The Influence of Perceptions of Tourism, Awareness of Tourism and Tourism Facilities on the Intentions of Traveling on "Gunung Tengak"

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Abstract

The purpose of this study was to determine the effect of tourism perceptions, tourism awareness, and word of mouth on tourism intentions. This research is a quantitative research and is an explanative research type. The population in this study are tourists who have heard of and know the tourist village of "Gunung Tengak", Bangket Parak Village, Pujut District, Central Lombok. The sample used is 70 samples obtained by purposive sampling technique. Sources of data used in this study consisted of two sources, namely primary data and secondary data. The data collection technique used is by distributing questionnaires. The data analysis used was descriptive analysis and multiple regression analysis. The results showed that: 1) the perception variable significantly affected the intention to travel; 2) The awareness variable has a significant effect on the intention to travel; 3) The variable word of mouth significantly influences the intention of traveling.

Keywords: *Tourism Perception; Tourism Awareness; Tourist Facilities; Travel Intention*

Introduction

The Indonesian government in recent years has had a program to increase the number of both domestic and foreign tourists to come and visit tourist objects scattered throughout Indonesia. The tourism sector is a promising sector to be able to sustain overall economic conditions. Starting with the launching of the tag line "Visit Indonesia" which began in the era of President Susilo Bambang Yudhoyono's administration with the MP3EI program, namely the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development or the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI), the government has gradually continued increase the budget to promote Indonesian tourism to the world.

This program was continued by the government of President Joko Widodo with the Nawa Citanya program and created a new tag line, "Wonderful Indonesia" which was used to promote Indonesia and this is proof of the government's determination to encourage the tourism sector to contribute more. In addition, the government is also very incessant to carry out Indonesia's nation branding in the eyes of the world so that Indonesia can be better known by the world community so as to make companies engaged in restaurants, hotels and tourism quite enthusiastic.

Lombok Island is one of the islands included in the government's priority program, where Bali, NTB and NTT are focused on becoming the entry point for world tourists to Indonesia (BPS, 2018). For this reason, the NTB provincial government itself is currently aggressively building various new tourist destinations on the island of Lombok, one of which is Gunung Tengak. It is a hilly area with beautiful views that can be seen from an altitude of 625 above sea level and is located in Rojet Hamlet, Bangket Parak Village, Pujut District, Central Lombok (RadarLombok, 2018). This tourist area is still new which has its own historical value for the people of Central Lombok. The potentials offered from this tour include; as a center camp in the south. Second, build an attractive selfie spot with views of rice fields, sea and airport. Plus the sunrise and sunset are nice, and the rocks are very interesting. Third, reviving the grave of one of the scholars with the consideration of religious tourism (Radar Lombok, 2018).

This new tourist destination opened in early 2018 is still very new, so it needs development to be able to increase the travel intention for tourists, especially for local people. Efforts have been made to increase the intention of traveling here by opening photo spots, free of charge, maintaining safety and comfort, and developing creative ideas to develop tourist attractions that are in demand by many tourists (RadarLombok, 2018). The intention itself according to Warshaw and Davis (Landry, 2003) is the level where a person formulates a plan to show a specific future goal or not, consciously. So that the goal to be able to create the intention of traveling here is to provide whatever is needed by tourists so that they want to come to tourist attractions.

A person's intention, according to Kumar and Venkateshwarlu's (2017) opinion, can be seen from how a person perceives what they want to do. If someone wants to buy an item, then the intention will be seen from the perception of the item, if the intention is related to traveling, then the perception will be related to the tourist object to be visited. This is in line with research conducted by Granapala (2015) which states that tourist perceptions of tourist attractions will have a major impact on the progress of tourist attractions. If the public's perception is good, it will help the tourist attractions get bigger, but on the other hand, if the tourist attractions have a bad perception, it will have a bad impact on the future of tourist attractions. At the same time reducing the travel intention of the community.

Apart from perception, another influence comes from one's tourism awareness. Rajesh (2013) states that tourism awareness can arise when someone has come or heard or seen for themselves how the condition of a tourist spot. If then what tourists remember is a good place, there will be great intention to visit it. Research conducted by Seetanah (2018) also shows that raising one's awareness requires a good memory of tourist attractions. This will raise the intention to travel.

Perception and awareness are one of the things that influence the intention of traveling, but besides that research conducted by Ratnawati (2013); Athar et al., (2020) is necessary to convey public information about the existence of tourism objects, tourism objects can be introduced by means of wordofmouth. In addition, the people's minds about a tourist destination can trigger a decision to visit a tourist destination. In everyday life, the intention of the decision to purchase a product or service is often made because of positive information from other people, trusted friends or relatives, or information due to positive experiences that other people have previously received. Likewise, in the decision to make a tourist visit. A person's sense of interest in a tourist object is usually influenced by positive information received by someone, which raises an interest in visiting a tourist attraction. So from here it can be seen the importance of delivering information in influencing tourism perceptions, awareness and ultimately leading to the intention of traveling.

The current phenomenon at Gunung Tengak is that the number of visitors is decreasing from day to day, as shown in Figure 1:
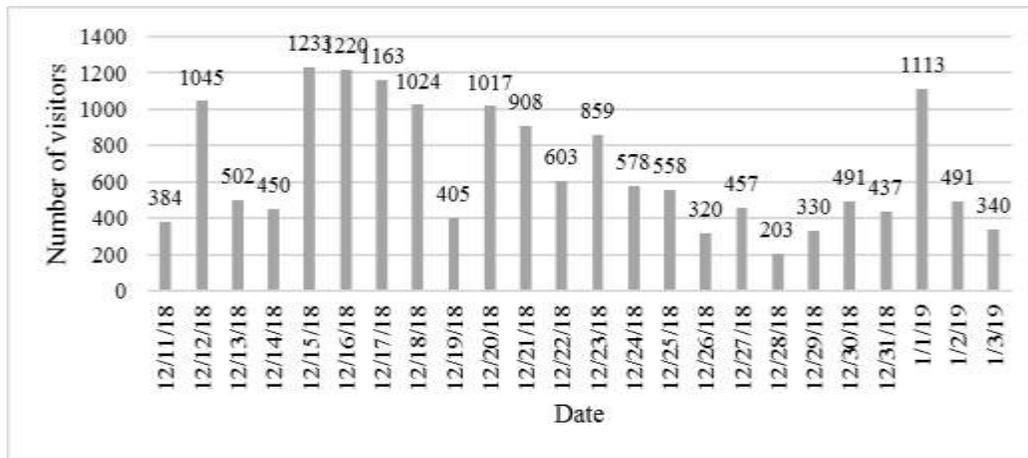
Figure 1. Data on the Number of Visitors in 2018 and 2019

Based on the data above, visitors to the Gunung Tengak fluctuate and continue to decline from day to day, what is of concern is that the number of visitors has dropped significantly when entering the beginning of 2019 which at that time is a new year holiday where the number of visitors should increase, but visitors in Gunung Tengak has actually decreased very drastically. According to Rajesh (2013), in his research, he emphasizes that tourism intention will increase if there are several components, including tourism perception, description of tourist attractions and satisfaction. In this case, Ratnawati (2013) states that one of the things that needs to be considered is the delivery of information to consumers or potential visitors about tourism objects. Positive information about a tourist attraction will encourage someone to make a visit either directly or indirectly.

The empirical gap tries to reexamine the phenomena of the importance of studying the intention of traveling. This research will take the background of the local community in Central Lombok who developed the Bukit Tengak tourist destination. Empirical facts about this tourist spot are still very new and not widely known by the people of Lombok and outside Lombok. Even though there are already several tourists from out of town or abroad, the number is still below 100 people per month (Radar Lombok, 2018). Still new tourist attractions require the government and local communities to optimize various ways to increase the intention of traveling, especially local people.

The Research Gap in this study refers to previous research such as research conducted by Jehane, et.al (2019) which examines the application of planned behavior theory in predicting visiting intentions in tourism objects, the results of research prove that attitudes, subjective norms, and behavioral control have an influence on intention variable. In Junaida's research (2019) looking at the effect of tourist attraction and WOM on visiting tourism decisions, the results of this study are tourist attraction and WOM have a significant effect on visiting tourism decisions. Meanwhile, research by Renanita (2015) looks at the factors that influence the traveling behavior and the results show that a traveling behavior is influenced by intention. The intention itself is influenced by PBC. Meanwhile, subjective attitudes and norms are not proven to have an effect on the emergence of travel intentions in tourist destinations.

As for the practical gap here, we see from previous studies that have explored the "The influence of tourism perceptions, tourism awareness and word of mouth on tourism intentions". There is no research that directly looks at the influence of tourism perceptions, tourism awareness and word of mouth on the intention to travel directly.

Method

This research is a quantitative research and is a type of explanative research, namely research that connects or looks for cause and effect between two or more concepts (variables) to be studied. The research location is Gunung Tengak tourism park in the village of Bangket Parak, Pujut District, Central Lombok Regency, West Nusa Tenggara, Indonesia.

The population in this study are tourists who have heard of and know the tourist village of "Gunung Tengak", Bangket Parak Village, Pujut District, Central Lombok. The sample used is 70 samples due to the limited time the researchers have. The sampling technique used was purposive sampling.

Sources of data used in this study consisted of two sources, namely primary data, namely data obtained directly from respondents (consumers) who were the subjects of the study and secondary data, namely data obtained indirectly related to research and collected by other parties for processing. Furthermore. The research method used is a survey method. In this study, the data collection technique used was by distributing questionnaires directly to Gunung Tengak visitors with the criteria of someone between the ages of 17 and 55 years and had heard and knew the tourist village "Gunung Tengak", Bangket Parak Village, Pujut District, Central Lombok. Primary data obtained by questionnaire.

The data analysis technique in this research is quantitative data analysis. The data analysis method used in this study was statistical methods, namely to test the research hypothesis. The stages of data analysis to be carried out are Descriptive Statistical Analysis, Classical Assumption Test, and Hypothesis Testing. Descriptive statistics are used to provide an overview or descriptive of the variables that have been collected as they are without the intention of making general and generalized conclusions. In descriptive statistical analysis used to describe statistical data such as minimum, maximum, mean, sum, standard deviation, variance, range, and others. The classical assumption test is performed to determine whether or not there is or is free from disorders of normality, autocorrelation, multicollinearity and heteroscedasticity. Hypothesis testing is done by using t Statistical Test (Partial), Hypothesis Testing, Multiple Linear Regression Analysis, and Determination Coefficient Test (R^2).

Result and Discussion

Result

1) Multiple Linear Regression Analysis

Multiple regression analysis is used to see the causal relationship between variables (causal model) which has been previously established based on theory. So the basis for answering the problem regarding the effect of the variables is the calculation results using the multiple linear regression method. The conditions that must be met in multiple linear regression analysis are to go through the stages in the classical assumption test. The following are the results of the classic assumption test.

a.   Normality Test

Based on the results of testing the regression equation, it can be seen in the three independent variables. In the following figure, it can be seen that the figure shows the distribution of data (shown by dots) around the diagonal line and follows the direction of the diagonal line, so it can be said that the resulting regression model fulfills the assumption of normality, or in other words, the regression model can be used to predict the intention to travel based on the input of the independent variable.

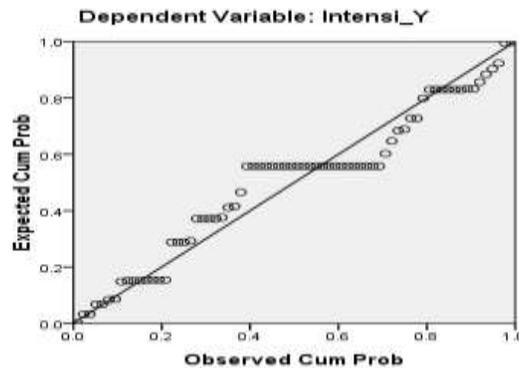**Normal P-P Plot of Regression Standardized Residual**

Figure 2. The results of the normality test for the intention of traveling

b.　Multicollinearity Test

This test is conducted to determine whether the resulting regression model found a correlation between the independent variables. Based on table 1, it can be seen that the tolerance value of each of the perception, awareness and WOM variables towards the intention of traveling is above 0.0001 and has a VIF below 5, which means that the regression model used does not have multicollinearity problems.

Table 1. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	*VIF*
Perception	0.725	1.379
Awareness	0.801	1.248
WOM	0.669	1.495

c.　Autocorrelation Test

Based on table 2, it can be seen that the resulting regression equation model shows the D-W number is between -2 to +2, this means that the three regression models do not have autocorrelation problems.

Table 2. Autocorrelation Test Results

Method	**Model**	Dependent variable	**Durbin Watson**	Decision
Entered	Persepsi Awareness WOM	Intensi Berwisata	1.728	There is no autocorrelation

Based on table 2 above, the DW value is 1.728. Therefore, decision making is not rejected with the conclusion that there is no autocorrelation. A good regression model is a regression that is free from autocorrelation (Ghozali, 2006).

d.　Multiple Linear Regression Equation

The following are the results of multiple linear regression tests on Perception, awareness and WOM variables:

Table 3. Results of Multiple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	2.300	0.423	
	Persepsi_X1	0.232	0.111	0.252
	Awareness_X2	0.238	0.098	0.277
	WOM_X3	0.413	0.114	0.455

From Table 3 the objective is to predict the value of the dependent variable which is influenced by the independent variable or to show that the multiple regression equation model is to estimate the purchase interest that is influenced by packaging, brand image and brand trust:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2.300 + 0.232\ (X_1) + 0.238\ (X_2) + 0.413\ (X_3) + e$$

Y is the intention of traveling, (X1) is Perception, (X2) is awareness, (X3) is WOM. From the above equation, several things can be analyzed, among others:

a). The total value of tourism intention is 2,300, meaning that if the independent variables (perception, awareness and WOM) are equal to zero, then the value of tourism intention will be 2,300. In other words, if the perception of tourism, awareness and WOM does not have an effect, the tourism intention will be worth 2,300.

b). The regression coefficient for the perception variable (X1) is 0.232; This means that if there is an increase in the perception variable by 100%, there will also be an increase in intense tourism by 0.23%, assuming the awareness and WOM variables remain or do not change.

c). The regression coefficient for the awareness variable (X2) is 0.238; This means that if there is an increase in the awareness variable by 100%, there will also be an increase in tourism intention by 0.23%, assuming that the perception variable and WOM are fixed or do not change.

d). The regression coefficient for the WOM variable (X3) is 0.413; means that if there is an increase in the WOM variable by 100%, there will also be an increase in tourism intention by 0.41%, assuming the perception and awareness variables are fixed or do not change.

2) Hypothesis Testing

a. Result of t Statistical Test (Partial)

Partially states that the perception of tourism, awareness and WOM have a significant effect on the intention of traveling on Gunung Tengak. This can be seen from the results of the partial regression coefficient calculation by looking at the tcount and the significance level of each of the independent variables, namely: tourism perception, awareness and WOM on the intention of traveling, as shown in table 4:

Table 4. The results of the partial regression test coefficient

Model	Koefisien Regresi	t $_{hitung}$	Sig
Perception (X1)	0,232	2,097	0,040
Awareness (X2)	0,238	2,424	0,018
WOM (X3)	0,413	3,635	0,001

Based on Table 4, it can be concluded that**:**

a)　The Influence of Perception of Tourism on the Intention of Traveling
From table 4.13, it can be seen that the results of the hypothesis testing of the effect of perception on intention to do business show that the t-count value is 2.097 which is greater than the t-table value with α 0.05 = 1.994 or a significance value of 0.040 less than 0.05. This fact means that the observation hypothesis (Ho) is rejected and accepts the alternative hypothesis (Ha). Thus it can be concluded that the perception of traveling has a positive and significant effect on the intention of traveling on Gunung Tengak.
These two variables are interrelated and unidirectional, meaning that there is a positive relationship between the perception variable and the increasing intention to travel. The better the perception of traveling, the higher the intention to travel

b)　The Influence of Tourism Awareness on Travel Intentions
From table 4.13, it can be seen that the results of testing the hypothesis of the influence of awareness on the intention of traveling show that the t-count value is 2.424 which is greater than the t-table value with α 0.05 = 1.994 or a significance value of 0.018 less than 0.05. This fact means that the observation hypothesis (Ho) is rejected and accepts the alternative hypothesis (Ha). Thus it can be concluded that tourism awareness has a positive and significant effect on the intention of traveling on Gunung Tengak.
These two variables are interrelated and unidirectional, meaning that there is a positive relationship between the awareness variable and the increasing intention to travel. The higher the awareness of traveling, the higher the intention to travel.

c)　The Influence of Word of Mouth on Travel Intentions
From table 4.13, it can be seen that the results of testing the hypothesis of the effect of Word of Mouth on the intention of traveling show that the tcount value is 3.635 which is greater than the ttable value with α 0.05 = 1.994 or a significance value of 0.001 less than 0.05. This fact means that the observation hypothesis (Ho) is rejected and accepts the alternative hypothesis (Ha). Thus it can be concluded that the Word of Mouth has a positive and significant effect on the Intentions of Traveling on Gunung Tengak.
These two variables are interrelated and unidirectional, meaning that there is a positive relationship between the Word of Mouth variable and the increasing intention to travel. The more positive the Word of Mouthmaka the higher the intention to travel. Based on the table, it can be seen that the tourism perception variable has a significant effect on the intention of traveling. The awareness and WOM variables also have a significant effect on the intention of traveling. These results indicate that the partial hypothesis which states that tourism perceptions, awareness and WOM of travel intentions can be accepted.

3)　Model Feasibility Test Results (Test F)

The results of the feasibility test of the model show that perception (X1), awareness (X2) and WOM (X3) together have a significant effect on the intention of traveling (Y) on Gunung Tengak. This can be seen based on the results of data processing shown in table 5:

Table 5.Model Feasibility Test Results (F Test)

Model		F	Sig
Perception (X1) Awareness (X2) WOM (X3)		9,866	0,000

Simultaneously it can be seen from the value of fcount> ftable (fcount9.866)> (fcount with 0.05 = 2.74). Because the value of F (Calculate) > F (Table) or the significant level <0.05, or the significance value of 0.000 which is less than 0.05, H0 is rejected and H1 is accepted. So it can be said that the regression model can be used to predict the feasibility of traveling intentions.

4) Determination Coefficient Test (R2)

The coefficient of determination test is used to measure how much is the percentage of variation in the independent (independent) variable in the multiple linear regression model in explaining the variation in the dependent variable (Priyatno, 2014).

Table 5.Determination Coefficient Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.556	0.310	0.278	0.50403

The processing results show that R2 Square (coefficient of determination) for this model is the value of RxR = R2 (0.556x0.556 = 0.310). The value of R Square is 0.310, this value is low below 50%. The low value of the coefficient of determination in this study is due to many influencing factors such as other factors, namely variables of interest, facilities, promotion and destination image. For the Adjusted R Square value of 27.8%, this value is still low below the value of 50%.

Discussion

1) The Effect of Perceptions of Traveling on the Intentions of Traveling.

In this study, perception is the independent variable and intention as the dependent variable using indicators of needs and desires, past experiences, experiences from friends, communication through advertising that connects with indicators of intention through attitudes toward behavior, subjective norms, and behavioral control. realized. Some of these indicators are rated higher by most respondents, such as the indicators of experience from friends and communication through advertisements. This can have a positive effect in increasing the intention to travel to Gunung Tengak.

The results showed that the perception of traveling could significantly influence the intention of visiting Gunung Tengak. Respondents' perception is a psychological process that is preceded by their sensing in the form of observations about Gunung Tengak tourism objects, reminders and identification of objects such as the presence of beautiful spots and natural stones as well as the sky and views of rice fields. This is what can significantly influence tourism intentions. The better the tourism perception of the Gunung Tengak object, the better it will be in increasing the intention of visiting tourists. Perception theory affects decision making and also attitudes or actions in individuals. Researchers also have a rationalization of this relationship, where when individuals have a good perception of something, the individual will certainly take the action, as well as should. Sugihartono, et al (2007) argued that perception is the brain's ability to translate a stimulus or process to translate the stimulus that enters the human sense organs. Human perception there are different points of view in sensing. There are those who

perceive something as good or positive perceptions or negative perceptions that will influence human action that is visible or real.

Research conducted by Kumar and Venkateshwarlu (2017) states that the biggest reason for consumer intention is consumer perception of a product. As stated by Salleh et al (2010) that a person's perception has a big influence on the intention to buy a product. Consumers will choose good goods or services based on the attributes attached to these goods and consumers will use perceptions of these attributes to provide an assessment of their usefulness. The choice of a tourist destination itself has two processes, the first is an evaluation of the things that make the tourist destination attractive. Second, the process of choosing after an evaluation.

2) The Influence of Traveling Awareness on the Intention of Traveling.

In this study, awareness is the second independent variable that affects the intention to travel. The results showed that awareness had a significant effect on the intention of traveling to Gunung Tengak. This effect was indicated by the ability of a prospective buyer to recognize and recall a brand as part of a particular product category. Consumers or tourists who have visited Gunung Tengak after getting to know Gunung Tengak tourism want to visit again and want to capture the moment with family and relatives, this can significantly increase intense tourism.

The awareness variable uses indicators of brands that are remembered, brands known, brands that are called. From some of these indicators, the highest respondent's assessment is seen in known brands, namely the perfect view which is one of the tourist icons of Gunung Tengak that is easily recognized, such as views of rice fields where when the rice season arrives, the view is green, making the eyes never get bored to look.

In addition, there are stones that are classified as unique, such as Batu Bedil which is similar to a gun and important stones which when hit sound like an important sound (guitar). Gunung Tengak has also witnessed the circulation of Islam in Pujut, because on Gunung Tengak there is the tomb of one of the guardians who spread Islam in Pujut. Not only that, at Gunung Tengak you can also enjoy the sunrise and sunset, besides that there is a camping place for those who want to spend the night. According to Muanas, (2014), the brands chosen by a consumer are usually the brands they want. Unpredictable attitudes and circumstances will influence the purchasing decision factor. Purchasing habits will also influence a consumer to make a purchase. Aaker in Noor et al (2020), defines awareness as the ability of potential consumers to recognize or remember that a brand belongs to a certain product category. From research conducted by Herlambang, et.al (2019), it is concluded that knowledge of brands has the highest influence on product purchase intentions.

Mihanyar et al (2015) stated that tourism awareness of a tourist has an influence on the intention of tourists to visit tourist attractions. In this case, Carnall (2017) also states that a person's awareness has a great influence on the intention to buy or do something about what is perceived. This shows that the intention can arise from the awareness of tourists for traveling.

3) The Influence of WOM on Travel Intentions

Word of Mouth is the third independent variable that has a strong influence on the intention of traveling to Gunung Tengak. Word of Mouth, or abbreviated as WOM, is able to make a strong contribution to the influence of tour intentions. This influence comes from the influence of other people who provide positive information to tourists, where consumers get information from various sources, namely family, friends, colleagues, the internet, and advertisements which are a positive attraction for increasing the intention to travel on Gunung Tengak. So this shows that word of mouth has an influence

on the intention of traveling (Jalilvand and Samiei, 2012). The existence of positive WOM can raise and increase the intention to visit tourists to visit a place. Meanwhile, negative WOM will reduce the intention to visit that place. This is because tourists who will visit a place have assessed the information that has been received.

Research conducted by Jalilvand and Samiei (2012) regarding the effect of eWOM on tourism destination choice with a psychological theory approach, namely theory on planned behavior (TPB), shows that eWOM communication has a significant impact on customer attitude towards visiting tourist destinations, subjective norms, perceived control behavior, and the intention to visit these tourist destinations. According to the theory of Ajzen (1991) in Jalilvand and Samiei (2012), TPB is a theory developed by Ajzen (1991) whose main focus is the individual's intention to perform certain behaviors, the intention is considered to be able to see the motivational factors that affect behavior, and this intention is an indication of how hard people are willing to try and how much effort the individual will spend to carry out a behavior (Jalilvand and Samiei, 2012).

Conclusion

Based on the research findings and discussion, it can be concluded that: 1) the perception variable significantly influences the intention of traveling; 2) The awareness variable has a significant effect on the intention to travel; 3) The variable word of mouth significantly influences the intention of traveling.

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