

The Influence of Tourist Perception and Motivation on Interest in Revisiting Beach Attractions Oysters Padang Pariaman Regency

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ABSTRACT

Padang Pariaman Regency is a regency in West Sumatra Province, Indonesia. The capital city of Padang Pariaman Regency is Parit Malintang. Through the Tourism Office, several tourism objects in Padang Pariaman Regency continue to be developed, because they have different values from other regional attractions, one of which is the Oyster Beach tour in Ulakan Tapakis. Besides being a tourist attraction, it can also have an impact on local revenue (PAD) in the tourism sector.

The type of research used in this research is associative research with a quantitative approach. The number of respondents in this study were 100 people. Collecting data by distributing questionnaires using a Likert scale. The data analysis technique used is multiple linear regression.

Based on the results of partial research on interest in revisiting, the t_{count} value is 5.501 with $df = 100 - 3 = 97$, so t_{table} is 1.660. Based on these data, $t_{count} > t_{table}$ or $5.501 > 1.660$ and the value ($sig = 0.000 < 0.05$) so that H_2 is accepted and H_0 is rejected. So it can be concluded that the motivation of tourists has a positive and significant effect on the interest in revisiting the Oyster Beach Tourism Object. The linear regression coefficient of the tourist perception variable partially on the interest in revisiting the value of t_{Count} 2.137 with $df = 100 - 3 = 97$ then t_{Table} 1.660. Based on these data, $t_{Count} > t_{Table}$ or $2.137 > 1.660$ and the value ($sig = 0.035 < 0.05$) so that H_1 is accepted and H_0 is rejected. So it can be concluded that the perception of tourists has a positive and significant effect on the interest in revisiting the Oyster Beach Tourism Object.

Based on the F test, it is known that the f_{Count} IS 16.998 with $df = 100 - 3 = 97$, so f_{Table} is 3,090. Based on these data, $f_{Count} > f_{Table}$ or $16.998 > 3.090$ and the value ($sig = 0.000 < 0.05$) then H_3 is accepted and H_0 is rejected. So it can be concluded that the perception of tourists and the motivation of tourists simultaneously have a positive and significant effect on the interest in revisiting the Oyster Beach Tourism Object. The value of the coefficient of determination r-square is 26%, this means that the contribution of tourist perceptions and motivation of tourists to the interest of repeat visits is 26% while the remaining 74% is influenced by other variables.

Keywords : *Revisit Intention, Tourist Perception and Tourist Motivation*

1. Introduction

Indonesia is located in the equatorial region and is located between the Asian and Australian continents as well as between the Pacific Ocean and the Indian Ocean. Indonesia is located at 6° N (North Latitude) 11° S (South Latitude) and has 17,504 islands. So that Indonesia is rich in abundant nature and has good potential to be developed, especially in the field of tourist attractions.

Tourism currently has a great influence on the economic growth of a country. The existence of the tourism sector creates employment opportunities for the community, reduces unemployment and poverty, creates new business opportunities and increases the income of a region and increases the country's foreign exchange. The increase in the economy is the impact of tourist visits to tourism objects. Therefore, tourism object managers are not only required to attract tourists to visit the tourist attraction, tourist attraction managers must also be able to make these tourists return to visit tourist attractions with tourist attraction and tourist motivation. In order for this to run, good cooperation from various tourism stakeholders is needed between local governments, private parties (investors), the community and non-governmental organizations.

Padang Pariaman Regency is a district in West Sumatra Province, Indonesia. The district has an area of 1,328.79 km² and a population of 430,626 people. The capital city of Padang Pariaman Regency is Parit Malintang and there are 17 sub-districts. Through the Tourism Office, several tourism objects in Padang Pariaman Regency continue to be developed, because they have different values from other regional tourist attractions, one of which is the Oyster Beach tourism in Ulakan Tapakis. In addition to being a tourist attraction, it can also have an impact on regional original income (PAD) in the tourism sector. Over time, it is now in great demand by visitors because of the beautiful arrangement of the area in combination with nature.

visitors of Indonesian tourists to West Sumatra in 2017 (7,783,876), in 2018 (8,073,070), in 2019 (8,169,147), in 2020 (8,041,868) and in 2021 (4,785,886), it can be concluded that Indonesian tourist visits increased from 2017 to 2019 and decreased from 2020 to 2021. For foreign visitors in 2017 as many as (56,876), in 2018 the number of foreign tourist visitors was (54,369), in 2019 as many as (61,131), in 2020 as many as (10,875) and in 2021 as many as (0) from the data it is seen that foreign tourist visits increased from 2017 to 2019 and decreased from 2020 to 2021.

One of the regencies that is currently a tourist destination because it has natural beauty is Oyster Beach in Padang Pariaman Regency. Tiram Beach itself has an area of about 10.5 hectares and is known as culinary tourism. There are many restaurants around Oyster Beach with a very popular traditional Minangkabau culinary taste, namely fish kapalo curry, visitors who come to travel can enjoy the food served by local restaurants. In order to support the goals of tourists, Tiram Beach has facilities, namely rice stalls, 1 prayer room and public toilets. The boat rental is 1 time around Oyster Beach.

Padang Pariaman Regency is a district in West Sumatra Province, Indonesia. The district has an area of 1,328.79 km² and a population of 430,626 people. The capital city of Padang Pariaman Regency is Parit Malintang and there are 17 sub-districts. Through the Tourism Office, several tourism objects in Padang Pariaman Regency continue to be developed, because they have different values from other regional tourist attractions, one of which is the Oyster Beach tourism in Ulakan Tapakis. In addition to being a tourist attraction, it can also have an impact on regional original income (PAD) in the tourism sector. Over time, it is now in great demand by visitors because of the beautiful arrangement of the area in combination with nature.

Visitors to tourist attractions from the archipelago in 2017 were (131,814), in 2018 as many as (118,443), in 2019 as many as (111,539), in 2020 as many as (95,388) and in 2021 as many as (63,816), it can be concluded that the last 5 years of tourist visits to the archipelago have fluctuated, namely decreasing.

Data on foreign visitors in 2017 was (139), in 2018 there were (182), in 2019 there were (214), in 2020 there were (43) and in 2021 there were (0) from the data, it was seen that foreign tourist visits increased from 2017 to 2019 and there were no visitors in 2021 due to the Covid-19 pandemic. This encourages the need for redevelopment by the Tourism Office and the community around tourist attractions in Padang Pariaman Regency to attract visitors again.

With the existence of this tourist destination, it will automatically improve the economy and the welfare of the community, especially in Padang Pariaman Regency. This needs to be well realized by the local government so that it continues to pay attention to the quality of services, follow the development of the tourism sector, and continue to strive to improve facilities so that the decision to visit tourist attractions in Padang Pariaman Regency continues to increase. Interest in revisiting is very important to maintain tourist loyalty, so that tourists are interested in returning to travel to Padang Pariaman Regency. Revisit interest refers to the concept of consumer buying interest which is adapted to the interest of tourists to revisit.

Repurchase interest is part of consumer buying behavior where the compatibility between the performance of the product or service offered by the company results in consumer interest to consume it again in the future. According to Kotler and Keller (2016:181), buying interest is how likely consumers are to buy a brand and service or how likely it is for consumers to move from one brand to another. According to Umar in Bachtiar (2016:17), revisit interest is a behavior that arises as a response to an object that shows the desire of tourists to revisit.

Based on the above understanding, it is concluded that the interest in revisiting is a person's encouragement to revisit or revisit a place that has its own attraction.

A process that arises due to the presence of sensations, where sensations are the activity of feeling or the cause of an exhilarating emotional state. Sensation can also be defined as the rapid response of our receiving senses to basic stimuli such as light, color, and sound. With all of that, perception will arise. Perception is the learning of an object, event or relationship – a relationship obtained by inferring information and interpreting a message. According to Setiadi (2019: 12) perception is a process where a person chooses, organizes, interprets information input to create a meaningful picture of this world. According to Nurcahyo (2015:16) states that the perception of tourists is an impression that is manifested in the form of interpretation and attitude towards tourism attractions, tourism facilities, public facilities, tourism information and services provided to tourists while in the tourist attraction.

Based on the above understanding, perception is the experience of an object, event or relationship obtained by inferring information and interpreting messages. The perception gives meaning that is sensory stimulus, which means that the senses involve not only sensations but attention, expectations, motivation, and memory. Meanwhile, tourist perception is an impression that is manifested in the form of interpretation and attitude towards tourism attractions, tourism facilities, public facilities, tourism information and services provided to tourists while in the tourist attraction.

Motivation is an impulse that exists in a person in action or something that underlies a person to do a certain deed. The motivation of the Tourist is related to recreation, visiting family/friends, distributing hobbies, education and research. According to Hasibuan (2017:14), motivation is what causes, distributes and supports human behavior, so that they are willing to work hard and enthusiastically to achieve optimal results.

The diversity of tourist attractions should be a driving factor as well as an attraction for visitors or tourists to revisit. In addition, efforts are made to develop or manage attractions to be better, supported by the provision of tourism facilities and supporting facilities for the needs of tourists while at tourist attractions, ease of access to travel and appropriate promotions can make tourists want to visit the tourist attraction again. Taking into account all the conditions related to the trip given and provided at the Oyster Beach tourist attraction, this study intends to find out what are the motivation of tourists to travel and their perception of the Oyster Beach tourist attraction. In addition, this study also aims to find out whether there is an influence of tourist perception and tourist motivation on tourists' interest in revisiting.

If the perception of tourists is good, it will cause interest in revisiting, as well as motivation, if the greater the motivation of tourists, it will cause interest in revisiting someone. Based on that, Oyster Beach is an object to be researched, especially related to the perception and motivation of tourists to visit and their opinions about the services and facilities felt while at the tourist attraction.

Based on the description above, the author is interested in the tourist attraction of Tiram Beach in Padang Pariaman Regency to be an object that deserves to be researched, especially related to the perception of tourist attractions and the motivation of tourists to visit and their opinions about the

services and facilities felt while in the tourist attraction, to conduct a scientific research raised through this proposal with the title "**The Influence of Tourist Perception and Motivation on Interest in Revisiting (Case Study: Oyster Beach Tourist Object, Padang Pariaman Regency)**"

Problem Formulation

Based on the above background, the following problems can be formulated:

1. Does the perception of tourists affect the interest in revisiting the Oyster Beach tourist attraction?
2. Does the motivation of tourists affect the interest in revisiting the Oyster Beach tourist attraction?
3. Do tourist perceptions and tourist motivation together affect the interest in revisiting the Oyster Beach tourist attraction?

1.1 Purpose

Based on the background in the formulation of the problem above, this study aims to find out whether:

1. To find out the perception of tourists affects the interest in revisiting the Tiram Beach tourist attraction
2. To find out the motivation of tourists affects the interest in revisiting the Tiram Beach tourist attraction
3. To find out the perception of tourists and the motivation of tourists together affect the interest in revisiting the Oyster Beach tourist attraction.

2. Literature Review

Interest in Repeat Visits

Revisit interest is part of tourist behavior which is an encouragement for tourists to visit again in the same tourist destination. According to Priyanto (2022:59) Tourist motivation is one of the important factors for tourists in making decisions regarding their program plans and tourist destinations.

Meanwhile, according to Trygu (2021:15), interest is in doing everything that can make you like or be interested, even doing it continuously. The intention to visit again is the intention and desire to visit more often. In relation to the interest in revisiting, interest is a potential customer who has the meaning of customers who have come back and use the service again.

A person's interest in visiting is influenced by the encouragement of interest in a tourist attraction, so the interest in visiting is a statement of a person's desire to buy a product or service. The more information they receive about a tourist attraction, it will encourage them to travel to that place. Therefore, each tourist attraction must have its own attraction. The theory of repurchase interest can be used as a reference for revisit interest.

Repurchase interest is an encouragement of a consumer to make a repurchase. Thus, the interest in revisiting is an encouragement for a person to return to visit a place that has an attraction for him. According to Tjiptono (2015: 386) Repurchase interest is different from loyalty, if loyalty reflects psychological commitment to a certain brand or product while repurchase behavior solely concerns the purchase of the same brand repeatedly. Buying interest arises as a result of the learning process and thought process that then forms a perception. This buying interest will arise and then become a motivation that continues to be recorded in his mind and becomes a very powerful activity that in the end when a person wants to meet his needs will apply what is the motivation in his mind.

The main factors that affect customer interest in making a repurchase *intention* are psychological factors, personal factors and social factors. So it can be concluded that *repurchase intention* is a customer's decision to repurchase in the future, caused by satisfaction and trust, where the repurchase decision is made. Based on the above understanding, it can be concluded that revisit interest is an intention that exists in a person to visit or travel to the same destination or that they have visited.

Perception

A process that arises due to the presence of sensations, where sensations are the activity of feeling or the cause of an exhilarating emotional state. Sensation can also be defined as the rapid response of our receptive senses to basic stimuli such as light, color, and sound. With all of that, perception will arise. Perception is an individual's sensory impression of something that has been or is being experienced both physically (*tangible*) and non-physical

(intangible). While the perception of tourists is the view of tourists towards something. A tourist attraction must improve the quality of the object to be better in order to get a positive perception.

Perception is the driver of motivation for tourists to travel on their tours. Tourist perception can determine the behavior and level of satisfaction of visitors with specific tourist attractions and can provide information in inspecting tourist attractions and facilities. Every tourist who travels has a different perception of the tourist attractions visited, this depends on the tourist experience, education level, environmental conditions, socio-cultural conditions of the tourist's country of origin, and psychological influences. According to Sitohang (2021:14) Perception is the process by which individuals choose, manage and interpret stimuli into the form of meaning and images. How the motivated person will be really motivated is influenced by his perception of a certain situation.

According to Setiadi (2019:361), perception is the process of how an individual chooses, organizes, and interprets inputs to create a meaningful picture of the world. The process of a person's perception goes through several stages, the first is the physical process as a form of stimulus process regarding the sensory apparatus (*receptors*) through sensory nerves, the second is a physiological process as a form of the process of passing the stimulus received by the sensory apparatus through the sensory nerves to the brain, the third is the psychological process as a form of the process of arising individual consciousness that occurs in the brain as the center of consciousness, so that the individual is aware of what he is seeing, what is heard or what is touched, and the four outcomes obtained from the perception process are responses and behaviors. So perception is initially a process of capturing stimuli by the human senses and being passed on by the senses through human nerves. The stimulus received by the receptor causes the individual to be aware of the stimulus received so that the individual has responses and behaviors related to the stimulus. The responses given by individuals differ from one to another according to the individual's circumstances.

Tourist perception is one of the important things in the development of a tourism destination. Regarding what is interested, desired, and expected by visitors to a destination is very important, meaning in relation to the marketing of tourist attractions. Tourist perception about the tourist destination of Tiram Beach improves the quality of a tourist destination, it will increase the number of tourists who come and this has a positive effect on the State's foreign exchange revenue, job creation, expanding a formal sector, tax revenue and community income.

Based on the above understanding, it can be concluded that tourist perception is a form of assessment from tourists that is important for developing a tourist destination.

Traveler Motivation

Motivation is a state of mind and mental attitude that provides energy and encourages humans to do an activity. Travelers' motivation has shifted and views motivation as a short process to look at travel behavior, in a direction that emphasizes more on how motivation affects a person's psychological needs and long-term plans.

According to Sutrisno (2017:109), motivation is a factor that encourages a person to do a certain activity. Therefore, motivation is often interpreted as a driving factor for a person's behavior. Meanwhile, the motivation of tourists is part of the psychological and biological needs and desires which include an inseparable part between what encourages and attracts someone to do or carry out tourism activities, according to Trimurti (2020:11). With the existence of some of these theories, it can be concluded that motivation is a trigger or encouragement from within a person to do or not to do a tourist trip.

The hierarchy of needs follows the plural theory, which is that a person behaves because of the urge to meet various needs. According to Maslow, human needs are tiered, meaning that a person only fulfills the second need after the first need is met. The basis of Maslow's theory of needs is as follows:

1. Humans are social creatures who desire.
2. A satisfied need is not a motivator for the perpetrator, only a need that has never been met will be a motivator.
3. Human needs are arranged in a level.

Based on the understanding of the experts above, it can be concluded that tourist motivation is a person's motivation to travel because they are pushed to decide to travel by internal pressure, psychological pressure and pulled by external pressure.

Conceptual Framework

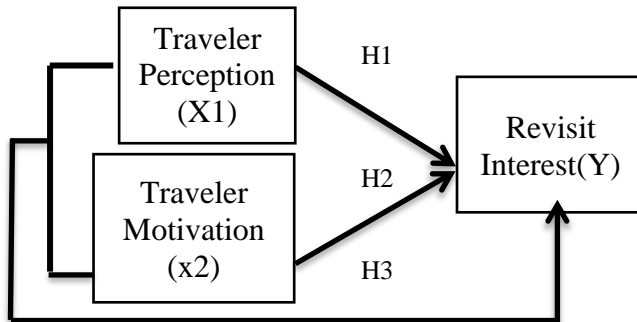


Figure 2.1
Conceptual framework

Hypothesis

- H1 : Tourist Perception has a positive and significant effect on Interest in Revisiting the Padang Padang Oyster Beach Tourist Attraction.
- H2 : Tourist Motivation has a positive and significant effect on Interest in Revisiting the Padang Pariaman Tiram Beach Tourist Attraction.
- H3 : Tourist perception and tourist motivation together have a positive and significant effect on the Interest in Revisiting the Padang Pariaman Tiram Beach Tourist Attraction.

3. Research Methods

Based on the problems and discussions that have been described above, this type of research is Associative research with a quantitative research approach. Associative research is a research that aims to find out whether there is an influence or relationship between free variables and bound variables and how close the influence and relationship are and whether or not the relationship is meaningful or not, according to Sugiono (2018:52). In this study, the variables that were connected were perception variables (X1), motivation variables (X2) and interest in revisiting (Y).

Population and Sample

The population taken in this study is all visitors to Oyster Beach Tourism in Padang Pariaman Regency. The sample used was some visitors to Oyster Beach Tourism in Padang Pariaman Regency. The sample in this study can be calculated using the Slovin Formula as follows :

$$n = \frac{N}{1+n(e)^2}$$

$$n = \frac{63.816}{1+63.816 (0,1)^2} = 100$$

The sample used in this study was 100 people. The sample withdrawal method used in this study is *the Purposive Sampling method*. The respondents selected in this study are visitors who have visited at least twice to Padang Pariaman Tiram Beach Tourism.

Sample Drawing Techniques

Data collection is carried out by giving a questionnaire or a set of written statements to respondents to answer.

4. Results and Discussion.

4.1 Classic Assumption Test

4.1.1 Normality Test

According to Ghozali (2016:154), the purpose of the normality test is to find out whether each variable has a normal distribution or not.

The assessment criteria for this test are:

- If the significant value of the data calculation result (sig) $> 5\%$ or 0.05 , then the data is normally distributed.
- If the significant value of the data calculation result (sig) $< 5\%$ or 0.05 , then the data is not distributed normally.

The results of data processing for the normality test can be seen in the following table 4.1.

Table 4.1
Normality Test Results

Variable	Asymp.Sig	Information
Interest in Repeat Visits	0,138	Usual
Tourist Perception	0,069	Usual
Traveler Motivation	0,330	Usual

Source : Attachment to the Results of SPSS 2022 Data Processing

From Table 4.11, it is known that the Asym.Sig (2-tailed) values for the variables of Repeat Visit Interest (Y), Perception (X1) and Tourist Motivation (X2) of all research variables are greater than the significant level used in this study ($\alpha = 0.05$). Thus, it can be concluded that all research variables are normally distributed, thus multiple linear regression analysis can be carried out because the data has been normally distributed.

4.1.2 Multicollinearity Test

One of the requirements to use analysis using multiple linear regression is to first conduct a multicollinearity test, namely the test of the relationship between independent variables. Multicollinearity testing is carried out to find out whether independent variables have a relationship with each other. What is meant by multicollinearity test is a test that is carried out to find out if there is a case of multicollinearity between fellow independent variables. If there is multicollinearity, then, one of the variables must be eliminated or excluded from the equation.

The results of the multicollinearity test can be seen in Table 4.2 below.

Table 4.2
Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Traveler Perception (X1)	0,999	1,001	Free Multicollinearity
Motivation of Tourists (x2)	0,999	1,001	Free Multicollinearity

Source : Attachment to the Results of SPSS 2022 Data Processing

Based on the results of data processing for the multicollinearity test as seen in Table 4.13 above, it is known that the *tolerance* value of *Collinearity Statistics* is greater than > 0.1 and the *VIF* (*Variance Inflation Factor*) value for all independent variables is less than < 10.00 (ten). This shows that there is no meaningful relationship between the independent variables. Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between fellow independent variables.

4.1.3 Heteroscedasticity Test

The Heteroscedasticity test aims to test whether there is a variance inequality or variance of residual between one observation and another observation in the regression model. One way to find out whether there is heteroscedasticity in a multiple linear regression model is to look at the *scatterplot* graph or the prediction value of the bound variable, namely SRESID with a residual error, namely ZPRED.

If there is no specific pattern and does not spread above and below the zero on the y-axis, then there is no heteroskedasticity. The results of the heteroscedasticity test can be seen in the following figure 4.2.

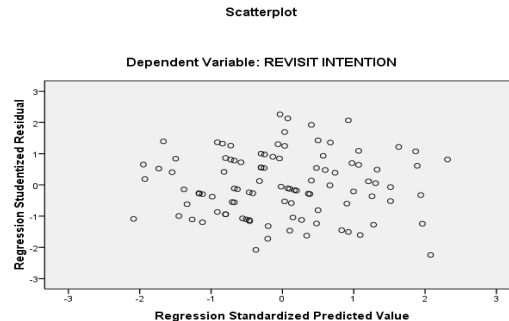


Figure 4.1
Heteroscedasticity Test Results

Based on figure 4.1 above, it can be concluded that there is no case of heteroscedasticity because the data is spread above the 0 axis and below the 0 axis and the distribution of the data does not form a pattern. It can be concluded that the multiple linear regression model does not have cases of heteroscedasticity, which means that the study can continue.

4.1.4 Autocorrelation Test

This test aims to find out whether there is a correlation between the data described by time (*times series*). If autocorrelation occurs, then it can be said that the correlation coefficient obtained is less accurate. The autocorrelation test was carried out using the *Durbin-Watson* test (D-W) with a rate = 5%. When D-W is located between -2 to +2 then there is no autocorrelation. We can see the autocorrelation test in the following table 4.3.

Table 4.3
Autocorrelation Test Results

Type	Durbin-Waston	Information
1	1,712	No Autocorrelation Occurs

Source : Attachment to the Results of SPSS 2022 Data Processing

Based on table 4.3, it can be seen that the *Durbin-Waston* value of 1.712 is located between -2 to +2, so the test results show that the regression model does not autocorrelation.

4.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to see the influence of independent variables on bound variables. The independent variable used in this study is *isbrand awareness* and customer satisfaction, while the bound variable in this study is customer loyalty, the multiple linear regression equation can be seen as follows:

Table 4.4
Partial Test Results (t-Test)

Type	B	T	Sig.
Constant	8,243	3,015	0,003
Traveler Perception (X ₁)	0,124	2,137	0,035
Traveler Motivation (X ₂)	0,344	5,501	0,000

Source : Attachment to the Results of SPSS 2022 Data Processing

$$Y = a + b_1x_1 + b_2x_2$$

$$Y = 8.243 + 0.124 X_1 + 0.344X_2$$

Based on the above equation, it can be explained as follows:

- a. The regression coefficient value of the variable of revisit interest in Oyster Beach Tourist Attraction is 8.243. This means that the interest in revisiting at the beginning is 8,243 before it is influenced by tourist perception and tourist motivation.
- b. The regression coefficient value of the tourist perception variable is 0.124 which means that if the perception of tourists increases by 1 unit, the interest in revisiting will increase by 0.124 units. This means that the more the perception of tourists increases, the interest in revisiting will also increase (positive influence), conversely, the decreasing the perception of tourists, the interest in revisiting will also decrease (negative influence).
- c. The regression coefficient value of the tourist motivation variable is 0.344 which means that if the motivation of tourists increases by 1 unit, the interest in revisiting will increase by 0.344 units. This means that the more the motivation of tourists increases, the interest in revisiting will also increase (positive influence), conversely, the more the motivation of tourists decreases, the interest in revisiting will also decrease (negative influence)

4.2.1 Partial Test (T-Test)

This test is used to see the influence of each independent or independent variable on the bound or dependent variable. The criteria for this t-test are:

1. If $t_{\text{counts}} > t_{\text{table}}$ and $\text{sig} < 0.05$, it can be said that there is an influence between the independent variable and the partially bound variable
2. If $t_{\text{counts}} < t_{\text{table}}$ and $\text{sig} > 0.05$, then it can be said that there is no influence between the independent variable on the partially bound variable.

Based on table 4.15 above, it can be seen that:

- a. The variable of partial perception of tourists towards the interest in revisiting was obtained with a value of $t_{\text{calculated}}$ 2.137 with $df = 100-3 = 97$, then t_{table} 1.660. Based on this data, $t_{\text{calculated}} > t_{\text{table}}$ or $2.137 > 1.660$ and the value ($\text{sig} = 0.035 < 0.05$) so that H_1 is accepted and H_0 is rejected. Based on the results of these calculations, it can be concluded that tourist perception has a positive and significant effect on interest in revisiting the Oyster Beach Tourist Attraction. This means that the better the perception of tourists towards the Oyster Beach Tourist Attraction, the more interest in revisiting the Oyster Beach Tourist Object by visitors will increase.
- b. The variable of tourist motivation partially towards the interest in returning was obtained with a value of $t_{\text{calculated}}$ 5.501 with $df = 100-3 = 97$, then t_{table} 1.660. Based on this data, $t_{\text{calculated}} > t_{\text{table}}$ or $5.501 > 1.660$ and the value ($\text{sig} = 0.000 < 0.05$) so that H_2 is accepted and H_0 is rejected. Based on the results of these calculations, it can be concluded that tourist motivation has a positive and significant effect on the interest in revisiting the Oyster Beach Tourist Attraction. This means that the better the motivation that tourists have, the more interest in revisiting by visitors to the Oyster Beach Tourist Attraction.

4.2.2 Simultaneous Test (Test F)

The F test is used to see together the influence of independent variables on bound variables. With the help of the SPSS program, it is known that the F value is calculated in the Anova table as follows.

Table 4.5
Simultaneous Test Results (Test F)
Anovab

Type	F	Sig.
1	16,998	0.000A

Source : Attachment to the Results of SPSS 2022 Data Processing

Based on the results of the calculation above, it can be seen that f_{cal} 16,998 with $df = 100-3 = 97$, then f_{table} 3,090. Based on this data, $f_{\text{calculated}} > f_{\text{table}}$ or $16.998 > 3.090$ and the value ($\text{sig} = 0.000 < 0.05$) then H_3 is accepted and H_0 is rejected. So it can be concluded that tourist perception and tourist motivation simultaneously have a positive

and significant effect on the interest in revisiting the Oyster Beach Tourist Attraction. This means that the better the perception of tourists and the motivation that tourists have, the more interest in revisiting by visitors to the Oyster Beach Tourist Attraction.

5. CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. Based on the results of calculations and tests conducted to assess the level of respondent success (TCR), it shows that the variable of Repeat Visit Interest (Y) is good, the variable of Tourist Perception (X1) is in the good category and the variable of Tourist Motivation (X2) is in the good category.
2. Based on the results of data processing, it was shown that the variables of tourist perception (X1) and tourist motivation (X2) partially had a positive and significant influence on the interest of revisiting at Oyster Beach, Padang Pariaman Regency.
3. Based on the F test, the value of $F_{cal} > F_{tabel}$ or $16.998 > 3.090$ was obtained so that H_0 was rejected and H_a was accepted, with a significant value of $(0.000 < 0.05)$. Therefore, it can be concluded that tourist perception and tourist motivation simultaneously have a positive and significant effect on the interest in revisiting the Oyster Beach Tourist Attraction. This means that the better the perception of tourists and the motivation that tourists have, the more interest in revisiting by visitors to the Oyster Beach Tourist Attraction.
4. Based on the determinant coefficient (R-Square), an R-Square value of 0.260 was obtained, meaning that the percentage of tourists who influenced the perception and motivation of tourists towards the interest in returning was 26%, while the remaining 74% was influenced by other variables that were not studied in this study.

5.2 ADVICE

Based on the conclusion of the research, the researcher put forward the following suggestions:

1. For Government

The results of the study show that tourist perception and tourist motivation have a positive and significant effect on the interest in revisiting, therefore the interest in revisiting will increase if the government makes improvements to the factors that affect it such as tourist perception and tourist motivation. Improvements in tourist perception such as improving facilities and infrastructure such as places of worship, parking lots and toilets. The government can also add directions to the Tiram Beach tourist attraction to make it easier for tourists to reach the location, and improve services and facilities that support tourist comfort such as the cleanliness of toilets and the availability of places to eat as well as making souvenirs typical of Ulakan Tapakis District.

2. For future researchers

This research can be used as a research material or reference to research the same or different variables. In addition, it is hoped that researchers can further research other factors that also affect the variable of revisit interest.

The suggestion is to increase Regional Original Revenue (PAD), the role of the government and the private sector can pay attention to factors that are able to increase visitor satisfaction, especially paying attention to facilities and infrastructure such as places of worship, parking lots and toilets. The use of mass media and online can be used to provide interesting information about the tourist attraction of Tiram Beach, so that visitors feel safe and comfortable in visiting tourist attractions.

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