

THE EFFECT OF SUSTAINABLE TOURISM AND QUALITY OF SERVICES ON TOURISTS VISITING INTEREST IN TOURISM DESTINATIONS (CASE STUDY IN JEMBONG WATERFALL)

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ABSTRACT

Economic development can be carried out in the tourism sector by applying the concept of sustainable tourism. The purpose of this study was to determine the effect of implementing sustainable tourism and service quality on visitor interest at Jembong Waterfall. This research method uses quantitative methods. The population used is the people of the city of Singaraja who visited Jembong Waterfall using a purposive sampling method with 40 respondents. The data source used is primary data and processed using classical assumption techniques and multiple linear regression. The results show that; (1) sustainable tourism has a significant effect on the interest in visiting tourists with the calculation results showing a regression coefficient of 0.257 with a significance value of 0.012. (2) The quality of service has a significant effect on the interest in visiting tourists with the calculation results showing a regression coefficient of 0.493 and a significance value of 0.001. (3) The application of sustainable tourism and service quality simultaneously influence the interest in visiting tourists with the calculation results showing the results of the F test, namely a significance value of 0.000 or <0.05.

Keywords: Interest, Jembong Waterfall, Service Quality, and Sustainable Tourism

INTRODUCTION

Sustainable Development Goals (SDGs) are a plan carried out by the United Nations (UN) to end poverty, reduce inequality and protect the environment with a target of 2030 (Iskandar, 2020). The SDGs focus on five areas, namely: people, planet, well-being, peace, and cooperation that are connected, inclusive, and integrated with one another. Golden Indonesia 2045 is a program that is upheld as Indonesia's hope at the age of 100 years. In the vision of Golden Indonesia 2045 there is 4 (four) main pillars namely, (1) development of human resources and mastery of science and technology; (2) sustainable economic development; (3) development equity; and (4) food security and governance. With the Golden Indonesia 2045 program, it is hoped that it can improve the quality of the Indonesian nation in terms of human resources, economic development, development, food security, and governance.

The economy is one of the important elements in a country. The development of a country's economy can be an initial picture in seeing a country. For this reason, all countries are competing to increase their economic income so that they are not considered arbitrary by other countries, including Indonesia. One way to increase the country's economic income is to implement a sustainable economy in accordance with the second pillar of Golden Indonesia 2045, which can be applied in various sectors, one of which is the tourism sector. On the other hand, tourism has become one of the largest industries which has become a growth stimulus in the economic sector and have become one of the instruments for regional development, especially having an impact on the balance of payments, sustainable employment, people's income, equal distribution of business opportunities, encouraging the equitable distribution of national development, foreign exchange earnings, and increased production. Indonesia has abundant natural and man-made wealth. This wealth if utilized as well as possible can be a source of profit in itself. One of the processing of natural and artificial wealth in Indonesia is to open tourist destinations. Through the tourism route, besides being able to introduce the wealth that exists in Indonesia, it can also generate foreign exchange through visitors from abroad.

Bali is a province that depends on the tourism sector, one of which is Buleleng Regency, which is in the northern part of Bali. Bali is one of the three most favorite tourist destinations in Indonesia along with Raja Ampat and Bunaken (Databoks, 2018). Tourism is the fourth largest foreign exchange earning sector after oil and gas, coal, and palm oil with a presentation of 12%. After that, it increased to 12.92% in July 2018 before declining again in 2019 due to natural disasters and the emergence of Covid-19 (Databoks, 2018). The implementation of tourism can be carried out with a sustainable tourism program where this program is supported by the Minister of Tourism Regulation Number 14 of 2016 concerning guidelines for the development of sustainable tourist destinations. The programs used to support a sustainable economy in the field of tourism are the concept of sustainable economic development and the concept of sustainable tourism. Sustainable tourism according to the United Nations World Tourism Organization (UNWTO) (2020) is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities". The concept of sustainable development is an effort to maintain ecological integrity and diversification, meet basic human needs, and open choices for future generations, reduce injustice and increase self-determination for local communities. Tourism development is aimed at meeting the needs of local communities, tourists, and the tourism industry. Thus, it can be concluded that sustainable development must adhere to three basic principles, namely ecological sustainability (planet), socio-cultural continuity (people), and economic sustainability (profit). The principles of sustainable tourism according to Burns and Holder in Hakim (2019) include (1) maintaining environmental quality, (2) providing benefits for local communities and tourists, (3) maintaining the relationship between tourism and the environment, (4) maintaining harmony between communities local, (5) creating dynamic conditions adapted to carrying capacity, (6) all stakeholders must work together to realize sustainable development.

Many tourist objects are in the North Bali area. In the North Bali area, there are tourist attractions ranging from mountains to beaches and oceans, so if you visit the North Bali area you can get these objects. One of them is that Ambengan Village has a tourism area that is no less interesting, namely the Jembong Waterfall tour. This tourist spot is in the form of waterfalls and

swimming pools with natural water. Besides that, there is a camping ground and Flying Fox as well as several contemporary photo spots that can attract tourists. Before becoming a tourist spot, the Jembong waterfall was just an ordinary river flow, because the waterfall only has a height of about 3 meters. Then the Jembong waterfall is managed by the local community so that it has a higher tourist attraction. Support the tourism potential at Jembong Waterfall can be done by implementing Sustainable Tourism which in its application pays attention to the surrounding environment, the economy of the surrounding community, the relationship between tourism and the environment, the involvement of all stakeholders, dynamic conditions, and the harmony of the surrounding community. The implementation of Sustainable Tourism is hoped that it can increase the interest of tourists to visit Jembong Waterfall again. This research is intended to see the interest in visiting Jembong Waterfall. The definition of interest according to Slameto (2003) is a feeling of preference or interest in something or activity, without being told. To realize a good economy, of course, the arrival of tourists is very necessary to tour tourist attractions. Therefore, it needs to be managed properly and provide the best service as well.

Sustainable Tourism in Kuta Beach Bali in Tourist Perceptions (Survey of Foreign Tourists (Australia, China, and Japan) visiting Kuta Beach Bali, 2014. This study aims to obtain findings regarding the description of sustainable tourism in Kuta Beach and the influence of motivation on sustainable tourism programs in Kuta Beach, Bali. This research method uses descriptive and verification methods with data collection techniques used are questionnaires, literature studies, interviews, and observation. This study uses a verification analysis method, with Structural Equation Modeling (SEM) analysis carried out, in SEM analysis, it will be tested by testing the entire model between tourist motivation and behavior towards sustainable tourism. The results of this analysis are sustainable tourism has not yet been created in Kuta Beach and tourist motivation influences tourist behavior which has a high influence on efforts to create sustainable tourism.

The Influence of Sustainable Tourism Development on Tourist Satisfaction at Saung Angklung Udjo, 2017. This study aims to obtain findings related to the description of Sustainable Tourism Development at Saung Angklung Udjo and the influence of Sustainable Tourism Development on Tourist Satisfaction at Saung Angklung Udjo. This study uses the cross-sectional research method, which is a study in which information or data is collected from research subjects that are used only once in one period to answer the problem formulation. The results of this research are Sustainable tourism development which includes environmental aspects, economic aspects, sociocultural aspects, and tourism management. The highest value of tourist satisfaction is satisfaction with the socio-cultural aspect, while the lowest value is satisfaction with the environmental aspect.

LITERATURE REVIEW

Tourism according to Norval in Primadany, et al. (2013, p.135) is all activities related to the entry, stay, and movement of foreign residents within or outside a particular country, city, or region. It can also be interpreted that tourism is a social, cultural, and economic phenomenon that requires the movement of people to countries or places outside the usual environment for personal or business/professional purposes. Meanwhile, according to Law Number 10 of 2009 Article 1 paragraph (3) concerning tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government, and local government.

In developing tourism, it needs to be supported by planning and reflecting three dimensions of interest (the tourism industry, the carrying capacity of the environment, and the local community). The elements of tourism development include:

- 1) Attraction or attraction, which arises from various things ranging from natural conditions, and man-made objects, to elements and cultural events of the place.
- 2) Transportation has an influence on the flexibility of travel directions, tourist flows, and the development of accommodation.
- 3) Accommodation, where lodging is also included in the element of tourism development. Accommodation is divided into 2 types, namely accommodation built for public use and some specifically for individuals only to accommodate a limited number of people.
- 4) Service facilities, starting from the existence of services for daily necessities, trade services, comfort and pleasure services, security, and safety services, to continuing to sell luxury goods.
- 5) Infrastructure, the development of adequate infrastructure is needed to support all aspects ranging from services to other facilities. Infrastructure can be in the form of transportation, drinking water channels, waste disposal channels, to electric lighting which can also indirectly benefit the surrounding community (Riadi, 2019).

According to Hasan in Mayasari (2017, p.8) types of tourism are divided into several types, namely as follows:

- 1) Culinary Tourism, is a tour that is not only to fill and pamper the stomach but is also motivated by the desire to get an interesting experience
- 2) Sports Tourism, namely tourism that combines direct sports activities. Tourists act as connoisseurs only.
- 3) Commercial Tourism is tourism that is like traveling to visit commercial exhibitions and fairs.
- 4) Industrial tourism is tourism carried out by a group to an industrial place with the intent and purpose of conducting research.
- 5) Marine Tourism is tourism related to water.
- 6) Honeymoon Tour, is a tour intended for newlyweds
- 7) Nature Reserve Tourism

Sustainable Development Goals

According to the International NGO Forum on Indonesian Development (INFID) (2017) Sustainable Development Goals or sustainable development goals are global action plans initiated to end poverty, reduce inequality, and protect the environment and apply from 2016 to 2030 for all countries in the world, so that all countries without exception have a moral obligation to achieve the goals and targets of these sustainable development goals. Sustainable Development Goals (SDGs) have 17 goals and targets, all of which are expected to be achieved by 2030. Implementation and monitoring, 17 goals and 169 targets of SDGs are grouped into four pillars namely, The SDGs were officially endorsed as a global development agreement on September 25, 2015, at the

United Nations (UN) Headquarters. The theme that was carried out at that time was "Changing Our World: The 2030 Agenda for Sustainable Development" and the meeting was attended by approximately 193 heads of state. The Sustainable Development Goals (SDGs) have the main principle, namely leave no one behind, which means leaving no one behind. This principle is expected to be able to answer two things, namely procedural justice and substantial circumstances. Procedural justice means measuring the extent to which all parties involved, especially those who are left behind, can follow the entire development process. Meanwhile, substantial justice is the extent to which a policy and a development program can answer the problems faced by residents, especially disadvantaged groups (SDGs National Secretariat, 2020).

Sustainable Tourism

Sustainable Tourism according to UNWTO (2020) is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities". Based on this definition, it can be said that sustainable tourism is tourism that fully takes into account the current and future economic, social and environmental impacts. In addition, sustainable tourism also meets the needs of related parties, namely visitors, industry, the environment, and the surrounding community. Meanwhile, Sugiana in Tirtawati, et al., (2019, p. 7) sustainable tourism is also called alternative tourism and is tourism that is developed considering the preservation of nature and culture of the local community so that what is currently available can be passed on to future generations.

Based on these two definitions, it can be concluded that the tourism sector must be able to be developed for the needs of the present while maintaining the ability of future generations to meet their needs. As we know, tourists can also be a source of natural damage. We must avoid this, of course, therefore good planning and management must be carried out by adhering to the principles of sustainable tourism. According to UNWTO (2019), sustainable tourism must be able to optimally utilize environmental resources while maintaining and preserving biodiversity, respecting regional authenticity, contributing to understanding and tolerance between cultures, and preserving the cultural heritage and traditional values that have been built.

Sustainable tourism should also ensure that economic operations are viable and long-term as well as socio-economically beneficial and fairly distributed to all stakeholders in order to predict whether a tourism development at the destination level has embraced sustainable tourism or not, and to what extent, there is a need to establish a series of indicators that measure progress in achieving sustainable development. In this case, it measures the existence or severity of a current problem signaling a future situation or problem, a measure of risk and the potential need for action, and a means of identifying the results of our actions. However, to remain optimally useful, sustainable tourism must be able to meet various criteria which include criteria of relevance, availability, meaning, freshness, sensitivity, reliability, comparative, and normativity (Hakim, 2019, p. 24). The indicators of implementing sustainable tourism are through 3P (people, planet, and prosperity).

- 1) People, means a tourist destination must pay attention to what tourists want. development in the tourism sector must aim to end poverty and hunger, in all its forms and dimensions, and also ensure that all human beings have equality in dignity and in a healthy environment.
- 2) Planet means a tourist destination that maintains the cleanliness of its environment. Development in the tourism sector must aim to protect the planet or natural resources and climate which can always support the needs of present and future generations.
- 3) Prosperity means that tourist destinations must pay attention to economic values for the community. Development in the tourism sector must aim to ensure that all human beings can enjoy a prosperous life, fulfill their necessities of life, and ensure that economic, social, and technological progress goes in harmony with nature.

Based on the concept of sustainable tourism above, the influence of implementing sustainable tourism at Jembong Waterfall has changed the Jembong River from what used to be ordinary rivers and waterfalls to now a tourist destination with a strong characteristic, namely a natural water swimming pool.

Theory of Interest

Interest is a feeling of preference or interest in something or activity, without being told (Slameto, 2003, p.180). According to Holland quoted by Djaali (2012, p. 121) interest is a high tendency towards something. The concept of interest consists of individual and situational interests' Individual interest is a deep interest in a field or activity that arises based on existing knowledge, emotions, and personal experiences while situational interest is an interest that arises spontaneously, temporarily, and there is curiosity that is inspired or influenced by the environment (Arnaldi, 2014, p. 503-509).

There are three factors that underlie a person's interest according to Crow and Crow quoted by Mahmud (2001, p. 56), namely:

- 1) The push factor comes from within.
These needs can be in the form of needs related to physical and psychological.
- 2) Social motive factor. The emergence of interest from someone can be driven by social motives, namely the need to get appreciation and the environment in which they are.
- 3) Emotional factor. This factor is a measure of a person's intensity in paying attention to an activity or a particular object.

Hypothesis Formulation

Based on the theoretical description and research conceptual framework that has been put forward, the hypothesis can be formulated as follows:

H1: The implementation of sustainable tourism has a significant effect on the intention of visiting tourists

H2: The quality of service has a significant effect on the intention of visiting tourists

H3: The application of sustainable tourism and Quality of service simultaneously influences the interest in visiting tourists

METHOD

The research location specified for obtaining research data was carried out in Ambengan Village, Singaraja. Jembong Waterfall is a waterfall with a natural swimming pool whose water comes from the mountains. There are many facilities such as a swimming pool, camping area, flying fox, and various interesting photo spots. This location was chosen because Jembong Waterfall implements sustainable tourism in the management of its tourist destinations, which is reflected in the community managing the waterfall by prioritizing environmental and economic aspects. experience. In addition, researchers also want to know the effect of implementing sustainable tourism and service quality interest in visiting tourists at Jembong Waterfall.

Operationalization of Variables. The operational definition is an indication of how a variable is measured (Siyoto & Sodik, 2015, p.16). Variables can be interpreted as everything that will become the object of research observation (Syahrums & Salim, 2012, p. 103). Research variables need to be defined clearly and unequivocally. Definitions in scientific research are definitions that explain, not describe. In order for this research to have a focus and not be biased, it is important to make an operational definition. The operational definition in this study is categorization in tables to make it easier to fill in statistical data. The operational definitions of the variables are described in the following table:

Table 1. Operationalization of Variables

Sustainable Tourism	-People -Planet -Prosperity
Quality of Service	-Reliability -Response -Assurance -Empathy
Encouragement	- Interest from within - Social Motives - Emotional

The population is a generalization area consisting of objects/subjects which have certain quantities and characteristics determined by researchers to be studied and then conclusions are drawn (Siyoto & Sodik, 2015), While the sample is part of the population that is the object of research (Syahrums & Salim, 2012, p. 113-114). Based on this explanation, the researcher determined that the population in this study was the people of Singaraja city and the sample was the people of Singaraja who had traveled to Jembong Waterfall. The sampling used in this study was to use the purposive sampling method, namely the selection of a group of subjects based on certain characteristics that were seen as having a close relationship with the population characteristics that were known previously (Syahrums & Salim, 2012, p. 118) or in other words, a sampling technique with certain considerations or special selection (Syahrums & Salim, 2012, p.66; Sugiyono, 2013, p. 85). Husein. Umar (2008, p. 141), suggests that the sample size of a population can be used in various ways, one of which is by using the Malhotra technique with the following formula:

$$n = 4 \times \text{Number of items} \quad n = 4 \times 10$$

$$n = 40$$

Description:

$$n = \text{Number of samples}$$

Based on the Malhotra formula above, the sample size in this study was 40 people, so the sample used was more representative. Data in research is very important because with this data we can answer problems, achieve research objectives, and test hypotheses. Data collection techniques in this study used data collection techniques with questionnaires, namely giving a set of questions or written statements to respondents to answer (Sugiyono, 2013, p. 142). A questionnaire is a form of data collection instrument that is flexible and relatively easy to use. The scoring technique used in this research questionnaire is the Likert. is the Likert scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2013, p. 93).

Table 2. Scoring Technique

Score 5	SS (Strongly Agree)
Score 4	S (Agree)
Score 3	R (Doubtful)
Score 2	TS (Disagree)
Score 1	STS (Strongly Disagree)

Source: Processed by Researchers, 2022

Data Analysis Techniques Test Basic Assumptions

The basic assumption test is used to provide a pre-test, or initial prerequisite test for a device or instrument used in data collection, the form of data and the type of data that will be processed further from an initial data set that has been obtained, so that the requirements for obtaining the data becomes unbiased, so that the Best Linear Unbiased or BLUE principle is fulfilled. The basic assumption test used in this study consists of:

- a. Normality Test. A normality test is a procedure used to find out whether the data. Normally distributed or is in a normal distribution. The normality test is usually used to measure data on an ordinal, interval, or ratio scale. If the analysis uses the parametric method, then the normality requirements must be met, namely the data comes from a normal distribution. If the data is not normally distributed, the number of samples is small and the type of data is nominal or ordinal, the method used is non-parametric statistics (Nuryadi, et al., 2017, p. 79-80). This study uses the Normal Probability Plot test. This is done with the help of the SPSS application where if it is seen that the dots follow and approach the diagonal line, then it can be said that the regression model is said to be normally distributed.
- b. Multicollinearity Test. The multicollinearity test was carried out with the aim of testing whether the regression equation model found a correlation between independent variables or not (Ghozali, 2013, p. 105). The multicollinearity test can be seen from the Variation Inflation Factor (VIF). If the VIF value is < 10 and the tolerance value is > 0.1 , it means that there is no multicollinearity.
- c. Heteroscedasticity test. The heteroscedasticity test was carried out with the aim of testing whether in the regression equation there is an inequality of variance from the residuals of one observation to another (Ghozali 2013, p. 139). The test uses the distribution of points on the scatterplots. If the points spread, it can be said that there is no heteroscedasticity problem in the regression model.

Multiple Regression Analysis

Multiple linear regression analysis is used by researchers, if the researcher intends to predict how the value of the dependent variable will change if the values of two or more independent variables as predictors are increased or decreased in value (manipulated). So, a multiple linear regression analysis will be carried out if the number of independent variables is at least two (Sugiyono, 2018, p. 153). Multiple linear regression analysis was used to obtain a comprehensive picture of the effect of the independent variables (product quality, price, and advertising) on the dependent variable (purchasing decision).

T-test

T statistical test basically shows how far the influence of one explanatory /independent variable individually explains the variation of the dependent variable. This test is used to partially test the regression coefficients of the independent variables.

F-Test

The t-statistical test basically shows how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable. This test is used to partially test the regression coefficients of the independent variables.

RESEARCH RESULTS AND DISCUSSION

In the figure below it can be seen that the PP Plot values are located around the diagonal line. PP Plot if we examine further where the dots follow and approach the diagonal line, it can be concluded that the regression model is said to be normally distributed

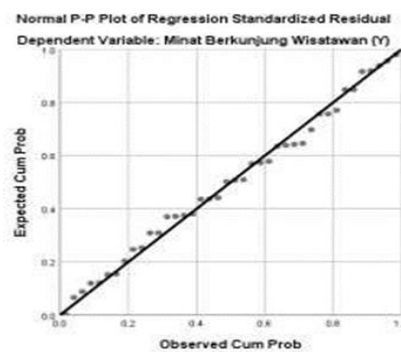


Figure 1. Normality Test with Normal Probability Plot

The table shows that the VIF value for financial literacy variables and fake investment news is < 10 , which is 1.191 each. Meanwhile, the tolerance value is > 0.1 , which is 0.839 each. Thus, it can be concluded that there is no multicollinearity between variables.

Table 3. Table Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.719	1.644		1.046	.302		
	Sustainable Tourism (X1)	.257	.097	.349	2.655	.012	.839	1.191
	Kualitas Pelayanan (X2)	.493	.141	.459	3.491	.001	.839	1.191

a. Dependent Variable: Minat Berkunjung Wisatawan (Y)

In the figure, the dots are spread out and do not form a clear pattern. So it can be concluded that there is no heteroscedasticity in the regression model.

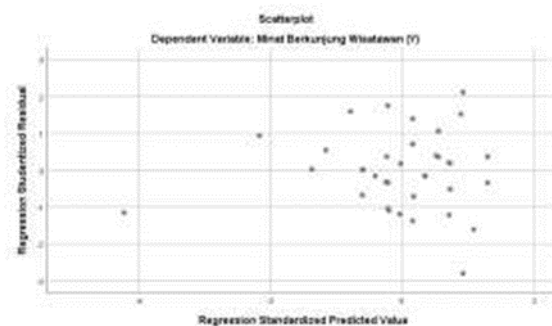


Figure 2. Scatterplot of Heteroscedasticity Test

Multiple linear regression analysis was carried out to determine the effect of the variable sustainable tourism (X1) and service quality (X2) on the variable interest in visiting tourists (Y) at Jembong Waterfall. The following is a table of multiple linear regression test results:

Table 4. Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.719	1.644		1.046	.302		
	Sustainable Tourism (X1)	.257	.097	.349	2.655	.012	.839	1.191
	Kualitas Pelayanan (X2)	.493	.141	.459	3.491	.001	.839	1.191

a. Dependent Variable: Minat Berkunjung Wisatawan (Y)

From the table above, the regression equation is obtained as follows:

$$Y = 1.719 + 0.257X1 + 0.439X2$$

Based on the regression equation above, the following explanation can be obtained:

a = constant = 1.719

Shows that if the variable is sustainable tourism and service quality, then the variable of interest in visiting tourists at Jembong Waterfall will be worth 1.719.

b1= Regression coefficient for sustainable tourism (X1) = 0.257 Shows that if there is any increase in sustainable tourism, it will result in the variable interest in visiting tourists to Jembong Waterfall will increase by 0.257.

b2 = Regression coefficient for fake investment news (X2) = 0.439

Shows that if there is any increase in the service quality variable, it will result in the variable interest in visiting tourists to Jembong Waterfall will increase by 0.439.

The t-test

The t-test was carried out to partially test the effect of the independent variables, namely sustainable tourism (X1) and service quality (X2) on the dependent variable, namely the interest in visiting tourists to Jembong Waterfall (Y). This research was conducted on 40 respondents from the people of Singaraja who had visited Jembong Waterfall. The results of simple linear regression analysis can be seen in the following table:

**Table 5. t Test Table
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.719	1.644		1.046	.302		
	Sustainable Tourism (X1)	.257	.097	.349	2.655	.012	.839	1.191
	Kualitas Pelayanan (X2)	.493	.141	.459	3.491	.001	.839	1.191

a. Dependent Variable: Minat Berkunjung Wisatawan (Y)

To determine the value of the t table is determined with a 95% confidence level ($\alpha = 0.05$) with degrees of freedom $dk = (n-k)$ where n is the number of respondents namely 40 and k is the number of variables, namely 2. So, the degrees of freedom in this study are $dk = (40-2-1) = 37$ so that the t table used is $t_{0,05} (37) = 1.687$

a. Variable X1

The results of the hypothesis test are obtained from the calculated t-value of 2.655 and a significance value of 0.012. This shows that t count (2.655) > t table (1.687) with a significance value of 0.012 < 0.05. So sustainable tourism (X1) has a significant effect on tourists' interest in visiting Jembong Waterfall (Y).

b. Variable X2

The results of the hypothesis test are obtained from the calculated t value which is equal to 3.491 and has a significance value of 0.001. This shows that t count (3.491) > t table (1.687) with a significance value of 0.001 < 0.05. Then the quality of service (X2) has a significant effect on the interest of tourists visiting Jembong Waterfall (Y).

F-test

From the F test results table above, a significance value of 0.000 or < 0.05 is obtained, meaning that all independent variables, namely sustainable tourism (X1) and service quality (X2), simultaneously have an effect or have a jointly significant influence on the dependent variable is the interest in visiting tourists to Jembong Waterfall (Y).

**Table 6. F test Table
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.887	2	33.944	15.880	.000 ^b
	Residual	79.088	37	2.138		
	Total	146.975	39			

a. Dependent Variable: Minat Berkunjung Wisatawan (Y)

b. Predictors: (Constant), Kualitas Pelayanan (X2), Sustainable Tourism (X1)

Discussion

The Influence of Sustainable Tourism on Tourist Interests

The results of testing the first hypothesis regarding the effect of sustainable tourism on the interest in visiting tourists show a regression coefficient of 0.257 with a significance value of 0.012. Therefore, the first hypothesis in this study is accepted. This shows that sustainable tourism has an influence on the interest in visiting tourists. The higher or the better the implementation of sustainable tourism, the higher the interest of visiting tourists. Based on this research, sustainable tourism should be applied in developing tourist destinations because it is proven that good implementation of sustainable tourism will encourage tourists to come to tourist attractions. So that this can create sustainable development goals, especially the goals of economic development and the environment. Empirical studies that support the findings of this study are the results of research conducted by Chaerul, et al (2014), who found that sustainable tourism in Kuta Beach is indispensable because it is not directly proportional to the increasing number of visits and is influenced by tourist motivation and behavior. The motivation of Australian, Chinese, and Japanese tourists has a significant influence on tourist behavior when visiting Kuta Beach, Bali.

Effect of Service Quality Against Visiting Interests of Tourists

The results of testing the first hypothesis regarding the effect of service quality on the interest in visiting tourists show a regression coefficient of 0.493 with a significance value of 0.001. Therefore, the second hypothesis in this study is accepted. This shows that the quality of service has an influence on the interest of visiting tourists. The higher or the better the service quality of a tourist destination, the higher the interest of tourists visiting. Based on this research, the quality of service at tourist destinations must always be improved in order to attract visitors. Good service quality is always expected by the refugees both before and after they visit the tourist area. If after visiting they find good quality, then their interest in coming back will be higher. Empirical studies that support the findings of this study are the results of research conducted by Budiman (2019), which found that tourist attraction is highly dependent on the quality of services provided by these tourist destinations. The better service quality of tourist destinations will attract tourists to make repeat visits to tourist attractions.

The Simultaneous Effect of Sustainable Tourism and Service Quality Against Visiting Interests of Tourists

The results of testing the first hypothesis concerning the simultaneous effect of sustainable tourism and service quality on visiting interest of tourists show a significance value of 0.000. Therefore, the third hypothesis in this study is accepted. This shows that sustainable tourism and service quality have a significant simultaneous influence on tourist interest in visiting. If sustainable tourism affects it, it will certainly be in line with the quality of services that will be provided. Vice versa, from the quality provided, of course, there will be efforts to implement sustainable tourism. So that the two variables X1 and X2 jointly influence the interest in visiting tourists.

CONCLUSION AND SUGGESTION

From the results of the above research, it can be concluded that:

1. The application of sustainable tourism has a significant effect on the interest in visiting tourists with the calculation results showing a regression coefficient of 0.257 with a significance value of 0.012.
2. Service quality has a significant effect on the interest in visiting tourists with the calculation results showing a regression coefficient of 0.493 and a significance value of 0.001.
3. The application of sustainable tourism and service quality simultaneously influence the interest in visiting tourists with the calculation results showing the results of the F test, namely a significance value of 0.000 or <0.05.

Based on the findings, discussions, and conclusions, the following recommendations can be made. For tourism actors, based on research it has been found that the implementation of sustainable tourism and service quality has a positive influence on the interest of visiting tourists. So that the management needs to prioritize the management of tourist attractions in accordance with the concept of sustainability and provide good quality service to tourists. For future researchers, it is suggested to add variables that can affect tourist interest and add items that need to be examined from these variables. Thus, researchers are required to obtain more samples and more diverse results from the population studied.

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