

Factors that encourage tourists to visit Mount Guntur Garut, Indonesia

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Abstract. Mount Guntur is one of the mainstay mountain attractions in Garut Regency. The purpose of this study is to find out the factors that encourage tourists to come to Mount Guntur Garut. This research method is quantitative with descriptive and exploratory types, the survey was conducted by conducting interviews and distributing questionnaires, interviews were conducted to explore the factors that encourage tourists to come to Mount Guntur Garut which was then tested using a quantitative approach, namely exploratory factor analysis (EFA), questionnaires were distributed to 100 respondents using purposive sampling method. The results show that of the 8 tested factors, it is reduced to 3 factors, namely the object and natural tourist attraction factor, the safety factor and challenges and the entry fee factor. The object factor and natural tourist attraction are the most dominant factors because they have the largest eigenvalues with amount 4.371. The implications of this research could be taken into consideration for tourism development by the manager of Mount Guntur tourism in the future.

Keywords: tourism marketing, factor analysis, mount tourism, tourism development.

1. Introduction

In recent years, mountain tourism has progressively gained appeal among tourists' preferences [1]. Indonesia is one of the countries with the highest number of mountain tourism potential in the world [2]. On May 2021, the Ministry of Tourism and Creative Economy (Kemenparekraf) of Indonesia held an event called the Indonesia Volcano Sport Summits which offered at least three interesting things for mountain climbers from all over the world. First, Indonesia is a country with the highest number of volcanoes. Represents 13 percent of the world's total volcanoes. Second, some of them have become icons of world volcanoes, because of the history of eruptions and the peculiarities of natural phenomena. And third is a series of mountains located at the equator with seasons that can be enjoyed throughout the year [3].

Garut Regency has more than five popular mountain tourisms in Indonesia. Although not included in the list of mountains passed at the Indonesia Volcano Sports Summit, Mount Guntur is one of the most popular mountains for tourists to climb [4]. Besides Mount Guntur, there are Mount Papandayan, Mount Cikuray, Mount Talaga Bodas, Mount Putri, and Mount Haruman. Mountain tourism is influenced by the region's recreational potential, which includes its distinctive natural, historical, and

cultural assets [2]. In fact, not all tourists consider these factors when traveling to mountain tourism [5].

The characteristics that impact local travelers' intentions to visit Mount Papandayan, namely the testimonial and loyalty factors [6]. The costs spent by consumers impact decision to visit a new destination or return to their previous destination [7]. The factor of attraction, factors of knowledge and memory, factors of experience, and factors of the environment encourage tourist to visit Mount Talaga Bodas [8].

Although business competition in the field of mountain tourism is not as competitive as other fields in Garut Regency, mountain tourism managers need to anticipate global tourism competition. Factor analysis using exploratory factor analysis (EFA) is relevant to explore the factors that encourage tourists to visit a tourist destination [9]. In line with efforts to design future marketing strategies, this study aims to explore the factors that encourage tourists to visit Mount Guntur Tourism.

2. Literature Review

2.1. Tourism Marketing

Tourism marketing is a management strategy that embodies tourism demand through research, forecasting, and picking the suitable market for the organization's objectives in order to maximize profits [10]. Tourism marketing has a reputation for being exploitative and encouraging hedonistic consumption [11]. Destination marketing has begun to pay attention to shifting value systems in relation to environmentally conscious tourism and plans for long-term development. A collaborative and strategic strategy is required for a successful tourism destination marketing framework. Forming a tourism destination marketing committee; developing a strategic tourism destination marketing plan that is in line with the existing tourist destination development plan; conducting relevant research; and identifying and developing new tourism products and experiences are all important steps in this approach [12]. Furthermore, tourism marketing is the activity of attracting tourists and satisfying their requirements and wishes in order to achieve the organization's objectives, improve their competitiveness, and receive a reasonable return on their tourism activities [10].

2.2. Mount Tourism Marketing

Based on the assessment of environmental aspects (biophysics) and descriptive explanations (social and economic) using SWOT analysis, developing integrated management with stakeholders and the community around the entrance to the Sembalun hiking trail, carrying out biodiversity conservation activities as the main goal, and registering local community participation is a marketing strategy that can be done on The Sembalun climbing path to Mount Rinjani National [13]. Wisa Balerante Village made a strategy to use Local Economic Development (LED) by realizing its vision of developing natural and cultural tourism villages, creating sustainable and resilient balerante disaster villages and achieving local economic competitiveness [14]. The strategy that can be done by Mount Haruman tourism is to increase marketing through information and communication-based technology that is currently developing [15]. A long-term strategy is made for Mount Papandayan tourism managers by examining the factors that encourage tourists to visit tourist objects [16]. Alamanda et al. (2020) also mapped the tourism attributes of Mount Talaga Bodas as a marketing strategy [17].

2.3. Tourist Behaviour

The study of tourist behavior has greatly benefited from the general examination of tourism. Understanding tourist behavior in terms of non-spatial and spatial aspects is important for better understanding tourists who visit heritage sites [18]. The spatial-temporal dimension of the tourist experience is unavoidable [19]. The sociodemographic background and travel behavioral characteristics of visitors are the two primary groupings of non-spatial features [18].

Tourist behavior is influenced by a crisis in a variety of ways, from travel decisions to activities at the location before, during, and after the crisis [20].

2.4. Tourist Motivation

Researchers have attempted to uncover the push and pull motives of domestic tourists in numerous tourism areas [21]. In the subject of tourism research, the relationship between tourist motivations and satisfaction has been extensively examined [22]. Motivations are one of the markers of buyers' behavior, and they influence buyers' preferences in one or more ways, necessitating the necessity for research on travelers' motives [21]. Other stakeholders in the destination must contribute to effective destination marketing. Collaboration with other businesses and individuals is essential [11].

3. Methodology

This study intends to explore the factors that encourage tourists to visit Mount Guntur tourism. By using a survey approach in two stages the data were collected. Phase 1, data sources were generated from interviews with a number of informants who are members of the nature lover community. The results of the interviews were then compiled into a questionnaire which was distributed to 100 respondents using a purposive sampling method. Respondents are domestic tourists who have visited the Gunung Guntur tourist attraction. Based on gender, 75% of respondents are male. Based on regional origin, 60% came from the eastern Priangan region, 98% covered the West Java region, and 2 percent came from the DKI Jakarta Province. Respondents who have visited once were 25%, 2 times 50% and 3 times or more 25%. As many as 50% of respondents know about Mount Guntur tourism from friends, 22% from social media, 11% from family, 8% from news and 5% from television specials. And 96% of respondents are also tourists who love mountain tourism.

From the interview results, 8 indicators were tested, namely beautiful natural scenery, city light views, safe hiking trails, miniature of Mount Semeru, exotic savanna, affordable entry fees, best sunrise spots and challenging hiking trails. The data were then analyzed using exploratory factor analysis (EFA) by displaying the Kaiser-Meyer-Olkin (KMO) criteria which were expected to be more than 0.5 and Bartlett's Test of Sphericity which was expected to be $<0,05$, as a requirement that the data could be processed further.

4. Result and Discussion

Based on KMO and Bartlett's Test in Table 1, the Kaiser-Meyer-Olkin Measure of sampling adequacy index shows 0,715 or more than 0,5, thus factor analysis can be processed further. In addition, Bartlett's Test of Sphericity shows significance at 0,000 or $<0,05$, which means that the factors that become indicators are interdependent and factor analysis can be continued.

Table 1. KMO and Bartlett's Test

| | | |
|--|--------------------|-------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | ,715 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 354,560 |
| | df | 28 |
| | Sig. | ,000 |

Communalities data is worth more than 0,5 for all indicators, which means that the tested indicators explain at least 50% of the diversity of the formed factor data. Next is data analysis from Total Variance Explained which shows the number of variances associated with each factor. Table 2 shows that there are 8 factors (components) included in the factor analysis. Of the 8 factors above, they are summarized into 3 factors, namely: component 1, component 2, component 3. This happens because the eigenvalues 1 to 3 have values above 1, in contrast to indicators 4 to 8 which have eigenvalues below 1, thus that the factoring process stops at only 3 factors. The 8 indicators are summarized into three factors, then the variance that can be explained by the three factors is 43,71% for the first factor, 18,81% for the second factor, and 12,53% for the third factor. Thus, the total of the three factors can explain $43,71\% + 18,81\% + 12,53 = 75,05\%$ of the 3 factors.

Table 2. Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3,496 | 43,697 | 43,697 | 3,496 | 43,697 | 43,697 |
| 2 | 1,504 | 18,797 | 62,494 | 1,504 | 18,797 | 62,494 |
| 3 | 1,002 | 12,522 | 75,015 | 1,002 | 12,522 | 75,015 |
| 4 | ,784 | 9,802 | 84,817 | | | |
| 5 | ,428 | 5,349 | 90,166 | | | |
| 6 | ,395 | 4,941 | 95,107 | | | |
| 7 | ,254 | 3,170 | 98,277 | | | |
| 8 | ,138 | 1,723 | 100,000 | | | |

Extraction Method: Principal Component Analysis.

After it is known that the previous variables are formed into 3 optimal factors, the next step is to determine which variables will enter. Table 3 describes the distribution of the 8 indicators on the formed factors. While the numbers in the table are factor loading which shows the large correlation between an indicator and factor 1, factor 2, factor 3. In determining which indicator that included, it is done by comparing the magnitude of the correlation in each row. Based on a loading factor greater than 0,5. To see a clearer and more real distribution of indicators. The previously small factor loading is getting smaller, and the large loading factor is getting bigger, the 3 biggest factors can be presented in Table 4. Rotated Component Matrix.

Table 3. Component Matrix

| | Component | | |
|---------------------------|-----------|------|-------|
| | 1 | 2 | 3 |
| Beautiful natural scenery | ,804 | ,124 | -,047 |
| City light view | ,846 | ,210 | -,065 |
| Safe hiking trail | -,369 | ,809 | -,276 |
| Miniature of Mount Semeru | ,736 | ,093 | ,273 |
| Exotic savanna | ,792 | ,107 | ,063 |
| Affordable entry fee | -,156 | ,269 | ,905 |
| Best sunrise spot | ,790 | ,303 | -,144 |
| Challenging hiking trail | -,423 | ,778 | ,014 |

Extraction Method: Principal Component Analysis.

- a. 3 components extracted.

Table 4. Rotated Component Matrix

| | Component | | |
|---------------------------|-------------|-------------|-------------|
| | 1 | 2 | 3 |
| Beautiful natural scenery | ,800 | -,129 | -,086 |
| City light view | ,867 | -,060 | -,089 |
| Safe hiking trail | -,087 | ,924 | -,073 |
| Miniature of Mount Semeru | ,729 | -,207 | ,226 |
| Exotic savanna | ,784 | -,166 | ,019 |
| Affordable entry fee | -,050 | ,098 | ,951 |
| Best sunrise spot | ,844 | ,061 | -,143 |
| Challenging hiking trail | -,146 | ,849 | ,208 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table 5. New formed factor

| New Factors | Indicators | Eigenvalue | Factor Loading |
|---|---------------------------|------------|----------------|
| Factor 1 Nature Tourism Objects and Attractions | Beautiful natural scenery | | 0,800 |
| | City Light View | | 0,867 |
| | Miniature of Mount Semeru | | 0,729 |
| | Exotic savanna | | 0,784 |
| | Best sunrise spot | 4,371 | 0,844 |
| Factor 2 Security and Challenges | Safe hiking trail | | 0,924 |
| | Challenging hiking trail | 1,881 | 0,849 |
| Factor 3 Entry fee | Affordable entry fee | 1,253 | 0,951 |

Factor nature tourism objects and attractions consists of beautiful natural scenery, city light view, best sunrise spot, exotic savanna, and miniature of Mount Semeru. nature attractions cannot be separated from mountain tourism [5]. Each mountain has unique natural characteristics, including Mount Guntur. However, it is undeniable that the popularity of Mount Semeru is the main attraction for tourists to visit Mount Guntur. Based on the findings of Segara & Basyar (2021), motivation of climbers to Mount Semeru is to enjoy wealth and beauty natural scenery and volcanic atmosphere that is rarely found in urban areas [23]. Based on the results of observations via Instagram, the number of posts with the keywords *semeru*, *gunungsemeru*, *semerumountain* reached 500 K posts. Thus, the search for Mount Guntur as a miniature Mount Semeru becomes significant. Similar to climbing tourists who come to Mount Papandayan, many climbers of Mount Guntur also spend the night to see the sunrise in the morning.

The second factor is security and challenges which consist of safe hiking trail and challenging hiking trail. Safety factors and challenges are important factors to be considered by managers because security and challenges are factors that are strong enough to be considered by visitors to visit a tourist destination [16]. In line with Alamanda et al. (2020), security and challenges in a tourist attraction will affect the tranquility and comfort of tourists while in these natural attractions, besides that security factors and challenges will affect tourists in making decisions whether or not the natural tourism object is worth visiting [24].

The third factor is the entry fee with one indicator, namely the affordable entry fee. Compared to other mountain tours in Garut Regency. Guntur Mountain offers the cheapest entrance ticket. Mount

Guntur tourists turned out to make cost a driving factor, this is relevant to the findings of Wijaya & Prananta (2019) that heavy consumers examine the costs incurred by paying attention to the value acquired, then decide whether to visit a new destination or return to their prior destination [7].

5. Conclusion

From the results of the factor analysis test, there are three new factors that are formed, namely the object and natural tourism attraction factor consisting of beautiful natural scenery variables, enchanting city light views, miniature Mount Semeru, exotic savannas and the best sunrise spot in Garut. The safety and challenge factors consist of a safe hiking trail and a challenging hiking trail. The Entrance Fee factor consists of affordable ticket prices. The most dominant factor that encourages tourists to come to Mount Guntur Garut is the object factor and natural tourist attraction.

6. Recommendation

Determining whether and how tourism items and services purchased by tourists in a destination improve tourist motivation and satisfaction [22]. Gunung Guntur tourism managers can consider producing more varied merchandise to increase tourist satisfaction and encourage return visits to tourist sites. Digital marketing is becoming increasingly important for Destination Management Organizations (DMOs) in their marketing efforts [11]. Guntur mountain tourism managers can adopt digital marketing that has been done by Papandayan Mountain tourism managers [16] to increase tourist interest. This study also has not included the Covid-19 pandemic variable in the study, because [20], the crisis can affect tourist behavior. Further research needs to consider the conditions of the Covid-19 pandemic to compare the results with situations outside the pandemic.

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