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The Effect of Tourist Attractiveness Based on the 4A Concept on Tourists' Interest in Visiting Peucang Island, Ujung Kulon

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Abstract

Pulau Peucang, located within Ujung Kulon National Park, is a nature-based tourism destination with tourism attraction potential based on the 4A concept, namely attraction, accessibility, amenities, and ancillary services. This study aims to analyze the effect of 4A-based tourism attraction dimensions on tourists' intention to visit Pulau Peucang, Ujung Kulon. This study employed a quantitative approach using a survey method. Data were collected from 106 respondents consisting of tourists who had visited or were currently visiting Pulau Peucang and were selected using accidental sampling. Data were analyzed using multiple linear regression with IBM SPSS Statistics version 27. Before hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The findings indicate that, simultaneously, attraction, accessibility, amenities, and ancillary services do not have a significant effect on tourists' visit intention ($p = 0.165$). Partially, attraction, accessibility, and amenities do not significantly influence visit intention, whereas ancillary services have a significant effect ($p = 0.043$). The coefficient of determination ($R^2 = 0.062$) shows that the model explains only 6.2% of the variance in visit intention, while 93.8% is influenced by factors

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outside the model. This study concludes that, among the four dimensions of the 4A concept, only ancillary services significantly influence tourists' intention to visit Pulau Peucang. The findings contribute to nature-based tourism management by highlighting the strategic importance of supporting services and institutional facilities in strengthening tourists' visit intention.

Keywords: Nature-Based Tourism; 4A Concept; Visit Intention; Pulau Peucang; Ancillary Services

INTRODUCTION

The development of the tourism sector has had a positive impact on economic growth, both at the national level and in regional areas that serve as tourist destinations. The growth of the tourism industry not only contributes to increased national income and foreign exchange earnings but also stimulates the development of various supporting sectors such as transportation, hospitality, travel services, and micro-enterprises operating around tourist destinations. In recent years, Indonesia's tourism sector has shown a positive recovery trend in line with increasing public mobility and the growing number of tourist arrivals.

Based on data from the Central Statistics Agency (Badan Pusat Statistik/BPS), the number of international tourist arrivals to Indonesia in 2025 showed a relatively stable trend, with consistently high monthly visitation figures. This condition indicates that tourist interest in destinations in Indonesia is generally stable and tends to be positive. The increase in tourist arrivals also reflects opportunities for various regional tourist destinations to attract greater visitor interest.



Figure 1. Development of International Tourist Arrivals to Indonesia in 2025
Source: Badan Pusat Statistik (2025)

The graph shows that the number of international tourist arrivals ranges at more than one million visits per month with relatively minor fluctuations. This indicates that tourist interest in destinations in Indonesia remains at a relatively high level. Thus, this condition provides opportunities for various tourist destinations across regions to enhance their attractiveness in order to increase tourist visits.

In addition to international tourists, domestic tourist mobility also shows a relatively high annual figure. Data on domestic tourist trips indicate that Indonesian people have a strong interest in traveling, which has the potential to contribute to the increasing number of tourist visits to various destinations across Indonesia.

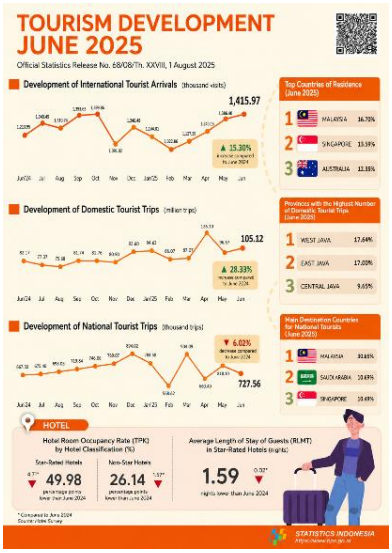

Figure 2. Number of Domestic Tourist Trips
Source: Badan Pusat Statistik (2025)

The data shows that the number of domestic tourist trips reaches millions of trips each month. This indicates that the Indonesian population has a relatively high interest in traveling, which has the potential to increase tourism activities across various regions. In other words, opportunities for increasing tourist visits come not only from international tourists but also from domestic tourists.

In addition to indicators of tourist arrivals and travel frequency, tourism activity can also be observed through the hotel occupancy rate (HOR), which reflects the level of utilization of accommodation facilities by tourists.

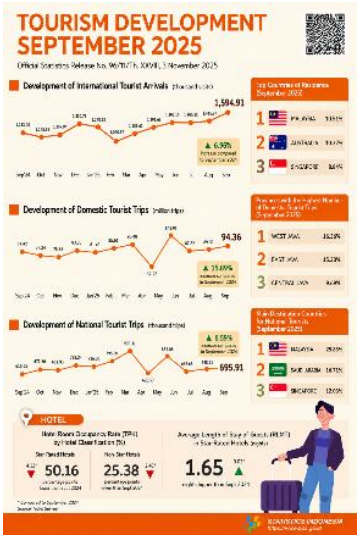

Figure 3. Hotel Occupancy Rate (HOR) of Star-Rated Hotels in 2025
Source: Badan Pusat Statistik (2025)

The graph indicates that hotel occupancy rates remained at a relatively high level, particularly during certain periods such as holiday seasons. This suggests that tourism activities continue to operate actively and contribute significantly to accommodation occupancy across various regions.

The growth of national tourism activities creates opportunities for regional tourist destinations; however, their success is largely determined by the attractiveness of the destinations themselves. Crompton (2025) explains that tourists select destinations based on *pull factors*, which consist of destination attributes such as natural beauty, uniqueness, and the availability of recreational activities. Stylos et al. (2022) further emphasize that positive perceptions of destination attributes significantly influence tourists' visitation intentions. Similarly, Khairi and Darmawan (2021) define tourist attraction as the combination of physical and non-physical elements that make a destination valuable and worthy of visitation, thereby positively influencing revisit intention. Hsu et al. (2023) also argue that sustainably managed destination attractions have been proven to enhance tourists' visitation interest in nature-based and conservation-oriented destinations (Claudius & Ardiansyah, 2023).

One of the nature-based tourist destinations with considerable potential is Peucang Island, located within the Ujung Kulon National Park in Banten Province. Covering approximately 450 hectares, the island is the most frequently visited area within the national park, offering white sandy beaches, crystal-clear waters, primary forests, and diverse wildlife,

including deer, monkeys, and peacocks that can be observed directly in their natural habitat (Indonesia Kaya, 2025; Ujung Kulon National Park, 2025).

Various tourist reviews on Tripadvisor reflect the island's strong appeal. Visitors have described it as a "once in a lifetime experience" and "the best of Java's national parks," highlighting snorkeling, forest trekking, and canoeing along the Cigenter River as some of its main attractions (TripAdvisor, 2024; Claudius & Ardiansyah, 2023; Rosanto & Yeremia, 2025).

These challenges have begun to emerge in the Peucang Island area. Visitor reviews published on Tripadvisor (TripAdvisor, 2024) indicate complaints regarding environmental cleanliness due to the presence of litter in several tourist spots, accompanied by assessments suggesting that destination management still requires improvement. As a UNESCO World Heritage conservation area since 1991, Ujung Kulon National Park possesses environmental carrying-capacity limitations that cannot be overlooked. Visitor pressure exceeding the ecological carrying capacity has the potential to damage marine ecosystems, disturb wildlife, and ultimately reduce the quality of the tourist experience (Ujung Kulon National Park, 2025).

The phenomenon of increasing tourist arrivals to Peucang Island has been further reinforced by the arrival of international cruise tourists. During the last three months—November 2024, December 2024, and January 2025—the Ujung Kulon National Park area received three foreign cruise ships that anchored in the waters surrounding Handeuleum Island and Peucang Island, bringing a total of more than 300 international tourists. The first cruise ship to arrive was the Le Jacques Cartier, followed by Coral Expedition in December 2024, which carried 38 international tourists, and the French-flagged MV Le Laperouse in January 2025, transporting 152 international tourists who participated in various nature-based tourism activities within the Ujung Kulon National Park area. The presence of these internationally recognized cruise ships demonstrates that Peucang Island is no longer attractive solely to domestic tourists but has also become a globally recognized destination. This observation is consistent with the statement of the Expedition Director of Ponant Australia, who emphasized that the diversity of Indonesia's archipelago makes it an ideal destination for luxury expedition cruises, with the mission of enabling tourists to engage directly with Indonesia's natural and cultural heritage. This phenomenon provides tangible evidence of the strong tourism appeal of Peucang Island among international visitors, making

it increasingly relevant to examine within the framework of the 4A tourism attraction concept and its influence on tourist visitation intention.

Tourist attraction is directly associated with tourists' visitation intention. Pahrudin et al. (2021), in a Scopus-indexed study, explained that tourists' visitation intention is influenced by their cognitive perceptions of a destination, including its attractiveness and actual conditions. Nurbaeti et al. (2021) found that tourist attraction is the most influential factor affecting visitation intention, while Valerie et al. (2025) reported a correlation coefficient of 0.815 between tourist attraction and tourists' visitation intention.

Therefore, tourist attraction based on the 4A concept constitutes a factor that directly has the potential to influence tourists' intention to visit Peucang Island. However, studies specifically examining the relationship between the 4A components of tourist attraction and visitation intention in conservation-based destinations in Indonesia remain very limited. Accordingly, this study was conducted to analyze the influence of tourist attraction based on the 4A concept on tourists' visitation intention at Peucang Island National Park, Ujung Kulon, as a contribution to the development of sustainable tourism management.

METHODS

This study employed a quantitative approach using a causal-associative survey design to examine the influence of tourism attractiveness based on the 4A concept, namely Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4), on tourists' Visitation Intention (Y) toward Peucang Island, Ujung Kulon National Park. The research was conducted over approximately four months, covering the stages of instrument preparation, data collection, data processing, and report writing. The population consisted of tourists who had visited or possessed knowledge of Peucang Island, while a total of 106 respondents were selected using a non-probability sampling technique with a purposive sampling method based on predetermined criteria relevant to the research objectives. Data were collected through a structured questionnaire employing a four-point Likert scale ranging from Strongly Disagree to Strongly Agree, supplemented by observation and documentation studies. The questionnaire was designed to measure the dimensions of tourism attractiveness and tourists' visitation intention. Secondary data were obtained from official publications, tourism reports, and relevant academic literature. Data analysis was performed using IBM SPSS Statistics, including descriptive statistical analysis, validity and

reliability testing, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and coefficient of determination (R^2) analysis to assess the extent to which the 4A dimensions explain variations in tourists' visitation intention toward Peucang Island.

RESULTS

Partial Hypothesis Testing (t-Test)

The partial hypothesis test (*t-test*) was conducted to determine whether each independent variable, namely Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4), individually exerts a significant influence on the dependent variable, Visitation Intention (Y). The decision criteria were established by comparing the calculated *t*-value (*t-statistic*) with the critical *t*-value (*t-table*), as well as examining the significance value against the alpha level of 0.05.

With a sample size of 106 respondents ($n = 106$) and four independent variables ($k = 4$), the degrees of freedom were calculated using the formula:

$$df = n - k - 1$$

Thus:

$$df = 106 - 4 - 1 = 101$$

Based on the *t*-distribution table for a two-tailed test at a significance level of 5%, the critical *t*-value (*t-table*) was 1.984.

The results of the partial statistical analysis (*t-test*) are presented in the following table:

Table 1. Partial Hypothesis Testing Results (t-Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.877	.430		6.688	.000
	Atraksi (X1)	-.014	.010	-.142	-1.443	.152
	Aksesibilitas (X2)	.016	.010	.164	1.637	.105
	Amenitas (X3)	.008	.012	.069	.692	.491
	Ancillary (X4)	-.022	.011	-.194	-1.962	.043
a. Dependent Variable: Minat Berkunjung						

Partial Hypothesis Testing (t-Test)

The partial hypothesis test (*t-test*) was conducted to examine whether each independent variable, namely Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4), individually exerts a significant influence on the dependent variable, Visitation Intention (Y). The decision criteria were determined by comparing the calculated *t*-value (*t-statistic*) with the critical *t*-value (*t-table = 1.984*), as well as examining the significance value against the alpha level of 0.05.

Based on the statistical results presented in Table 4.18, the findings of the partial hypothesis testing are as follows:

1. The Effect of Attraction (X1) on Visitation Intention (Y): The calculated *t*-value was −1.443. Since the absolute value of the calculated *t* (|−1.443| = 1.443) is lower than the critical *t*-value (1.443 < 1.984) and the significance level is 0.152 > 0.05, H01 is accepted and Ha1 is rejected. This indicates that the Attraction dimension does not have a significant partial effect on Visitation Intention.

2. The Effect of Accessibility (X2) on Visitation Intention (Y): The calculated *t*-value was 1.637. Since 1.637 < 1.984 and the significance level is 0.105 > 0.05, H02 is accepted and Ha2 is rejected. This finding indicates that the Accessibility dimension does not have a significant partial effect on Visitation Intention.

3. The Effect of Amenities (X3) on Visitation Intention (Y): The calculated *t*-value was 0.692. Since 0.692 < 1.984 and the significance level is 0.491 > 0.05, H03 is accepted and Ha3 is rejected. Thus, the Amenities dimension does not have a significant partial effect on Visitation Intention.

4. The Effect of Ancillary Services (X4) on Visitation Intention (Y): The calculated *t*-value was −1.962. Although the absolute value of the calculated *t* (|−1.962| = 1.962) is slightly lower than the critical *t*-value (1.962 < 1.984), the significance value is 0.043 < 0.05. Therefore, H04 is rejected and Ha4 is accepted. This indicates that the Ancillary Services dimension has a significant partial effect on tourists' Visitation Intention toward Peucang Island.

Simultaneous Hypothesis Testing (F-Test)

The simultaneous hypothesis test (*F-test*) was conducted to evaluate the goodness of fit of the regression model and to determine whether all independent variables (X1, X2, X3,

and X4) collectively exert a significant influence on the dependent variable, Visitation Intention (Y).

The critical *F*-value (*F-table*) was determined at a significance level of 5% with the numerator degrees of freedom $df_1 = k = 4$ and the denominator degrees of freedom $df_2 = n - k - 1 = 101$. Based on the *F*-distribution table, the critical *F*-value was 2.46.

The results of the simultaneous statistical testing obtained from the Analysis of Variance (ANOVA) are presented in the following table:

Table 2. Simultaneous Hypothesis Testing Results (F-Test)

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	163.089	4	40.772	1.662	.165[b]
	Residual	2477.637	101	24.531		
	Total	2640.726	105			
a. Dependent Variable: Minat Berkunjung						
b. Predictors: (Constant), Ancillary (X4), Aksesibilitas (X2), Atraksi (X1), Amenitas (X3)						

Based on the analysis of variance presented in Table 4.19, the calculated F-value was 1.662, with a significance value of 0.165. Through the comparison of these statistical parameters, the following conclusions can be drawn:

1. The calculated F-value was substantially lower than the critical F-value (1.662 < 2.46).

2. The obtained significance value was considerably higher than the predetermined statistical significance threshold (0.165 > 0.05).

Based on the combination of these results, the fifth null hypothesis (H05) is accepted, while the fifth alternative hypothesis (Ha5) is rejected. This statistical decision provides empirical evidence that the dimensions of Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4), when considered simultaneously, do not exert a significant influence on tourists' Visitation Intention (Y) toward Peucang Island. Therefore, the multiple linear regression model developed in this study does not demonstrate a statistically significant level of goodness of fit for predicting overall changes in tourists' behavioral intentions through a linear relationship.

Coefficient of Determination Analysis (R^2)

The coefficient of determination analysis was conducted to assess the extent to which the regression model explains the variation in the dependent variable, Visitation Intention

(Y). The coefficient of determination is represented by the R Square (R^2) value, which ranges from zero to one. A higher R^2 value indicates a greater explanatory power of the model regarding the variation in the dependent variable.

The results of the Model Summary analysis are presented in the following table:

Table 3. Results of the Coefficient of Determination Analysis (R^2).

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.249[a]	.062	.025	4.953
a. Predictors: (Constant), Ancillary (X4), Aksesibilitas (X2), Atraksi (X1), Amenitas (X3)				

Based on the operational data presented in Table 4.20, the correlation coefficient (R) was found to be 0.249. Scientifically, this value indicates that the simultaneous relationship between the dimensions of tourism attractiveness and the Visitation Intention variable falls within the category of a weak relationship.

Furthermore, the coefficient of determination (R Square) was 0.062, with an Adjusted R Square value of 0.025. An R Square value of 0.062 indicates that the combined dimensions of Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4) collectively explain, predict, or influence only 6.2% of the variation in tourists' Visitation Intention (Y) toward Peucang Island.

Meanwhile, the remaining 93.8% of the variance (100% − 6.2%) is explained by other factors, personal motivations, and psychological variables that were not included in the multiple linear regression model employed in this study. These findings suggest that tourists' visitation intention toward Peucang Island is predominantly influenced by factors beyond the four dimensions of tourism attractiveness examined in this research.

DISCUSSION

Analysis of Tourists' Perceptions of the Tourism Attractiveness of Peucang Island

This section was prepared to address the first research question concerning tourists' perceptions of the tourism attractiveness of Peucang Island, located within Ujung Kulon National Park. Based on the cumulative descriptive analysis presented, the Tourism Attractiveness variable was generally perceived very positively by respondents, with Score 3 (Agree) emerging as the most dominant response across all dimensions of the 4A

components, namely Attraction (X1), Accessibility (X2), Amenities (X3), and Ancillary Services (X4).

Within the attraction dimension (X1), the percentage of respondents selecting Agree reached 55.54%, while 37.38% selected Strongly Agree. These findings indicate that tourists hold highly favorable perceptions of the island's natural scenery, pristine tropical rainforest, and the unique opportunity to interact with endemic wildlife. The strong appeal of this natural attraction dimension is consistent with the findings of (Dhiki, 2025; Jessica & Susanto, 2024) in the Kelimutu Lake area, which demonstrated that among all destination components, attraction consistently received the highest evaluation in terms of fulfilling tourists' visual expectations. Furthermore, Indrianto and Michelle (2025) emphasized that biodiversity-rich environments and conservation values constitute fundamental pillars of sustainable tourism attractions capable of compensating for deficiencies in other physical destination elements.

However, within the accessibility (X2) and amenities (X3) dimensions, the highest levels of disagreement (Score 2) were observed, accounting for 7.78% and 7.14% of responses, respectively. Specifically, challenging sea transportation routes and limited basic facilities, including accommodation and public restrooms, were identified as the primary concerns. Such disparities among tourism components are common within restricted tourism areas. Research conducted in the Kebumen Geopark found that tourism components often develop unevenly, with physical accessibility and supporting facilities frequently categorized as "not ready" despite the destination's highly rated attractions (Endriyanto et al., 2025). Likewise, inadequate destination management in mapping essential infrastructure may cause tourist areas to appear underutilized and stagnant outside specific events or festival periods (Putri et al., 2024). Nevertheless, respondents expressed strong appreciation for the management services (ancillary dimension/X4), particularly regarding the responsiveness and professionalism of Ujung Kulon National Park officers. Overall, tourists perceive Peucang Island as an ecotourism destination characterized by exceptional natural attractions, while simultaneously requiring adequate physical preparedness due to its limited supporting infrastructure.

Analysis of Tourists' Visitation Intention toward Peucang Island

This section addresses the second research question concerning the level of tourists' visitation intention toward Peucang Island, Ujung Kulon National Park. Based on the

descriptive statistical analysis presented, the behavioral intention indicators obtained from 106 respondents demonstrated remarkably positive results, with Score 3 (Agree) accounting for 49.31% and strongly supported by Score 4 (Strongly Agree) at 42.11%.

This substantial accumulation of positive responses indicates that Peucang Island possesses considerable tourism appeal, particularly among urban market segments. The formation of visitation intention through the integration of destination attributes is consistent with research conducted at the National Museum of Indonesia, which demonstrated that clearly structured 4A destination attributes significantly contribute to stimulating public interest in visiting a destination (Edrea & Dewantara, 2023; Ketthy & Bantu, 2025; Yonatan & Sarudin, 2023). This strong visitation intention is also influenced by tourists' transactional and referential motivations, whereby information-seeking behavior (exploratory intention) and the willingness to recommend the destination to others emerge as dominant indicators of tourist loyalty (Lie & Facrureza, 2024)

Based on the demographic characteristics presented, most respondents belonged to the productive young-adult age group (20–25 years old, 50.9%) and were students (66.0%). This demographic tends to exhibit characteristics associated with independent travelers or backpackers who actively seek new adventure experiences. Psychologically, their intention to visit national parks is driven by specific intrinsic motivations. Similar findings were reported in Bromo Tengger Semeru National Park, where physiological motives such as enjoying pristine natural environments, capturing aesthetically appealing content for social media, and escaping urban stress were identified as the strongest drivers of visitation intention among domestic tourists (Basyarudin et al., 2025). The high level of visitation intention observed in this study confirms that Peucang Island is perceived as an ideal dream destination for young travelers seeking recreational and emotional fulfillment.

Analysis of the Influence of Tourism Attractiveness on Tourists' Visitation Intention

This section addresses the third research question regarding whether tourism attractiveness influences tourists' visitation intention toward Peucang Island. Based on the results of multiple linear regression analysis, empirical evidence indicates that the Attraction (X1), Accessibility (X2), and Amenities (X3) dimensions do not exert significant partial effects on Visitation Intention (Y), whereas the Ancillary Services dimension (X4) demonstrates a significant influence. Simultaneously, the overall 4A dimensions do not significantly affect Visitation Intention.

The absence of significant partial effects is evidenced by t-values that failed to exceed the critical t-value of 1.984: Attraction = -1.443 (Sig. = 0.152), Accessibility = 1.637 (Sig. = 0.105), and Amenities = 0.692 (Sig. = 0.491). Conversely, Ancillary Services exhibited a significant effect with a t-value of -1.962 (Sig. = 0.043 < 0.05). Simultaneously, the calculated F-value was lower than the critical F-value (1.662 < 2.46), with a significance level of 0.165 > 0.05. These results are further supported by the coefficient of determination (R^2) of 0.062, indicating that the combined 4A dimensions explain only 6.2% of the variance in visitation intention, while the remaining 93.8% is attributable to factors outside the regression model.

The weak and insignificant effects observed can be explained by the unique characteristics of Peucang Island as a conservation-based ecotourism destination within a remote national park rather than a mass-tourism destination. According to the Theory of Planned Behavior (TPB), behavioral intention is not determined solely by external stimuli but is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. Previous studies have confirmed that these internal factors serve as primary predictors of tourists' visitation intention toward local destinations (Pahrudin et al., 2021).

Unlike conventional tourism destinations, where tourism attractiveness generally serves as the primary determinant of visitation intention, Peucang Island presents a distinct phenomenon. Studies conducted at Lake Cipondoh found tourism attractiveness to be the most influential factor affecting visitation intention (Nurbaeti et al., 2021). However, within the context of a remote conservation island, this linear relationship appears to weaken due to a shift in tourists' value orientations (Miles et al., 2014).

Ecotourists generally demonstrate a high level of tolerance toward limitations in physical facilities. Although amenities (X3) and accessibility (X2) exhibited positive coefficients (0.008 and 0.016, respectively), while attraction (X1) and ancillary services (X4) showed negative coefficients (-0.014 and -0.022), these dynamics suggest that infrastructure quality and institutional support do not necessarily correspond with increased visitation intention. Tourists are already aware that Peucang Island has limited cellular connectivity, challenging sea transportation routes, and restricted accommodation facilities. Nevertheless, their visitation intention remains high because it is primarily driven by internal psychological expectations.

This finding is supported by Rasoolimanesh et al. (2022), who argued that positive perceptions of destination attributes are filtered through memorable tourism experiences

before influencing behavioral intentions. Once tourists internalize the value of a destination, physical limitations become less important. Furthermore, Rasoolimanesh et al. (2021) emphasized that perceived value varies according to tourists' characteristics and expectations. For the predominantly student respondents in this study (66.0%), the absence of modern facilities may even be perceived as an attractive opportunity for digital detoxification and psychological restoration. Consistent with this perspective, accessibility and institutional support have been found to exert weaker influences on revisit intention than personal psychological satisfaction within certain ecotourism contexts (Alfitriani et al., 2021).

The finding that only the Ancillary dimension significantly influences visitation intention further reinforces the notion that, within Indonesian national parks, destination management quality and conservation governance serve as critical determinants of tourists' decisions to visit (Malini et al., 2023). These findings offer important implications for the future management of Peucang Island. Destination managers should avoid excessive modernization of physical facilities solely to increase visitation demand, as material commercialization is not the primary concern of the ecotourism market. Instead, maintaining environmental carrying capacity and ecosystem authenticity represents the key to sustainable tourism development and the long-term preservation of tourists' visitation interest.

Overall, the findings indicate that tourists' visitation intention toward Peucang Island is influenced more by trust in destination management systems than by attraction, accessibility, or amenities. Tourists consider not only what the destination offers but also how it is managed. Consequently, improving service quality, providing clear information, strengthening safety systems, and enhancing coordination among stakeholders are more relevant strategies for increasing visitation intention.

Furthermore, the absence of a significant simultaneous effect of the 4A components suggests that tourists' decisions to visit Peucang Island are likely influenced by other factors beyond the scope of this study, such as nature-based tourism motivation, the desire for ecotourism experiences, destination image, social media recommendations, electronic word-of-mouth (e-WOM), environmental awareness, and adventure tourism preferences.

CONCLUSION

This study aimed to examine the effects of work motivation and work discipline on the performance of State Civil Apparatus (ASN) at the Department of Public Housing and

Settlement Areas of Padang City. The study was conducted among ASN working within the Department of Public Housing and Settlement Areas of Padang City. The research findings were obtained through the distribution of questionnaires to 57 respondents who met the research criteria and were subsequently analyzed using simple linear regression and multiple linear regression methods. Based on the results of the data analysis, several conclusions can be drawn as follows: 1) Work motivation has a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This finding indicates that the higher the level of work motivation possessed by ASN, the greater the improvement in their performance. 2) Work discipline has a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This means that a good level of work discipline encourages improvements in ASN performance in carrying out their duties and responsibilities. 3) Work motivation and work discipline simultaneously have a significant effect on the performance of ASN at the Department of Public Housing and Settlement Areas of Padang City. This finding indicates that both variables play important roles in enhancing ASN performance optimally.

This study contributes to the development of knowledge, particularly in the field of public sector human resource management, by strengthening the understanding of the effects of work motivation and work discipline on the performance of State Civil Apparatus (ASN). The findings of this study are expected to serve as both a theoretical and practical reference for government institutions in improving employee performance through the enhancement of work motivation and the consistent implementation of work discipline. Furthermore, this study may serve as a consideration in policy formulation related to ASN management in order to create more effective and professional public services.

For future research, it is recommended to include additional variables that may influence ASN performance, such as job satisfaction, work environment, leadership style, and organizational culture. Moreover, future studies should expand the scope of research to other government institutions so that the findings can be compared across different organizational contexts and generalized more broadly.

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