



The Influence of Public Perception on the Decision to Visit Cirebon City Tourist Destinations

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Abstract

Background. Cirebon City, one of the cultural heritage centers in the province of West Java, has various attractions, including natural, religious, community, culinary, and primarily cultural and historical tourism. For this reason, the quality of products and the quality of services provided by the Cirebon City Government play a crucial role in delivering views or perceptions for tourists, both before the tourists come to Cirebon City and after tourists enjoy and use the tourist objects and attractions in Cirebon City. In this case, the perception of tourist satisfaction with tourist objects and attractions in Cirebon City can be measured.

Purpose. The purpose of this study is to find out the characteristics of domestic tourists who visit Cirebon City, to find out the perception of domestic tourists towards tourist attractions in Cirebon City, and to find out the influence of domestic tourist perceptions on the decision to visit tourist attractions in Cirebon City.

Method. The data analysis method uses descriptive analysis and logistic regression. Descriptive analysis was carried out to examine tourists' profiles and characteristics, while logistic regression was used to examine the influence of tourists' perceptions related to tourism factors on the decision to visit tourist destinations.

Conclusion. The factor that most influences the decision of tourists to return to travel to tourist destinations in Cirebon City is accessibility. The field that gets a perfect perception is the ease of getting transportation, but the problem of obstacles in the journey must still be considered, namely, congestion

Key words: Perception, Visitation Decisions, Tourist Destinations



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INTRODUCTION

Tourism development is generally directed as a mainstay sector to encourage economic growth, increase regional income, empower the community's economy, expand employment and business opportunities, and increase product introduction and marketing to improve community welfare. As a border city between West Java and Central Java, Cirebon

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City is a transit city and is part of national tourism. Cirebon City has various kinds of potential resources to be developed, so that it can improve the image of Cirebon City as a tourist destination city.

The resources owned by Cirebon City are an attraction for tourists. In order to increase the number of tourists every year, the Cirebon City Government must be more serious and pay more attention to the quality of tourism products and also the quality of services provided to tourists, especially Indonesian tourists. These two factors, namely the quality of tourism products and the quality of service, can affect the perception and satisfaction of tourists during traveling, and at the same time can affect the desire of tourists to visit Cirebon City again.

Kandampully in Kvist and Klefsjo (2006) emphasized that quality is important in tourism activities as a tool to face the future. WTO (2003), stated that quality in tourism activities is defined as "the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment". Parasuraman et al. in Tjiptono (2006), put forward ten dimensions of service quality appropriate for use in the service or service business. This dimension is known as service quality or SERVQUAL: Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/ knowing the customer, and Tangibles.

According to Suharman (2005:23), perception is a process of interpreting information obtained through a system of human sensory tools. Tourists will perceive the products and services provided by the Cirebon City Government. Thus, the Cirebon City Government must maximize the improvement of the quality of products and services provided to domestic tourists. By creating tourist satisfaction with the objects and tourist attractions in Cirebon City, domestic tourists will want to revisit Cirebon City.

The quality of products and services provided by the Cirebon City Government will influence tourists' views or perceptions, both before they come to Cirebon City and after they enjoy and use the tourist objects and attractions in Cirebon City. In this case, it can be measured the perception of tourist satisfaction with tourist objects and attractions in Cirebon City.

Based on the above presentation, it is very interesting to conduct a scientific study on the perception of domestic tourists on the quality of tourism products and services and

analyze their interest in visiting Cirebon City again. The results can be used as one of the inputs to the Cirebon City Government in an effort to improve tourism performance.

LITERATURE REVIEW

Factors in Tourism Products

The core of tourism products is tourist destinations. This is the main attraction or *core business* of the tourism industry. A destination is related to a place or region with advantages and characteristics, both geographically and culturally, so it can attract tourists to visit and enjoy it. All products related to travel before, during, and after visiting a destination are products that support the tourism industry. The products are inseparable to create a "satisfying" experience for travelers. If one of the products disappoints tourists, then overall tourists will be disappointed with the destination.

Cooper in Sunaryo (2013) explained that the tourism destination development framework consists of the following main components:

1. Attraction

Attraction is the main product of a destination. Attractions are related to *what to see* and *what to do*. What tourists can see and do in the destination. Attractions can be in the form of natural beauty and uniqueness, the local community's culture, the heritage of historical buildings, and artificial attractions such as games and entertainment facilities. An attraction should have a high differentiation value, or be unique and different from other regions or regions.

2. Accessibility

Accessibility is the means and infrastructure to get to a destination. Road access, the availability of transportation facilities, and road signs are essential aspects of a destination. There are so many areas in Indonesia that have natural beauty and culture that are worthy of being sold to tourists, but do not have good accessibility, so when they are introduced and sold, not many tourists are interested in visiting them. It should also be noted that good road access alone is not enough without the availability of transportation facilities. Public transportation is essential for individual tourists because most of them organize their own trips without the help of a *travel agent*, so they are very dependent on public transportation.

3. Amenities

Amenities are all supporting facilities that can meet the needs and desires of tourists while at the destination. Amenities are related to the availability of accommodation facilities and

restaurants or stalls for eating and drinking. Other needs that tourists may desire and need, such as public toilets, *rest areas*, parking lots, health clinics, and worship facilities, should also be available in a destination. Of course, these facilities also need to see and examine the situation and conditions of their own destinations and the needs of tourists. Not all amenities need to be close to each other and in the central area of the destination. Natural destinations and historical relics should be a bit far away from commercial amenities, such as hotels, restaurants, and *rest areas*.

4. Activity.

It is a choice of activities that tourists can do in tourist destinations.

Perceptions and Decisions in Travel

There are various opinions related to perception, one of which is put forward by Philip Kotler in Else (2017). Kotler defines perception as the process by which individuals select, satisfy, and interpret information inputs to create a meaningful world picture. In forming a perception, all potentials contained in individuals are actively involved in the form of sight, hearing, smell, feelings, experiences, thinking skills, frame of reference, preferences, attitudes, and so on (Sayangbatti & Baiquni, 2013).

There are three stages of forming perceptions: 1) selective exposure, i.e., through various advertisements that individuals will filter based on their interest in something. A person can remember the stimuli he or she finds interesting; 2) selective distortion, describing people's tendency to assemble information into personal sense; 3) selective memory/retention, i.e., people will forget what they have learned but will remember what supports their attitudes and beliefs. This can be interpreted as a person's desire to try the products offered.

Each person has their own perception, which is influenced by the difference in their sensory ability to perceive stimulation and their ability to interpret or give meaning to it. The senses filter the entry of stimulation into their cognition, and then people pay attention to it to give it meaning. Perception will affect a person's ability to select, receive, organize, and interpret the information they receive. Some views expressed earlier show that individual perception influences decision-making, including tourism activities.

Augustyn and Ho (1998) stated that to increase the opportunities of tourism products, several strategies must be carried out, namely: 1) increasing the specifications and terms of service of a product that will be provided to consumers (tourists); 2) understand the needs of tourists to be more complete and perfect by adjusting the terms of the quality of a product given

to tourists and; 3) Encourage the loyalty of a brand to achieve a match or achieve a better level of compatibility between the unique quality of service and all the needs provided and felt by consumers (tourists).

Jayawardana (2002) points out that the future of the tourism market depends on the ability of tourism countries to provide "high-quality products" that correspond to the changing tastes, needs, wants, and demands of international tourists. By knowing the perception of tourists towards a tourism product and service that has been owned, it is necessary to improve strategies in the development of tourism activities such as how to improve the customer experience by providing high quality, satisfactory meeting between products or service quality and the conditions received by tourists that will cause an increase or repetition of visits, positive words from word of mouth, and increase customer loyalty.

Logistic Regression

According to Walpole et al. (2012), the concept of regression analysis is the best model that can explain the relationship between dependent (Y) and Independent (X) variables, measure the strength of the relationship, and make it possible to predict the dependent variable (Y) from the values of a given independent (X) variable.

Logistic regression (logit model) is one part of regression analysis. According to Hosmer and Lemeshow in (Nawangsih & Bendesa, 2013), logistic regression is used to find the relationship between categorical dependent variables and one or more independent variables in the form of categories or continuous. In statistics, logistic regression is used to predict the probability of an event with logit function data from the logistic curve (Bagus and Wardana, 2011). Logistic regression differs from linear regression, in that it does not assume a relationship between independent and dependent variables in a linear manner. In general, the logistics model can be written as follows (Mendenhall & Sincich, 2012):

$$\pi(x) = \frac{\exp(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k)}{1 + \exp(\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k)}$$

Where

- $\pi(x)$: Chances of success of an event
- X_1, X_2, \dots, X_k : Quantitative or qualitative independent variable
- β_0 : Constants of the model
- $\beta_1, \beta_2, \dots, \beta_k$: Regression coefficient parameters

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The role of independent variables (X) in the model is examined through testing of the model parameters (β). Simultaneous testing is carried out using the G test, while partially using *the Wald* test.

The Statistical G-test is a likelihood ratio test used to evaluate the role of independent variables in the model together. It is obtained by comparing the *log likelihood function of all independent variables with the log likelihood function* without independent variables (Raharjanti & Widiharih, 2005).

The G-test is used to test hypotheses:

H0: $\beta_1 = \beta_2 = \dots = \beta_p = 0$ (no independent variable affects the dependent variable)

H1: there is at least one j with $\beta_j \neq 0$ j=1, 2,..., p (there is at least one independent variable that affects the dependent variable)

Statistics G theoretically follow the distribution χ^2 with free degrees p. The criterion for the decision taken is to reject H0 if G calculates $> \chi^2_{(p)}$ or if P-value $< \alpha$.

The *Wald* test is used to test the β_i parameter partially. The hypotheses used are:

H0: $\beta_j = 0$ (independent variable Xj has no significant effect on dependent variable)

H1: $\beta_j \neq 0$ (independent variable Xj has a significant effect on dependent variable), for j = 1, 2, ..., p

The formula for *Wald's* statistics is (Nugraha, 2012):

$$W = \frac{\beta_j}{SE(\beta_j)}$$

The odds ratio can explain the interpretation of logistic regression. *Odds* is a way of presenting probability that explains the probability that the event will occur divided by the probability that the event will not occur (Nugraha, 2012). *Odds* are the ratio of the probability of success (π) to the probability of failure ($1-\pi$). The value of *the odds* is positive.

The *odds ratio* value is a value that shows the comparison of the level of tendency of two categories in one independent variable, with one of the categories being used as a comparison or basic category (Rachman & Purnami, 2012). *Odds ratio* (ψ) compares the level of tendency of the existing categories in one independent variable (Fitriah et al., 2012).

Ordinal logistic regression is a regression analysis used to describe the relationship between dependent variables and a set of independent variables, with dependent variables being ordinal, that is, having more than two categories, and each category can be ranked (Hosmer & Lemeshow in Sjahid et al., 2010). The model that can be used for ordinal logistic regression is *the cumulative logit model*. In this logit model, the ordinal nature of the Y response is expressed in cumulative probability so that *the cumulative logit model* is obtained by comparing the cumulative probability of Yulianto et al. (2013).

METHODS

Data Collection Method

This study used primary data from surveys, written questionnaires, Google Forms, and interviews. 310 respondents participated in this study.

Time and Place of Data Collection

The survey was carried out at several tourist destinations in Cirebon City, including the Prosecutor's Office, the Kasepuhan Palace, Sunyaragi Cave, and culinary attractions. Data collection was carried out within three weeks, from January 10 to February 1, 2022.

Research Variables

There are 4 independent variables (X), namely attraction (X1), accessibility (X2), amenities (X3), and activity (X4). All independent variables will be seen to affect several dependent variables (y), as follows:

1. Tourists want to revisit Cirebon City tourist destinations (Y1)
2. Tourists will recommend Cirebon City tourist destinations to their colleagues/family (Y2)

Respondents were asked to fill in using the Likert scale, with:

STS: Strongly disagree, worth 1

TS: Disagree, worth 2 KS/N: Disagree,

worth 3 S: Agreed, worth 4

SS: Strongly agree, worth 5

Data Analysis Methods

The data analysis method uses descriptive analysis and logistic regression. Descriptive analysis was carried out to examine tourists' profiles and characteristics, while logistic

regression was used to examine the influence of tourists' perceptions related to tourism factors on the decision to visit tourist destinations. Data processing and analysis were done using *MINITAB* and *MS Excel software*.

To find the influence of the independent variable (X) on the dependent variable (y), a logit model is first formed, as follows:

$$\text{Logit 1} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 \quad \text{Logit 2} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

with

X1, perception of tourism factors, namely perception of attractions; X2, perceptions of accessibility; X3, perception of amenities; X4, perception of activity.

Probability calculation using the following formula:

$$n(v < i) = \pi_1 = \frac{\exp(\beta_j + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4)}{1 + \exp(\beta_j + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4)}$$

where:

P(Y≤j): Cumulative chance of the jth response category βj:

Constant (j = 1.2,..., K-1)

β1, β2, ..., βk : Regression coefficient

In this study, there are three categories of responses, namely yes, hesitant and no, then two logit functions and two cumulative functions will be formed.

DISCUSSION

Respondent Profile and Characteristics

Figure 1 shows the characteristics of respondents by gender. The majority of respondents in this study were women, 55%, while men were 45%. Table 1 shows the characteristics of the respondents according to age.



Figure 1 Respondents by Gender

Based on table 1, it can be seen that most of the respondents are included in the productive age category, namely those under 25 years old at 57.1% and those in the age range of 26-50 years old at 36.5%.

Table 1 Respondent Profiles by Age

Age	Frequency	Percentage
<25 Years	177	57,1
26 Years - 50 Years	113	36,5
51 Years - 75 Years	19	6,1
76 Years - 100 Years	1	0,3
Total	310	100,0

Based on education level, the majority of respondents have a bachelor's education background (S1) with a portion of 55.8% and a high school background with a portion of 25.2%. Meanwhile, the education level with the least respondents is S3 at 0.6% (table 2).

Table 2. Respondent Profiles by Education

Education Level	Frequency	Percentage
JUNIOR	9	2,9
SMA	78	25,2
DIII	18	5,8
DIV	7	2,3
S1	173	55,8
S2	22	7,1
S3	2	0,6
Total	310	100,0

Based on their work background, most respondents were employees with a portion of 33.9% and students/students with a portion of 21.3% (Table 3). Meanwhile, respondents with professional work backgrounds were the least, at 3.2%. In addition, a small percentage of

respondents do not explain their work background (Table 3).

Table 3 Respondent Profiles by Occupation

Work	Frequency	Percent
Student/Student	66	21,3
PNS	41	13,2
Employee	105	33,9
Self employed	50	16,1
Professional	10	3,2
Other	36	11,6
Missing	2	0,6

The majority of respondents, 43.2%, have a monthly income ranging from IDR 1.5 to IDR 3 million. In other words, most of the respondents were in the lower middle economic group. Table 4 shows the classification of respondents based on income level in detail.

Table 4 Respondent Profiles by Income/Month

Revenue/Month	Frequency	Percentage
IDR 1,500,000 - IDR 3,000,000	134	43,2
IDR 3,100,000 - IDR 4,500,000	85	27,4
IDR 4,600,000 - IDR 6,000,000	43	13,9
> IDR 6,000,000	44	14,2
Missing	4	1,3
Total	310	100,0

Table 4.5 shows the categories of respondents by region of origin. The majority of Indonesian tourists who visit Cirebon City come from Java and the Sumatra Islands. Figure 2 shows the profile of the respondents based on the media of information acquisition, the experience of visiting Cirebon City, and the experience of visiting tourist attractions.

Table 5 Respondent Profiles by Region of Origin

Region of Origin	Frequency	Percentage
Jabodetabek	49	15,8
Java	143	46,1
Sumatra Island	78	25,2
Sulawesi Island	18	5,8
Kalimantan Island	6	1,9
Irian Jaya Island	1	0,3
Other	15	4,8
Total	310	100,0

Figure 2 shows that Indonesian tourists generally get information about Cirebon City tourist destinations from relatives or friends and social media, or in other words, also known as *word of mouth* (WOM) and *electronic word of mouth* (eWOM). According to the experience of visits, in general, tourists are not coming to Cirebon City for the first time, which is as much as 82% and tourists are also not coming to tourist attractions for the first time (71%).

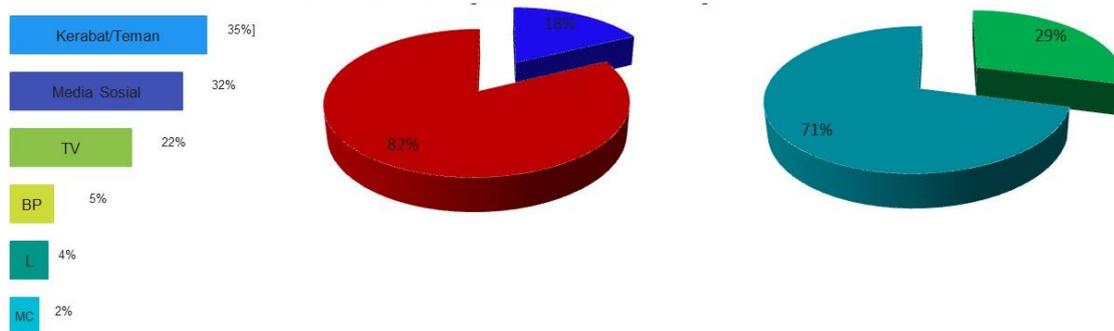


Figure 2. Media of Information Acquisition and Experience of Respondents' Visits

Based on the nature of the visit, in general, respondents visited Cirebon City as the main destination (80%), and the rest only made Cirebon City a stopover. Most respondents also came to Cirebon City with the primary goal of visiting tourist attractions, which was 56.5% (table 6).

Table 6 Respondent Profiles Based on the Nature of Visit and Tourist Location

Nature of a visit to Cirebon City	Frequency	Percentage
As the main goal	248	80,0
For a stopover only	62	20,0
As the main goal	175	56,5
Not the main goal	134	43,2
Missing	1	0,3

Based on the purpose of the visit, most respondents (60.6%) stated that they visited Cirebon City for recreation or vacation. The respondents who came to Cirebon City to do business were 12.3%. The majority of respondents who came to tourist attractions (90.3%) also had the goal of recreation or vacation. The purpose of the respondents' visit can be seen in Table 7.

Table 7. Purpose of Respondents' Visits

Destinations to visit in Cirebon City	Frequency	Percentage
Recreation/Vacation	188	60,6
Join the event	14	4,5
Research/Education	28	9,0
Visiting Family	14	4,5
Business	38	12,3
Other	28	9,0

Destinations to visit tourist attractions	Frequency	Percentage
Recreation/Vacation	280	90,3
Culinary	4	1,3
Research/education	11	3,5
Sport	5	1,6
Shop	5	1,6
Other	5	1,6

Based on the length of visit (Table 4.8), the majority of respondents, 43.2%, visited Cirebon City for over three days. Tourists who visit for between one and three days reach 34.5%, while the remaining 22.3% visit for less than one day.

Table 8 Length of Visit in Cirebon City and Tourist Locations

Length of visit	Frequency	Percentage
<1 day	69	22,3
1-3 days	107	34,5
>3 days	134	43,2

Figure 3 shows the mode of travel used by the respondents to go to Cirebon City. Based on the image, it can be seen that Indonesian tourists generally travel with friends (45%), then the rest travel alone, with family, or on *group* tours. Very few tourists travel on group tours. To get to Cirebon City, tourists generally use planes and trains, with 65.2% using cash methods and 32.3% using non-cash methods.



Figure 3. How Respondents Travel to Cirebon City and the Mode of Transportation Used

To get to tourist destinations, tourists generally use *online* transportation, with 67.4% using cash. This shows that Indonesian tourists generally prioritize convenience and price in the transportation system in Cirebon City.

Based on accommodation facilities, Indonesian tourists generally stay at family or friends' houses (40%), and the rest stay in hotels and guesthouses. However, 22.3% of respondents did not stay in Cirebon City. When viewed from the payment method used, most respondents do not directly pay for the accommodation used. However, the majority of respondents who pay themselves still use cash payment methods.

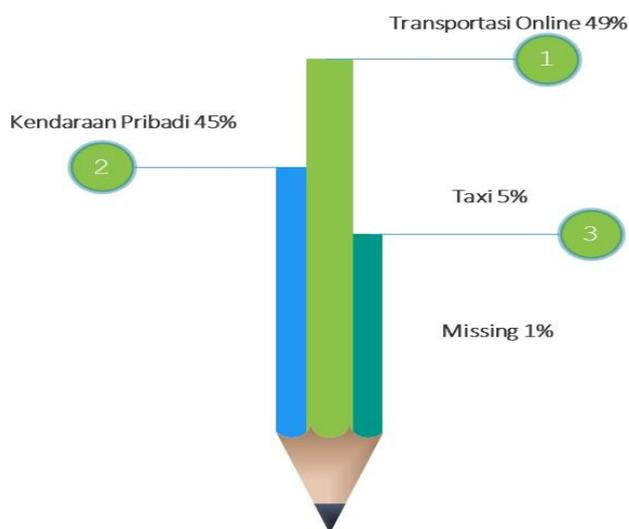


Figure 4. Respondent profiles based on Mode of transportation to tourist destinations

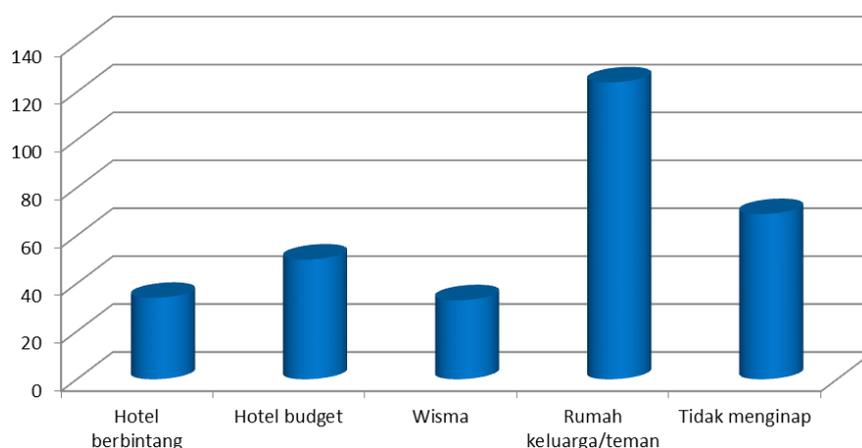


Figure 5. Respondent Profiles by Places to Stay in the City Cirebon

Considering that the survey activity was carried out a while after the New Year celebration, this study also seeks to capture the factor of long holidays in the decision to visit Cirebon City. The profile of respondents related to the New Year holiday can be seen in Table 4.9. Based on the table, it can be seen that most tourists visit because they want to take a vacation to tourist destinations.

To find out more about the factors that can increase tourists' interest in visiting Cirebon City, information about certain events that can be an attraction is also explored. As a result, most respondents want to increase *the number of* cultural and sports festival events in Cirebon City (figure 6).

Table 9 Respondent Profiles based on New Year Holiday Factors in Cirebon City

Interest in visiting because of tourist attractions	Frequency	Percentage
Yes	296	95,5
Not	14	4,5
Interest in visiting due to the New Year holidays	Frequency	Percentage
Yes	201	64,8
Not	100	32,3

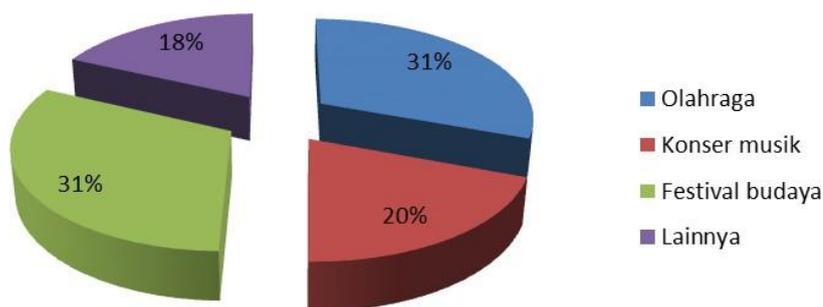


Figure 6. Events Desired by Tourists

In relation to tour packages that are of interest to tourists, most respondents (39%) want a type of group tour package to travel in Cirebon City. However, quite a few respondents also want open trip and private trip *packages* (figure 7).

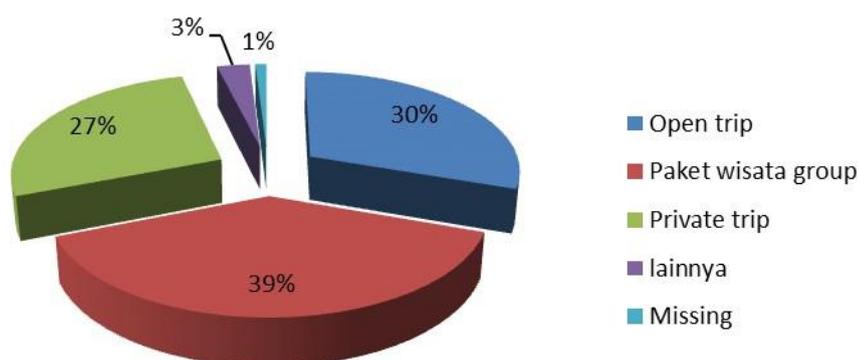


Figure 7. Tour Packages Desired by Nusantara Tourists

The Influence of Perception on Visiting Decisions

The influence of Indonesian tourists' perceptions of Cirebon City tourism on the decision to visit can be seen by calculating opportunities using the ordinal logit model, obtained from ordinal logistic regression. Section 4.2.1 will explain the opportunities for tourists to return to Cirebon City tourist sites. In contrast, Section 4.2.2 will explain the opportunities to recommend Cirebon City as a tourist destination to other colleagues.

Opportunities for Tourists to Return to Cirebon City Tourist Sites

A logit model between independent variables (X) and dependent variables (y) is first sought to calculate the chances of tourists deciding to return to Cirebon City. The Logit Model of Tourists Returning to Travel to Cirebon City is:

$$\text{Logit 1} = -7,80923 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4$$

$$\text{Logit 2} = -5,52810 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4$$

with

X1, perception of attraction factors;

X2, perceptions of accessibility;

X3, perception of amenities;

X4, perception of activity.

Based on the obtained logit model:

The opportunity to visit the tourist site again (π_1) is given with the following formula:

$$P(y=1) = P(y \leq 1) = \frac{\text{Exp}(-7,80923 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4)}{1 + \text{Exp}(-7,80923 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4)}$$

Opportunity is still hesitant to return to visit tourist sites (π_2)

$$P(y=2) = P(y \leq 2) - \pi_1 = \frac{\text{Exp}(-5,52810 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4)}{1 + \text{Exp}(-5,52810 + 0,474332 X1 + 0,693371 X2 + 0,527777 X3 + 0,55412 X4)} - \pi_1$$

Chances of not returning to the tourist site (π_3) $P(y=2) = 1 - P(y \leq 2)$

In general, the chance of tourists returning to the Cirebon City tourist site is 0.56, the chance of staying uncertain is 0.32, and the chance of not returning is 0.12. Based on these results, it can be concluded that with the current perception of tourists, the opportunity for tourists to return to Cirebon City is still at a moderate level. In contrast, the chance of not returning is relatively small.

If tourists perceive all tourism factors as excellent (5), then the opportunity for them to revisit the tourist sites of Cirebon City (π_1) will increase to 0.97. Meanwhile, the chance of hesitation (π_2) drops to 0.03, and the chance will not drop back down to 0.003.

To increase the chances for tourists to return to Cirebon City, various efforts are needed to improve tourists' perception of all tourism factors, especially improvements in the most influential factors. Based on the *odds ratio* value, the most influential factor is accessibility (X2). Accessibility has an *odds ratio* of 2.00, which means that with the improvement of the assessment of the accessibility component, the tendency of tourists to return to Cirebon City will double. A detailed analysis of the areas needing improvement in accessibility can be seen

in Figure 8

Recommending Cirebon City as a Tourist Destination to Other Colleagues

The logit model of tourists will recommend Cirebon City as a tourist destination to other partners:

$$\text{Logit 1} = -6.46587 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4$$

$$\text{Logit 2} = -3.89989 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4$$

Tourists will definitely recommend their colleagues to travel to Cirebon City (π_1):

$$P(y=1) = P(v < 1) = \frac{\text{Exp}(-6.46587 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4)}{1 + \text{Exp}(-6.46587 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4)} - \pi_1$$

Opportunities for tourists are still hesitant to recommend their colleagues to travel to Cirebon City (π_2):

$$P(y=2) = P(y \leq 2) - \pi_1 = \frac{\text{Exp}(-3.89989 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4)}{1 + \text{Exp}(-3.89989 + 0.67731 X1 + 0.59713 X2 + 0.58904 X3 + 0.12755 X4)} - \pi_1$$

Chances are that tourists will not recommend their colleagues to travel to Cirebon City (π_3):

$$P(y=2) = 1 - P(y \leq 2)$$

In general, based on the average perception of tourists on all tourism factors, the chance that tourists will recommend to friends/colleagues is 0.63, the chance is still hesitant 0.34 and the chance will not recommend is 0.13.

When the perception of Indonesian tourists towards all tourism factors (attractions, accessibility, amenities, and activities) is very good, then the chances of tourists deciding to recommend their colleagues to travel to Cirebon City will be very high, which is 0.97, the chance of hesitation drops to 0.03, and the chance of not recommending drops to 0.01.

The most influential factor (judging from the *odds ratio*) is attraction. The tendency of tourists to recommend their colleagues to travel to tourist sites, for each increase in the

assessment of the attraction component is 1.97 times. A detailed analysis of the areas needing improvement in the attraction factor can be seen in Figure 7.

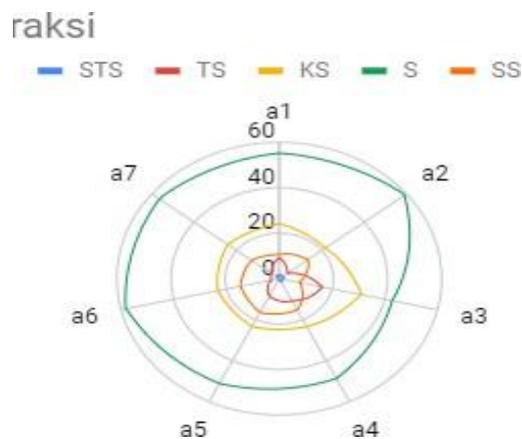


Figure 8 Tourist Perception Diagram of Attraction Factors

Information:

- STS = Strongly disagree; TS = Disagree; KS = Disagree; S = Agree; SS = Strongly agree.
- a1 = Condition of the tourist attraction; a2 = Security; a3 = Presence of an officer who helps direct; a4 = On-site information; a5 = Souvenir center; a6 = Ease of getting tickets; a7 = Interesting in general.

Based on the spider diagram, the most important factors to encourage Indonesian tourists to recommend Cirebon City as a tourist destination are:

- Security at tourist sites (a2)
- Ease of getting tickets (a6)

The factor that deserves important attention, or a factor that needs to be considered (improved) is a3, namely the presence of officers who help at tourist sites.

CONCLUSION

Based on the results of the previous discussion, in this study several conclusions were obtained, as follows:

1. Most of the tourists who visit Cirebon City come from the islands of Java and Sumatra, and are in the productive age range.
2. In general, tourists who visit Cirebon City are not the first time to visit, and the majority get information related to Cirebon City tourist destinations from friends and social media.
3. The primary purpose of tourists visiting Cirebon City is generally for recreation.
4. Regarding accommodation, tourists generally stay at the homes of family or relatives and use online transportation with various payment methods. However, tourists still generally rely on cash methods for transportation payments.
5. In general, tourists can return to Cirebon City at 0.56.
6. In general, the opportunity for tourists to recommend Cirebon City as a tourist destination to their colleagues/family is 0.63.
7. The factor that most influences tourists' decisions to return to travel to tourist destinations in Cirebon City is accessibility. The field that receives excellent perception is the ease of obtaining transportation, but there is still a need to address the problem of travel obstacles, namely congestion.
8. The factor that most influences tourists' decisions to recommend Cirebon City as a tourist destination for friends or family is their perception of attractions. The aspect that has received good perception is the ease of getting tickets, while the aspect that needs to be considered is the presence of officers who help when at tourist destinations.
9. In general, tour packages that are expected to attract tourists back to visit tourist sites in Cirebon City are *group tours* and *sports events*.

Recommendations

Based on the conclusions that have been stated previously, several strategic recommendations can be submitted to encourage tourist interest to return to Cirebon City, namely:

1. Improvements to the transportation system need to be carried out through policies to overcome congestion, especially on roads to and from tourist sites at times of high visitor numbers, especially on *weekends* and holidays.

2. The placement of officers at points that are easily accessible by tourists, making it easier for tourists to get information. In addition, a lot of instructions/information are also needed for visitors. It can also be considered to create an IT system that contains a *database* of all information about specific tourist attractions, so that visitors can access via *mobile*, as a substitute for officers in the field.
3. Given the current pattern of tourists who are generally active users of social media, it is better to add interesting and unique photo spots that are more Instagrammable to attract visitors back to Cirebon City.
4. Providing attractive tour packages, especially tour packages that are *private trips* and *open trips*.
5. Increasing sports and cultural festival events, especially raising the culture of Cirebon City.

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