



## Analysis of Physical Evidence and Promotion of Braga Tourism Village on the Interest in Visiting Tourists

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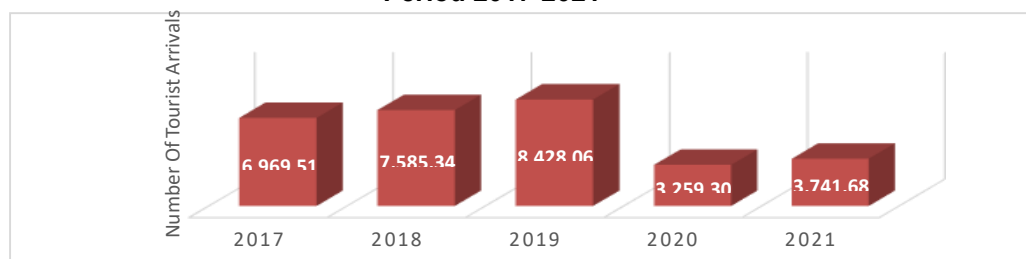
**Abstract:** Interest in visiting is an encouragement that arises from within each individual to visit a tourist attraction. Interest in visiting tourists to a tourist attraction is influenced by several factors such as physical evidence and promotions carried out by the manager. If the value of physical evidence and promotional activities is increased, then tourist visits will also increase to a tourist attraction. This study aims to determine the effect of physical evidence and promotion on Tourist Interest in Braga Tourism Village in Bandung City. This study uses quantitative methods with descriptive analysis and verification approaches. The population of this study were prospective tourists who would visit the city of Bandung. The data that has been collected and obtained from the results of this study was then calculated using the SPSS ver. 25 application. From the results of this test, it can be concluded that physical evidence has a significance value of 0.038 less than 0.05 so it can be concluded that it has a positive and significant influence on visiting interest. Promotion also has a significance value of 0.000 less than 0.05 so it can be concluded that the promotion variable has a significant effect on tourist interest.

**Keywords:** Interest in Visiting; Physical Evidence; Promotion

### INTRODUCTION

Tourism in Indonesia is one of the sectors that has an important role in triggering the economic revival of local communities and the country. Some experts argue that the tourism sector is a complex and fragmented sector whose existence is difficult to measure and define because tourism trends change from time to time, contributing to global economic development. The condition of Indonesia's economic revival from the tourism sector in 2022 shows developments including an increase in the contribution of gross domestic product (GDP) from 2.4% in 2021 to 3.6%, then an increase in foreign exchange value from 0.52 billion US dollars in 2021 to 4.26 billion US dollars in 2022, and an increase in the added value of the creative economy from Rp1,191 trillion in 2021 to Rp1,236 trillion in 2022 (Hendriyani, 2023). Based on these data, Indonesian tourism can be used as one of the main regional development programs that are managed in a sustainable community-based manner to generate Regional Original Income (PAD), employment, and income that can be used to protect and preserve culture and the environment that has a direct impact on local communities (Huda, 2020).

**Figure 1. Data on the Estimated Number of Tourist Visits to Bandung City Period 2017-2021**



Source: Rachmawati (2023)

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Based on the data above, until 2019 the number of tourist visits to Bandung City is still increasing every year, but in 2020 there was a drastic decline due to large-scale social restrictions (PSBB) implemented by the government to reduce the level of spread of covid 19, but it gradually improved in 2021 even though it was not considered optimal. Apart from being caused by the COVID-19 pandemic, the attractiveness of a tourist attraction can also affect the interest of tourists visiting Bandung City. In line with the Law of the Republic of Indonesia Number 10 of 2009 which states that tourist attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made wealth which is the target or destination of tourist visits. In line with Darojat (2021) the stronger a tourist attraction, the greater its ability to attract tourists to visit the destination.

According to Primadewi et al. (2020) physical evidence or physical evidence in tourism includes natural scenery owned by tourist attractions as well as various supporting facilities and infrastructure for tourists to enjoy so that the better and more complete the physical evidence in tourist attractions, the more it will increase tourist attraction and tourist interest and vice versa. Based on the above definition, it can be concluded that physical evidence or physical evidence is a supporting thing in a tourist attraction that is properly managed to meet the expectations of potential tourists to increase tourist interest in visiting.

Bandung as one of the tourist destinations has a variety of attractions that many tourists are interested in visiting. The popularity of Bandung as a tourist destination is proven by being the fourth most popular tourist destination in Asia with tourists reaching 6 billion in 2014 and winning the National Award for Best Tourism Destination in 2018 and the 2019 Indonesia Attractiveness Award (IAA) for the Best Large City Category in the Tourism Sector in 2019. The achievements achieved are none other than because of the tourist attraction of Bandung in the form of heritage tourism with historical buildings which are divided into 6 areas, namely the city center area, the machining or trade area, the defense and security or military area, the Sundanese ethnic area, the villa and non-villa area, and the industrial area. All buildings come from Dutch ownership where the architectural style is still maintained and has the potential to become a tourist attraction. The Jalan Braga area was once recorded as a prestigious area during the Dutch era where there are heritage buildings that are still strong today so it has the potential for heritage tourism (Asy'ari et al., 2022).

Braga Tourism Village has the attraction of an art deco area which is thick with history and culture. Provides Co-Working Space in which there are office space facilities that can be used together, for business and professional consulting services. There is training in sewing, painting, lamp assembly, and other economic-based

Based on the description above, it encourages creativity. Braga Tourism Village also has a family medicine garden area, painting studio, flute flute, Sundanese song cianjuran, and degung at Ropih Art House as well as recycled garbage and plastic bag crafts. Shopping activities are also available in the Cikapundung antique market area, Braga Permai, Aroma Coffee, Warung Kopi Purnama, contemporary cafes, and Teras Braga. Teras Braga is filled with UMKM players from residents around Braga (Asy'ari et al., 2022).

However, with the advantages of the attractiveness of this Braga tourist village, there is no steady increase in tourist visits from year to year. As has happened since 2019-2022 in the following table:



**Table 1. Number of Tourist Visitors to Braga Tourism Village  
Period 2019-2022**

<b>Year</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Number of tours	180 visitor	0 visitor	295 visitor	210 visitor

Source: Researcher processed data (2023)

Based on the data above, it can be seen that there is no stable increase in tourist visits from year to year. Even in 2022, it shows a decrease in the number of tourist visits to Braga Tourism Village from the previous year.

The availability of various tourist attractions driven by appropriate promotions is expected to significantly increase the number of tourist visits to Braga Tourism Village. Dahmiri & Bhayangkari (2022) argue that visual promotion, facilities, and tourist attractions have a significant effect on tourist interest in visiting. According to Firmansyah (2020) promotions are carried out to communicate information about products so that they can influence consumers to buy them. The promotion also acts as an effort to introduce products and services so that they can be recognized and accepted by the public. Reaffirmed by Riyoko (2020) that promotion is used to inform people about products and convince buyers in a company's target market, channel organizations, and the general public to buy its goods. In line with research from Rachmawati et al. (2023) shows that social media promotions, product reviews, and brand trust have a positive effect on purchasing decisions. The researcher further studied the influence of tourist attractions and promotion of the Braga Tourism Village on tourist interest, whether the influence shown was strong, moderate, or weak.

According to Ngajow et al. (2021), visiting interest is defined as a form or form of behavioral interest, in other words, a potential tendency to respond (attitude precedes behavior). Visiting interest means potential consumers (visitors) who have been, have not been, and or who are going to visit a tourist attraction. According to Girsang & Sipayung (2021), visiting interest is an impulse that arises from within each individual to visit a tourist attraction.

## **METHODS**

This research uses quantitative methods with descriptive analysis and verification approaches. According to Hardani (2020) research with quantitative methods emphasizes numerical data or numbers which are then analyzed with statistical methods according to the research. The descriptive research approach according to Sugiyono (2020) is research conducted to determine the existence of independent variables, either only one variable or more (stand-alone variables) without making comparisons of the variables themselves and looking for relationships with other variables. According to Riyoko (2020) verification research is used to calculate the amount of influence of the independent variable on the dependent variable and to test the truth of a hypothesis that is implemented by collecting data in the field. This research takes objects in the form of tourist attractions, promotion of Braga Tourism Village, and tourist interest in visiting. The subject of this research is tourists who come to the city of Bandung. The research population is prospective tourists who will visit the city of Bandung. The sampling technique used in this study is non-probability sampling type purposive sampling which is a sampling technique carried out in accordance with the required sample requirements. The sample determined in this study were tourists who would visit Braga Tourism Village. This study requires a sample of 100 respondents. Data collection in this study was carried out by distributing questionnaires online to respondents. Data processing was carried out using several data analysis methodologies, such as multiple linear regression analysis, t-test, and F-test. Data processing was carried out using the

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SPSS (Statistical Package for the Social Sciences) version 25 software program on the Windows operating system.

### Hypothesis

The hypotheses that can be formulated in this study are:

H1: There is a significant influence between the physical evidence of Braga Tourism Village on tourist interest in visiting.

H2: There is a significant influence between the promotion of Braga Tourism Village on tourists' interest in visiting.

H3: There is a significant influence between physical evidence and promotion of Braga Tourism Village on tourist interest in visiting

## RESULTS AND DISCUSSION

### Multiple Regression Analysis

The data that has been collected and obtained from the results of this study is then calculated using the SPSS (Statistical Package for the Social Sciences) software program version 25. The data presented shows that multiple linear regression analysis consists of statistical tests: F test, and t-test.

**Table 2. Multiple Linear Regression Result**

Model		Coefficients			T	Sig.
		Unstandardized Coefficients B	Standardized Coefficients Beta	Std. Error		
1	(Constant)	9.789		2.622	3.734	.000
	PHYSICAL EVIDENCE	.180		.086	.185	<b>2.100</b>
	PROMOSI	.690		.090	.676	<b>7.675</b>

a. Dependent Variable: interest in visiting

Source: Researcher processed data (2023)

From the table above, the following equation is obtained:

$$Y = 9.789 + 0.180 X1 + 0.690 X2$$

From the results of the multiple linear regression equation, each variable can be interpreted as follows:

The constant value obtained is 9,789, which means that the variable service quality and customer satisfaction constant value are assumed to be 0 (zero), and the value of customer loyalty is 9,789.

The regression coefficient value of the service quality variable is positive at 0.180, meaning that if there is a 1% increase in the service quality variable, it will cause an increase in customer loyalty of 0.180.

The regression coefficient value of the service quality variable is positive by 0.690, meaning that if there is a 1% increase in the service quality variable, it will cause an increase in customer loyalty by 0.690.

### Hypothesis Testing

The hypothesis testing process is carried out to ascertain whether the independent variables partially or simultaneously affect the dependent variable. The research hypothesis was tested using SPSS 25 for Windows software.



### F Test

The F test is used to test the significant level of the influence of the independent variables simultaneously on the dependent variable. If the value of  $F_{hitung} > F_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted, the independent variable (X) simultaneously influences the dependent variable (Y).

Hypothesis formula:

$H_0$ : There is no influence between the Physical Evidence variable on Interest in Visiting

$H_1$ : There is an influence between the Physical Evidence variable on Interest in Visiting

There are research f test results, as follows:

**Table 3. Simultaneous Hypothesis Test (Test f)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3183.193	2	1591.596	<b>103.853</b>	.000 <sup>b</sup>
	Residual	1486.567	97	15.325		
	Total	4669.760	99			

a. Dependent Variable: INTEREST IN VISITING  
 b. Predictors: (Constant), PROMOTION, PHYSICAL EVIDENCE

Source: Researcher processed data (2023)

Based on the table above, shows that there is a  $f_{count}$  value of 103.853 greater than the  $f_{table}$  3.09. So, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted or it can be said that the Physical Evidence and Promotion variables affect Visiting Interest.

### T Test

Partial hypothesis testing with the t statistical value is used to test the extent of the influence of an independent variable on the dependent variable. There are characteristics of partial hypothesis testing, namely:

If the t-test value  $> 0.05$  then there is an influence of the independent variable (X) on the dependent variable (Y). Hypothesis accepted.

If the t-test value  $< 0.05$ , there is no effect of the independent variable on the dependent variable (Y). The hypothesis is rejected.

**Table 4. Partial Hypothesis Test (t-Test)**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	9.789	2.622		3.734	.000		
	PHYSICAL EVIDENCE	.180	.086	.185	<b>2.100</b>	.038	.423	2.366
	PROMOSI	.690	.090	.676	<b>7.675</b>	.000	.423	2.366

a. Dependent Variable: INTEREST IN VISITING

Source: Researcher processed data (2023)

### Hypothesis Test of Physical Evidence on Interest in Visiting

Hypothesis formula:

$H_0$ :  $t < 0$ ; meaning Physical Evidence does not affect Interest in Visiting

$H_a$ :  $t > 0$ ; meaning that Physical Evidence affects Interest in Visiting



Based on the table 4 above, it can be seen that the tcount value is  $2.100 > t_{table}$  1.984. Following the criteria,  $H_0$  is rejected and  $H_a$  is accepted. So, it can be concluded that Physical Evidence affects Interest in Visiting.

#### Promotion Hypothesis Test on Interest in Visiting

Hypothesis formula:

$H_{02}$ :  $t < 0$ ; meaning that Promotion does not affect Interest in Visiting

$H_{a2}$ :  $t > 0$ ; meaning that Promotion affects Interest in Visiting

The table data above shows the tcount value of  $7.675 > t_{table}$  1.984. Following the criteria,  $H_0$  is rejected and  $H_a$  is accepted. So, it can be concluded that Promotion affects Interest in Visiting.

#### Physical Evidence Affects the Interest in Visiting Tourists

Based on the results of the t-test, it is known that the Physical Evidence variable has a significant effect on Tourist Interest. Thus, partially it can be stated that the Physical Evidence variable has a significant effect on Tourist Interest where these results indicate that various Physical Evidence factors. As stated by Pusparani (2023) Physical evidence relates to the environment where services are provided and where there are all real components that facilitate performance or service communication also affect service marketing.

The results of research conducted by previous researchers Ariyani et al. (2022) concluded that tourist attraction has a positive effect on the interest of returning tourists at Setu Patok Reservoir, Cirebon Regency. Thus, these results are in line with previous research so that the statement that Physical Evidence of Braga Tourism Village affects Tourist Interest can be accepted.

#### Promotion affects Tourist Interest

Based on the results of the t-test, it is known that the Promotion variable has a significant effect on Tourist Interest. Thus, partially it can be stated that the Promotion variable has a significant effect on Tourist Interest where these results indicate that there are various Promotion factors. According to Riyoko (2020) promotion is used to inform people about products and convince buyers in a company's target market, channel organizations, and the general public to buy its goods.

From the results of research conducted by previous researchers Agusti et al. (2020), it was concluded that promotion had a significant effect on Tourist Interest in the Teksas Wonocolo Oil and Gas Energy Tourism Village in Bojonegoro. Thus, these results are in line with previous research so the statement that the Promotion of Braga Tourism Village affects Tourist Interest can be accepted.

#### Physical Evidence and Promotion Affect the Interest in Visiting Tourists

Based on the results of the F test, it is known that the Physical Evidence and Promotion variables affect Tourist Interest. According to Ngajow et al. (2021), visiting interest is defined as a form or form of behavioral interest, in other words, it is a potential tendency to respond (attitude precedes behavior). Visiting interest means potential consumers (visitors) who have been, have not been, and or who are going to visit a tourist attraction.



The results of research conducted by previous researchers Triyanto & Widoyo (2020) concluded that there is an influence of tourist attraction and promotion on tourist visits to Jetis tourist village, Sambirejo sub-district, Sragen district. Thus, these results are in line with previous research so the statement that Physical Evidence and Promotion of Braga Tourism Village affect Tourist Interest can be accepted.

### CONCLUSION

From the research that has been done, it can be concluded that Physical Evidence and Promotion can be factors that influence Tourist Interest in Braga Tourism Village. To obtain responses regarding Tourist Interest from several tourists who have visited Braga Tourism Village, this study used an instrument in the form of a questionnaire through Google Form which contains a series of statements distributed to research respondents, namely tourists visiting Braga Tourism Village. Based on the results of data analysis that has been done, the results of this study are the Physical Evidence Variable shows that this variable has a positive and significant effect on Tourist Interest, the promotion variable shows that this variable has a positive and significant effect on Tourist Interest. As well as the variables of Physical Evidence and Promotion Variables together have a positive and significant effect on Tourist Interest.

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