

THE INFLUENCE OF TOURIST ATTRACTIONS, FACILITIES AND ACCESSIBILITY ON INTEREST IN TOURISM VISITS AT LAKE SITU GINTUNG, SOUTH TANGERANG CITY, INDONESIA

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Abstract

This research aims to determine the influence of tourist attractions, tourist facilities, and tourist accessibility on interest in visiting the Situ Gintung tourist attraction. This type of research is quantitative descriptive. The population of this study was all visitors to the Situ Cipondoh tourist attraction, South Tangerang. The samples taken were 100 people. The sampling method uses Accidental Sampling. Data was collected by distributing questionnaires using a Likert Scale from 1 to 5. The partial research results show that tourist attractions, tourist facilities, and tourist accessibility significantly affect interest in visiting the Situ Gintung tourist attraction. Situ Gintung's tourist attractions, such as boat rides, stunning natural panoramas, recommendations, fishing, paintball, and airsoft guns, as well as outbound activities and children's play areas, greatly influence the interest of visitors, resulting in a positive effect on this tourist destination. The comprehensive facilities at Situ Gintung, including adequate parking areas, restaurants, toilet facilities, and places of worship, also significantly impact visitors' interest by providing a satisfying experience. Easy access to Situ Gintung via smooth roads and easily accessible public transportation also increases visitor interest, especially for those who do not have private vehicles.

Keyword: tourist attractions, tourist facilities, tourist accessibility, interest visiting

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