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The Influence of Cleanliness, Health, Safety , and Environmental Sustainability on Interest in Visiting the Kamodjan Fillage Tourist Attraction, Garut

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Abstract

This study aims to determine the effect of cleanliness, health, safety and environmental sustainability on the interest in visiting the Kamodjan Fillage tourist attraction, Garut. The research method used in this study is a descriptive and verification approach using Path Analysis data analysis techniques . Data collection techniques used in this study are literature studies and field studies, namely observation, interviews and questionnaires. Respondents in this study amounted to 100 people, namely tourists who have visited Kamodjan Fillage using accidental sampling techniques. The results of this study indicate that there is no positive and significant influence between the cleanliness variable on the interest in visiting tourists in Kamodjan Fillage, while the health, safety and environmental sustainability variables show a positive and significant influence on the interest in visiting tourists in Kamodjan Fillage.

Keywords : Cleanliness, Health, Safety, Environmental sustainability , Interest in visiting, Kamojdan fillage Garut tourist attraction.

1 Introduction

Tourism destinations highly expect a high number of tourist visits, a highly desirable aspect, as it demonstrates the destination's dependence on tourists. Many tourist destinations compete to attract tourists. Tourist interest itself can be defined as the motivation to visit a desired tourist attraction (Nuraeni, 2014). Interest in visiting can be explained as a state that reflects a person's desire or determination to engage in an activity within a specific time period.

The COVID-19 pandemic, which has been occurring worldwide since 2020, has had a negative impact on Indonesia's tourism sector, including a decline in the number of tourists visiting and revenue generated from the sector. When it comes to traveling, safety and comfort play a crucial role in influencing tourists' interest in visiting. Similar findings are also mentioned in a book written by Bong, Sugiarto, Lemy, and Nursiana (2019), which states that in the tourism sector, there are three crucial factors that are very important to tourists: safety , security , and certainty .

According to Pratiwi et al. (2021), the level of tourist confidence in the safety and comfort of a tourist destination has a significant impact on the recovery of the tourism industry. Safe and comfortable tourist destinations will increase tourists' intention to revisit.

The Ministry of Tourism and Creative Economy has undertaken various efforts to support and protect the tourism industry. One such measure is the implementation of the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) protocol. The primary goal of implementing CHSE is to ensure safety and increase tourist confidence when visiting tourist destinations and utilizing tourism facilities, including restaurants (Semara, Sunarta, & Sudjana, 2022). This certification is expected to restore tourist confidence in visiting tourist destinations. This aligns with findings by Novitaningtyas et al. (2022), which show that tourist trust in a tourist destination is a significant factor influencing their intention to visit.

Kamodjan Fillage is one of the tourist destinations that has been CHSE certified on August 17, 2021. Kamodjan Fillage is a famous tourist destination in Garut Regency with a beautiful natural tourism concept. In addition to its natural beauty, Kamodjan Fillage has unique Instagrammable spots that have not been available in Garut city before, making it a favorite location for tourists to take selfies and pre-wedding photos. Some of these unique spots include the floor dock sky which offers views of the dense Kamojang forest, becak on the sky , bamboo houses with unique optical illusions, and many more. (Visit Garut, 2019).
The following is a graph of the level of tourist visits to the Kamodjan Fillage tourist attraction, shown in Figure 3:

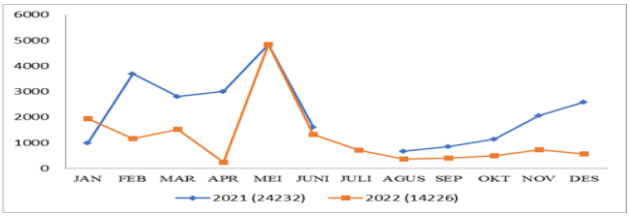

Figure 1: Statistics of Tourist Visits to Kamodjan Fillage in 2021 - 2022

From the table provided, it can be seen that even though tourist attractions have implemented CHSE protocols in 2022, the level of tourist visits was lower (14,226 visits) than in 2021 (24,232 visits) when CHSE protocols had not been implemented.

According to reviews from visitors who have visited the Kamodjan Fillage tourist attraction on Google reviews, it is said that most tourists are satisfied with the tourist attractions and natural beauty offered at Kamodjan Fillage, however, there are several things that make tourists feel dissatisfied, namely the cleanliness of tourist facilities that are not maintained such as toilet areas and tourist attractions, as well as the lack of sanitation facilities in the tourist area. These tourist reviews can be used as a reference to determine what improvements need to be made to meet visitor needs and attract more tourists. This phenomenon is reinforced by the findings of observations conducted by researchers related to cleanliness, health, safety and environmental sustainability at the Kamodjan Fillage tourist attraction with results based on concrete evidence on site. In terms of sanitation and completeness of cleanliness facilities, the Kamodjan Fillage tourist attraction has 2 sanitation facilities (toilets) for tourists, with the condition of the toilet having running water but not being facilitated with soap for washing hands. The lack of soap facilities in the toilet can certainly make visitors dissatisfied, especially since the toilet is a place that is prone to germs and unpleasant odors. Then in terms of cleanliness, it can be explained that around the Kamodjan Fillage tourist area there are vectors (disease-spreading animals) in the form of flies. During the observation process, researchers found a cluster of dead flies in the selfie area of the " swimming pool ," as shown in the image. Furthermore, researchers were disturbed during

their visit by the presence of flies flying around the " ticketing " area. In terms of cleanliness, the presence of flies can indicate an unhygienic place. Furthermore, flies can be dangerous to health because they are mechanical vectors that can transmit disease.

As a tourist destination, Kamodjan Fillage needs to fulfill all aspects of Cleanliness, Health, Safety, and Environment protocols. Sustainability (CHSE) to provide comfort and confidence to tourists. This will impact tourists' interest in visiting the destination. As explained by other researchers, implementing CHSE protocols at tourist destinations can increase public confidence in visiting those destinations (Wicaksono & Suradi, 2021). Furthermore, the use of CHSE protocols at tourist destinations can also influence tourist interest (Hidayatullah, Windhyastiti, & Aristanto, 2021). However, tourist destination managers face challenges in optimally implementing CHSE standards.

2 Literature Review

2.1 Theoretical Basis

1. Cleanliness

Cleanliness refers to an environment free from air, water, and waste pollution, and appears healthy and beautiful. Every human being has the right to a clean environment to maintain their health and well-being (Hardiana, 2018). Meanwhile, according to the Ministry of Tourism and Creative Economy, Cleanliness is a condition in which an area or object is free from contaminants such as dust, waste, and odors that can disrupt comfort and health. Furthermore, cleanliness also includes a state free from viruses, harmful bacteria, and other toxic chemicals that can harm human health. The indicators or scope of cleanliness cited based on the Ministry of Tourism and Creative Economy's CHSE certification verification guidelines include: hand washing facilities with soap, free from vectors, clean toilet facilities, and clean trash cans.

2. Health

According to the World Health Organization (WHO), health refers to an ideal state and consists of optimal physical, mental, and social conditions, and does not only mean being free from disease and disability. According to Dinata (2018), environmental health in tourism is the main key in advancing the world of tourism, where the dimensions of environmental health in tourism to produce superior tourism products include: personal hygiene of tourism managers, health of supporting equipment and good environmental sanitation.

3. Safety

In a general context, safety or security can be defined as the ability to survive in the face of real threats (existential threats) (Triwahyuni, 2016). Travel security is the level of risk that can be tolerated during a trip, which is a collective term for tourism activities in a balanced, stable, and orderly condition (Chaowu, Zhang, & Alastair, 2020). Destination security has several dimensions, namely: human elements, facilities and equipment, social environment, and management elements.

4 . Environmental Sustainability

In general, environmental sustainability refers to the process or action of protecting the environment from damage and extinction. This is achieved by regulating the use of natural resources sustainably and by paying attention to the quality and value of diversity (BPBD, 2020).

According to the Ministry of Tourism and Creative Economy, environmental sustainability is a state in which the environmental situation is maintained to prevent damage and potential degradation. This is achieved through the wise use of natural resources and ensuring the continuity of available natural resource reserves and the environment for the future. The indicators or scope of Environmental Sustainability cited based on the CHSE certification verification guidelines in the Ministry of Tourism and Creative Economy include: equipment and materials that do not damage the environment, processing waste and waste in the correct manner and beautiful environmental conditions.

5. Interest in Visiting

The theory of interest in visiting tourist attractions can be analogized to interest in making a purchase. Fitriah (2018) defines purchase interest as the process by which something creates a lasting impression in the consumer's mind, which then results in a strong desire to acquire that product or service. Visiting interest can be defined as a state reflecting a person's desire or intention to perform an action within a specific time period. According to Ferdinand, as cited in research by Sari and Edriana Pangestuti (2018), visiting interest involves several psychological stages that serve as indicators of an individual's purchasing intention. Visiting interest is measured using the following indicators: transactional interest, preferential interest, and exploratory interest.

2.2 Framework of Thought and Hypothesis

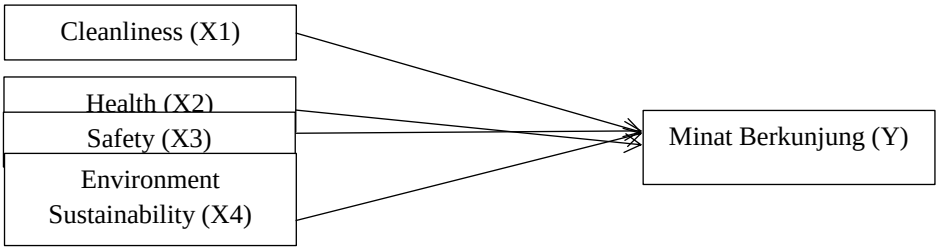

Figure 2: Framework of Thought

From the framework of thought that has been described, a number of hypotheses can be identified, which can be explained as follows:
H1: Cleanliness has an effect on interest in visiting the Kamodjan Fillage tourist attraction.
H2: Health influences interest in visiting the Kamodjan Fillage tourist attraction.
H3: Safety influences interest in visiting the Kamodjan Fillage tourist attraction.
H4: Environmental Sustainability influences interest in visiting the Kamodjan Fillage tourist attraction.

3 Research Methods

This study employed a quantitative approach with both descriptive and verifiable characteristics. Descriptive analysis provided an overview and description of respondents' responses regarding cleanliness, health, safety, environmental sustainability , and interest in visiting the Kamodjan Fillage tourist attraction. Verifiable methods were used to test the research hypothesis regarding the influence of cleanliness, health, safety , and environmental sustainability on interest in visiting the Kamodjan Fillage tourist attraction.

The sample used in this study was 100 respondents. The data obtained for this study came from two main sources, namely primary data collected through observation and questionnaire

distribution, as well as secondary data obtained through literature review. This research instrument includes the use of ordinal scales and Likert scales . In sampling, an accidental sampling technique was used , where individuals who happened to meet researchers at the Kamodjan Fillage tourist attraction. The sample was determined using unknown population calculations. In the process of analyzing data from the results of field collection, the Structural Equation Modeling (SEM) - PLS technique was used with two stages, namely the outer model and the inner model , which were treated using Smart PLS 4 software.

4 Research Results and Discussion

4.1 Descriptive Analysis

Descriptive analysis presents a description and explanation of the responses given by tourists regarding cleanliness, health, safety, environmental sustainability and interest in visiting the Kamodjan Fillage tourist attraction.

Table 1: Results of descriptive analysis of the variables cleanliness, health, safety, environmental sustainability and interest in visiting

No	Variables	Score	Criteria
1	Cleanliness	382	Good
2	Health	402	Good
3	Safety	410	Good
4	Environmental Sustainability	403	Good
5	Interest in Visiting	410	Good

The data is the result of an assessment of 100 tourists on cleanliness, Health, Safety, Environmental sustainability and Interest in visiting the Kamodjan Fillage tourist attraction. Based on table 1, overall cleanliness at the Kamodjan Fillage tourist attraction is in the good category, this can be seen from the average score of 382. So it can be said that the cleanliness of the Kamodjan Fillage tourist attraction has met the cleanliness aspect. As for the overall health in the good category, this can be seen from the average score of 402. This shows that the majority of tourists gave a positive assessment of health at the Kamodjan Fillage tourist attraction, including aspects of personal hygiene of managers, health of supporting facilities, and environmental sanitation. Then on the safety aspect the overall score is in the good category, this can be seen from the average score of 410. This shows that tourists give a positive assessment of the safety of traveling at Kamodjan Fillage, including interactions with managers, equipment safety, environmental safety, and good management. Furthermore, the environmental sustainability aspect is in the good category with a score of 403. This shows that tourists give a positive assessment of Kamodjan Fillage's efforts in maintaining environmental sustainability. By maintaining environmental quality, this attraction can provide a pleasant and memorable travel experience, while upholding the values of environmental conservation and sustainability. The intention to visit was also in the good category, with a score of 410, indicating positive tourist interest in the Kamodjan Fillage attraction.

4.2 SEM-PLS (Partial Least Square SEM) Analysis

In applying the PLS-SEM model, there are three stages of testing that must be carried out, namely evaluation of the outer model, the inner model, and hypothesis testing.

1. Outer Model Analysis

Convergent Validity

the loading factor output results obtained through SmartPLS 4 processing in this study:

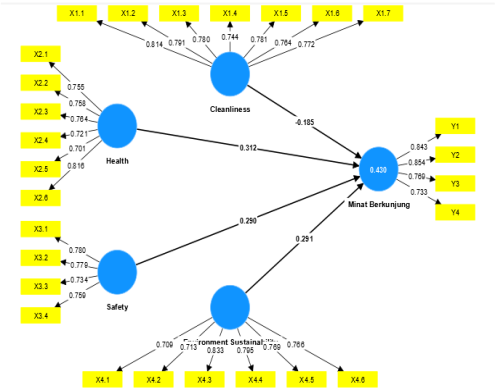

Figure 3: Output Outer Loading

Based on Figure 3, the values obtained for each indicator for each variable show that the loading factor value for each indicator exceeds 0.7, so there is no need to re-estimate or remove item codes from the indicator. Thus, it can be said that all constructs are valid.

Table 2: Results of Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Information
Cleanliness	0.605	Valid
Health	0.567	Valid
Safety	0.582	Valid
Environmental Sustainability	0.586	Valid
Interest in visiting	0.642	Valid

Overall, the results of the Average Variance Extracted (AVE) value measurements in this study have met the criteria by exceeding the value of 0.50, confirming that all indicators of each variable in this study are considered valid.

Discriminant Validity

In the discriminant validity method according to Ghozali and Latan (2020), discriminant validity can be tested through reflective indicators by observing the cross-loading value . To meet discriminant validity , each variable must show a cross-loading value exceeding 0.7.

Table 3: Cross Loading Values

Item Code	Cleanliness	Health	Safety	Environmental Sustainability	Interest in Visiting
X1.1	**0.814**	0.569	0.463	0.440	0.239
X1.2	**0.791**	0.552	0.317	0.457	0.244
X1.3	**0.78**	0.536	0.435	0.288	0.271
X1.4	**0.744**	0.388	0.365	0.416	0.298
X1.5	**0.781**	0.428	0.445	0.376	0.226

X1.6	**0.764**	0.621	0.418	0.448	0.226
X1.7	**0.772**	0.705	0.511	0.431	0.336
X2.1	0.404	**0.755**	0.437	0.398	0.409
X2.2	0.461	**0.758**	0.442	0.404	0.371
X2.3	0.454	**0.764**	0.487	0.419	0.482
X2.4	0.645	**0.721**	0.477	0.610	0.415
X2.5	0.64	**0.701**	0.367	0.460	0.298
X2.6	0.615	**0.816**	0.513	0.601	0.443
X3.1	0.358	0.452	**0.78**	0.382	0.495
X3.2	0.428	0.417	**0.779**	0.483	0.418
X3.3	0.378	0.48	**0.734**	0.416	0.367
X3.4	0.525	0.521	**0.759**	0.554	0.381
X4.1	0.395	0.403	0.567	**0.709**	0.394
X4.2	0.405	0.55	0.412	**0.713**	0.421
X4.3	0.443	0.532	0.465	**0.833**	0.457
X4.4	0.487	0.594	0.394	**0.795**	0.445
X4.5	0.355	0.442	0.469	**0.769**	0.457
X4.6	0.323	0.414	0.435	**0.766**	0.422
Y1	0.226	0.451	0.528	0.440	**0.843**
Y2	0.318	0.587	0.506	0.535	**0.854**
Y3	0.343	0.353	0.346	0.400	**0.769**
Y4	0.232	0.278	0.333	0.420	**0.733**

Based on the data in Table 3, it can be seen that the cross-loading value for each indicator on the relevant latent variable is more significant than the cross-loading on other latent variables. This finding indicates that the indicators applied in this study have strong capabilities to differentiate and measure each latent variable effectively. Thus, it can be concluded that all variable indicators in this study are efficient in describing the related latent variables.

Reliability

Table 4: Composite reliability and Cronbach's alpha results

Variables	Composite reliability	Cronbach's alpha	Criteria	Information
Cleanliness	0.915	0.892	0.7	Reliable
Health	0.894	0.848	0.7	Reliable
Safety	0.887	0.763	0.7	Reliable
Environmental Sustainability	0.877	0.858	0.7	Reliable
Interest in visiting	0.848	0.819	0.7	Reliable

Overall, the results of measuring the composite reliability and Cronbach's alpha values in this study have met the criteria by exceeding the value of 0.70, confirming that all indicators of each variable in this study are considered reliable.

2. Structural Model Analysis (Inner Model)

The inner model describes how latent variables are interrelated and aims to test hypotheses and causal relationships between variables in the study. In this study, the inner model was tested by evaluating several parameters, including the R-square value, Q-square value, model fit (NFI), path coefficient, and T-statistic.

Table 5: Results of the assessment of the R-square , Q-square and model fit (NFI) criteria

Criteria	Standard	Bootstrapping Results
R-Squared estimates indicate model determination	0.75 = Strong 0.50 = Moderate 0.25 = Weak	X1 (Cleanliness), X2 (Health), X3 (Safety), X4 (Environment sustainability) > Y (Interest in visiting) = 0.406 Weak
Prediction Relevance (Q squared)	Q value square > 0, indicates the model has a good level of prediction	Interest in visiting = 0.343
Model fit (NFI)	0.67 = Strong 0.33 = Moderate 0.19 = Weak	Interest in visiting = 0.587

Path Coefficient

The path coefficient reflects the relationship or impact between exogenous variables and endogenous variables.

Table 6: Bootstrapping Results

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics**	**P values**
Cleanliness -> Interest in Visiting	-0.185	-0.15	0.125	1.48	0.139
Health -> Interest in Visiting	0.312	0.308	0.148	2,109	0.035
Safety -> Interest in Visiting	0.29	0.28	0.14	2,069	0.039
Environmental Sustainability -> Interest in Visiting	0.291	0.295	0.101	2,894	0.004

Hypothesis Test of the Effect of Cleanliness on Visiting Interest

original sample value in this study for the effect of cleanliness on visiting interest was -0.185. This value indicates that the relationship between cleanliness and visiting interest is negative or not unidirectional, because it has a negative original sample value . Furthermore, in Table 4.15, the T-statistic value was 1.480, which is smaller than 1.960, and the P-value was 0.139, which is greater than 0.05. This indicates that the effect of cleanliness on visiting interest is not statistically significant. Therefore, in hypothesis 1 in this study, H0 is accepted, and H1 is rejected, which means that cleanliness does not have a significant effect on visiting interest at the Kamodjan Fillage Tourist Attraction.

Hypothesis Testing of the Influence of Health on Visiting Interest

Based on the results of the hypothesis testing, the original sample value for the influence of health on visiting interest was 0.312. This value indicates that the relationship between health and visiting interest is positive or unidirectional, because it has a positive original sample value . Furthermore, in Table 4.15, the T-statistic value was obtained at 2.109, which is greater than

1.960, and the P-value was 0.035, which is smaller than 0.05. This indicates that the influence of health on visiting interest is statistically significant. Therefore, in hypothesis 2 in this study, H0 is rejected, and H1 is accepted, which means that health has a significant effect on visiting interest at the Kamodjan Fillage tourist attraction.

Hypothesis Test of the Effect of Safety on Visiting Interest

Based on the results of the hypothesis testing, the original sample value for the effect of safety on visiting interest was 0.290. This value indicates that the relationship between safety and visiting interest is positive or unidirectional, because it has a positive original sample value . Furthermore, in Table 4.15, the T-statistic value was obtained at 2.069, which is greater than 1.960, and the P-value was 0.039, which is smaller than 0.05. This indicates that the effect of safety on visiting interest is statistically significant. Therefore, in hypothesis 3 in this study, H0 is rejected, and H1 is accepted, which means that safety has a significant effect on visiting interest at the Kamodjan Fillage tourist attraction.

Hypothesis Testing of the Influence of Environmental Sustainability on Visiting Interest

Based on the results of the hypothesis testing, the original sample value for the influence of environmental sustainability on visiting interest was 0.291. This value indicates that the relationship between environmental sustainability and visiting interest is positive or unidirectional, because it has a positive original sample value . Furthermore, in Table 4.15, the T-statistic value was obtained at 2.894, which is greater than 1.960, and the P-value was 0.004, which is smaller than 0.05. This indicates that the influence of environmental sustainability on visiting interest is statistically significant. Therefore, in hypothesis 4 in this study, H0 is rejected, and H1 is accepted, which means that environmental sustainability has a significant effect on visiting interest at the Kamodjan Fillage Tourist Attraction.

5 Conclusions and Suggestions

By referring to the analysis and discussion that has been presented previously regarding the aspects of Cleanliness, Health, Safety and Environmental Sustainability on Interest in Visiting the Kamodjan Fillage Tourist Attraction, several main conclusions can be drawn from this study:

1. Overall, the picture of Cleanliness, Health, Safety, Environmental sustainability and Interest in visiting the Kamodjan tourist attraction is good.
2. Cleanliness has no effect on interest in visiting the Kamodjan Fillage tourist attraction. This indicates that improving cleanliness at the Kamodjan Fillage will not have a positive impact on interest in visiting, and conversely, no improvement in cleanliness at the Kamodjan Fillage will not have a negative impact on interest in visiting.
3. Health has a positive and significant influence on visitor interest. This positive influence indicates that the better the health of tourist areas in the Kamodjan region, the higher the interest of tourists to visit the Kamodjan region **.**
4. Safety has a positive and significant influence on visitor interest. This positive influence indicates that the better the security at tourist attractions in Kamodjan, the higher the interest in visiting Kamodjan.
5. Environmental sustainability has a positive and significant influence on visitor interest. This positive influence indicates that the better the environmental sustainability at tourist attractions in Kamodjan, the higher the interest in visiting Kamodjan.

Based on the conclusions, here are some suggestions:

1. For the Kamodjan Fillage Tourist Attraction: Researchers recommend that in terms of cleanliness, it is hoped that soap facilities will be added to all toilets and handwashing facilities at the tourist attraction. In terms of health, it is hoped that trash cans will be added in the tourist area so that they are accessible to all tourists. In terms of security, the Kamodjan Fillage is expected to provide clear warning signs and safety information in the necessary areas so that they can be clearly seen by tourists. In terms of environmental sustainability, it is hoped that signs on the "organic and non-organic" trash cans will be repaired or replaced so that tourists can distinguish between the trash cans.
2. For Future Researchers: This study only used four variables: cleanliness, health, safety, and environmental sustainability. Therefore, future research is expected to add other variables, such as tourist attractions, amenities, and unique tourist attractions, to provide a broader picture of the factors influencing visitor interest. Furthermore, this study is expected to be reused in different tourist destinations, such as hotels, with more varied indicators, so that the final results of the research will be different.

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