



The Effect of Accessibility and Destination Image on Intention to Visit Again. (Case Study on Batu Malin Kundang Tourism Object at Air Manis Beach Padang)

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ABSTRACT

This study aims to determine the effect of accessibility and destination image have a positive and significant simultaneous effect on the intention to revisit the Batu Malin Kundang tourist attraction at Air Manis Beach Padang. The sample was selected using the incidental sampling method. The sample used was 30 respondents. The data collection technique used a questionnaire, while the data analysis method used validity and reliability tests, classical assumptions, multiple linear regression analysis and statistical tests (T test, F test and coefficient of determination). The results showed that the accessibility variable on the intention to revisit the Batu Malin Kundang tourist attraction at Air Manis Beach Padang with a Tcount value of 3.199 at a significant level of $0.004 < 0.05$, so it can be concluded that the first hypothesis is accepted, the results of the study show that the destination image variable towards intention to return to Batu Malin Kundang tourist attraction at Air Manis Beach Padang with a tcount value of 3.338 at a significant level of $0.002 < 0.05$, so it can be concluded that the second hypothesis is accepted, the results of the study indicate that the variable accessibility and destination image simultaneously affect the intention to revisit at Batu Malin Kundang tourist attraction on Air Manis Beach Padang, the value of Fcount = 27.232 with sig = $0.000 < 0.05$. The results of calculations using the SPSS V23 program can be seen that the coefficient of determination $R^2 = 0.669$. This means that 66.9% of revisit intentions can be explained by accessibility variables and destination image, while the remaining 33.1% value of revisiting intentions is influenced by other variables not examined in this study.

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INTRODUCTION

Tourism has become one of the key in the economy of a country, this is because the industry tourism in a country will be interesting related sectors to support tourism is growing as well as agriculture and plantation sector for consumption, handicrafts for souvenirs eyes, increased

employment help reduce unemployment and tourism can generate foreign exchange and increase tax revenue for the country the Research on tourism in general it is very important to support the development Indonesian tourism for the better. One of them is Air Manis Beach, located in the southern area of Padang City. Precisely in behind the Gado-Gado Hills and Mount Padang. Satisfaction is very important because can be profitable for tourist destination because it can be reason for repeat visit and recommend to others if satisfied with the appropriate service with the image of the destination. Satisfaction is very important because it can be profitable for tourist destinations because it can be reason for repeat visit and recommend to others if satisfied with the appropriate service with the image of the destination From the description so that the writer is interested to know "Effect of Accessibility and Image destination on Intention to Visit Back, (Case Study on Objects Malin Kundang Stone Tour on the Beach Padang Sweet Water)

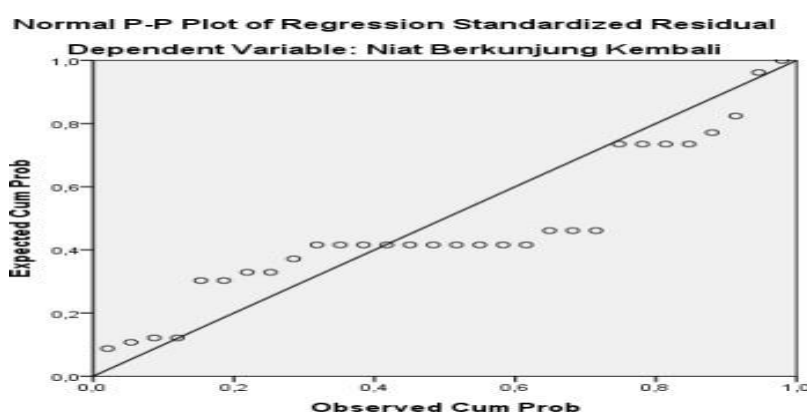
RESEARCH METHOD

The object of this research is visitors Malin Kundang Stone tourist attraction on the beach Sweet Water. While the location of this research whose address is Padang Selatan District, Padang city. The population in this study is all visitors to the stone object Malin kundang at Sweet Water Beach. Determination of the number of samples in the study This can use Roscoe's theoretical formula, so the sample in this study is 30 people Malin Kundang stone tourist in Sweet water Beach. Data Analysis Techniques with Validity and Reliability Test. Ghazali (2013) used validity test to measure whether it is valid or not a questionnaire. Minimum requirements for considered eligible is $r=0.3$. So, the correlation between items and the total score less than 0.3 then the items in the instrument is declared invalid Sunyoto (2013) reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. The question item is said reliable or reliable if the answer someone to the question is consistent. A construct or variable is said to be reliable if it gives a value of Cronbach Alpha > 0.60 . Classic assumption test is Normality test, according to Ghazali (2016) normality test carried out to test whether in independent variable regression model and dependent variable or both have a normal distribution or not. If the variable is not distributed normal then the results of the statistical test will be decrease. Multicollinearity Test, according to Ghazali (2016) testing multicollinearity aims to test is there any regression model found correlation between independent variables (independent). Commonly used cut-off values for indicates the presence of multicollinearity is the tolerance value < 0.10 or equal with a VIF value > 10 . Heteroscedasticity Test This test aims to test whether in a regression model occurs discomfort variance from residual one one observation to another. If variance is called heteroscedasticity. (Ghozali, 2016). Multiple Linear Regression Analysis, according to Ghazali (2016), in the analysis of regression, in addition to measuring strength relationship between two or more variables, also shows the direction of the relationship between dependent variable and independent variable. In this study the regression used is multiple linear regression. As for the model that will be used in this research as follows: $Y = a + b_1X_1 + b_2X_2 + e$. Information: Y :Intention to visit again a : Intercept (Constant) b_1 : Regression coefficient for X_1 b_2 : Regression coefficient for X_2 . X_1 : Accessibility X_2 : Destination Image e : Error value Hypothesis testing t test The t-test (t-test) tests the partial regression coefficient, testing This is done to find out partial significance of the role between independent variable to variable dependent assuming that other independent variables are considered constant F Uji test F test is a test of the coefficient simultaneous regression. This test carried out to determine the effect all independent variables contained in in the model together (simultaneously) to the dependent variable. According to Sugiyono (2014) Coefficient of Determination (R^2) According to Ghazali (2012) coefficient determination (R^2) is a tool for measure how far the ability model in explaining the variation of variables dependent.

RESULTS AND DISCUSSIONS

History of Malin Kundang Stone

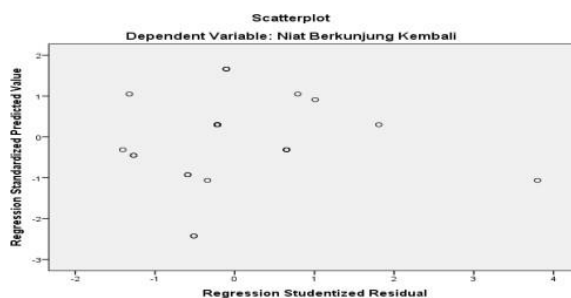
A Brief History of Batu Tourist Attractions Malin Kundang Sweet Water Beach is closely related to the legend of Malin Kundang in West Sumatra. Malin Kundang is a character in fairy tales turned to stone, together with the ship, after disobedient to his mother. At the beach's border, there are Malin Kundang stone and some the ship's equipment, which also changed become a stone. Based on the story, Malin Kundang was cursed by his mother because refused to acknowledge his mother after travel to other areas and become rich. Behind the folk tales and legends of the Rock Malinndang turns out this stone is indeed exists and is located on Air Manis Beach. This beach is a favorite tourist spot for local and foreign tourists because it has low waves and scenery beautiful Mount Padang. There is also a small island called Pisang Kecil. From morning until the afternoon, you can walk to the island which has an area of one hectare through shallow water. The appeal of the legend of Malin Kundang is very attract tourists who come to the beach This Sweet Water. Even when you see this rock I believe and will not the truth of the story, because the Stone Malin Kundang is getting eroded by the waves of the sea and the repair of this stone that make it unnatural. Regardless whether or not the story is true, more ok let's enjoy the beauty of the water beach This sweet. This beach is very long and we can walk from end of the bay to the end others while photographing its beauty. Air Manis Beach is located 15 km from downtown Padang, West Sumatra. From Minangkabau International Airport, visitors can go to Sweet Water via Padang city. If you want use public transportation, first You have to go to Plaza Sentral Pasar Raya from the airport exit at Simpang Ketaping. From the city center, you can take public transportation by route Padang-Bungus. Normality test was carried out for test whether in the regression model independent variable and dependent variable or both have distribution normal or not. If the variable is not normally distributed, the test results stats will decrease (Ghozali 2016). Normality test aims to test whether in the regression model, intention to revisit, accessibility and destination image or all three have normal distribution or not. Test results normality of the study can be seen in The following image:



From the picture above it can be seen that normal probability plot graph shows that the data is spread across around the diagonal line and follow the direction diagonal line or histogram graph shows a normal distribution pattern. So data processing can be continued to the next stage. Multicollinearity Test, the effect of this multicollinearity is causes a high variable in sample (Ghozali 2016). To detect the presence or absence of multicollinearity in the regression model is as follows : Amount of Variable Inflation Factor (VIF), guidelines for an independent regression model Multicollinearity is $VIF < 10$ and the value of Tolerance guidelines for a regression model which is free Multicollinearity, namely the value of Tolerance > 0.1

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Accessibility	,631	1,585
	Destination Image	,631	1,585

See the Tolerance value of all variables independent above 0.1 and the value of VIF below 10, it can be concluded that there is no correlation between variables independent in the regression model. Heteroscedasticity Test This test aims to test does it happen in a regression model discomfort variance from residual one one observation to another. If different variants, called heteroscedasticity A good model is one that doesn't happen heteroscedasticity (Ghozali, 2016). As for the results of the test heteroscedasticity that has been researched do can be shown in the picture following:



Based on the image above shows that the points spread on above and below the number 0 on the Y axis, then it can be stated that it did not happen heteroscedasticity. So that it fulfills requirements for continued analysis next. Multiple Linear Regression Analysis In the regression analysis, in addition to measure the strength of the relationship between two variable or more, also indicates the direction the relationship between the dependent variable and independent variable. In this research The regression used is regression multiple linear (Ghozali 2016). This analysis used to find out how much large influence of independent and dependent variables. Based on the research, the test results obtained as follows:

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	,339	,503	
	Accessibility	,424	,132	,446
	Destinati on Image	,518	,155	,466

The regression equation is as follows: $Y = 0.339 + 0.424 X_1 + 0.518 X_2 + e$. From the multiple regression equation above then it can be concluded that: a. The constant value is 0.339 means if accessibility and image destination is ignored (0), then intention revisit the value is of 0.339. b. Accessibility regression coefficient of 0.424. If accessibility increased by one (1) unit by Assuming the destination image is fixed value (0), then the intention to visit again will increase of 0.424. c. Destination image regression coefficient of 0.518. If the destination image increased by one (1) unit by fixed value accessibility assumption (0), then the intention to visit again will increase of 0.518. Hypothesis testing, Partial Test (t Test) The t statistic test shows how far is the independent

variable partially to the dependent variable. t-test (t-test) test the coefficient partial regression, this test carried out to determine the significance partial role between variables independent of the dependent variable assuming that the variable other independents are held constant (Sugiyono 2014). The degree of significance that used is 0.05. The calculation results individual regression is obtained as following:

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,339	,503		,674	,506
	Accessibility	,424	,132	,446	3,199	,004
	Destination Image	,518	,155	,466	3,338	,002

Based on the table above found that: Hypothesis 1 based on the results of the t test obtained accessibility (X1) has a significant effect on the intention to visit again with tcount 3.199 < ttable 1.697 at level significant 0.004 < 0.05. Therefore H1 is accepted, this shows that there is an influence between accessibility on the intention to return. So, hypothesis 1 is accepted. Hypothesis 2 based on the results of the t test obtained destination image (X2) has a significant effect on the intention to visit again with tcount 3.338 < ttable 1.697 at level significant 0.002 < 0.05. Therefore H2 is accepted, this shows that there is an influence between the image of the destination on the intention to return. So, hypothesis 2 is accepted. Simultaneous Test (F Test) F test is a test of regression coefficient simultaneously. Test This was done to determine the effect all independent variables contained in the model together (simultaneously) to the dependent variable (Sugiyono 2014). F test basically indicates whether accessibility and image destinations included in the study have influence together on the intention to return. Results Simultaneous regression calculation obtained as follows:

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,839	2	6,920	27,232	,000 ^b
	Residual	6,861	27	,254		
	Total	20,700	29			

In the ANOVA table, the value of Fcount = 27.232 > Ftable 2.92 with sig = 0.000 < 0.05. this means independent variable accessibility and image of the destination simultaneous significant effect on dependent variable of revisit intention. So in other words the variables independently able to explain the magnitude dependent variable of revisit intention. Coefficient of Determination on The point is to measure how far the model's ability to explain dependent variable variation. Coefficient value determination is between zero and one (Sutrisni 2010). The value of the coefficient of determination can be seen in the table below:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,818 ^a	,669	,644	,504

Calculation result with using the SPSS V23 program can known coefficient of determination with value of Adjusted R² = 0.644. This means 64.4% intention return visit can be explained by accessibility variables and destination image, while the rest is 35.6% the value of intention revisiting is influenced by other variables not examined in this research.

CONCLUSION

Based on the discussion of research results, it can be concluded: 1. Accessibility has a positive effect and significant to the intention to visit back to the Batu tourist attraction Malin Kundang at Sweet Water Beach Padang, because statistically as for the value $0.004 < 0.05$ so it has a significant effect. 2. Destination image has a positive effect and significant to intention return to the object Malin Kundang Stone tour on the beach Padang Sweet Water, because statistics as for the value $0.002 < 0.05$ so that it has an effect significant. 3. Accessibility and image of the destination positive and significant effect simultaneously with intention return to the object Malin Kundang Stone tour on the beach Padang Sweet Water. Because statistics as for the value $0.000 < 0.05$ so that it has a significant effect and the value of the coefficient of determination (R²) of 0.644. This means 64.4% intention to visit again explained by the accessibility variable and destination image, while the rest that is 35.6% value of intention to visit again influenced by other variables not examined in this research.

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