The Influence of Service Quality and Infrastructure for Visitor Interest in Cemara Island Tourism, Brebes

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Abstract

The tourism sector has now become an important aspect of the economic progress of a country and is the main choice in regional development. The development of an area can open new tourist attractions for tourists that it is necessary to apply the right marketing strategy to bring in tourists and make tourists who have visited have an interest in visiting again, including the quality of services and tourism infrastructure. The purpose of the study was to determine and analyze the effect of 1) service quality on visitor interest, 2) infrastructure and infrastructure on visitor interest, and 3) service quality and infrastructure on visitor interest in Cemara Island Tourism, Brebes. The research population refers to the average number of visitors per month in 2020 which amounted to 3,248 visitors. Sampling using the Slovin formula with techniques incidental was 97 people. The data used primary data from the answers to the questionnaire. Hypothesis testing using SPSS 20. The theoretical basis used is the definition of tourism, service quality, infrastructure, and visitor interest. The results showed: 1) service quality partially had a significant effect on visitor interest, 2) infrastructure partially had a significant effect on visitor interest, and 3) service quality and infrastructure simultaneously affected visitor interest.

I. Introduction

Tourism is an important sector in the Indonesian economy. The amount of diversity, both in terms of customs, culture, religion, ethnicity, and language and the Indonesian state is a country rich in natural resources. These natural resources, if managed properly, can be used as a potential for prosperity for people and develop the Indonesian nation. One of them that can be developed is in the field of tourism which is currently growing and developing well (Widyasti, 2013). The tourism sector has now become an important aspect of the economic progress of a country. Tourism is the main choice in regional development.

The development of tourism has undergone many changes, both changes in the pattern, form, and nature of travel activities for tourist destinations. The development of an area can open new tourist attractions for tourists, both local and foreign tourists. The abundant tourism potential in Indonesia can lift the country's economy if it is managed properly by the government and the surrounding parties and the number of tourist visits will affect the increase in the country's foreign exchange.

The tourism sector is an alternative source of income for regional income and foreign exchange, even for developed countries, even though tourism is serious to develop. Related to that, Law no. 9 of 1990 concerning Tourism, states that tourism has an important role to expand and equalize business opportunities and employment opportunities, encourage

regional development, increase national income to improve the welfare and prosperity of the people as well as foster a sense of love for the homeland, enrich national culture and strengthen its development to strengthen national identity and strengthen the friendship between nations.

Brebes Regency is one of the locations that have a lot of tourism potential in Central Java. Brebes is also well known as a place that has natural beauty. The local city government also continues to support by opening and maintaining tourist areas there. One of the famous tourist spots in Brebes is the Cemara Island of Brebes. Cemara Island is a stretch of sand that forms an island in the middle of the sea which has beach tourism in it. Cemara Island is located in Sawojajar Village, Brebes Regency, Central Java. Cemara Island has begun to open up to tourists since 2016. However, it has only recently been crowded. Managed by residents who are under the auspices of the Wana Lestari Natural Resources Conservation Farmer Group and the Sawojajar Village Tourism Awareness Group (Pokdarwis).

In the current era, the use of the right marketing strategy in marketing tourism objects is very important, because currently many new tourism objects appear as competitors. The application of the right marketing strategy will bring in tourists and make tourists who have visited have an interest in visiting again. Interest in returning is the encouragement of a person to carry out activities to visit again to a destination that has been visited (Warpani, 2007). The importance of measuring the interest of visitors to find out the wishes of visitors who remain loyal / leave a tourist place. The growing interest in visiting is very difficult because they desire to visit or vacation is the taste of each of the consumers, which of course are different.

Interest is an impulse that results in the attachment of individual attention to a particular object (Jahja, 2011). The interest of visitors is a driving force to direct someone to visit a tourist spot, furthermore, the interest of visitors has the main characteristic of doing activities that are self-selected and fun and it can form a habit in a person to visit again. To achieve success in attracting tourism visitors to an area, it is necessary to have quality services supported by facilities and infrastructure that meet standards.

The concept of quality is considered as a measure of the perfection of a product or service which consists of design quality and conformity quality. The design quality is a specific function of a product or service, while conformity quality is a measure of how big the level of conformity between a product or service is with pre-determined quality requirements or specifications (Tjiptono, 2011). Service quality is a measure of how well the level of service provided can be realized according to customer expectations. If the service received is following what is expected, then the service is said to be good or positive. Service quality itself is determined by the company's ability to meet customer needs and desires under customer expectations.

Someone makes a tourist visit to enjoy an atmosphere that is much different from daily activities. All the fatigue that is felt will disappear by seeing the beauty of the natural wealth out there. Taking the time to travel is a solution to reduce stress due to and refresh the brain from routine work that is usually done every day. If a tourist place has facilities and infrastructure that do not meet the standards, it can reduce interest in visiting these tourist attractions. Thus, the facilities and infrastructure also greatly affect the level of interest of visitors to a tourist spot.

Tourism facilities and infrastructure are the spearheads of the tourism business, which can be interpreted as a business that directly or indirectly provides services to tourists in a tourist destination where its existence is very dependent on the existence of tourist travel

activities. The results of the initial observations of researchers on Cemara Island, Brebes, facilities and infrastructure are inadequate, this can be seen from the number of boats, only 13.

In addition, there are only a few spots for selfies, futhermore visitors who want to take pictures have to queue. The number of visitors to Cemara Island Beach tourism in 2020 is as follows:

Table 1. Number of Visitors to Cemara Island Tourism Brebes in 2020

No.	Months	Number of Visitors		Number of	Information
		Adults	Children		
1	January	4,001	1,575	5,232	
2	February	1,776	,052	2,347	
3	March	-	-	-	Covid- 19
4	April	-	-	-	Covid 19th
5	May	-	-	-	Covid 19th
6	June	-	-	-	Covid 19th
7	July	2011	75	2086	
8	August	5755	728	6483	
9	September	5266	1058	6324	
10	October	5797	1392	7189	
11	November	6398	326	6724	
12	December	1,499	1,088	2,587	
Number of Visitors		32,503	6,469	38,972	

Source: Pulau Cemara Brebes, 2020

Based on table 1.1 above, in 2020, the number of tourists decreased in February 2020, where the number of visitors in January 2020 as many as 4,001 m decreased in February to 1,776. From April to June 2020 the tourist attraction was closed due to the Covid-19 pandemic and reopened in July 2020 with a total of 2,011 visitors. the number of tourists increased from August to November 2020 with an average number of visitors during the four months, namely 6,680 visitors. However, the number of visitors fell back to 1,499 in December 2020.

Based on the data, the number of visitors in 2020 can be said to fluctuate. Researchers want to know whether the ups and downs in the quality of services and facilities and infrastructure in Cemara Island tourism can reduce and increase visitor interest in coming back. Based on the background of the problem above, the researchers are interested in conducting a study entitled "The Influence of Service Quality and Infrastructure for Visitor Interest."

II. Review of Literature

2.1 Tourism

The term comes from the implementation of tourism activities, namely an activity of changing a person's temporary residence outside their daily residence for any reason other than carrying out activities that can generate wages or salaries. Tourism is a service activity and tourism industry product that can create a travel experience for tourists. The word tourism comes from two syllables, namely *'pari'* and *'wisata'*. '*Pari'* means many, many times, round and round, while '*wisata'* means traveling. Tourism can be interpreted as a trip or traveling that is done repeatedly or around (Mulyadi, 2015). Tourism is one of the determinants of national economic growth because it can influence the growth of other sectors in the economy (Gokovali & Bahar in Nurlina, 2020). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (2019).

Tourism must meet four criteria, namely: 1) Travel is carried out from one place to another, travel is carried out outside the place of residence where the person usually lives. 2) The purpose of the trip is carried out solely for fun without earning a living in the City State or tourist area visited. 3) The money spent by the tourist is taken from his country of origin where he can stay or stay and is not earned because of the results of his business during the tour. 4) The trip is done at least 24 hours or more (Primadany, 2013).

From the definition of tourism, four factors must exist within the boundaries of a definition of tourism. These factors are that the trip is carried out from one place to another, the trip must be associated with people who travel solely as visitors to the tourist spot.

2.2 Quality of Service

According to Lewis & Booms in Tjiptono & Chandra (2011), service quality is a measure of how well the level of service provided can be realized according to customer expectations. Service quality itself is determined by the company's ability to meet customer needs and desires following customer expectations.

Table 2. Dimensions and Attributes of SERVQUAL Model

No.	Dimension	Attribute / Indicator
1	*Reliability* (Reliability)	1. Provide services as promised.
		2. Reliable in handling visitor service problems.
		3. Delivering services correctly from the first time.
		4. Deliver services following the promised time.
		5. Keep records/documents without errors.
No.	Dimension	Attribute / Indicator
2	*Responsiveness* Responsiveness ()	6. Informing visitors about the certainty of service delivery time.
		7. Immediate/fast service for visitors.
		8. Willingness to help visitors.
		9. Readiness to respond to visitor requests.
3	*Assurance* (Security)	10. Employees who foster trust in the visitors.
		11. Make visitors feel safe when making transactions.
		12. Employees are consistently courteous.
		13. Employees who can answer visitor questions.
4	*Empathy* (Empathy)	14. Provides individual attention to the visitors.
		15. Employees who treat visitors with care.
		16. Put the interests of visitors first.
		17. Employees who understand the needs of visitors.

5	Tangible (Physical Evidence)	18. Convenient operating time.
		19. Modern equipment.
		20. Visually appealing facilities.
		21. Well-groomed and professional employees.
		22. Materials related to visually appealing services.

Source: Tjiptono & Chandra (2011)

2.3 Facilities and the Infrastructure

Tourism facilities are everything that complements and or facilitates the process of running tourism activities, such as lodging, restaurants, shopping, travel agencies, financial institutions, and others. While tourism infrastructure is everything that allows the process of tourism activities to run, for example, transportation, communication, energy sources (Warpani, 2007). According to Suwantoro (2014), tourism facilities include:

1) Accommodation companies, such as hotels, inns, bungalows.
2) Transportation companies, such as air, sea, or rail freight, and buses that serve only tourism.
3) Restaurants, depots, or stalls located around tourist attractions and indeed looking for a livelihood based on visitors from these attractions.
4) Shops selling souvenirs typical of these tourist objects earn their income only from the sale of souvenir items typical of these objects.
5) And others

From the description above, indicators to measure the tourist facilities of Cemara Brebes Island include accommodation companies (basic facilities), transportation companies and restaurants or food stalls (complementary facilities), and shops selling souvenirs typical of tourist attractions (supporting facilities).

2.4 The Visitor Interest

Theory of visiting interest, in this case, is taken from the theory of buying interest in a product in several categories visiting interest can be applied to buying interest. Schiffman & Kanuk (2007) argue that buying interest is a psychological activity that arises because of feelings and thoughts about a desired product or service. Then according to Albarn (2014), the interest in visiting tourists is the same as the interest in buying consumers.

It can be said that interest in visiting is an impetus to motivate someone to take action, namely visiting certain tourist objects. According to Kotler & Keller (2012), the dimension of buying interest is through the AIDA simulation model which seeks to describe the stages of stimulation that may be passed by consumers to a certain stimulus given by marketers, namely as follows:

1. Attention (*Attention*), in this stage people, have heard about a company or product issued by the company.
2. Interest *(Interest),* the public interest arises after obtaining more detailed basic information about the company or product.
3. The Will *(Desire),* people learn, think, and discuss which cause the desire and the desire to buy the product increases.
4. Action (*Action*), make a positive decision on the company's offerings.

III. Research Methods

This study is causal associative research using a quantitative approach. The research location was carried out on Cemara Island, Brebes, in Sawojajar Village, Wanasari District, Brebes Regency, Central Java, from January to April 2021. This study used three variables, namely two independent variables and one dependent variable. A research variable is an attribute/value/nature of an object or activity that has a certain variation set by the researcher to study and draw conclusions (Sugiyono, 2010). The independent variable (free) in the study is the quality of service(X-1)and Infrastructure (X2), which is a variable that affects or is the cause of the change or the emergence of the dependent variable(dependent). While the variable dependent (tied) in this study is the interest of visitors (Y), a variable that is affected or which becomes due for their independent variables.

The population taken from this study is the number of tourist visitors to Cemara Island, Brebes. Because the number of tourist visitors to Cemara Brebes Island cannot be determined with certainty, the researchers took the research population, namely the average monthly visitor in 2020, which amounted to ± 3,248 people per month. The determination of the number of samples in this study uses the Slovin formula because in sampling the number must be representative, the research results can be generalized and the calculation does not require a table of the number of samples. Based on the calculation using the formula, it was obtained a sample of 97 visitors with the technique of determining the sample using a technique, accidental sampling namely the technique of determining the sample based on the spontaneity factor, meaning that many tourists who accidentally come to Pulau Cemara Brebes Tourism and meet with researchers at the time of distributing the questionnaire and meet the specified criteria.

The type of data used is primary data which is data obtained by field surveys through distributing questionnaires to visitors to Cemara Island Tourism, Brebes. Data collection techniques used are questionnaires or questionnaires and interviews. The data analysis techniques used include data processing techniques, data analysis prerequisite tests, classical assumption tests (normality test, heteroscedasticity test, and multicollinearity test), and hypothesis testing using multiple regression analysis.

IV. Discussion

4.1 Brief Profile of Cemara

Island Brebes Cemara Island Brebes is an option to spend the weekend. This tour offers an exotic stretch of sea sand which is an exotic island in the middle of the sea. Pine Island is a stretch of sand that forms an island in the middle of the sea. Administratively, the location is in the area of Sawojajar Village, Wanasari District. Cemara Island Brebes was established on December 12, 2016, and is managed by the Pokdarwis community organization "Pulau Cemara", which is a non-governmental group. Cemara Island is not a tourist place but a mangrove planting and nursery business to restore and preserve damaged coastal ecosystems and mangrove forests.

Cemara Island was originally a stretch of Sand Island that emerged due to the influence of natural phenomena. Formerly unused, then planted with pine and finally managed as a tourist spot that offers beach exploration and *spots* for selfies. Since it was opened to tourists in December 2016, improvements have been made to further beautify Cemara Island so that more tourists come. Among other things, improving road access to adding facilities that can be explored by tourists.

Cemara Island began to open up to tourists in 2016. However, it has only recently been crowded. Managed by residents who are under the auspices of the Wana Lestari Natural Resources Conservation Farmer Group and the Sawojajar Village Tourism Awareness Group (Pokdarwis). Visitor data in 2020, the number of tourists decreased in February 2020, where the number of visitors in January 2020 as many as 4,001 m decreased in February to 1,776. From April to June 2020 the tourist attraction was closed due to the Covid-19 pandemic and reopened in July 2020 with a total of 2,011 visitors. The number of tourists increased from August to November 2020 with an average number of visitors during the four months, namely 6,680 visitors. However, the number of visitors fell back to 1,499 in December 2020. Based on this data, the number of visitors in 2020 can be said to fluctuate. Researchers want to know whether the ups and downs in the quality of services and facilities and infrastructure in Cemara Island tourism can reduce and increase visitor interest in coming back.

4.2 Instrument Validity and the Reliability Test

Data of this study came from the answers to any questionnaire related to service quality, infrastructure, and visitor interest. Before the data is analyzed, the validity and reliability are tested first. The validity test was carried out using the formula *product-moment correlation* Pearson. The calculation results obtained that the validity index of all questionnaire items both from the variables X_1, X_2, and Y is greater than the r-table at a significant level of 0.05 with n = 97, it is known that R table = 0.195 or the Sig value is less than 0.05. For more details, here are the results of SPSS 20 Output.

Table 3. Instrument Validity Test Results X_1, X_2, and Y

Correlations

		Service Quality	Infrastructure	Visitor Interest
Item 1	Pearson Correlation	,313**	,449**	,579**
	Sig. (2-tailed)	,002	,000	,000
	N	97	97	97
Item 2	Pearson Correlation	,451**	,649**	,753**
	Sig. (2-tailed)	,000	,000	,000
	N	97	97	97
Item 3	Pearson Correlation	,561**	,443**	,599**
	Sig. (2-tailed)	,000	,000	,000
	N	97	97	97
Item 4	Pearson Correlation	,322**	,484**	,670**
	Sig. (2-tailed)	,001	,000	,000
	N	97	97	97
Item 5	Pearson Correlation	,512**	,545**	,746**
	Sig. (2-tailed)	,000	,000	,000
	N	97	97	97

Item 6	Pearson Correlation	,370**	,587**	,466**
	Sig. (2-tailed)	,000	,000	,000
	N	97	97	97
Item 7	Pearson Correlation	,370**	,509**	
	Sig. (2-tailed)	,000	,000	
	N	97	97	
Item 8	Pearson Correlation	,382**	,573**	
	Sig. (2-tailed)	,000	,000	
	N	97	97	
Item 9	Pearson Correlation	,460**	,513**	
	Sig. (2-tailed)	,000	,000	
	N	97	97	
Item 10	Pearson Correlation	,377**	,429**	
	Sig. (2-tailed)	,000	,000	
	N	97	97	
Item 11	Pearson Correlation	,398**	,349**	
	Sig. (2-tailed)	,000	,000	
	N	97	97	
Item 12	Pearson Correlation	,550**		
	Sig. (2-tailed)	,000		
	N	97		
Item 13	Pearson Correlation	,476**		
	Sig. (2-tailed)	,000		
	N	97		
Item 14	Pearson Correlation	,470**		
	Sig. (2-tailed)	,000		
	N	97		
Item 15	Pearson Correlation	,524**		
	Sig. (2-tailed)	,000		
	N	97		
Item 16	Pearson Correlation	,568**		

	Sig. (2-tailed)	,000		
	N	97		
Item 17	Pearson Correlation	,537**		
	Sig. (2-tailed)	,000		
	N	97		
Item 18	Pearson Correlation	,502**		
	Sig. (2-tailed)	,000		
	N	97		
Item 19	Pearson Correlation	,448**		
	Sig. (2-tailed)	,000		
	N	97		
Item 20	Pearson Correlation	,412**		
	Sig. (2-tailed)	,000		
	N	97		
Item 21	Pearson Correlation	,474**		
	Sig. (2-tailed)	,000		
	N	97		
Item 22	Pearson Correlation	,313**		
	Sig. (2-tailed)	.002		
	N	97		

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: data processing results *SPSS 20.0* (2021)

The reliability test was carried out using the Alpha formula. An instrument can be trusted or reliable if the value is *Cronbach Alpha* above 0.70.

Table 4. Instrument Reliability Test Results X_1, X_2, and Y

Reliability Statistics

X1		X2		Y	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,808	22	,702	11	,704	6

Source: Results of SPSS 20.0 data processing (2021)

Based on the *SPSS 20.0 output* in table 4 above, it can be seen that the value *Cronbach's. alpha* of variable X_1 (quality of service) of 0.808, X_2 (Infrastructure) of 0.702, and Y (visitor interest) of 0.704. The *Cronbach's Alpha value of the* three variables is 0.70, which means that it has a high-reliability value. So the data generated from the questionnaire about the quality of service, infrastructure, and visitor interest is said to be reliable. So based on the test results of the validity and reliability of the instrument, it can be seen that the three instruments both regarding product quality, infrastructure, and visitor interest have met the criteria of validity and reliability. Thus the data is feasible to be used for research.

4.3 Test Classical Assumption

For data analysis, classical assumption tests were performed: normality test, multicollinearity test, and heteroscedasticity test. The normality test research uses histogram graphs and P-Plot spread curves, which are described as follows.
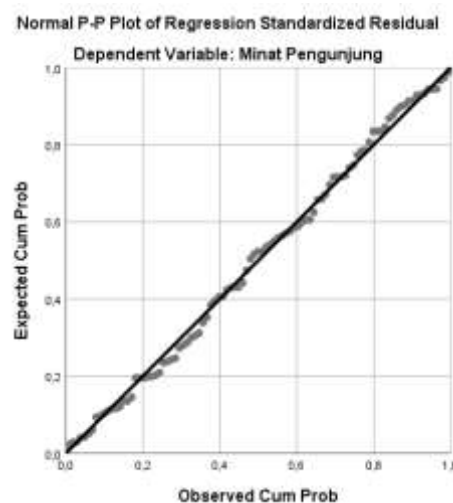

Figure 1. Histogram Graph and P-Plot Spread Curve

Based on the normal PP Plot graph above, it can be seen that the points spread around the diagonal line and the spread follows the diagonal line, so it can be said that the distribution pattern is normal. The graph above shows that the regression model of the influence of service quality and infrastructure on visitor interest in this study meets the assumption of normality. This result is the Kolmogorov-Smirnov test, the significance value is greater than 0.05, then the data is normally distributed. Based on the output of *SPSS 20.0* in table 5, it is obtained the value of *Probability* Sig (2 *tailed*) with *Asymp. sig* of 0.200 is greater than 0.05, it is concluded that the data has been normally distributed or normally distributed.

Table 5. Normality Test *Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[b]	Mean	.0000000
	Std. Deviation	1,56942766
Most Extreme Differences	Absolute	,045
	Positive	,045
	Negative	-,043
Test Statistic		,045

Asymp. Sig. (2-tailed)	,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Showed that the variable quality of service and infrastructure was free from multicollinearity, which was indicated by a value *tolerance* > 0.10 or a VIF value < 10. Based on the *output of SPSS 20.0* in Table 6, the multicollinearity test results in The section *Collinearity Statistics* show that the two independent variables have a number *Tolerance* of 0.740 which is greater than 0.10. While the VIF value of 1.351 is smaller than 10. Thus, the results do not exceed the permissible limits of the values *Tolerance* and VIF, it can be concluded that the resulting regression model does not have multicollinearity problems.

Table 6. Multicollinearity Test

	Coefficients[a]		
		Collinearity Statistics	
Model		Tolerance	VIF
1 (Constant)			
Quality of Service		,740	1,351
Infrastructure		,740	1,351

a. Dependent Variable: Visitors' Interest

The heteroscedasticity test aims to test whether in the regression model there is an inequality of *variance* from the residuals of one observation to another observation. If the *variance is* fixed then there is homoscedasticity and if it is different then there is a heteroscedasticity problem. A good regression model is a homoscedasticity or there is no heteroscedasticity. One way to find out whether there is heteroscedasticity in a multiple linear regression model is by looking at the graph *scatterplot* between the predicted value of the dependent variable, namely SRESID, and the *residual error,* namely ZPRED. If there is no certain pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The graph *scatterplot* in this study is shown in the following graph:
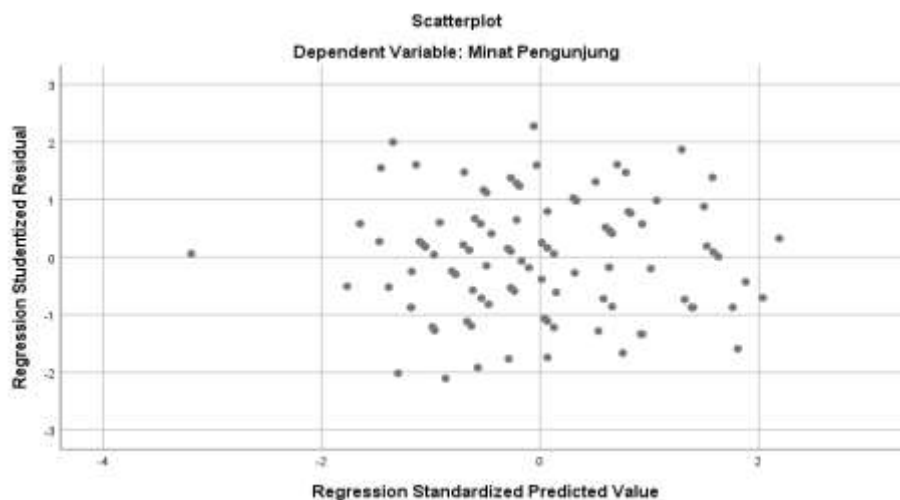

Figure 2. *Heteroscedasticity Test Graph Scatterplot*

Judging from the results of the heteroscedasticity test with the graph, it can be *scatterplot* seen that the points spread randomly and are spread both above and below the number 0 on the Y-axis. Thus it is stated that the model in this regression, there were no symptoms of heteroscedasticity. Based on the classical assumption test, it can be seen that the data obtained from any questionnaire has met the normality test, multicollinearity test, and heteroscedasticity test, so the data has met the requirements for multiple linear regression analysis.

4.4 Hypothesis Testing

After the data meets the classical assumption test, then the final stage of testing is testing the hypothesis. In this study, multiple linear regression analysis was used to test the effect of the independent variables on the dependent variable. The general form of the multiple linear regression equation is as follows:

Table 7. Test Results of Multiple Linear Regression Analysis

	Coefficients[a]		
	Unstandardized Coefficients		Standardized Coefficients
Model	B	Std. Error	Beta
1 (Constant)	-5,859	1,789	
Quality of Service	,071	,023	,188
Infrastructure	,552	,044	,755

a. Dependent Variable: Visitor Interest

Source: data processing *SPSS 20.0* (2021)

Based on *SPSS 20.0 output* in table 7, the value is *constant* -5.859, coefficient X_1 = 0.071 and coefficient X_2 = 0.552. So the multiple linear regression equation for the effect of service quality and infrastructure on visitor interest is $Y = -5.859 - 0.071X_1 + 0.552X_2$. Based on the equation of the multiple linear regression model, it can be concluded that:

1. The constant value is -5.859. This means that this number indicates that if the quality of service (X_1) and infrastructure (X_2) is 0 or not present, then the value of visitor interest (Y) will decrease by -5.859.
2. Variable quality of service$(X-1)$ had a regression coefficient of 0.071. This coefficient value shows a positive relationship between service quality and visitor interest. This means that if service quality is increased by 1%, it will increase visitor interest by 0.071 with the assumption that other independent variables, namely facilities and infrastructure are considered constant or fixed.
3. The variable of facilities and infrastructure (X_2) has a regression coefficient value of 0.552. This coefficient value shows a positive relationship between facilities and infrastructure on visitor interest. This means that if there is an increase in facilities and infrastructure by 1%, it will increase visitor interest by 0.552 assuming the other independent variable, namely the quality of service is considered constant or fixed.

Hypothesis testing in this research includes partial tests and simultaneous tests. Partial testing (t-test) was conducted to determine whether the quality of service and infrastructure partially affect the interest of visitors (individuals). The acceptance or rejection of the hypothesis is done with the criteria, if the statistical significance value is > 0.05, then Ho is accepted, meaning that an independent variable individually does not affect the dependent variable. On the other hand, if the t-statistical significance value is <0.05, then Ho is rejected, meaning that an independent variable individually affects the dependent variable.

Table 8. Partial Test Results (t-test)

Coefficients [a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-5.859	1.789			-3.275,001,
Quality of Service		071,023,	188		3.124,002,
Infrastructure		552,044,	755	12.560,	000

a. Dependent Variable: Visitor Interest

Source: Results of data processing *SPSS 20.0* (2021)

From the *output of SPSS 20.0* in table 8 above, the results of the t-test are:
1. Significant value of t X_1 = 0.002. The result of the significant value of t X_1 is less than 0.05 or 0.002 < 0.05, it is concluded that Ho is rejected and Ha is accepted, meaning that service quality partially or individually has a positive and significant effect on visitor interest. The conclusion is that the first hypothesis is accepted.
2. Significant value t X_2 = 0.000. The result of the significant value of t X_2 is less than 0.05 or 0.000 < 0.05, it is concluded that Ho is rejected and Ha is accepted, meaning that the infrastructure partially or individually has a positive and significant effect on visitor interest. The conclusion is that the second hypothesis is accepted.

To test the third hypothesis, the analysis of the F test is used. The F test shows whether all the independent variables included in the regression model have a joint impact on the dependent variable. The following are the results of the analysis of the F statistical test with the help of the SPSS program.

Table 9. Simultaneous Test Results (Test F)

ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	705,357	2	352,678	140,202	000 [b]
Residual	236.458	94	2,516		
Total	941,814	96			

a. Dependent Variable: Visitor Interest

b. Predictors: (Constant), Infrastructure, Quality of Service

Source: Results of data processing *SPSS 20.0* (2021)

Based on the *output of SPSS 20.0* in table 9 above, it shows a significance value of 0.000 F. The test criteria determine that if the probability value (Sig) < 0.05, therefore because 0.000 < 0.05, the research hypothesis is accepted. It can be concluded that the independent variables of service quality and infrastructure simultaneously have a significant effect on the dependent variable of visitor interest. In conclusion, the third hypothesis is accepted. Furthermore, the coefficient of determination ($R^{2)}$) aims to measure how far the regression model is in explaining the variation of the dependent variable.

Table 10. Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1,	865 [A.]		749,744	1,586

a. Predictors: (Constant), Infrastructure, Service Quality

b. Dependent Variable: Visitor Interest

Source: Results of data processing *SPSS 20.0* (2021)

From the *output of SPSS 20.0* in table 10, the coefficient of determination shows that the value of *Adjusted R Square* = 0.744 or 74.4%. This shows that the total variation of the visitor interest variable caused or influenced by the service quality variable and infrastructure is 74.4%. While the rest of 25.6% is influenced by other factors not explained in this study, tourism atmosphere, environment, tourist image, and so on.

V. Conclusion

Based on the results of the research and discussion described in the previous chapter, it can be concluded that service quality has a positive and significant effect on visitor interest in Cemara Island tourism in Brebes. Visitor interest is an impulse that results in someone's attention or interest in a tourist attraction. Interest in visiting a tour is an activity that is self-selected and fun so that it can form a habit in a person to visit again. The purpose of travel is carried out solely for fun without earning a living in the City State or tourist area visited so that the quality of services and infrastructure needs to be taken into account by the tourism object manager.

Cemara Island Tourism is a stretch of Sand Island that emerged due to the influence of natural phenomena. Initially unused, then planted with pine trees and finally managed by residents who are under the auspices of the Wana Lestari Natural Resources Conservation Farmer Group and the Tourism Awareness Group (Pokdarwis) of Sawojajar Village as tourist attractions that offer beach exploration and spot selfies. Management that is less than optimal from Cemara Island causes the quality of service to be less attention, it is inconsistent, sometimes the quality of service is good but there are times when the quality of service is lacking so that it affects the interest of visitors. Likewise, facilities and infrastructure on Cemara Island need maintenance, and the facilities and infrastructure are always in good condition because facilities and infrastructure have a positive effect on visitor interest. It can be said that if the facilities and infrastructure are good or in new condition or according to existing standards, it will increase the interest of visitors. However, if the facilities and infrastructure are not well maintained, it will cause the facilities and infrastructure to not function optimally which in turn can reduce the interest of visitors.

The results of this study are expected to be input and evaluated for the management of Cemara Island to always maintain the quality of services and carry out maintenance on facilities and infrastructure as well as additional facilities and infrastructure that meet tourism standards. On the other hand, currently, the source of tourism development funds is only supported by self-help groups and the government budget (related agencies) only when there are activities. For this reason, it is hoped that the Brebes Regency Government can allocate the Regional Revenue and Expenditure Budget for the development of Cemara Island Tourism.

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