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FACTORS THAT INFLUENCE INTEREST DIVING TOURS ON WEH ISLAND

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ABSTRACT
Indonesia's diving tourism ranks second among the World's Best Diving Destinations, according to Scuba Diving magazine readers' choices in 2019. Weh Island, in particular, is noted for its significant potential in diving tourism. This study aims to empirically evaluate the impact of attraction, facilities, and accessibility on diving interest at Weh Island. The research targeted individuals with diving certifications, using purposive sampling to gather responses from 97 participants. A quantitative approach was employed, utilizing SmartPLS software for analysis. The results indicate that attraction has a direct positive effect on diving interest, with a significance value of 0.001 (<0.05), suggesting that an increase in attraction leads to a 42.4% rise in visiting interest. Similarly, facilities also have a direct positive effect on diving interest, with a significance value of 0.000 (<0.05), implying that improved facilities result in a 35.3% increase in visiting interest. The implications of this study highlight the important role of attractions and facilities in increasing diving interest. This implies that improving these factors can significantly increase tourist interest in Weh Island. Stakeholders in the dive tourism sector should focus on improving attractions and facilities to increase this potential and attract more divers. Further research could explore the impact of accessibility and other factors on dive tourism to provide a more comprehensive understanding of tourist interest.

Keywords: Attraction, Facility, Interested to Visit, Weh Island.

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INTRODUCTION

The benefits of a growing tourism destination include increasing the number of jobs, reducing the number of unemployed, and improving community welfare (Novitaningtyas et al., 2022). This is indicated by the number of domestic tourist trips in 2022, growing by 19.82% compared to the previous year (Statistics, 2023). Indonesia is the largest archipelago in the world, with an ocean area of 5.8 million square km and a coastline length of 81,000 km. It has extraordinary marine resources. Indonesia, with a potential 3⁄4 of its territory in the sea, is known as the world's largest archipelago, with around 17,508 islands (Riska et al., 2020). The number of islands in Indonesia provides advantages that can be developed into marine tourism objects. Marine tourism is a source of utilization located in coastal and marine areas (Leonard Manaloe et al., 2020).. One of the most popular marine tourism activities is diving tourism. Indonesia's diving tourism is ranked second in the World's Best Diving Destinations based on readers' choices in Scuba Diving magazine in 2019. According to (Malik & Sirait, 2021), diving tourism is a swimming activity to explore the natural beauty of the sea with a breathing apparatus to survive in the sea for a longer time. Many areas in Indonesia have been developed into sites for diving tourism; one of the areas in Indonesia that has great potential for this diving activity is Weh Island.

Weh Island is one of the regions in the Province of Nangroe Aceh Darussalam, and it has a geographical location at the western end of the Republic of Indonesia archipelago. It has diverse natural potential on land and in the sea and distinctive and beautiful characteristics. The area of Weh Island is ± 39,375, with boundaries to the north with the Bay of Bengal, south with the Indonesian Ocean, east with the Malacca Strait, and west with the Indian Ocean. Weh Island has considerable and varied tourism potential with the characteristics of the area surrounded by the sea (Agus, 2019). The current condition of tourism on Weh Island is still affected by the COVID-19 pandemic. (Sugihamretha, 2020)This is reflected in the number of tourist visits to the Sabang City Tourism Office. There was a decrease in the number of tourists, but with the reduced spread of the COVID-19 virus in 2022, the graph of tourist visits has begun to show a fairly good increase.

Table 1. Number of Tourist Visits to Weh Island in 2018-2022

Year	Total
2018	739.333
2019	620.694
2020	126.290
2021	155.253
2022	254.048

Source: Sabang City Tourism Office 2023

The decline in tourist visits also impacts the income of tourism sector business actors. This condition also occurs on Weh Island. Therefore, it is necessary to identify factors that are expected to influence diving tourism interest. If the number of diving tourist visits increases, it is hoped that diving tourism destinations on Weh Island can develop and be sustainable.

One factor that has been shown to influence interest in diving tourism is attractiveness. If attractiveness increases, tourists' interest in visiting will also increase (Marpaung, 2019); (Indriastuty et al., 2020). The 3S should be used to measure the attraction of tourist destinations: something to see, something to do, and something to buy (Purba & Simarmata, 2018). Based on this, tourist attractions are considered factors that influence diving tourism interest on Weh Island.

A facility is a service that a tourist destination offers to help or facilitate visitors' activities there. Tourists will return to a location if it has sufficient amenities, upholds service standards, and pleases them (Irawan et al., 2021). Previous research explains that facilities affect visitor interest (Murdani & Martha, 2023); (Aini & Purwanto, 2023). Conversely, based on research (AMINAH, 2020), facilities do not significantly affect visiting interest.

However, there are gaps in some previous research results. Therefore, the relationship between tourist attractions and diving tourism interests and the facilities that are related to diving tourism interests needs further research. The study results can be used as evaluation material for managers of diving tourism destinations on Weh Island to determine the factors that can increase diving tourism interest. Suppose the number of diving tourist visits increases. In that case, it is hoped that the diving tourism area on Weh Island can continue to develop and be sustainable to provide benefits for improving the welfare of the surrounding community.

Based on the background that has been described, that is why the researcher is very interested in researching with a study entitled "Factors That Affect The Interest in Diving Tourism on Weh Island”

METHOD

This research was conducted in September - November 2023. The research method was carried out using quantitative research methods. The quantitative approach is used to examine a specific sample of a population where data collection uses research instruments, and the data that has been collected is analyzed statistically or quantitatively (Sugiyono, 2013). The data collection used is divided into two ways, namely:

Primary Data Collection

Secondary and primary data collection was carried out by distributing online questionnaires in the form of perform to respondents to determine their interest in diving tourism on Weh Island.

Secondary Data Collection

This is one indirect way of obtaining the necessary data. Surveys in this way are carried out using literature study techniques published online by the Tourism Office, scientific journals, and others.

This study uses a measurement tool, namely the Likert scale. The Likert scale is used to gauge an individual's or a group's attitudes, beliefs, and perceptions on social issues (Sugiyono, 2013). Researchers created a questionnaire regarding diving tourism on Weh Island, which was given to participants in the study. The questionnaire included five levels total on a scale, and the results were broken down into the following categories:

1) Strongly Agree (SS): with a score of 5
2) Agree (S): With a score of 4
3) Neutral (N): with a score of 3
4) Disagree(TS) :with score2
5) Strongly Disagree (STS): with a score of 1

The sampling technique involves distributing type forms through chat applications and groups such as WhatsApp and Instagram to target people with diving certifications. From the results of the distribution of the typeform, there were 97 respondents. After the data is collected, it is compiled into a similar table for further quantitative processing. Ninety-seven respondents were obtained based on surveys/questionnaires and interviews. The sample respondents are dive tourists who have special diving certifications. This research uses non-probability sampling techniques because the population is unknown, and purposive sampling is a sampling technique that considers reaching respondents who are easiest to provide information. (Suhartanto et al., 2018). The questionnaire used is a closed question type consisting of 10 question items for the tourist attraction variable, 10 for the facility variable, and 7 for the tourist interest variable. The following is the questionnaire used in this study.

Table 2. Operational variables

Variables	Item	Indicator
Attractiveness	DT1	The sea used as a diving tourism spot must have an abundant variety of fish species.
	DT2	The sea used as a diving tourism spot must have extensive coral reefs.
	DT3	Seas used as dive tourism spots must have restrictions on fishing practices.
	DT4	People and divers are not allowed to take marine life or damage the marine environment, a dive tourism spot.
	DT5	The sea used as a diving tourism spot must have good visibility.
	DT6	Dive spots should protect shipwrecks and historical artifacts in the sea.
	DT7	Dive spots should have strict regulations on the illegal use of dynamite or nets.
	DT8	Seas that are used as dive tourism spots must have strict nature reserves.

Variables	Item	Indicator
Facilities	DT9	Seas used as dive tourism spots must be safe for divers.
	DT10	Seas that are used as tourist spots must have development restrictions so that sustainability is maintained.
	FAS1	Dive attractions must have a reception desk for check-in and check-out.
	FAS2	The dive site should have a swimming pool used for amateur diver training.
	FAS3	Dive tourism sites must have dive centers.
	FAS4	Dive sites should have areas for other sports.
	FAS5	Dive tourism sites should provide a multipurpose room that can be used as a place to learn theories.
	FAS6	Dive sites should offer indoor and outdoor activities in addition to diving.
	FAS7	The dive site must have sufficient parking space.
	FAS8	There should be lodging/hotels in the dive site area.
	FAS9	There should be a minimarket in the dive site area.
	FAS10	Must have a restaurant in the dive site area
Interest in visiting	MB1	I am interested in doing diving tourism on Weh Island because I want to see the uniqueness, authenticity, and beauty of the underwater world.
	MB2	I am interested in visiting Weh Island because I want to enjoy the diving tourism facilities and infrastructure.
	MB3	I am interested in visiting Weh Island for fun (recreation)
	MB4	I am interested in visiting Weh Island because of its attractiveness.
	MB5	I am interested in conducting diving tourism on Weh Island to learn how it differs from other dive sites.
	MB6	I am interested in diving tourism on Weh Island because I am bored with routine activities and want tranquility.
	MB7	I am interested in doing diving tourism on Weh Island to find new experiences and friends.

Partial Least Square (SEM-PLS) is a structural equation modeling technique for data processing and analysis. An analytical method used to test theories and identify the link between independent and dependent variables is called structural equation modeling, or SEM. In structural equation modeling (SEM), the Smart-Partial Least Square (SmartPLS) version 3.3.7 software is used for data processing. Two assessment model evaluations are employed in the implementation: Evaluation of the Measurement or Outer Model and the Structural or Inner Model. The outer model consists of convergent validity observed through loading factor> 0.5, discriminant Validity, which includes (1) AVE (Average Variance Extracted) value, and (2) Fornell Larcker criterion measurement. Reliability testing includes (1) Composite Reliability and (2) Cronbach's alpha. Inner model measurement is by using (1) the coefficient of determination (R2) and (2) VIF (variance inflation factor). In order to assess the direction of the link between the variables and the degree of significance of the association, the original sample estimates (O) value, t-statistics (T), and p-values (P) are examined during the hypothesis testing process.

RESULTS AND DISCUSSION

Table 3. Characteristics of respondents

Gender	Frequency	Percentage (%)
Male	77	74.76
Female	26	25.24
Age		
< 20	1	0.97
20 - 30	27	26.21
31 - 40	38	36.89

Gender	Frequency	Percentage (%)
41 - 50	22	21.36
> 50	15	14.56
Dive Agency		
Lunar dive resort	1	0.97
PADI	64	62.14
POSITION	5	4.58
RAID	17	16.50
SSI	16	15.53
Certification level		
Advanced	21	20.39
dive master	16	15.53
instructor	26	25.24
open water	25	24.27
rescue	15	14.56

Table 4. Descriptive statistics of latent variable constituent items

Variables	Item	Mean	Median	Min	Max	Standard Deviation
Attractiveness	DT1	4.204	5	1	5	1.027
	DT2	4.155	4	1	5	1.031
	DT3	4.650	5	1	5	0.720
	DT4	4.767	5	1	5	0.727
	DT5	4.320	5	1	5	0.895
	DT6	4.718	5	1	5	0.769
	DT7	4.874	5	1	5	0.586
	DT8	4.359	5	1	5	0.923
	DT9	4.738	5	1	5	0.638
	DT10	4.757	5	1	5	0.675
Facilities	FAS1	3.825	4	1	5	1.092
	FAS2	3.553	4	1	5	1.229
	FAS3	4.534	5	1	5	0.810
	FAS4	3.087	3	1	5	1.158
	FAS5	3.641	4	1	5	1.139
	FAS6	3.621	4	1	5	1.116
	FAS7	3.699	4	1	5	1.113
	FAS8	4.301	5	1	5	0.912
	FAS9	3.913	4	1	5	0.996
	FAS10	4.087	4	1	5	1.006
Interest in visiting	MB1	4.563	5	1	5	0.784
	MB2	4.301	5	1	5	0.857
	MB3	4.340	5	1	5	0.876
	MB4	4.369	5	1	5	0.903
	MB5	4.466	5	1	5	0.798
	MB6	4.165	4	1	5	0.966
	MB7	4.272	5	1	5	0.957

Based on the results of frequency statistical analysis, it shows that 103 respondents consisted of 77 men, or 74.76%, and 26 women, or 25.24%, where the highest age distribution was 31-40 years old, as many as 38 people or 36.89%, while 20-30 years old was 27 people (26.21%), and 41-50 years old was 22 people (21.36%). While diving agency respondents mostly belong to PADI, as many as 64 people (61.14%), and most have instructor-level certification and open water, as many as 26 people (25.24%) and 25 people (24.27%), respectively. In addition, based on the results of descriptive statistical analysis show that the attractiveness variable consisting of 10 items has a mean value

ranging from 4.15 - 4.87, the facility variable consisting of 10 items has a mean value of 3.08 - 4.53, and the visiting interest variable consisting of 7 items has a mean value of 4.16 - 4.56. This shows that the attraction variable has a higher mean value range than the facility variable and visiting interest.

Convergent validity

The convergent validity test is used to confirm that the responses to each latent variable in this study are interpreted by respondents in the same way as intended by the researcher. The convergent validity value is used to determine the validity of a construct. Indicators are valid if the factor loading value exceeds 0.5 (J. Hair et al., 2010).

Table 5. Loading factor value

Variables	Item	Outer loading	Description
Attractiveness	DT1	0.566	Valid
	DT10	0.850	Valid
	DT2	0.593	Valid
	DT3	0.794	Valid
	DT4	0.842	Valid
	DT5	0.703	Valid
	DT6	0.775	Valid
	DT7	0.831	Valid
	DT8	0.749	Valid
	DT9	0.722	Valid
Facilities	FAS1	0.689	Valid
	FAS10	0.705	Valid
	FAS2	0.740	Valid
	FAS3	0.742	Valid
	FAS4	0.539	Valid
	FAS5	0.793	Valid
	FAS6	0.721	Valid
	FAS7	0.765	Valid
	FAS8	0.704	Valid
	FAS9	0.771	Valid
Interest in Visiting	MB1	0.786	Valid
	MB2	0.865	Valid
	MB3	0.846	Valid
	MB4	0.906	Valid
	MB5	0.860	Valid
	MB6	0.749	Valid
	MB7	0.814	Valid

Based on the data presentation in the table and figure above, it is known that the latent variable attractiveness consisting of 10 items has an outer loading value ranging from 0.566 - 0.850, while the facility variable consisting of 10 items has an outer loading value ranging from 0.689 - 0.765, and the visiting interest variable consisting of 7 items has an outer loading value ranging from 0.786 - 0.906. This shows that all items that comprise the latent variable are classified as valid because they have a loading factor value> 0.50.

Discriminant Validity

Discriminate validity measures how far a construct is truly different from other constructs. A high discriminant validity value proves a construct is unique and can capture the measured phenomenon. The AVE (Average Variance Extracted) value is used to determine the validity value of

a construct. The AVE (Average Variance Extracted) criterion for a variable to be valid must be above 0.50 (J. Hair et al., 2010).

Table 6. Indicator Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Attractiveness	0.560
Facilities	0.518
Interest in Visiting	0.695

The latent attractiveness variable has an average variance extracted value of 0.560. In contrast, the facility variable has an AVE value of 0.518, and the visiting interest variable is 0.695. Based on the results of validity analysis through the average variance extracted indicator, it has an AVE value> 0.5 on all latent variables, so it is classified as valid.

In addition to using AVE, Fornell-Larcker criteria and cross-loading can also be employed to determine discriminant validity. The Fornell-Larcker criterion involves comparing the square root of the AVE for each construct with the correlations between that construct and other constructs in the research model. A construct is considered to have good discriminant validity if the square root of its AVE is greater than the correlation between it and other constructs. In that case, the discriminant validity is declared good.

Table 7. Discriminant Validity Value (Fornell-Larcker Criterion) and the root of the Average Variance Extracted

	Attractiveness	Facilities	Interest in Visiting
Attractiveness	**0.748**		
Facilities	0.634	**0.720**	
Interest in Visiting	0.648	0.622	**0.834**

When viewed from the AVE Root value (bold), it has a greater value in the construct than in other variables. This value indicates that the variable is classified as valid. The AVE root value on the attractiveness variable is 0.748, the facility variable is 0.720, and the interest in visiting is 0.834.

Cross loading

Discriminant validity can be assessed by examining the cross-loading values of the construct measurements. These values indicate the strength of the correlation between each construct and its own indicators, as well as between its indicators and those from other constructs. A measurement model is considered to have good discriminant validity if the correlation between a construct and its own indicators is greater than the correlation between the indicators of different constructs. The following is a test of discriminant validity using the cross-loading method.

Table 8. Cross loading value

	Attractiveness	Facilities	Interest in Visiting
DT1	**0.566**	0.504	0.346
DT10	**0.850**	0.454	0.569
DT2	**0.593**	0.509	0.389
DT3	**0.794**	0.481	0.521
DT4	**0.842**	0.429	0.510
DT5	**0.703**	0.444	0.404
DT6	**0.775**	0.476	0.532
DT7	**0.831**	0.481	0.529
DT8	**0.749**	0.542	0.541
DT9	**0.722**	0.476	0.439
FAS1	0.346	**0.689**	0.392

	Attractiveness	Facilities	Interest in Visiting
FAS10	0.510	**0.705**	0.435
FAS2	0.457	**0.740**	0.388
FAS3	0.591	**0.742**	0.582
FAS4	0.170	**0.539**	0.243
FAS5	0.474	**0.793**	0.490
FAS6	0.355	**0.721**	0.463
FAS7	0.354	**0.765**	0.390
FAS8	0.641	**0.704**	0.543
FAS9	0.465	**0.771**	0.396
MB1	0.518	0.433	**0.786**
MB2	0.599	0.540	**0.865**
MB3	0.502	0.532	**0.846**
MB4	0.530	0.575	**0.906**
MB5	0.540	0.543	**0.860**
MB6	0.527	0.534	**0.749**
MB7	0.556	0.457	**0.814**

The cross-loading results show that the attraction variable has the highest correlation value in the DT1-DT10 indicator, while the facility variable has the highest correlation value in the FAS1-FAS10 indicator, and the visiting interest variable has the highest correlation value in the MB1-MB7 indicator. Thus, based on cross-loading testing, the latent variable constituent items are classified as valid.

Reliability

The reliability test is carried out to know the research instrument items, in this case, the research questionnaire used for tools in this study. Suppose the research instrument item is used twice to measure the same symptoms. In that case, the research instrument item will provide consistent measurement results. The research instrument's reliability in this study was assessed using both composite reliability and the Cronbach's Alpha coefficient. Composite Reliability is an index that shows how much a measuring device can be trusted to be reliable. Data that has composite reliability> 0.7 has high reliability. Meanwhile, a variable can be declared reliable or meet Cronbach's alpha if it has a Cronbach's alpha value> 0.7. The classification of reliability categories using Cronbach's alpha indicator is as follows: (1) a scale of 0 - 0.2 is categorized as very unreliable, (2) 0.21-0.41 is categorized as unreliable, (3) 0.42-0.60 is moderately reliable, (4) 0.61-0.80 is categorized as reliable, and 0.81-1.00 is categorized as very reliable (Viorentina, 2023).

Table 9. Composite reliability and Cronbach's alpha values

Variables	Cronbach's Alpha	Composite Reliability
Attractiveness	0.911	0.926
Facilities	0.896	0.914
Interest in Visiting	0.926	0.941

Based on the data presented in the table above, Cronbach's alpha value of each research variable ranges from 0.896 to 0.926, which is classified as very reliable. Meanwhile, the composite reliability value is 0.914 to 0.926, which is classified as reliable.

Inner model measurement model

The structural model (or inner model) represents the pattern of relationships among research variables. This model is assessed by examining the coefficients between variables and the coefficient of determination (R^2). The R^2 value essentially gauges the extent to which the model can account for variations in the dependent variable. A value nearing 1 indicates that the independent variables

almost fully account for the variations observed in the dependent variable. According to Chin's classification, the R^2 value is considered strong if it exceeds 0.67, moderate if it falls between 0.33 and 0.67, weak if it is between 0.19 and 0.33, and very low if it is below 0.19. (J. F. Hair et al., 2021). The R-square value can be seen in the following table:

Table 10. R-square value

	R Square
Interest in Visiting	0.494

Based on this table, it can be seen that the R-square value of the endogenous variable of visiting interest is 49.40%. This shows that the effect of attractiveness and facilities on visiting interest is 49.40%.

In addition, in VIF (Variance Inflation Factor) measurement, according to (J. et al. et al., 2021), VIF values above 5 indicate the presence of collinearity symptoms in the research model. The table shows that all variables in this study have a VIF value <5, which means that this study is free from collinearity symptoms.

Table 11. Collinearity Statistics (Inner VIF Values)

Attractiveness	Interest in Visiting
Facilities	1.672
Interest in Visiting	1.672

The analysis results show that the latent variables of attraction and facilities have a VIF value on visiting interest of 1,672 and 1,672, respectively. All exogenous variables have a VIF value < 10, which shows that the latent variable is free from collinearity symptoms.

Q SQUARE

Q^2 (predictive relevance) is performed using the blindfolding analysis method. Q-square can explain the predictive relevance of the dependent variable to the independent variable. The threshold value in testing Q^2 (predictive relevance) is 0.02 for small influence, 0.15 for medium influence, and 0.35 for large influence. The following are the results of the Q-Square in the study.

Table 12. Q square test

	S	SSE	Q^2 (=1-SSE/SSO)
Attractiveness	1030.00	1030.00	
Facilities	1030.00	1030.00	
Interest in Visiting	721.00	493.42	0.316

Based on the table above, it is known that the QSquare value on the endogenous variable of visiting interest is 0.316. These results mean that the amount of data diversity explained by this research model is 31.6%. When classified, the Qsquare value of visiting interest is classified as having a moderate influence because the resulting value is> 0.17.

Hypothesis Test

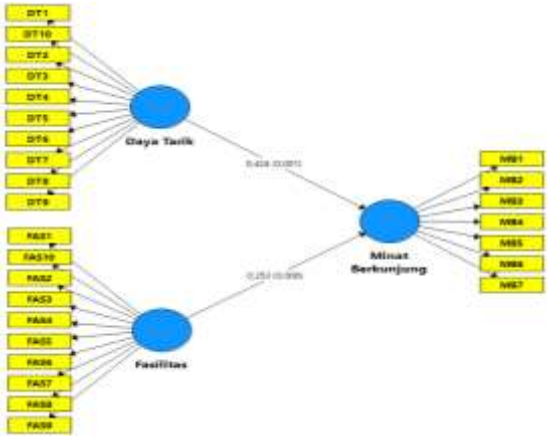

Table 4. Hypothesis Test Results of Direct Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Attraction -> Interest in Visiting	0.424	3.435	0.001
Facility -> Interest in Visiting	0.353	3.948	0.000

Based on the results of the analysis on hypothesis testing, it shows that

1. H1: Attractiveness has a direct positive effect on visiting interest. Hypothesis 1 is accepted because it has a p-value of 0.001 or <0.05 and a t-statistic value of 3.435 or> 1.96, so attractiveness positively affects visiting interest of 0.424. The more attractiveness increases, the more interest in visiting will increase by 42.4%.
2. H2: Facilities have a direct positive effect on visiting interest. Hypothesis 2 is accepted because it has a p-value of 0.000 or <0.05 and a t-statistic value of 3.948 or> 1.96, so facilities positively affect visiting interest of 0.353. The more facilities there are, the more interest in visiting will increase by 35.3%.

H1: The effect of tourist attraction on visiting interest

The analysis results show that attractiveness has a direct positive effect on visiting interest of 0.424. This is because it has a p-value of 0.001 or <0.05 and a t-statistic value of 3.435 or> 1.96, so attractiveness positively affects visiting interest of 0.424. The more attractiveness increases, the interest in visiting will increase by 42.4%. When viewed in research shows that tourist attractions include the sea that is used as a dive tourism spot, which has a variety of abundant fish species, has extensive coral reefs, the sea that is used as a dive tourism spot has good visibility, dive tourism spots protects shipwrecks (shipwrecks) and historical artifacts in the sea, dive tourism spots have strict rules about not allowing the illegal use of dynamite or nets, the sea that is used as a dive tourism spot has a strict nature reserve, is safe for divers, and has development restrictions so that sustainability is maintained. These tourist attractions can affect tourists' interest in visiting them. This is because tourists have an interest in visiting diving tourism on Weh Island. After all, they want to see the uniqueness, authenticity, and beauty of the underwater; tourists want to enjoy the available diving tourism facilities and infrastructure and are interested in visiting to have fun (recreation); tourists are interested in doing diving tourism to find new experiences and friends and because they are bored with routine activities and want to find peace. These results align with research conducted by (Normalasari et al., 2023) which reveals that tourist attraction influences interest in tourist visits. This explains that if a tourist attraction has an attraction that includes

originality, diversity, security (rarity), and the integrity of the tourist attraction, it is able to influence the interest of tourist visits. Tourism attraction is an important factor for destinations in bringing in tourists. This is because the elements contained in tourist attractions, which include originality, diversity, security, and wholeness, can influence the interest of tourist visits (Normalasari et al., 2023). According to (Sucipto, 2022), tourist attraction is the main motivation for tourists to visit an attractive place in the eyes of visitors based on its beauty and uniqueness. According to (Murdani & Martha, 2023), attractiveness is one of the main factors for tourists who want to make tourist visits, with a good attraction that is presented to tourists resulting in a better interest in visiting, meaning that the better the tourist attraction of a tourist attraction, the more tourists will want to visit.

H2: The effect of facilities on visiting interest

The analysis results show that the facility has a direct positive effect on visiting interest of 0.353. This is because it has a p-value of 0.000 or <0.05 and a statistical t-value of 3.948 or> 1.96, so the facility has a positive effect on visiting interest of 0.353. The more facilities there are, the more interest in visiting will increase by 35.3%. When viewed in research shows that tourist facilities include tourist attractions having a reception desk for checking in and checking out, having a swimming pool used for training amateur divers, having a dive center, having an area for other sports, providing a multipurpose room that can be used as a place to study theory for amateur divers, offering indoor and outdoor activities other than diving activities, having sufficient parking space, having lodging/hotels in the dive tourism location area, having a minimarket in the dive tourism location area, having a restaurant/restaurant in the dive tourism location area. Fully available facilities at tourist sites influence tourists to be interested in visiting. This shows that tourist facilities are one of the shapers of creating a sense of interest in visiting because the fulfillment of good tourist facilities will increase interest in visiting (Lestari et al., 2022). Facilities are everything that visitors need while in a tourist spot so that visitors feel comfortable and happy to visit. Therefore, the manager of the tourist attraction must be able to provide regular improvement and maintenance of the facilities provided so that visitors feel safe and comfortable (Sari & Suyuthie, 2022). According to (Murdani & Martha, 2023), facilities such as facilities and infrastructure support tourists when visiting a tourist attraction and make it easier for tourists to carry out their activities because if the facilities provided by the tourist attraction manager are completely adequate and comfortable to use, there is a sense of satisfaction for tourists when visiting the tourist attraction.

CONCLUSION

Based on the results and discussions that have been explained, it can be explained that attraction has a direct positive effect on the interest of visiting, with the Significance value being 0.001 or <0.05 so that the increased attraction, the interest in visiting will increase by 42.4%. In addition, the facility has a direct positive effect on the interest in visits with a significance value of 0.000 or <0.05, so that with the increase in the facility, the interest in visits will increase by 35.3%. It is hoped that managers and stakeholders will be more active in posting about the uniqueness of Weh Island diving tourist attractions and inviting tourists who have visited to be more active in recommending diving tours through social media in an effort to attract tourists.

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