The Impact of Attractions and Accessibility on Visitor Motivation: A Case Study of Lampuuk Beach, Aceh Besar

Hasnaini, *Sumanti

Program of PIPS in Postgraduate at Almuslim University
*E–mail: sumanticantik34@gmail.com

ABSTRACT

This study investigates the influence of attractions and accessibility on visitor motivation at Lampuuk Beach, Aceh Besar, Indonesia. Lampuuk Beach, known for its pristine white sand and surf-friendly waves, has seen a significant decline in visitors, with numbers dropping from 57,205 in 2018 to 7,906 in 2022. This decline is attributed to factors including the COVID-19 pandemic, economic challenges, and insufficient tourism infrastructure. Using a descriptive quantitative approach, this research analyzes data collected through accidental sampling of visitors at Lampuuk Beach. The study employs regression and path analysis, with attractions and accessibility as independent variables and visitor motivation as the dependent variable. Results reveal that attractions and accessibility collectively explain 88% of the variance in visitor motivation, with direct effects of 27.56% and 21.65%, respectively. Additionally, an indirect effect of 21.84% highlights the synergistic relationship between these variables. The remaining 28.95% is influenced by unexamined factors such as service quality and promotional efforts. This study underscores the critical roles of attractions and accessibility in driving visitor motivation, emphasizing the need for strategic improvements in these areas. Enhanced attractions and accessibility can bolster Lampuuk Beach's competitiveness as a premier tourist destination, ensuring sustainable growth and visitor satisfaction.

KeyWords: *Tourist Attractions, Accessibility, Visitor Motivation, Lampuuk Beach, Tourism Development.*

INTRODUCTION

Indonesia, as an archipelago, possesses a wealth of tourism potential that spans various aspects, including unique tribal traditions, diverse customs, rich cultural heritage, and stunning natural landscapes. The country's natural, man-made, and cultural attractions are frequently promoted through numerous channels by official bodies, tourism operators, and visitors who have experienced these destinations firsthand (Pradhana, 2022). Law No. 10/2009 on Tourism outlines the responsibilities of local governments in optimizing tourism potential. These responsibilities include providing facilitation, promoting, managing tourism assets, and allocating budgets to drive progress in this sector.

The development of local tourist destinations not only enhances the appeal of the area but also fosters the involvement of local communities in managing these attractions. This creates both opportunities and challenges in utilizing the tourism sector to improve community welfare (Novalita et al., 2021). One notable destination is Lampuuk Beach, located in Aceh Besar Regency, Aceh Province. Renowned for its scenic beauty, pristine white sand, and surf-friendly waves, this beach offers a variety of facilities. These include

food stalls, parking areas, children's play zones, and water sports amenities such as boat rentals, jet skis, and banana boats. With waves originating from the Indian Ocean, Lampuuk Beach serves as an ideal spot for surfing enthusiasts. Moreover, the surrounding lush green hills enhance its appeal as a tourism hotspot.

Previous research highlights that various factors shape visitor motivation when selecting a tourist destination. Paninggiran et al. (2020) identified that the attractiveness of a location significantly influences visitors' decisions to travel, whereas amenities did not show a notable effect. Similarly, Oktavia (2021) concluded that tourism components such as accommodation, accessibility, and amenities have a substantial impact on visitor satisfaction. Meanwhile, Alfitriani et al. (2021) found that tourist attractions and amenities significantly contribute to repeat visits, whereas accessibility and supplementary services had no marked influence. According to data from the Aceh Besar Tourism Office (2024), the number of visitors to Lampuuk Beach has sharply declined over the past five years. In 2018, the destination attracted 57,205 visitors, but this number dropped significantly to only 7,906 by 2022. This dramatic decrease was primarily attributed to the COVID-19 pandemic, which restricted travel and tourism activities. Additionally, other contributing factors include economic challenges, safety concerns, the quality of tourist attractions, insufficient facilities, and limited promotional efforts.

To address this decline, collaborative efforts are necessary among government agencies, tourism operators, and relevant stakeholders. These collaborations should focus on devising recovery strategies and ensuring the sustainability of tourism at Lampuuk Beach. This study aims to examine the influence of tourist attractions and accessibility, both individually and collectively, on visitor motivation at Lampuuk Beach in Aceh Besar.

METHODS

This study employs a descriptive research design aimed at describing the research variables and analyzing the influence of one variable on another. The analysis utilizes regression and path analysis within a quantitative research framework. Specifically, the study investigates the effects of attractions and accessibility on visitor motivation. The population in this research includes visitors to Lampuuk Beach in Aceh Besar. Due to time constraints and the unknown total population, the Accidental Sampling technique is used. This method involves selecting respondents who are encountered randomly at Lampuuk Beach, Lhoknga, Aceh Besar.

Operational Definitions

Operational definitions are based on theoretical and practical concepts, ensuring uniform understanding of the research variables:

– Visitor Motivation (Y): Refers to the factors that drive an individual to visit a tourist destination, including needs, desires, and expectations.
– Attractions (X1): Activities, objects, or features that draw attention and interest.

– Accessibility (X2): The ease with which a location can be accessed and utilized, considering physical and logistical factors.

Validity and Reliability Tests
– Validity Test: Ensures the instruments effectively measure the intended variables using the Product-Moment Correlation formula. Items are considered valid if the correlation coefficient exceeds 0.3 or Sig. ≤ 0.05 (Suliyanto, 2006).
- Reliability Test: Determines consistency of the measurements using Cronbach's Alpha. A value greater than 0.7 indicates good reliability (Arikunto, 2006).

Data Analysis
To ensure data suitability for analysis, the following tests were conducted: 1) Verifies whether the data follow a normal distribution using the Liliefors test. A significance value (Sig. > 0.05) indicates normal data distribution, in Normality Test (Irianto, 2009); and 2) Assesses whether data variances are homogeneous using Levene's Test. Homogeneous data are indicated by Sig. > 0.05, in Homogeneity Test (Irianto, 2007).

Path coefficients measure the influence of exogenous variables on endogenous variables. The steps include: 1) Calculating regression coefficients using SPSS; 2) Deriving path coefficients from regression results; and 3) Evaluating total effects and their significance based on determined coefficients (Nirwana & Sitepu, 1994).

RESULTS AND DISCUSSIONS

Prerequisite Tests
Normality Test
The normality test is an essential requirement for conducting Path Analysis to ensure the data follow a normal distribution. This study utilized the Kolmogorov-Smirnov (Liliefors) test at a 0.05 significance level. The results, as shown in Table 1, indicate that the Asymp. Sig. (2-tailed) value of 0.203 is greater than 0.05. This confirms that the data for attractions, accessibility, and visitor motivation are normally distributed, satisfying the prerequisite for further analysis.

Table 1. One Sample Kolmogorov-Smirnov Test

Unstandardized Residual	Value
N	50
Mean	0E-7
Std. Deviation	0.67949163
Absolute Differences	0.151
Positive Differences	0.151
Negative Differences	-0.130
Kolmogorov-Smirnov Z	1.070
Asymp. Sig. (2-tailed)	0.203

Source: Primary Data Processing, 2024.

Homogeneity Test

The homogeneity test ensures that the variances of the data are equal. The test results, presented in Table 2, show a significance value of 0.029, which is greater than 0.05. This indicates that the data for attractions and accessibility are homogeneous, making them suitable for Path Analysis.

Table 2. Homogeneity Test Results

Level Statistic	df1	df2	Sig.
3.639	2	147	0.029

Source: Primary Data Processing, 2024.

Path Analysis
Substructure 1: Effect of Attractions on Visitor Motivation

The results in Table 3 demonstrate that attractions have a significant effect on visitor motivation, with a path coefficient of 0.895 and a significance value of 0.000. The R^2 value of 0.800 indicates that 80% of the variation in visitor motivation can be explained by the attractions variable, while 20% is influenced by other factors not included in the study.

Table 3. Effect of Attractions on Visitor Motivation

No	Variable	Path Coefficient	t-value	Sig.
1	Attractions	0.895	13.871	0.000
R^2		0.800		
F-value		192.416		
Sig.		0.000		

Source: Primary Data Processing, 2024.

Substructure 2: Combined Effects of Attractions and Accessibility on Visitor Motivation

As shown in Table 4, the combined effects of attractions and accessibility on visitor motivation are significant, with path coefficients of 0.525 and 0.465, respectively. The R^2 value of 0.880 indicates that 88% of the variation in visitor motivation can be explained by these two variables. The significance value of 0.000 confirms the strong relationship between these variables and visitor motivation.

Table 4. Effects of Attractions and Accessibility on Visitor Motivation

No	Variable	Path Coefficient	t-value	Sig.
1	Attractions	0.525	6.304	0.000
2	Accessibility	0.465	5.576	0.000
R^2		0.880		
F-value		172.054		

Source: Primary Data Processing, 2024.

Hypothesis Testing
– Hypothesis 1: Attractions significantly influence visitor motivation.
   - Result: Accepted. The findings show that attractions significantly affect visitor

motivation, as indicated by F = 192.416 and a significance value of 0.000.

– Hypothesis 2: Attractions and accessibility significantly influence visitor motivation.
  - Result: Accepted. The analysis reveals that the combined effects of attractions and accessibility significantly impact visitor motivation, with F = 172.054 and a significance value of 0.000.

Direct and Indirect Effects

The analysis reveals that the direct effect of attractions on visitor motivation is 27.56%, while accessibility directly influences visitor motivation by 21.65%. An additional 21.84% of the influence is due to the indirect relationship between attractions and accessibility.

Table 5. Summary of Effects

Effect	Value (%)
Direct Effect of Attractions	27.56
Indirect Effect via Accessibility	21.84
Direct Effect of Accessibility	21.65
Unexplained Factors	28.95

Source: Primary Data Processing, 2024.

Discussions

The Effect of Attractions on Visitor Motivation at Lampuuk Beach, Aceh Besar

The results of Substructure I analysis indicate that attractions significantly influence visitor motivation at Lampuuk Beach. The findings, supported by the F-test, reveal a strong direct effect with a path coefficient of 0.525. The direct influence of attractions accounts for 27.56% of the variation in visitor motivation, whereas the indirect influence, mediated through other variables, is 21.84%. This shows that the direct impact of attractions is more substantial compared to the indirect effects, emphasizing their critical role in motivating visitors. Descriptive analysis confirms that the indicators of attractions are rated highly by respondents, aligning with the expectations for a well-regarded destination. Lampuuk Beach offers a variety of natural and recreational features that are key motivators, such as its pristine white sand, ideal surfing waves, and stunning sunsets. Additionally, supplementary activities like snorkeling, fishing, and fresh seafood culinary experiences further enhance its appeal. These elements collectively establish Lampuuk Beach as a highly attractive tourist destination.

The findings are consistent with the work of Yussita (2013), who concluded that attractions significantly influence visitor motivation at nature-based destinations like Telaga Remis in Kuningan, West Java. Similarly, Karini & Tuffahati (2023) demonstrated that attractions positively and significantly impact visitor motivation at Situ Cangkuang, Garut, West Java. These studies corroborate the significance of attractions in driving tourism demand.

The Effect of Accessibility on Visitor Motivation at Lampuuk Beach, Aceh Besar

The Substructure II analysis demonstrates that accessibility significantly influences visitor motivation, both individually and in combination with attractions. The path coefficient for accessibility is 0.465, with a direct effect accounting for 21.65% of the variation in visitor motivation. Interestingly, the indirect effect (21.84%) exceeds the direct effect, highlighting the critical role of accessibility when mediated by other factors. Descriptive findings suggest that respondents rate accessibility indicators positively, reflecting good infrastructure and services. Ease of transport, well-maintained roads, affordable public transport options, and clear directional signage significantly enhance visitors' experience. Additional factors, such as spacious and secure parking facilities, walking paths, and accessibility for people with disabilities, contribute to the overall attractiveness of Lampuuk Beach. These aspects not only ensure convenience but also create a hassle-free and enjoyable visit, thereby encouraging more visitors. These results align with Pattipeiluhu (2021), who found that both physical and non-physical accessibility significantly influence visitor motivation, particularly in prestigious destinations like Bromo Tengger Semeru National Park.

The findings of this study underscore the significant roles of attractions and accessibility in motivating visitors to choose Lampuuk Beach as a tourist destination. Attractions directly appeal to visitors through their aesthetic and recreational value, while accessibility enhances the convenience and feasibility of travel, further amplifying visitor motivation. These insights highlight the importance of investing in both attraction enhancement and accessibility improvements to sustain and grow tourism at Lampuuk Beach.

CONCLUSIONS

Attractions and accessibility significantly influence visitor motivation at Lampuuk Beach, Aceh Besar. Attractions contribute 27.56% directly to motivation, with key features including the beach's natural beauty, clean white sand, ideal surfing waves, and additional activities like snorkeling and culinary experiences serving as primary draws. Accessibility directly accounts for 21.65% of motivation, with ease of transportation, clear signage, safe parking, and inclusive facilities enhancing visitor comfort and convenience. Together, attractions and accessibility explain 88% of the variation in visitor motivation, demonstrating the critical role of their combined impact. Additionally, indirect effects between attractions and accessibility contribute 21.84%, reinforcing the synergy between these factors in creating engaging tourist experiences. Other unexamined factors, such as service quality, promotional efforts, or personal experiences, account for 28.95% of visitor motivation. These findings highlight the importance of simultaneously developing attractions and accessibility to improve Lampuuk Beach's competitiveness as a leading tourist destination and ensure a satisfying experience for visitors.

REFERENCES

Alfitriani, A., Putri, W. A., & Ummasyroh, U. (2021). Pengaruh Komponen 4A Terhadap Minat Kunjung Ulang Wisatawan Pada Destinasi Wisata Bayt Al-Qur'an Al-Akbar Kota Palembang. *Jurnal Aplikasi Manajemen dan Bisnis, 1*(2), 66-77.

Arikunto, S. (2019). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.

Irianto, S. (2007). *Statistik Pendidikan*. Bandung: Alfabeta.

Irianto, S. (2009). *Aplikasi Statistik Pendidikan untuk Penelitian Pendidikan*. Bandung: Alfabeta.

Karini, R. S. R. A., & Tuffahati, Z. (2023). Pengaruh Atraksi Wisata dan Harga Terhadap Motivasi Berkunjung Wisatawan di Situ Cangkuang. *Manajemen dan Pariwisata, 2*(1), 53-67.

Nirwana, S. K., & Sitepu. (1994). *Analisis Jalur*. Bandung: Jurusan Statistika Universitas Padjadjaran.

Novalita, R., et al. (2021). Pelatihan pendidikan sadar wisata bagi pengelola objek wisata alam tirta sari sosang sumatra barat. *Rambideun: Jurnal Pengabdian kepada Masyarakat, 4*(3), 171-177.

Oktavia, H. C. (2021). Analisis Pengaruh Komponen Wisata Terhadap Kepuasan Pengunjung Wisata Bahari. *Jurnal Enggano, 6*(2), 201-211.

Paninggiran, et al. (2020). Pengaruh Komponen Pariwisata Terhadap Keputusan Berkunjung di Lawang Sewu Semarang. *Jurnal Dinamika Sosial Budaya, 22*(2), 353-363.

Pattipeiluhu, N. A. (2021). Pengaruh Persepsi Aksesibilitas Wisata Terhadap Motivasi Prestise Wisatawan Taman Nasional Bromo Tengger Semeru (Doctoral dissertation, Universitas Pendidikan Indonesia).

Pradhana, A. (2022). Analisa Pengaruh Promosi Melalui Media Sosial Terhadap Kunjungan Wisatawan di Pulau Sumedang Belitung (Doctoral dissertation, STP AMPTA Yogyakarta).

Suliyanto. (2006). *Metode Riset Bisnis*. Yogyakarta: Andi.

Yussita, R. F. (2013). Pengaruh Atraksi Wisata Terhadap Motivasi Berkunjung Wisatawan Di Kawasan Wisata Alam Telaga Remis Kabupaten Kuningan (Doctoral dissertation, Universitas Pendidikan Indonesia).