

VALUE OF TOURIST ATTRACTION IN VILLA KANCIL KAMPOENG SOENDA BANDUNG REGENCY

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Abstract

Villa Kancil Kampong Soenda is a natural and artificial tourist area, which is an attraction for tourists. But in 2019, the level of visits to Villa Kancil has decreased, possibly because of the development of tourist attractions that have not been maximized. This study aims to explain the causal relationship between tourist attraction and revisit intention and the value of Villa Kancil Kampong Soenda tourist attractions. The method used is descriptive and verificative to describe the research variables and explain the causal relationship between tourist attraction variables and revisit intention in Villa Kancil Kampong Soenda, through simple linear regression analysis. The population was tourists visiting during 2018, with a sample size of 200 people. The results of the study explained that Villa Kancil Kampong Soenda is an integrated tourist area that combines two natural and artificial tourist attractions, providing its own value for tourists who visit, namely the growth of satisfaction that leads to the growth of comfort and security during a visit at Villa Kancil Kampong Soenda. This tourist attraction was built by the authenticity of the rural environment landscape, a variety of natural and artificial attractions, the uniqueness of the natural environment in the form of rice fields and fish ponds, humidity and warmth typical of the tropics, a healthy and clean environment, and security guarantees during a visit. This tourist attraction provides a very high value for tourists, so it becomes a determining factor for the growth of repeat visits. The maximum supply of tourist attractions has an impact on the high value of tourist attractions, so that the impact on the high level of return visits to Villa Kancil Kampong Soenda.

Keywords : Attraction, Tourist Attraction, Value, Value of Tourist Attraction, Revisit Intention

A. INTRODUCTON

West Java is a collection of various types of nature that is very beautiful with fascinating cultural appeal. Existing cultural diversity is demonstrated through the diversity of its works in the form of values, norms, customs and in the form of works of art (Syarifuddin, 2017). The work as a result of this cultural process, is also shown in the tourist attraction at Villa Kancil Kampong Soenda, Bandung Regency, as an integrated tour that combines natural attractions and the appeal of human cultural products that are of artistic value, so that they have an attraction for tourists.

Talking about tourist attraction means talking about tourism. Speaking of tourism, among others will talk about managing tourism as a tourist waiter who will enjoy his visit. (Syarifuddin, 2018.). This relates to the responsibility of the tourism management in providing services to tourists both in the aspect of service in the aspect of tourism products and in the aspect of service quality while in a tourist destination.

The condition of the world of tourism in the first half of March 2020, is no longer a prima donna business sector in generating state foreign exchange, on the contrary it has become the most disadvantaged sector, among other sectors contributing to the country's foreign exchange (Syarifuddin, 2017). This condition is a result of uncontrolled external factors, namely the occurrence of the Covid 19 pandemic, which has so far occurred for almost three months, with no significant reduction in casualties.

Under these conditions, the manager gets quite a lot of homework, in addition to external factors as well as internal factors that have been happening for a long time, namely the level of decline in the number of tourists visiting. This condition also happened to Villa Kancil Kampong Soenda. Villa Kancil Kampong Soenda is a tourist destination that combines natural tourism with artificial tourism in the Regency of Bandung, West Java Province.

While other data in West Java show that the level of foreign tourist arrivals to West Java in the first two months of 2019 between January - February 2019, there has been an increase of 16.4 percent or as many as 27,710 people compared to the previous year in the same month, which is only as many as 23,790 people (People's Mind, April 23, 2019).

The same thing is illustrated by the increase in the level of tourist arrivals nationally between 2014 - 2018, reaching as much as 14 percent per year, which is relatively higher than the growth rate of nine percent between 2009 - 2013 (Databoks, 17 July 2019). This illustrates that the level of visits nationally and at the level of West Java, shows a significant increase in rate, relatively different from the level of visits to Villa Kancil Kampong Soenda, which has decreased the number of tourists, as shown in the table below.

Table-1
Visit to to Villa Kancil Kampong Soenda 2014-2018

Year	Number of Institutions	Outbound Participants	Outbound Companion	Number of People
2014	569	26.795	25.784	52.579
2015	625	30.734	30.087	61.446
2016	835	38.704	39.231	77.935
2017	857	40.058	39.876	79.934
2018	727	31.494	32.004	63.498

Source: Villa Kancil Kampong Soenda, 2019

In the table above that in 2018, the level of visits to Villa Kancil Kampong Soenda, has decreased by 16,436 people or decreased reached with a percentage level of 20.56 percent. This has become a warning for the management, because Villa Kancil, which has been a leading destination in Bandung Regency in terms of its natural attractions, has now experienced a significant decline in the level of visits.

Villa Kancil Kampong Soenda, is a tourist destination with a pretty charming and attractive attraction for tourists. This is illustrated from the rides it has, as follows:

Table-2
Types of Rides and Activities at Villa Kancil Kampong Soenda

Types of Rides	Activities Carried Out
Rides of Bukit Cinta	Explore the hills of love as a new vehicle for selfies
Rides of Rice Fields	Exploring rides of rice fields with buffalo boats, planting rice and caring for rice
Rides of Agriculture and Farming	Observation of the nursery process of hydroponic plants, hoeing, planting, grafting and cuttings.
Rides of Fishery	Catching fish
Rides of Culinary	Floating market and warung desa kuring
Rides of Waterboom	swimming, skating and playing water
Rides of Outbound and Flying fox	Ice breaking, obstacles, balance boards, raft boats, balance ropes and flying fox

Sumber: Villa Kancil Kampong Soenda 2019

Villa Kancil Kampong Soenda has shown its seriousness in building its natural and tourist attractions. This can be seen from the number of rides available both educational nature tours, which are more

intended for students and non-educative nature tourism. The high level of availability of rides with various existing variants, is an important aspect that can add to the tourist attraction of Villa Kancil Kampoeng Soenda. Increasing the value of tourist attraction will affect the level of tourist satisfaction, so it is possible that tourists who are satisfied with the visit he has done will make a repeat visit and are ready to provide recommendations for destinations worth visiting for others. Recommendations are a form of tourist satisfaction with a tourist attraction (Basiya and Rozak, 2012). Tourist attractions that are supported by facilities can also increase interest and loyalty (Zaenuri, 2012). Villa Kancil Kampoeng Soenda really understands the importance of tourist attraction through increasing the number of vehicle facilities.

Tourist attraction is the main factor for tourists visiting a destination (Pitana and Gayatri, 2005). A tourist attraction is anything that has a uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are targeted for tourists to make a visit (Law No.10 of 2009 concerning Tourism). Without tourist attraction, tourists cannot expect to visit a destination (Warpani, 2007). The support of traveling experiences on varied tourist attractions, the social and natural environment, infrastructure support, the type of entertainment that is served, the natural coolness, aspects of local culture have an impact on the growth of a positive impression of tourists (Syarifuddin, 2018). Two things are very important in tourism activities, namely tourist attraction and tourist visits to destinations. The tourist attraction is a trigger for the level of tourist visits and the level of tourist visits that can be used as a basis for tourism development for a tourist destination.

Another thing is that the tourist attraction that is built by the authenticity, uniqueness, diversity, beauty, attractiveness and security of the natural environment and the artificial environment at a destination is a determining factor for tourists visiting a destination. This means that tourist attraction is closely related to the level of tourist return visits to a tourist destination.

Based on the description above, the researcher established a theme with the research title "The Value of Tourism Attractiveness in Kancil Villa Kampoeng Soenda, Majalaya, Bandung Regency", through an analysis of the causal relationship between tourist attraction and revisit intention.

B. METHOD

The object of this study is how to explain the tourist attraction of Villa Kancil Kampoeng Soenda to be a determining factor for tourists in making a repeat visit to Villa Kancil Kampoeng Soenda. By giving meaning to aspects of authenticity, diversity, uniqueness, attractiveness, cleanliness and safety as supporting factors for tourist attraction. These factors become the values contained in tourist attractions that are educational value so that it becomes a driving force for tourists to revisit intention to Villa Kancil.

The research method used is descriptive and verificative methods. Descriptive method aims to explain the attraction of tourism on aspects of authenticity, diversity, uniqueness, attractiveness, cleanliness of security, as well as how revisit intention to tourists who visit, without looking for relationships with other variables (Sugiyono, 2017: 55).

While verificative research is research that explains the causal relationship between tourist attraction variables with revisit intention variables. So it can be explained that this study aims to provide an overview of the authenticity, diversity, uniqueness, attractiveness, cleanliness of security, as well as how revisit intention in tourists visiting Villa Kancil and how the causality relationship between tourist attraction and revisit intention in Villa Kancil Kampoeng Soenda, Majalaya, Bandung district.

The population was tourists visiting Villa Kancil Kampoeng Soenda 63,498 people in 2018, with sample size of 200 visitors. Data analysis used is quantitative descriptive analysis followed by linear regression analysis and the last with an analysis of the value of authenticity, diversity, uniqueness, attractiveness, cleanliness and safety which are considered as determining factors for tourists in revisiting intention to Villa Kancil Kampoeng Soenda.

C. RESULT AND DISCUSSION

1. Theoretical Description

Tourism is the movement of people from one place to another, to get happiness, satisfaction or enjoyment, which is related to social, cultural and natural aspects. (Syarifuddin, 2017). Tourism is a trip from one place to another, is temporary, carried out individually or in groups, as an effort to find a balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Spillane in Wahid, 2015).

Tourism is an activity of changing temporary shelter by someone outside of daily living for any reason other than carrying out activities that can generate wages or salaries. In addition, tourism is an activity, service and product from the tourism industry that is able to create a travel experience for tourists. (Muljadi, 2012). Tourism is a temporary process for someone to go to another place outside their place of residence, because of economic, social, cultural, political, religious, health interests, or because they want to know, add experience or to learn (Suwanto, 2009).

Based on the description above, it can be said that tourism is an activity carried out by a person or group of people in the form of moving residence for a temporary time from one place to another, due to the encouragement of various interests such as economic, social, cultural, political, religious aspects, health, and other interests with the aim of getting balance, happiness, and satisfaction or enjoyment with the environment in social, cultural and natural dimensions. In the context of this research, tourism is an activity carried out by a group of people to visit Villa Kancil Kampoeng Soenda, Majalaya for a while to get a new atmosphere both on the basis of the experience of traveling because of its natural environment and because of its socio-cultural environment that has an attraction, thus providing satisfaction and comfort.

A tourist attraction is anything that triggers a tourist visit, it can be in the form of authenticity, diversity or variety, uniqueness, attractiveness, cleanliness, and security in a tourist destination. (Warpani, Suwardjoko P, 2007: 46). Tourist attraction is anything that has an attraction in the form of uniqueness, convenience, diversity, natural cultural richness, social values and man-made results and values that tourists desire to come to a destination. (Syarifuddin, D, 2015: 103).

A tourist attraction is something that has an attraction to be seen and enjoyed that is worth selling to the tourist market (Zaenuri, 2012). The tourist attraction is the main motivation for visitors to make tourist visits (Basiya and Rozak, 2012). Tourist attractions can be in the form of natural features such as flora and fauna, landscapes, plants, and human cultivation such as museums, monuments, temples, historic buildings, attractions that include humans and traditional music culture, dances and customs. (James J. Spillane, 1997: 43).

Generally, the attractiveness of a tourist destination based on: (1) The existence of resources that can cause a sense of pleasure, beautiful, comfortable and clean, (2) The existence of high accessibility to visit it, (3) The characteristics of rare specifications, (4) The existence of facilities support for serving tourists, (5) natural attractions have a high attraction because it has a special value in the form of artistic attractions, traditional ceremonies, noble values contained in an object of human work in the past. (Gamal Suwanto, 2004: 19).

Based on the description above it can be concluded that tourist attraction is a major factor that drives the presence of tourists to a tourist destination. The encouragement of tourists to visit tourist destinations because of the uniqueness, ease, diversity, natural richness of culture, social values and man-made results and the values that tourists desire to come to a destination. On the basis of these factors, the

impact on the emergence of a sense of pleasure and comfort on the basis of the beauty and cleanliness they experienced.

According to Warpani, Suwardjoko P (2007: 46) Factors of attraction that attract tourists include authenticity, diversity or variety, uniqueness, attractiveness, cleanliness and safety of attractions, namely: (a) Authenticity is the natural appearance of the tourist destination's natural environment; (b) Diversity is a combination of natural and social cultural appeal of the local community; (c) Uniqueness is the uniqueness that is only possessed by a tourist destination, in the form of the tranquility of the natural environment and the socio-cultural environment, which can foster tourist comfort; (d) Victory is a beautiful environment, attractive weather, challenging landscapes, historical heritage that stimulates curiosity, or unique culture and special events; (e) Cleanliness is a clean and healthy environment, free from pollution, free from infectious diseases, a cool, fresh, comfortable environment and still looks beautiful in its authenticity; and (f) Security is the growth of a feeling of security for tourists to carry out various tourism activities.

The six factors supporting this tourist attraction, serve as theoretical analysis tools in this study. Meanwhile, according to Sugiyono in Irawan Adi (2017: 21) that the success of a tourist attraction until the achievement of the tourist area is very dependent on: (a) Attraction, the level of uniqueness that has the value of a tourist destination; (b) Accessibility, distance and road conditions to travel destinations; and (c) Amenities, public and supporting facilities.

Revisit Intention is an intention to re-visit a tourist destination and the traveler wishes to recommend a tourist destination to others. (Chen & Tsai, 2007). Revisit intention allow travelers to enjoy the tourist destinations of repeating with on or two of these reasons include aesthetic reasons (sentimentality, positive memories, a sense of want to have) or reasons utilitarian (a better knowledge of the geographical area for tourist activity specific selected). (Li et.al. in Quintal, 2010). Revisit intention could be better determined through the relationship among their possible determinant than by the desire to replicate his previous experience. (Um et.al. in Lin, 2012). Revisit Intention is a form of behavior (behavioral intention) or the customer's desire to come back, give positive word of mouth, stayed longer than expected to spend more than expected. (Zeithaml et.al. in Deasy, 2012). Revisit intention is defined as the tourist intention to visit a destination again in the future after they finished their holiday. (Ramadlani & Hadiwidjaja, 2013:15).

From some of the above understanding can be conveyed that revisit intention is the desire of tourists to re-visit the same tourist destination in the future, because of the positive impression obtained during a visit to the destination, with the desire to provide recommendations to others about the destinations he visited.

Babu P. George and Bibin P. George in Guy Assaker and Rob Hallak (2013: 4) revealed that the dimensions of revisit intention are: (a) Past Visit: dimensions that measure the range of experiences felt by tourists when visiting tourist destinations; (b) Sense of Place: dimensions that measure the feeling experienced by tourists when visiting tourist destinations. The tourist destination must have its own attraction that can attract tourists to feel a different feeling (sense of place) when visiting the destination; (c) Attachment to Place: dimensions that measure the attachment of tourists to tourist destinations where the completeness of facilities and ease of getting the desired service are the deciding factors in this dimension; and (d) Novelty Seeking: dimensions that measure the search for things that are considered new and unique by tourists that can be found when visiting a tourist destination, in the form of innovation that is a distinguishing value with other destinations.

According to Lin and Morais in Lin (2012) there are three dimensions that affect revisit intention, namely: (a) Intention to revisit or intention to visit again to a tourist destination; (b) Intention to recommend or intention to recommend tourist destinations to other people; and (c) Resistance to change.

Som et al (2012) suggest two main dimensions that can form revisit intention or intention to revisit tourist destinations, namely: (a) The willingness to revisit the same destination in the future: how to measure the desire of tourists to re-visit the same wizard destination in the future; and (b) Recommend it to others: how to see the desires of tourists in recommending and giving positive words of mouth about the destinations that have been visited before to relatives.

All revisit intention indicators can be influenced by various factors, one of which is the willingness to revisit the same destination in the future and recommend it to others. Indicators from Som et al (2012) may be able to measure revisit intention appropriately.

Songsan (Sam) Huang and Cathy H.C. Hsu (2009) states that there are four factors that can form the intention to revisit a destination (revisit intention), namely: (a) Travel motivation: tourist motivation during a repeat visit to a tourist destination; (b) Past experience: the attitude of tourists when making a repeat visit; (c) Perceived Constraint: determinants or constraint factors that are felt by tourists when going to a repeat visit; and (d) Attitude: the attitude of tourists to other factors that can delay return visits.

Warpani, Suwardjoko P (2007: 46) that tourist attractions are everything that triggers tourist visits. The potential of the tourist destination is crucial for tourists to visit in accordance with the purpose of their visit, but it still depends on the condition of the attraction of the tourism potential itself.

Attractive factors that attract tourists include authenticity, diversity or variety, uniqueness, attractiveness, cleanliness and security of tourist destinations. Syarifuddin (2018) explained that the intention of tourists to return to tourist destinations due to the carrying capacity of tourism and various tourist attractions can give a positive impression on the tourist experience so that it becomes a driving factor that determines tourist return visits. The two opinions illustrate that there is a link between tourist attractions and repeat visits.

2. Statistical Analysis and Interpretation

The results of a statistical analysis of the relationship between tourist attraction and revisit intention are presented in Table 3, below.

Table-3
The Relationship of Tourist Attraction with Revisit Intention

Correlations			
		X	Y
X	Pearson Correlation	1	.698**
	Sig. (2-tailed)		.000
	N	200	200
Y	Pearson Correlation	.698**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The relationship of tourist attraction with revisit intention as illustrated in table 3 above, explains that the level of relationship between the two variables is very significant. This means that the high and low levels of return visits to Villa Kancil Kampong Soenda are closely related to the high and low levels of the quality of tourist attraction provided by Villa Kancil Management.

The higher the level of tourist attraction quality provided by Villa Kancil, the higher the level of opportunity for tourists to be able to enjoy their visit, and the higher the level of opportunity for visitors to re-visit. Or conversely, the lower the level of attraction quality that Villa Kancil provides, the lower the level of opportunity for tourists to be able to enjoy their visit, so the lower the opportunity for visitors to re-visit Villa Kancil.

The results of the linear regression analysis of tourist attraction towards revisit intention are presented in Table 4.

Table-4
Result of Regresi Linier Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.748	1.716		-1.601	.111
	X	.396	.029	.698	13.705	.000

a. Dependent Variable: Y

The relationship of tourist attraction with revisit intention, as shown in table 4, shows the following equation: $Y = -2.748 + 0.396x$. The equation explains that the increase in revisit intention to Villa Kancil from visitors is - 2,748, when there is no tourist attraction. Increased revisit intention by 0.396, if there is an increase of one unit in tourist attraction. This means that the tourist attraction of Villa Kancil Kampong Soenda, is a determining factor for changes in increasing revisit intention, it can even be seen that when there is no tourist attraction, revisit intention actually decreases.

The Determination Coefficient analysis illustrated through R-Square is presented in table 5.

Table 5
Result of R Square Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698 ^a	.487	.484	1.75530

a. Predictors: (Constant), X

b. Dependent Variable: Y

The results of the analysis of the coefficient of determination are shown through the results of R Square analysis, as shown in table 5, amounting to 0.487. These results when converted into the coefficient of determination, a value of 48.7 percent will be obtained, which explains that the magnitude of the influence of tourist attraction on revisit intention. While the remaining 51.3 percent is influenced by other factors, which are not examined. The high level of influence explains that the success of Villa Kancil Tourism Destination Kampong Soenda in increasing tourist visits, is highly dependent on the success of the Management in increasing its tourist attraction.

a. Tourist Attraction

Villa Kancil is an integrated tourist area that combines the beauty of natural attractions that appear original, without engineering to create relaxation for visitors, offering panoramic beauty of the landscape that is still beautiful and distinctive nature and rural environment, fresh air away from pollution, atmosphere and green views of the village in the countryside.

Diversity is illustrated through a combination of various attractions ranging from natural attractions to the growing attraction of the socio-cultural activities of the local community that can provide new knowledge for visitors during a visit at Villa Kancil Kampong Soenda. Visitors can feel this diversity because Villa Kancil Kampong Soenda offers five rides and tourist activities that can be done by visitors.

The uniqueness is illustrated through its uniqueness, a place that presents tranquility, original scenery with a level of comfort for resting needs, with a panoramic view of the landscape in the form of paddy fields and fish ponds that become an attraction for tourists that are not commonly found in other tourist attractions, swimming activities with space to play on the water rides.

Victory is portrayed through beautiful natural environments, attractive weather or challenging landscapes, historical relics that stimulate curiosity, or unique cultures, special events and others. This condition is seen by the existence of Soenda Kitchen which is equipped with traditional Sundanese cooking utensils. In accordance with the concept of "Kampoeng Soenda" which presents a gazebo or gazebo provided to support the atmosphere of the "Urang Sunda" Saung roofed with broom, bamboo and rattan as the straps. With the support of the typical Sundanese food menu, "Nasi Liwet" and beautiful natural scenery.

Cleanliness is described through a clean and healthy natural environment, free of pollution, free of infectious diseases. The thing that is very visible is the cleanliness of the parking lot, toilets, the shelter where tourists take shelter and rest, all the available rides, the cleaning staff in serving visitors.

Safety is a guarantee that has been given to all tourists when conducting tourist activities, which can foster comfort and tranquility while in a tourist destination. Villa Kancil Kampoeng Soenda, has become a tourist destination that always pays attention to the safety of tourists when visiting, because it is a guarantee of growing comfort, as a guarantee for tourists to be able to re-visit.

The tourist attraction of Villa Kancil Kampoeng Soenda, describing the level of authenticity of the landscape panorama, the diversity of game rides, the attractiveness of the Kampoeng Soenda concept, the uniqueness of the rural atmosphere with the expanse of rice fields, the cleanliness of the tourist destination environment and the safety of the tourist destination make tourists a reason to visit again to get the beauty of the attraction Villa Kancil Kampoeng Soenda tour that provides comfort, beauty, freshness back to activity.

b. Revisit Intention

The high level of desire of tourists to make a return visit to Villa Kancil Kampoeng Soenda, shows that tourists have gained maximum satisfaction while in the destination they visited. Maximum satisfaction can foster comfort and tranquility, which is the goal of tourists in their visit to Villa Kancil.

On the basis of the experience with the maximum level of security and comfort that has been felt by every tourist, it is very reasonable for tourists to make Villa Kancil a top choice for a return visit. This is in line with the opinion expressed by Syarifuddin D (2018) The intention to revisit tourists with the carrying capacity of tourism, and treat various tourist attractions can give a positive impression on the tourist experience so that it becomes a driving factor and even a determinant in increasing tourist return visits. The same thing was said by Ramadlani Hadiwidjaja (2013: 15) that the intention to visit again is the intention of tourists to visit the same tourist destination in the future after they have finished their holiday activities.

The impact of the growing determination of a destination that has provided satisfaction to tourists, then the growing desire of each tourist to give recommendations to others both friends, relatives, and family that the destination of Villa Kancil is a very appropriate destination to become a tourist destination. Another thing is that the desire to give recommendations to others, as proof that the visitors have the desire to invite others to come to Villa Kancil. Invitations are given to others by first conveying positive things about Villa Kancil.

c. Value of Tourist Attraction in Villa Kancil Kampoeng Soenda

Tourist attraction is a critical success factor in increasing revisit intention at Villa Kancil Kampoeng Soenda. This illustrates that there is a causal relationship between tourist attraction with revisit intention. This relationship explains that the high or low level of return visits made by tourists to Villa Kancil Kampoeng Soenda is related to the high or low level of the value of tourist attraction provided by the manager of the Villa Kancil Kampoeng Soenda for tourists, the high and low value of tourist attractions perceived by tourists related to high and low satisfaction felt by tourists as a high and low level of comfort

and security during a visit to Villa Kancil. This means that the level of tourist visits to Villa Kancil is largely determined by the level of tourist attraction availability.

Villa Kancil Kampong Soenda provide a panoramic beauty of a very charming landscape, a free and wide view giving a beautiful view because of the greenery of plants that are seen from afar. Another thing is the diversity of the attractiveness of supporters which is illustrated through a variety of vehicle rides that provide special characteristics for visitors can give an impression and a message that is easily remembered by every tourist, so that it can provide its own enjoyment for tourists. Another thing is the diversity that is served by Villa Kancil in the form of the availability of food and drinks that carry more food and drinks typical of the West Java region, such as nasi liwet with bandrek typical drinks.

The concept of Villa Kancil Kampong Soenda tourism is more of an integrated tourism concept that combines natural tourism, presenting a natural environment as it is with human-engineered tourism both from facilities and cultural values that are served. The integration of these two concepts provides a special experience for tourists, because there is something unique that has a unique value that is not shared by other tourist destinations, so that tourists feel satisfaction with their visit and growing interest in making repeat visits.

Another thing is the natural conditions illustrated by the sunny weather gives enlightenment for every tourist who visits, the morning sun looks can illuminate all places in the destination environment of Villa Kancil and illuminates every visitor who wants to get a chance to sunbathe in the morning. This natural condition reinforces the concept of outbound villa Kancil with the support of extensive natural scenery, high levels of environmental cleanliness with safety for tourists when heading to tourist destinations. This description fully fosters the comfort of tourists when visiting Villa Kancil Kampong Soenda.

The natural environment supported by the environment of human culture and cultural social environment provides its own value for the tourist attraction at Villa Kancil Kampong Soenda. The high value of tourist attractions that are served through the authenticity of the panorama of the landscape, the diversity of tourist rides, food and drinks available, the uniqueness of the concept of tourism with its climate support, the attractiveness of the uniqueness that is owned, cleanliness and security as a guarantee for tourists to get satisfaction, so that growing comfort, is a guarantee in making a return visit to Villa Kancil Kampong Soenda.

This is in line with the opinion expressed by Medlik in Zaenuri (2012) that tourists will visit again if there are facilities that can meet all their needs while enjoying the tourist attraction. The same opinion was conveyed by Syarifuddin D (2018) that the intention to revisit tourists if there is a carrying capacity of tourism, and treat various tourist attractions can give a positive impression on the tourist experience so that it becomes a driving factor and even a determinant in increasing tourist return visits.

D. CONCLUSION

Villa Kancil Kampong Soenda is a tourist area combining natural tourist attraction that is very natural and tourist attraction of human cultural products that follow the demands of tourists. Villa Kancil Kampong Soenda has a tourist attraction value that can provide maximum satisfaction to tourists who visit, so they can feel the comfort and security in their visit. The value of tourist attraction inherent in the tourist destination of Villa Kancil Kampong Soenda is built by the authenticity of a beautiful natural landscape typical of the rural environment, fresh air and green natural scenery; variations in the attractiveness of nature and the attractiveness of the results of human culture that grow in the available rides; uniqueness in the form of a unique place in the form of a stretch of pesawan and fish ponds; attractiveness is built through typical tropical weather with warm and humid air; cleanliness is the natural environment and the destination environment is clean and healthy; and tourist safety when making visits. The tourist attraction provides a very high value for both managers and for tourists, so that it becomes a determining factor for tourists in making a return visit to Villa Kancil Kampong Soenda. High and low

levels of tourist return visits, is largely determined by the high and low value of the tourist attraction provided by the manager of the Villa Kancil Kampoeng Soenda. The higher the value given through tourist attractions, the higher the opportunities for tourists to make a return visit to Villa Kancil or vice versa.

The community understands very well that Villa Kancil Kampoeng Soenda is an educational tour based on nature and man-made. On the basis of this, the Management is more focused on providing reinforcement to the three things, so that the icon as an educational tour based on natural and artificial does not change, even strengthen the positioning of Villa Kancil, as an educational tour. What can be done is the addition of educational tourism programs for students. Villa Kancil Kampoeng Soenda has a superior tourist attraction value compared to other tourist destinations which is a determining factor in the level of tourist return visits. Based on this, the Management can complete the tourist attraction facility or complete the tourist attraction program package for tourists, so that it can increase the value of tourist attraction, and it is possible to have an impact on increasing the level of tourist return visits to Villa Kancil Kampoeng Soenda.

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