

## **The Level of Interest of Pangkalpinang Residents in The Bukit Pagoda Nusantara Tourist Destination in Sungailiat District, Bangka Regency**

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### **Abstract**

Pagoda Nusantara Hill is one of the mainstay tourist destinations on Bangka Island. With its theme centered around Chinese culture, Pagoda Nusantara exudes its own unique charm. It can also attract local and foreign tourists. Pagoda Nusantara Hill also carries a religious theme. In addition to its status as a tourist destination, Pagoda Nusantara Hill also serves as a Buddhist place of worship. The natural beauty in the form of hills makes this tourist destination have its own tourist attraction. This study aims to analyze the level of interest that Pangkalpinang residents have in the Bukit Pagoda Nusantara tourist attraction, located in Sungailiat District, Bangka Regency. This research employs a quantitative and descriptive approach to assess the level of tourist interest in Bukit Pagoda Nusantara tourist destinations. The data is obtained based on the results of filling out a questionnaire using Google Forms. The link from the Google form is distributed to Pangkalpinang residents who have visited the Bukit Pagoda Nusantara tourist destination via WhatsApp. The validity of the data obtained in the form of the author writing a caption on the Google form link in the form of "Only for Pangkalpinang residents who have visited Bukit Pagoda Nusantara.". Based on the results of the Google form, 37 respondents were obtained who filled in several questions that had been prepared by the author. The results obtained from this study state that the level of interest of Pangkalpinang residents in the Bukit Pagoda Nusantara tourist destination is 47% (low level). Critics and suggestions for Bukit Pagoda Nusantara are that the most important thing is improving road access for visitors to make it easier to access the tourist attractions. In addition, it is hoped that the staff can maintain and repair facilities that are damaged or that are no longer suitable for use by visiting tourists. This will enhance the interest of tourists in visiting the area.

**Keywords:** Chinese Culture, Interest, Tourist, Attraction, Travelling

### **A. INTRODUCTION**

Indonesia is a country that consists of various races, tribes, cultures, languages, and religions. In addition to its diversity, Indonesia boasts stunning natural beauty. Beaches, mountains, lakes, and rivers all exist in Indonesia. Therefore, Indonesia is a country that is very rich in natural beauty. Therefore, the tourism sector is highly favored in various regions of Indonesia. Tourism is a human activity in the form of travel that is carried out temporarily from one place to another with the aim of enjoyment and recreation (Yoeti, 1996). Indonesia is also one of the countries that has a variety of tourist attractions caused by religious activities, culture, customs, beliefs, seasons, tribes, and others. This has caused many tourists to be interested in visiting Indonesia (Andina & Aliyah, 2021).

Tourism in Indonesia is one of the sectors that has enormous potential to support the Indonesian economy (Rustam, 2022). In Indonesia itself, the tourism industry has a considerable influence on economic and social development and has developed quite rapidly from year to year (Celina & Sarudin, 2023). The density of activities and the high demands of life and the level of stress make people look for various things that can balance life; the need for entertainment and recreation is increasing (Batubara & Putri, 2022).

The Province of Bangka The Belitung Islands is a province in Indonesia consisting of two main islands, Bangka Island and Belitung Island, as well as hundreds of small islands, a total of 470 named islands and only 50 inhabited islands. Bangka Belitung consists of six regencies, namely Bangka Regency,

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West Bangka Regency, Central Bangka Regency, South Bangka Regency, Belitung Regency, and East Belitung Regency, and Pangkalpinang City as the provincial capital with a population of around 1.4 million people (Megawandi, 2020). Sungailiat, located on the island of Bangka, is a district in Bangka Regency. Sungailiat has many tourist destinations. One of the destinations in Sungailiat is Pagoda Nusantara Hill. Pagoda Nusantara is a religious tourist destination where Buddhists and Thionghua people worship. Located on Naga Kumala Hill, Rebo Village, Sungailiat District, Bangka Regency. Located about 10.7 km, or approximately 27 minutes, from Jalan ST. 12 Sungailiat (Rosa, 2022).

According to Rinova (2022), attraction is everything that has uniqueness, beauty, convenience, and value in the form of a diversity of natural and man-made wealth that is attractive and has value to be visited and seen by tourists. Yousaf et al. (2018) research reveals that internal factors guide the traveler's motivation for travel, while external factors, specifically the pull factors arising from destination characteristics, influence the next motivation. Moreover, if the tourist attraction is good and can satisfy the wishes of visitors, it can be interpreted that this will increase the visitor's decision, and vice versa, if the tourist attraction is not good and cannot satisfy the wishes of visitors, it is certain that the visiting decision of visitors will decrease (Rinova, 2022).

According to Andari and Yuniawati (2021), tourist attractions include uniqueness, beauty, natural and cultural wealth, and tourist attractions. Andriotis et al. (2008) added that in an effort to attract tourists, professional handling of the tourism sector is needed, especially regarding tourism products related to tourist satisfaction. In addition to push and pull factors, it is also important to pay attention to promotions and information conveyed to tourists (Hermawan et al., 2022).

Bukit Pagoda Nusantara tourist destination gets a score of 4.2 with the number of people who rate it as many as 167 visitors. When compared to the tourist destination Puri Tri Agung, which is one of the pagodas that is also located in Sungailiat District, it gets a score of 4.6 with the number of people who rated it as many as 1,607 visitors. Meanwhile, according to Tripadvisor data, Bukit Pagoda Nusantara has garnered only 2 reviews (Tripadvisor, 2024a). Puri Tri Agung received 56 reviews (Tripadvisor, 2024b). These findings indicate that both Puri Tri Agung and its counterpart share the same tourism concept. However, it has a different level of visitor interest. Therefore, the author intends to conduct a study to uncover the factors influencing the level of visitor interest in Bukit Pagoda Nusantara's tourism destinations.

## **B. RESEARCH METHOD**

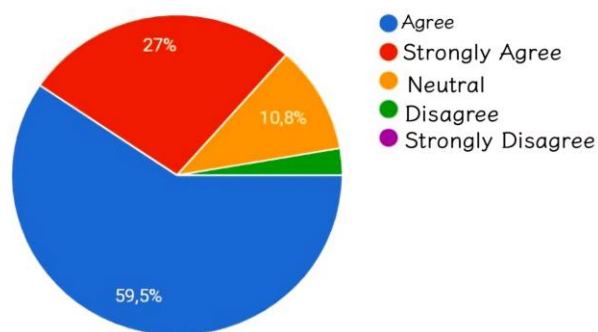
We conducted this research at Pagoda Nusantara Hill in Sungailiat District, Bangka Regency. This research uses a quantitative approach. The data collection is done by distributing online questionnaires in the form of Google Forms to respondents in order to find out the interest of Pangkalpinang city residents in visiting Bukit Pagoda Nusantara tourist destinations. And conducting interviews that are offline and online with residents of the city of Pangkalpinang who have visited the Bukit Pagoda Nusantara tourist destination. This research uses a Likert scale, which is used in measuring attitudes, opinions, and perceptions of a person towards something (Willits et al., 2002). Researchers in this study asked respondents to complete a questionnaire about Pagoda Nusantara tourist destinations. With a scale category consisting of 5 (five) levels for analysis, the score is divided into the following criteria:

1. Strongly Agree (SA): with a score of 5
2. Agree (A): with a score of 4
3. Neutral (N): with a score of 3
4. Disagree (D): with a score of 2
5. Strongly Disagree (SD): with a score of 1

The technique used in sampling is by distributing Google Forms through chat applications and groups such as WhatsApp, with the target of people who have visited Pagoda Nusantara Hill. After the data is collected, the data is compiled into a pie chart for further quantitative processing.

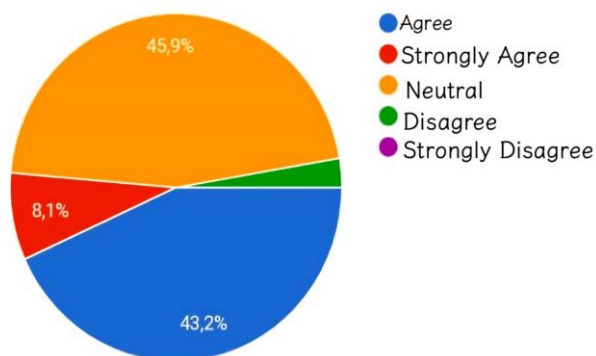
### C. RESULTS AND ANALYSIS

A questionnaire was distributed via WhatsApp. Based on these results, 37 residents of Pangkalpinang have completed the questionnaire. Of these, 37 people are used as samples that represent Pangkalpinang residents. In this study the authors prepared 6 questions to be filled in by the interviewees.



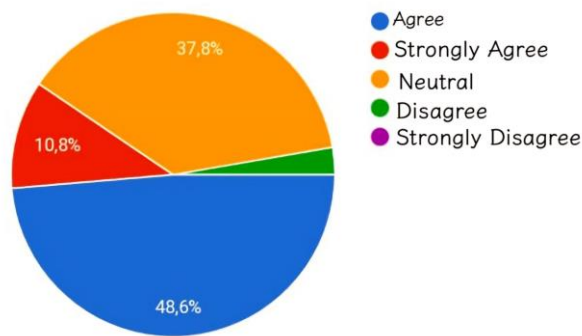
**Figure 1. Responses for Natural Beauty and Peaceful**

Based on Figure 1, it can be seen that 37 interviewees gave their responses for question 1: Does the Sungailiat Pagoda Nusantara Hill tour have natural beauty and a peaceful atmosphere? The questionnaire results indicate that 59.5% of respondents agree with the question, 27% strongly agree, 10.8% are neutral, and 2.7% disagree. This data indicates that 22 individuals agree, 10 strongly agree, 4 remain neutral, and 1 disagrees. Agreeing gets 88 points, strongly agreeing gets 50 points, being neutral gets 12 points, and disagreeing gets 2 points.



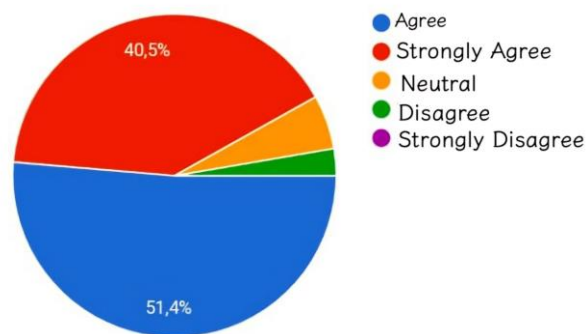
**Figure 2. Responses for Level of Cleanliness**

Based on the diagram above, it can be seen that 37 interviewees gave their responses to question 2: Does the Sungailiat Pagoda Nusantara Hill tour have a good level of cleanliness? The questionnaire results indicate that 43.2% of respondents agree with the question, 8.1% strongly agree, 45.9% are neutral, and 2.7% disagree. This data indicates that 16 individuals agree, 3 strongly agree, 17 remain neutral, and 1 does not agree. Agree gets 64 points, strongly agree gets 15 points, neutral gets 51 points, and disagree gets 2 points.

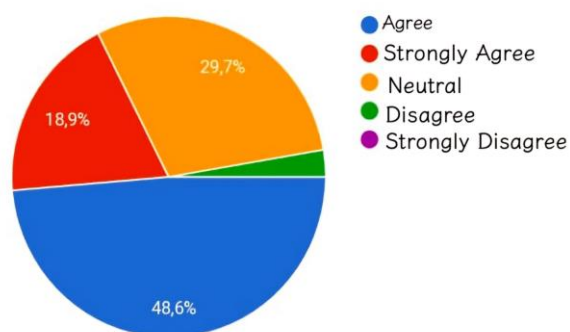


**Figure 3. Responses for Comfortable with the Existing Facilities**

Based on Figure 2, it can be seen that 37 interviewees gave their responses to question 3: Do visitors who come to the Sungailiat Pagoda Nusantara Hill tour feel comfortable with the existing facilities? Based on the results of the questionnaire, it can be concluded that 48.6% agree with the question, 10.8% strongly agree with the question, 37.8% are neutral to the question, and 2.7% disagree with the question. This data indicates that 18 individuals agree, 4 strongly agree, 14 remain neutral, and 1 disagrees. Agreeing gets 72 points, strongly agreeing gets 20 points, being neutral gets 42 points, and disagreeing gets 2 points.



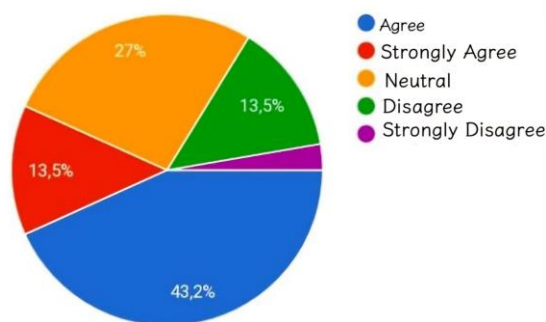
**Figure 4. Responses for Photo Spot as Visitor Attraction**



**Figure 5. Responses for feel at home**

Based on the results for question 4, is the photo spot on the Sungailiat Pagoda Nusantara Hill tour considered a visitor attraction? We can conclude that 51.4% of respondents agree with the question, 40.5% strongly agree, 5.4% are neutral, and 2.7% disagree. This data indicates that 19 individuals agree, 15 strongly agree, 2 remain neutral, and 1 disagrees (Figure 4). Agreeing gets 76 points, strongly agreeing gets 75 points, being neutral gets 6 points, and disagreeing gets 2 points.

Based on Figure 5, it can be seen that 37 interviewees gave their responses to question 5, Do visitors feel at home after being on the Sungailiat Pagoda Nusantara Hill tour? The questionnaire results indicate that 48.6% of respondents agree with the question, 18.9% strongly agree, 29.7% are neutral, and 2.7% disagree. This data indicates that 18 respondents agree, 7 strongly agree, 11 are neutral, and 1 disagrees. Agree gets 72 points, strongly agree gets 35 points, neutral gets 33 points, and disagree gets 2 points.



**Figure 6. Road Accesibility**

Based on figure 6, it can be seen that 37 interviewees gave their responses about question 6, Can road access to tourist destinations be accessed easily? The questionnaire results indicate that 43.2% of respondents agree with the question, 13.5% strongly agree, 27% are neutral, 13.5% disagree, and 2.7% strongly disagree. This data indicates that 16 individuals agree, 5 strongly agree, 10 remain neutral, 5 disagree, and 1 strongly disagrees. The scoring system awards 64 points for agreeing, 20 points for strongly agreeing, 30 points for neutrality, 10 points for disagreeing, and 1 point for strongly disagreeing.

Based on previously processed data, the results indicate that 35.83% of respondents strongly agree with the given questions, 72.66% agree, 29% are neutral, 3.33% disagree, and 0.16% strongly disagree. All of these results were aggregated to 140.98%. There are important ratings in this study, namely, Strongly Agree and Agree are considered as interested, Neutral is considered as normal, and then Disagree and Strongly Disagree are considered not interested. The final result is 140.98%, with these three categories receiving a combined score of 46.99%. So it can be concluded that the interest of the Pangkalpinang community is very low in traveling to the Bukit Pagoda Nusantara tourist destination, with a percentage of 47%.

#### **D. CONCLUSION**

Based on the results of this analysis, it states that the level of interest of Pangkalpinang residents in Bukit Pagoda Nusantara is still low, which has a percentage of 47% getting an indication (low level). The primary factor contributing to the lack of interest among Pangkalpinang residents is the poor quality of the road leading to tourist attractions. With the results of this article, hopefully it will become a reference material for managing tourist destinations to make it even better in the future.

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