ANALYSIS OF FACTORS AFFECTING THE INTEREST OF VISITING TOURISTS IN RELIGIOUS TOURISM DESTINATIONS SUNAN GUNUNG JATI

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BERKUNJUNG WISATAWAN PADA DESTINASI WISATA RELIGI SUNAN GUNUNG JATI

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Abstract
Religious tourism is one of the tours in Indonesia. Religious tourism is well known by most Indonesians considering the level of religion and culture inherent in Indonesian society. Cirebon is an area thick with tradition and culture, so it is known as the City of Religion. The icon of religious tourism in Cirebon is the Tomb of Sunan Gunung Jati which is a mandatory destination for religious tourists. The purpose of this research is to find out how religiosity, facilities, and tourist attraction can affect the interest of visitors. This study uses regression analysis as a quantitative approach. The population of this study is all tourists who visit Sunan Gunung Jati tourism. The sample of this study amounted to 96 respondents. Based on the analysis using the simultaneous significance test (F-test), the F-count value is 33,113 with a probability of 0.000, meaning that all independent variables, namely X1, X2, and X3 together have a significant effect on the dependent variable. The results showed that the dependent variable, namely the interest of visiting tourists in Sunan Gunung Jati tourism, was influenced by the independent variables, namely religiosity, facilities, and tourist attraction. Tourism managers are expected to maintain and maintain the condition of tourist facilities and increase visitor comfort. For further researchers, it is necessary to examine other variables that are not in this study, to analyze other factors that influence tourist interest.

Keyword: Sunan Gunung Jati; Religious Tourism.

Abstrak
A. INTRODUCTION

Indonesia is a nation known for its natural beauty and cultural diversity. Cultural wealth is an important component in tourism. The tourism sector is one of the potentials that can be developed to improve economic conditions in an area. Therefore, regions in Indonesia continue to develop their tourism potential (Junaida, 2019).

Cirebon is one of the regions in Indonesia that has various tourist destinations, considering its strategic location in the eastern region of Java Island (Hariyanto, 2016). The tourism segment in Cirebon Regency is experiencing quite good development. Based on information from the Cirebon Regency Central Statistics Agency (BPS), there has been a continuous increase in the number of tourists in Cirebon Regency from 2017 to 2019. In 2020 the number of tourists in Cirebon Regency decreased, this was due to the Covid-19 pandemic (BPS, 2021). The following is data on the number of foreign and domestic tourists in Cirebon Regency for 2017-2020.

<table>
<thead>
<tr>
<th>Year</th>
<th>International</th>
<th>Domestic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>11.910</td>
<td>701.681</td>
<td>713.591</td>
</tr>
<tr>
<td>2018</td>
<td>63.414</td>
<td>1.279.655</td>
<td>1.443.069</td>
</tr>
<tr>
<td>2019</td>
<td>5.178</td>
<td>1.478.832</td>
<td>1.484.010</td>
</tr>
<tr>
<td>2020</td>
<td>2.357</td>
<td>504.484</td>
<td>506.841</td>
</tr>
</tbody>
</table>

Source: BPS Kabupaten Cirebon, 2021

In Cirebon Regency, one of the mainstays of tourism is religious tourism. Tourism activities related to culture, religion, history, or the beliefs of people or groups in society are referred to as religious tourism (Mega Yustika et al., n.d.). Religious tourism usually
visits places that are considered holy, such as mosques and the graves of respected leaders and great people (Damayanti & Septiarini, 2019).

Religious tourism is often associated with pilgrims' desire for blessings, inner strength, and steadfastness of faith, in addition to religious motivation and spiritual fulfillment. Great respect for ancestors and prominent figures is one of the factors that has contributed to the growth of religious tourism, especially pilgrimage tourism. Respect for ancestors and figures who have contributed to society is the basis for respecting the existence of their graves. There is a spiritual nuance in the pilgrimage tradition that connects the pilgrim with the people they visit. (Bakhri et al., 2021)

One way a region develops its potential is through religious tourism. Apart from being aimed at the APBD, religious tourism also aims to provide educational facilities and increase literacy. These conditions make it possible to increase employment opportunities and economic growth (Satriana, 2018), increase the competitiveness of tourist destinations (Dimoska & Trimcev, 2012), and maximize existing tourism potential (Niasari et al., 2017).

The tomb of Sunan Gunung Jati is a famous religious tourist attraction in Cirebon Regency, Indonesia, specifically in Astana Village, Gunung Jati District. As the final resting place of one of Allah's saints and the 21st descendant of the Prophet Muhammad, Sunan Gunung Jati is one of the Wali Songo pilgrimage sites. Therefore, for visitors, it is a major attraction (Salimuddin, 2020). The potential for religious tourism in Cirebon Regency is not the only religious tourism in Sunan Gunung Jati is certainly not wasted by the government Cirebon Regency area. Local governments need to play a role empowering this potential.

Every day, the number of visitors to the Sunan Gunung Jati Tomb religious tourism continues to increase. Many pilgrims not only come from Java but also from various other regions. Usually on Friday nights in Kliwon, the number of pilgrims who come can reach five thousand. Previous research stated that they could not find accurate information regarding the number of tourists on Sunan Gunung Jati religious tourism, this was due to the instability of the number of tourists (Muamar & Mabruri, 2018). The Department of Culture, Tourism and Sports (DISBUDPARPORA) said that the increase in the number of tourists in Cirebon Regency increased by 40% after being hit by the
pandemic. This increase was partly caused by a surge in the number of visitors to the Sunan Gunung Jati religious tourism site some time ago (Devteo MP, 2020).

The greater the number of pilgrims who come to Sunan Gunung Jati religious tourism, the more business opportunities will expand around the tourist attraction. The surrounding community, namely the people of Astana Village, take advantage of this opportunity by providing services, trade and services to the pilgrims who come. In accordance with the economic background of the people, Astana Village is a village with a majority of lower middle class people, so it is not surprising that there are many small food traders such as hawkers at the Sunan Gunung Jati religious tourism site. However, as science and technology develop, so do the number of shops or business kiosks that serve the needs of pilgrims, such as restaurants, accommodation, public toilets, parking lots, and so on. Thus, increasing the number of visitors to Sunan Gunung Jati religious tourism will improve the economic conditions of the surrounding community, especially the Astana Village community, because visitors' opportunities to buy or use goods or services will also increase (Muamar & Mabruri, 2018).

Tourists' interest in visiting religious tourism is certainly caused by various factors. Previous studies stated that religiosity, facilities and things that are interesting to tourists influence tourists' interest in visiting tourist destinations. Moladia and Singla revealed that the motives for visiting religious tourism have changed from pure religious motives to secular tourism motives. From this research, it can be identified that there is a new perspective on tourists' desire to visit religious tourism, not just because of religion, because some visitors to religious places are those from different religions and cultures (Malodia & Singla, 2017).

Salimuddin (2020) explains that facilities for religious tourism are one of the supporting facilities provided by cemetery managers to increase the comfort and solemnity of religious tourism. However, from the researcher's experience, there are tourist attractions that do not provide comfort for visitors through facilities, this is due to inadequate facilities and lack of cleanliness of these facilities.

The attraction that attracts tourists to a location is the locomotive that drives them there (Ismayanti, 2009). Like other tourism, religious tourism also has tourist attractions. Based on the results of interviews with tour guides, historical heritage and natural scenery are the tourist attractions. The gap between this research and previous
studies that examined the Sunan Gunung Jati religious tourism destination is that there is no research that analyzes what factors influence tourists' interest in visiting. Therefore, it would be interesting to conduct research on factors that can attract visitor interest in Sunan Gunung Jati religious tourism.

B. THEORETICAL FRAMEWORK

Religiosity

Religiosity is defined as the introduction of a simultaneous fusion between religious knowledge, mental condition and behavior within a person (Zuhirsyan & Nurlinda, 2018). Religiosity can also be interpreted as religion, in writing religion comes from the Latin phrase relegee which means gathering and reading. Basically, religion is a collection of procedures for serving oneself to God and must be read. According to a different point of view, the word "religiosity" comes from the Latin word "religire", which means "to bind", religion actually has the property of "binding", connecting humans to the Almighty God (Bakhtiar, 2012).

Religiosity is diversity which consists of many sides or dimensions not only when carrying out rituals (worship), but also when carrying out other activities that are motivated by desires originating from supernatural forces (Ancok & Suroso, 2011)

The five dimensions of Religiosity according to Glock and Stark include (Nasrullah, 2015):

a. Dimensions of Belief
   This dimension is closely related to the pillars of faith which contain beliefs, how high a person's level of belief is in religious teachings.

b. Practice Dimensions
   The dimension related to each individual's commitment is in the form of obedience to the religion he adheres to, the form can be in the form of rituals, worship or interactions with others.

c. Experience Dimensions
   This dimension is related to how far and deep a person's experience in religion is and this dimension is manifested by an attitude of gratitude to God.

d. Dimensions of Religious Knowledge
A dimension that shows the extent to which an individual understands and knows about religious teachings, especially those contained in the Koran. Through various rational, empirical and normative textual intermediaries, a person can gain an understanding of religion.

e. Consequence Dimensions

Behavior or attitudes related to a person's piety reflect this dimension.

**Tourist Facilities**

Facilities are anything that makes it easier to work towards goals and makes activities easier (Nasrullah, 2015). Yoeti stated that tourism facilities refer to facilities that enable tourists to enjoy and participate in various activities in tourist destinations in a relaxed manner and fulfill their needs for temporary stay (Yoeti, 2003).

Facilities in religious tourism are one of the supporting services provided by cemetery managers to increase the comfort and solemnity of religious tourism (Salimuddin, 2020). The presence of facilities seeks to retain consumers (tourists) based on the needs of the tourists concerned. If travel services can be equipped well, consumers who use travel services will be satisfied using the service, allowing tourist attractions to make visiting decisions. Good facilities will increase satisfaction through access decisions (Lusi, 2009).

**Tourist attraction**

Everything that is beautiful, unique and diverse, including natural, cultural and man-made products, which is a tourist destination or target can be called a tourist attraction (Nyoman et al., 2018). Tourist attractions are the main locomotive that encourages tourists to visit a place (Ismayanti, 2009).

The natural, cultural and man-made tourist attractions or attractions themselves are packaged and arranged as best as possible in the form of tourism products offered to tourists. The more diverse the tourism products, the more tourists will be interested in visiting them (Miarsih & Wani, 2018).

**Interest in Visiting**
The theory of visiting interest has the same analogy as buying interest (Albarq, 2013). Interest is an impulse that is influenced by stimulus and positive feelings towards the product (Aprilia, 2015). Based on previous research, tourists' perceptions of the quality of tourist attractions influence their desire to visit (Widiyanto & Sopyan, 2015).

C. RESEARCH METHODS

This research uses quantitative research methods, which aim to test the relationship between the theories used in this research, such as religiosity, tourist facilities, tourist attractions and also tourist interest in visiting. Then these variables were analyzed according to statistical procedures (Juliansyah, 2011). All visitors who visit the Sunan Gunung Jati Tomb will form the population in this research. Meanwhile, the technique used to select the sample used in this research is the random sampling technique using the lemeshow formula.

\[
n = \frac{Z^2 \times (1-P)\times P}{d^2}
\]

\[
n = \frac{1.96^2(0.5)(1-0.5)}{0.1^2}
\]

\[n = 96.04\]

Keterangan:

n = minimum sample

P = population proportion (50% = 0.5)

d = precision/deviation level (10% = 0.1)

Z = standard value (95% confidence level z = 1.96)

From calculations using the Lemeshow formula, the sample required for this study was 96 respondents.

Primary data sources in this research are observations, responses to questionnaires by respondents, and interviews with informants about the research subject. Then, secondary data was collected from research-related documents and literature reviews. In this research, the regression analysis method used is multiple linear regression. Apart from that, data testing in this study used the t test, coefficient of determination, and simultaneous test, as well as classical assumption tests (normality, multicollinearity, and heteroscedasticity), and instrument tests (validity and reliability tests).
D. RESEARCH RESULTS AND DISCUSSION

Classic assumption test
1. Normality Test

The aim is to see whether the data distribution in the research is normal or not. The non-parametric Kolmogorov-Smirnov (k-s) statistical test was used to test normality in this study. Data can be declared normal if the significance is \(>0.05\).

**Table 2. Normality Test Results**

| Source: Data primer diolah, 2022 |

<table>
<thead>
<tr>
<th>One-Sample Kolmogorov-Smirnov Test</th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>96</td>
</tr>
<tr>
<td>Normal Parameters a,b</td>
<td>Mean</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme</td>
<td>Absolute</td>
</tr>
<tr>
<td>Differences</td>
<td>Positive</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td>Test Statistic</td>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

Seen in table 2, the Asymp value. The Sig (2-tailed) value of 0.200 exceeds the value of \(\alpha = 0.05\), meaning that the data in this study can be said to be normally distributed.

2. Multicollinearity Test

This test was carried out to detect the presence of multicollinearity, namely by knowing the Variance Inflation Factor and Tolerance values (Mardiatmoko, 2020). If the VIF value is lower than 10 and the Tolerance value is more than 0.1, it can be stated that there is no multicollinearity.

**Tabel 3. Hasil Uji Multikolinearitas**

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1_Religiousitas</td>
<td>0,808</td>
<td>1,238</td>
<td></td>
</tr>
<tr>
<td>X2_Fasilitas</td>
<td>0,623</td>
<td>1,605</td>
<td></td>
</tr>
<tr>
<td>X3_Daya Tarik Wisata</td>
<td>0,552</td>
<td>1,812</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data primer diolah, 2022

It can be seen in table 3 that each independent variable has a VIF value smaller than 10 and a tolerance value greater than 0.1. Therefore, it can be concluded that in the
regression model there are no symptoms of multicollinearity between the independent variables.

3. Heteroscedasticity Test

Heteroscedasticity refers to the difference in variance between the residuals for each observation in a regression model. The purpose of the heteroscedasticity test is also to identify deviations from error assumptions (Khoiroh, 2011). Park's test was used to carry out heteroscedasticity tests in this research. If the significance value is greater than 0.05, a study is said to not have heteroscedasticity.

Table 4. Heteroscedasticity Test Results

<table>
<thead>
<tr>
<th>Source: Data primer diolah, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>X1</td>
</tr>
<tr>
<td>X2</td>
</tr>
<tr>
<td>X3</td>
</tr>
</tbody>
</table>

Each independent variable has a significance value exceeding 0.05 as shown in the table. So it can be concluded that the data in this study does not show signs of heteroscedasticity.

Hypothesis testing

1. Coefficient of Determination Test (R2)

The coefficient of determination (R2) shows the proportion of explanation related to the independent variable to the dependent variable.

Tabel 5. Hasil Uji Koefisien Determinasi (R2)

<table>
<thead>
<tr>
<th>Source: Data primer diolah, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model Summary</td>
</tr>
<tr>
<td>Model 1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), X3, X1, X2

Each independent variable has a significance value exceeding 0.05 as shown in the table. So it can be concluded that the data in this study does not show signs of heteroscedasticity.
According to the information contained in the SPSS Model Summary output, the amount of $R^2$ is 0.519, meaning 51.9% of the variation of all independent variables ($X_1$, 51.9% = 48.1%) is explained by various other variables outside this research such as cultural variables, service quality, tourist image and other variables.

2. T-Test

The t-test was carried out to test and determine the effect of the independent variable on the dependent variable, both in whole and in part (Kuncoro, 2009). The dependent variable can be said to have an effect on the independent variable if $t_{count}$ > $t_{table}$ and the significance value is <0.05.

**Tabel 6. Hasil Uji t**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>7.506</td>
<td>3.607</td>
<td></td>
<td>2.801</td>
</tr>
<tr>
<td>X1</td>
<td>.485</td>
<td>.081</td>
<td>.484</td>
<td>6.018</td>
</tr>
<tr>
<td>X2</td>
<td>-.361</td>
<td>.089</td>
<td>-.371</td>
<td>-4.047</td>
</tr>
<tr>
<td>X3</td>
<td>.646</td>
<td>.121</td>
<td>.519</td>
<td>5.334</td>
</tr>
</tbody>
</table>

Dependent Variable: LnRes2
Source: Data primer diolah, 2022

The following is information based on the results of the SPSS output in the coefficient table in the t test:

a) The probability value of $X_1$ is significantly lower than $\alpha = 0.05$, namely 0.000 with the $t$-calculated value for This shows that the variable interest in visiting (Y) is influenced by the coefficient $X_1$ (religiosity).  

b) With a probability of 0.000, the $t$-calculated value for $X_2$ (Facilities) is -4.047. Because the probability value is much lower than $\alpha = 0.05$, this shows that the variable Y (Interest in Visiting) is influenced by the coefficient $X_2$ (Facilities).

c) With probability 0.000, calculate the $t$-value for $X_3$ (Tourist Attraction) is 5.334, because the probability value is significantly lower than $\alpha = 0.05$, meaning that the variable Y, which measures visitor interest, is influenced by the coefficient $X_3$ (tourist attraction).
d) Beta (β) is used to calculate the effect of the independent variable on the dependent variable. The coefficient in the table shows that the independent variable that has the greatest influence on the dependent variable is the tourist attraction variable (X3).

3. Simultaneous Significance Test (F-Test)

The F test is carried out to test the independent variable and the dependent variable simultaneously (Kuncoro, 2009). It can be said to have an effect on the dependent variable if Fcount>Ftable and the significance value is <0.05.

| Source: Data primer diolah, 2022 |

Table 7. Simultaneous Significance Test Results (F-Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>421.548</td>
<td>3</td>
<td>140.516</td>
<td>33.113</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>390.410</td>
<td>92</td>
<td>4.244</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>811.958</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y  
b. Predictors: (Constant), X3, X1, X2

Judging from the results of the SPSS ANOVA or F test, the calculated F value is 33.113 with a probability of 0.000. Because the probability value is smaller than α = 0.05 (0.00<0.05). This shows that Visiting Interest (Y) simultaneously has a significant influence on all independent variables (X1, X2, and X3).

E. CLOSING

The conclusion based on the description above is that the three independent variables, namely religiosity, facilities and tourist attraction, have a significant influence on interest in visiting the religious tourism destination Sunan Gunung Jati Cirebon. This is obtained from the results of processing using regression analysis. In the f-test or simultaneous significance test, the probability value is found to be lower than α = 0.05, meaning that all independent variables have an effect on the dependent variable. It is hoped that the results of this research can provide a practical contribution to the Sunan Gunung Jati religious tourism destination in an effort to increase the number of tourist visits and tourism development, as well as a theoretical contribution to academic research.
The advice given to the managers of the Sunan Gunung Jati religious tourism site is that the condition of tourist facilities must be maintained, such as mosques, large and neatly arranged parking areas, clean toilets, increasing number of signboards to the Sunan Gunung Jati religious tourism site, as well as increasing the comfort of visitors during the pilgrimage. It is hoped that future researchers will be able to examine other variables besides the variables studied in this research, in order to find out what variables influence interest in visiting Sunan Gunung Jati religious tourism.

BIBLIOGRAPHY


