



# **FACTORS INFLUENCING THE TOURIST DECISION TO VISIT THE NATURAL ATTRACTIONS: A CASE OF LANGKAT REGENCY, NORTH SUMATERA PROVINCE, INDONESIA**

**Miftah El Fikri** 

Department of Management-Faculty of Social Sciences  
Universitas Pembangunan Panca Budi  
Medan, North Sumatera, Indonesia  
miftahel@dosen.pancabudi.ac.id

**Dewi Nurmasari Pane**

Department of Management-Faculty of Social Sciences  
Universitas Pembangunan Panca Budi  
Medan, North Sumatera, Indonesia

**Feby Safitri**

Department of Management-Faculty of Social Sciences  
Universitas Pembangunan Panca Budi  
Medan, North Sumatera, Indonesia

## **Abstract**

*Natural tourism is a significant potential owned by a country with a vast landscape. Rumah Pohon Habitat (RPH) is one of the natural attractions located in Langkat Regency in North Sumatera Province. Nowadays, RPH has done various ways to attract the number of tourists, especially during the Covid-19 pandemic. All tourist attractions are really sluggish towards tourist visits at the moment; thus, the management tries to employ all the necessary initiatives to support tourist visits. This research attempts to identify the factors affecting tourists visit and is experimental in nature to identify new factors in the decision-making process. This study used 110 samples and 22 indicators using factor analysis and found that five factors influence the*

*decision to visit the RPH. The five factors are Factor 1: Attraction facilities (7 indicators); Factor 2: Building layout (5 indicators); Factor 3: Rates and servings (4 indicators); Factor 4: Attraction environment (4 indicators) and Factor 5: Location access (2 indicators). In this research, prospective tourists who visit RPH are recognized as the students with an income below RP. 1,500,000 per month comes from Medan City, where they have been explored the natural landscape and visited RPH beforehand.*

*Keywords: Covid-19 pandemic, Nature tourism, Rumah Pohon Habitat, Decision to visit*

## **INTRODUCTION**

Natural tourism is one of Indonesia's most popular tourist destinations with a focus on natural resources as a key attraction for tourists. Nature tourism is a landscape that has evolved hundreds of years ago and does not have human interfere with building its beauty. Well-managed natural resources would be used to grow Indonesia and prosper the population, especially the local community. If well managed, these natural resources can be utilized in the tourism sector (Lebu, Mandey, & Wenas, 2019). Currently, different forms of uniqueness are displayed to provide such the destination advantage for tourism activities. Each tourist destination has its market niche for each tourist item category.

More specifically, tourism is referred to as an activity, but in economic terms, it generates a demand that involves the marketing of both products and services (Fikri, Pane, & Siregar, 2019). Information for tourists is regarded as essential and intense in tourism. The sensitivity of the tourism information system is critical to the industry's growth (Nugraha & Sudirman, 2019). According to the amounts of material received from tourists, tourism commodity information generates demand in tourist attractions.

The World of Tourism Organization reveals that tourism industry is continuously growing year by year and that the number of tourists worldwide is projected to increase (Safitri, Ramdan, & Sunarya, 2020). The development of tourism has a very significant impact on domestic economic growth through foreign exchange income (Inayatuka & Sukawati, 2019). Indonesia is one of the countries which will focus on tourism as the leading sector domestic income market in the future. As the large province, North Sumatera is the second province in West Indonesia to still covered by untouched nature area. One of the regencies in North Sumatera is Langkat regency which is the plantation-producing, and not too far away from the town of Medan, capital of North Sumatera province. Langkat regency is also starting to become an autonomous regency with different natural potentials, including "Rumah Pohon Habitat" (RPH).

“Rumah Pohon Habitat” is one of the famous tourist attractions in the Langkat regency, with sunny weather and cold climate in mountainous areas. RPH offers beautiful scenery and the manager also makes some supporting facilities such as huts connected between the trees around the tourist attraction and accompanied by a camping ground arena for tourists who want to stay with a tent rental of course. RPH has uniqueness both during the day or at night. During the day, RPH offers a view of the hilly landscape of Langkat Regency, while at night, tourists are treated to the glitter of colourful lights that illuminate RPH restaurants and surroundings.

During the current Covid-19 pandemic, Indonesia became one of the countries most severely affected and affected all its major sectors, especially the economic and tourism sectors. Covid-19 makes the purchasing power, usefulness and ability to visit the community decrease and choose to be frugal and stay at home. Indonesia is a country that imposes restrictions on the movement of its citizens. It does not mean not being able to be active, but being active with health protocols. RPH during this pandemic period also applied health protocols in its activities and limited the number of visits; however, although not limited to the number of visits did decrease drastically compared to before the Covid-19 pandemic. RPH strives to improve and try to find ways to create more interest for tourists in visiting its tourist objects (Pramono, 2019). Dissatisfaction can create a negative stigma for both tourists and others in sharing stories, and impact on the decision to return or initial visit for new tourists, thus this is the main focus of RPH in improving its tourism products. The purpose of this study is to find new factors that are attractive to RPH to increase tourist visits.

## **LITERATURE REVIEW**

### **Travel Products**

Tourist products are all that the tourist has to offer in order to meet the expectations of tourists when visiting the tourist attractions. Tourist products are the first thing to think about and become a choice for tourists in making travel choices. Tourist products are the essential element used by consumers as a basis for deciding to visit a tourist area (Huda, Rachma, & Hufron, 2016).

### **Facilities**

Facilities are all forms of pieces of equipment and infrastructures that support tourist services or products; thus, the tourist can enjoy them well. All service facilities are used as the medium to enjoy by travellers at tourist attractions. The infrastructure is a required physical prerequisite for tourists to access location provided by the government and the private sector; thus, it may sustain their activities (Fikri & Pane, 2019).

## **Emotional Relationships**

Emotional relationships are the type of relationship created by customers and businesses and endure for a long time (Fikri, Pane, & Ahmad, 2020). The emotional relationships in attractions draw how tourists are attracted to tourist managers as a result of enjoying their tourism products. The partnership will generate interest in the present and the future and ultimately to capture the tourists' hearts in each visit. Emotional relationships are the basis for shaping products positioning, which is, in turn, to create brand awareness; we argue that the awareness of tourist brands will create the perfect brand.

## **Tourist Attractions**

The layout of tourist attraction is the design and shape of the tourist attraction that is arranged in such a way that it can be enjoyed optimally by the tourists. The design and layout should be good for tourist when on the object feel comfortable while enjoying it (Fikri & Pane, 2018). In terms of arranging the shape of the tourist attraction, the manager should pay attention to all aspects that will concern to tourists to enjoy the tourist attraction. The specs that are of concern in designing attractions are air circulation, movement space, the flow of movement, lighting, security, blueprint, aesthetics and ethics.

## **Decision to Visit**

The decision to visit is a significant selection from various alternative options made by visitors to meet their needs. Visiting decisions consist of six sub-variables, namely product or service choice, brand choice, distributor choice, visit time choice, purchase amount and payment method (Arista, Darsiharjo, & Marhanah, 2017). The decision making of the tour starts from the need and want of the tourist to make a tourist trip. After that, the tourists begin to gather information from various sources regard the destination, then evaluate the choice of attractions that are the most appropriate choice (Kristiutami, 2017).

## **Covid-19 Pandemic**

The covid-19 pandemic is a situation that occurs worldwide due to the impact of the coronavirus. Indonesia is one of the countries affected by Covid-19 and paralyzed various critical sectors, including the tourism sector. The covid-19 is a virus that attacks the human respiratory tract and causes difficulty breathing, and its worst impact can lead to death. Indonesia has a strict protocol in dealing with the virus.

## RESEARCH METHODS

This study is a cross-sectional design which performed within a limited period, and it does not replicate the compilation of data. The present study is an experiment that aims to discover something new, and it will address similar studies. The study was performed from July to September 2020 with the object of research is "Rumah Pohon Habitat" situated in Langkat regency, North Sumatera Province, Indonesia. The present study involved 110 respondents with formula as follow.

$n = \text{Research indicator} \times \alpha$

$\alpha = \text{amount of data/sample to be taken}$

Criterion  $\alpha$ :

1. If the number of indicators is  $<10$  then  $\alpha > 10$  data (with a minimum of  $n = 30$ )
2. If the number of indicators is  $> 10$  then  $\alpha < 10$  data (with a minimum of  $n = 30$ )

In this study, we use 22 indicators (criterion 2) then the calculation is;

$n = \text{Research indicator} \times \alpha$

$n = 22 \times 5$  (median 1-9)

$n = 110$  data /110 tourists

The data collected from the results of interviews specifically by focusing on tourists who are eligible for a survey sample. Using purposive sampling method is a way of taking sample focused on the purpose of analysis and reacting to research issues through the limitation the criteria of research data requirements, and to ensure the data does not widen and bias. Data analysis in this study uses crosstab analysis to assess the respondent attributes and factor analysis as a form of evaluating new variable component from the metrics provided.

## RESULTS & DISCUSSION

### Characteristics of Respondents

In this study, the respondents' attributes were subjected to crosstab analysis. The crosstabulation test is a frequency test that display/intersects two kinds of variables in order to discover the value between the two.

Table 1. Gender of Respondent \* Age of Respondent Crosstabulation

		Age of Respondents				Total
		<20 years	20-30 years	30-40 years	> 40 years	
Gender of Respondents	Men	8	42	10	0	60
	Women	12	32	5	1	50
Total		20	74	15	1	110

On the basis of Table 1 above, the majority of tourists visiting "Rumah Pohon Habitat" (RPH), are men aged 20-30 years. In this case reveals that socioeconomic factors decide the type of tourism shown in the area (Priatmoko, 2017) thus the predominance of nature tourism among young men who wish to be free and adventurous.

Table 2. Respondent's Last education \* Crosstabulation Respondent Age

		Age of Respondents				Total
		<20 years	20-30 years	30-40 years	> 40 years	
Education of Respondents	Junior school	8	0	0	0	8
	High school	10	36	0	0	46
	Diploma	0	3	2	1	6
	University degree	2	35	10	0	47
	Other	0	0	3	0	3
Total		20	74	15	1	110

Focusing on table 2, the tourists who finish high school and vocational school at the age of 20-30 are the most dominant to visit the attractions of "Rumah Pohon Habitat" (RPH). In essence, this shows that RPH is really popular among productive young people and is an adolescent segment which criticizes change and seeks identity through nature activities.

Table 3. Respondent's Last education \* Crosstabulation Respondents' Jobs

		Employment of Respondents					Total
		Students	University Students	Employees	Entrepreneurs	other	
Education of Respondents	Junior school	8	0	0	0	0	8
	High school	2	39	2	3	0	46
	Diploma	0	2	1	2	1	6
	University degree	0	10	32	5	0	47
	Other	0	0	1	2	0	3
Total		10	51	36	12	1	110

Table 3 reveals that the most dominant students frequent the tourist attraction of Rumah Pohon Habitat (RPH). In this case, reveals that every student has a courageous spirit and enjoys life's struggles; thus, natural practices are the perfect approach to their soul call and inspire their life.

Table 4 Education of Respondents \* Crosstabulation Tourism Object Information

		Tourist Attractions Information			Total
		Friends/relatives	Social media	Others	
Education of Respondents	Junior school	2	5	1	8
	High school	20	24	2	46
	Diploma	5	1	0	6
	University degree	21	26	0	47
	etc	1	2	0	3
Total		49	58	2	110

Table 4 above reveals that high school and vocational education is the leading social media consumers to visit the tourist attraction of Rumah Pohon Habitat (RPH). This case displays that knowledge from social media becomes another significant factor besides the advantages provided by tourist attractions, weather and environment (Moon & Spirit, 2019). The younger generation overly connected to the technology they will find all sorts of knowledge primarily linked to RPH. In this situation, RPH is ultimately promoted by social media to the younger generation, for all that too, and this will later act as a valuable advertising instrument in RPH innovation.

Table 5 Respondent Education \* Crosstabulation Respondent Income

		Monthly Respondent Income (in millions)					Total
		<Rp. 1.5M	Rp. 1.5-2.5M	Rp. 2.5-3.5 M	Rp. 3.5-5M	> Rp. 5M	
Education of Respondents	Junior school	7	1	0	0	0	8
	High school	34	7	2	3	0	46
	Diploma	2	0	0	3	1	6
	University degree	5	7	22	11	2	47
	Other	0	0	0	0	3	3
Total		48	15	24	17	6	110

According to table 5 above, the final education of high school and vocational schools with an income of less than 1.5 million (currently in college) is the most dominant tourists visiting the Rumah Pohon Habitat (RPH) attractions. In this sense, the RPH enable to handle those of low income such that RPH has a high to low-income market. In this case, RPH would not prefer "anyone should go to RPH to enjoy the natural world." This case indicates that the prices for RPH attractions are lower with the amenities available more relative to other natural attractions.

Table 6 Origin of Respondents \* Age of Respondents Crosstabulation

		Age of Respondents				Total
		<20 years	20-30 years	30-40 years	> 40 years	
Origin of the Respondent	Langkat Regency	1	16	2	0	19
	Binjai City	4	12	3	0	19
	Medan City	10	<b>30</b>	7	1	48
	Other	5	16	3	0	24
Total		20	74	15	1	110

Based on table 6 above, 20-30 years old tourist who comes from Medan City is the most prevalent tourists visiting the attraction of Rumah Pohon Habitat (RPH). In this sense, the nature tourism is extremely popular with the younger generation particularly in the major cities who are

tired of life routines, especially during the current pandemic of coronavirus, which makes them tired of being kept up at home with online education.

Table 7. Origin of Respondents \* Crosstabulation Respondents' Jobs

		Employment of Respondents					Total
		Students	University Students	Employees	Entrepreneurs	other	
Origin of the Respondent	Langkat Regency	1	8	10	0	0	19
	Binjai City	3	7	6	3	0	19
	Medan City	4	25	11	7	1	48
	Other	2	11	9	2	0	24
Total		10	51	36	12	1	110

On the basis of Table 7 above the students from Medan City are the most popular tourists to the attraction of the Rumah Pohon Habitat. In a sense, the academics students, in particular, favour nature tourism. Many natural attractions are available, but the usual visitor is parents or young people still in high school. RPH is positioned as an intellectual nature tour pioneered by Medan City students.

Table 8 Origin of Respondents \* Crosstabulation Return

		Revisit		Total
		Yes	no	
Origin of the Respondent	Langkat Regency	15	4	19
	Binjai City	16	3	19
	Medan City	42	6	48
	Other	22	2	24
Total		95	15	110

Table 8 above indicates that visitors from the city of Medan are the most significant tourists returning to Rumah Pohon Habitat (RPH) attractions. In this sense, the tourists coming here are tourists who frequently visit because these visitors also have the value of benefits that are not found elsewhere, thus in addition to enjoy everything that RPH has to offer, they choose RPH as a tourist destination to achieve satisfaction, particularly for those who are from Medan.

Table 9. Purpose of Visit \* Age of Crosstabulation Respondents

		Age of Respondent (years)				Total
		<20	20-30	30-40	> 40	
Purpose of Visit	Landscapes	5	26	8	1	40
	Relaxing atmosphere	3	23	2	0	28
	Environmental beauty	4	11	3	0	18
	Camping	8	13	2	0	23
	Other	0	1	0	0	1
Total		20	74	15	1	110



Table 9 above reveals that the tourists' age of 20 to 30 years old wants natural scenery; hence they visit the Rumah Pohon Habitat (RPH) tourist attraction. In this sense, everyone cannot do outdoor activities during the Covid-19 pandemic; everything is done from home. The situation should not apply to nature trips, as it is difficult to enjoy nature tours at home. Young periods are a period in which strong immunity and normal circumstances keep them happy. Happy is one of the ways to boost the immune system during the Covid-19 pandemic. All this is achieved by upholding the health regimen. Tourists aged 30 -> 40 years old are families who want natural beauty to be appreciated (Davidson et al., 2010). Since family trips cost more than individual visits, depend on how many visitors are taken to the tourist attraction. The longer the stay and the more family friends, the more expensive the family visit would be.

Table 10 Purpose of Visit \* Revisit Crosstabulation

Purpose of Visit		Revisit		Total
		Yes	No.	
Landscapes	Relaxing atmosphere	36	4	40
	Environmental beauty	21	7	28
	Camping	18	0	18
	Other	19	4	23
	Other	1	0	1
Total		95	15	110

Based on Table 10 above, those who want natural landscapes and visits frequently are the most dominant visitors in the tourist attraction of the Rumah Pohon Habitat (RPH). In this sense, it reveals that natural beauty cannot be replaced, because if the tourists want to see it again, they have to come to this location to see it. This case is the core element for RPH when it comes to positioning tourists in the minds of the public.

The key objective of RPH in this analysis is to collect statistical evidence from the respondent. The men who are educated as students with incomes lower than Rp. 1.500.000 per month, which is come from Medan City to enjoy for natural sceneries and has visited RPH before.

## Factor Analysis

Table 11. Total Variance Explained

Com	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum%	Total	% of Var	Cum%	Total	% of Var	Cum%
1	<b>8,143</b>	37,012	37,012	8,143	37,012	37,012	6,408	29,127	29,127
2	<b>3,023</b>	13,741	50,753	3,023	13,741	50,753	2,761	12,550	41,677
3	<b>1,507</b>	6,852	57,604	1,507	6,852	57,604	2,101	9,552	51,229
4	<b>1,150</b>	5,229	62,834	1,150	5,229	62,834	1,787	8,122	59,351

5	<b>1,008</b>	4,581	67,415	1,008	4,581	67,415	1,774	8,064	67,415
6	.959	4,358	71,773						
7	.829	3,770	75,543						
8	.751	3,414	78,957						
9	.675	3,068	82,025						
10	.620	2,819	84,844						
11	.531	2,416	87,260						
12	.506	2,298	89,558						
13	.452	2,052	91,610						
14	.393	1,789	93,399						
15	.375	1,703	95,102						
16	.346	1,573	96,675						
17	.306	1,392	98,067						
18	.248	1,128	99,195						
19	.097	.442	99,636						
20	.044	.202	99,838						
21	.021	.097	99,935						
22	.014	.065	100,000						

Table 11...

Extraction Method: Principal Component Analysis.

Based on Table 11, five components with initial eigenvalues are visible > 1. This case shows that five factors influence the decision to visit the "Rumah Pohon Habitat" natural attractions.

Table 12. Rotated Component Matrix

	Component				
	1	2	3	4	5
Natural Resources	<b>.894</b>	-.137	-.060	.008	.152
Variety of food served	.052	.076	<b>.743</b>	-.234	.051
Security of parking facilities	<b>.865</b>	-.243	.104	-.152	.300
Building materials	.056	<b>.676</b>	.134	.187	.011
Lighting convenience	-.359	<b>.702</b>	-.105	.177	.113
Light color	-.211	<b>.782</b>	.118	-.097	.049
Photos of the beautiful scenery	-.386	<b>.527</b>	-.058	.081	-.280
Clean toilet	<b>.617</b>	.271	.142	-.176	-.087
Internet access speed (Wifi)	<b>.720</b>	.006	.032	-.012	.282
Affordable rates	-.054	.413	.410	<b>.433</b>	-.228
Entrance rates are cheaper than nearby attractions	-.197	.419	<b>.471</b>	.296	-.153
View rates	<b>.910</b>	-.205	.000	-.130	.219
Desired view	.102	.193	.243	<b>.657</b>	.355
Tariff competition	-.350	-.083	<b>.667</b>	.262	.255
Cheap rates	.237	.064	<b>.705</b>	.196	.098
Location affordability	.264	.056	.161	-.057	<b>.586</b>
Quick access	.335	-.049	.009	-.011	<b>.746</b>
Road conditions	<b>.862</b>	-.317	.047	-.133	.302
The scenery is beautiful	-.386	.061	-.067	<b>.667</b>	-.220
Cold air	-.561	.198	.053	<b>.528</b>	-.245
The beauty of flora	-.659	<b>.337</b>	.201	.140	.045
Area camping ground	<b>.867</b>	-.258	-.037	.012	.227

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

These five variables are rated and provide a correlation value to their thickness, based on the Rotated Component Matrix table. These values show the closeness to each factor (component) 1-5. The value of correlation varies between indicators; the value of correlation is called a factor, such that it can be claimed that the value is a predictor of the factor.

Table 13. Factor Tabulation

No	Indicators	Component				
		1	2	3	4	5
1	Natural Resources	<b>.894</b>	-.137	-.060	.008	.152
2	Security of parking facilities	<b>.865</b>	-.243	.104	-.152	.300
3	Clean toilet	<b>.617</b>	.271	.142	-.176	-.087
4	Internet access speed (Wifi)	<b>.720</b>	.006	.032	-.012	.282
5	View rates	<b>.910</b>	-.205	.000	-.130	.219
6	Road conditions	<b>.862</b>	-.317	.047	-.133	.302
7	Area camping ground	<b>.867</b>	-.258	-.037	.012	.227
8	Building materials	.056	<b>.676</b>	.134	.187	.011
9	Lighting convenience	-.359	<b>.702</b>	-.105	.177	.113
10	Light colour	-.211	<b>.782</b>	.118	-.097	.049
11	Photos of the beautiful scenery	-.386	<b>.527</b>	-.058	.081	-.280
12	The beauty of flora	-.659	<b>.337</b>	.201	.140	.045
13	Variety of food served	.052	.076	<b>.743</b>	-.234	.051
14	Entrance rates are cheaper than nearby attractions	-.197	.419	<b>.471</b>	.296	-.153
15	Tariff competition	-.350	-.083	<b>.667</b>	.262	.255
16	Cheap rates	.237	.064	<b>.705</b>	.196	.098
17	Affordable rates	-.054	.413	.410	<b>.433</b>	-.228
18	Desired view	.102	.193	.243	<b>.657</b>	.355
19	The scenery is beautiful	-.386	.061	-.067	<b>.667</b>	-.220
20	Cold air	-.561	.198	.053	<b>.528</b>	-.245
21	Location affordability	.264	.056	.161	-.057	<b>.586</b>
22	Quick access	.335	-.049	.009	-.011	<b>.746</b>

Based on Table 13 above the researchers have distributed the components into sequential factors from factors 1–5. Thus the proper naming of the five factors with these indicators is:

Factor 1: Attraction facilities (7 Indicators)

Factor 2: Building layout (5 Indicators)

Factor 3: Rates and servings (4 Indicators)

Factor 4: Attraction environment (4 Indicators)

Factor 5: Location access (2 Indicators)

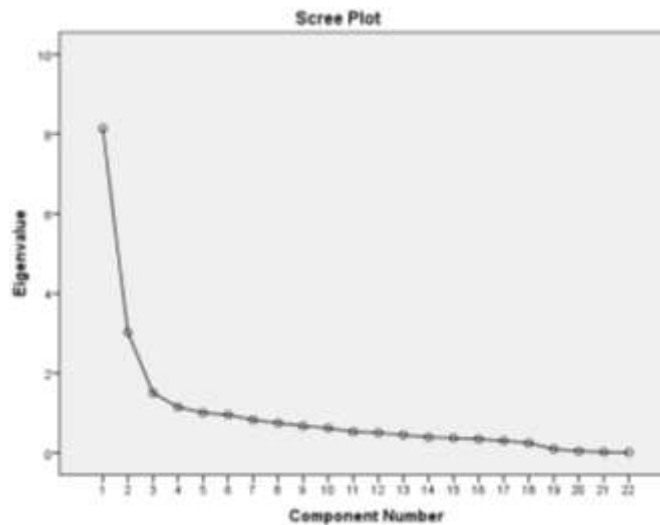


Figure 1 Scree Plot

Based on the Figure scree plot shows that there are more than five points that are above the number 0, but in the analysis of factor analysis. Decisive factors are taken from the value of factors > 1. Then found five factors, as shown initial Eigenvalues. The first factor has an extreme height indicating the number of indicators attached to it, while the fifth factor indicates a sloping shape indicating a small number of indicators on that factor.

## DISCUSSION

The key objective of RPH in this report, based on statistical evidence, the characteristics of respondents are students whose incomes are below Rp. 1.500,000 per month and comes from Medan City, which seeks natural landscape and has previously made visits to RPH. Based on the review of the factors showed that five factors affecting the preference of tourists to visit natural attractions were found, in case of this study was the Rumah Pohon Habitat (RPH) which is a tourist attraction and provides natural landscape tours, also nightlife events. RPH focuses on developing green marketing by using natural destinations to affect the choices of visitors and to commercialize the tourism items.

The first factor is the tourist facility which has seven indicators including natural resources, the security of parking facilities, toilet cleanliness, internet access speed (Wifi), view rate, road conditions and camping ground area. Attraction facilities are everything/attributes owned by tourists in order to support the tourist activities of tourists in the vicinity of tourist attractions. Attributes of tourism products include facilities, access and charm. Facilities that support the concept of green marketing are toilets, mosques, parking lots, residences, facilities and playgrounds (Elmas, 2019).

The second factor is the layout of the building, which has five indicators, including building materials, the comfort of lighting, colouring of lights, photos of beautiful scenery and the beauty of flora. The layout of the building is a form of layout, lighting, air circulation and movement space of all attractions in one environment designed as attractive as possible to attract and provide the experience of visiting tourists.

The third factor is the rate and dishes that have four indicators among them: the variety of food served, rates that are cheaper than the surrounding attractions, competition rates and cheap rates. Rates and meals are the cost sacrificed by tourists when visiting the tourist attraction, including everything sold in the tourist attraction, whether it is culinary or souvenir.

The fourth factor is the environment of the tourist attraction which has four indicators, including affordable rates, desired scenery, beautiful scenery and cold air. The attractive environment is a combination of natural resource conditions, such as soil, water, air, minerals, flora and fauna with facilities that support in enjoying it.

The fifth factor of location access has two indicators among them: location affordability and fast access. Location access is a convenience that tourists can find or reach the tourist destination area.

## CONCLUSION

The conclusions that can be drawn from the results of this study are based on the 22 indicators analyzed by the factors emerging five new factors that are the basis of influence on the decision to visit the Rumah Pohon Habitat. The five new factors are seen through the total initial eigenvalues  $> 1$  and are distributed at Rotate Component Matrix values tabulated and adjusted to five factors.

The five factors are Factor 1: Attraction facilities (7 indicators); Factor 2: Building layout (5 indicators); Factor 3: Rates and servings (4 indicators); Factor 4: Attraction environment (4 indicators) and Factor 5: Location access (2 indicators). The main target of RPH in this study is based on statistical data; the characteristics of the respondents are men who are educated as students with income below Rp. 1,500,000 / month comes from Medan City, which seeks natural scenery and has made previous revisits to RPH.

## SUGGESTIONS

Suggestions that can be given from the results of this study are; for future research, the authors recommend adding promotional and mixed variables, brands and consumer behaviour, as these three factors emerge from the statements of some respondents in the research interviews. Further research may perform the process of regression analysis of these five factors either

from the object of this study or from different natural objects, which will later know the variables that have a dominant influence of the five variables. For Rumah Pohon Habitat (RPH) managers should pay full attention to these five factors and strive to improve and improve all their weaknesses, so that tourists will reach a point of satisfaction with visits that experience more frequent frequency. Tourists will also recommend on social media or word of mouth. RPH managers should focus on the main target as already in this study, RPH managers can make positioning as a "Natural Tree Park for Young Generations" thus the central segment focuses and facilitates creative in promoting RPH nationally.

### LIMITATIONS OF THIS STUDY

Although the results of this study found some new insights, this study yet has some limitations. First, the criteria for selecting samples may not be representative of all tourists visiting the "Rumah Pohon Habitat" (RPH). Second, a cross-sectional study design might show different results if other researchers had arranged it.

### REFERENCES

- Arista, I., Darsiharjo, & Marhanah, S. (2017). Pengaruh Produk Wisata Terhadap Keputusan Berkunjung Wisatawan Di Pulau Lengkuas, Belitung. *Pengaruh Produk Wisata Terhadap Keputusan Berkunjung Wisatawan Di Pulau Lengkuas Belitung*, 14(1), 33–37. <https://doi.org/10.17509/jurel.v14i1.8433>
- Davidson, M., Wilkins, H., King, B., Hobson, P., Craig-Smith, S., & Gardiner, S. (2010). *International Education Visitation-Tourism Opportunities*. Australia: CRC.
- Elmas, M. S. H. (2019). The Influence Of Green Marketing, Attribute Tourism Products, E-Wom The Visit Decision. *International Journal of Social Science and Business*, 3(1), 46. <https://doi.org/10.23887/ijssb.v3i1.17254>
- Fikri, M. El, & Pane, D. N. (2018). Analysis Of Marketing Strategy On Purchase Decision Of Ac Mitsubishi Electric Product By Consumer In Pt . Mitsubishi Electric. *International Conference 1st and Callpapers Ikatan Sarjana Ekonomi Indonesia Komisariat UNPAB*, (Agustus), 6–16. Medan: ISEI Komisariat UNPAB.
- Fikri, M. El, & Pane, D. N. (2019). Study of Halal Medan City Tourism Destination In Tourism Marketing Perception. *1st International Halal Conference & Exhibition 2019*, 44–50. Universitas Pembangunan Panca Budi.
- Fikri, M. El, Pane, D. N., & Ahmad, R. (2020). Factors Affecting Readers ' Satisfaction in " Waspada " Newspapers : Insight from Indonesia. *International Journal of Research and Review*, 7(May), 357–371.
- Fikri, M. El, Pane, D. N., & Siregar, N. (2019). Memasarkan Objek Pariwisata Kota Medan Melalui Media Sosial Untuk Meningkatkan Minat Kunjungan Dan Menghapus Paradigma Negatif. *Jurnal Manajemen*, 11(2), 69–79. <https://doi.org/10.1017/CBO9781107415324.004>
- Huda, kamal musthofa, Rachma, N., & Hufron, M. (2016). Pengaruh Citra Destinasi, Produk Wisata dan Word of Mouth Terhadap Keputusan Berkunjung ke Wisata Coban Jahe. *E- Jurnal Riset Manajemen*, 8(1), 90–101.
- Inayatuka, V., & Sukawati, T. G. R. (2019). Faktor-Faktor Yang Mempengaruhi Keputusan Wisatawan Wisatawan Cina Berkunjung Ke Bali. *E-Jurnal Manajemen*, 8(5), 2809–2833.
- Kristiutami, Y. P. (2017). Pengaruh Bauran Pemasaran Terhadap Keputusan Berkunjung Wisatawan Di Museum Geologi Bandung. *Pariwisata*, 4(1), 53–62. Retrieved from <http://ejournal.bsi.ac.id/ejurnal/index.php/jp>
- Lebu, C. F. K., Mandey, S. L., & Wenas, R. S. (2019). Keputusan Berkunjung Wisatawan Di Objek Wisata Danau Linow Effect of Location , Perception of Prices and Tourism Attraction on the Decision To Visit Travelers At Lake Linow. *Jurnal EMBA*, 7(4), 5505–5513.

Nugraha, D. Y., & Sudirman, I. D. (2019). Does the Quality of Indonesian Tourism Website Influence Foreign Tourist Decision to Visit Indonesia? *International Journal of Recent Technology and Engineering*, 8(4), 5719–5724. <https://doi.org/10.35940/ijrte.d8468.118419>

Pramono, T. (2019). Qualitative Factors that Influence Tourism Interests Visiting Tourism Destinations in Indonesia. *Global Journal of Social Sciences Studies*, 5(2), 156–167. <https://doi.org/10.20448/807.5.2.156.167>

Priatmoko, S. (2017). Pengaruh Atraksi , Mediasosial , Dan Infrastruktur Terhadap Keputusan. *Jurnal Khasanah Ilmu*, 8(1), 72–82.

Safitri, I., Ramdan, A. M., & Sunarya, E. (2020). Peran produk wisata dan citra destinasi terhadap keputusan berkunjung wisatawan. *Jurnal Ilmu Manajemen Volume*, 8(3), 734–741.

Wulan, D. N., & Ruhimat, M. (2019). *Potential and Analysis of Tourist Trend of Visiting Tourism Destination in West Java*. (September). <https://doi.org/10.2991/isot-18.2019.44>