The Influence of Promotion and Tourist Attraction on Tourists' Revisit Interest at Wadu Jao Beach, Dompu Regency

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Abstarc: This study aims to analyze the Influence of Promotion and Attraction on Tourists' Revisiting Interest at Wadu Jao Beach, Dompu Regency. This quantitative research technique utilizes primary and secondary sources of information. A total of 60 participants became the research sample, selected using the Hair et al. algorithm. After the data was collected, SPSS 23.00 For Windows was used to analyze it. The results of this study indicate that 1). Promotion has a positive and significant effect on Tourists' Revisiting Interest at Wadu Jao Beach. 2). Attraction has a positive and significant effect on tourists' revisiting interest at Wadu Jao Beach. 3). Promotion and attraction together have a positive and significant effect on tourists' revisiting interest at Wadu Jao Beach.

Keywords: *Promotion, Tourist Attraction, Revisiting Interest*

INTRODUCTION

Indonesia is a country that is rich in natural and cultural resources, and is an important asset for the development of the tourism sector (Sappewali, 2022). Tourism is one of the main sectors that plays a role as a driver of national economic growth. With abundant natural and cultural riches, this sector is expected to be able to make a significant contribution to improving the country's economy (Widjianto, 2019)**.**

Tourism is a creative sector that is currently experiencing development in the modern era, both in terms of natural beauty and in terms of services, so that not many visitors use or use the beach as an alternative place to relieve boredom in order to clear their minds of the effects of fatigue. Based on data obtained from the Central Statistics Agency (BPS) 2024, the tourism industry sector could experience growth of 6.13% (bps.go.id). Seeing this positive trend, local governments are now starting to actively develop the tourism sector as a leading destination. One of the strategies adopted is nature-based tourism management, namely a type of tourism that is oriented towards environmental preservation, social and cultural empowerment, improving the economy of local communities, as well as educational

aspects for visitors (https://dompukab.bps.go.id)

Promotion is the practice of sending messages or invitations in some way with the aim of persuading other parties to do something, usually through marketing media. (Widjianto, 2019). Promotion via internet media also opens up opportunities for tourists to not only get information about tourist destinations, but also interact with other visitors. Through this engagement, people can share their experiences, which can be used to determine which tourist destinations are worth visiting. (Wijayanti, 2022). Promotions carried out by the management of Wadu Jao Beach are still not optimal. Even though we have used social media as a promotional channel, its effectiveness is still limited. This was revealed through interviews with several tourists, where they revealed that their visits were driven more by information obtained verbally from other people.

Tourist attractions are defined by "Indonesian Law No. 10 of 2009 as anything that has uniqueness, excellence and added value, which includes various cultural practices, natural resources and man-made buildings". (Susanto and Astutik, 2020). The potential that attracts people to come to a location is known as a tourist attraction or tourist item. As an aspect in itself, tourist

attractions have the main function of attracting visitors (Ariyani, Dhameria and Suyitno, 2022). The first findings from the researchers' time at Wadu Jao Beach revealed that tourist attractions at the location were still relatively minimal. In terms of attractions, there are no entertainment facilities such as water games. In terms of amenities, the boats crossing to the island are not equipped with safety equipment such as life jackets. Meanwhile, in terms of accessibility, the route to Mount Nisa, which is in the center of the island, is still limited because the number of ferry boats available is not able to accommodate many tourists.

Dompu is one place that might become a tourist destination because of its potential, benefits and ability to compete at global and national levels. The stunning natural scenery of this area has made it famous, even on a global scale. Dompu is home to a number of popular tourist attractions, including Lakey Beach and Pasir Putih Beach. However, this tourist attraction is not the only one in the Dompu area, but there is also a tourist attraction that has great potential and is located in Sanggalari Hamlet, Jabu Village, Pajo District, Dompu Regency. Namely Wadu Jao Beach, where this beach continues to experience an increase in the number of tourist visits since there was promotion through word of mouth and through social media. Statistics on the number of visiting tourists clearly show this.

Below is a table of the number of tourists who have visited Wadu Jao beach, Dompu Regency. Based on data from 2020-2023

Table 1.1 Number of Tourists 2020-2023

Year	Number of Tourists
2020	11.196
2021	33.378
2022	118.587
2023	120.300

Source: **Dompu Regency BPS data**

Based on BPS data, Dompu Regency explains that the number of tourist visits in 2020 was 11,196 people, there was a significant decrease due to Covid-19, and in 2021 there was an increase of 33,377 people. Then in 2022 there will also be an increase of 118,587 and according to the latest data in 2023, tourist visits will again increase with the number of tourist visits reaching 120,300 people. Central Statistics Agency (2023).

Interest in revisiting is a motivation that draws a person's attention to a particular thing, be it a person, task, lesson, or anything else. Cognitive, emotional, and motor components all come together in this interest, which ultimately becomes the motivation to pursue one's own desires. (Susanto and Astutik, 2020). Interest in revisiting can be seen as an opportunity for visitors to return to the same place. This behavior is seen as a form of loyalty or real action that reflects a visitor's desire to return to visit the destination they have previously chosen (Malikhah, Fadhilah and Welsa, 2023).

With these urgencies, this research becomes very relevant to support the development of the tourism sector at Wadu Jao Beach and provide real benefits for the local community so that researchers are interested in conducting research with the title "The Influence of Promotion and Tourist Attraction on Tourist Return Interest at Wadu Jao Beach".

The following is an explanation of the problem formulation used in this research: a) Does promotion have a positive and significant effect on tourist interest in returning to Wadu Jao Beach? b) Does tourist attraction have a positive and significant effect on tourists' interest in

returning to Wadu Jao Beach? c) Do Promotion and Attraction simultaneously influence tourists' interest in returning to Wadu Jao Beach? Apart from that, the objectives of this research are: a). To determine the effect of promotions on tourists' interest in returning to visit Wadu Jao beach a). To determine the influence of tourist attractions on tourists' interest in returning to Wadu Jao Beach. c). To find out the influence of Promotion and Tourist Attraction on Tourist Return Interest at Wadu Jao Beach.

Based on the above, the researcher intends to find out "the influence of promotions and tourist attractions on interest in revisiting the Wadu Jao Beach tourist attraction, Dompu Regency".

LITERATURE REVIEW
Promotion

Promotion is an effort to advance something, which is often associated with the travel and trade industries, which indicates an effort to advance both domains. Increasing employee proficiency in customer service is another possible reason for a promotion. One part of the marketing mix is promotion, which aims to educate, convince and remind customers. (Kusumaningrum, Rachma and Khoirul, 2022). Overall Although various forms of promotion have similar functions, each can be distinguished by the specific tasks it performs. These special tasks include direct marketing, public relations, advertising, publicity, sales promotion and personal selling, all of which fall within the scope of mass sales. (Fadli Faturrahman, 2024)**.**

A study conducted by (Ariyani, Dhameria and Suyitno, 2022) shows that "promotions have a big influence on tourists' interest in returning to visit". Based on the results of research conducted by (Fadli Faturrahman, 2024). which stated that "promotions have a significant influence on tourists' decisions and interest in returning to visit."

However, it was partially found by (Tulandi Riry. Anggia Lotje Kawet, 2018) that "Promotional Strategy has no effect on interest in returning visits". In line with research conducted by (Research *et al.*, no date) which states that "promotion on tourists' interest in visiting has no effect".

Tourist Attraction

A tourist attraction is anything that attracts a large number of visitors to a particular location because of its unique qualities. (Susanto and Astutik, 2020). Anything that attracts tourists because of its distinctive qualities, aesthetic appeal, and monetary value as a result of cultural, historical, or natural riches is also considered a tourist attraction. (Miastita, Hidayah and Maspufah, 2023)

Research conducted by (Ariyani, Dhameria and Suyitno, 2022) "Tourist attractions influence tourists' interest in returning to visit." In line with research conducted by (Dahmiri and Bhayangkari, 2022) which stated that "tourist attractions have an influence on tourist interest in visiting".

However, on the other hand, this is contrary to the results of research conducted by (Komariya and Aguilika, 2024) which states that "attractiveness does not have a significant influence on interest in making repeat visits".

Interested in visiting again

Revisit interest is a reaction to anything that indicates a visitor's desire to return. (Hermawan et al., 2022). However, (Bulan and M. Lutfi Azmi, 2020) define interest in revisiting as a motivation to return to a location that has been visited previously.

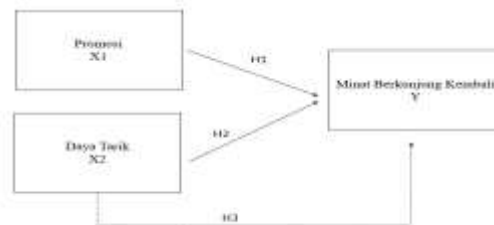Research Conceptual Framework

Figure 1. Thinking Framework

Figure 2.
Structure of Relationships Between Variables in Research
Information :
‾ ‾ ‾ ‾ ‾ ‾ ‾ ‾ ‾ ‾ ‾ Partial relationship line between the independent variable and the dependent variable.
◄──────► Connecting Line simultaneously independent variable to dependent.
Research variables:
1. Independent variable
    a. Promotion (X1): All forms of marketing activities carried out to attract tourists, such as advertising, social media and promotional events.
    b. Tourist Attraction (X2): Factors that make tourist attractions attractive, such as natural beauty, facilities and local culture.
2. Variabel Depend (Y)
    a. Return Visit Interest (Y): Tourists' desire to return to visit a tourist attraction in the future.

This research is based on the following hypothesis:
H1: It is suspected that promotions have a positive and significant influence on tourists' interest in returning to Wadu Jao Beach.
H2: It is suspected that tourist attractions have a positive and significant effect on interest in returning to Wadu Jao Beach.
H3: It is suspected that promotion and tourist attraction simultaneously have a positive and significant effect on tourist interest in returning to Wadu Jao Beach.

METHOD
Quantitative descriptive techniques, namely techniques that collect data for the purpose of testing hypotheses, are used in this research. Questions related to the research topic are answered using this approach. (Fadwiwati *et al.*, 2014).
Place and Time of Research
Wadu Jao Beach in Sanggalari Hamlet, Jambu Village, Pajo District, Dompu Regency is the research location. This location was chosen because it is a popular tourist location and has a lot of growth potential in the tourism industry. The research will be conducted from March to July 2025.
Population and Sample
The population in this research is all tourists from Wadu Jao Beach, Dompu Regency, the exact number of which is unknown. Considering that the population is very large and unlimited, it is possible to draw samples from the population provided that a representative sample is used, this is due to the limited amount of funds and research time. Because the exact population size is unknown, the authors of this study relied on claims made by Hair et al. to determine the sample size. (Hait et al, 2020) confirmed that the study used five times the number of samples as reported. Researchers used a random sampling method *accidental sampling* namely a sampling technique based on chance, meaning that every visitor to Wadu Jao Beach who coincidentally meets the researcher during the research period can be used as a respondent.
In this research, 8 indicators were used. Consisting of 3 indicators for the

variable (promotion), 2 for the variable (Attractiveness) and 3 indicators for the variable (Intention to Revisit). Thus, the recommended sample size is:

N = (5 to 10 times x number of indicators used).

Minimum sample = 8x5 = 40

Maximum samples = 8x10 = 80

The calculation above shows that 60 respondents are the sample size, which is considered representative enough to provide a general picture of "the influence of Promotion and Attraction on Tourists' Revisit Interest at Wadu Jao Beach, Dompu Regency"

The criteria for respondents in this research are:

1. Tourists who have visited Wadu Jao Beach more than once.
2. Tourists must be at least 16 years old.
3. Tourists who are willing to fill out a questionnaire.

Research Variables

Variables in this research include promotion with tourist attractions used as the independent variable, and interest in returning to visit as the dependent variable.

Method of collecting data

Online questionnaires, direct interviews, documentation, and observation are the four main methods of data collection in this research. The questionnaire was prepared in Google Form using a Likert scale, then distributed online using accidental sampling technique. Carrying out direct observations allows researchers to document relevant behavior or symptoms of the research object. Semi-structured interviews were conducted offline with several selected respondents to obtain more in-depth information. Meanwhile, documentation is used to collect secondary data such as reports, photos or documents that support research.

The entire data collection process was carried out while still paying attention to research ethics.

Classification and Data Sources

Categorization and analysis in this research are based on primary and secondary data sources. Primary data comes from questionnaires sent to participants and processed by researchers. Secondary data comes from various relevant documents, such as statistics on tourist visits.

Data Analysis Methods

In this study, an online questionnaire was used to collect data. Data will be checked using SPSS software after being collected using an online survey distributed using Google Form. Data quality tests, validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, t, f, and coefficient of determination ($R2$) are part of the data analysis in this research.

RESULTS AND DISCUSSION

Data Description

This research involved data obtained from 60 respondents who had filled out a questionnaire related to the variables Promotion (X1) and Attractiveness (X2) Interest in Returning (Y). This research aims to analyze "the influence of Promotion (X1) and Attraction (X2), Interest in Returning (Y)". Data was obtained from 60 respondents and processed using statistical tests, including reliability, validity, classical assumption tests and multiple linear regression.

Findings from Testing Research Instruments

Validity Test

Table 1. Validity test results for promotion variable X1

item pertanyaan Keterangan	R hitung	R tabel
X1.1 Valid	0,173	0,2542
X1.2 Valid	0,646	0,2542
X1.3 Valid	0,687	0,2542
X1.4 Valid	0,712	0,2542
X1.5 Valid	0,743	0,2542
X1.6 Valid	0,765	0,2542

Source: Data that has been processed from research (2025)

Table 2. Validity test results for the Attractiveness X2 variable

item pertanyaan Keterangan	R hitung	R tabel
X1.1 0,2542	Valid	0, 729
X1.2 0,2542	Valid	0, 789
X1.3 0,2542	Valid	0,726
X1.4 0,2542	Valid	0,766

Source: Data that has been processed from research (2025)

Table 3. Validity test results for the Interest in Returning Y variable

item pertanyaan keterangan	R hitung	R tabel
X1.1 0,2542	Valid	0,773
X1.2 0,2542	Valid	0,761
X1.3 0,2542	Valid	0,821
X1.4 0,2542	Valid	0,822
X1.5 0,2542	Valid	0,761
X1.6 0,2542	Valid	0,775

Source: Data that has been processed from research (2025)

Based on the three tables above, each item in the statement relating to the dependent and independent variables has an r value that exceeds what is shown in the r table. This shows that the data is valid, because an item is considered valid if the correlation value exceeds r table. By using a significance threshold of 0.05 and degrees of freedom (df) = n - 2 = 60 - 2 = 58, the r table value obtained is 0.2542. Therefore, all statements regarding promotion variables, attractiveness, and interest in return visits are considered valid and appropriate for use in this research.

Table 4. Reliability Test Results

Varibel Keterangan	Cronbachs Alpha	Stndart
Promosi Reliabel	0,718	0,60
Daya Tarik Reliabel	0,745	0,60
MinatBerkunjungKembali Reliabel	0,872	0,60

Source: Data that has been processed from research (2025)

To ensure that the research tool measures the variables studied consistently, reliability testing is carried out. All research instruments were declared trustworthy because the test results showed that Cronbach's Alpha was more than 0.60 for all variables.

Classic Assumption Test

Normality Test

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residdual
N		60
	Mean	.0000000
Asymp. Sig. (2-tailed)		.481

Source: Data that has been processed from research (2025)

The table shows that the Kolmogorov-Smirnov normality test is successful; The regression model meets the normality assumption with a significance value of 0.481 > 0.05.

Multicollinearity Test

Table 6. Multicollinearity Test Results
Coefficients

Model	Collinearity Statistics	
	Tolerance	VIF
Promosi	.811	1,233
Daya Tarik	.811	1,233

Source: Data that has been processed from research (2025)

Based on the data in the table, the VIF for all independent factors less than 10 is 1.233 for promotion and attraction, and for all variables more than or equal to 0.10, the VIF is 0.811 for promotion and 0.811 for attraction. Thus, multicollinearity does not exist in the regression model.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results
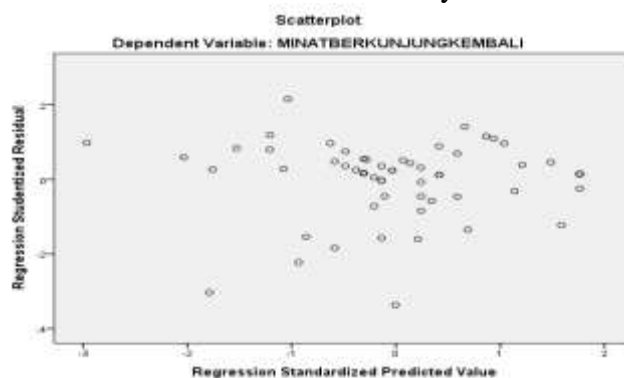
Source: Data that has been processed from research (2025).

The scatter diagram does not show any clear pattern in the data points. The absence of heteroscedasticity in the regression model proves that this assumption is met.

Multiple Linear Regression Test

Table 8. Multiple Linear Regression Analysis Test Results

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant	-4.047	3.254	
PROMOSI(X1)	.813	.136	.568
DAYA TARIK(X2)	.507	.150	.320

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI(Y)

The following multiple linear regression equation can be expressed using the data in the table:

$$Y = a + b1 X1 + b2 X2 + b3 X3 + e.$$

$$Y = -4.047 + 0,813 X + 0,507X2 + e.$$

The equation values in multiple linear regression can be interpreted as follows:

1. The regression coefficient for return visit interest (Y) is -4.047, indicating that if all the independent variables (Promotion and Attraction) are at zero, then the value of Y or Return Visit Interest is estimated at -4.047. This means that without the influence of promotions and attractiveness, interest in returning visits will be negative or very low. This logically illustrates that the existence of external factors such as effective

promotions and attractions that attract interest thereby encouraging tourists to visit again.
2. The regression coefficient for the Promotion variable (X1) is 0.813, which means that every change (increase or decrease) of 1 unit in Promotion, assuming other variables remain constant, will cause a change of 0.813 units in the dependent variable.
3. The Attractiveness Coefficient (X2) is 0.507, which gives an increase or decrease of 0.638 units for every 1 unit change in the Attractiveness value, assuming all other factors remain constant.

Hypothesis Testing
Partial Test (t Test)
Table 9. Significant Test Results (t Test)

Coefficients^a

Model	T	Sig.
(Constant)	-1.244	.219
PROMOSI(X1)	5.993	.000
DAYA TARIK(X2)	3.381	.000

a. Dependent Variable: MINAT BERKUNJUNG KEMBALI(Y)

Source: Data that has been processed from research (2025)

Referring to the results of the multiple linear regression analysis shown in the table presented, it shows that all independent variables, which include promotion and attraction because the significance value is below 0.05, as seen above, all independent factors have a significant impact on the dependent variable, namely interest in returning to visit, the full description is presented below:

1. The influence of promotional quality on interest in returning to visit

   The t-test results table shows that "the promotion variable has a calculated t value of 5.993 which is greater than the t table value of 1.672 and a significance level of 0.000 which is smaller than 0.05. These findings indicate that promotion has a positive and significant effect on interest in revisiting. Thus, the first hypothesis (H1) is declared accepted."

2. The influence of attractiveness on interest in returning to visit.

   Based on the t-test results table, "the attractiveness variable has a calculated t value of 3.381 which is greater than the t table value of 1.672 and a significance level of 0.000 which is smaller than 0.05. These findings indicate that the attractiveness variable has a significant effect on interest in revisiting. Thus, the second hypothesis (H2) is declared accepted."

Simultaneous Test (f Test)
Table 10: Simultaneous Test Results (f Test)

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression Residual Total	504.609 392.324 892.933	2 57 59	252.305 6.883	36. 657	.000[b]

Source: Data that has been processed from research (2025)

The calculated F value is 36.657 and the significance level is 0.000 (0.000 < 0.05), according to the F test results shown in the table above. On the other hand, at a 5% confidence level ($\alpha = 0.05$), the F table value is 3.16. The reason is, 36.657 > 3.16, which is greater than the F table value, this finding shows that "promotion and attractiveness variables, simultaneously, influence the interest in revisiting. Thus, the third hypothesis (H3) can be accepted"

Coefficient of Determination Test (R^2)

Table 13: Coefficient of Determination Test Results (R^2 Test)

Model Summary

Model	R	R Square	Adjusted R Square	Standar Error Estimasi
1	.760[a]	.578	.563	2.578

Source: Data that has been processed from research (2025)

As can be seen in the table above, the R^2 value achieved is 0.563. This shows that the promotion variable (X1) and the attractiveness variable (X2) have a contribution of 56.3% to the variance in revisit interest (Y). Meanwhile, variables not included in this study account for 43.7% of the total.

Because need has the highest regression coefficient and t-count value, this finding shows that need is the most influential variable.

DISCUSSION

1. The influence of promotions on interest in returning to visit

The overall data results show that "promotion variables has a positive and significant effect on tourists' interest in returning to Wadu Jao beach. This evidence was obtained from the results of the t test which showed a calculated t value of 5.993 > t table of 1.672 with a significance level of 0.000 < 0.05 and the results of multiple linear regression tests which produced a coefficient value of 0.813". From these criteria it can be interpreted that "promotional variables influence tourists' interest in revisiting Wadu Jao Beach".

The results of this research strengthen the theory expressed by (Tolan, Pelleng and Punuindoong, 2021) which states that visitors tend to want to return to a destination if the marketing is successful and widely disseminated, the message is of high quality, and the destination develops

sustainably. Promotion is one of the important elements that can increase tourist satisfaction in strengthening their desire to visit a destination.

The findings from this research add credibility to previous research conducted by (Susanto and Astutik, 2020) with the title "The Influence of Social Media Promotion and Tourist Attraction on Interest in Revisiting Manyung Educational Tourism Objects. The results of this research show that social media promotion has a significant effect on interest in returning to Manyung educational tourism."

2.   The influence of attractiveness on interest in returning to visit.

The overall data results show that "the attractiveness variable has a positive and significant effect on tourists' interest in returning to Wadu Jao beach. This is proven by the results of the t test which shows a calculated t value of 3.381 > t table of 1.672 and a significance level of 0.000 < 0.05, as well as the results of the multiple linear regression test which produces a coefficient value of 0.507". From these criteria it can be interpreted that "attraction variables influence tourists' interest in returning to visit Wadu Jao Beach".

The results of this research strengthen the theory expressed by (Ngajow, Tawas and Djemly, 2021) which states that visitors are more likely to want to return if they have a positive experience depending on the quality of the facilities and ease of access offered.

The findings of this research are supported and strengthened by the results of research conducted by (Susanto and Astutik, 2020) with the title "The Influence of Social Media Promotion and Tourist Attraction on Interest in Revisiting Manyung Educational Tourism Objects. The results of this research show that tourist

attraction has a significant effect on interest in returning to Manyung educational tourism".

3.   **The influence of promotion and attractiveness on interest in returning to visit**

The overall data results show that "the promotional and attractiveness variables simultaneously have a positive and significant influence on interest in visiting Wadu Jao beach again. This is proven by the results of multiple linear regression tests which obtained a coefficient value of -4.047 and the f test which obtained a calculated f value of 38.991 > 1.672 f table with a significance level of 0.000 < 0.05". From these criteria it can be interpreted that "promotional and attractiveness variables influence tourists' interest in revisiting Wadu Jao Beach".

The results of this research strengthen the theory expressed by (AS and Rizki, 2024) state that when people say they want to return to a location, they mean they want to return within a certain time period and are willing to return more than once.

The results of this research are supported and strengthened by the results of research conducted by (Susanto and Astutik, 2020) with the title "The Influence of Social Media Promotion and Tourist Attraction on Interest in Revisiting Manyung Educational Tourism Attractions. The results of this research show that tourist attraction has a significant effect on interest in returning to Manyung educational tourism."

CONCLUSION
The findings of this research yielded the following conclusions:
1. "Promotions have a positive and significant effect on tourists' interest in returning to visit. This means that the better the promotion offered or given to tourists, the higher the decision to

make a return visit. The t-calculated value that promotion has in influencing tourists' interest in returning to visit is 5.991%."

2. "Attraction has a positive and significant effect on interest in visiting Wadu Jao beach again. The calculated t value which shows the influence of tourist attraction on tourists' interest in visiting again is 3.381%."

3. "Promotions and attractions have a positive and significant influence on tourists' interest in visiting Wadu Jao beach again. The calculated F value which shows the influence of promotions through social media and tourist attractions on tourists' interest in visiting again is 38.991%."

SUGGESTION

1. Managers in the tourism industry must continue to market their products by improving the tourism standards of Wadu Jao Beach

2. Improve natural resource management to increase the number of places that attract tourists.

3. It is hoped that future research will include more factors, increase the quantity of the study sample, and extend the duration of the study.

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