



Analysis of Factors Affecting the Decision to Visit Tourists to Religious Tourism

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Abstract

This study aims to identify the pull factors of tourist destinations that must be considered to improve the decision to visit tourists to Religious Tourism in Pati Regency, and to analyze the effect of service quality, distance, facilities, tourist attraction, and travel costs on the decision to visit tourists to Religious Tourism in Pati Regency. The sample of this research is 96 tourists using accidental sampling techniques. The data collection method used is a questionnaire. The analytical method used is descriptive analysis, factor analysis, and regression analysis. The results of the factor analysis test, there are 2 pull factors for tourist destinations that must be considered to increase the decision to visit Religious Tourism in Pati Regency which consists of factors of excellence in tourist destination and the travel overview factor. The results of multiple linear regression analysis show that the quality of services, facilities, and tourist attractions have a significant positive effect on visiting decisions, distance has no significant effect on visiting decisions, while travel costs have a significant negative effect on visiting decisions.

Keywords: Factor Analysis, Regression Analysis, Tourist Decision

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor penarik destinasi wisata yang harus dipertimbangkan untuk meningkatkan keputusan berkunjung wisatawan ke Wisata Religi Kabupaten Pati, dan untuk menganalisis pengaruh kualitas pelayanan, jarak, fasilitas, daya tarik wisata, dan biaya perjalanan terhadap keputusan berkunjung wisatawan ke Wisata Religi Kabupaten Pati. Sampel penelitian ini sebanyak 96 orang wisatawan dengan menggunakan teknik accidental sampling. Metode pengumpulan data yang digunakan adalah kuesioner. Metode analisis yang digunakan adalah analisis deskriptif, analisis faktor, dan analisis regresi. Hasil dari pengujian analisis faktor terdapat 2 faktor penarik destinasi wisata yang harus dipertimbangkan untuk meningkatkan keputusan berkunjung wisatawan ke Wisata Religi Kabupaten Pati yang terdiri dari faktor keunggulan daerah tujuan wisata dan faktor gambaran perjalanan. Hasil dari analisis regresi linear berganda bahwa kualitas pelayanan, fasilitas, dan daya tarik wisata berpengaruh positif signifikan terhadap keputusan berkunjung, jarak tidak berpengaruh signifikan terhadap keputusan berkunjung, sedangkan biaya perjalanan berpengaruh negatif signifikan terhadap keputusan berkunjung.

Kata Kunci: Analisis Faktor, Analisis Regresi, Keputusan Berkunjung

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INTRODUCTION

Tourism is one sector with great potential to be developed to build the national economy because it can generate foreign sectors. Based on data from the Central Statistics Agency, the tourism and foreign exchange sector was US\$ 16,426 billion in 2018. In addition to increasing foreign exchange, the tourism industry can also create jobs, expand development equity, help reduce poverty, and become a contributor to Gross Domestic Product.

Central Java has a lot of potential in various tourist destinations, including one of Indonesia's leading tourist destinations. Some of these destinations are Borobudur Temple, Karimunjawa National Park, Lawang Sewu, Ketep Pass, Sangiran Archaeological Site in Sragen, and several mountainous areas that are often visited by climbers. Central Java is also a province that has the highest number of tourist attractions on the island of Java compared to other provinces such as West Java Province, DKI Jakarta Province, Banten Province, and East Java Province.

Table 1. Number of International and Domestic Tourists in Central Java in 2015-2019 (people)

Year	Foreign Tourists	Domestic Tourists	Amount
2015	375,166	31,432,080	31,807,246
2016	578,924	36,899,776	37,478,700
2017	781,107	40,118,470	40,899,577
2018	677,168	48,943,607	49,620,775
2019	691,699	57,900,863	58,592,562

Source: Central Java Statistics Agency, 2020

Based on data from the Central Statistics Agency (BPS) in 2020, the total number of

tourists who traveled to Central Java for the past 5 years starting from 2015 has always increased every year, meaning that tourism in Central Java can be said to have great potential for the future. the total number of tourists can be seen in table 1.

The great potential that exists in Central Java cannot be separated from the contribution of the local government. The success of the development of the tourism sector will lead to an increase in its role in regional revenues, where tourism is a major factor in the receipt of regional original income. Tourism activities such as recreation levies, hotels, restaurants, and others are local revenue originating from tourism sector income. In relation to regional original income, tourism sector income positively affects regional original income, if tourism sector income increases it will affect city or district original income in Central Java Province. Data on districts/cities that have the lowest tourism sector income in Central Java can be seen in table 2.

From table 2 it is known that Pati Regency is a district that always experiences an increase in tourism sector income compared to other districts. The increase in tourism sector income in Pati Regency, which has been consistent for the past 5 years, should be able to make Pati Regency out of the 5 regencies that have the lowest sector income. The highest increase in tourism sector income in Pati Regency occurred in 2018 by 329% or IDR 1,609,944,000.

The development and management of tourism potential in an effort to increase the number and level of tourist loyalty must be pursued by the Pati Regency government. The rapid development of tourism will affect the progress of an area, especially on people's income.

Table 2. 5 Regencies/Cities in Central Java with the Lowest Tourism Sector Income in 2015-2019 (IDR Thousands)

No.	District Name	Year				
		2015	2016	2017	2018	2019
1	Kendal	133,208	1,670,460	1,343,285	767,895	11
2	Pati	106,506	372,583	375,535	1,610,994	1,779,072
3	Sukoharjo	101,372	106,626	92,278	925,036	9,012,873
4	Cilacap	69,195	2,751,268	2,579,599	2,453,191	280,243
5	Salatiga	31,080	621,281	14	185,889	196,560

Source: Central Java Youth, Sports, and Tourism Office, 2020

Although the income of the tourism sector in Pati Regency has increased continuously. However, the number of tourists in several types of tourism in Pati Regency tends to decrease. If the number of tourists in several types of tourism which tends to experience a decline is not

immediately addressed by the local government of Pati Regency, it will actually have an impact on the income of the tourism sector. Data on the number of tourists by type of tourism in Pati Regency can be seen in figure 1.

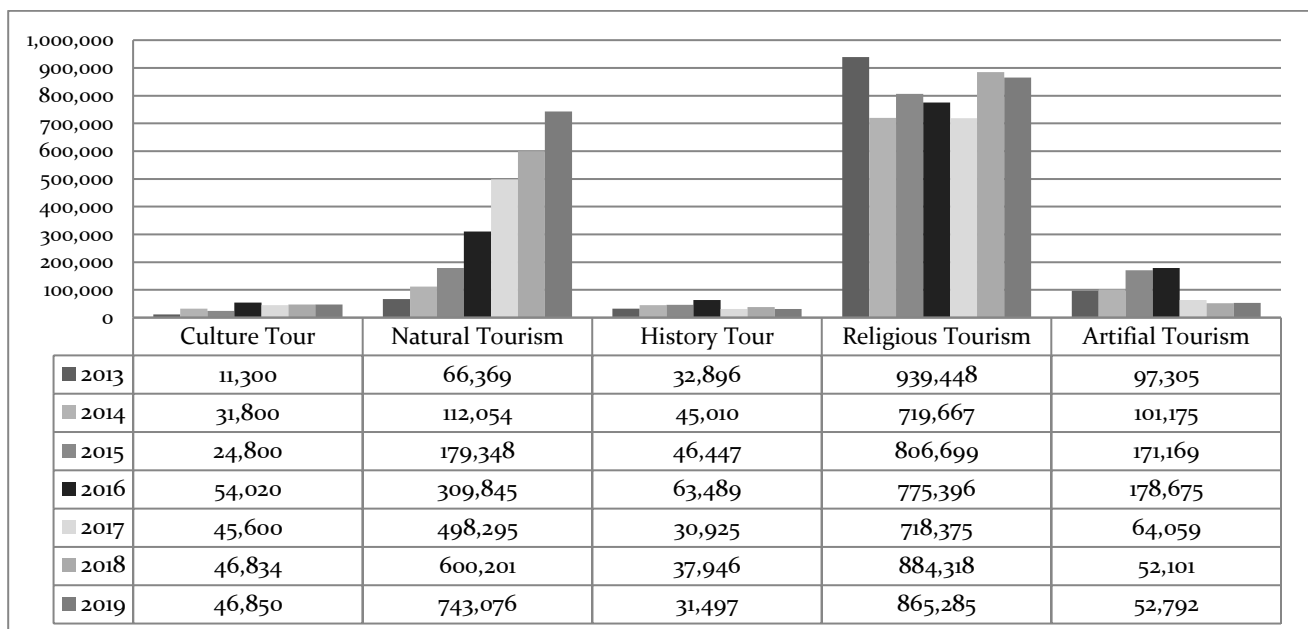


Figure 1. Graph of Number of Tourists in Pati Regency by Type of Tourism in 2013-2019 (People)

Source: Youth, Sports, and Tourism Office of Pati Regency, 2019

Based on the data above, it can be seen that religious tourism in Pati Regency whose tourist objects consist of the Tomb of Sheikh Tall, Tomb of Sheikh Ahmad Mutamakkin, Tomb of Sunan Prawoto, Tomb of Ki Ageng Ngerang, Tomb of Nyi Ageng Ngerang, and Tomb of Sheikh Ronggo Kusumo. It's important because it has the highest number of tourists compared to other tours.

However, Pati Regency religious tourism in 2014-2019 actually tends to decline and in 2014 religious tourism also experienced a decrease in the number of tourist visits compared to other types of tourism by 23.39% the year 2013 which had a number of tourist visits as many as 939,448 people. Thus, of course, it can shift religious tourism from becoming leading tourism again and be replaced with other types of tourism. Whereas religious tourism has potential and is one of the tours with historical value and its own uniqueness compared to other tours in Pati Regency.

Basorudin (2019) found that interest rates dominate in influencing inflation in Indonesia, rather than the influence exchange rates in influencing inflation. This is based on the ability of interest rate to influence inflation in both the long and short term. The relationship between interest rates and inflation has a negative correlation, meaning that if interest rates increase, inflation will decrease, and vice versa if interest rates decrease, inflation will increase.

In the development of the number of tourists on religious tourism in Pati Regency, it tends to decrease which is caused by several factors that influence the decision to visit tourists. Some of these factors influence the decision to visit tourists, one of which is the quality of service. Jati & Suryoko (2020) suggest that service quality variables have a positive effect on visiting decisions. Mustafidah (2020) service

quality has a negative and significant effect on purchasing decisions.

Another factor that affects tourist visits is distance. Research conducted by Faozen (2018) shows that mileage results have a negative influence on tourist visits. According to Fitri (2016) distance has a significant positive effect on tourist demand for gandoriah beach attractions. Meanwhile, research conducted by Tazkia & Hayati (2012) suggests that distance does not affect the demand for visits to the Kalianget Hot Spring tourist attraction.

Factor that influence the decision of the next visit is the facility. Kiswanto (2011) found that the facility variable had a positive and significant influence on the decision to visit the dampo awang beach tourism object, Kartini Beach Recreation Park, Rembang.

Zaki & Pujiati (2018) the construction of facilities carried out by the Semarang City Tourism Office and Management will increase the level of visits at Marina Masruri Beach (2019). Negative facilities have no significant effect on the decision to visit domestic tourists in tourist destinations in the City of Bukittinggi. Research conducted by Faozen (2018) shows that tourist facilities have a negative and significant effect on tourist visits.

What can influence the decision to visit factors other than service quality, distance, and facilities is a tourist attraction. Research conducted by Priyatna (2019) showed that attractiveness had a positive and significant effect on visiting decisions in Fort Rotterdam. The variable of tourist attraction does not have a significant effect on the variable of tourist visits partially (Rokhayah & Andriana, 2021). Kalebos (2016) objects and natural tourist attractions have an insignificant and negative effect on tourist satisfaction, on tourists visiting tourist objects in

the Sitaro Islands Regency.

One of the factors that influence the decision to visit Pati Regency religious tourism is the cost of travel. Munyatul (2020) the travel cost variable has a negative influence on the decision to choose a tourist attraction at Taman Sari Rasa Waterpark Sampang. The variable of travel costs has a negative and significant effect on the number of requests for goa kreo tourism objects (Novitasari & Waridin, 2017). Udiyana (2018) suggests that travel costs have a significant and positive effect on tourist visits.

Based on the description described above, it can be seen that the rapid development of the tourism industry has resulted in competition between tourist objects, so the manager must know about the factors that influence visiting decisions which are useful for making appropriate strategies or policies in developing religious tourism in Pati Regency. Therefore, it is hoped that after further management policies, religious tourism in Pati Regency can become an attractive tourist choice for the public to visit and can make tourists who have visited will visit again.

This study aims to identify the pull factors of tourist destinations that must be considered to improve the decision to visit tourists to Religious Tourism in Pati Regency, and to analyze the effect of service quality, distance, facilities, tourist attraction, and travel costs on the decision to visit tourists to Religious Tourism in Pati Regency

RESEARCH METHODS

Based on the problems studied, this study uses a quantitative research type with a causal approach. Arikunto (2006) explained that quantitative research is a research approach that

uses a lot of numbers, starting from collecting data, interpreting the data obtained, and presenting the results.

A causal relationship is a causal relationship between the independent variable and the dependent variable (Sugiyono, 2016). The source of the data used is primary data which is obtained directly by means of a questionnaire that is directly distributed to the respondents. This research was carried out at the Religious Tourism of Pati Regency, which consists of the Tomb of Sheikh Tall, the Tomb of Sheikh Ahmad Mutamakkin, the Tomb of Sunan Prawoto, the Tomb of Ki Ageng Ngerang, the Tomb of Nyi Ageng Ngerang, and the Tomb of Sheikh Ronggo Kusumo. Based on the sample calculation using the Slovin formula, it shows that the number of samples in this study was 96 tourists.

A sampling technique is a method or process of taking samples to estimate the state of a population. This research uses an accidental sampling technique. An accidental sampling technique is based on mere coincidence, so people who accidentally meet with researchers and are thought to be suitable can be used as samples. The data collection technique used in this study was a questionnaire. The questionnaire used in this study refers to the Likert scale model. The Likert scale is used to measure a person's opinion and attitudes.

The decision to visit tourists (Y) is a person's action in making a decision to visit Religious Tourism in Pati Regency. The indicators for visiting decisions consist of need recognition, information seeking, evaluation of alternatives, purchase satisfaction, and post-purchase behavior. These variables are measured on a Likert scale of 1-5.

Service quality (X_1) is the difference between the reality obtained and the expectations of religious tourism visitors in Pati Regency. Service quality indicators consist of reliability, responsiveness, assurance, empathy, and physical products. This variable is measured on a Likert scale of 1-5.

Distance (X_2) is the distance traveled by tourists from the place of origin of tourists to Religious Tourism in Pati Regency. The distance here includes the distance to the Religious Tourism Object, and the travel time. This variable is measured with a Likert scale of 1-5.

Tourism Facilities (X_3) is the number of facilities obtained by tourists when traveling in Pati Regency Religious Tourism. Facility indicators consist of completeness, cleanliness and tidiness, condition and function, and ease of use. This variable is measured on a Likert scale of 1-5.

Tourist attraction (X_4) is tourism potential that encourages tourists to visit Pati Regency Religious Tourism. Indicators of tourist attraction consist of attractiveness, community friendliness, and environmental sustainability. This variable is measured on a Likert scale of 1-5.

Travel costs (X_5) are travel costs incurred by tourists to go to Pati Regency Religious Tourism. Travel cost indicators consist of transportation costs, entrance ticket costs, lodging costs, consumption costs, and documentation costs. This variable was measured with a Likert scale of 1-5.

In this study, several stages of data analysis were carried out, namely descriptive analysis, factor analysis, and multiple regressions analysis. Descriptive Analysis Percentage to find out the description of each independent variable, namely the variable quality of service, distance, facilities, tourist attractions, and travel costs, while the

dependent variable is the decision to visit. Factor analysis to identify the pull factors of tourist destinations that must be considered to improve the decision to visit tourists to Religious Tourism in Pati Regency. Multiple Regression Analysis to determine the effect of service quality, distance, facilities, tourist attractions, and travel costs on the decision to visit tourists to Religious Tourism in Pati Regency.

RESULTS AND DISCUSSION

In this study, the characteristics of the respondents were described in terms of gender, age, worker, domicile, and occupation. The characteristics collected through the collection of questionnaires are shown in table 3.

Based on the characteristics of the respondents by gender, they were divided into 2 categories. Based on these 2 categories, it can be seen that there are 49 male respondents (51%) and the remaining 47 female respondents (49%). Based on age criteria, it can be stated that most of the respondents are aged 13-21 as many as 38 people (40%), age 22-30 as many as 27 people (28%), age 31-39 as many as 14 people (15%), age 40-48 as many as 9 people (9%), and age over 48 as many as 8 people (8%).

Based on the respondent's occupations, it can be seen that as many as 38 people (40%) of respondents have jobs as students, 21 people (22%) have self-employed jobs, as many as 9 people (9%) work as private employees, none of the respondents are employed. have a job as a civil servant, and the remaining 28 people (29%) of the respondents have other jobs.

Based on the domicile of the respondents, it can be stated that the majority of the respondents came from Pati as many as 49 people (51%), domiciles in Jepara as many as 14 people (15%), domiciles in Rembang as many as 10 people (10%),

domiciles in Blora as many as 9 people (9%) , domicile Kudus 6 people (6%), domicile Demak as many as 3 people, domicile Madiun as many as 2 people, and domicile Kendal, Ngawi, and Tuban have the same number of respondents, namely 1 person (1%).

Table 3. Characteristics of Respondents

No.	Characteristics of Respondents	Classification	Amount	Presentase
1	Gender	Male	49	51%
		Female	47	49%
		Total	96	100%
2	Age	13-21	38	40%
		22-30	27	28%
		31-39	14	15%
		40-48	9	9%
		Above 48	8	8%
Total			96	100%
3	Domicile	Blora	9	9%
		Demak	3	3%
		Jepara	14	15%
		Kendal	1	1%
		Kudus	6	6%
		Madiun	2	2%
		Ngawi	1	1%
		Pati	49	51%
		Rembang	10	10%
		Tuban	1	1%
Total			96	100%
4	Work	Civil Servant	0	0%
		Private Employees	9	9%
		Entrepreneur	21	22%
		Student	38	40%
		Other	28	29%
		Total		96

Source: Primary Data Processed, 2021

Based on the respondents occupations, it can be seen that as many as 38 people (40%) of respondents have jobs as students, 21 people (22%) have self-employed jobs, as many as 9 people (9%) work as private employees, none of the respondents are employed have a job as a

civil servant, and the remaining 28 people (29%) of the respondents have other jobs.

Table 4. Results of Descriptive Analysis of Percentage

No	Variable	Score Total	Category Assessment
1.	Service Quality	81.94%	Good
2.	Distance	77.50%	Good
3.	Facilities	83.61%	Good
4.	Tourist Attractions	85.76%	Very Good
5.	Travel Cost	82.04%	Good
6.	Visit Decision	83.15%	Good

Source: Primary Data Processed, 2021

Based on the results obtained from the descriptive analysis of the presentation as shown in the table, it can be explained that the travel quality variable has a total score of 81.94%, this means that the service quality variable belongs to the good category.

The distance variable has a total score of 77.50%, this means that the distance variable is in a good category. The facility variable has a total score of 83.61%, this means that the facility variable is in a good category. The tourist attraction variable has a score of 85.76%, which means the tourist attraction variable is in the very good category. The travel cost variable has a score

of 82.04%, this means that the travel cost variable is in a good category. The visiting decision variable has a score of 83.15%, this means that the visiting decision variable is in a good category.

From the output of KMO and Bartlett's Test in table 5, it shows that the value of KMO MSA is $0.730 > 0.50$, and the value of Bartlett's Test of Sphericity with Chi-Square is 155.975, while the significance value (Sig.) is $0.000 < 0.05$ which indicates there is a significance between variable. Therefore, factor analysis can be continued because it meets the requirements and there is a correlation between the variables used. From the results of the analysis above, all MSA values > 0.50 , there is no variables were excluded and this has met the requirements for further analysis.

Table 5. Results of KMO, Barlett's Test, and MSA

	Service Quality	Distance	Facilities	Tourist Attraction	Travel Cost
Sig (0.000)					
KMO (0.730)					
Barlett's Test of Sphericity (155.975)					
MSA	.804	.598	.714	.701	.786

Source: SPSS 26 Output, 2021

Table 6. Interpretation Based on Factor Rotation

No.	Variable	Factor Name	EigenValue	Factor Loading	Percent of Variance
1	Tourist Attractions	Factors of excellence in tourist destinations	2.572	0.909	51.443
	Facility			0.894	
	Service Quality			0.810	
2	Distance	Travel overview factor	1.105	0.859	22.100
	Travel Cost			0.721	

Source: SPSS 26 Output, 2021

From the data in table 6, it is known that the number of factors used is 2 factors. The 2 factors formed can represent 5 visiting decision variables which explain approximately 73.543% (53.443% + 22.100%) of visiting decisions. The members of factor 1 are the variables of tourist attraction, facilities, and service quality.

By generalizing from these three variables, factor 1 is hereinafter referred to as factors of excellence in tourist destinations. While Member factor 2 is the distance variable and the cost of travel. By generalizing the two variables, factor 2 is called the travel overview factor.

Table 7. F Test Results

F Count	Sig	Description
30.576	0.000	Significant

Source: SPSS 26 Output, 2021

Table 9. Results of Multiple Regression Analysis

Model	Coefficients ^a				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	13.530	2.898			4.669	.000
Service Quality	.270	.109	.222		2.473	.015
Distance	.275	.152	.144		1.806	.074
Facilities	.379	.130	.307		2.909	.005
Tourist Attractions	.878	.278	.335		3.155	.002
Travel Cost	-.330	.127	-.195		-2.604	.011

Source: SPSS 26 Output, 2021

From the results of data processing, the multiple regression equation is obtained as follows:

Based on table 7, it shows that the F value is 30.576 with a significant level of 0.000. Significant level value < 0.05, meaning that the variables of service quality, distance, facilities, tourist attractions, and travel costs together have a significant effect on the decision to visit Religious Tourism in Pati Regency.

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square
1	0.793	0.629	0.609

Source: SPSS 26 Output, 2021

Based on table 8, it can be explained that the value of Adjusted R Square (R₂) is 0.629. This means that service quality, distance, facilities, tourist attractions, and travel costs are able to explain the decision to visit by 62,9%, and the remaining 39.1% is explained by other variables not examined in this study.

$$Y = 13.530 + 0.270 X_1 + 0.275 X_2 + 0.379 X_3 + 0.878 X_4 - 0.330 X_5 \dots\dots\dots(1)$$

Based on the results of the analysis contained in table 9, it can be said that the quality of service has a positive and significant effect on the decision to visit tourists to the religious tourism in Pati Regency. The service quality coefficient value of 0.270 means that there is a positive relationship between service quality and the decision to visit tourists to Pati Regency religious tourism. When the quality increases by 1, the decision to visit increases by 0.270 with the assumption of *ceteris paribus*.

Jati & Suryoko (2020) suggest that service quality variables have a positive influence on visiting decisions. Kloter (2013) and Syaiful (2021) that better quality of service will be accompanied by an increasing number of visitors as well and increase the income of business actors and tourism services. This result is consistent with what was done by Nur (2020) who stated that the service quality variable had a positive and significant effect on the tourist decision variables in pinrang regency. This research is relevant to Tjiptono (2004), theory of service quality as the expected level of excellence and control over the level of excellence to fulfill customer desires.

The quality of services provided by the tour guides in accordance with the expectations or desires of tourists will make tourists satisfied so that they can encourage the decision to visit tourists to Pati Regency religious tourism.

Based on the results of the analysis contained in table 9, it can be said that the distance variable has no significant effect on the decision to visit tourists to the religious tourism in Pati Regency. This means that the closer distance does not affect the decision to visit tourists to Pati Regency religious tourism because tourists to Pati Regency religious tourism do not consider the distance of Pati Regency religious tourism close to other tours. Access distance to

Pati Regency religious tourism does not take a long time, and the distance of religious tourism in Pati Regency from the center of Pati Regency is not so far.

The reason tourists do not consider distance is because tourist tourists currently prioritize facilities, tourist attractions, and service quality. According to laws in Naidoo et al (2010) that the perception of tourists in consuming products and services during tourists visiting several destinations will be influenced by differences in facilities, tourist attractions, and services in each destination. This result is in line with the research conducted by Duyu (2018) which shows that the variable of community distance has a positive but not significant effect on the number of requests for Klayar Beach tourism objects.

Based on the results of the analysis contained in table 9, it can be said that the facilities have a positive and significant effect on the decision to visit tourists to the religious tourism in Pati Regency. The facility coefficient value of 0.379 means that there is a positive relationship between facilities and the decision to visit tourists to the religious tourism in Pati Regency. When the facility increases by 1, the decision to visit increases by 0.379 with the assumption of *ceteris paribus*.

Consumer decisions are formed by the close relationship between facilities and the formation of consumer perceptions of a company and customer perceptions that will shape consumer decisions. Facilities that are well maintained, complete, function well, and are easy to use make it easier for consumers to use them (Umar, 2003). Fauziah (2020) facilities have a positive and significant impact on tourist decisions to visit the Nagari Thousand Houses Gadang tourism object, South Solok Regency. These results are consistent

with the research conducted by Kiswanto (2011). The facility variable has a positive and significant influence on the decision to visit the Dampo Awang Beach tourism object, Kartini Beach Recreation Park, Rembang. Complete and good facilities will make tourists feel satisfied when tourists are satisfied they can make a decision to visit.

Based on the results of the analysis contained in table 9, it can be said that tourist attraction has a positive and significant effect on the decision to visit tourists to the religious tourism in Pati Regency. The coefficient value of tourist attraction is 0.878, which means that there is a positive relationship between tourist attraction and the decision to visit tourists to the religious tourism in Pati Regency. When tourist attraction increases by 1, it results in an increase in visiting decisions by 0.878 with the assumption of *ceteris paribus*. These results are in accordance with the theory put forward by Keliwar & Nurcahyo (2015) which states that all things that are interesting in a tourist attraction are the factors behind the decision of tourists to visit a tourist attraction.

Fauziah (2020) attraction has a positive and significant effect on tourist decisions to visit the Nagari Thousand Houses Gadang tourism object, South Solok Regency. These results are consistent with research conducted by Priyatna (2019) showing the results that tourist attraction has a positive and significant effect on the decision to visit Fort Rotterdam. The tourist attraction in Pati Regency religious tourism needs to be maintained and developed in order to satisfy the tourists who come. Satisfied tourists will return to visit and will provide social promotions about the Pati Regency religious tourism.

High tourist attraction makes tourists often visit Pati Regency religious tourism proves that it has a high tourist attraction. This statement is evidenced by the results of descriptive data which shows that the tourist attraction is in the very good category. This is related to the historical value of religion, and the majority of Indonesian people are Muslim. Ismayanti (2009) states that the main focus that drives tourist destinations and which is able motivates tourists to visit a place is a tourist attraction.

Based on the analysis in table 9, it can be said that travel costs have a negative and significant effect on the decision to visit tourists to Religious Tourism in Pati Regency. The travel coefficient value of -0.330 means that there is a negative relationship between travel costs and the decision to visit tourists to Pati Regency Religious Tourism. When travel costs increase by 1, the decision to visit is 0.330 with the assumption of *ceteris paribus*.

This result is in accordance with what was stated by Suparmoko (2000), tourists who are closer to tourist sites will certainly visit these tourist places more often due to the cheaper costs in the theory of travel costs. Munyatul (2020) the travel cost variable has a negative influence on the decision to choose a tourist attraction at Taman Sari Rasa Waterpark Sampang. Someone who has limited funds will choose tours with cheaper travel costs.

The results of multiple linear regression analysis show that tourist attraction is the variable that dominates or is the most considered in influencing tourist decisions on Religious Tourism in Pati Regency because it has a regression coefficient value of 0.878.

CONCLUSION

Based on the results of the factor analysis test, there are 2 pull factors for tourist destinations that must be considered to increase the decision to visit tourists to Religious Tourism in Pati Regency with a cumulative value of the percentage of the variance of 73.543%. First, factors the excellence in tourist destinations consisting of tourist attractions, facilities, and quality of service with the percentage of variance reaching 51.443%. Second, the travel overview factor consists of distance and travel costs with a variance percentage reaching 22.100%.

The quality of service has a positive and significant effect on the decision to visit tourists to Religious Tourism in Pati Regency. Distance has no significant effect on the decision to visit tourists to Pati Regency Religious Tourism. Facilities have a positive and significant effect on the decision to visit tourists to Pati Regency Religious Tourism. The tourist attraction has a positive and significant effect on the decision to visit tourists to Religious Tourism in Pati Regency. Travel costs have a negative and significant effect on the decision to visit tourists to Religious Tourism in Pati Regency.

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