ulo Beach. The results of the multiple determination coefficient (R2) of 0.558 mean that 55.8% of changes in visiting decisions are influenced by attractiveness and word-of-mouth variables. In comparison, the remaining 44.2% is caused by other factors, namely promotion, service quality, the image of tourist objects, and others that are not included in the regression equation [3].

The results of this study also show differences in the tourist attraction of visitors at the *Pemandian Air Hangat Candi Umbul* Magelang attraction. There are differences in the decision to travel to visitors at the *Pemandian Air Hangat Candi Umbul* Magelang tourist attraction. These results are in line with research from [8] that the factors that influence tourist visits to ecotourism areas in Bahoi Village, Likupang Barat District, North Minahasa Regency are the distance traveled, age level, travel costs, and entrance fees. Their age level strongly influences the tendency of tourists to ecotourism diving because statistical tests state that the age level is very significant. While the tendency to visit mangrove ecotourism, the most influencing factor is the age level because statistical tests state that the age level is very significant.

The price of admission to the *Pemandian Air Hangat Candi Umbul* attraction is Rp. 5000.00 (for children) and Rp. 6,000.00 (for adults), which is relatively cheap, does not affect the number of visits to the object. Ticket prices and facilities positively affect the decision to visit the Ubalan Waterpark Pacet Mojokerto tourist attraction, [16]. In their research, [6], they claim that destination attributes had a significant positive effect on the decision to visit the Tirta Empul tourist destination, Tampaksiring. Interesting tourist attractions, easily accessible locations, reasonable entrance ticket prices, accommodations, and unique products are the dominant considerations for tourists to visit these attractions.

Furthermore, the study in [6] reported the promotion had a positive and insignificant effect on the decision to visit tourist destinations, destination attributes had a positive and significant effect on the decision to visit tourist destinations, and place branding had a positive and significant effect on the decision to visit tourist destinations.

The formation of place branding is influenced by destination attributes, and decision-making to visit tourist destinations is influenced by place branding. The practical contribution of tourist attractions to travel decisions is 28.5%, and other factors influence the rest. The *Pemandian Air Hangat Candi Umbul* tourist attraction has several facilities. However, they are still poorly maintained, such as a dirty prayer room, an unclean pool (mossy), an unpleasant smell, changing rooms, and poorly maintained toilets. Tourist attraction and motivation significantly influence the decision to visit Berawe Beach tourism objects by 25.6%, [15].

In addition, the factors that influence tourist visits include service factors (attitudes and behavior of services, scouting, and information to tourists), infrastructure factors (facilities that support the smoothness of tourist activities while at tourist sites), factors of tourist Objects and Natural Tourist Attractions (ODTWA, namely potential based on natural tourism development that relies on the main potential of natural resources) as well as security factors, levels of disturbance or security insecurity in natural tourism objects will affect the tranquility and comfort of tourists, [8].

The results of [10] conclude that tourist attraction, accessibility, price, and facilities significantly affect tourist interest in visiting. Lake Cipondoh must-have attractions in the form of originality, natural beauty, variety, security, and wholeness. Have an easy-to-reach location, paved and concrete road conditions, and the travel time is very close to Jakarta and South Tangerang. Likewise, for the *Pemandian Air Hangat Candi Umbul* tourist attraction, it is necessary to improve the infrastructure facilities available at the object so that it will impact tourists visiting it many times. Facilities are physical resources that must exist before consumer services are offered, [11].

5 Conclusion

The Tourism Office of Magelang Regency is expected to pay more attention to the needs of the *Pemandian Air Hangat Candi Umbul* tourist attraction related to facilities and infrastructure so that it will attract tourists to visit. For the manager of the *Pemandian Air Hangat Candi Umbul* tourist attraction, it is better to improve the facilities and infrastructure at the attraction, such as cleanliness, tidiness, and the beauty of the environment, so that visitors are more interested in revisiting the place. The community around Magelang Regency influences the development and progress of the Magelang Regency tourist destination, especially the *Pemandian Air Hangat Candi Umbul,* so it is hoped that they will participate in promoting and preserving this tourist attraction for the welfare of the community.

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Conflict of Interest
The authors have no conflict of interest to declare.

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Appendix

Table 3. Data Description of Travel Decision Variables and Tourist Attractions

No	Variable	Hypothetical Score				Empirical Score		
		SD	Mean	Min	Max	SD	Mean	Min
1.	Travel Decision	24	108	36	180	10.18	123.73	104
2.	Tourist Attraction	16	72	24	120	6.08	79.22	66

Table 4. Normality Test Results

No	Variable	Zk -s	p	Meaning
1.	Travel Decision	0.117	0.200	Normal
2.	Tourist Attraction	0.800	0.012	Normal

Table 5. Test the Differences in Tourist Attractions and Travel Decisions

No	Variable	t	Sig (2-tailed)	Mean	Lower	Upper
1	Tourist Attractions	85.333	0.000	35.053	34.234	35.870
2	Travel Decisions	94.767	0.000	81.224	79.516	82.931

Table 6. Hypothesis Test Results

		Tourist Attraction	Travel Decisions
Tourist Attraction	Pearson Correlation	1	0.534**
	Sig. (2-tailed)		0.000
	N	76	76
Travel Decisions	Pearson Correlation	0.534**	1
	Sig. (2-tailed)	0.000	
	N	76	76

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7. The Relationship between Tourism Dancing and Travel Decisions (Chi-Square Tests)

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	480.920[a]	390	0.001
Likelihood Ratio	227.209	390	1.000
Linear-by-Linear Association	21.366	1	0.000
N of Valid Cases	76		

a. 432 cells (100.0%) have expected count less than 5. The minimum expected count is 0.01.