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The Influence of Tourist Attraction, Electronic Word of Mouth, and Location on Tourists' Visiting Decisions at Lotus Tower, Purwokerto, Banyumas Regency

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Abstract

This research aims to determine how much influence tourist attractions, electronic word of mouth, and location, both partially and simultaneously, have on tourists' decisions to visit the Lotus Tower, Purwokerto, Banyumas Regency. This research is quantitative research with the type of research, namely causal relationships. The data collection technique was carried out through distributing questionnaires with the population used being tourists who had visited the Purwokerto Lotus Tower tourist attraction. Determining the population in this study used a non-probability sampling technique which used the accidental sampling method with a sample size of 100 respondents who were used as research objects. The data analysis used is multiple linear regression analysis with the SPSS version 20 application. The results of this study show that partially and simultaneously the variables of tourist attraction, electronic word of mouth, and location have a positive and significant influence on tourists' decision to visit the Lotus Tower, Purwokerto, Banyumas Regency. Suggestions for further research are to develop it by adding several indicators or other variables related to tourists' decisions to visit a tourist attraction.

Keywords: *tourist attraction; electronic word of mouth; location and visiting decisions of tourists*

INTRODUCTION

Indonesian has a variety of cultures and natural resources which have great potential to be used as capital for development in the tourism industry. According to Sochimin (2019) Tourism is an emerging industry that can quickly boost economic growth by creating job opportunities, increasing income, raising living standards, and stimulating other production sectors. As part of the countries in Southeast Asia, Indonesia has significant potential to become one of the world's famous tourist destinations (Dila et al., 2021). Based on data released by *World Economy Forum* in May 2022, Indonesian tourism ranks 32nd previously ranked 44th out of 117 countries. Apart from that, Indonesian tourism is in the top 10, ranking 8th in the Asia Pacific region (Kemenparekraf, 2022). One of the needs that is of concern in fulfilling it is the need to take a vacation or travel. This is in accordance with Abraham Maslow's needs theory, human needs can be categorized into five types, with one of these being the need for self-actualization (Yuliana, 2018). The need to travel is defined as the need to gain self-satisfaction, to understand oneself better. This is a form of implementation of the stage of fulfilling self-actualization needs.

Banyumas Regency is a district located in Central Java Province, Indonesia. In 2022 the population in Banyumas Regency will be 1,806,013 people with a growth rate of 0.93% (BPS

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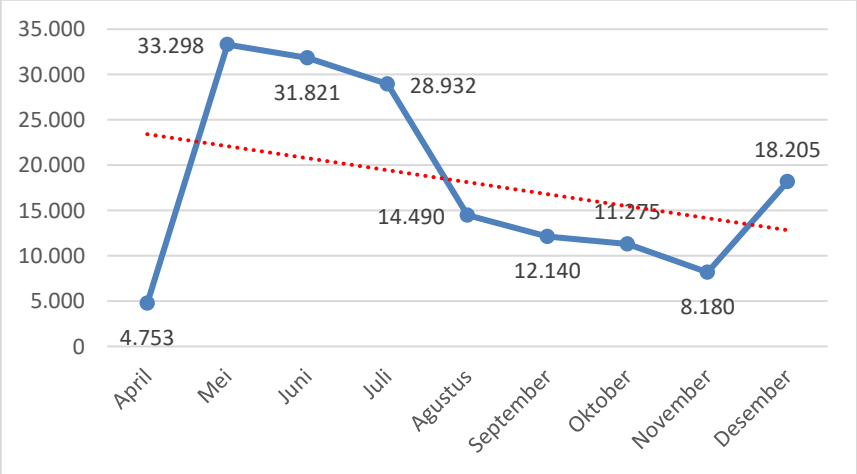
Kabupaten Banyumas, 2023). A notable new icon among the tourist attractions in Banyumas Regency is the Lotus Tower, located in Purwokerto City and managed by the Baturraden Lokawisata Regional Public Service Agency (BLUD-UPTD). Based on the results of an interview with Mr. Dhimas Bagus Pradhana as manager of the Purwokerto Lotus Tower, this tourist attraction is a tourist destination that was recently completed and opened for use on April 27 2022. Overall, the Lotus Tower consists of five floors with different functions. The figure below shows the number of tourist visits to the Purwokerto Lotus Tower over the past nine months:

Figure 1

Number of Tourists to the Lotus Tower
April - December 2022



Source: Data obtained from Purwokerto Lotus Tower Management

Figure 1 shows that over the past nine months, the total number of tourist visits to the Purwokerto Lotus Tower has undergone significant fluctuations. The low number of visits needs to be increased so that tourism income can increase. Increased income can provide benefits for managers to pay employee salaries, add facilities, increase tourist attractions and increase regional income (Sari et al., 2021). Based on the population of Banyumas Regency in 2022 of 1,806,013 people, the number of tourists visiting the Purwokerto Lotus Tower tourist attraction is only 9% of the total population of Banyumas Regency. Ignorance or lack of understanding of tourist attractions in certain areas is one of the big obstacles for the tourism industry (Lemy, 2018 : 45). Therefore, due to the problem of decreasing the number of visitors at the Purwokerto Lotus Tower, the Banyumas Regency Government must increase efforts in packaging the Lotus Tower tourist attraction. Considering that this tourism is still relatively new, it is necessary to develop tourist attractions, electronic word of mouth and locations so as to encourage tourists to make tourist visits to Purwokerto's Lotus Tower.

The decision to visit tourists can be used as one of the components determining the success of a tourist destination. The decision to visit can influence consumer behavior, because consumer behavior is really important for goods or service companies in the field of marketing. According to Paul & Olson (2015) The decision to visit involves gathering information to assess multiple options and selecting one (Rifansyah & Sihombing, 2022). Several factors that influence tourists' visiting decisions include electronic word of mouth, attractiveness, facilities, price, destination image, location, accessibility, promotional media, availability of transportation and trash bins

(Mulyati & Masruri, 2019). In line with research conducted by Lebu et al., (2019) several factors influence tourists' decisions to visit tourist attractions, namely location, price perception and tourist attraction. From several studies, there are three main factors that influence tourists' visiting decisions, namely tourist attractions, electronic word of mouth, and the location of each tourist attraction.

Based on research conducted by Anggraini et al., (2019), tourist attractions have no influence on the decision to visit. On the other hand, research by Susanti et al., (2019) proves that the results are not the same, this research shows that tourist attractions influence the decision to visit. In line with the research results researched by Lebu et al., (2019) shows that the greater the variety of attractions, the more it can attract the attention of visitors to visit tourist attractions. In research conducted by Lebu et al., (2019), location had no effect on the decision to visit. Meanwhile, from the findings researched by Rifansyah & Sihombing (2022), this research proves that location influences the decision to visit. This statement is in accordance with the results researched by Hardina & Sudarusman (2021) that products or services that are quite far from consumers require a long journey, this will discourage visitors when they want to visit or make a purchase. This means that the easier and more strategic the tourist location, the higher the level of consumer desire in deciding to visit.

The aim of this research is to find out whether tourist attractions, electronic word of mouth, and location influence tourists' decisions in visiting the Lotus Tower, Purwokerto, Banyumas Regency.

LITERATURE REVIEW

1. Tourist Attraction

A tourist attraction is any location that offers uniqueness, beauty, convenience, and value from various natural resources or from human-made products so that it can attract tourists to visit (Utama, 2016). Likewise, Robert Christie Mill stated that tourist attractions have their own uniqueness as elements of tourism products because they are believed to be able to foster motivation and attract visitors to make tourist visits, especially regarding the various kinds of attractions or tourist objects that the tourist destination has (Isdarmanto, 2017).

According to Yoeti (2014: 178) there are three criteria that must be met by a tourist attraction that is of interest to visitors, namely as follows:

a. Something to see is something that can be seen by tourist visitors

b. Something to do is the provision of facilities from a tourist attraction that can produce an activity in traveling

c. Something to buy is something that can be purchased by tourist visitors, such as destination icons, souvenirs, souvenirs from local community crafts.

2. Electronic Word of Mouth

In the tourism services industry, according to (Wijoyo et al., 2021) the marketing mix is used as an effort to satisfy by focusing on the quality of tourist attractions as measured by the 7P concept, one of which is promotion. According to (Heningh-Thurau et al., 2004) electronic word

of mouth is positive or negative expressions conveyed from real consumers or those who have made transactions to purchase a product/service on social media.

In measuring electronic word of mouth, three indicator criteria must be met (Goyette et al., 2010), including the following:

a. Intensity in E-WOM is the number of opinions expressed in writing by consumers on websites or social media

b. Valence of opinion is the opinion of consumers, whether positive or negative, about products or services and brands on social networking sites

c. Content is information from social media and the internet regarding products or services

3. Location

Location in the marketing mix can be interpreted as the distribution of business locations which determines the success of an effective marketing strategy. Location is where a company decides to offer products or services in a way that is easily accessible to target consumers (Halim et al., 2021). By choosing a strategic location, companies can ensure that consumers can easily access and use a product or service (Anggraini et al., 2019:89).

According to Tjiptono in research (Hardina & Sudarusman, 2021) there are five location indicators as follows:

a. Access Access refers to the ease of reaching a tourist attraction, including factors like the location's accessibility, road conditions, and the time needed to get there

b. Traffic refers to the presence of directions and people passing by, which can potentially cause congestion and obstacles

c. Visibility means that the tourist area can be seen from the central road and there are directions to the tourist attraction

d. A secure parking system is in place to ensure safety

e. The state of the area around the tourist attraction, including its comfort and cleanliness.

4. Visiting Decision

The decision to visit is analogous to the decision to purchase. According to Paul & Olson, the decision to visit is the process of combining information to evaluate two or more alternative options and choose one of them (Rifansyah & Sihombing, 2022). According to Suryadana, the definition of the decision to visit is a process where a tourist carries out an assessment stage and chooses one of the appropriate options based on considerations of that choice (Rahmansyah et al., 2022).

In doing the decision-making process of a tourist according to Mathieson and Wall in (Pitana & Gayatri, 2005: 72) there are five very important steps, among others:

a. The need or desire to travel

b. Information search and assessment

c. Decision to travel

d. Travel preparation and tourist experience

e. Evaluation of travel satisfaction

Some research results that can be used as comparative material for literature or references in the research to be carried out are as follows:

The first research was conducted by Anggraini et al., (2019) *"The Influence of Facilities, Ticket Prices and Attraction on the Decision to Visit the Ngebel Lake Tourist Attraction"*. With the research results, the ticket price variable partially has a significant influence on the decision to visit, while the partial facilities and attractiveness variables do not have a significant influence on the decision to visit.

The second research was conducted by Susanti et al., (2019) *"History, Tourist Attraction and Electronic Word of Mouth (E-WOM) on the Decision to Visit De Tjolomadoe"*. With the results of research on historical variables, tourist attractions and electronic word of mouth has a positive and significant effect on the decision to visit De Tjolomadoe partially and simultaneously.

The third research was conducted by Lebu et al., (2019) *"The Influence of Location, Price Perceptions and Tourist Attraction on Tourists' Visiting Decisions at the Lake Linow Tourist Attraction"*. Based on the research results, location variables do not have a significant effect on the decision to visit, while price perceptions and tourist attractions do significant influence on the decision to visit. Simultaneously location, price perception and tourist attraction have a significant influence on the decision to visit.

The fourth research was conducted by Rifansyah & Sihombing (2022) *"The Influence of Facilities, Location and Tourist Attractions on the Decision to Visit Rice Field Agrotourism, Pematang Johar Village, Labuhan Deli District, Deli Serdang Regency"*. With the research results, the variables of facilities, location and tourist attractions partially and simultaneously have a positive and significant effect on the decision to visit.

The fifth research was conducted by Sari et al., (2021) *"The Influence of Facilities, Electronic Word of Mouth, and Destination Image on Visiting Decisions (Study of Visitors to the Suwuk Beach Tourist Attraction, Kebumen"*. With the results of research on facility variables, electronic word of mouth, and destination image partially and simultaneously have a positive and significant effect on the decision to visit.

METHOD

1. Research Approach

This research uses quantitative research methods. This research aims to determine the influence of the independent variables, namely tourist attraction, electronic word of mouth, and location on the dependent variable, namely the decision to visit. The location taken in this research is the Lotus Tower tourist attraction which is located on Bung Karno highway, Kedungwuluh Village, East Purwokerto District, Banyumas Regency, Central Java which was held from March 2023 to May 2023.

2. Population, Sample, and Sampling Techniques

The study's population consists of tourists who have visited the Purwokerto Lotus Tower, but the exact size of this population is unknown. Determining the population in this

study uses techniques of nonprobability sampling using the method of accidental sampling with a sample size of 100 respondents who were used as research objects.

3. Data Source

This research utilizes both primary and secondary data sources. Primary data was collected through direct observations and interviews with Mr. Dhimas Bagus Pradhana, the manager of the Purwokerto Lotus Tower, as well as by distributing questionnaires to tourists who have visited the attraction. Secondary data was gathered from literature reviews, online sources, books, research journals, legal documents, and visitor statistics for the Lotus Tower in Purwokerto.

4. Data Collection Techniques

Data collection using several methods, namely questionnaires, is one way of collecting data which contains a list of written questions or statements that must be answered by respondents (Sugiyono, 2019: 219). Interviews are a method of collecting information carried out through interaction through questions and answers between researchers and sources who provide information or data sources (Kurniawan & Puspitaningtyas, 2016). In this research, interviews were conducted directly with the management of the Purwokerto Lotus Tower tourist attraction, Banyumas Regency. To obtain accurate information and data, it is necessary to observe the situation directly according to the object being studied using the observation method.

5. Technical Data Analysis

The data analysis technique in this research uses statistical analysis with *Statistical Product and Service Solutions* (SPSS) version 20 to process primary data that has been combined through distributing questionnaires. The collected data was analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis and hypothesis testing.

6. Normality test

The normality test in a good regression model is a normal or close to normal data distribution. In this research, statistical tests were used *nonparametric* Kolomogorov-Smirnov using the cumulative frequency distribution function. By looking at value *Asymp. Sig (2-tailed)*, distribution is said to be normal if the significance value is ≥ 0.05 (Nuryadi et al., 2017: 79).

7. Multicollinearity Test

According to Ghazali, the multicollinearity test is used to find out whether in the regression model there is a high correlation between independent variables or not (Widiana & Muliani, 2020: 56). The multicollinearity test in the regression model is determined based on the value *Tolerance* (TOL) and value *Variance Inflation Factor* (VIF). If value *Tolerance* ≥ 0.10 and a VIF value ≤ 10, then the independent variable is declared to have no symptoms of multicollinearity (Suliyanto, 2011: 81).

8. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether bias occurs or not in a regression model analysis. In this study, the Glejser technique was used to detect the

presence or absence of symptoms of heteroscedasticity. By looking at the Sig value. between the independent variable and the residual absolute variable ≥ 0.05, heteroscedasticity does not occur (Suliyanto, 2011: 95).

9. Linearity Test

The linearity test functions to determine whether the model used is linear or not. The statistical method used in this linearity test is by checking *scatterplot*. If the values are random or do not form a certain pattern and are distributed around the number zero, then the linearity assumption is met (Suliyanto, 2011: 145).

10. Multiple Linear Regression Analysis

This analysis is used to determine the direction of the relationship between the independent variables, namely Tourist Attraction (X1), *Electronic Word Of Mouth* (X2), and Location (X3) with the dependent variable namely Visiting Decision (Y) whether each independent variable has a positive or negative relationship. To determine the influence between these variables, the following formula is used (Suliyanto, 2011: 54):

$$\mathbf{Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon}$$

11. Hypothesis test

F Test (Simultaneous)

The F test is carried out to measure the joint influence of the independent variables on the dependent variable. To draw conclusions about whether the independent variable simultaneously (influences the dependent variable), it is necessary to compare the F $value_{count}$ with an F $grade_{table}$ appropriate.

T Test (Partial)

The Partial Test aims to determine whether the independent variable (X) partially has an influence on the dependent variable (Y). It is said to be significant if the t $value_{count} \geq t_{table}$ or if the significant value (sig) < probability 0.05 then the hypothesis is accepted (Ma'sumah, 2019: 63).

12. Determination Coefficient Test (*Adjusted R Square*)

The coefficient of determination is a measure used to determine the degree of agreement between the independent variable and the dependent variable.

RESULTS

1. Data analysis

In this study, the number of respondents used was based on the calculation results from determining the sample using the Lemeshow formula, which obtained a figure of 96.04 which was rounded up to 100 respondents. In this study, the percentage was 17% male and 83% female. For the percentage aged 17-19 years, it was 11%, 73% for those aged 20-22 years, 13% for those aged 23-25 years, while those aged over >25 years were 3%.

2. Validity Test and Reliability Test

Validity testing is a technique or process applied to determine the extent to which the research instruments used provide accurate and valid results(Sundayana, 2020: 59). The data tested is said to be valid if the r-count value ≥ r-table tabel (Suliyanto, 2011: 149). Meanwhile, reliability testing is a measurement that shows the level of certainty and consistency of test results carried out repeatedly on comparable groups of subjects (Budiwanto, 2017: 196). The instrument is said to be reliable if the value is ≥ 0.6 (*Cronbach's alpha* ≥ 0.6). The results of the validity test and reliability test of the research variables proved that the variables used were declared valid and reliable.

3. Test the Classical Assumption of Normality

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1.82032965
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.049
Kolmogorov-Smirnov Z		.571
Asymp. Sig. (2-tailed)		.900

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed questionnaire data (SPSS 20 Output), 2023

Based on Table 1, the output above proves that the value is significant *Asymp.Sig. (2-tailed*) is 0.900 which means ≥ 0.05. So it can be concluded that the data is normally distributed and the normality assumptions or criteria in the model have been met.

4. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tourist Attraction	.803	1.245
	Electronic Word Of Mouth	.847	1.181
	Location	.718	1.392

a. Dependent Variable: Visiting Decision

Source: Processed questionnaire data (SPSS 20 Output), 2023

Based on Table 2, it shows that each variable has an output table value *coefficients* with a VIF value ≤ 10 for each independent variable, namely Tourist Attraction (X1) of

1.245, Electronic Word of Mouth (X2) of 1.181, and Location (X3) of 1.392. If seen from the TOL value (*Tolerance*) in each variable has a TOL value (*Tolerance*) ≥ 0.10, namely Tourist Attraction (X1) of 0.803, Electronic Word of Mouth (X2) of 0.847, and Location (X3) of 0.718. Thus it can be concluded that the multiple linear regression model does not have symptoms of multicollinearity (Suliyanto, 2011: 95).

5. Heteroscedasticity Test

Table 3. Heteroscedasticity Test Results

Coeffecients[a]

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	.912	1.146	.796	.428
Tourist Attraction	.081	.065	1.234	.220
Electronic Word Of Mouth	-.006	.047	-.119	.906
Location	-.035	.048	-.722	.472

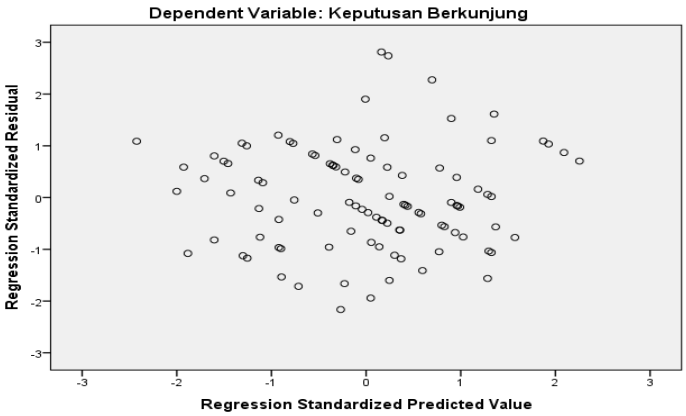
a. Dependent Variabel: Abs_Res

Source: Processed questionnaire data (SPSS 20 Output), 2023

In Table 3 it can be proven that the results of each variable have a significance of ≥ 0.05, namely Tourist Attraction (X1) of 0.220, Electronic Word of Mouth (X2) of 0.906, and Location (X3) of 0.472. So it can be concluded that there are no symptoms of heteroscedasticity in the regression model used.

6. Linearity Test U

Figure 2. Scatter Plot graph



Source: Processed questionnaire data (SPSS Output), 2023

Figure 2 shows that the plot spreads randomly both above and below zero on the axis *regression standardized residual*. So it can be concluded that the regression model in the linearity test with graphic analysis is stated to be linear.

7. Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis between tourist attraction variables, electronic word of mouth, and location regarding the decision to visit tourists at Lotus Tower, Purwokerto, Banyumas Regency, the following equation can be made:

$$\mathbf{Y = 1{,}271 + 0{,}304X_1 + 0{,}357X_2 + 0{,}368X_3 + \varepsilon}$$

The regression equation can be explained as follows:

a) The constant value (α) of 1.271 indicates that if Tourist Attraction (X1), Electronic Word of Mouth (X2) and Location (X3) are constant or do not change, the Decision to Visit (Y) is 1.271.

b) Regression coefficient of Tourist Attraction (X1) from multiple linear calculations, the coefficient value (b) is obtained 1) = 0.304. Apart from that, it can also be interpreted as having a positive influence on the Visit Decision (Y). This means that every time there is an increase in Tourist Attraction (X1) by 1 unit, the Visiting Decision (Y) will increase by 0.304 assuming variables X2 and X3 are constant.

c) Electronic Word Of Mouth regression coefficient (X2) from multiple linear calculations, the coefficient value (b) is obtained 2) = 0.357. Apart from that, it can also be interpreted as having a positive influence on the Visit Decision (Y). This means every time there is an upgrade electronic Word of Mouth (X2) is 1 unit, then Visit Decision (Y) will increase by 0.357 assuming variables X1 and X3 are constant.

d) Location regression coefficient (X3) from multiple linear calculations, the coefficient value (b_3) = 0.368. Apart from that, it can also be interpreted that the Location variable (X3) has a positive effect on Visiting Decisions (Y). This means that every time there is an increase in Location (X3) by 1 unit, the Visiting Decision (Y) will increase by 0.368 assuming variables X1 and X2 are constant.

8. Coefficient of Determination (R^2)

The coefficient of determination is needed in this research to measure how much the variables between Tourist Attraction (X1), Electronic Word of Mouth (X2), and Location (X3) contribute to the Visiting Decision variable (Y).

Table 4. Determination Coefficient Test Results (Adjusted R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715[a]	.511	.496	1.849

a. Predictor: (Constat), Location, Electronic Word Of Mouth, Tourist Attraction

Source: Processed questionnaire data (SPSS 20 Output), 2023

Based on Table 4, the Adjusted R Square value data is 0.496 or 49.6%, which means that the variables Tourist Attraction (X1), Electronic Word of Mouth (X2), and Location

(X3) can influence the Visiting Decision variable (Y) by 49.6%. Meanwhile, the remaining 50.4% is influenced or explained by other variables not included in this research.

9. Partial Significant Test (t Test)

Table 5. t test results

Coeffecient[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.271	1.968		.646	.520
	Tourist Attraction	.304	.112	.216	2.707	.008
	Electronic Word Of Mouth	.357	.081	.344	4.434	.000
	Location	.368	.082	.377	4.472	.000

a. Dependent Variable: Visiting Decisions

Source: Processed questionnaire data (SPSS 20 Output), 2023

The table above shows that the t test carried out on the Tourist Attraction variable (X1) obtained a t value$_{count}$ amounting to 2.707 with a snificant t of 0.008 which meaning t_{count} greater than t_{table} (2.707 ≥ 1.660) or significant t smaller than 0.05 (0.008 < 0.05). So it can be concluded that the first hypothesis (H_1) is accepted, which means there is a positive and significant influence between the Tourist Attraction variable (X1) on the Decision to Visit (Y).

The t test on the Electronic Word Of Mouth variable (X2) obtained a t value$_{count}$ amounting to 4.432 with a significant t of 0.000, which means t_{count} greater than t_{table} (4.432 ≥ 1.660) or significant t smaller than 0.05 (0.000 < 0.05). So it can be concluded that the second hypothesis (H_2) is accepted, which means there is a positive and significant influence between the Electronic Word of Mouth variables (X2) on Visiting Decisions (Y).

The t test on the Location variable (X3) obtains a t value$_{count}$ amounting to 4.472 with a significant t of 0.000, which means t_{count} greater than t_{table} (4.472 ≥ 1.660) or significant t smaller than 0.05 (0.000 < 0.05). So it can be concluded that the third hypothesis (H_3) is accepted, which means there is a positive and significant influence between the Location variables (X3) on the Visit Decision (Y).

10. Simultaneous Test (F Test)

Table 6. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342.954	3	114.318	33.454	.000[b]
	Residual	328.046	96	3.417		
	Total	671.000	99			

a. Dependent Variabel: Visiting Decisions

b. Predictor (Constan), Location, Electronic Word Of Mouth, Tourist Attraction

Source: Processed questionnaire data (SPSS 20 Output), 2023

Table 6 shows that the F value$_{count}$ amounts to 33.454 with a significant F of 0.000 which means that F$_{count}$ greater than Ft$_{abel}$ (33.454 ≥ 2.70) or significant F smaller than 0.05 (0.000 < 0.05). So it can be concluded that Tourist Attraction (X1), Electronic Word of Mouth (X2), and Location (X3) simultaneously have a positive and significant effect on Visiting Decisions (Y).

DISCUSSION

1. The Influence of Tourist Attraction on Tourists' Decisions to Visit Purwokerto Lotus Tower

The results of the validity and reliability tests on the tourist attraction variable obtained valid and reliable data results. The multicollinearity results show VIF = 1.245 ≤ 10, which means the tourist attraction variable does not show symptoms of multicollinearity and the heteroscedasticity test produces a value of 0.220 ≥ 0.05, which means the tourist attraction variable passes the heteroscedasticity test. The research output results show the t valuecount amounting to 2.707 with a significant t of 0.008, which means tcount greater than ttable (2.707 ≥ 1.660) or significantly t smaller than 0.05 (0.008 < 0.05). So it can be concluded that partially the Tourist Attraction variable (X1) has a positive and significant effect on the Visiting Decision variable (Y).

According to Utama (2016: 144) among the types of tourism, one of them is cultural tourism. Cultural tourism is a travel activity carried out to discover and study the arts, culture and customs of the local area. Objects are created by people according to their respective cultures. One of the tourist attractions which is the result of human work and culture is the Purwokerto Lotus Tower tourist attraction, this tourist attraction has been used as a new tourist icon for the city of Purwokerto.

Tourist attraction is a benchmark for respondents when they want to visit tourist attractions. The indicators given by researchers to respondents are:

a. *Something to see* (something that can be seen). Based on responses from respondents, in the Lotus Tower tourist attraction, they can see the beauty of Purwokerto City from the height of the Lotus Tower. Apart from that, respondents felt happy to be able to see the beauty of the colorful lights on the Purwokerto Lotus Tower building at night. The presence of a transparent glass bridge adds a special attraction because they can feel like they are walking on clouds.

b. *Something to do* (something that can be done). The Purwokerto Lotus Tower tourism manager provides several spot interesting photos. Based on responses from respondents, respondents agreed that at the Purwokerto Lotus Tower respondents could immortalize their tourist trip through photos or making videos with interesting spots and instagrammable.

c. *Something to buy* (something that can be purchased). Based on responses from place respondents Coffee shop Soekarno circle The Lotus Tower in Purwokerto is a suitable place to hang out and enjoy food or drinks. Thus, tourist attractions can be used as a determining instrument for tourists in making decisions to visit the Purwokerto Lotus Tower tourist attraction.

Results that show a positive influence indicate that respondents agree that tourist attractions influence the decision to visit. This is in line with Robert Christie Mill's opinion that tourist attractions have their own uniqueness as elements of tourism products because they are believed to be able to foster motivation and attract visitors to make tourist visits, especially regarding the various kinds of attractions or tourist objects that the tourist destination has (Isdarmanto, 2017). Therefore, the more attractive a tourist attraction, the higher its influence on potential tourists' decisions to visit that destination.

The results of this research are supported by previous research conducted by Rifansyah & Sihombing (2022) with the title "The Influence of Facilities, Location and Tourist Attraction on the Decision to Visit Rice Field Agrotourism, Pematang Johar Village, Labuhan Deli District, Deli Serdang Regency". The results of this research are proven by the results of the t valuecount 2,79 > ttable 1,984 which shows that tourist attractions have a significant influence on the decision to visit.

2. The Influence of Electronic Word of Mouth on Tourists' Decisions to Visit Purwokerto Lotus Tower

The results of the validity and reliability tests on the electronic word of mouth variable obtained valid and reliable data results. The multicollinearity results show VIF = 1.181 ≤ 10, which means the electronic word of mouth variable does not show symptoms of multicollinearity and the heteroscedasticity test produces a value of 0.906 ≥ 0.05, which means the electronic word of mouth variable passes the heteroscedasticity test. The research output results show the t valuecount amounting to 4.432 with a significant t of 0.000, which means tcount greater than ttable (4.432 ≥ 1.660) or significant t smaller than 0.05 (0.000 < 0.05). So it can be concluded that there is a positive and significant influence between the Electronic Word of Mouth variable (X2) on the Decision to Visit (Y) at the Purwokerto Lotus Tower tourist attraction.

These results show that there is a positive influence that can be used as a benchmark for respondents in making visiting decisions. The indicators given by researchers to respondents are:

a. Intensity. Based on responses from respondents, respondents had accessed various accounts that review Purwokerto's Lotus Tower tourist attraction which is expressed through social media such as TikTok, WhatsApp and Instagram.

b. Valence of opinions. Based on responses from respondents, positive or negative comments from other people's reviews can be used as material for their consideration before deciding to visit Purwokerto Lotus Tower. Content. Based on responses from respondents, they can find out various information about the Purwokerto Lotus Tower tourist attraction through social media.

According to (Litvin et al., 2008) with the development of advances in online promotional technology (electronic word of mouth) it can increase the number of visitors and make it easier for visitors to search for information and do business online. The results of this research are supported by previous research conducted by (Sari et al., 2021) entitled *"The Influence of Facilities, Electronic Word of Mouth, and Destination Image on Visiting Decisions (Study of Visitors to the Suwuk Beach Tourist Attraction, Kebumen)"*. The results

of this research are proven by the calculated t value (3.148) > t table (1.6606), this shows that electronic word of mouth has a positive influence on the decision to visit.

3. The influence of location on the decision to visit Purwokerto Lotus Tower tourists

The results of the validity and reliability tests on the location variables obtained valid and reliable data results. The multicollinearity results show VIF = 1.392 ≤ 10, which means the location variable does not show symptoms of multicollinearity and the heteroscedasticity test produces a value of 0.472 ≥ 0.05, which means the location variable passes the heteroscedasticity test. The research output results show the t valuecount amounting to 4.472 with a significant t of 0.000, which means tcount greater than ttable (4.472 ≥ 1.660) or significant t smaller than 0.05 (0.000 < 0.05). So it can be concluded that there is a positive and significant influence between the Location variable (X3) on the Decision to Visit (Y) at the Purwokerto Lotus Tower tourist attraction.

These results show that there is a positive influence so that it can be used as a reference by respondents in making decisions to visit tourist attractions. The indicators given by researchers to respondents are:

a. Access. Based on responses from respondents, the Purwokerto Lotus Tower tourist location has easy access.

b. Traffic. The traffic flow towards the Purwokerto Lotus Tower tourist attraction is smooth and does not experience excessive congestion.

c. Visibility. Based on responses from respondents, the Purwokerto Lotus Tower tourist attraction can be clearly seen from the roadside.

d. Parking lot. Based on responses from respondents, the Purwokerto Lotus Tower tourist attraction has a large parking area with guaranteed security.

e. Comfort and environmental cleanliness. Based on responses from respondents, there is clean and spacious land around the Lotus Tower tourist attraction.

The results of this research are in accordance with the statement of (Halim et al.,., 2021) that location is where a company decides to offer products or services in a way that is easily accessible to target consumers. The easier and more strategic the tourist location, the higher the level of desire of prospective tourists in deciding to visit. The results of this research are supported by previous research conducted by (Hardina & Sudarusman, 2021) entitled *"The Influence of Price, Location and Facilities on the Decision to Visit Taman Sari Tourism in Yogyakarta"*. The results of this research are proven by the t value$_{count}$ 4,903 > t$_{table}$ 1.665 and a Sig value of 0.000 < 0.05. Thus, this research provides evidence that location has a positive influence on the decision to visit.

4. The Influence of Tourist Attraction, Electronic Word of Mouth, and Location on the Decision to Visit Purwokerto Lotus Tower Tourists

Based on the research results, it shows that tourist attraction (X1), electronic word of mouth (X2), and location (X3) have a positive and significant effect on the decision to visit (Y). This is proven by looking at the F value$_{count}$ count to 33.454 with a significant F of 0.000 which means that F$_{count}$ greater than F$_{table}$ (33.454 ≥ 2.70) or significant F smaller than 0.05 (0.000 < 0.05). So it can be concluded that Tourist Attraction (X1), Electronic

Word Of Mouth (X2), and Location (X3) are simultaneously has a positive and significant effect on the Decision to Visit (Y) at the Purwokerto Lotus Tower tourist attraction. Based on the results of linear regression calculations it has value *Adjusted R Square* amounting to 0.496 or 49.6%, which means that the variables Tourist Attraction (X1), Electronic Word of Mouth (X2), and Location (X3) can influence the Visiting Decision variable (Y) by 49.6%. Meanwhile, the remaining 50.4% is influenced or explained by other variables not included in this research. The indicators for visiting decisions that researchers gave to respondents through a questionnaire were:

a. The need or desire to travel. Based on responses from respondents, respondents chose to travel to Purwokerto Lotus Tower based on their desires and needs.

b. Information search and assessment. Respondents had searched and assessed information first before they visited the Purwokerto Lotus Tower tourist attraction. This can be seen from respondents' answers to statements related to searching for and assessing information regarding the Purwokerto Lotus Tower tourist attraction.

c. Decision to travel. Based on the results of responses from respondents, they decided to visit the Purwokerto Lotus Tower tourist attraction because of its uniqueness and beauty which is different from other tourist attractions.

d. Travel preparation and tourist experience. Respondents prepared special preparations before visiting the Purwokerto Lotus Tower tourist attraction. This can be seen from the respondents' answers to the questionnaire statements distributed by researchers.

e. Evaluation of travel satisfaction. Based on responses from respondents, after they took a tour to the Purwokerto Lotus Tower, the respondents felt satisfied and gained a new experience after visiting the Purwokerto Lotus Tower tourist attraction.

This is in accordance with Sundayana's opinion that the decision to visit is a process, where a tourist carries out an assessment stage and chooses one of the appropriate options based on considering these options (Rahmansyah et al., 2022). In this research, the majority of respondents had a motive to visit due to curiosity due to the uniqueness of the Lotus Tower building with a height of 117 meters so that they could enjoy views of the city of Purwokerto from a location that could easily accessible because it is located in the center of Purwokerto City. The results of this research are in line with previous research conducted by Rifansyah & Sihombing (2022) with the title *"The Influence of Facilities, Location and Tourist Attraction on the Decision to Visit Rice Field Agrotourism, Pematang Johar Village, Labuhan Deli District, Deli Serdang Regency"*. The results of this research show that the variables of facilities, location and tourist attractions simultaneously have a positive and significant effect on the decision to visit. Furthermore, this research is in line with research conducted by Susanti et al., (2019) with the title *"History, Tourist Attraction and Electronic Word of Mouth (E-WOM) Regarding the Decision to Visit De Tjolomadoe".* The results of this research show that the variables of tourist attraction and electronic word of mouth have a positive and significant effect on the decision to visit De Tjolomadoe simultaneously.

CONCLUSIONS

Based on the results of hypothesis testing and analysis described above, the following conclusions can be drawn:

1. The tourist attraction variable has a positive and significant effect on tourists' visiting decisions, as evidenced by the t value$_{count}$ amounting to 2.707 with a significance of 0.008. This means that the more tourist attractions offered by the Lotus Tower tourism management to tourists, the higher the influence on tourists' decisions to make tourist visits.
2. The electronic word of mouth variable has a positive and significant effect on tourists' visiting decisions, as evidenced by the t value$_{count}$ amounting to 4.432 with a significance of 0.000. This means that the more positive information and interesting content on social media regarding the Purwokerto Lotus Tower tourist attraction, the more information dissemination related to this tourist attraction will increase so that the Purwokerto Lotus Tower tourist attraction becomes more widely known to the wider public, this will increase the influence of tourists' decisions in making vacation.
3. Location variables have a positive and significant effect on tourists' visiting decisions, as evidenced by the t value$_{count}$ amounting to 4.472 with a significance of 0.000. This means that the better the access and transportation to tourist attractions, the higher the influence on tourists' decisions to make tourist visits.
4. The variables of tourist attraction, electronic word of mouth, and location simultaneously have a positive and significant effect on tourists' visiting decisions, proven with an F grade$_{count}$ amounting to 33.454 with a significance of 0.000. This means that the variables of tourist attraction, electronic word of mouth, and location are the benchmarks for respondents in making visiting decisions.

The management of the Lotus Tower tourist attraction needs to innovate in creating new attractions for tourism development, so that visitors are interested in visiting the Lotus Tower, Purwokerto. Apart from that, they also need to improve effective promotional strategies by collaborating with related companies or agencies. For future researchers, it is recommended to develop research by adding several indicators or other variables related to tourists' decisions to visit a tourist attraction. Such as motivation variables, facilities, tourist ticket prices, destination image, service quality and others so that they are truly relevant to be implemented in companies, especially in the tourism sector.

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