

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERMINTAAN WISATA  
BAHARI KAWASAN PANTAI SANGGAR, TULUNGAGUNG**

***Influencing Factors Analysis of Marine Tourism Demand in the Sanggar Beach Area,  
Tulungagung***

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**ABSTRAK**

Pantai Sanggar di Kabupaten Tulungagung memiliki potensi wisata bahari dengan sumber daya pesisir dan pantai yang masih alami, keindahan pesisir, dan nilai konservasi penyu hijau yang mendaratkan telurnya di pantai tersebut. Namun, keterbatasan aksesibilitas, fasilitas dasar, serta risiko keselamatan menjadi hambatan dalam meningkatkan permintaan wisata. Latar belakang ini mendorong perlunya kajian faktor-faktor yang mempengaruhi minat kunjungan wisatawan. Tujuan penelitian ini adalah menganalisis variabel-variabel yang berpengaruh terhadap permintaan wisata ke Pantai Sanggar serta merumuskan rekomendasi strategi pengelolaan destinasi secara berkelanjutan. Metode penelitian dilakukan melalui survei lapangan dengan wawancara dan penyebaran kuesioner kepada 30 wisatawan menggunakan teknik purposive sampling. Data dianalisis secara kuantitatif dengan regresi linier berganda, dan dilengkapi dengan analisis deskriptif terhadap karakteristik wisatawan serta kondisi atraksi, aksesibilitas, dan amenitas. Hasil penelitian menunjukkan mayoritas wisatawan adalah kelompok muda (15–25 tahun), berpendidikan SMA-S1, berpenghasilan rendah-menengah, dan didominasi pekerja swasta serta pelajar. Analisis regresi menunjukkan model memiliki tingkat hubungan sangat kuat dengan  $R^2 = 0,80$ , artinya 80% variasi permintaan wisata dapat dijelaskan oleh variabel penelitian. Secara simultan, variabel independen berpengaruh signifikan terhadap permintaan, sedangkan secara parsial hanya faktor umur yang mempengaruhi permintaan secara signifikan. Evaluasi fasilitas menunjukkan atraksi sangat baik, penangkaran penyu cukup baik, akses jalan dinilai buruk, sedangkan amenitas sebagian besar cukup memadai namun perlu peningkatan, terutama gazebo. Kesimpulannya, permintaan wisata Pantai Sanggar dipengaruhi oleh faktor demografi dan kualitas destinasi, dengan aksesibilitas dan fasilitas sebagai aspek yang paling perlu diperbaiki. Strategi penguatan atraksi, perbaikan infrastruktur dan peningkatan amenitas akan mendukung pertumbuhan wisata yang berkelanjutan.

**ABSTRACT**

Sanggar Beach in Tulungagung Regency has marine tourism potential with its pristine coastal resources, coastal beauty, and the conservation value of green turtles

that lay their eggs on the beach. However, limited accessibility, basic facilities, and safety risks are obstacles to increasing tourism demand. This background encourages the need to study the factors influencing tourist interest. The purpose of this study is to analyze the variables that influence tourism demand to Sanggar Beach and formulate recommendations for sustainable destination management strategies. The research method was carried out through a field survey with interviews and questionnaires distributed to 30 tourists using a purposive sampling technique. Data were analyzed quantitatively with multiple linear regression, and supplemented with descriptive analysis of tourist characteristics and the condition of attractions, accessibility, and amenities. The results show that the majority of tourists are young (15–25 years old), have a high school–bachelor's degree, have low–middle income, and are dominated by private sector workers and students. The regression analysis shows a very strong relationship with  $R^2 = 0.80$ , meaning that 80% of the variation in tourism demand can be explained by the research variables. Simultaneously, the independent variables significantly influence demand, while partially, only age significantly influences demand. Facility evaluations show that attractions are excellent, the turtle hatchery is quite good, and road access is considered poor. While amenities are largely adequate but require improvement, particularly the gazebos. In conclusion, demand for Sanggar Beach tourism is influenced by demographic factors and destination quality, with accessibility and facilities being the most in need of improvement. Strategies to strengthen attractions, improve infrastructure, and enhance amenities will support sustainable tourism growth.

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**Kata Kunci** *Karakteristik wisatawan, Pantai Sanggar, Permintaan wisata*

**Keywords** *Sanggar Beach, Tourist characteristics, Tourism demand*

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## INTRODUCTION

Sanggar Beach in Tulungagung Regency, East Java, is known as one of the southern beaches, boasting a white sandy bay flanked by karst cliffs, turquoise water, and a relatively pristine atmosphere (Fahrur et al., 2017). Located in Jengglungharjo Village, Tanggunggunung District, Sanggar Beach is approximately 40 km from the city center. Access to Sanggar Beach is via the Wates corridor from Tanggunggunung, with narrow village roads that are challenging during the rainy season. This characteristic makes Sanggar Beach attractive for special interest tourism (camping, landscape photography). In addition to these benefits, Sanggar Beach also holds potential as a turtle hatchery conservation area, serving as a landing site for green turtles (*Chelonia mydas*).

Tulungagung's coastal tourism is growing as connectivity across the southern coast and the promotion of local beaches contribute to the local economy (Asfahi et al., 2025). However, the quality of access and supporting infrastructure remains variable and tends to be lacking (Wiratama, 2017). Tourist testimonials and local media

coverage highlight the powerful natural experience at Sanggar Beach, but also indicate limited infrastructure and access risks (narrow/uphill roads, minimal signage/safety) that could hinder tourism demand growth. On the other hand, institutional initiatives (Perhutani/local partnerships) and the geopark narrative reinforce the potential appeal of geology/scientific interpretation as destination differentiation. The urgency is to align conservation, comfort, and safety values with ease of access to ensure sustainable tourism demand growth. Therefore, developing accessibility, including through the construction of a southern crossing route, is considered crucial to increasing tourism demand at Sanggar Beach, Tulungagung (Dm et al., 2024).

The dynamics of tourism demand in Indonesia are determined by economic variables (tourist source income), relative prices/travel costs, accommodation capacity, distance, and external shocks (crises/pandemics). Empirical studies in Indonesia show that tourist per capita income, relative prices, and room availability have a positive impact on spending/visits, while distance has a negative impact. In the 2019–2021 period, for example, trends demonstrated sensitivity to public health shocks. Therefore, in this case, demand for coastal destinations like Sanggar Beach needs to be viewed through the lens of classic demand factors as well as specific destination attributes (access, basic amenities, environmental quality, perceived wave risk/safety) (Tantowi, 2022).

At the regional level, indicators of domestic tourist mobility and Tulungagung's socio-economic performance provide a fairly clear context for tourism supply and demand. East Java Statistics Indonesia (BPS) data on domestic tourist travel by district/city shows a relatively fluctuating trend in Tulungagung Regency tourism from 2020 to 2024 (Figure 1). In 2022, tourism demand in Tulungagung Regency tended to increase by 1,713,000 tourists and decline in 2024 to 1,500,000 tourists. This figure reflects the uncertain tourism demand in Tulungagung Regency, which will also impact visits to coastal tourist destinations, including Sanggar Beach itself, although data on tourists to Sanggar Beach is not definitively recorded. The Tulungagung regional government's performance documents provide an overview of mobility trends, income inequality, and development priorities that influence purchasing power, promotion, and destination development. However, micro-evidence on what drives people to choose Sanggar Beach (e.g., accessibility, travel costs, social media reputation, cleanliness, basic facilities, tour packages, and security) is still limited, necessitating data-driven research at the destination level, specifically at Sanggar Beach.

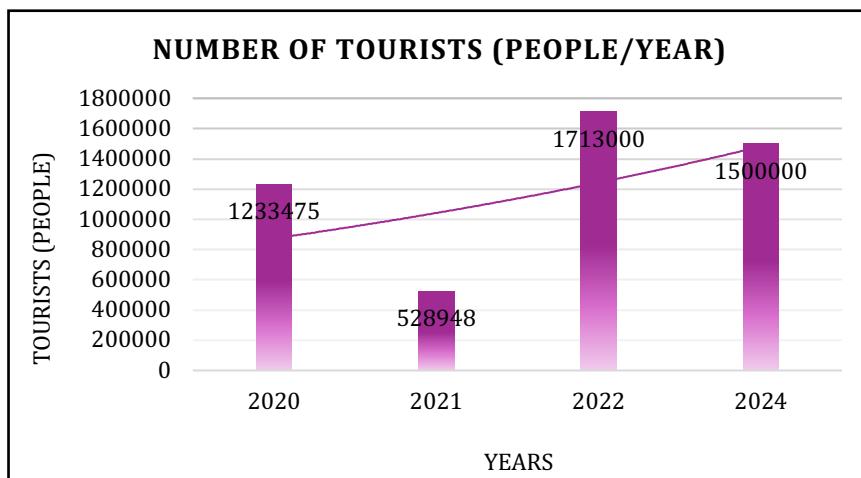


Figure 1. Number of Tourists in Tulungagung Regency (BPJS Jawa Timur 2025)

The theoretical framework typically used to assess destination competitiveness/attractiveness places core resources, supporting factors, situational conditions, and destination management as the primary determinants of visit intention and, ultimately, demand. Destination competitiveness and a review of tourism demand modeling provide the basis for formulating research variables: accessibility (time/cost), amenities (toilets, parking, accommodation), environmental quality (cleanliness, conservation), safety (waves/medical/signage), information/marketing (online reviews, media content), and price/total trip cost (Crouch, 2007). This is relevant for pristine coastal destinations like Sanggar Beach, where strengthening these factors can convert interest into actual visits (Lusticky and Bednarova, 2018).

Previous studies on Sanggar Beach prioritized the welfare of the surrounding community through community-based ecotourism management efforts (Oktaviana, 2016). Long before that, a basic analysis of Sanggar Beach's attractiveness is needed to inform management. This research aims to analyze the factors influencing tourism demand to Sanggar Beach and formulate policy recommendations and destination management strategies that balance demand growth and the sustainability of Tulungagung's coastal environment.

## METHODS

### Research Methods

This research was conducted at Sanggar Beach, Tulungagung, located in Jengglungharjo Village, Tanggunggunung District, Tulungagung Regency, at coordinates  $-8.297^{\circ}\text{N}$ ,  $111.909^{\circ}\text{E}$ . Directly bordering Ngelur Beach and Karang Bintolo Beach, Sanggar Beach is a turtle nesting area, making it a conservation-based tourism destination. Data collection took place in July 2025 on a holiday (Saturday-Sunday), considering that the highest number of tourists occurs on these two days (peak season), while on weekdays (low season) there are almost no tourists. The research map is shown in Figure 2.

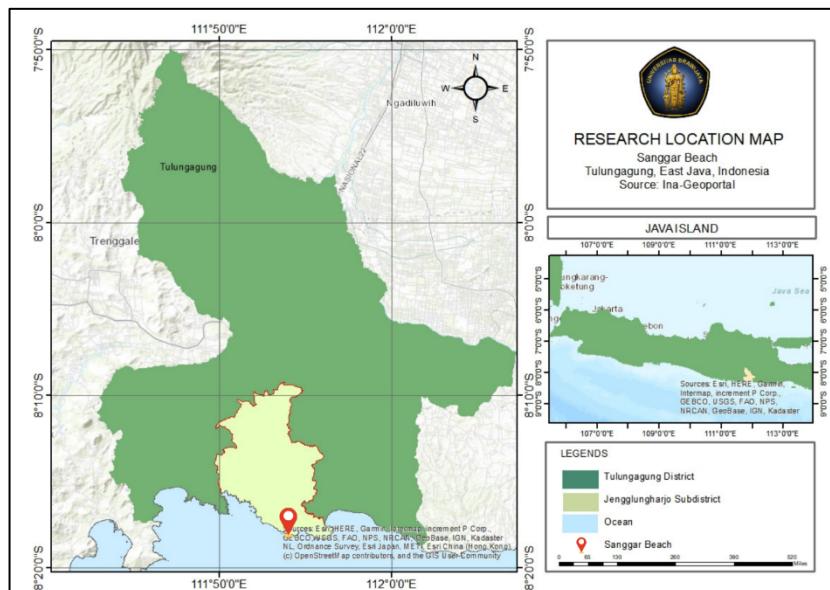


Figure 2. Research Location Map

## Research Procedure

Data collection was conducted through structured interviews and questionnaires distributed to tourists visiting the ecotourism sites studied. The sampling technique used was purposive sampling to select respondents who met certain criteria, namely tourists with experience in ecotourism activities relevant to the research objectives, namely tourists who had visited Sanggar Beach, Tulungagung. The total sample size to be interviewed and completed the questionnaire was 30 people.

## Data Analysis Method

The data analysis used quantitative and descriptive analysis. The quantitative analysis was conducted through multiple linear regression using Microsoft Excel. The analysis explained the general conclusions obtained by the researcher based on the study results on the sample. Economic and social characteristics were presented in the results to interpret tourist responses to the main assessment questions (Muharram, 2010). Factors influencing tourist visits were analyzed using multiple linear regression (Adrianto, 2006). The variables considered to influence the number of tourist visits to Sanggar Beach were travel costs, gender, age, income, education, and distance. The equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e_i$$

Information:

Y = number of visits (times)  
 $\beta_0$  = constanta  
 $\beta_{(1..n)}$  = variable coefficient 1- n  
X1 = variable 1 (travel costs (Rp))  
X2 = variable 2 (gender (dummy variable))  
X3 = variable 3 (age (years))  
X4 = variable 4 (income (rupiah))  
X5 = variable 5 (education (years))  
X6 = variable 6 (distance (km))  
ei = error

## RESULT AND DISCUSSION

### Characteristics of Tourists at Sanggar Beach

Respondent characteristics are important to analyze because they can influence tourist preferences, motivations, and purchasing power. For example, certain age groups generally have different orientations when choosing destinations, while education and occupation levels are associated with responsiveness to tourism information and promotions. Furthermore, income level is a key factor directly related to the ability to finance a trip, while the distance from one's home to the destination will impact transportation costs and visit decisions. The characteristics of tourists at Sanggar Beach are shown in Table 1.

Table 1: Characteristics of Tourists at Sanggar Beach.

Variable	Tourist Characteristics	Percentage (%)	Average	Standart deviation
Genders	Male	60	26,9 years	10,8 years
	Female	40		
Age	15-25	60		
	26-35	16,67		

Variable	Tourist Characteristics	Percentage (%)	Average	Standard deviation
Education	36-45	6,67		
	>46	16,67		
	Elementary School	6,67		
	Junior High School	23,33		
Work	Senior High School	30		
	Bachelor 1 (S1)	40		
	Student	23,33		
	Wiraswasta	23,33		
Income	Swasta	36,67		
	Ibu Rumah Tangga	16,66		
	ASN	0		
	<Rp1.000.000,00	43		
Distance from Hom	Rp1.000.001,00-2.000.000,00	27		
	Rp2.000.001,00-Rp3.000.000,00	23	Rp1.410.000	Rp850.000
	Rp3.000.001,00-Rp4.000.000,00	7		
	>Rp4.000.001,00	0		
	<5 km	26,66		
	6-15 km	0		
	16-25 km	10	18,9 km	12,1 km
	26-35 km	16,67		
	>36 km	50		

The majority of respondents were in the 15–25 age group (60%), followed by those aged 26–35 (16.67%), those aged 46 and over (16.67%), and those aged 36–45 (6.67%). This finding indicates that young tourists dominate visits, consistent with the trend of marine tourism as a popular affordable recreation, adventure, and photography destination among the younger generation. Respondents' education levels varied considerably, with a predominance of undergraduate (40%) and high school (30%), while junior high (23.33%) and elementary school (6.67%) were relatively few. This suggests that most tourists have secondary to higher education, which tends to be related to exposure to tourism information through the internet and social media.

Respondents' occupations were divided into several categories: private sector (36.67%), students (23.33%), entrepreneurs (23.33%), and housewives (16.66%), while no civil servants (ASN) were found (0%). This profile shows that the majority of Sanggar Beach visitors are private sector workers and young people (students). In terms of income, the majority of tourists earn less than Rp1,000,000.00 (43%) and Rp1,000,001-Rp2,000,000 (27%), followed by Rp2,000,001-Rp3,000,000 (23%), and a small minority earn between Rp3,000,001-Rp4,000,000 (7%). There were no respondents with incomes above Rp4,000,000. These findings indicate that Sanggar Beach visitors are predominantly from low- to middle-income groups, so price/travel costs play a significant role in determining tourism demand. The distribution of home

distances shows two dominant groups: >36 km (50%) and <5 km (26.66%), with others at 26–35 km (16.67%) and 16–25 km (10%), while 6–15 km (0%) is not represented. These data indicate that tourists come from two poles: local residents around the beach and visitors from outside the area who travel considerable distances. Sanggar Beach tourists are predominantly young (aged 15–25), male, with a high school or bachelor's degree, and low to middle incomes. In terms of occupation, the majority work in the private sector and are students. The distance pattern indicates the presence of both local visitors and tourists from outside the area (>36 km). These characteristics indicate that Sanggar Beach is more attractive to young tourists with limited purchasing power who seek affordable, natural destinations suitable for short-term recreation or adventure.

The average age of tourists is 26.9 years, with a standard deviation of 10.8 years. This average value indicates that the majority of visiting tourists fall into the young or early productive age category, namely between 20 and 30 years old. This age group generally exhibits high mobility, a strong sense of curiosity, and an openness to new experiences, such as nature tourism or educational tourism. Meanwhile, the standard deviation of 10.8 years indicates a relatively varied age distribution among tourists, meaning there are also older tourists (>40 years old), although their numbers are not dominant. This variation may indicate that the tourist destination has an inclusive appeal across ages, for both young and older tourists.

The average tourist income was recorded at IDR 1,410,000 per month, with a standard deviation of IDR 850,000. This value indicates that most tourists come from low- to lower-middle-income groups, which corresponds to the segment of students, high school students, or private sector workers with incomes below the national average minimum wage. The standard deviation of IDR 850,000 illustrates the significant income variation among tourists, indicating that this group of visitors is not entirely economically homogeneous. This means that there is a small percentage of tourists with higher incomes, but overall, visitation patterns are still dominated by those with limited economic means. This implies that destination managers can consider affordable pricing strategies and supporting facilities that align with tourists' economic capabilities.

The analysis shows that the average distance of tourist residences from tourist locations is 18.9 km, with a standard deviation of 12.1 km. This means that most tourists come from the surrounding area (radius <20 km), particularly from local areas or nearby districts. This pattern illustrates that the destination is still visited more by local domestic tourists than by out-of-town tourists. Meanwhile, the relatively high standard deviation (12.1 km) indicates a wide variation in regional origins. This means that although the majority of visitors come from the surrounding area, some tourists also come from more distant areas (over 30 km), indicating the potential to attract visitors from regional areas with effective promotion.

## 2. Characteristics of the Three Main Dimensions of Pan-Pacific Tourism

As part of an effort to understand tourist perceptions of destination quality, this study evaluated three key components that determine the attractiveness and comfort of a tourist area: attractions, accessibility, and amenities (Figure 3–Figure 10). This assessment was conducted to identify the extent to which physical characteristics and supporting facilities met visitor expectations and to identify areas requiring improvement. The evaluation results are presented in Table 2.



Figure 1. Beach Tourism Attractions



Figure 5. Parking Area



Figure 2. Gazebo



Figure 9. Toilet



Figure 4. Road access



Figure 6. Toilet



Figure 8. Stall

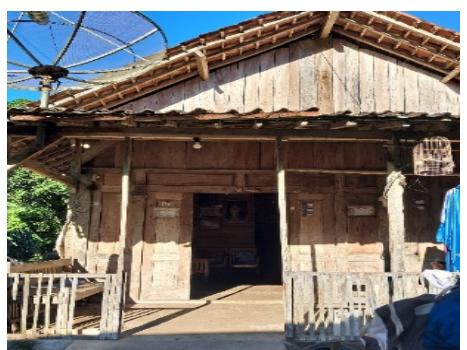


Figure 3. Homestay

Table 2. Characteristics of the Three Main Dimensions of Tourism at Sanggar Beach, Tulungagung

Variable	Characteristics of the Three Main Dimensions of Tourism	Condition		
		Bad	Pretty good	Very good
(Attraction)	Coasts, seas and coastal resources			✓
	Turtle hatchery		✓	
(Accessibility)	Road access	✓		
	Transportation		✓	
(Amenities)	Homestay		✓	
	Parking Area		✓	
	Toilet		✓	
	Mushola		✓	
	Canteen		✓	
	Rubbish bin		✓	
	Gazebo	✓		

The table presents an evaluation of the characteristics of tourist destinations based on three main dimensions of tourism: attractions, accessibility, and amenities. These are assessed based on perceptions of physical conditions and services, categorized into three categories: poor, fair, and excellent, based on researcher observations and in-depth questions from tourists. In the attraction aspect, tourists assessed the beaches, sea, and coastal resources as being in very good condition, reflecting the area's primary appeal in the context of marine ecotourism. The turtle hatchery was assessed as being in good condition, indicating educational and conservation potential that could be optimized to enhance the quality of the tourist experience. In the accessibility dimension, road access conditions were assessed as poor, as evidenced by the approximately 1 km access road from the village road to the beach being a damaged, non-asphalt road, indicating a major obstacle to tourist mobility to the location. Conversely, public transportation or transportation services were assessed as being in good condition, indicating that despite inadequate physical infrastructure, there are relatively reliable alternative modes of transportation. The amenities aspect showed variation in assessments. Several facilities, such as accommodation, a large parking area (20 meters), toilets (4 toilets), a prayer room, a canteen, and trash cans, were categorized as fairly good, meaning they meet basic tourist needs but still have potential for improvement to achieve optimal service standards. Meanwhile, the gazebos (2) as a supporting element for comfort were rated as poor, indicating a lack of adequate rest or shade facilities. This is crucial, especially in the context of outdoor tourism.

### 3. Analysis of Sanggar Beach Tourism Demand

Analysis of tourist visit frequency showed that the majority of respondents (60%) were first-time visitors to the tourist location studied (Figure 11). This indicates that the destination is still in the exploratory stage of the visitation cycle and has the potential to attract new tourists. However, 26.67% of respondents had visited more than five times, reflecting the existence of a loyal tourist segment with a strong interest in the area's attractions.

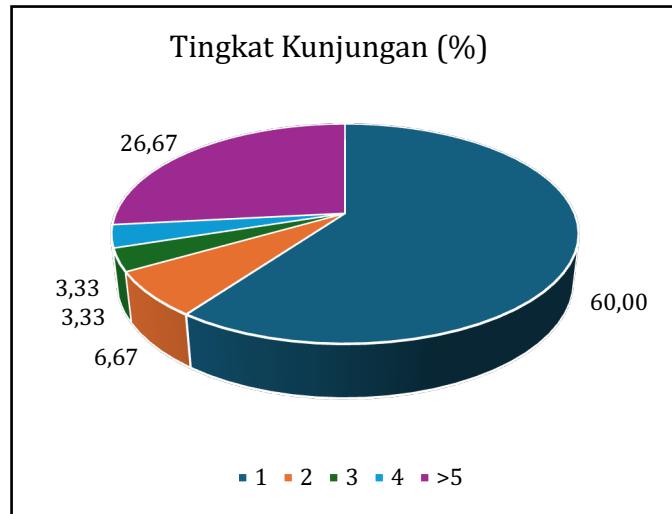


Figure 11. Visit Rates for Tourists to Sanggar Beach

Meanwhile, the proportions of second visits (6.67%), third visits (3.33%), and fourth visits (3.33%) are relatively small. This finding indicates untapped potential in building repeat visit intention. Low repeat visit rates can be caused by various factors, including the quality of facilities, accessibility, or a lack of variety of attractions offered. Overall, this data reflects the importance of sustainable marketing strategies and enhancing the tourism experience to foster visitor loyalty. Strengthening local attractions and developing amenities that support repeat visits are key to increasing tourist retention at this destination.

Table 3: Regression Analysis of Sanggar Beach Tourism Demand

*Regression Statistics*

Multiple R	0.90
R Square	0.80
Adjusted R Square	0.75
Standard Error	0.42
Observations	30

*ANOVA*

	df	SS	MS	F	Significance F
Regression	6	16.22	2.70	15.47	4.76E-7
Residual	23	4.022	0.17		
Total	29	20.25			

	Coefficients	Standard Error	t Stat	P-value
Intercept	-1.1590	2.88	-0.40	0.69
Biaya perjalanan	-0.0037	0.14	-0.02	0.98
Gender	-0.3015	0.24	-1.20	0.23
Age	0.6705	0.32	2.03	<b>0.05</b>
Income	0.1466	0.17	0.83	0.41
Education	-0.5611	0.48	-1.15	0.25
Distance from home	-0.3070	0.19	-1.60	0.12

The regression analysis results indicate that the regression model has a high level of relationship strength, as indicated by a Multiple R value of 0.90, indicating a very strong positive correlation between the independent and dependent variables. An R Square value of 0.80 indicates that 80% of the variation in the dependent variable can be explained by the independent variables in the model, while the remaining 20% is explained by factors outside the model. An Adjusted R Square value of 0.75 also indicates that the model has goodness of fit, after adjusting for the number of predictors and sample size.

Based on the ANOVA test results, the overall regression model is significant at the 99% confidence level, as indicated by an F value of 15.47 and a Significance F = 4.76E-7 (<0.01). This indicates that the independent variables included in the model simultaneously have a significant effect on the dependent variable. However, when examined partially using a t-test, none of the independent variables had a p-value <0.05, thus concluding that, individually, none of the variables had a statistically significant effect on the dependent variable at the 5% level. However, the age variable showed a p-value of 0.0531, which is close to the level of significance and can be considered to have a near-significant effect. This indicates that respondent age may play a role in influencing the dependent variable (e.g., visit decision or satisfaction), although it is not yet statistically strong enough.

In general, although the overall regression model is significant, the strength of the influence of the independent variables individually is not statistically strong enough to indicate a significant relationship with the dependent variable. Therefore, further studies with larger samples or models that consider moderating or mediating variables are needed to uncover deeper relationships.

## Discussion

The age-based characteristics of Sanggar Beach tourists indicate a predominance of young tourists, consistent with the results of a study in Ambon, where young local tourists (under 26) are predominant, well-educated, and visit beaches, attractions, and leisure and cultural activities (Simasima et al., 2017). Most tourists have a bachelor's degree and are exposed to information through the internet and social media, supporting a more independent and modern approach to tourism, as suggested in a study of the characteristics of the younger generation in tourism based on environmental awareness and digital information (Serio et al., 2025). This is consistent with the income of most tourists, with travel time exceeding Rp1,000,000.00, a common source of income for students.

Sanggar Beach tourists are divided into two dominant groups: those traveling distances of more than 36 km (50%) and those traveling distances of less than 5 km (26.66%). This indicates a duality between local tourists and visitors from outside the region who travel considerable distances. This pattern demonstrates that Sanggar Beach is an attractive destination for both segments, seeking both quick recreation and adventure. The conclusion is that this destination is preferred by young tourists, those with secondary to higher education, those with low-to-middle incomes, and mostly students/private sector workers across two distance segments. This illustrates the need for affordable, natural destinations suitable for both short-term recreation and exploration (Supriadi and Roedjinandari, 2017).

Tourists rated attractions such as the beach, sea, and coastal resources as excellent, indicating the strong appeal of marine ecotourism. The turtle hatchery is

considered quite well-established, offering educational and conservation potential that could be enhanced to enrich the experience. However, the release of hatchlings is limited to a specific month, namely August. Poor accessibility significantly hampers the development of nature-based tourism, reflecting the importance of expanding not only attractions but also roads and access to these sites (Province et al., 2024). Ecotourism must combine attractions with an environmentally friendly and accessible transportation system (Zhang & Deng, 2024).

Road access is considered poor, a major obstacle to tourist mobility to the location. On the other hand, public transportation or transportation services are considered quite good. This indicates weak physical infrastructure, but alternative modes of transportation exist. The access road from the village road to the beach, approximately 1 km away, needs to be improved, at least to a paved road, to ensure it remains accessible and undamaged during rainy seasons. This is considering that Sanggar Beach is a beach with potential for turtle conservation. A study of infrastructure in Msunduzi (South Africa) showed that poor road infrastructure limits access to tourist destinations and reduces aesthetic appeal (Qwatekana et al., 2021). In the rural context of Bangka Belitung, despite good public accessibility, the importance of public transportation remains highlighted as key to developing tourist villages (Tamara, 2025). Facilities such as accommodation, toilets, parking, prayer rooms, canteens, and trash cans are considered quite good. This means they meet basic tourist needs but still have room for improvement, such as ensuring cleanliness and the availability of clean water. However, gazebos are considered poor, indicating a lack of rest facilities or shade, which are essential in outdoor tourism. At the very least, gazebos can be added to accommodate the area's carrying capacity, which still needs to be reassessed. The availability of amenities is crucial for the tourist experience and can influence repeat visit decisions (Hien and Chu, 2024). Several other studies have stated that the lack of infrastructure and recreational facilities (such as accommodation and restaurants) is a serious obstacle to tourism destination development (Alam et al., 2022).

The dominance of new visitors (60%) indicates that the destination is still in the exploratory phase of the tourism cycle. This means there is still considerable potential to attract first-time visitors. The highly loyal segment (26.67%), those who have visited more than five times, is a crucial asset as repeat visitors with a strong affinity for the destination. The minority of repeat visits, namely second visits (6.67%), third visits (3.33%), and fourth visits (3.33%), indicates a gap in building repeat visit intention. This indicates the need for retention strategies, such as improving facilities, diversifying attractions, and maximizing the tourism experience to increase loyalty. Research on coastal destinations in Bangladesh shows that tourist satisfaction and destination image have a direct influence on revisit intention. Perceived risk had no significant effect (Hasan et al., 2019). A 2023 meta-analysis revealed that tourist loyalty, including return intention and recommendation to others, is highly correlated with behavioral loyalty, which includes visit frequency. Repeat visitors are also cost-effective because they reduce the need for intensive marketing (Wang & Li, 2023). Recent studies have shown that tourist experience and satisfaction significantly influence revisit decisions. Satisfaction also serves as a mediator between tourist experience and revisit intention (Muhammad et al., 2025). The welcome-back tourism strategy is particularly effective in post-crisis recovery contexts (e.g., a pandemic). This strategy leverages the positive memories of returning visitors, who are more

responsive to repeat visit messages, leading to a higher likelihood of returning visitors (Lu et al., 2022).

A Multiple R value of 0.90 indicates a very strong positive correlation between the predictor and the dependent variable.  $R^2 = 0.80$  means the model is able to explain 80% of the variation in the dependent variable, Adjusted  $R^2 = 0.75$  takes into account the number of predictors and sample size, also indicating a good level of fit. The six variables are able to explain the demand model, in this case the level of tourist visits to Sanggar Beach even though 20% of it is influenced by other variables outside the study. The ANOVA test displays an F value = 15.47 with a Significance  $F \approx 4.76 \times 10^{-7}$  ( $<0.01$ ), indicating that simultaneously the independent variables have a significant effect on the dependent variable at a 99% confidence level.

The coefficient value of the travel cost variable is -0.0037, meaning that every increase in travel costs by one unit will decrease the visit rate by 0.0037 and vice versa. The coefficient value of the gender variable is -0.3015, meaning that there is a decrease in the visit rate of male tourists (1) compared to female tourists, which actually increases. This means that more male visitors visit Sanggar Beach than female visitors. The coefficient value of the age variable is 0.6705, meaning that every increase in age by one unit will increase visits by 0.6705 and vice versa. The coefficient value of the income variable is 0.1466, meaning that every increase in age by one unit will increase the visit rate by 0.1466 and vice versa. Age and income are variables that have positive coefficient values so they have a linear/positive relationship to the visit rate. The coefficient value of the education variable is -0.5611, meaning that every increase in education level by one unit will decrease the visit rate by 0.5611 and vice versa. The higher the level of education, for example, at the undergraduate level (12 years), the lower the visit rate to Sanggar Beach. The coefficient value for the home distance variable is -0.3070, meaning that every one unit increase in home distance will decrease the visit rate by 0.3070, and vice versa.

The variable that significantly influences visitation rates is age, with a p-value  $<0.05$ . This indicates that this variable significantly influences tourists' decision to visit Sanggar Beach. In addition to age, which has a significant influence, visitation rates can also be significantly influenced by travel costs, income, and education, depending on the location of each tourist destination and the characteristics of the tourist (Mazaya et al., 2025). Simultaneous testing indicates that the study variables have a significant influence. This means that travel costs, age, gender, education, income, and home distance can collectively explain visitation rates. Meanwhile, partially, there are variables that do not significantly influence visitation rates due to the presence of other variables that are more capable of explaining and influencing visitation rates. Based on these results, several recommended management strategies are:

1. Improving accessibility by repairing and widening the road to Sanggar Beach to address obstacles to tourist mobility and developing public transportation (motorcycle taxis) to facilitate visits by tourists with low to middle purchasing power.
2. Strengthening tourist attractions by optimizing the conservation potential of green turtles (*Chelonia mydas*) through educational programs, conservation tour packages, and collaboration with environmental organizations. Diversifying additional attractions, such as coastal educational tours, thematic photography spots, camping activities, and local cultural tours, through digital promotion on social media and tourism platforms to attract younger tourists.

3. Improving basic tourist amenities and facilities by renovating and adding public facilities such as restrooms, prayer rooms, trash cans, and gazebos to enhance tourist comfort. Providing a larger and more organized parking area, as well as simple accommodations appropriate to tourists' purchasing power.
4. Sustainability and institutional strategies by encouraging partnerships between local communities, local governments, and Perhutani (Perhutani) in collaborative ecotourism-based beach management and encouraging tourist revisits.
5. Increasing tourist retention through the development of a welcome back tourism program to encourage repeat visits by improving service quality and personalized experiences to build tourist loyalty.

## **CONCLUSION AND SUGESTIONS**

This study aims to analyze the factors influencing tourism demand to Sanggar Beach and formulate a sustainable destination management strategy. The results indicate that tourists are dominated by young people aged 15–25 years, with a high school-bachelor's degree, low-middle income, and the majority work in the private sector or are still students. The regression model used proved to be simultaneously significant, with an  $R^2$  of 0.80, indicating that the research variables are able to explain most of the variation in tourism demand. However, partially no variables were significant at the 5% level, except for age, which approached significance, so demographic factors still require further attention. From a destination perspective, beach and turtle attractions are the main attractions with a very good rating, while accessibility aspects, especially road conditions, are considered poor, and amenities such as accommodation, toilets, and gazebos still require quality improvement. This condition confirms that although marine tourism and conservation potential at Sanggar Beach exist, limited facilities and access are hampering demand growth. Therefore, destination management strategies must focus on increasing accessibility, improving basic facilities, and diversifying conservation-based tourism attractions to attract new visitors and increase tourist loyalty. Thus, the demand for tourism to Sanggar Beach can continue to grow in line with the principles of environmental sustainability of the Tulungagung coast.

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