TERNATE CITY TOURISM ANALYSIS (CASE STUDY OF JIKOMALAMO BEACH)

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ARTICLE INFORMATION

ABSTRACT

The aims of this study are to examine and analyze the effect of a tourist attraction on tourist visits at Jikomalamo beach, to test and analyze the effect of service quality on tourist visits at Jikomalamo beach, and to test and analyze the effect of comfort on tourist visits at Jikomalamo beach, Ternate City. The number of research samples is 30 people. The test tool used is multiple linear regression analysis. The study shows that the tourist attraction variable (X1) t-probability value of 0.290 is greater than the real level of 0.05, so it can be concluded that the variable has a negative and insignificant effect on tourist visits. Moreover, the service quality variable (X2) the probability t-value of 0.000 is smaller than the real level of 0.05 so it can be concluded that the service quality variable has a positive and significant effect on tourist visits. The convenience variable (X3) has a probability t-value of 0.003 which is smaller than the significance level of 0.05, so it can be concluded that the comfort variable has a positive and significant effect on tourist visits.

Keywords: Comfort, Quality of Service, Tourist Attraction, Tourist Visits.

INTRODUCTION

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, it is stated that tourism is the entire activity related to tourism and is multidimensional and multidisciplinary in nature that arises as a manifestation of the needs of each person and country as well as the interaction between tourists and the local community, fellow tourists, Government, Local Government, and businessmen. Indonesia is an archipelagic country with a land area of 1.86 million km2 and has a variety of natural resources. This diversity of natural resource wealth is the basic capital in development (Canti, Indrawati, & Setiawan, 2012). For Indonesia, the coastal area has a strategic meaning because it is a transitional area between land and sea ecosystems, and has very rich potential for natural resources and environmental services.

Tourism is one of the industrial sectors in the economy that has enough potential to be developed. People who visit tourism are consumers who use service products from the industry. Basically, humans want something that can make them feel happy and relaxed. For example, a trip or vacation. This type of tourism is carried out by people who want to use their day off to rest. On the other hand, tourism plays an important role, not only in Indonesia's economic development in terms of increasing foreign exchange, but also in fostering a sense of love for the homeland and introducing the nation's cultural arts and natural beauty of Indonesia.

Maluku does have a very enchanting nature, one of which is marine tourism. The Maluku area consists of small islands, each island presenting a beauty that has not been touched by many people. One of the charming beaches is Jikomalamo beach. Jikomalamo beach is located in Jikomalamo City District North Ternate, Ternate Municipality, North Maluku Province. Jikomalamo Beach has a beautiful charm of white sand and coral reefs visible from the shallow sea surface on the shoreline. The beach, which is decorated with various trees around it, has a beach lip width that is not so wide, only around 100 meters, but it paid off with all the beauty that exists either on the beach or under the sea and has a unique shape. This bay beach is hidden behind shady trees and is directly opposite Hiri Island with its calm sea. Jikomalamo Beach has to go through a winding road, the bay is decorated with simple stalls providing regional culinary delights, making visitors more and more likely to come to this place in the morning and evening. On the shoreline, you can see a stretch of blue sea which adds to the comfort for visitors who come to this place. The name Jikomalamo beach means "big headland", this is indeed the basis of the local community, due to its location in Takome Village, north of Sulamadaha beach. Jikomalamo beach may still sound foreign to some visitors, but in Ternate, North Maluku, it is already popular and even Jikomalamo beach is also one of the favorite weekend vacation spots. Ternate local visitors, especially those who like snorkeling, free diving, and diving often come to Jikomalamo beach to enjoy the clear water which has many coral reefs. Jikomalamo beach from Ternate's Sultan Babullah Airport and from the city center has easy transportation access. "Jikomalamo beach started operating in less than 6 years" (personal communication). This beach is very safe for playing, whether diving or just sitting relaxed on the sand. Jikomalamo Beach can also spoil tourist visitors to tourist attractions because it has a resting place filled with Angus stones and can provide views of Hiri Island around the beach. The location is not far from the tourist attraction on Sulamadaha beach.

A number of visitors from various regions in North Maluku prefer the Jikomalamo beach tourist attraction to enjoy a long vacation and enjoy the beach panorama because it is supported by adequate facilities. Even guests from outside North Maluku, agricultural forums of PTN Indonesia, have visited the Jikomalamo beach resort in Ternate City. Apart from the beautiful panorama and clean tourist location, this facility is also supported by structured restaurants, nice baths, and places to stay. Jikomalamo beach is also closer to Hiri Island, so most people who come to Hiri island and if the sea conditions are less favorable will come to Ternate via Jikomalamo beach. As for other tourist objects, such as Sulamadaha beach and Tolire Kecil beach, the place is not clean and the restaurant facilities are not structured. "Most visitors come on Saturdays and Sundays even though the parking lot is full. On the other days the visitors are a quiet handful, for Sulamadaha beach and Tolire Kecil beach, the number of visitors has decreased. Saturdays and Sundays, except for holidays, there are many visitors but not close to the people who visit Jikomalamo beach" (personal communication).

Research by Prawerti, Mananda, and Dewi (2015) became the basis of reference for the authors to conduct further research with the title "Tourism analysis of Ternate City, Jikomalamo beach case study", research variables of tourist attraction, service quality, comfort, and tourist visits, using multiple linear regression. From the background above, the researcher formulates a research problem that will be the goal of this study as follows: do tourist attractions, service quality and comfort affect tourist visits at Jikomalamo beach, Ternate City?

LITERATURE REVIEW

Tourism is one of the important things for a country, with the existence of tourism, a country or more specifically the Regional Government where the tourist attraction is located, gets income from the income of each tourist object (Runtunuwu, 2020). In general, tourism is a trip that is carried out temporarily, which is carried out from one place to another with the intention not to try or earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation to fulfill various desires. The definition of tourism according to Muljadi and Nurhayati (2002) is the overall activity related to the entry, stay, and movement of foreign residents inside or outside a certain country, city, or region. According to Yoeti (2008) tourism must meet the following four criteria, namely: 1) Travel is carried out from one place to another, it means travel is carried out outside the place of residence where the person usually lives. 2) The purpose of the trip is done solely for fun, without earning a living in the country, city or area visited. 3) The money spent by the tourist is taken from his country of origin, where he can stay and is not earned because of the results of his business while on a tourist trip. Moreover, the trip is carried out for at least 24 hours or more.

Seen from various points of view and also does not have definite boundaries. Many tourism experts argue the definition of tourism from various points of view, but these various definitions have the same meaning. Muljadi and Nurhayati (2002) revealed that tourism is a symptom that arises from the presence of foreigners or the whole travel relationship that is not for permanent residence and has no relationship with activities to earn a living. So that in doing his trip he only looks for things that suit his wishes and needs. Meanwhile, Hanum and Zulaikha (2013) state that the definition of tourism put forward contains several main elements. First, there is a trip made by a person or group of people from one place to another.

Second, there is an element of temporary residence in a place other than his/her place of residence. Third, the main purpose or movement of people is not to seek or earn a living in the place to be addressed. From the explanation above, it can be concluded that tourism is an activity that is supported by all facilities as well as tourism activities that benefit various parties, both tourists and visitors, the community, and the local private sector. However, from some of these definitions, it can be seen that tourism will provide benefits if it is managed optimally both by the local community, the private sector, and also tourists.

For the Ternate City Government and the local community, this place has now become a tourist attraction which then grows the economy. There are various efforts that can be done by the local community to open up business opportunities and increase income. The Jikomalamo beach area provides various recreational facilities which are currently enjoyed by many tourists. Some of the tourist facilities include speedboats, banana boots, floating restaurants, diving training, and fishing grounds which are currently in great demand by visitors. The kinds of tourist attractions owned by the Jikomalamo beach tourist attraction, result in many tourists visiting this tourist attraction. So that this tourist attraction is increasingly crowded and will bring benefits to the surrounding community who take advantage of the existence of this tourist attraction to open a business and increase income.

Tourism Objects

According to the Law of the Republic of Indonesia Number 10 of 2009, concerning Tourism, states that: "Everything that has uniqueness, beauty, and value in the form of the diversity of natural, cultural and man-made wealth that is the target or destination of tourist visits and regional tourist destinations, hereinafter referred to as tourism destinations. The definition of a tourist attraction is a place, a location for successful development which includes various feasibility, including:

1. Financial Feasibility
   This feasibility study concerns the commercial calculation and construction of the tourist attraction. The profit and loss estimate must be estimated from the beginning. return of capital must also be predicted.
2. Regional Socio-Economic
   This feasibility study was conducted to see whether the investment invested in building a tourist attraction will also have a regional socio-economic impact, can create jobs, increase foreign exchange earnings, and increase revenues in other sectors such as taxes, industry, trade, agriculture, and others. In this regard, considerations are not solely commercial but also consider the wider impact.
3. Technically feasible
   The development of a tourist attraction must be technically accountable by looking at the existing carrying capacity. There is no need to force yourself to build a tourist attraction if the carrying capacity of the tourist attraction is low. The attractiveness of a tourist attraction endangers the safety of tourists.
4. Environmentally
   Environmental impact analysis can be used as a reference for the development of a tourist attraction. The construction of a tourist attraction that causes environmental damage must be stopped. The development of tourist objects is not to damage the environment, but to use natural resources for the good of humans and to improve the quality of human life so as to create a balanced, harmonious relationship between humans and the natural environment and humans and their God.

Types of Tourism Objects
The types of tourism objects will be seen from the characteristics that are highlighted by each tourism object (Pradika, 2013). Tourist objects are grouped into three types. First, Natural attractions consist of seas, beaches, volcanoes, lakes, rivers, fauna (rare), protected areas, nature reserves, natural landscapes, and others. Second, Cultural tourism objects consist of birth ceremonies, (traditional) dances, music (traditional), traditional clothing, traditional marriages, down-to-the-field ceremonies, harvest ceremonies, cultural heritage, historical buildings, traditional relics, cultural festivals, woven fabrics (traditional), local textiles, performances (traditional), local customs, museums, and others. The last one is Artificial tourism objects which consist of sports facilities and facilities, games (kites), entertainment (comedy or acrobatics, magic), agility (horse riding), recreational parks, national parks, shopping centers, and others.

In building a tourist attraction, it must pay attention to the socio-economic conditions of the local community, the socio-cultural of the local area, religious values, customs, the environment, and the tourist attraction itself. The development of tourist objects and attractions can be carried out by the Government, business entities, or individuals by involving and cooperating with other parties. A person or group of people who travel usually just for refreshing and for a walk. Apart from that, there are those who travel with activities in the form of business matters to a certain area. There are several types of tourism based on the purpose of a person or group of people traveling on tour. According to (Pranata, 2012) the type of tourism is divided into several types, namely as follows:
1. Culinary Tourism
   This tour is not merely to fill and pamper the stomach with a variety of special dishes from tourist destinations, but also to get a great experience. Interest is also the motivation.
2. SportsTourism
   This tour combines sports activities with tourist activities. Activities in this tour can be in the form of active sports activities requiring tourists to do body movements directly. The other activities are called passive activities. Where tourists do not do body movements, but become connoisseurs and become sports lovers.
3. Commercial tourism
   Tourists who travel visit exhibitions and fairs of a commercial nature such as industrial fairs, trade shows, and so on.
4. Marine tourism
   A trip that is associated with water sports such as lakes, beaches, sea water.
5. Industrial Tourism
   Travel carried out by groups of students or students, ordinary people to an industrial place with the intent and purpose of conducting research
6. Honeymoon Tour
   A trip made for newlywed couples who are on their honeymoon with special and separate facilities for the enjoyment of the trip.
7. Nature Reserve Tour
   This type of tourism is mostly organized by travel agents or bureaus specializing in organizing tours to places or nature reserves, protected parks, mountains, regional forests, and so on, whose sustainability is protected by law. Based on several types of tourism, it can develop in the future, along with the changing interests and desires of visitors or tourists.

Tourists
According to the Law of the Republic of Indonesia Number 10 of 2009, concerning Tourism. What is meant by tourists are people who carry out tourism activities. Whatever the purpose, the trip is not to stay and not to earn a living in the place visited. Tourists can be divided into two, namely International (Foreign) and National (Domestic). Foreign tourists are people who travel outside their country and tourists within their country. Meanwhile, a Domestic tourist is an Indonesian resident who travels in the Indonesian territory outside his place of domicile, within a period of at least 24 hours or stays, except for activities that bring a living to the place visited. People referred to as visitors are people who come to visit a place or country, which consists of several people with various motivations for visiting including tourists, so not all visitors are tourists. Visitors are classified into two categories. The first one is tourists are visitors who stay temporarily for at least 24 hours in the country they visit and the purpose of their trip can be classified into Cruise (leisure) and trade relations. Cruise function is for recreational, vacation, health, study, religious, and sports purposes. Trade relations (business), family, conferences, missions, and so on. Second, a traveler (excursionist) is a temporary visitor who stays in a country visited for less than 24 hours. Characteristics of visitors can be divided into two types, namely socio-economic characteristics and travel characteristics (Smith, 1989). In this case, the characteristics of visitors have an indirect influence on tourism development. And memories obtained before, when, and after visiting a tourist attraction are expected to influence a tourist's trip to visit the tourist attraction again.

The Concept of Tourist Attractions
Law of the Republic of Indonesia Number 10 of 2009, concerning Tourism. Article 1 states Tourism attraction is something that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made resources that become the target or purpose of tourist visits. The elements contained in the above definition can be concluded that every tourist attraction has its own uniqueness and beauty. Not only that, the attraction can be in the form of nature, culture, or the work of humans who are highly artistic and worthy to be made into a product. The most important one is that the main target is tourists. Tourist attractions have the uniqueness of tourist destinations, something that can be seen by natural beauty and which can be enjoyed. Uniqueness is derived from the word unique which means the only one, second to none, incomparable, no equal, an event that has never happened or could not have been in another place, or an event that is able to hinder the attention of many people (Idea, 2010). Uniqueness comes from the word unique which means having a difference from the others and having certain characteristics that can attract tourists who have never visited.

Service Quality Concept
Service quality is the expected level of excellence and control over the expected level of excellence and control over the level of excellence to fulfill customer desires (Tjiptono, 2012). Because selling expectations in the form of services, the quality of service to tourists from a tourist attraction is very important in the framework of tourist satisfaction. This is because tourists who are satisfied with the services, especially those of good quality and good people directly such as employees of tourist attractions, sellers at tourist attractions, and people in tourist attractions. They tend to be loyal and come back again to enjoy the location, places or attractions they have visited.

The concept of State Comfort

One of the important things that rely on the tourism sector and must pay attention to is comfort. Comfort in the tourism sector is mainly influenced by climate. Variability and climate change in Indonesia affect the characteristics and patterns of visits, both national and international (Arifin, 2011). Comfort and security is an important condition in the tourism industry. Aspects in the last two decades have become an increasingly large issue and have a very large impact on the sustainability of travel and tourism activities (Kovari & Zimanyi, 2011). Threats to the comfort and safety of tourists can be influenced and caused by many factors, such as terrorist acts, local conflicts, natural disasters, social behavior, and infectious diseases. These can cause a decrease in the sense of security for tourists. Comfort and security for tourists are one of the factors that determine the decision to make a trip to a tourist destination. The factor of comfort and security in a tourism area is an added value and opportunity for tourists to visit. As UNEP (2005) stated that it is time for tourist destinations in developing countries to provide alternative travel with guaranteed safety and security for tourists during their stay or travel. Comfort is a condition that has met the basic needs of clients. This need includes the need for peace (a satisfaction that improves daily skills) (Kolcaba, 1992). According to Mahagangga, Ariwangsa, and Wulandari (2013), the safety and comfort of tourists is a condition that is expected to be stable, causing a calm feeling without being accompanied by worries when traveling to a destination and staying for some time. A threat to security and comfort is very meaningful for every tourist because they are looking for travel satisfaction not looking for problems in traveling Mahagangga, Ariwangsa, and Wulandari (2013). Security and comfort are very important for this reason because if a tourist attraction is not safe and comfortable it can harm the tourists themselves, both physically and financially.

Tourism Against Community Welfare

Law of the Republic of Indonesia Number 10 Year 2009, concerning Tourism. It states that tourism development as part of national development has objectives, among others, to expand and equalize business opportunities, employment opportunities, and people's welfare. Thus development in the tourism sector has the ultimate goal of increasing people's incomes which has an impact on improving people's welfare. Expenditures in the tourism sector cause the local community's economy to increase and become an investment stimulus which causes the financial sector to grow along with the growth of other economic sectors. The tourism sector also contributes to the creation of job opportunities, the creation of businesses such as accommodation businesses, restaurants, and handicraft businesses. The development of the tourism sector can also encourage local governments to provide better infrastructure such as the provision of clean water, electricity, telecommunications, public transportation, and other supporting facilities as a logical consequence that can improve the quality of life of both tourists and local communities themselves.

Several previous studies that support this study are from Runtunuwu (2020) who finds out that service quality on visitor satisfaction shows that the level of service quality has a significant effect of 73.3% on visitor satisfaction in the Kie Kedaton Kie Sultanate of Tidore. Other than that, the researcher also uses research from Yelly (2011) who states that environmental characteristics and local cultural diversity have a positive effect on the seven-level waterfall tourist attraction area. Meanwhile, supporting facilities or facilities, management services, and community

socio-economics have a negative effect on the seven-level waterfall tourist attraction area. Lakuhati, Pangemanan, and Pakasi (2018) find out that the tendency to visit mangrove ecotourism, the most influencing factor is the age level because statistical tests state that the age level is very significant. Prasetyo, (2016) finds out that convenience has a negative effect on the decision to visit the Gajah Mungkur Reservoir tourist attraction, while promotion and tourism objects have a positive effect on tourist visits. The last one is from Jusmawati (2018) Service Quality, Tourist Image, Tourist Attraction, and Promotion At Tanjung Bira Beach Have The Highest Significance Value And Better Than Marina Beach:

The framework of thought is a model or picture in the form of a concept in which it describes a relationship or variable with one another:

Figure 1. Framework
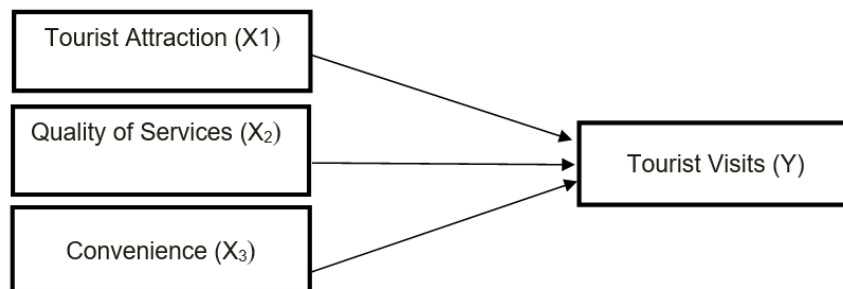
For Tourist attraction and comfort variables, the places visited should feel safe, cool, beautiful, and not much pollution (air or noise pollution). The reason is environmental hygiene around tourist objects is an important factor. Good service quality will increase the number of visitors in Jikomalamo beach. Service quality can include the friendliness and courtesy of officers in serving people who visit. If people are aware of the three variables above, the Jikomalamo beach tourism object will increase every year. These variables will be analyzed using the multiple linear regression method to determine the effect and level of significance between the independent variable and the dependent variable. The independent variables of this study include factors of tourist attraction, quality of service, and convenience to the dependent variable is tourist visits.

Hypothesis
H1: Tourist attraction has a significant effect on tourist visits at Jikomalamo beach, Ternate City.
H2: The quality of service has a significant effect on tourist visits at Jikomalamo beach, Ternate City.
H3: Comfort has a significant effect on tourist visits at Jikomalamo beach, Ternate City.

RESEARCH METHOD

Population and Research Sample
The population is a generalization area consisting of objects that have certain qualities & characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2013). In connection with this, the population in this study are visitors who happen to come to the tourist attraction itself with a total of 150 visitors. In this study, the sample was conducted using Accidental Sampling,

which is a sampling technique based on chance. Anyone who coincidentally meets and is deemed suitable can be used as a data source (Sugiyono, 1999). From this sampling technique, the population used is tourists who visit Jikomalamo beach, Ternate City and the sample is tourists who happen to meet the researcher at the time of the interview and are deemed suitable according to the criteria. The respondents selected were 30 visitors with an age range of more than 17 years and above, because this age range was seen as able to provide information and communicate easily.

Types and Sources of Data
The type of research used in this study is quantitative using a questionnaire as the data source. This study uses primary data. Primary data were collected through direct interviews with tourists and some of the people living around ecotourism sites.

Data Collection Techniques
The data collected consists of primary data. Primary data is data obtained through direct observation and interviews with visitors assisted by a list of questions (questionnaires).

Analysis
Model The analytical model used in this study is multiple linear regression and quantitative methods are used to determine how much influence the change of an independent variable has on the dependent variable.

$$Y = +X + X+ X + e$$

Description:
Y = tourist visits
= intercept
regressioncoefficient X
regressioncoefficient X
regressioncoefficient X
X= tourist attraction
X= service variable
X= convenience variable
e = error

Data Analysis Techniques The data
analysis method to determine the performance of the Jikomalamo beach in Ternate City uses descriptive analysis. To find out the factors that influence tourist visits at Jikomalamo beach, Ternate City, the variables to be analyzed are grouped into 2 parts, namely the independent variable and the dependent variable, as follows. The dependent variable (Y) is the tourist visitors on the Jikomalamo beach, Ternate City. The independent variable (X), namely:
X = tourist attraction
X = convenience
X = service quality

The questionnaire used in this study refers to the Likert scale model. The scale contains a number of statements that state the object to be revealed. The scoring of the Likert model scale questionnaire used in this study refers to five alternative answers, namely:
1 = Strongly Disagree (STS)

2 = Disagree (TS)
3 = Disagree (KS)
4 = Agree (S)
5 = Strongly Agree (SS)

From the respondent's answers or statements made, then the score is calculated per respondent and per type of independent variable. For the purposes of data analysis, from the total score values obtained based on the type of independent variable, the average value was made based on the number of respondents taken per day, then the average score data was processed via a computer using the SPSS program. The analytical model used in this research is Multiple Linear Regression Analysis, which is followed by calculating the correlation coefficient, the coefficient of determination, and testing the hypothesis with a t-test and F-test. This model was chosen because the authors wanted to know how much influence the factors of attraction, service quality, and the comfort of tourist visitors at Jikomalamo beach, Ternate City.

The general equation for Multiple Linear Regression is as follows:
Y = +X +X+X + e
Description:
Y = tourist visits
= intercept
regression coefficient X
coefficient=regression X
2 regression coefficient X
X= tourist attraction
X= service variable
X= convenience variable
e = error

Validity and Reliability
This validity test is intended to measure whether or not a question in the questionnaire is valid. Valid means that the instrument can be used to measure what should be measured (Sugiyono, 2013). A question is said to be valid or valid if the questions on the questionnaire are able to reveal something that the questionnaire wants to measure and have an r count that is greater than the value of the r table for the number of respondents. 30 which is equal to 0.349 (Kurniawan, 2015). This reliability test is intended to test the consistency of research measuring instruments. A measurement that has high reliability is called a reliable measurement (Azwar, 2004). A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time (Ghozali, 2011). In this study, to test the consistency of the research measuring instrument, Cronbach's alpha. A construct or variable can be accepted if it has a reliability coefficient greater than 0.60.

Test of Basic Assumptions of Regression
Normality Test
This test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As it is known that the t-test assumes that the residual value follows a normal distribution if this assumption is violated, the statistical test becomes invalid for a small sample size. Testing the normality of the data, this study uses graphical analysis. Testing for normality through graph

analysis is by analyzing the normal probability which compares the cumulative distribution of the normal distribution. The normal distribution will form a straight diagonal line, and plot the residual data compared to the diagonal line. Data can be said to be normal if the data or points are spread around the diagonal line and the spread follows the diagonal line. In principle, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. The basis for decision-making (Ghozali, 2011).

If the data spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the assumption of normality. If the data spreads further than the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality. The statistical test used to test the normality of the residuals was the Kolmogorov-Smirnov (KS) nonparametric statistical test. If the Kolmogorov-Smirnov shows a significant value above 0.05, then the residual data is normally distributed. Meanwhile, if the Kolmogorov-Smirnov shows a significant value below 0.05, the residual data is not normally distributed.

Linearity Test Linearity
This test aims to determine whether two variables have a linear relationship or not significantly. This test is usually used as a prerequisite in correlation or linear regression analysis, testing on SPSS using the Test for Linearity with a significant level of 0.05, two variables are said to have a linear relationship if the significance (Linearity) is less than 0.0.

Operational Definition of Variables
The operational definition of variables in this study is the element of research telling how to measure a variable (Ghozali, 2011).

Table 1. The operational definition of each variable.

Variable Concept	Indicator	Items	Scale	Questionnaire Number
Tourist Attraction (X1): Something that has uniqueness, beauty and values in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits. The tourist attraction variable is measured by feeling.	Natural beauty	Many shady places. The location of the tourist attraction is cool and comfortable.	ordinal	1,2
	Uniqueness	The position of the bay beach Where to take pictures Diver training carried out by	ordinal	3,4,5

		the manager of the tourist attraction		
Quality of service (X2): Service is a service provided to consumers to achieve satisfaction, this service includes everything that can make customers happy and interested in the company concerned. Services are provided as actions or actions of a person or organization to provide satisfaction to customers or consumers.	Visitor Satisfaction	Adequate parking facilities The friendliness of the surrounding community food stall facilities Availability of bathroom/changing room facilities Complete game facilities	ordinal	1,2,3,4,5
Convenience (X3): Convenience is a condition that the client's basic needs have been met. This need includes the need for peace (a satisfaction that improves daily skills).	Cleanliness of the tourist attraction environment Security of tourist attraction	Clean tourist attraction location Clean food stalls No air pollution Location of very strategic parking lot Security of valuables	ordinal ordinal	1,2,3 4.5

Test Simultaneous Significant Test (F-test Statistics)
This F test can be used to determine the effect of the independent variable significantly on the dependent variable. Where if the significant value is <0.05 or the independent variables together have an influence on the dependent variable, it means that changes that occur in the dependent variable can be explained by changes in the independent variable, where the significance level used is 0.5%. (Ghozali, 2011).

Individual Parameter Significant Test (t-Test Statistics)
The t-statistic test basically shows how far the influence of one explanatory/independent variable is individually in explaining the variation of the dependent variable. In addition, it can also be done by looking at the p-value of each variable. The hypothesis is accepted if the p-value <5%.

RESULTS

Testing Hypothesis was conducted to determine whether the established hypothesis was accepted or rejected statistically. The research hypothesis was tested using the F-test, R-test, t-test, and r-test. The correlation coefficient is carried out to determine the strength or weakness of the relationship between the variables to be analyzed. The correlation results in this study are as follows:

Table 2. Correlation coefficient test results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.955[a]	.911	.901	.769	1.433

Based on the table above, it can be seen that the nature of the correlation (r) shown is 0.955. This indicates that the relationship between the independent variables, namely tourist attraction, comfort, and service quality, and the dependent variable, namely tourist visits, is very strong.

Coefficient of Determination (R2) is to see how much influence the independent variables on the dependent variable. It can be seen by using the analysis of the coefficient of determination. The value of the coefficient of determination (KD) is the square of the value of r, using SPSS for Windows software, the following results are obtained:

Table 3. Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.955[a]	.911	.901	.769	1.433

Based on the table above shows the effect of the variable (X) tourist attraction, service quality, and comfort on tourist visits (Y) obtained an R-value of 0.955 which indicates that 95.5% of the variation of changes in tourist visits (Y) is able to explain by these variables. tourist attraction (X1), service quality (X2), and comfort (X3). while the remaining 100%-95.5% = 9.55% the rest is the influence of other variables not examined.

Simultaneous Testing (F-Test)
To find out whether tourist attraction, service quality, and comfort have a simultaneous effect on tourist visits, the f statistic test is carried out, while the f-statistical test results can be seen in the following table:

Table 4. Simultaneous Testing (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	158.102	3	52.701	89.177	.000[a]
	Residual	15.365	26	.591		
	Total	173.467	29			

Based on the table above, it can be seen that the calculated f value is 89,177. This value will be compared with the f table value in the distribution table f. With =0.05, df = NK-1 = 30-1-1 = 28 for the two-sided test, the f table value is 2.558. And a significance value of 0.000. Thus it can be said that tourist attraction, service quality, and comfort simultaneously affect tourist visits.

Partial Test (t-test)
To find out that tourist attraction, service quality, and comfort have a partial effect on tourist visits, it is seen from the t-test. This test is done by comparing the t-count with the t-table on the real letter =0.05. If the result of the t-count calculation is greater than t-table (t-count > t-table) or the probability of error is less than 5% (sig < 0.05), it can be stated that x1, x2, and x3 affect Y. The test results can be seen in the following table:

Table 5. Partial Testing (Coefficients).

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-1.070	1.167		-.917	.368
Tourist attraction	-.041	.038	-.068	-1.080	.290
Service Quality	.361	.059	.671	6.149	.000
Comfort	.308	.095	.343	3.227	.003

As shown in table 5, the results of the hypothesis testing of the independent variable partially on the dependent variable can be analyzed as follows:
In the tourist attraction variable (X1), the probability t-value of 0.290 is greater than the real level of 0.05, so it can be concluded that the variable then the variable has a negative and insignificant effect on tourist visits, the service quality variable (X2) the probability t value of 0.000 is smaller than the real level of 0.05 so it can be concluded that the service quality variable has a positive and significant effect on tourist visits, the convenience variable (X3) the t-value the probability of 0.003 is smaller than the significant level of 0.05. Therefore, it can be concluded that the comfort variable has a positive and significant effect on tourist visits.

DISCUSSION

Effect of Tourist Attractions on Tourist Visits
As it is known that tourist attractions have a positive effect on tourist visits. A tourist attraction is a form and facility that can attract tourists to visit a certain area or place. Based on this hypothesis testing is done by using the t-test. This test was conducted to determine whether the independent variable had a significant effect or not on the dependent variable. In this hypothesis, it is proposed that tourist attraction has a negative effect on tourist visits. And based on the results of the partial test, it can be seen that the t-value of the tourist attraction variable -1.080<t and a significant value of 0.290>0.05 means that this study shows that tourist attraction has a negative and insignificant effect on tourist visits. The tourist attraction variable is one of the independent variables that have no significant effect on the dependent variable, namely tourist visits at Jikomalamo beach, Ternate City. These results are not in line with existing research. However, previous research by Wiratini, Setiawina, and Yuliarmi (2018), namely the analysis

of the factors that influence the intention of returning tourists to tourist attractions in Badung Regency, is not in accordance with my research because it has a significant effect on visitor satisfaction in Badung Regency.

The tourist attraction does not have a significant effect on Jikomalamo beach, Ternate City because some of their visitors think that even though a tourist attraction has an attraction, tourists do not get comfort and good service quality, so the attractiveness of the tourist image itself is not good.

The Effect of Service Quality on Tourist Visits
Based on this hypothesis testing was carried out using the t-test. This test was conducted to determine whether the independent variable had a significant or no effect on the dependent variable. In this hypothesis, it was proposed that the quality of service has a positive effect tourists significant value of 0.000<0.05 means that this study shows that the quality of service has a positive effect on tourist visits. This means that there is an influence between service quality variables on tourist visits. This result supports previous research by Ramadhan (2016), namely the influence of service quality on tourist visits in tourism in Kampung Gajah. But this research is not in line with previous research by Kalebos (2016), namely the factors that affect the satisfaction of tourists visiting the Archipelago tourist area, not in accordance with this research because they have an insignificant effect on visitor satisfaction in the Sitaro Islands Regency, tourists who visit in tourist objects related to tourist behavior. Service quality is a result that must be achieved and carried out with action. However, these actions do not materialize and are easily lost, but can be felt and remembered. The impact on tourist visits so that they can visit again. In line with the good quality of service at Jikomalamo beach, resulting in an increase in tourist visits, the quality of service includes the friendliness of the officers who serve the people who visit.

Influence of Comfort on Tourist Visits
In general, it is true that if security guarantees are increased it will affect the level of satisfaction and comfort. Of course, this has a positive impact (tendency) on increasing tourist visits to Jikomalamo beach, Ternate City. Based on this hypothesis testing is done by using the t-test. This test is carried out to determine whether the independent variable has a significant or no effect on the dependent variable. In this hypothesis, the proposed hypothesis states that comfort has a positive effect tourists visits 0.003<0.05 means that this study shows that comfort has a positive effect on tourist visits. This means that there is an influence between the comfort variable on tourist visits. This result supports previous research by Wiratini, Setiawina, and Yuliarmi (2018), namely the factors that influence the intention of returning tourists to the Badung Regency. But previous research by Fanani (2017), is not in accordance with this research because the security and comfort of the Penanjakan tourist attraction are still not maximized due to the presence of garbage and inadequate street lighting in improving security and comfort of the Penanjakan tourist attraction 1. As is well known that comfort is the feeling of someone who already feels comfortable with something or a place, in line with the comfort felt by visitors at Jikomalamo beach even though the attractiveness and quality of service of a tourist attraction are good but visitors are not If you feel comfortable, the image of the tour is not good, so that comfort is important in visiting tourist attractions.

CONCLUSION

Based on the results of the discussion data analysis that has been carried out, it can be concluded that the tourist attraction variable (X1) has a probability t-value of 0.290 which is greater than the real level of 0.05. Therefore, it can be concluded that the variable has a negative and insignificant effect on tourist visits. The quality variable service (X2) the probability t-value of 0.003 is smaller than the real level of 0.05, so it can be concluded that the service quality variable has a positive and significant effect on tourist visits. The convenience variable (X3) has a probability t-value of 0.000 which is smaller than the significance level of 0.05, it can be concluded that the comfort variable has a positive and significant effect on tourist visits.

Suggestions
Based on the conclusions of this study, the suggestions obtained are given for the Jikomalamo beach in Ternate City, namely, it needs attention from the manager of the Jikomalamo beach tourism object in Ternate City by being more sensitive to the needs of visitors, there need to advance in information technology to make it easier for tourists to access the existence of Jikomalamo beach. and other tourist objects and the quality of service needs to be improved by the manager of the Jikomalamo beach attraction because the better the service quality, the better the image of Jikomalamo beach in the eyes of the public and tourist visitors. It is necessary to develop and add supporting facilities and infrastructure, such as parking lots and places of worship.

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