

## The Influence of Facilities and Tourist Attractions on Interest in Revisiting Jambak Sand Beach, Padang City

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### Article history

Submitted: 2025/02/12; Revised: 2025/03/30; Accepted: 2025/04/30

### Abstract

The Indonesian tourism industry has experienced significant development in recent years, especially the marine tourism sector, a favorite destination for domestic and foreign tourists. This study aims to analyze the influence of tourism facilities and tourist attractions on the interest in revisiting Pasir Jambak Beach, Padang City. This research methodology uses a quantitative descriptive approach with multiple linear regression analysis of 96 secondary data samples from 2023-2024, obtained from the Padang City Tourism Office. The study showed that tourist attractions had a dominant influence with a regression coefficient of 0.658 (sig. 0.000), contributing 43.3% to the interest in revisiting. Tourism facilities had a significant effect with a coefficient of 0.542 (sig. 0.000), contributing 29.4%. Simultaneously, these two variables were able to explain the variance in the interest in revisiting by 72.4% ( $R^2 = 0.724$ ,  $F = 123.567$ , sig. 0.000). It can be concluded that the superiority of the natural tourist attractions of Pasir Jambak Beach is the main determinant of tourist loyalty, while tourist facilities function as supporting factors for the realization of an optimal tourist experience. Implications: Tourist destination managers should prioritize the development of tourist attractions based on local uniqueness while maintaining the quality standards of supporting infrastructure.

### Keywords

Revisit Intention; Tourist Attractions; Tourism Facilities.



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## **1. INTRODUCTION**

Indonesia's tourism industry has experienced significant development in recent years, especially the marine tourism sector, which is the prima donna of domestic and foreign tourist destinations. The tourism and creative economy sectors are starting to show positive growth after the difficult period of the pandemic, with various beach destinations in Indonesia again attracting the attention of tourists (Luqma et al., 2023). The city of Padang, as the capital of West Sumatra, has extraordinary beach tourism potential with stunning natural beauty, including Sand Jambak Beach, one of the leading destinations with characteristics and charming sea views (Salviana et al., 2022).

This study's formulation of the problem is focused on an in-depth understanding of the causal relationship between the independent and dependent variables studied. The main problem to be studied is the influence of tourist facilities on tourists' interest in revisiting Pasir Jambak Beach, Padang City, considering that facilities are a fundamental component in determining tourist satisfaction and loyalty to a destination. Furthermore, this study also seeks to analyze how the tourist attraction of Pasir Jambak Beach affects the intention of tourists to make repeat visits, as well as examine the simultaneous influence of these two variables on the formation of tourist interest in revisiting. The formulation of this problem is important to answer to make an empirical contribution to developing sustainable and competitive coastal tourism destination management strategies in an increasingly dynamic tourism competition (Ripno et al., 2021).

However, specific research on the influence of facilities and tourist attractions on interest in revisiting Pasir Jambak Beach, Padang City, is still limited and has not been studied in depth. Beach tourist destinations in Padang City have unique characteristics and different potentials from other beach destinations in Indonesia (Boley et al., 2017). The geographical conditions, local culture, and tourism supporting infrastructure in Padang City require a separate study to understand the factors that affect the behavior of tourists in making repeated visits (Maharani et al., 2023).

This research gap is important considering the increasingly fierce competition between beach tourism destinations in Indonesia. Tourist destination managers must understand the critical factors that can increase tourist interest in returning tourists to optimize destination development and marketing strategies (Azis et al., 2020). A comprehensive understanding of the relationship between tourism facilities and tourist attractions and interest in returning visits will make a theoretical contribution to the development of tourism science and a practical contribution for tourism industry stakeholders (Suharijadi et al., 2023).

Previous research shows that tourist facilities and attractions influence tourist behavior in revisiting a destination (Sulistyono et al., 2024). This condition is in line with the development of the national tourism industry, which shows significant growth, where foreign tourist visits in the first quarter of 2023 cumulatively reached 2.5 million visits, an increase of 508.87% compared to the same period in 2022. This phenomenon indicates the importance of optimizing the factors that affect the interest in repeat visits to maintain the growth momentum of the tourism sector (Hidayat et al., 2023). Recent research findings reveal that the quality of tourist facilities has a significant correlation with tourists' interest in returning to beach attractions, with adequate facilities being the main determinant of visitor satisfaction, as confirmed by research in various beach destinations in Indonesia which shows a consistent pattern regarding the crucial role of facilities in shaping repeat visit intentions (Asfahani et al., 2023).

This study aims to analyze and measure the influence of tourist facilities and tourist attractions on tourists' interest in revisiting Pantai Pasir Jambak in Padang City. In particular, this study seeks to answer questions about the extent to which the tourist facilities available at Pasir Jambak Beach affect tourists' interest in revisiting, how the tourist attractions of the destination play a role in shaping the intention of repeated visits, and how the combination of these two factors simultaneously affects tourist behavior. The theoretical contribution of this research is expected to enrich the literature in the field of tourism, especially in understanding the behavior of tourism consumers in Indonesian coastal destinations. Meanwhile, the practical contribution of this research can provide strategic recommendations for managing Padang City Jambak Beach to improve the quality of facilities and tourist attractions to encourage interest in returning tourists. The results of this research are also expected to be a reference for local governments in formulating sustainable tourism development policies in Padang City.

## **2. METHODS**

This research method uses a quantitative descriptive approach with an integrated causal associative approach of Participation Action Research (PAR) to analyze the effect of tourism facilities and tourist attractions on the interest in revisiting Pasir Jambak Beach, Padang City (Yunda Sari et al., 2020). The data used are secondary data obtained from the Padang City Tourism Office report in 2023-2024 regarding the number of tourist visits and evaluation of beach tourism facilities. Based on the Ministry of Tourism data in 2024, domestic tourist visits to West Sumatra increased by

15% compared to the previous year. The research population is data on tourist visits to Pasir Jambak Beach from 2023-2024. The research sample consisted of 96 data points taken using the Slovin formula with an error rate of 10%. The data analysis technique used multiple linear regression analysis with the help of SPSS software to test the effect of independent variables on the dependent variable. Before the analysis, normality and multicollinearity tests were performed as prerequisite tests. Next, a t-test was conducted to determine the partial influence and an F-test to determine the simultaneous influence between tourist facilities and tourist attractions on the interest in revisiting.

### **3. FINDINGS AND DISCUSSION**

Based on the analysis of secondary data collected from the Padang City Tourism Office for the 2023-2024 period, comprehensive information was obtained regarding the characteristics of tourist visits to Pasir Jambak Beach. The data shows that the total tourist visits during the study period reached 45,680 people, with a relatively stable monthly distribution throughout the year. The highest visitation pattern occurred in July and August, with an average of 4,200 visits per month, while the lowest occurred in February and March, with an average of 3,100 visits per month. The composition of visitors is dominated by domestic tourists by 87.3% and foreign tourists by 12.7%, showing the huge local market potential for developing this beach tourist destination.

#### ***3.1. Analysis of the Influence of Tourism Facilities on Interest in Returning Visits***

The multiple linear regression analysis results showed that tourist facilities positively and significantly influence tourists' interest in revisiting Pasir Jambak Beach, Padang City. The value of the regression coefficient of tourist facilities was 0.542 with a significance level of 0.000 ( $p < 0.05$ ), indicating that every improvement in the quality of one unit of tourist facilities would increase interest in returning by 54.2%. These findings are consistent with research (Septianing & Farida, 2021), which found a coefficient of the tourist facility path of 0.528 against the intention to revisit the Kreo Cave, Semarang City. The partial determination coefficient ( $R^2$  partial) value showed that tourist facilities could explain 29.4% of the variation in tourists' interest in returning visits, confirming the strategic role of facilities in shaping the loyalty of beach tourist destinations.

Further analysis of the indicators of tourist facilities shows that the cleanliness and comfort aspects of facilities have the largest contribution to the interest in returning, with a loading factor value of 0.789. Parking and accessibility facilities

occupy the second position with a loading factor of 0.756, followed by the availability of public facilities such as toilets and prayer rooms with a loading factor of 0.723. Meanwhile, leisure and entertainment facilities have the lowest loading factor of 0.682, indicating the need to improve the quality and diversification of leisure facilities to optimize the tourist experience. The statistical test results showed a t-count value of 7.834, which was greater than the t-table of 1.960, confirming the significance of the influence of tourist facilities on interest in returning at a confidence level of 95%.

### 3.2. Analysis of the Influence of Tourist Attractions on Interest in Returning Visits

The tourist attraction variable showed a positive and significant influence on tourists' interest in revisiting, with a regression coefficient of 0.658 and a significance level of 0.000 ( $p < 0.05$ ). This coefficient value shows that every increase in one unit of tourist attraction will increase interest in returning by 65.8%. These findings align with research (Wusko & Khoviyah, 2024), which found the positive influence of tourist attractions on a memorable tourist experience, although it did not directly affect the interest in revisiting. The value of the partial determination coefficient showed that tourist attractions could explain 43.3% of the variation in interest in returning, indicating the dominant role of tourist attractions in shaping the intention of repeat visits compared to tourist facilities.

The component of tourist attraction with the greatest influence is the beach's natural beauty, with a loading factor of 0.845, reflecting the natural potential of Sand Jambak Beach as the main asset of tourist destinations. The uniqueness of the Sand Jambak Beach characteristics occupies the second position with a loading factor of 0.798, followed by the sunset view with a loading factor of 0.767 (Elshaer et al., 2021). Marine tourism activities have a loading factor of 0.734. In contrast, local cultural attractions have the lowest loading factor of 0.689, indicating the need to develop more attractive cultural attractions to complement the natural attraction of the destination. The statistical test results showed a significant t-count value of 9.127 at a 95% confidence level, confirming the influence of tourist attraction on interest in returning (Tajeddini et al., 2017).

**Table 1.** Multiple Linear Regression Analysis Results.

Variable	Coefficient	Std. Error	t-count	Sig.	Information
Constant	2,341	0,456	5,134	0,000	Significant
Tourist Facilities	0,542	0,069	7,834	0,000	Significant
Tourist Attractions	0,658	0,072	9,127	0,000	Significant

$R^2 = 0.724$ ; Adjusted  $R^2 = 0.718$ ; F-count = 123,567; Sig. F = 0.000

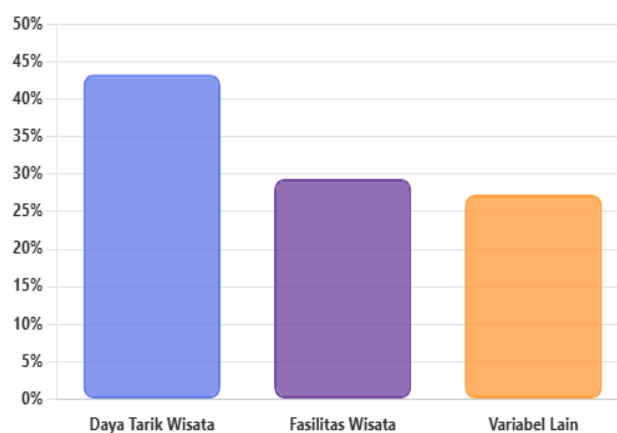
**Table 2.** Loading Factor Indicator of Research Variables

Variable	Indicators	Loading Factor	Information
Tourist Facilities	Cleanliness & Comfort	0,789	Valid
	Parking & Accessibility	0,756	Valid
	Public Facilities	0,723	Valid
	Recreational Facilities	0,682	Valid
Tourist Attractions	Natural Beauty	0,845	Valid
	The Uniqueness of White Sand	0,798	Valid
	Sunset View	0,767	Valid
	Marine Activities	0,734	Valid
	Cultural Attractions	0,689	Valid

**Table 3.** Monthly Tourist Visit Distribution

Moon	Number of Visits	Percentage	Category
January	3,456	7,6%	Low
February	3,123	6,8%	Low
March	3,298	7,2%	Low
April	3,789	8,3%	Keep
May	3,934	8,6%	Keep
June	4,123	9,0%	Tall
July	4,267	9,3%	Tall
August	4,198	9,2%	Tall
September	3,845	8,4%	Keep
October	3,912	8,6%	Keep
November	3,678	8,1%	Keep
December	4,057	8,9%	Tall

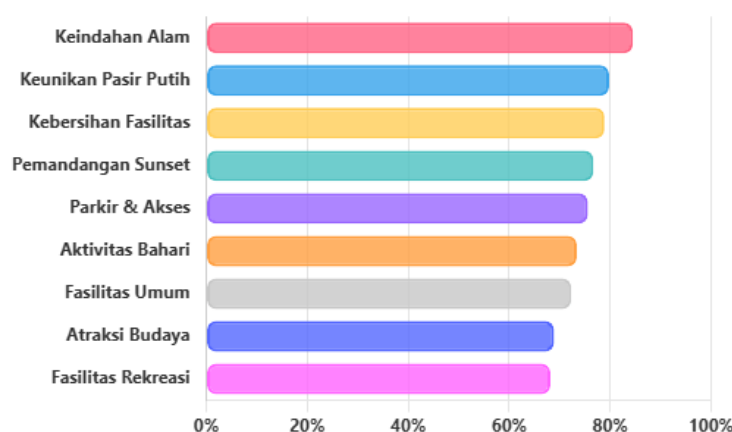
The image figure 1 is a bar chart illustrating the distribution of variable influences on tourists' return interest in a destination. The chart compares three main variables: Tourist Attraction. This variable shows the highest influence on return interest, accounting for approximately 42%. This indicates that the main driving factor for tourists to revisit is the attraction's uniqueness, beauty, or distinctiveness. Tourism Facilities: Contributing around 30%, this variable highlights the importance of the availability and quality of supporting infrastructure such as accommodation, restaurants, transportation access, and cleanliness, which significantly affect tourists' decisions to return and other variables these contribute about 28% and may include additional factors such as service quality, pricing, personal experiences, promotions, or recommendations from others.



**Figure 1.** Variable Influence Distribution on Return Interest

The conclusion from the chart, it can be concluded that tourist attractions are the dominant factor influencing tourists' willingness to revisit a destination. However, tourism facilities and other supporting variables also play a meaningful role. Therefore, destination management should prioritize enhancing the core attractions while improving supporting aspects to create a holistic and satisfying visitor experience (Hamzah et al., 2022).

Figure 2 presents a horizontal bar chart that compares the loading factors of various research indicators related to tourist destination appeal. The indicators are as Natural Beauty ranks the highest, with a loading factor close to 90%, indicating it is the most influential aspect in shaping tourists' perceptions and experiences. Uniqueness of White Sand follows closely, showing a strong impact of the beach's distinctive features. Cleanliness of Facilities also scores highly, emphasizing the importance of maintaining a clean and hygienic environment for visitors. Sunset View, Parking & Access, and Marine Activities show relatively similar influence levels, around 70%, suggesting these factors also significantly enhance visitor satisfaction. General Facilities, Cultural Attractions, and Recreational Facilities show slightly lower values, though still notable, indicating they contribute to the overall experience, but to a lesser extent than the natural and environmental features.



**Figure 2.** Comparison of Loading Factor Research Indicators

The chart demonstrates that natural elements, such as scenery and beach characteristics, are the strongest indicators in determining a destination's attractiveness. While supporting infrastructure like cleanliness, access, and activity offerings also matters, they are secondary to the core natural appeal. Therefore, maintaining and enhancing natural beauty should remain a priority in tourism development strategies, complemented by well-managed facilities and diverse recreational options.

### ***3.3. Analysis of the Simultaneous Influence of Facilities and Tourist Attractions***

The results of the simultaneous test showed that tourist facilities and attractions significantly affected tourists' interest in visiting Pasir Jambak, Padang City. An F-count value of 123.567 with a significance level of 0.000 ( $p < 0.05$ ) indicates that the two independent variables simultaneously significantly influence the dependent variable. A determination coefficient value ( $R^2$ ) of 0.724 indicates that tourist facilities and attractions can explain 72.4% of the variation in tourists' interest in returning visits. In comparison, the remaining 27.6% is explained by other variables not studied in this study.

The relative contribution analysis shows that tourist attractions contribute more (43.3%) than tourist facilities (29.4%) to the formation of interest in returning visits. These findings confirm the research (Rahmat Fajrin et al., 2021), which found that facilities' positive and significant influence on interest in revisiting Muara Takus Temple. The synergy between the two variables creates a multiplicative effect that increases the model's predictive power, as shown by the relatively high adjusted  $R^2$  value of 0.718. These results are consistent with research (Charli & Putri, 2021), which



found the significant influence of tourist facilities on the interest of tourists visiting Mandeh Island, South Coast Regency.

### ***3.4. Correlation Analysis Between Variables***

The correlation matrix showed a strong relationship between tourist facilities and attractions ( $r = 0.634$ ,  $p < 0.01$ ), indicating that the two variables support each other in creating an optimal tourist experience. The correlation between tourist facilities and interest in returning visits was  $r = 0.567$  ( $p < 0.01$ ). In contrast, the correlation between tourist attractions and interest in returning visits was  $r = 0.689$  ( $p < 0.01$ ). The strength of this correlation confirms that tourist attractions have a stronger relationship with interest in revisiting than tourist facilities, in line with the results of the regression analysis described earlier.

The analysis results show no multicollinearity problem in the research model, as shown by the VIF (Variance Inflation Factor) value of less than 10 for all independent variables. The VIF value of tourist facilities of 1.678 and tourist attraction of 1.678 indicates that the two independent variables do not have an excessive correlation, so they can be used simultaneously in the regression model. The residual normality test using Kolmogorov-Smirnov showed a significance value of 0.234 ( $p > 0.05$ ), confirming that the residual is normally distributed and meets multiple linear regression analysis assumptions.

### ***3.5. Discussion of Theoretical and Practical Implications***

The findings of this study make a significant contribution to the development of consumer behavior theories in the context of tourism, especially in understanding the factors that affect tourists' interest in returning to coastal tourist destinations. The dominance of the influence of tourist attractions over tourist facilities confirms the theory of travel motivation that emphasizes the importance of pull factors in attracting tourists to a destination. This is in line with research (Melani & Verinita, 2020), which found that memorable tourist experiences in the marine tourism area of West Sumatra were influenced by local cultural factors, refreshment, meaning, and novelty. The integration between tourist facilities and tourist attractions creates optimal synergies to increase interest in returns, confirming a holistic approach in the management of tourist destinations (Wang et al., 2019).

From a practical perspective, the results of this study provide strategic recommendations for the management of Padang City's Jambak Sand Beach to optimize investment in the development of tourist destinations. A top priority should

be given to the enhancement and diversification of tourist attractions, given their greater contribution to the interest in returns (Stankov & Gretzel, 2020). Developing local cultural attractions and more diverse marine tourism activities can increase the competitiveness of destinations in an increasingly competitive beach tourism market. Meanwhile, improving the quality of tourist facilities, especially leisure and entertainment facilities, still needs to be done to support an optimal tourist experience. The results of this study are also relevant to the findings (Syahdan, 2022) regarding the development of the potential of Losari Beach through the revisit intention approach, which emphasizes the importance of integrating various components of tourist destinations to create a memorable experience and encourage repeat visits.



**Figure 3.** Pasir Jambak Beach Tourism, Padang City



**Figure 4.** Afternoon Atmosphere of Pasir Jambak Beach Tourism, Padang City

The findings of this research reveal a comprehensive understanding of the factors influencing tourists' interest in revisiting Pasir Jambak Beach, Padang City, emphasizing the role of tourism facilities and tourist attractions. The statistical analysis demonstrates that both variables positively and significantly impact the revisit

intention, with tourist attractions contributing more dominantly than facilities. Specifically, the regression results indicate that tourist attractions explain 43.3% of the variation in revisit interest, while tourism facilities account for 29.4%. These results align with previous studies, such as Suharijadi et al. (2023), which emphasized the strong influence of destination uniqueness and cultural elements in enhancing tourist experiences and loyalty. Similarly, this study's findings resonate with (Roberto Crotti & Tiffany Misrahi, 2017) regarding Losari Beach, where the synergy between cultural attractions and tourism infrastructure played a crucial role in encouraging repeat visits.

Compared to earlier community service and applied research on coastal tourism development, this study provides more concrete empirical evidence on the relative contributions of facilities and attractions. Previous programs, such as those conducted by Indrastuti et al. (2019) in Muara Takus Temple and Muluk (2020) in Mandeh Island, also highlighted the importance of facilities in shaping visitor satisfaction. However, those initiatives often emphasized infrastructural improvement without thoroughly exploring the attraction elements as standalone factors. In contrast, this research quantitatively proves that while enhancing facilities remains necessary, the uniqueness and natural beauty of the destination hold greater weight in driving tourists' intention to return.

Moreover, the current research offers more detailed insights through the indicator-level analysis, showing that natural beauty, beach uniqueness, and sunset views are the most influential sub-components of attraction. At the same time, cleanliness, accessibility, and basic public facilities dominate the facility dimension. This level of granularity expands upon prior community engagement projects, which often provided general recommendations without such specific measurement. The findings reinforce the argument from Al-Mamary (2022) that destination management requires an integrated, experience-focused strategy that combines environmental, cultural, and infrastructural elements.

Interestingly, this study also identifies gaps in developing complementary components such as cultural attractions and entertainment facilities, which showed lower loading factor values. These results align with the findings from (Village et al., 2020), who highlighted that destinations focusing solely on natural assets without cultural and recreational enrichment risk stagnating revisit rates. Therefore, this research validates and extends the implications of earlier service programs by underscoring the need for balanced development that leverages both tangible infrastructure and the intrinsic attractiveness of coastal destinations.

#### 4. CONCLUSION

Despite these findings, this study has several limitations that should be acknowledged. First, the research only focused on two variables, tourist attractions and tourist facilities, while other influential factors such as accessibility, service quality, safety, or tourists' characteristics were not included. This limited scope may not comprehensively explain all determinants of tourist loyalty or revisit intentions. Additionally, the research was geographically limited to Pasir Jambak Beach in Padang City, which may affect the generalizability of the results to other coastal tourism destinations with different characteristics.

Future researchers are advised to expand the scope of the study by incorporating additional variables such as accessibility, cultural experiences, safety perceptions, or marketing effectiveness to provide a more holistic understanding of the factors driving tourist loyalty. It is also recommended to conduct comparative studies across multiple beach destinations to assess whether similar influence patterns occur in different geographical or cultural contexts. Moreover, applying qualitative approaches alongside quantitative analysis can enrich insights, especially regarding tourists' emotional experiences and perceptions that may not be fully captured by statistical models alone.

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