

THE INFLUENCE OF FACILITIES ON THE MOTIVATION OF TOURISTS VISITING THE JAM GADANG BUKIT TINGGI, WEST SUMATRA

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Abstract

Bukittinggi City is a city in West Sumatra province with the second largest economy after Padang City. As a tourism city, the City of Bukittinggi is starting to develop itself by building tourist facilities to support its tourist attractions. This research aims to determine the motivation of tourists who visit the Jam Gadang Tourism Area, Bukittinggi City, tourists' considerations in choosing tourist facilities when visiting the Jam Gadang Tourism Area, and the influence of tourist facilities on tourist motivation to visit the Jam Gadang Tourism Area. The research method used was descriptive, the research object was 120 respondents visiting the Jam Gadang Tourist Area. The results of this research are the need to provide expansion of the parking area as an additional facility in the Jam Gadang Tourist Area and the need to provide a place for souvenir sellers in the Jam Gadang Tourist Area so that gadang traders gather in one place that has been provided to sell so that it becomes orderly and organized

INTRODUCTION

Bukit Tinggi is one of the cities in West Sumatra province with the second largest economy after Padang which is the capital of West Sumatra itself. Located in the Bukit Barisan Mountain range or about 90 km north of Padang, this city is on the edge of the Sianok Canyon and is surrounded by two mountains, namely Mount Singgalang and

Mount Marapi, With a very interesting history and topography, Bukit Tinggi has been named a tourist city in the province of West Sumatra. As a tourist city which often becomes a destination for tourists when traveling, tourists are anyone who comes to a country for reasons other than to live or work there regularly, and spends the money they earn elsewhere. A.J. Norwal in Pendit (2006).

The city of Bukit Tinggi is starting to develop itself by building tourist facilities to support its tourist attractions. When planning a trip to a tourist attraction that is more than 1 (one) day's journey or more away, prospective tourists must first find out what facilities the relevant tourist area has. For the most important thing, for example, such as accommodation and restaurants that support during a stopover at a tourist attraction. According to Yoeti (2003) tourist facilities are all facilities whose function is to meet the needs of tourists who stay temporarily in the tourist areas they visit. Facilities are facilities and infrastructure that play an important role in efforts to increase consumer satisfaction. Tourist facilities are a complement to tourist destination areas that are needed to meet the needs of tourists who are enjoying a tour.

The city of Bukit Tinggi is very famous for its unique Minang food which is worldwide as well as the proliferation of various types of accommodation, including hotels, hostels, halfway houses, inns, resorts, motels, and many other types depending on the price, completeness of facilities and number of rooms. As a tourism city, it definitely has something iconic that must be visited, namely Jam Gadang, Jam Gadang is a clock tower located in the center of the city, West Sumatra, Indonesia. This clock tower has large clocks on four sides so it is called Jam Gadang, a Minangkabau word which means "big clock". Jam Gadang has a ground plan of 13 x 4 meters. The interior of this 26 meter high clock tower consists of several levels, with the top level being a pendulum storage area. a monument located right in the heart of the City. Jam Gadang itself is a clock tower that marks the city of Bukit Tinggi, West Sumatra, Indonesia. Jam Gadang witnessed an important event. The Clock Tower has been used as a tourist attraction with the expansion of the surrounding park. The park is a space for community interaction both on weekdays and holidays. Public events are usually held here. According to Edward Inskeep in Purnamasari (2011), there are several components of tourism development related to the tourism planning approach, namely

tourist attractions which include natural, cultural and other attractions.

METHOD

Descriptive research method with a quantitative approach, namely using data from questionnaires and processing it with the SPSS application. This research was conducted on tourists who visited Jam Gadang. Based on the calculations above, the sample of respondents in this study was a minimum of 120 people. The Jam Gadang Tourist Area is located in the heart of Bukittinggi city, the complete address is Jl. Raya Bukit Tinggi - Payakumbuh, Benteng Ps. Atas, Kec. Guguk Panjang, Bukit Tinggi City, West Sumatra 26136.

RESULTS AND DISCUSSION

Table 1. Characteristics by Gender

Gender	Frequency	Percent
Male	48	40%
Female	72	60%
Total	120	100%

Source: processed results SPSS version 25 (2021)

From 120 respondents, of which 48 respondents or 40% were male, while the other 72 respondents or 60% were female. This proves that the majority of tourists visiting the Jam Gadang tourist area are female.

Table 2. Characteristics by Age

Age	Frequency	Percent
< 20 age	13	10.8%
20 – 30 age	45	37.5%
30 – 40 age	16	13.3%
40 – 59 age	42	35%
> 60 age	4	3.3%
Total	120	100%

Source: processed results SPSS version 25 (2021)

From 120 respondents, 13 respondents or 10.8% aged <20 years, 45 other respondents or 37.5% aged 20 to 30 years, 16 other respondents or 13.3% aged over 30 years up to 40 years. Then 42 other respondents or 35% were aged over 40 years to 59 years, and 4 other respondents or 3.3% were aged >60 years. This proves that the

majority of tourists visiting the Jam Gadang tourist area are millennials who are still very productive.

Table 3. Characteristics by Occupation

Occupation	Frequency	Percent
Entrepreneur	13	10.8%
Student	46	38.3%
Private sector worker	24	20.0%
Other	37	30.8%
Total	120	100%

Source: processed results SPSS version 25 (2021)

From 120 respondents, 13 respondents or 10.8% chose entrepreneurship as their job, then 46 respondents or 38.3% chose students as their job, 24 other respondents or 20% chose private work as their job, and 37 other respondents or 30.8% chose other as their job. This indicates that the majority of tourists who visit the Jam Gadang tourist area are students. This is natural because students do a lot of research or simply satisfy their curiosity about the historical remains contained in the Jam Gadang Tourist Area.

Table 4. Characteristics by Marital Status

Marital Status	Frequency	Percent
Married	61	50.8%
Unmarried	59	49.2%
Total	120	100%

Source: processed results SPSS version 25 (2021)

From 120 respondents, 61 respondents or 50.8% were married. Meanwhile, 59 other respondents or 49.2% were unmarried. This confirms that the majority of tourists who visit the Jam Gadang tourist area are married.

Table 5. Test the Validity of Tourist Facilities

Quisioner Item	r-count	r-table
FW1	0.539	0.1966
FW2	0.528	0.1966
FW3	0.502	0.1966
FW4	0.437	0.1966
FW5	0.485	0.1966
FW6	0.562	0.1966

Quisioner Item	r-count	r-table
FW7	0.578	0.1966
FW8	0.618	0.1966
FW9	0.682	0.1966
FW10	0.583	0.1966
FW11	0.604	0.1966
FW12	0.622	0.1966
FW13	0.613	0.1966
FW14	0.601	0.1966
FW15	0.623	0.1966
FW16	0.610	0.1966
FW17	0.480	0.1966
FW18	0.361	0.1966
FW19	0.646	0.1966
FW20	0.583	0.1966
FW21	0.609	0.1966
FW22	0.613	0.1966
FW23	0.610	0.1966
FW24	0.643	0.1966

Source: processed results SPSS version 25 (2021)

The statement tested for the tourist Facilities variable is valid because the calculated r value seen from the corrected item total correlation is greater than the r table of 0.1966 as explained by Sugiyono (2011).

Table 6. Test the Validity of Tourist Motivation

Quisioner Item	r-count	r-table
MW1	0.395	0.1966
MW2	0.299	0.1966
MW3	0.452	0.1966
MW4	0.470	0.1966
MW5	0.432	0.1966
MW6	0.570	0.1966
MW7	0.414	0.1966
MW8	0.542	0.1966
MW9	0.465	0.1966
MW10	0.558	0.1966
MW11	0.577	0.1966
MW12	0.569	0.1966
MW13	0.627	0.1966
MW14	0.576	0.1966
MW15	0.580	0.1966

Quisioner Item	r-count	r-table
MW16	0.461	0.1966

Source: processed results SPSS version 25 (2021)

Based on the table above, it can be seen that the 16 statement items tested for the tourist motivation variable are valid because the calculated r value seen from the corrected item total correlation is greater than the r table of 0.1966 as explained by Sugiyono (2011).

Table 7. Test the Reliability

Variable	Cronbach's Alpha	Alpha Value
Tourist Facilities	0.928	0.600
Tourist Motivation	0.865	0.600

Source: processed results SPSS version 25 (2021)

Based on the summary table of reliability test results above, the Cronbach's alpha value for Tourism Facilities is 0.928, which means that all statements with the tourist facilities variable have very strong values. Meanwhile, Tourist Motivation is 0.865, this means that the statement for all statement items is very strong for tourist motivation.

Table 8. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.552	0.304	0.541	0.37634

Source: processed results SPSS version 25 (2021)

Based on the results of calculating the coefficient of determination in table 4.50 above, it can be seen that the influence of the independent variable, which in this research is tourist facilities, on the dependent variable, which is tourist motivation, is 30%. These results can be categorized as adequate and it is natural to see the relationship between 2 (two) variables which can be categorized as fair and to see the responses of respondents who tend to agree with the statement items attached to the questionnaire. So, it can be concluded that the influence of leadership style on employee tourist motivation is 30%, while the remaining 70% is influenced by other variables not

discussed in this research.

Table 9. Hypotesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.246	.333		.760	.001
Fasilitas	.569	.095	.552	2.670	.550

Source: processed results SPSS version 25 (2021)

In research, the basis for decision making is, if $\text{sig} < 0.05$ or $t\text{-count} > t\text{-table}$, then H_0 is rejected and H_1 is accepted, meaning that there is a significant influence of the independent variable on the dependent variable, and if $\text{sig} > 0.05$ or $t\text{ count} < t\text{-table}$, then H_0 is accepted and H_1 is rejected, meaning that there is no significant influence of the independent variable on the dependent variable.

Based on the results of the t test calculations in table 4.52, it is known that the sig value is 0.000, meaning it is smaller than 0.05. From table 4.52 it is known that the calculated t is 2.670, so the t table value is (value $a/2 = 0.05/2 = 0.025$). The degrees of freedom are found ($df = n-2 = 120-2 = 118$), then the t table value is 1.981. Because the calculated t value is $7.670 > 1.981$. So it can be concluded that H_0 is rejected and H_1 is accepted, which means that there is a positive influence of tourist facilities on tourist motivation to visit the Jam Gadang Bukittinggi Tourism Area, West Sumatra.

This research shows that tourist facilities have a significant influence on visiting motivation because they provide comfort, practicality and a satisfying experience for tourists. When planning a trip, good accommodation facilities, attractive restaurants, and easy transportation accessibility are important factors that need to be considered.

Research conducted by Ratnaningtyas et al. (2022) and Sarim & Wiyana (2017) show that the existence of these facilities can create a positive perception of tourist destinations and increase interest in visiting them. In addition, tourist facilities that offer interesting attractions, amusement rides, or exciting recreational activities can provide additional motivation for tourists in planning their trip.

Research conducted by Nurbaeti et al. (2021) and Ramadhani & Wulandari (2023) show that a destination's ability to provide a satisfying experience and meet tourists' needs and desires can be the main factor influencing their decision to visit and return to that destination in the future. Thus, tourist facilities have an important role in shaping motivation to visit and the success of a region's tourism industry.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results, it can be seen that the Tourism Facilities variable in this study produces a total average value of 3.49 which is included in the Good category. The sub-variable with the largest average value was obtained by "Restaurant" with a total of 3.52 which is in the Good category. Around the Gadang clock tourist spot, you can find many food sellers or restaurants where tourists can enjoy typical Bukit Tinggi culinary delights. The lowest value was obtained by the "Money Changer" sub-variable with an average of 3.42 which was included in the Good category. There are not many money changers available in the Jam Gadang tourist area.

Based on the results, it can be seen that the variable Y or Motivation in this study produces a total average value of 3.04 which is included in the Good category. The sub-variable with the largest average value was obtained by "Culture" with a total of 3.1063 or rounded up to

3.11 which is in the Fairly Good category. The lowest value was obtained by the "Status" sub variable with an average of 2.88 which was included in the Fairly Good category. Based on the results of the T test in this research, it can be seen that there is an influence that tourist facilities have on motivation. The facilities available in the tourist area greatly influence the motivation of tourists who will come to visit the Jam Gadang tourist attraction.

Based on the results of the coefficient of determination test, the influence given by variable X to variable Y in this study was 30%. A tour guide is needed to maximize the

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