The Influence of Accessibility, Tourist Attraction, and User Generated Content on the Decision of Tourists to Visit the Selopamioro Adventure Park

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Abstract

This research aims to determine and analyze the influence accessibility, tourist attractions, and user generated content on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. This research is survey research using a questionnaire to collect data. The population in this research is all tourists of the Selopamioro Adventure Park. The sample in this research was 120 respondents using the purposive sampling method. The data analysis technique in this research uses Multiple Linear Regression analysis using SPSS 25 software. The results of this research show that: 1) Accessibility, tourist attractions, and usergenerated content simultaneously have a significant effect on decision of tourists to visit, 2) Accessibility has a positive and is not significant effect on decision of tourists to visit, 3) Tourist attractions have a positive and significant effect on decision of tourists to visit, 4) User generated content has a positive and significant effect on decision of tourists to visit.

Keywords: *Accessibility, Tourist Attraction, User Generated Content, Decision to Visit*

Introduction

Indonesia, as the largest archipelago country in the world with 17,504 islands, has abundant natural resources, living resources, and human resources, which hold great potential. One of the potentials that attract attention from within and outside the country is the potential for tourism. Tourism can become one of the sources of foreign exchange for the country and a driver of the economy in increasing the economic well-being of the people.

Each region is continuously developing its tourism sector by utilizing the diverse conditions of their destinations, providing tourists with a variety of attractive destinations. One of the destinations visited by both local and foreign tourists is the Special Region of Yogyakarta. The existence of Yogyakarta as a tourist city is proven by data from the 2022 Statistical Book of Tourism in Yogyakarta, which shows that 2022.According to the 2022 Statistical Book of Tourism in the Special Region of Yogyakarta, Bantul District is one of the districts that contribute significantly to attractive tourist destinations. There were 242 foreign tourists and 5,714,140 domestic tourists who visited Bantul District. Some types of natural tourism in Bantul District include beaches, mountains, waterfalls, caves, and historical

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Table 1. Number of Foreign and Domestic Tourist Visits to the Special Region of Yogyakarta 2018-2020

No	Tourist Destination	2018			2019			2020		
		International	Domestic	Total	International	Domestic	Total	International	Domestic	Total
1	Yogyakarta City	219,332	4,533,019	4,752,351	252,682	3,963,919	4,216,601	37,008	1,329,562	1,366,570
2	Sleman Regency	291,776	7,606,312	7,898,088	233,050	10,145,104	10,378,154	24,044	4,226,075	4,250,119
3	Bantul Regency	21,288	8,819,154	8,840,442	4,871	8,007,795	8,012,666	252	2,265,171	2,265,423
4	Kulon Progo Regency	44,947	1,924,676	1,969,623	41,753	1,994,417	2,036,170	-	56,643	56,643
5	Gunung Kidul Regency	22,759	3,032,525	3,055,284	19,191	3,641,612	3,661,612	3,453	1,978,146	1,981,599
	TOTAL	600,102	25,915,686	26,515,788	551,547	27,772,847	28,324,394	64,757	9,855,597	9,920,354

Source: Yogyakarta Tourism Agency, 2023

Table 2. Number of Foreign and Domestic Tourist Visits to the Special Region of Yogyakarta 2021-2022

No	Tourist Destination	2021			2022		
		International	Domestic	Total	International	Domestic	Total
1	Yogyakarta City	827	458,435	459,262	62,261	2,658,606	2,720,867
2	Sleman Regency	5,162	1,723,256	1,728,418	63,557	6,107,098	6,170,655
3	Bantul Regency	57	2,819,691	2,819,748	242	5,714,140	5,714,382
4	Kulon Progo Regency	9	909,098	909,107	2,014	1,561,299	1,563,313
5	Gunung Kidul Regency	8	1,937,627	1,937,635	709	3,106,063	3,106,772
	TOTAL	6,063	7,848,107	7,854,170	128,783	19,147,206	19,275,989

Source: Yogyakarta Tourism Agency, 2023

buildings. One of the natural attractions in Bantul District that the local community uses to attract tourists with its natural resources is the Selopamioro Adventure Park (SPARK).

Selopamioro Adventure Park (SPARK) is a natural attraction located along the Oyo Imogiri Bantul River, which adheres to the adventure theme of river rafting. The offered tour packages include outbound, rafting, tubing, canoeing, and camping. Selopamioro Adventure Park (SPARK) can fulfill the wishes of tourists who want to enjoy the river and view the surrounding scenery, similar to the Green Canyon in Bantul. This object is very suitable for viewing the beauty of the surroundings around the Selopamioro and Sriharjo villages.

According to Kusumawardhani et al. (2020), the decision to visit from tourists can be influenced by two factors: attractors and drivers. The driver factors in the tourist's decision-making process involve aspects such as the accessibility and appeal of the tourist destination. On the other hand, the attractor factors can be in the form of user generated content related to Objek Wisata Selopamioro Adventure Park (SPARK).

The purpose of this research is to find out and analyze: 1) The combined effect of accessibility, tourist attraction, and user generated content on the decision of tourists to visit Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta, 2) The effect of accessibility on the decision of tourists to visit Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta, 3) The effect of tourist attraction on the decision of tourists to visit Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta, 4) The effect of user generated content on the decision of tourists to visit Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta.

Literature Review

Decision to Visit

The decision to visit a tourist destination in this study uses a purchasing behavior decision-making approach. This can be compared to the decision to visit as a purchase decision for a product or service. Kotler & Keller (2016:179) state that the decision to purchase is an element of consumer behavior, which involves learning about how individuals, groups, or organizations choose, buy, or use products or services to satisfy their needs and desires. This decision-making process has many aspects and includes various stages of evaluating options and making choices. Peter and Olson (2000) then elaborate that a purchase decision is essentially a process of integrating knowledge to assess two or more alternative behaviors and select one of them. This means that the decision to visit a tourist destination involves evaluating various factors such as destination options, travel methods, time, cost, and service providers. Hurriyati (2015) identifies specific indicators that influence the decision to visit, including: 1) Destination Area, 2) Traveling Mode, 3) Time and Cost, 4) Travel Agent, 5) Service Source which includes the availability and quality of services that is provided at the destination. By understanding these indicators, tourism stakeholders can better meet the needs and preferences of potential visitors, thereby improving their decision to visit.

Accessibility

Accessibility is a important factor in determining the attractiveness and feasibility of a tourist destination. According to Mulyana et al. (2022), accessibility refers to the

availability of facilities that make visitors able to reach a tourist destination. This include the availability of transportation options and the overall reachability of the destination. Accessibility plays a important role in the overall travel experience, as it affects how easily tourists can access a destination from their place of origin. Rokhayah & Andriana (2021) then elaborate on accessibility by describing it as the ease with which a place can be reached, which emphasize the importance of the proximity relationship between the destination and the travelers' starting location. A well-connected transportation network and clear routes increase the accessibility of a destination, making it more attractive to tourists. Soekadijo (2003:107) identified some key indicators of accessibility, including: 1) Access Facilities, this refer to infrastructure and amenities that facilitate travel, such as roads, airports, and public transport; 2) Access to Information, this involves the availability of accurate and comprehensive information about the destination, routes, and travel options; and 3) End of Journey Destination, this pertains to the final leg of the journey and the ease of reaching the specific tourist sites or attractions. By improving these accessibility aspects, destinations can attract more visitors and provide a smoother and more enjoyable travel experience.

Tourist Attraction

Tourist attractions are the main reasons that draw visitors to a specific region. According to Yoeti (2017), tourist attraction refers to all things that attract tourists to a specific region. These elements can be diverse and range from natural landscapes to cultural sites and special events. On the other hand, according to Kristina et al. (2024), tourist attraction is one of the reasons why a person or group of people visit a tourist destination if the tourist destination has a certain meaning. According to Sunaryo (2013:25), tourist attraction is often classified based on their type and theme, such as: 1) Natural Tourist Attraction, which includes natural scenery, parks, and wildlife; 2) Cultural Tourist Attraction, which covers historical sites, museums, festivals, and traditional practices; and 3) Special Interest Tourist Attraction, which serve special interests such as adventure tourism, culinary experiences, and sports. Makawoka et al. (2022) identified indicators of tourist attractions, including: 1) Attractions, which refer to the main features or activities that attract visitors; 2) Facilities, which include amenities and services that increase the visitor experience; 3) Infrastructure, which maintains the physical and organizational structures needed for the operation of the destination; 4) Transportation, which involves the means of travel to and within the destination; and 5) Hospitality, which refers to the quality of service and hospitality of the local people and service providers. A complete tourist attraction combine these elements, offering a rich and engaging experience that satisfies a variety of visitor interests.

User Generated Content

User Generated Content (UGC) has become an important aspect of modern marketing and consumer engagement. According to Putri (2020), UGC is a review created by users for a brand. These contributions provide authentic insights and experiences that are valuable to potential customers. Rubyanti (2020) reveals in her research about the motivation behind a person uploading UGC that it includes: 1) Expressing Negative Feelings, where users share their dissatisfaction or problem with a product or service; 2) Self-Improvement, where creating and sharing content helps individuals improve their skills and gain recognition; 3) Social Benefits, which include expanding

personal networks and building an online presence; 4) Helping Other Users, by providing useful information and advice that is based on personal experiences; 5) Providing Warnings, to warn other users about potential problems or scams; and 6) Helping the Company, by offering constructive feedback and promoting brand improvements. Putri (2020) describes UGC indicators, including: 1) Customer-Experienced Trust, which reflects the credibility and reliability felt by other users; 2) Experience-Based Trust, which is developed from personal experiences and shared with the community; 3) Customer-Experienced Impact, which refers to the influence of user-generated reviews on other potential customers; and 4) Informative Content, which provides valuable and detailed information about the products or services. UGC plays a important role in shaping brand perception and influencing purchasing decisions, because it represents auhtentic and relatable experiences shared by real users.

Hypotheses in this research are as follows:

H1. Accessibility has a positive and significant effect on the Decision to Visit Wisatawan to Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta.

H2. Tourist attraction has a positive and significant effect on the Decision to Visit Wisatawan to Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta.

H3. User generated content has a positive and significant effect on the Decision to Visit Wisatawan to Objek Wisata Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta.

Methods

Sample and Procedures

The population in this research is all tourists of Objek Wisata Selopamioro Adventure Park. The sample in this research a part of tourists of Objek Wisata Selopamioro Adventure Park, which is120 respondents chosen using purposive sampling method. Data is collected using questionnaire.
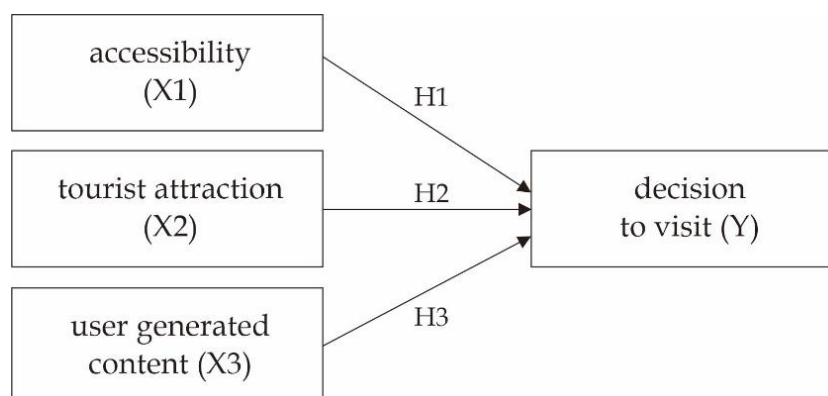

Figure 1. Research Model

Measures

Accessibility is measured using 5 statements. All the statements are valid, with the value of alpha is 0,869 (reliable).

Tourist Attraction is measured using 3 statements. All the statements are valid, with the value of alpha is 0,780 (reliable).

User Generated Content is measured using 9 statements. All the statements are valid, with the value of alpha is 0,866 (reliable).

Decision to Visit is measured using 4 statements. All the statements are valid, with the value of alpha is 0,863 (reliable).

Data Analysis

The data analysis technique in this research uses Multiple Linear Regression.

Result and Discussion

Result

Goodness of Fit the Model

Coefficient of Determination

Based on the results shown in Table 3, it can be determined that the adjusted R-squared value is 0.651 or 65.1%. This means that accessibility, tourist attraction, and user generated content can explain 65.1% of the variation in the decision to visit Objek Wisata Selopamioro Adventure Park. The remaining 34.9% is influenced by other variables that were not considered in the study.

F Test

Based on the F test results in Table 3, the F-value is 75.064 with a significant level of 0.000. This means that the model is fit. Accessibility, tourist attraction, and user

Table 3. Result of Multiple Linear Regression

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Constant	-.013	1.443		-.009	.993
Accessibility	.205	.126	.132	1.619	.108
Tourist Attraction	.344	.052	.534	6.553	.000
User Generated Content	.317	.099	.240	3.191	.002
Adj R Square				.651	
F				75.604	0.000

Dependent variable: Decision to Visit

generated content simultaneusly have a significant influence on tourists' decisions to visit the Selopamioro Adventure Park tourist attraction in Imogiri, Bantul, Yogyakarta.

Hypothesis Testing

Based on the results of the multiple linear regression analysis in the Table 3, the following regression equation was obtained:

$$Y = -0.13 + 0.205X_1 + 0.344X_2 + 0.317X_3$$

The constant (α) is -0.13, which means that if accessibility (X_1), tourist attraction (X_2), and user generated content (X_3) are all equal to zero (0), the decision to visit will decrease.

The coefficient of accessibility (X_1) is positive, with a value of 0.205. This means that if the consumer's perception of accessibility increases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also increase, and vice versa. If accessibility decreases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also decrease.

The variable accessibility has a t-value of 1.619 with a significance level of 0.108. Since the significance level is greater than 0.05, it can be inferred that the accessibility variable has a positive but not significant effect on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. Therefore, hypothesis 1 is not supported.

The coefficient of tourist attraction (X_2) is positive, with a value of 0.344. This means that if the consumer's perception of tourist attraction increases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also increase, and vice versa. If tourist attraction decreases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also decrease.

The variable tourist attraction has a t-value of 6.653 with a significance level of 0.000. Since the significance level is less than or equal to 0.05, it can be inferred that if other independent variables are held constant, each increase in tourist attraction by one unit will increase the decision to visit by 0.344 units. Conversely, each decrease in tourist attraction by one unit will decrease the decision to visit by 0.344 units. Therefore, it can be concluded that the variable tourist attraction has a positive and significant effect on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. Thus, hypothesis 2 is supported.

The coefficient of user generated content (X_3) is positive, with a value of 0.317. This means that if the consumer's perception of user generated content increases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also increase, and vice versa. If user generated content decreases, the decision of tourists to visit Objek Wisata Selopamioro Adventure Park will also decrease.

The variable user generated content has a t-value of 3.191 with a significance level of 0.002. Since the significance level is less than or equal to 0.05, it can be inferred that if other independent variables are held constant, each increase in user generated content by one unit will increase the decision to visit by 0.317 units. Conversely, each decrease in user generated content by one unit will decrease the decision to visit by 0.317 units. Therefore, it can be concluded that the variable user generated content has a positive and significant effect on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. Thus, hypothesis 3 is supported.

Discussion

The effect of accessibility (X1) on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta

Based on the calculations above, the test results indicate that hypothesis 1 is not supported. This means that accessibility has a positive but not significant effect on tourists' decision to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. Accessibility is not a primary factor considered by tourists when visiting the Selopamioro Adventure Park. Once tourists are interested in visiting due to the park's attractions, they do not heavily consider accessibility, whether in terms of road access or information access. For many tourists, the appeal of the destination's attractions outweighs the potential challenges posed by accessibility. Additionally, tourists who view content created by others who have visited the Selopamioro Adventure Park showcasing its natural beauty are less concerned about accessibility. Engaging images and positive experiences shared through UGC can alleviate concerns about the difficulty to reach the park, as the destination's attractiveness becomes a priority in their decision-making process.

The effect of tourist attraction (X2) on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta

According to the calculation results above, the test results show that hypothesis 2 is supported. This means that tourist attraction (TA) has a positive and significant effect on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. The results indicate that the more TA there is, the higher the decision of tourists to visit the Selopamioro Adventure Park. Therefore, it is crucial for the managers of the Selopamioro Adventure Park to develop the attractions by providing various interesting features and activities for tourists, which can encourage the decision to visit. Respondents considered that the Selopamioro Adventure Park has good TA, starting from its natural beauty, facilities provided, available infrastructure, transportation, and friendly service to tourists. By continuously improving these attractions, the park can maintain and increase its appeal, ensuring that it remains a top choice for tourists who are seeking memorable and engaging experiences.

The effect of user generated content (X3) on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta

According to the calculation results above, the test results show that hypothesis 3 is supported. This means that user generated content (UGC) has a positive and significant effect on the decision of tourists to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. The results indicate that the more UGC there is, the higher the decision of tourists to visit the Selopamioro Adventure Park. UGC has become an important part of tourism marketing, as it can help tourists in making decisions to visit. With user generated content being uploaded through social media platforms such as Instagram, Facebook, YouTube, and TikTok, tourists have alternative options in finding and obtaining information about tourist attractions, which in turn influences their decision to visit. UGC can provide more accurate and relevant information than content created by tourism industry professionals. Tourists tend to trust information provided by others who have visited a particular tourist destination. UGC can provide a more realistic view of a tourist destination, allowing potential visitors to see photos and videos that show the true atmosphere of the tourist destination. This realistic description helps build expectations and confidence

in the decision to visit, making UGC a powerful factor in attracting tourists to Selopamioro Adventure Park.

Conclusion

Based on the research and discussion on the effects of accessibility, tourist attraction, and user generated content (UGC) on tourists' decision to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta, the following conclusions were drawn:

☑ Accessibility has a positive but not significant effect on tourists' decision to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. This indicates that hypothesis 1 is not supported.

☑ Tourist attraction has a positive and significant effect on tourists' decision to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. This indicates that hypothesis 2 is supported.

☑ UGC has a positive and significant effect on tourists' decision to visit the Selopamioro Adventure Park in Imogiri, Bantul, Yogyakarta. This indicates that hypothesis 3 is supported.

Limitation

The researchers were limited to three dependent variables: accessibility, tourist attraction, and user generated content. Additionally, the researchers were also limited by the existing literature, which was not comprehensive enough. This resulted in the research still having several limitations.

Management Implication

The researchers recommend that the managers of the Selopamioro Adventure Park maintain or even increase the attractions/tourist attractions to enhance tourists' decision to visit. Additionally, the managers of the Selopamioro Adventure Park should evaluate the reasons for accessibility having a low impact on tourists' decision to visit. The researchers suggest that the managers take effective steps, such as coordinating and collaborating with relevant parties to improve one of the roads leading to the tourist attraction.

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