

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY

Ahadian Zulseptriadi¹, Ngaliman², Muammar Khaddafi³

^{1,2,3}

Faculty of Economics, Universitas Batam

Corresponding E-mail: dianz4di@gmail.com

Abstract

The Karimun Regency Tourism Office is trying to increase tourist interest in visiting Karimun Regency, including by improving the quality of community services in the tourism sector. However, information data was found that there was a negative impact on the level of tourist visits to Karimun Regency, among other things, due to problems with inadequate infrastructure, inadequate attractiveness of tourist destinations, service quality and tourism development not being supported by increasingly intensive and widespread regional promotion. This quantitative research aims to examine the determinants related to these factors on the interest of visiting tourists. It was concluded that there was a significant positive determination of infrastructure, service quality directly on tourist interest and tourism promotion in Karimun Regency. There is a significant positive determination of facilities and service quality directly on tourist interest. There is a negative but not significant determination of tourist attraction directly on tourist interest and tourism promotion. There is a positive and significant direct determination of tourism promotion on tourists' interest in visiting Karimun Regency. There is a significant positive determination of infrastructure and service quality in moderating tourism promotion on tourist interest in visiting Karimun Regency. There is a negative but not significant determination of tourist attraction in the moderation of tourism promotion on tourist interest in visiting Karimun Regency. It is recommended, among other things, to maximize exploration of uniqueness, diversity, completeness of information, facilities, network accessibility, hygiene and security services, as well as optimizing community involvement in developing tourist destinations in Karimun Regency. Optimizing tourism promotion through digital advertising, print, events, community participation and offering convenience policies.

Keywords: *Infrastructure, Attraction, Service Quality, Interest, Promotion*

1. INTRODUCTION

Adequate infrastructure such as good road access, comfortable public facilities and easily accessible transportation can increase tourist comfort and encourage tourists to visit. Unique and attractive tourist attractions, be it natural beauty, cultural heritage, or modern attractions, also play an important role in attracting tourists. Furthermore, good service quality, including the friendliness and professionalism of staff, speed of service, and cleanliness and safety of tourist destinations, can create a positive experience for tourists and encourage them to return or recommend the place to others. In addition, effective promotion through various media, be it social media, advertising, or other publications, can expand the reach of information and attract more tourists.

Overall, the combination of adequate infrastructure, unique tourist attractions, superior service quality and effective promotional strategies can be a recipe for success in developing tourist destinations that are in demand by many potential tourists. It will also be able to face global competition and become a favorite destination for domestic and foreign tourists. This transformation will not only increase the number of tourist visits, but also strengthen Indonesia's positive image as a country with a variety of attractive and friendly tourist destinations for visitors. The opinion outlined above is in line with the opinions of several previous researchers who

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY

Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi

generally conclude that, among other things, tourist interest in visiting an area can be influenced by infrastructure, tourist attractions, service quality, promotion, location, easily accessible information, accessibility and complete tourism support facilities, as well as relatively cheap rates. Then related to tourists, the Karimun Regency development program for the period 2021 to 2026 has a Vision, namely "Realizing Karimun Regency as a Center for Equitable Economic Growth Based on Faith and Piety." Then the Mission is to Increase an Independent Regional Economy Based on Local Resources and Wisdom." With the aim of increasing economic growth and regional independence. The target is to increase the contribution of regional original income.

The Karimun Regency Tourism Office is trying to increase tourist interest in visiting Karimun Regency, including by improving the quality of public services in the tourism sector. However, data information was found that there was a negative fluctuation in the level of tourist visits to Karimun Regency, including due to the following problems:

- a. Tourist interest in Karimun Regency is still low, this can be seen from the decreasing number of tourist visits.
- b. Infrastructure is inadequate, namely: the availability and involvement of the community in accommodation facilities is not optimal, the lack of facilities and infrastructure that support the tourism and regional cultural sectors, the construction of port facilities to facilitate the distribution of tourists to each selected tourist destination is not adequate, the infrastructure that has been built has not been managed with a good management system and the arrangement of tourist attractions has not considered gender-responsive facilities or human limitations, and land and sea transportation is not adequate and so on.
- c. The attractiveness of tourist destinations is not yet adequate because: the tourist destinations offered are not yet diverse and do not represent the characteristics of the existing ecosystem, assessments of the potential and carrying capacity of tourist attractions have not been carried out, small islands in Karimun Regency do not yet have the appropriate status to be used as tourist destinations and public involvement in developing destinations is still low, and efforts to utilize coastal ecosystems and small islands are not yet optimal.
- d. The quality of service is inadequate because: the quality and quantity of tourism human resources do not fully support tourism services and service facilities do not take into account gender responsiveness, human limitations such as the elderly, people with disabilities and so on.
- e. Tourism development has not been supported by intensive and widespread regional promotion, among other things because national and international tourism marketing promotion is still limited, lack of accessibility and adequate supporting infrastructure to be promoted both nationally and internationally and regional or destination information centers are still unable to provide comprehensive information to tourists visiting the Karimun Regency tourism area, and the level of competition from other regions is quite high.

According to the opinions of several previous researchers, who generally concluded that among other things, tourist interest in visiting an area can be influenced by, among other things, infrastructure, tourist attractions, service quality and promotion.

Traditional Fishermen Infrastructure

a collection of physical resources or equipment available in Karimun Regency, which is intended to support the process of providing services to tourists.



Tourist Attractions

everything that has uniqueness, beauty and value in the form of diverse natural wealth, culture and man-made products that become a means or destination that can make tourists interested in visiting Karimun Regency.

Quality of Service

How big is the ability of tourism service providers in Karimun Regency to meet the expectations or satisfaction of tourists.

Tourism Promotion

all types of marketing activities aimed at encouraging tourists to repeatedly visit Karimun Regency

Tourists' Interest in Visiting

The motivation that causes someone to make a tourist visit to Karimun Regency.

2. IMPLEMENTATION METHOD

Research design is a plan and structure created to obtain various answers to questions formulated in a study. This research was conducted in Karimun Regency. With the implementation time starting from May 2024 to September 2024, the population is the entirety of the characteristics or units of measurement results that are the subject or object of research that are in one area or meet certain requirements related to the research problem. From the calculation results using the Slovin formula above, a value of 172.19 was produced, so it was rounded up to 173 people, so the researcher determined the number of samples in this study as many as 173 tourists who were used as samples.

3. RESULTS AND DISCUSSION

Results of Inferential Analysis with Structural Model (Inner Model)

Table 1
R Squares

	R Square	R Square Adjusted
Tourist Interest (Y)	0.788	0.779
Promotion (Z)	0.784	0.780

Source: Primary Data processed with Smart PLS 2024

The table shows that the R Square value of tourist interest is 0.788. This means that the endogenous variable of tourist interest is 78.8% influenced by the variables of facilities and infrastructure, attractions, service quality and promotion, while 20.2% is influenced by other factors outside the variables studied. The R Square value of promotion is 0.784. This means that the endogenous variable of tourist interest is 78.4% influenced by the variables of facilities and infrastructure, attractions, service quality and promotion, while 20.6% is influenced by other factors outside the variables studied.

Path Coefficient Test Results

Table 2
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderation 1 -> Y	0.180	0.173	0.122	1,474	0.141
Moderation 2 -> Y	-0.258	-0.258	0.140	1,844	0.066
Moderation 3 -> Y	0.130	0.139	0.131	0.986	0.324

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY

Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0.261	0.264	0.106	2.457	0.014
X1 -> Z	0.257	0.255	0.099	2,601	0.010
X2 -> Y	-0.072	-0.070	0.132	0.544	0.587
X2 -> Z	0.372	0.371	0.141	2,640	0.009
X3 -> Y	0.453	0.459	0.130	3.496	0.001
X3 -> Z	0.299	0.302	0.104	2,873	0.004
Z -> Y	0.294	0.282	0.121	2,421	0.016

Source: Primary Data processed with Smart PLS 2024

From the data above, it is obtained that not all original sample values are positive. The value of the Influence of Facilities and Infrastructure (X1) on Tourist Interest (Y) in Promotion Moderation (Z) or Moderation 1>Y is 0.180, meaning it has a positive influence pattern. The value of the Influence of Facilities and Infrastructure (X1) on Tourist Interest (Y) in Promotion Moderation (Z) or Moderation 2>Y is negative 0.258, meaning it has a negative influence pattern. The value of the Influence of Service Quality (X3) on Tourist Interest (Y) in Promotion Moderation (Z) or Moderation 3>Y) is 0.130, meaning it has a positive influence pattern.

The original sample value of the influence of Infrastructure (X1) directly on Tourist Interest (Y) is 0.261, meaning it has a positive influence pattern. The value of the influence of Infrastructure (X1) directly on Promotion (Z) is 0.257, meaning it has a positive influence pattern. The value of Attraction (X2) directly on Tourist Interest (Y) is negative 0.072, meaning it has a negative influence pattern. The value of the influence of Attraction (X2) directly on Promotion (Z) is 0.372, meaning it has a positive influence pattern. The value of the influence of Service Quality (X3) directly on Tourist Interest (Y) is 0.453, meaning it has a positive influence pattern. The value of the influence of Service Quality (X3) directly on Promotion (Z) is 0.299, meaning it has a positive influence pattern. The value of the influence of Promotion (Z) directly on Tourist Interest (Y) is 0.294, meaning it has a positive influence pattern.

DISCUSSION

Determination of infrastructure facilities directly on tourist interest in visiting Karimun Regency

The correlation coefficient value of infrastructure facilities directly to tourist interest with a T-Statistic value of 2.457 and a P-Value value of 0. 014. With a T-statistic value of 2.457 meaning more than (> 1.96) and a P-Value value of 0.014 meaning less than (<0.05), then it is significant, thus Ho is rejected and Hi is accepted. This means that there is a significant positive determination of infrastructure facilities directly to tourist interest in visiting Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the infrastructure is not yet adequate, in the form of the availability and involvement of the community in accommodation facilities is not optimal, the lack of facilities and infrastructure that support the tourism sector and regional culture, the construction of port facilities to facilitate the distribution of tourists to each selected tourist destination is not yet adequate, the infrastructure that has been built has not been managed with a good management system and the arrangement of tourist attractions has not considered gender-responsive facilities or elements of human limitations, and land and sea transportation is not yet adequate and so on. If referring to the results of the conclusions of this study, it can be said that the condition of the tourism infrastructure in Karimun Regency has had a positive impact on interest in tourist visits. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving other factors, but still trying to optimize the availability of infrastructure The results of this study are in line with the conclusions of research by

Kusuma & Arifien, among others. (2020: 131), Fajrin, et al. (2021: 40), Andina & Aliyah (2021: 27), Wahyudi & Herlan (2021: 362), Rumimpunu, et al. (2022), Yandi, et al. (2023: 14), Lestyarningsih & Pramudyo (2023: 167). Facilities and infrastructure have a significant influence on tourists' interest in visiting.

Determination of infrastructure facilities directly for tourism promotion in Karimun Regency

The correlation coefficient value of infrastructure directly to tourism promotion with a T-Statistic value of 2.601 and a P-Value value of 0.010. With a T-statistic value of 2.601 meaning more than (> 1.96) and a P-Value value of 0.001 meaning less than (< 0.05), then it is significant, thus H_0 is rejected and H_1 is accepted. This means that there is a significant positive determination of infrastructure directly to tourism promotion in Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the infrastructure is not yet adequate, in the form of the availability and involvement of the community in accommodation facilities is not optimal, the lack of facilities and infrastructure that support the tourism sector and regional culture, the construction of port facilities to facilitate the distribution of tourists to each selected tourist destination is not yet adequate, the infrastructure that has been built has not been managed with a good management system and the arrangement of tourist attractions has not considered gender-responsive facilities or elements of human limitations, and land and sea transportation is not yet adequate and so on. Referring to the results of the conclusions of this study, it can be said that the efforts to promote tourism in Karimun Regency have had a positive impact on interest in tourist visits. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving other factors, but still trying to optimize promotions related to tourism in Karimun Regency. The results of this study include new findings because there have been no previous researchers who have studied the determination of infrastructure directly on promotion.

Determination of tourist attractions directly on tourist interest in visiting Karimun Regency

The correlation coefficient value of tourist attractions directly to the interest of tourists visiting with a T-Statistic value of 0.544 and a P-Value value of 0.587. With a T-statistic value of 0.544 meaning less than (< 1.96) and a P-Value value of 0.587 meaning more than (> 0.05), then it is not significant, thus H_0 is accepted and H_1 is rejected. This means that there is a negative but insignificant determination of tourist attractions directly to the interest of tourists visiting Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the attractiveness of tourist destinations is not yet adequate in the form of tourist destinations offered are not diverse and do not represent the characteristics of the existing ecosystem, assessment of the potential and carrying capacity of tourist objects has not been carried out, small islands in Karimun Regency do not yet have the status of being eligible as tourist destinations and public involvement in developing destinations is also still low, and efforts to utilize coastal ecosystems and small islands have not been optimal.

Referring to the results of the conclusions and indicators used to measure the determination of tourist attractions on tourist interest in visiting and the identification of problems in this study, it can be said that the tourist attractions of Karimun Regency in the form of uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services have not had a positive impact on tourist interest in visiting. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on increasing tourist attractions in Karimun Regency by maximizing uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services, as well as maximizing the offer of diverse tourist destinations and representing the characteristics of the

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY*Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi*

existing ecosystem, optimizing the potential and carrying capacity of tourist objects and optimizing public involvement in developing tourist destinations in Karimun Regency.

The results of this study are not in line with the conclusions of research by Harahap & Rahmi (2020: 118), Aso et al. (2021: 191), Maulana, et al. (2021: 1) and Cahyani, et al. (2023: 407). Which concluded that there is a significant influence of tourist attractions on tourists' interest in visiting.

Determination of tourist attractions directly towards tourism promotion in Karimun Regency

The correlation coefficient value of tourist attraction directly to tourism promotion with a T-Statistic value of 2,640 and a P-Value value of 0.009. With a T-statistic value of 2,640 meaning more than (<1.96) and a P-Value value of 0.009 meaning less than (>0.05), then it is significant, thus H_0 is rejected and H_1 is accepted. This means that there is a significant positive determination of tourist attraction directly to tourism promotion in Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the attractiveness of tourist destinations is not yet adequate. Then the development of tourism has not been supported by intensive and widespread regional promotion, among others because national and international tourism marketing promotions are still limited, lack of accessibility and adequate supporting infrastructure to be properly promoted both nationally and internationally and regional information centers or destinations are still not able to provide comprehensive information to tourists visiting the Karimun Regency tourism area, and the level of competition from other regions is quite high.

Referring to the results of the conclusions and indicators used to measure the determination of tourist attractions on the interest of tourists to visit and the identification of problems in this study, it can be said that the tourist attractions of Karimun Regency in the form of uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services have had a positive impact on the tourism promotion carried out. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving other factors, but still trying to optimize the increase in tourism promotion in Karimun Regency, by optimizing uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services, and optimizing national and international tourism marketing promotions, optimizing accessibility and adequate supporting infrastructure to be worthy of being promoted both nationally and internationally and providing comprehensive information to the public regarding tourism in Karimun Regency. The results of this study include new findings because there have been no previous researchers who have studied the determination of tourist attractions directly on tourism promotion.

Determination of service quality directly affects tourists' interest in visiting Karimun Regency

The correlation coefficient value of service quality directly to tourist interest with a T-Statistic value of 3.496 and a P-Value of 0.001. With a T-statistic value of 1.946 meaning more than (<1.96) and a P-Value value of 0.001, meaning less than (>0.05), then it is significant, thus H_0 is rejected and H_1 is accepted. This means that there is a significant positive determination of service quality directly to tourist interest in visiting Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the quality of service is not yet adequate in the form of the quality and quantity of tourism human resources not fully supporting tourism services and service facilities not considering gender responsiveness, elements of human limitations such as the elderly, people with disabilities and so on.

Referring to the results of the conclusions and indicators used to measure the determination of tourist attractions on tourist interest in visiting and the identification of problems in this study, it can be said that the quality of tourism services in Karimun Regency in the form of physical

evidence, empathy, reliability, responsiveness and assurance has had a positive impact on tourist interest in visiting Karimun Regency. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving other factors, but by continuing to strive to optimize the improvement of service quality in the form of physical evidence, empathy, reliability, responsiveness and assurance, as well as by optimizing the quality and quantity of tourism human resources and by providing service facilities that consider gender responsiveness, elements of human limitations such as the elderly, people with disabilities and so on. The results of this study are in line with the conclusions of research by Basuki (2021:1), among others. Concluded that service quality does not have a significant effect on visiting interest.

Determination of service quality directly towards tourism promotion in Karimun Regency

The correlation coefficient value of service quality directly to tourism promotion with a T-Statistic value of 2.873 and a P-Value value of 0.004. With a T-statistic value of 2.873 meaning more than (> 1.96) and a P-Value value of 0.004 meaning less than (< 0.05), then it is significant, thus H_0 is rejected and H_1 is accepted. This means that there is a significant determination of service quality directly to tourism promotion in Karimun Regency.

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the quality of service is not yet adequate in the form of the quality and quantity of tourism human resources not fully supporting tourism services and service facilities not considering gender responsiveness, elements of human limitations such as the elderly, people with disabilities and so on.

Referring to the conclusion of this study, it can be said that the quality of tourism services in Karimun Regency has had a positive impact on tourism promotion in Karimun Regency. So in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on other factors, but still make efforts to improve the quality and quantity of human resources for tourism promotion. The results of this study include new findings because there have been no previous researchers who have studied the determination of service quality directly on tourism promotion.

Determination of direct tourism promotion towards tourist interest in visiting Karimun Regency

The correlation coefficient value of direct tourism promotion on tourist interest in visiting with a T-Statistic value of 2.421 and a P-Value value of 0.016. With a T-statistic value of 2.421 meaning more than (> 1.96) and a P-Value value of 0.016 meaning less than (< 0.05), then it is significant, thus H_0 is rejected and H_1 is accepted. This means that there is a significant positive determination of direct tourism promotion on tourist interest in visiting Karimun Regency.

Related to the findings of data information that tourism development has not been supported by intensive and widespread regional promotion, among others, because national and international tourism marketing promotion is still limited, lack of accessibility and adequate supporting infrastructure to be promoted both nationally and internationally and regional information centers or destinations are still unable to provide comprehensive information to tourists visiting the tourism area of Karimun Regency, and the level of competition from other regions is quite high. Then data information was found that there was a negative fluctuation in the level of tourist visits to Karimun Regency. Referring to the results of the conclusions of this study, it can be said that the quality of tourism services in Karimun Regency has had a positive impact on the interest of tourists to visit Karimun Regency. So in terms of efforts to increase the interest of tourists to visit Karimun Regency, the Tourism Office should continue to strive to maximize infrastructure, attractions, service quality, and promotions related to tourism in Karimun Regency. The results of this study are in line with the conclusions of research by, among others, Ardani, et al. (2020: 27), Arzaaqi (2021: 14), Irawan, et al. (2021: 122) and Basuki (2021: 1), Fauzi (2021: 121) There is a significant influence of promotion on tourists' interest in visiting.

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY*Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi***Determination of infrastructure facilities in tourism promotion moderation towards tourist interest in visiting Karimun Regency**

The value of service quality towards tourist interest in visiting in tourism promotion moderation with T statistic 1.471 and P-Value 0.141. With T-Statistic 1.474 means less than (>1.96) and P-Value 0.141 means more than (<0.05). So it is not significant thus H_0 is accepted and H_1 is rejected. This means there is a positive but insignificant determination of infrastructure facilities in tourism promotion moderation towards tourist interest in visiting Karimun Regency.

If the X variable to the Y variable is significant, and the moderation effect value is not significant, it is said to be a Moderation Predictor, which is a moderating variable that only plays a role as a dependent variable in the relationship model formed. (Duryadi, 2021: 115)

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the infrastructure is inadequate, in the form of the availability and involvement of the community in accommodation facilities is not optimal, the lack of facilities and infrastructure that support the tourism sector and regional culture, the construction of port facilities to facilitate the distribution of tourists to each selected tourist destination is not adequate, the infrastructure that has been built has not been managed with a good management system and the arrangement of tourist attractions has not considered gender-responsive facilities or human limitations, and land and sea transportation is not adequate and so on.

Then there is the finding of data information that tourism development has not been supported by intensive and widespread regional promotion, among other things because national and international tourism marketing promotion is still limited, lack of accessibility and adequate supporting infrastructure to be promoted both nationally and internationally and regional information centers or destinations are still unable to provide comprehensive information to tourists visiting the tourism area of Karimun Regency, and the level of competition from other regions is quite high.

Referring to the results of the conclusions and indicators used to measure the determination of infrastructure facilities on tourist interest in visiting through tourism promotion moderation and identification of problems in this study, it can be said that the condition of infrastructure facilities related to completeness, function, convenience, cleanliness and maintenance have not had a positive impact on tourist interest in visiting Karimun Regency, through digital advertising promotions, print, events, community participation and offering convenience policies. This means that tourism promotions carried out in the form of promotions through digital advertising, print, events, community participation and offering convenience policies have not strengthened the impact of infrastructure conditions on increasing tourist interest in visiting Karimun Regency.

For this reason, in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving the condition of tourist facilities related to completeness, function, convenience, cleanliness and maintenance. The results of this study include new findings because no previous researchers have studied the determination of infrastructure facilities in moderating tourism promotion on tourists' interest in visiting.

Determination of attractiveness in tourism promotion moderation towards tourist interest in visiting Karimun Regency

The value of the attraction towards the interest of tourists visiting in the moderation of tourism promotion with T statistic 1.844 and P-Value value 0.066. With T-Statistic 1.844 means less than (> 1.96) and P-Value value 0.066 means more than (<0.05). So it is not significant thus H_0 is accepted and H_1 is rejected. This means there is a negative but insignificant determination of the attraction in the moderation of tourism promotion towards the interest of tourists visiting Karimun Regency.

If the X variable to the Y variable is not significant, and the moderation effect value is also not significant, it is said to be Potential Moderation, which is a variable that has the potential to be a moderating variable that influences the strength of the relationship between the dependent variable and the dependent variable. (Duryadi, 2021: 115)

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the attractiveness of tourist destinations is not yet adequate in the form of tourist destinations offered are not diverse and do not represent the characteristics of the existing ecosystem, assessment of the potential and carrying capacity of tourist objects has not been carried out, small islands in Karimun Regency do not yet have the status of being eligible as tourist destinations and public involvement in developing destinations is also still low, and efforts to utilize coastal ecosystems and small islands have not been optimal.

Then there is the finding of data information that tourism development has not been supported by intensive and widespread regional promotion, among other things because national and international tourism marketing promotion is still limited, lack of accessibility and adequate supporting infrastructure to be promoted both nationally and internationally and regional information centers or destinations are still unable to provide comprehensive information to tourists visiting the tourism area of Karimun Regency, and the level of competition from other regions is quite high.

Referring to the conclusion of this study, it can be said that the problems related to existing tourist attractions have a negative but insignificant impact on tourist interest in visiting the tourism area of Karimun Regency through tourism promotions that have been carried out and tourism promotions also have a negative impact on tourist interest. This means that existing tourism promotions are weakening the impact of tourist attraction to visit Karimun Regency.

Therefore, in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on increasing tourist attractions related to the diversity of tourist destinations offered that represent the characteristics of the ecosystem, potential and carrying capacity of small island tourist attractions in Karimun Regency and public involvement in developing destinations, as well as efforts to optimally utilize coastal ecosystems and small islands. Then supported by digital advertising promotions, print, events, community participation and offering easy policies that are oriented towards increasing tourist interest in visiting Karimun Regency. The results of this study include new findings because there have been no previous researchers who have studied the determination of tourist attractions in the moderation of tourism promotions on tourist interest in visiting.

Determination of service quality in tourism promotion moderation towards tourist interest in visiting Karimun Regency

The value of service quality on tourist interest in visiting in tourism promotion moderation with T statistic 0.986 and P-Value 0.324. With T-Statistic 0.986 means less than (<1.96) and P-Value 0.324 means more than (>0.05). So it is not significant, thus H_0 is accepted and H_1 is rejected. This means that there is a positive but insignificant determination of service quality in tourism promotion moderation on tourist interest in visiting Karimun Regency.

If the X variable to the Y variable is significant, and the moderation effect value is not significant, it is said to be a Moderation Predictor, which is a moderating variable that only acts as a dependent variable in the relationship model formed (Duryadi, 2021: 115)

Related to the obstacles of the Karimun Regency Tourism Office, in an effort to increase tourist interest in visiting Karimun Regency because the quality of service is not yet adequate in the form of the quality and quantity of tourism human resources not fully supporting tourism services and service facilities not considering gender responsiveness, elements of human limitations such as the elderly, people with disabilities and so on.

Referring to the results of the conclusions and indicators used to measure the determination of service quality on tourist interest in visiting through tourism promotion moderation and

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY*Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi*

identification of problems in this study, it can be said that the quality of tourism services in Karimun Regency in the form of physical evidence, empathy, reliability, responsiveness and assurance has not had a positive impact on tourist interest in visiting Karimun Regency, through digital advertising promotions, print, events, community participation and offering convenience policies. This means that tourism promotions carried out in the form of promotions through digital advertising, print, events, community participation and offering convenience policies have not proportionally strengthened the impact of service quality on increasing tourist interest in visiting Karimun Regency. Therefore, in terms of efforts to increase tourist interest in visiting Karimun Regency, the Tourism Office can focus more on improving the quality of service in the form of physical evidence, empathy, reliability, responsiveness and assurance, as well as optimizing the quality and quantity of tourism human resources and by providing service facilities that consider gender responsiveness, elements of human limitations such as the elderly, people with disabilities and so on as well as digital advertising promotions, print, events, community participation and offering convenience policies. The results of this study include new findings because there have been no previous researchers who have examined the determination of service quality in the moderation of tourism promotion on tourist interest in visiting.

CONCLUSION

- 1) There is a significant positive determination of infrastructure facilities directly on the interest of tourists visiting Karimun Regency. This means that if the tourism infrastructure facilities of Karimun Regency are improved, it will have a positive impact on the interest of tourist visits.
- 2) There is a significant positive determination of infrastructure directly towards tourism promotion in Karimun Regency. This means that if tourism promotion efforts in Karimun Regency are increased, it will have a positive impact on the interest in tourist visits.
- 3) There is a positive but insignificant determination of tourist attractions directly on the interest of tourists visiting Karimun Regency. This means that the tourist attractions of Karimun Regency in the form of uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services have not had a proportional impact on the interest in tourist visits.
- 4) There is a negative but insignificant determination of tourist attractions directly towards tourism promotion in Karimun Regency. This means that the tourist attractions of Karimun Regency in the form of uniqueness, diversity, completeness of information, facilities, accessibility networks, cleanliness and security services have not provided a proportional impact on the tourism promotion carried out.
- 5) There is a significant positive determination of service quality directly on the interest of tourists visiting Karimun Regency. This means that if the quality of tourism services in Karimun Regency in the form of physical evidence, empathy, reliability, responsiveness and assurance is improved, it will have a positive impact on the interest of tourists visiting Karimun Regency.
- 6) There is a significant positive determination of service quality directly towards tourism promotion in Karimun Regency. This means that if the quality of tourism services in Karimun Regency is improved, it will have a positive impact on tourism promotion in Karimun Regency.
- 7) There is a significant positive determination of direct tourism promotion on the interest of tourists visiting Karimun Regency. This means that if the quality of tourism services in Karimun Regency is improved, it will have a positive impact on the interest of tourists visiting Karimun Regency.
- 8) There is a positive but insignificant determination of infrastructure in the moderation of tourism promotion on tourist interest in visiting Karimun Regency and tourism promotion acts as a predictor of moderation. This means that the condition of infrastructure related to

- completeness, function, convenience, cleanliness and maintenance has not had a positive impact on tourist interest in visiting Karimun Regency, through digital advertising promotions, print, events, community participation and offering convenience policies.
- 9) There is a negative but insignificant determination of the attraction in the moderation of tourism promotion on the interest of tourists visiting Karimun Regency and tourism promotion plays a role as a potential moderation. This means that the existing tourist attractions have a negative but insignificant impact on the interest of tourists to visit the tourism area of Karimun Regency through tourism promotions that have been carried out and tourism promotions also have a negative impact on tourist interest. It also means that tourism promotions that have been carried out weaken the impact of the attraction of tourists to visit Karimun Regency.
 - 10) There is a positive but insignificant determination of service quality in the moderation of tourism promotion on tourist interest in visiting Karimun Regency or tourism promotion plays a role as a potential moderation. This means that the quality of tourism services in Karimun Regency in the form of physical evidence, empathy, reliability, responsiveness and assurance has not had a positive impact on tourist interest in visiting Karimun Regency, through digital advertising promotions, print, events, community participation and offering convenience policies. It also means that tourism promotions carried out in the form of promotions through digital advertising, print, events, community participation and offering convenience policies have not proportionally strengthened the impact of service quality on increasing tourist interest in visiting Karimun Regency.

REFERENCES

- Atmaja, J. (2018). Kualitas pelayanan dan kepuasan nasabah terhadap loyalitas pada bank BJB. *Jurnal Ecodemica*, 2(1), 49-63.
- Ardani, W., Khan, A. H., Noviyanti, I., & Khan, M. F. Z. (2020). The Effect of Private Visiting and Promotion Strategy on Tourist Interest Visiting in Bali City. *International Journal of Educational Administration, Management, and Leadership*, 27-38.
- Andina, S. A., & Aliyah, I. (2021). Faktor-Faktor Yang Mempengaruhi Minat Wisatawan Dalam Mengunjungi Wisata Budaya Candi Borobudur. *Cakra Wisata*, 22(1).
- Akbar, M. F., Ariyanto, A., & Sudarsono, A. (2021). Pengaruh Fasilitas Olahraga Terhadap Kepuasan Pelanggan Member Sport Club Meadow Terrace BSD. 2(1), 21–28.
- Aso, M. T., Hidayatullah, S., & Alvianna, S. (2021, October). The Influence of Tourist Destinations on Tourist Visiting Interest in Tutubhada Traditional Village Nagekeo Regency. In *International Conference on Hospitality and Tourism Studies (Iconhosts)*.
- Arzaaqi, S. A. (2021). Pengaruh Promosi Online Terhadap Minat Kunjungan Wisatawan di Museum Sandi Yogyakarta (Doctoral dissertation, STP AMPTA Yogyakarta).
- Al Hakim, R. (2022). Perilaku Harian dan Profil Demografi Mempengaruhi Kenaikan Tagihan
- Ariyanto, A., Bangun, R., Indillah, M. R. M., Trenggana, A. F. M., Sholihah, D. R., Ariyanti, M., & Bancin, J. B. B. (2023). *Manajemen Pemasaran*.
- Arifin, S., Anisa, N. A., & Utomo, P. (2023). Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Pelanggan Ahas Daya Motor Surabaya. *Journal on Education*, 5(3), 9629-9636.
- Basuki, D. B. (2021). Pengaruh Promosi dan Kualitas Pelayanan terhadap Minat Berkunjung Wisatawan Objek Wisata Kambo Highland (Doctoral dissertation, Universitas Muhammadiyah Palopo).
- Budianto, A., & Prabowo, F. H. E. (2022). Faktor-Faktor Yang Mempengaruhi Minat Berkunjung Ulang (Interest Of-Revisit) Wisatawan Pada Wisata Pantai Pangandaran.

DETERMINATION OF INFRASTRUCTURE, ATTRACTIVENESS AND SERVICE QUALITY TOWARDS TOURIST INTEREST THROUGH TOURISM PROMOTION IN KARIMUN REGENCY

Ahadian Zulseptiadi, Ngaliman, Muammar Khaddafi

- Cahyani, F. A., Al Lukman, L., Lestari, D. W., Janah, A. N., & Trimah, S. (2023). The Influence of Tourist Attraction and Service Quality on the Interest of Visiting Tourists on Tkl Ecopark. *Journal Of Humanities, Social Sciences And Business*, 2(2), 401-408.
- Darojat, I. (2021). Analisis Pengaruh Daya Tarik Wisata dan Kualitas Pelayanan Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi Pada Citra Raya Water World). *Dynamic Management Journal*, 5(1), 23-37.
- Demitra, A. (2022). Analisis Faktor-Faktor Pengembangan Objek Wisata Alam Wai Tiddo' untuk Peningkatan Jumlah Pengunjung di Desa Bukit Harapan Kecamatan Bua (Doctoral dissertation, Universitas Muhammadiyah Palopo).
- Hidayat, S., Suwena, I. K., & Dewi, N. G. A. S. (2021). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Minat Berkunjung Wisatawan Domestik Ke Museum Surabaya. *Jurnal IPTA (Industri Perjalanan Wisata)* p-ISSN, 2338, 8633.
- Hasanah, N. A., & Imam, K. (2022). Pengaruh Harga, Aksesibilitas, Fasilitas, Daya Tarik Wisata, Dan Biaya Perjalanan Terhadap Minat Berkunjung Wisatawan ke Objek Wisata Mangrove Pantai Kertomulyo Kabupaten Pati (Doctoral dissertation, UIN Surakarta).
- Hamtheldy, R. Z. (2023). Analisis Pengaruh Fasilitas Dan Pelayanan Terhadap Loyalitas Pemustaka Disperpusip SU Dengan Kepuasan Sebagai Variabel Intervening (Doctoral dissertation, Universitas Islam Negeri Sumatera Utara Medan).
- Indrasari Meithiana., 2019, *Pemasaran & Kepuasan Pelanggan*. Cetakan Pertama. Surabaya: Unitomo Press
- Inkha Rhosyada, V. I. A. (2021). Pengaruh Fasilitas Ruang Tunggu Terhadap Kenyamanan Penumpang Di Bandar Udara Internasional Banyuwangi (Doctoral dissertation, STTKD Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta).
- Irawan, M. R. N., Sayekti, L. I., & Ekasari, R. (2021). Pengaruh Fasilitas Wisata, Promosi Dan Harga Terhadap Minat Wisatawan Berkunjung Pada Wisata Wego Lamongan. *Ecopreneur*. 12, 4(2), 122-131.
- Juanim. (2018). *Modul Praktika Metode Penelitian Ekonomi dan Bisnis*, Fakultas Ekonomi & Bisnis Universitas Pasundan, Bandung.
- Juliana, J., Aditi, B., Nagoya, R., Wisnalmawati, W., & Nurcholifah, I. (2022). Tourist visiting interests: The role of social media marketing and perceived value. *International Journal of Data and Network Science*, 6(2), 469-476.
- Jannah, M., & Mufidah, N. (2023). Manajemen rekrutmen dan seleksi guru bahasa arab di pondok tahfizh putri darul mubarak curup (DMC). *Manajemen Dewantara*, 7(1), 52-59.
- Kotler, P. and Keller, Kevin L. 2016: *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Mukhlis, M., Tui, S., & Iqbal, A. R. (2022). Pengaruh Kualitas Pelayanan dan Kinerja Pegawai Terhadap Kepuasan Masyarakat Pada Kantor Lurah Cikoro. *Master of Management Journal*, 3(1), 21-28.
- Narimawati, U., Sarwono, J., Sos, S., Affandi, H. A., & Priadana, H. S. (2020). Ragam Analisis dalam Metode Penelitian: untuk Penulisan Skripsi, Tesis, & Disertasi. Penerbit Andi.
- Nurbaeti, R. (2020). Pengaruh Electronic Word of Mouth (E-WOM) dan Citra Destinasi Terhadap Keputusan Berkunjung Melalui Minat Berkunjung Wisatawan Sebagai Variabel Mediasi (Studi Kasus Pada Taman Wisata "Genilangit" Kecamatan Poncol Kabupaten Magetan Provinsi Jawa Timur) (Doctoral dissertation, Universitas Muhammadiyah Ponorogo).
- Nalendra, A. R. A., Rosalinah, Y., Priadi, A., Subroti, I., Rahayuningsih, R., Lestari, R., Kusamandari, S., Yuliasari, R., Astuti, D., Latumahina, J., Purnomo, M. W., & Zede, V. A. (2021). *Statistika Seri Dasar dengan SPSS*. In Penerbit Media Sains Indonesia.
- Najwati, N. (2022). Peran Promosi Terhadap Minat Berkunjung Wisatawan Di Jatinangor National Park (Doctoral dissertation, Universitas Islam Sultan Agung Semarang).
- Novitaningtyas, I., Giovanni, A., & Lionora, C. A. (2022). Faktor-faktor yang mempengaruhi minat berkunjung wisatawan di kawasan balkondes borobudur. *Jurnal Pariwisata*, 9(1), 28-36.

- O.Ambitan, S.L.H.V. J. Lapien ., J . G. Poluan (2023). Satisfaction Terhadap Minat Berkunjung Kembali Wisatawan Pada Objek Wisata Danau Linow di Kota Tomohon. 11(1), 1283–1294
- Rumimpunu, V. S., Worang, F. G., & Tawas, H. N. (2022). Analysis of Factors Affecting Tourist Interest in Visiting Tourist Destinations for the Likupang Special Economic Zone (SEZ). *European Journal of Business Startups and Open Society*, 2(9), 16-25
- Riadi, D., Permadi, L. A., & Retnowati, W. (2023). Pengaruh kualitas pelayanan terhadap minat berkunjung kembali ke desa wisata hijau Bilebante yang dimediasi oleh kepuasan wisatawan. *Jurnal Riset Pemasaran*, 2(2), 38-49.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R & D* (P. 394). Bandung: Alfabeta
- Saraswati, A., Hasiholan, L. B., & Minarsih, M. M. (2021). Pengaruh Kompensasi, Komunikasi, Dan Sarana Prasarana Terhadap Efektivitas Kerja Pegawai (Studi Kasus Pada Kantor Kecamatan Banyumanik). *Journal of Management*, 7(1).
- Tjiptono, Fandy dan Gregorius Chandra. 2016. *Service, Quality Dan Statisfaction*, Edisi Ke-4. Yogyakarta: CV Andi Offset. Utami Christina Whidya., dkk., 2019, *Manajemen Jasa*. Jakarta: Salemba Empat
- Tarigan, I. R. R., & Ferdian, A. M. (2022). Pengaruh Kualitas Pelayanan dan Biaya Administrasi Terhadap Kepuasan Nasabah Tabungan Faedah Pada BRI Syariah Cabang Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi dan Bisnis Islam*, 3(1), 55-62
- Widiyanto, G. G. T. (2018). Pengaruh Citra Merek, Kualitas Layanan dan Harga Terhadap Kepuasan Pelanggan Go-Ride (Survei pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2016/2017 dan 2017/2018) (Doctoral dissertation, Universitas Brawijaya).
- Widjianto, T. (2019). Pengaruh Daya Tarik Wisata, Citra Wisata, Promosi, Dan Kualitas Pelayanan Terhadap Minat Berkunjung Kembali Wisatawan Di Objek Wisata Ketep Pass. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Wahyudi, W., & Herlan, M. (2021). Faktor Promosi dan Sarana Prasarana Dalam Meningkatkan Kunjungan Wisatawan di Objek Wisata Danau Tasikardi Serang-Banten. *Jurnal Destinasi Pariwisata*, 9(2), 356-363.
- Wahjono, S. I. (2022). *Manajemen dan Peran Manajer*. Universitas Muhammadiyah Surabaya.
- Yandi, A., Mahaputra, M. R., & Mahaputra, M. R. (2023). Faktor-Faktor Yang Mempengaruhi Minat Kunjungan Wisatawan (Literature Review). *Jurnal Kewirausahaan dan Multi Talenta*, 1(1), 14-27.
- Yudian, R. A., Dewi, L., & Choerunisa, S. (2023). The Effect of Accommodation and Restaurant Service Quality on Tourist Interests in Visiting the City of Tidore Islands. *Jurnal Manajemen Pelayanan Hotel*, 7(1), 115-137.
- Yusuf, M., Cecep Haryoto, Nazifah Husainah, & Nuraeni. (2023). *Teori Manajemen*. Kota Baru Solok: Yayasan Pendidikan Cendekia Muslim