ATTRACTION FACTORS OF LOCAL TOURIST VISITING LAWANG PARK OF WEST SUMATRA INDONESIA

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Abstract- The attraction factors to the tourist of visiting the Lawang Park of West Sumatra Indonesia are determined in this paper. Local tourist is the respondents of this study. The park attracts huge numbers of local visitors in public holidays. Purposive sample method was used to collect primary data where 100 questionnaires were distributed among respondents. The obtained data was analyzed through descriptive Analysis Technique and The Factor-Analysis model. The study findings indicated that nice view, unique destination, friendly, peaceful and cleaning are the top attraction influencing factors among visitors of Lawang Park. Beside religious freedom, availability of worshiping area; proper guidance to the visitors, cheap souvenirs and easy access to the public transportation are the concerning factors to the growing tourist to the Lawang park. The study findings indicated that visitors are well satisfied over the management and community.

Key Words- Attraction factors, Lawang park visitors

I. IINTRODUCTION

Tourism has been regarded as the most rapid growing industrial sector in the world during the past decades as it is stated by United Nations World Tourism Organization (UN-WTO) that 8% of export goods and services are dominated by tourism sector. This sector contributed 37% of whole international trading that it becomes the ultimate catalyst of world social-economic development. The annual growth rate of tourism sector is stated as 4%. United Nations World Tourism Organization estimates that the number of international trip will be around 1.6 billion in 2020 (MasterCard,&Crescenrating 2016). Indonesia is the largest archipelago in the world that it consists of ± 18.110 islands spread along the 108.000 km of coastal line. This country has great natural potential, vast amount of biodiversity, prominent pre-historical and historical inheritance, as well as diverse arts and culture which can be potential sources and capital for tourism development sector. Nationally, tourism sector offers significant contribution toward Indonesian economics growth in 2014 (National Statistic Board,2014). The contribution toward GDP is 4.01% and the estimation of multiplier effect of tourism toward gross domestic product is 9%. It is estimated that the national income from this sector is US$ 10.69 billion. Moreover, the work force required in the sector is 10,3 million people. Tourism absorbs 10,18 million work force or 8-9% of the total national labor that it is considered as the a sector which absorbed the fourth biggest work force in the nation (National Statistic Board, 2014). West Sumatra is one of the province in Indonesia has nice view location for tourism except Bali and other part of Java. After the earthquake in 2009 and the tsunami in 2010, West Sumatra tourism industry has begun to improve itself. Various locations around the state of Sumatra have been developed by the state government and private stakeholders to encourage local tourism and attract tourism across the country. Where exhibition and tourism related seminar has been conducted (Yuliviona, 2016). Many reformations in West Sumatera tourism sector have been conducted by local authorities after earthquake in 2009 and tsunami in 2010. Various activities initiated by the local government and other tourism practitioners to attract tourists' interest to visit the province, especially international tourist (Yuliviona 2016).According to the national data, the visit of foreign tourists in January 2015 contributes0.45% out of total number of foreigner's visitation to Indonesia. Meanwhile, the number of domestic tourists is 723.039.

II. THEORETICAL BACKGROUND

As indicated by the World Tourism Association, David Halm(2012) characterized Community Ecotourism is a tourism frame in light of the assortment of normal natural environmental conditions, and others conscious values and supports the contribution of nearby groups in the tourism business for guests at the goals. In the investigation of David Halm (2012), "the vacation destination for Community Ecotourism goals in Indonesia," called attention to that keeping in mind the end goal to draw in travelers to group ecotourism,5 elements were specified, for example, specific fascination, Behavioral Control Perception, neighborhood inhabitants, characteristic biological conditions, offices – foundation. What's more, one indispensable and conclusive variable is specific attraction of goal contrasted and different goals. In the discoveries of Honey (1999) likewise had the same

statement.Particularly, David Halmsaid that the interest of goal could be a vacation destination in the high mountains, a town in the foothill, an angling town, a town in suburbia, or quiet farmland, where there is natural differences, regular scene and human values, for example, the customary towns, the social landmarks, the traditions, the plantations, the fields, with the tourism interest of neighborhood groups. David Halm additionally included that different from regular environmental tourism, group ecotourism not onlyshowed voyagers the estimation of the normal scene yet provided vacationers involvement with neighborhood life, went to the customary towns, submerged with culture, legacy and immaterial objects of the neighborhood groups, energized groups in the goals to take part in tourism exercises to safeguard, preserve, reestablish and advance the estimation of nature and the humanities at the destination. Honey (1999) with "the fulfillment of guests to the goal of Chiengmai, Thailand" had a similar articulation.

In any case, David Halm underscored one imperative figure drawing in visitors to group ecotourism goal Behavioral control Perception.Visitor attractions are conducted with a view of developing a typology of attractions or assessing the attractiveness of a site, tourism region, country or even international region. Studies on individual attractions are carried out in order to assess and improve the attraction offer or the attraction product. Various reviews concentrate on the impact of guests on the fascination condition including the issue of swarming and approach to diminish it correspondence in attractions and methods for overseeing lines of guests and the examination of interest forming exercises as methods for managing guest movement.

III. RESEARCH METHOD

The research was conducted in Lawang Park, of West Sumatra. The population of the research was visitors of the site. According to Sekaran (2013) sample of the research is drawn from the population and is regarded as smallest part of the population which becomes the sample and object of the research.Sampling technique applied in this study was purposive samplingSekaran(2013). Purposive sampling is usually determined by certain consideration. Data was collected through questionnaires consisted of questions ordered pursuant to Likert scale. Factor analysis test is grouped in factors influenced visitors' toward attraction of Lawang Park. According to Sekaran(2013) the analysis tends to accommodate every single data or respond of the respondent obtained during data collection that advanced perspective can be drawn. Qualitative analysis was conducted for qualitative data collected through exploratory study using factor analysis test.

IV. ANALYSES AND DISCUSSION

4.1 Characteristic of Respondents

Respondent characteristics refer to description of sample personal data, namely age, residence, sex, educational background, information source related to the sites, visiting frequency, visiting duration, and satisfaction rate. The description of the participated respondents can be viewed in Table 2.

Table 2: Respondent General Description

Category	Number	Percentage (%)
Age		
16^{th} - 25^{th}	53	53
26^{th} - 35^{th}	11	11
36^{th}>	36	36
Total	100	100
Residency		
Padang	5	5
Bukittinggi	94	94
Others	1	1
Total	100	100
Sex		
Male	50	50
Female	50	50
Total	100	100
Educational Background		
Elementary School	0	0
Junior High	3	3
Senior High	45	45
College (D3)	8	8
Bachelor (S1)	35	35
Others	9	9
Total	100	100
Information Source		
Newspaper/ magazine	5	5
Friends/ Relatives	70	70
Internet	16	16
Television/Radio	3	3
Brochure/ Leaflet	4	4
Others	2	2
Total	100	100
Visiting Fequency		
1x	34	60
2x	21	26
3x – 4x	14	10
5x >	31	4
Total	100	100
Visiting Duration		
1 - 2 hours	12	8
2 – 4 hours	57	25
4 – 6 hours	19	19
6 hours >	12	48
Total	100	100
Satisfaction Rate		
Yes	98	98
No	2	2
Total	100	100

4.2 Analysis Factor

The rationale of analysis factor in this research is to reveal some factors that become the tourists' background of visitation to the tourism objects in Bukittinggi. The steps conducting in factor analysis

are described through the following description points:

4.3.Variable Independence Test in Correlation Matrix

Pursuant to sample sufficiency assumption test and inter-variable correlation conducted by using SPSS program, the result can be described is shown in Table 3

Table 3: Independence Test and Correlation Matrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	902.867
	df	120
	Sig.	.000

The sampling adequacy can be determined by looking at value of Kaiser-Meyer-Olkin Measure of SamplingAdequacy (KMO-MSA). When the value of the KMO-MSA is bigger than 0,5, it can be concluded that the number of the sample is adequate. Of the analysis it can be seen that the value of KMO-MSA was 0.839. It can be concluded that assumption of sampling adequacy had been fulfilled.The strength Inter-variable correlation can be determined through the use of significance value of Barlett's Test of Sphericity. When the value is less than 0.05 it can be concluded that the whole inter-variable correlation is sufficient. Pursuant to the data, it can be seen that the values of Barlett's Test of Sphericity are902,867and sig. 0,000. It is obvious that0,000 is less than 0.05 that assumption of sufficient inter-variable correlation was fulfilled.

The closeness of inter-variable was tested by using Measures of Sampling Adequacy (MSA), that the bigger value of 0.5 indicating the relation of variable is adequately strong, yet the lesser MSA value indicates weak inter-variable correlation. To obtain the value of partial correlation, the inter-variable correlation has to be strong, yet the correlation with other variable has to be less (Anti Image Correlation). Based on the data analysis it can be examined that no single correlation is less than 0.5 that the analysis can be continued.

4.4 Extraction Factor

Technique of factor analysis was selected pursuant to the capability in explaining the data as well the accuracy rate of analysis model. In this study PCA(Principal Component Analysis) model was selected as it can determine an accurate cumulative percentage value.Through PCA (Total Variance Explained is attached) technique it can be drawn that the value of variant cumulative percentage is 70.49%. It implies that the technique is sufficient to describe the data70,491 % while the rest29.51 % cannot be determined through this technique. Thus, the technique possesses sufficient capability in explaining the obtained data as the value is more than 50.0%.

4.5 Total Variance Analysis

Factoring (Total Variance Explained) was used to see the number of optimal factors in explaining the variants of the 16 items and Eigenvalues to describe the relative importance of each factor in determining variants of the 16 items was analyzed. The Eigenvalues was always ordered from the biggest number to the smallest one. The total of Eigenvalues numbers for the whole items is identical to total number of variants of the 16 items. Eigenvalues value < 1 was not used in determining the number of the existed factor. After the analysis was conducted through SPSS program, of the 16 items used to know the background reasons of visiting the tourism sites in Lawang Park can be simplified into 4 prominent factors. The ultimate reason is tha the value of total variance resulted by those 4 factors gaining higher value than other factors, namely Eigenvalues > 1 as it can be observed from the following table 4

Table 4: Factor Determination

Componen	Total	Variance %	Cumulative
Factor 1	6,288	39,298	39,298
Factor 2	2,296	14,348	53,646
Factor 3	1,562	9,756	63,403
Factor 4	1,134	7,089	70,491

Based on the data analysis described by table 4.3, it can be observed that the first factor possesstotal of Eigenvalues 6,288 and the percentage of variance value is 39,298 %. The total value of Eigenvalues in the second factor was2,296 and the percentage of variance value is14.34%. Moreover, the total values of Eigenvalues in the third and fourth factor are 1,562 and 1,134 while the percentage of variance value for the two factors is9,756% and7.089 %.

4.5Matrix Factor

Matrix factor is factor analysis result conducted before it is rotated. The factor consisted of factor coefficients (loading factors) used to state the standardized variables of the related factors. The coefficient score of loading factor which is more than 0.5 shows the higher correlation between those factors. The obtained matrix factor of the study is described pursuant to the table 5 below:

Table 5: Matrix Factor Data Analysis

Faktor	Item		Nilai Loading
Factor 1	Item 1	Picturesque view	0,761
	Item 2	Uniqueness of tourism site	0,646
	Item 3	Friendly community of tourism site	0,722
	Item 4	Tranquality of tourism site	0,854
	Item 6	Comforteness of tourism site	0,771
	Item 7	Clean tourism site	0,618
Factor 2	Item 13	Availabity of good and clean restaurant	0,856
	Item 14	Availability of clean accomodation	0,875
	Item 15	Sufficient of worshipping site/Mosque	0,892
	Item 16	Proper parking lot	0,825
Factor 3	Item 5	Vast number of visitors	0,839
	Item 8	Location accessibility	0,750
Faktor 4	Item 9	Convinience price of offered souvenir	0,689
	Item 10	Tour guide availability	0,507
	Item 12	Public transportation to tourism site was availability in any time	0,816

Pursuant to the data analysis, it is obtained that the 16 items can be classified into 4 components or factors due to loading factor which is > 0.5. Factor 1 consisted of item 1-4, 6, 7; component or factor 2 consisted of 13-16, further the 3rd component consisted of 5 and 8, and component or factor 4 consisted of 9,10,12. Rotation of matrix through 5 times convergent iteration was necessarily conducted to obtain simple data structure in which each variable was able to describe the standardized variables of each factor. Based on the analysis, it is discovered that the result of the rotation conducted based on Rotated Component Matrix; the whole variables belong to proper classification. The analysis of the matrix rotation is revealed in table 6.

Table 6: Matrix Rotation

Faktor	Item		Faktor	Nilai Loading
Faktor 1	Item 1	Picturesque view	Comfort	0,761
	Item 2	Uniqueness of tourism site		0,646
	Item 3	Friendly community of tourism site		0,722
	Item 4	Tranquality of tourism site		0,854
	Item 6	Tranquality of tourism site		0,771
	Item 7	Clean tourism site		0,618
Faktor 2	Item 13	Availability of good and clean restaurant	infrastructure	0,856
	Item 14	Availbilty of clean accomodation		0,875
	Item 15	Sufficient worshipping site/ mosque		0,892
	Item 16	Propert parking lot		0,825
Faktor 3	Item 5	Vast number of visitor	population	0,839
	Item 8	Location accessibility		0,750
Faktor 4	Item 9	Convinience price of offered souvenir	Facility	0,689
	Item 10	Tour guide availability		0,507
	Item 12	Public transportation to tourism site was availability in any time		0,816

The data shows that the whole 16 items are covered in the four factors. These items are the ultimate background reasons of visitors to visit the tourist sites in Lawang Park.

4.7 Factor Interpretation

Pursuant to result analysis of factor rotation in table 4.5, the 16 variables possess the loading value more than 0.5 combined into 4 factors and the total variance is 62.79%. Loading factors identifies the correlation between variable and obtained factor values. The interpretation of the four factors is described as followed:

Factor 1:

Result of factor analysis obtained 39.298% of variance percentage bigger than the second and third factors. Based on the result it is revealed that the first factor is the most dominant one in determining the visitor's decision making in visiting the tourist spot in Bukittinggi. The first factor consisted of 6 items namely picturesque view, uniqueness of tourism site, friendly community of tourism site, tranquility of tourism site. Those items possess various loading ranged from 0.618 to 0.854. The highest correlation obtained on variables of the tranquility of tourism site while the lowest correlation is revealed on variable of clean of tourism site 61.8%. Thus, the loading factor indicates that the quality of tourism site availability of tour guide was selected as surrogate items.

Factor 2:

In the second category, four items shows the influencing attraction factors for the local tourist visiting Lawang Park. The variance of the second factor is 14.48% supported by the following items, namely the availability of good and clean restaurant, availability of clean accommodation, sufficient worshipping site mosque, proper parking lot. The four items in the second factor possess range loading value started from 0.825 to 0.892.The loading factor indicates that the availability of worshipping place or mosque was selected as surrogate item.

Factor 3:

In the third category, which becomes the main reason for the tourists in visiting the tourist spot in Lawang Park is revealed from the variant percentage, namely9.756% supported by vast number of visitor and location accessibility which range loading started from0.750 to 0.839. It is obviously revealed that the great number of visitors becomes the surrogate items.

Factor 4:

The fourth factor of the basic reason of tourist visitation in Painan is revealed through the value of variance percentage 7.089% supported by convenience price of offered souvenir, tour guide availability, public transportation site was availability in any time which possessing the loading ranged from 0.507 to 0.816. It is concluded that public transportation to tourism ite was availability in any time was selected as surrogate item.

CONCLUSION

Study concluded picturesque view,uniqueness of tourism site, friendly community of tourism site, tranquility of tourism site are the top attraction influencing factors for the tourist visiting Lawang Park. The category offered facilities indicated that availability of good and clean restaurant, availability of clean accommodation, sufficient worshipping site

mosque, proper parking lotThose are the strategy of local authorities to gain people interests to visit the tourist site in Lawang Park.The third factor vast number of visitor and location accessibility. Convenience pricing of the products to the tourist, easy access to the public transportations is the attraction factors under fourth category. Overall study finding shows that the tourist is well satisfied from the area of Lawang Park and local authority has well maintained.

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