THE INFLUENCE OF TOURISM ATTRACTIONS, AMENITIES, AND ACCESSIBILITY ON THE INTENTION TO VISIT TUMPAK SEWU NATURE TOURISM, LUMAJANG REGENCY

Sensilaus Parlan[1], Stella Alvianna[2], Fitria Earlike Anwar Sani[3], Rhiza Eka Purwanto[4]

[1]Universitas Merdeka Malang, Indonesia, *Email: sensilausparlan260705@gmail.com*
[2]Universitas Merdeka Malang, Indonesia, *Email: stella.alvianna@unmer.ac.id*
[3]Universitas Merdeka Malang, Indonesia, *Email: fitria.earlike@unmer.ac.id*
[4]Universitas Merdeka Malang, Indonesia, *Email: rhiza.purwanto@unmer.ac.id*

ABSTRACT

This study aims to analyze the influence of tourism attractions, amenities, and accessibility on tourists' visitation interest at the Tumpak Sewu Nature Tourism site in Lumajang Regency. A quantitative approach was employed, utilizing purposive sampling to survey 60 respondents who visited the destination. Data were collected via Likert-scale questionnaires and analyzed using multiple linear regression with the aid of SPSS. The results indicate that tourism attractions, amenities, and accessibility each have a positive and significant partial effect on tourists' visitation interest. Simultaneously, these three variables also significantly influence visitation interest. Accessibility emerged as the most dominant variable influencing visitation interest, surpassing tourism attractions and amenities. These findings demonstrate that ease of access—supported by adequate road conditions, convenient transportation, and clear signage—is a primary factor in tourists' decision-making. Additionally, unique tourism attractions and adequate supporting facilities contribute to increasing tourist interest. Therefore, the management of Tumpak Sewu Nature Tourism is advised to continuously improve accessibility, preserve the site's attractions, and develop amenities to create a more comfortable and engaging experience for visitors.

Keywords: Tourist Attractions, Amenities, Accessibility, Visiting Intentions, Tumpak Sewu Nature Tourism.

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I. INTRODUCTION

Tourism is a sector that plays a vital role in boosting regional economic growth, expanding employment opportunities, and fostering community development. Nationally, Indonesia's tourism sector serves as a key pillar of economic development, contributing to both state and regional revenues while stimulating various supporting sectors such as transportation, hospitality, and local MSMEs. Furthermore, tourism plays a role in optimizing the utilization of a region's natural and cultural resources. According to (DPR-RI, 2009) tourism encompasses various travel activities supported by facilities and services provided by the community, business enterprises, the central government, and local governments. Meanwhile, (Cupian, Rohman, & Fajri, 2023) (Estikowati, Alvianna, Astuti, Hidayatullah, & Krisnanda, 2022)

define tourism as travel activity undertaken by an individual or group to a destination outside their place of residence for purposes such as recreation, gaining experiences, and fulfilling specific needs, all supported by various tourism facilities and services. The tourism sector also plays a crucial role in driving economic growth, creating jobs, and improving community welfare. In recent developments, nature-based tourism has emerged as a highly popular form of tourism, as it offers scenic beauty, a refreshing environment, and experiences that differ from daily routines.

In Indonesia, the development of nature-based tourism destinations continues to grow alongside rising tourist interest in nature-oriented and experiential travel. This trend compels regions to optimize their tourism potential to remain competitive and attract visitors. Destination development relies not only on natural beauty but also on several key factors that influence tourist interest. According to(Wijaya & Ardiansyah, 2023)(Saway, Alvianna, Estikowati, Lasarudin, & Hidayatullah, 2021), tourism attractions are crucial in shaping interest, as the unique experiences they offer serve as primary reasons for choosing a destination; these attractions may encompass natural beauty, cultural elements, or activities that provide engaging experiences. Furthermore,(Abdullah, Teniwut, & Susanty, 2024) note that adequate facilities and amenities enhance visitor comfort, thereby fostering both initial visits and repeat visits. Accessibility is another vital factor in destination development (Hanafi, 2023)(Laing & Kuntariati, 2022) highlights that good accessibility—characterized by convenient transportation, clear signage, and robust infrastructure—can boost the likelihood of repeat visits. These three factors are closely linked to tourist interest. As stated by(Muharromah & Anwar, 2020), a destination's tourism attractions, amenities, and accessibility influence tourist interest and decision-making; the higher the quality of these three aspects, the greater the tourist interest in visiting.

Lumajang Regency is a region in East Java Province with significant natural tourism potential. One of its premier destinations is Tumpak Sewu Nature Tourism, renowned for its unique and stunning waterfall scenery—often cited as one of the most beautiful waterfalls in Indonesia. This natural beauty serves as a primary draw for both domestic and international tourists. Furthermore, the rise of social media has contributed to Tumpak Sewu's growing popularity, as many visitors share their experiences across various digital platforms. Despite its high potential, the development of Tumpak Sewu faces several challenges, including difficult road access, the need for improved supporting facilities, and suboptimal management of the attraction. These factors could potentially influence tourist interest in visiting the destination.
Furthermore, research specifically examining the influence of tourism attractions, amenities, and accessibility on tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site remains limited, particularly concerning quantitative approaches. Therefore, further research is needed to analyze the impact of these three variables on tourists' visitation interest. Based on this background, this study aims to analyze the influence of tourism attractions, amenities, and accessibility on tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site in Lumajang Regency. From this explanation, the research questions can be formulated as follows: about tourism attractions influence tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site in Lumajang Regency, second about amenities influence tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site in Lumajang Regency, third about ability influence tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site in Lumajang Regency, and the last was about tourism attractions, amenities, and accessibility simultaneously influence tourists' visitation interest regarding the Tumpak Sewu Nature Tourism site in Lumajang Regency.

METHOD

According to(Hidayatullah et al., 2023), a research variable is any element determined by the researcher for study in order to obtain information and draw conclusions. This study employs a quantitative approach aimed at analyzing the influence of tourism attractions, amenities, and accessibility on tourists' visitation interest at the Tumpak Sewu Nature Tourism site in Lumajang Regency. A quantitative approach is utilized because it enables the objective measurement of relationships between variables through statistical analysis, thereby yielding empirical and measurable findings. Operationally, the study comprises independent variables—namely tourism attractions (X1), amenities (X2), and accessibility (X3)—and a dependent variable, tourists' visitation interest (Y). Tourism attractions are measured via indicators such as the uniqueness of the attraction, scenic beauty, diversity of tourism activities, and natural appeal. Amenities are measured by the availability of facilities such as parking areas, restrooms, rest areas, dining options, and environmental cleanliness. Accessibility is measured based on road conditions, ease of transportation, signage, and the ease of obtaining location information. Meanwhile, visitation interest is measured through the desire to visit, interest in the destination, information seeking, and recommendations made to others. Furthermore, the research scope focuses on tourist behavior at Tumpak Sewu Nature Tourism, specifically regarding perceptions of attractions, amenities, and accessibility. The study also addresses the locational aspects of a single tourism destination and uses a statistical, quantitative approach to test variable relationships. The population consists of all tourists visiting Tumpak Sewu Nature Tourism in Lumajang Regency. The sample was selected using a purposive sampling technique, with criteria requiring respondents to be tourists who have visited or are currently visiting the site and are willing to participate. The sample size according by (Hair Jr., Matthews, Matthews, & Sarstedt, 2017) for this study is 60 respondents. The data used include primary data obtained via Likert-scale questionnaires and secondary data gathered from journals, books, and related literature. Data collection was conducted through questionnaires, observation, and documentation. Questionnaires served as the primary instrument for measuring respondents' perceptions, observation was used to directly assess the condition of the tourist attraction, and documentation was utilized to supplement the research data with photographs and other supporting documents.

OPERATIONAL DEFINITION OF VARIABLES

Table 1: Operational Definitions of Variables

No	Research Variable	Operational Definition	Indicators
1	Tourist Attraction (X1)	Tourist attraction is everything that becomes the main attraction for tourists to visit a tourist destination because it has uniqueness and certain values that are able to provide a tourism experience.	1. Uniqueness of the tourist attraction 2. Beauty of the tourism panorama 3. Diversity of tourism activities 4. Natural and environmental attractions
2	Amenities (X2)	Amenities are supporting facilities available at a tourist destination to meet the needs of tourists and provide comfort during their visit.	1. Availability of parking areas 2. Cleanliness of toilets 3. Availability of resting areas 4. Availability of dining facilities

No	Research Variable	Operational Definition	Indicators
			5. Cleanliness of the tourism environment
3	Accessibility (X3)	Accessibility is the level of ease for tourists in reaching a tourist destination through transportation facilities, road conditions, and directional information leading to the tourist destination.	1. Road conditions leading to the tourist destination 2. Ease of transportation 3. Availability of directional signs 4. Ease of obtaining information about the tourist destination
4	Visit Intention (Y)	Visit intention is the desire or interest of tourists to visit a tourist destination based on their attraction to the destination.	1. Desire to visit 2. Interest in the tourist destination 3. Desire to seek tourism information 4. Desire to recommend it to others

II. RESULT AND DISCUSSIONS

The SPSS analysis yielded the following results:

Variable	Description	Regression Coefficient	t - Value	Sig	Description
X1	*Tourist Attraction*	0,337	2,333	0,030	Significant
X2	Amenities	0,412	2,106	0,040	Significant
X3	Accessibility	0,582	2,408	0,019	Significant
Constant	5,387				
R	0,737				
R Square	0,544				
Adjusted R Square	0,519				
F-count	22,229				
Sig F	0,000				
N	60				
Dependent Variable	Visit Intention				
F Tabel	2, 77				
t Tabel	2,003				

Source: Processed Primary Data (2025)

The constant value is 5.387, while the values for tourism attractions (b/regression coefficient), amenities (b/regression coefficient), and accessibility (b/regression coefficient) are 0.337, 0.412, and 0.582, respectively; thus, the regression equation is:

$Y = a + b1X1 + b2X2 + b3X3 + e$

$Y = 5.387 + 0.337X_1 + 0.412X_2 + 0.582X_3 + e$

The regression equation indicates that tourism attractions, amenities, and accessibility have a positive influence on tourists' intention to visit the Tumpak Sewu Nature Tourism site in Lumajang Regency.

HYPOTHESIS TESTING

Hypothesis testing results indicate that the variables of tourism attractions, amenities, and accessibility have a positive and statistically significant effect on tourists' visitation interest at the Tumpak Sewu Nature Tourism site in Lumajang Regency. This implies that the better the tourism attractions offered, the more adequate the available facilities, and the easier the access to the site, the higher the tourists' interest in visiting. Simultaneously, these three independent variables—tourism attractions, amenities, and accessibility—significantly influence tourists' visitation interest. These findings demonstrate that the three variables collectively play a role in shaping tourists' decisions to visit Tumpak Sewu Nature Tourism in Lumajang Regency. Furthermore, based on the multiple linear regression analysis, the accessibility variable has the highest regression coefficient compared to the tourism attraction and amenity variables, identifying it as the most dominant factor influencing tourists' visitation interest. This indicates that ease of access to the tourism destination is the primary factor considered by tourists when making the decision to visit.

THE INFLUENCE OF TOURIST ATTRACTIONS ON TOURISTS' VISIT INTENTION AT TUMPAK SEWU NATURE TOURISM, LUMAJANG REGENCY

The research results indicate that tourism attractions have a positive and significant influence on tourists' interest in visiting the Tumpak Sewu Nature Tourism site in Lumajang Regency. The site's attractions include a stunning waterfall panorama, a pristine natural atmosphere, and a unique landscape that offers an engaging experience for visitors. These conditions demonstrate that the higher the quality of a destination's attractions, the greater the tourists' interest in visiting. Theoretically, tourism attractions are a primary factor influencing tourists' choice of destination. Unique attractions capable of providing distinctive experiences create a positive impression, thereby fostering an interest in visiting. Consequently, the quality of tourism attractions plays a crucial role in increasing visitor numbers.

These findings align with research conducted by(Fitrah, Suteja, & Indrapati, 2025), which demonstrated that tourism attractions positively and significantly influence tourists' visiting interest. That study explained that unique attractions capable of providing memorable experiences are key factors driving tourists to choose a travel destination. Furthermore, the results are consistent with research by(Hellen & Susanto, 2024), which showed that tourism attractions have a positive and significant impact on visiting interest; their study highlighted that attractions characterized by uniqueness, engaging activities, and memorable experiences effectively boost tourist interest. Additionally, research by(Atiqah & Prakasita, 2024) identified tourism attractions as a primary factor influencing both the decision and the interest of tourists regarding visits to a destination. These findings reinforce the conclusion that tourism attractions are a vital factor influencing tourists' interest in visiting the Tumpak Sewu Nature Tourism site in Lumajang Regency.(Zuhriah, Alvianna, Hidayatullah, & Patalo, 2022) It is noted that attractions are the primary factor in drawing tourists to the destination; furthermore, these tourist attractions need to be continuously developed to meet tourists' needs.

THE INFLUENCE OF AMENITIES ON TOURISTS' VISIT INTENTION AT TUMPAK SEWU NATURE TOURISM, LUMAJANG REGENCY

The research results indicate that amenities have a positive and significant impact on tourists' interest in visiting the Tumpak Sewu Nature Tourism site in Lumajang Regency. The availability of facilities—such as parking areas, restrooms, rest areas, dining spots, and other supporting amenities—provides comfort to tourists during their visit. Higher quality and more comprehensive facilities lead to greater tourist comfort, thereby increasing the desire to visit.

Amenities are a crucial component of tourism destination development, as they address tourists' needs while at the site. Adequate facilities enhance the quality of the tourism experience and ensure visitor satisfaction; consequently, amenities play a strategic role in the success of a tourism destination.

These findings align with research by (Safira & Saodin, 2025) which demonstrated that tourism facilities have a positive and significant impact on tourists' intention to revisit. That study explained that adequate facilities enhance tourist comfort and satisfaction at the destination. Similarly, research by (Ahmad Farid Adinata, 2025) showed that amenities positively and significantly influence the interest in visiting; the study noted that comprehensive and adequate facilities boost tourist comfort, thereby fostering a desire to visit. Furthermore, research by (Novia Febriani & Hijriyantomi Suyuthie, 2024) explained that the availability of adequate amenities or tourism facilities provides comfort to tourists, thereby influencing their interest in visiting. These findings reinforce the conclusion that amenities are a key factor influencing tourists' interest in visiting the Tumpak Sewu Nature Tourism site in Lumajang Regency.

THE INFLUENCE OF ACCESSIBILITY ON TOURISTS' INTEREST IN VISITING THE TUMPAK SEWU NATURE TOURISM SITE IN LUMAJANG REGENCY

Research results indicate that accessibility has a positive and significant impact on tourists' interest in visiting the Tumpak Sewu natural tourist attraction in Lumajang Regency. Ease of access to the site, adequate road conditions, available transportation options, and clear signage facilitate the journey for tourists, although accessibility conditions still require special attention from stakeholders. The study demonstrates that the easier a destination is to reach, the higher the tourists' interest in visiting; therefore, developing accessibility to the Tumpak Sewu tourist destination is essential. Conceptually, accessibility is a crucial factor in tourism destination development because it directly relates to the ease with which tourists can reach the location. Minimizing travel obstacles provides comfort to tourists, thereby increasing their desire to visit. Thus, accessibility serves as a determining factor in increasing the number of tourist visits.

These findings align with research conducted by (Sam & Raidah Zhafirah Febrianti, 2024), which shows that accessibility influences tourists' decisions to visit. That study explains that ease of access to a destination is a primary consideration for tourists when choosing where to travel. Furthermore, research by(Andika Purnama & Imam Ardiansyah, 2024) found that accessibility positively affects visitation interest, given that factors such as ease of transportation and travel distance are important considerations when planning a trip. Similarly, a study by(Febriany & Soeprapto, 2024) states that good accessibility—including ease of access to the location—has a positive impact on increasing tourists' interest in visiting. These findings reinforce the results of the current study, confirming that accessibility plays a vital role in boosting tourist interest in visiting the Tumpak Sewu natural attraction in Lumajang Regency.

THE MOST DOMINANT VARIABLE INFLUENCING TOURIST VISIT INTENTIONS AT TUMPAK SEWU NATURE TOURISM, LUMAJANG REGENCY

The research results reveal that the variables of tourism attractions (X1), amenities (X2), and accessibility (X3) all influence tourist visitation interest at the Tumpak Sewu Nature Tourism site in Lumajang Regency. However, multiple linear regression analysis indicates that the accessibility variable has the highest regression coefficient compared to the tourism attraction and amenity variables. This demonstrates that accessibility is the most dominant variable influencing tourist visitation interest at Tumpak Sewu Nature Tourism. These findings suggest that ease of access to the destination, adequate road conditions, and the availability of directional signage are primary considerations for tourists when deciding whether to visit.

These results align with research conducted by (Sang Nyoman Harta Mulia, I Nyoman Sudiarta, & I Putu Sudana, 2025), which showed that accessibility has a strong influence on tourists' visitation decisions. That study explained that ease of access to the destination, good road conditions, and the ease of reaching the tourism site were key factors for tourists in choosing their travel destinations. Furthermore, research by(Sam & Raidah Zhafirah Febrianti, 2024) also demonstrated that accessibility has a positive and significant impact on tourists' visitation decisions. Their findings confirmed that ease of access, transport connectivity, and location accessibility are crucial factors influencing the decision to visit. The findings of these two studies reinforce the results of the current research, confirming that accessibility is the most dominant variable influencing tourist visitation interest at Tumpak Sewu Nature Tourism. The easier a destination is to reach and the better supported it is by adequate infrastructure, the higher the level of tourist interest in visiting.

III. CONCLUSIONS

Based on the data analysis and discussion regarding the influence of tourism attractions, amenities, and accessibility on tourist visitation interest at the Tumpak Sewu Nature Tourism site in Lumajang Regency, it can be concluded that all three variables both individually and simultaneously have a positive and significant impact on visitation interest. This indicates that enhancing the quality of tourism attractions such as the scenic natural beauty, unique waterfall formations, and pristine natural atmosphere effectively boosts tourist interest in visiting. Furthermore, the availability of amenities including parking facilities, restrooms, rest areas, and other supporting facilities provides comfort that contributes to increased tourist satisfaction. Good accessibility characterized by adequate road conditions, available transportation, and clear signage is also a crucial factor that facilitates travel to the site, thereby positively influencing visitation interest.

Based on the multiple linear regression analysis, accessibility emerges as the most dominant variable influencing tourist visitation interest, surpassing the variables of tourism attractions and amenities. This demonstrates that ease of access to the destination is the primary factor tourists consider when deciding to visit Tumpak Sewu Nature Tourism in Lumajang Regency. The more accessible a destination is supported by good infrastructure and the availability of clear information and signage the greater the likelihood of tourists visiting. Consequently, the management of accessibility is a vital aspect in enhancing the appeal of the destination and fostering tourist interest in visiting it. The results of this study also indicate that there are several other variables determining the intention to visit, including ancillary services (Ningtiyas & Alvianna, 2021), promotion (Agitasari, Krisnanda, & ..., 2022)

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