Analysis of Natural Attraction, Safety, and Cleanliness on Domestic Tourists' Interest in Visiting Bukit Lawang, Langkat Regency

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Abstract

Bukit Lawang is one of the leading ecotourism destinations in Langkat Regency, known for its tropical forest landscape and orangutan conservation area. However, domestic tourists' interest in visiting this destination is influenced by several determining factors that must be understood to strengthen tourism competitiveness. This study aims to analyze the effects of natural attraction, safety, and cleanliness on domestic tourists' visit interest to Bukit Lawang. A quantitative research method was employed using a structured questionnaire distributed to domestic visitors. The collected data were analyzed using multiple regression to examine the influence of each variable. The results indicate that natural attraction significantly enhances tourists' interest, as the uniqueness of natural scenery and conservation activities becomes the main motivation for visits. Safety also shows a positive and significant effect, emphasizing the importance of secure access, low crime rates, and reliable guides. Cleanliness contributes significantly to tourists' interest, particularly the hygiene of river areas, facilities, and waste management. This study concludes that improving natural attraction quality, strengthening safety measures, and maintaining environmental cleanliness are crucial strategies for increasing domestic tourists' visit intention. The findings provide practical implications for local governments, tourism managers, and stakeholders in developing sustainable tourism at Bukit Lawang.

Keywords: *Safety, Cleanliness, Tourist Interest, Domestic Tourism*

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Introduction

Tourism has become one of the fastest-growing sectors contributing significantly to regional economic development, socio-cultural progress, and community empowerment. As global travel patterns shift toward sustainable tourism and nature-based experiences, destinations with strong ecological characteristics increasingly attract both domestic and international tourists. In Indonesia, ecotourism destinations play a vital role in promoting environmental conservation while supporting local livelihoods. One of these destinations is Bukit Lawang, located in Langkat Regency, North Sumatra, which is widely recognized for its tropical rainforest ecosystem and orangutan rehabilitation center [1]. The uniqueness of its natural environment, combined with conservation-based attractions, makes Bukit Lawang a strategic tourism asset that requires continuous development to maintain visitor interest.

Domestic tourism, in particular, has gained greater importance, especially after the COVID-19 pandemic, which caused shifts in travel behavior toward shorter-distance trips, outdoor attractions, and nature-based recreation [2]. As competition among destinations intensifies, tourism managers must understand the key factors influencing tourists' intention to visit. Several studies have highlighted that destination attractiveness, safety, and environmental cleanliness are among the most significant determinants shaping tourists' travel decisions [3], [4].

Natural attraction refers to the intrinsic environmental qualities that create memorable tourist experiences, such as landscape beauty, biodiversity, river views, flora and fauna, and the overall atmosphere of the natural setting. According to previous research, natural attractiveness is a dominant variable driving tourists' choice of ecotourism destinations because it provides sensory and emotional satisfaction that cannot be replaced by artificial attractions [5]. Bukit Lawang, with its river streams, lush forest trails, and wildlife observation opportunities, offers strong natural appeal. However, the extent to which this natural attraction influences the intention of domestic tourists to revisit or recommend the destination remains an empirical question requiring deeper analysis.

Safety is another critical component of tourism competitiveness. The perception of safety affects all stages of the tourist experience—from pre-trip planning to on-site activities. Studies indicate that tourists often avoid destinations associated with risks such as accidents, crime, conflict, or poor management of tourism activities [6]. Ecotourism environments like Bukit Lawang present additional challenges due to natural hazards, wildlife encounters, river currents, and trekking conditions. Therefore, the presence of trained guides, reliable information, emergency preparedness, and secure infrastructure play a significant role in shaping tourists' comfort and confidence during their visit. Safety has been repeatedly identified as a predictor of destination loyalty and positive word-of-mouth [7]. Understanding its impact on domestic tourists' interest in Bukit Lawang is essential for designing effective risk-management strategies.

In addition, cleanliness serves as a fundamental indicator of service quality and environmental responsibility. Cleanliness reflects waste management, hygiene of public facilities, river cleanliness, and the overall care of the destination's physical environment. Research shows that cleanliness strongly influences tourists' destination image and affects their willingness to stay longer, revisit, or recommend the destination to others [8]. For nature-based destinations, cleanliness is especially crucial because environmental degradation, littering, or polluted waterways directly reduce the attractiveness of the natural landscape. In Bukit Lawang, where the river is central to tourist activities such as tubing and swimming, maintaining high cleanliness standards becomes a key competitive advantage. However, the degree to which cleanliness affects domestic tourists' interest remains underexplored.

Despite Bukit Lawang's popularity as an ecotourism destination, domestic tourist interest has fluctuated due to various issues, including waste management challenges, occasional safety incidents, and inconsistent quality of tourism services. While previous studies have examined

ecotourism development and conservation efforts in Bukit Lawang, there is limited empirical research that specifically analyzes the combined influence of natural attraction, safety, and cleanliness on domestic tourist visit intention. Most prior research tends to focus on international visitors or conservation programs, leaving a gap regarding domestic tourist behavior, which is increasingly important for sustainable tourism growth.

Given these issues, this research aims to investigate how natural attraction, safety, and cleanliness influence domestic tourists' interest in visiting Bukit Lawang. By adopting a quantitative approach and integrating these three key variables into a unified conceptual model, the study contributes to a deeper understanding of the factors that determine visitor decision-making in ecotourism destinations. This research is expected to provide empirical evidence that can guide policymakers, tourism operators, and local communities in developing more effective strategies to enhance destination competitiveness.

The findings of this study have several practical implications. First, strengthening the natural attraction through conservation efforts, environmental interpretation, and infrastructure improvement may significantly boost visitor satisfaction. Second, enhancing safety protocols, improving guide competency, and ensuring reliable emergency systems can help build visitor confidence and reduce perceived risks. Third, sustainable waste management and regular maintenance of cleanliness can contribute to a more positive destination image, leading to higher visitor loyalty. These improvements align with sustainable tourism principles, which emphasize ecological preservation, community participation, and responsible tourism practices [9].

In summary, Bukit Lawang possesses strong natural potential to become a leading domestic ecotourism destination in North Sumatra. However, understanding the specific variables that drive tourists' interest is essential for strategic planning and tourism development. This study provides a comprehensive analysis of the role of natural attraction, safety, and cleanliness in shaping domestic tourist interest, offering new insights for destination managers and stakeholders committed to promoting sustainable and competitive ecotourism in the region.

Literature Review

2.1 Domestic Tourist Interest

According to Kotler and Keller, visit intention (purchase intention or visit intention) is defined as an individual's tendency to visit a place after undergoing a process of consideration and evaluation of the attraction and benefits offered [10]. In the tourism context, domestic tourist interest refers to the desire, attraction, or internal motivation of individuals within the country to visit a particular destination based on their perception of the destination's overall quality [10].

Factors Influencing Domestic Tourist Interest

Based on consumer behavior theory and further supported [10], tourist interest is influenced by several situational factors related to tourism destinations. In the context of this study, there are three primary factors affecting domestic tourists' interest in visiting Bukit Lawang, namely: a) Natural Attraction. b) Safety, c) Cleanliness, d) Psychological Factors, e) Social Factors, f) Personal Factors, g) Situational and Destination Factors.

Indicators of Domestic Tourist Interest

According to [10], the indicators of domestic tourist interest include: 1) Interest, 2) Desire to Visit, 3) Destination Preference, 4) Decision to Visit, 5) Revisit Intention.

2.2 Natural Attraction

States that natural tourism attraction is the key element in tourism activities that functions as a magnet to attract both domestic and international tourists, as it provides entertainment, educational value, and recreational benefits derived from the natural beauty of the environment [11].

Factors Influencing Natural Attraction

According to Spillane (2021) in his book *Tourism Economics: History and Prospects*, natural attraction as a core element of tourism is influenced by several essential factors that determine tourists' interest in a destination. These factors include: 1) Natural Beauty, 2) Originality and Uniqueness, 3) Environmental Condition, 4) Accessibility, 5) Supporting Facilities, 6) Safety and Comfort.

Indicators of Natural Attraction

According the indicators of natural attraction are as follows [12]: 1) Natural Beauty, 2) Originality and Uniqueness, 3) Environmental Condition, 4) Accessibility, 5) Supporting Facilities.

2.3 Security

According in his book *Introduction to Tourism Science*, security (security/safety) is a condition that provides a sense of safety and freedom from threats, disturbances, or risks that may cause fear among tourists while engaging in tourism activities at a destination. Security includes protection of personal safety, property, and assurance of comfort in enjoying the overall travel experience [13].

Factors Influencing Security

According the factors that influence security are as follows [13]: 1) Physical Environment Condition, 2) Presence of Security Officers, 3) Monitoring and Control System, 4) Local Community Behavior, 5) Security Management Policy.

Security Indicators According [13]: 1) Security Presence**,** 2) Safe Environment Condition**,** 3) Natural Safety**,** 4) Monitoring and Emergency Response**,** 5) Local Community Behavior.

2.4 Cleanliness

According in their book *Pengetahuan Dasar Ilmu Pariwisata*, cleanliness is defined as the condition of a tourism environment that is free from waste, dirt, and pollution, thereby providing comfort, safety, and satisfaction for tourists during their visit. Cleanliness is one of the key factors in creating a positive image of a destination and in increasing tourists' interest to visit or return in the future [14].

Factors Influencing Cleanliness

According several factors influence the cleanliness of a tourism destination, including [14]: 1) Public Awareness and Behavior, 2) Waste Management System, 3) Role of Tourism Management, 4) Tourist Participation, 5) Local Government Policy.

Cleanliness Indicators According [14] : 1) **Environmental Cleanliness, 2)** Public Facility Cleanliness, 3) Facility and Service Cleanliness, 4) Visitor and Community Behavior, 5) Cleanliness Management System.

Research Methodology

3.1 Variable Operational Definition

The following is a brief explanation of each research variable along with the name of the theory and the relevant year for the dependent variable (Y) and independent variable (X) in general:

Table 1. of Variable Operational Definitions

No	Variable	Variable Definition	Indicators	Scale
1	Domestic Tourist Interest (Y)	According to Kotler and Keller, visit intention (purchase intention	1. Interest 2. Desire to Visit 3. Destination Preference	Likert

		or visit intention) is defined as an individual's tendency to visit a place after undergoing a process of consideration and evaluation of the attraction and benefits offered. Kotler & Keller (2016)	4. Decision to Visit 5. Revisit Intention Kotler & Keller (2016)	
2	**Natural Attraction** (X1)	States that natural tourism attraction is the key element in tourism activities that functions as a magnet to attract both domestic and international tourists, as it provides entertainment, educational value, and recreational benefits derived from the natural beauty of the environment Spillane (2021)	1. Natural Beauty 2. Originality and Uniqueness 3. Environmental Condition 4. Accessibility 5. Supporting Facilities Spillane (2021)	Likert
3	Security (X2)	According in his book *Introduction to Tourism Science*, security (security/safety) is a condition that provides a sense of safety and freedom from threats, disturbances, or risks that may cause fear among tourists while engaging in tourism activities at a destination. Security includes protection of personal safety, property, and assurance of	1. Security Presence 2. Safe Environment Condition 3. Natural Safety 4. Monitoring and Emergency Response 5. Local Community Behavior Yoeti (2020)	Likert

		comfort in enjoying the overall travel experience. Yoeti (2020)	
4	Cleanliness (X3)	According in their book *Pengetahuan Dasar Ilmu Pariwisata*, cleanliness is defined as the condition of a tourism environment that is free from waste, dirt, and pollution, thereby providing comfort, safety, and satisfaction for tourists during their visit. Cleanliness is one of the key factors in creating a positive image of a destination and in increasing tourists' interest to visit or return in the future. Suwena & Widyatmaja (2020)	1. **Environmental Cleanliness** 2. Public Facility Cleanliness 3. Facility and Service Cleanliness 4. Visitor and Community Behavior 5. Cleanliness Management System Suwena & Widyatmaja (2020)

Source: 2025

3.2 Population and Samples/Data Types and Sources

Population

According to [15], population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn. The population in this study is all domestic tourists who visited the tourist attraction of Bukit Lawang, Langkat Regency during the research period. Based on data from the Langkat Regency Tourism Office (2024), the number of domestic tourists visiting Bukit Lawang reaches 12,000 people per year.

Sample

Samples are part of the number and characteristics possessed by the population [15]. This study uses a non-probability sampling method with a purposive sampling technique, which is sample selection based on certain criteria. The criteria for respondents in this study are:

1. Domestic tourists who visit Bukit Lawang at least once in the past year,
2. Be at least 17 years old, and
3. Willing to fill out the research questionnaire voluntarily.

To determine the number of samples, the researcher used the [15] formula with an error rate of 10%:

$$n = \frac{N}{1 + N\,(e)}\,2$$

$$n = \frac{12.000}{1 + \ 12.000\ (0{,}1)} 2 \ = \ 99.17$$

So that the number of samples used in this study was rounded to **100 respondents**.

Data Type

The type of data used in this study is quantitative data, which is data in the form of numbers that can be processed statistically [16].

Data Source

The data sources in this study consist of:

1) Primary Data: obtained directly from respondents through the distribution of questionnaires related to research variables (auditor expertise, professional ethics, independence, and audit quality).
2) Secondary Data: obtained from company documents, annual reports, literature, and previous research results relevant to the research topic

Data Collection Techniques

The data collection technique in this study was carried out by a survey method using **a questionnaire** prepared based on indicators on the research variables. The questionnaire uses a **Likert scale** with five answer choices, namely:1 = Strongly Disagree,

2 = Disagree,

3 = Neutral,

4 = Agree, and

5 = Strongly agree.

According to [17], a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer. This questionnaire was given directly to respondents who had been designated as a research sample. In addition to questionnaires, the researcher also conducted **a documentation study** to obtain relevant secondary data, such as organizational profiles, performance reports, and other supporting data. Documentation techniques are used to strengthen the findings and analysis of research results 17].

Results

4.1 Data Quality Test

Multiple Linear Regression Data Analysis Techniques Using Smartpls

1. Basic Concepts of Multiple Linear Regression in SmartPLS

Multiple linear regression is a statistical method for determining the **influence of two or more independent variables (X1, X2, ...)** to the **dependent variable (Y)** simultaneously [18].

2. Discriminatory Validity

Viewed from:

a. *Fornell-Larcker*
b. *Cross-Loading*
c. HTMT (≤ 0.90)

3. Construct Reliability

Viewed from:

a. *Cronbach Alpha* ≥ 0.7
b. *Composite reliability* ≥ 0.7

If all are met → *the external model is valid*.

4.2 Data Analyst Method

In this study, the data analysis method used is *structural equation modeling-partial least squares* (SEM-PLS) using SmartPLS software. [20], stated that in its development, SEM is divided into two types, namely *covariance-based* SEM (CB-SEM) and *variance-based* SEM or partial *least squares* (SEM-PLS). CB-SEM developed in the 1970s pioneered by Karl Joreskog

as the developer *of* the Lisrel software. Meanwhile, SEM-PLS developed after CB-SEM and was pioneered by Herman Would (academic advisor Karl Joreskog). Here are some examples of *software* from CB-SEM and SEM-PLS [25].

[21] stated that SEM-PLS can work efficiently with small sample sizes and complex models. In addition, the assumption of data distribution in SEM-PLS is relatively looser than that of CB-SEM. Estimation with CB-SEM requires a series of assumptions that must be met such as data normality in a multivariate manner, minimum sample size, homogeneity, and so on. [22] stated that the results of the two estimates are not much different so that SEM-PLS can be a good proxy for CB-SEM. SEM-PLS can still generate estimates even for small sample sizes and deviations from the assumption of multivariate normality.

SEM-PLS can therefore be seen as a nonparametric approach to CB-SEM. In addition, when the assumptions of CB-SEM are not met, SEM-PLS can be the right method for testing theory. [23] stated that if the data meets the CB-SEM assumptions correctly, such as minimum sample size and normal distribution, then CB-SEM is chosen. If it doesn't meet, select SEM-PLS. SEM-PLS is a nonparametric approach; can work well even for extreme abnormal data.

4.3 Evaluation of Outer Models (*Measurement Models*): Testing Validity and Reliability

Convergent validity is part of the *measurement model* which in SEM-PLS is usually referred to as the *outer model* while in *covariance-based* SEM it is called *confirmatory factor analysis* (CFA) (Mahfud and Ratmono, 2013:64). There are two criteria to assess whether the *outer model* (measurement model) meets the requirements for convergent validity for reflective constructs, namely (1) *loading* must be above 0.7 and (2) significant p-value (<0.05) (Hair et al. in Mahfud and Ratmono, 2013:65). However, in some cases, often loading requirements above 0.7 are often not met, especially for newly developed questionnaires. Therefore, *loading* between 0.40-0.70 must still be considered to be maintained (Mahfud and Ratmono, 2013:66).

Indicators with *loads* below 0.40 should be removed from the model. However, for indicators with *loads* between 0.40 and 0.70, we should analyze the impact of the decision to remove the indicator on *average variance extracted* (AVE) and *composite reliability*. We can remove indicators with *a load* between 0.40 and 0.70 if the indicator can increase *the variance average extracted* (AVE) and *composite reliability* above the limit (*treshold*) (Mahfud and Ratmono, 2013:67). The AVE limit value is 0.50 and *the composite reliability* is 0.7. Another consideration in removing indicators is their impact on the *content validity* of the construct. Indicators with *small loads* are sometimes maintained because they contribute to the validity of the construct content (Mahfud and Ratmono, 2013:67). Table 4.2 presents *the loading* values for each indicator.

Table 2. Validity Testing by Loading Factor

	Natural Attraction (x1)	Security (X2)	Cleanliness (X3)	Domestic Tourist Interest (Y)
X1.1	0.908			
X1.2	0.866			
X1.3	0.921			
X1.4	0.902			
X2.1		0.808		
X2.2		0.916		
X2.3		0.894		
X2.4		0.92		
X2.5		0.921		
X3.1			0.872	

X3.2	0.814	
X3.3	0.928	
X3.4	0.88	
X3.5	0.87	
Y1		0.904
Y2		0.926
Y3		0.898
Y4		0.894
Y5		0.893

Source: Processed Smart PLS

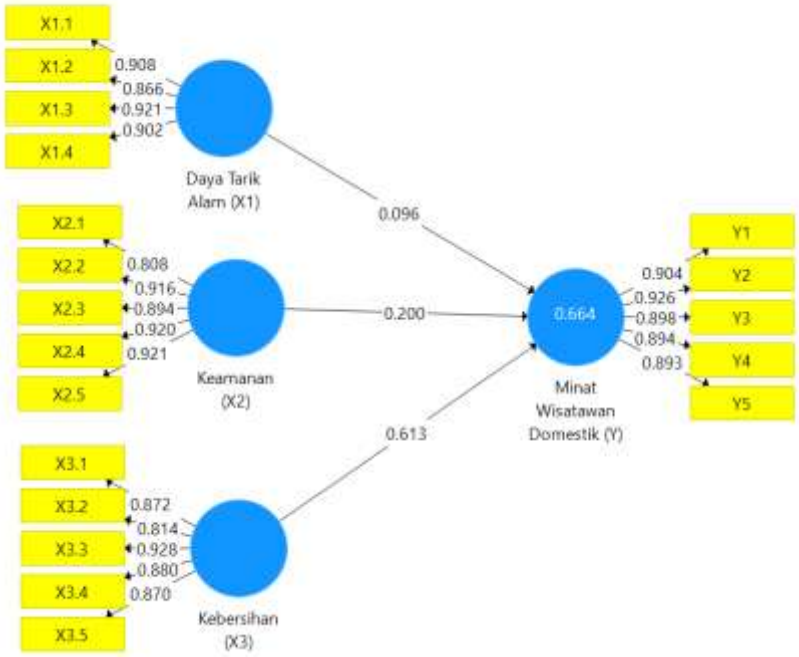

Figure 1. Validity Testing by Loading Factor

Based on the loading factor validity test in Table 4.2 and Figure 4.1, it is known that all loading values > 0.7, which means that they have met the validity requirements based on the loading value. Furthermore, validity testing was carried out based on *the average variance extracted* (AVE) value.

Table 3. Validity Testing by *Average Variance Extracted* (AVE)

	Mean Variance Extracted (AVE)
Natural Attraction (x1)	0.808
Security (X2)	0.797
Cleanliness (X3)	0.763
Domestic Tourist Interest (Y)	0.815

The recommended AVE value is above 0.5 (Mahfud and Ratmono, 2013:67). It is known that all AVE values > 0.5, which means that they have met the validity requirements based on

AVE. Furthermore, reliability testing was carried out based on *the composite reliability* (CR) value.

Table 4. Reliability Testing by Composite Reliability (CR)

	Composite Reliability
Natural Attraction (x1)	0.944
Security (X2)	0.951
Cleanliness (X3)	0.941
Domestic Tourist Interest (Y)	0.957

The recommended CR value is above 0.7 (Mahfud and Ratmono, 2013:67). It is known that all CR values are > 0.7, which means that they have met the reliability requirements based on CR. Next, reliability testing was carried out based on *Cronbach's alpha* (CA) value.

Table 5. Reliability Testing by *Alfa Cronbach* (CA)

	Alpha Cronbach
Natural Attraction (x1)	0.921
Security (X2)	0.936
Cleanliness (X3)	0.922
Domestic Tourist Interest (Y)	0.943

The recommended CA value is above 0.7 (Mahfud and Ratmono, 2013:67). It is known that all CA values > 0.7, which means that they have met the reliability requirements based on Cronbach's alpha. Next, a discriminatory validity test was carried out using the Fornell-Larcker approach. Table 4.6 presents the results of the discriminant validity test.

Table 6. Discriminant Validity Testing

	Natural Attraction (x1)	Security (X2)	Cleanliness (X3)	Domestic Tourist Interest (Y)
Natural Attraction (x1)	$\sqrt{AVE_{X1}}$=0.899			
Security (X2)	0.329	$\sqrt{AVE_{X2}}$=0.893		
Cleanliness (X3)	0.653	0.609	$\sqrt{AVE_{X3}}$=0.874	
Domestic Tourist Interest (Y)	0.562	0.605	0.798	$\sqrt{AVE_{Y}}$=0.903

In discriminant validity testing, the square root value of AVE of a latent variable is compared to the correlation value between that latent variable and other latent variables. It is known that the square root value of AVE for each latent variable is greater than the correlation value between the latent variable and other latent variables. So it is concluded that it has met the requirements for discriminatory validity.

4.4 Influence significance test (boostrapping (hypothesis test) (inner model)

Table 7. presents the results of the significance test of influence Test Path Coefficients & Significance of Influence

	Original Sample (O)	Average sample (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P value
Natural Attraction (X1) -> Domestic Tourist Interest (Y)	0.3	0.285	0.134	2.24	0.026
Security (X2) -> Domestic Tourist Interest (Y)	0.32	0.301	0.135	2.37	0.018
Cleanliness (X3) -> Domestic Tourist Interest (Y)	0.613	0.641	0.193	3.186	0.002

Source: SmartPLS Processed

Based on the results in Table 4.7, the results of **SmartPLS Path Coefficient Analysis were** obtained, the path coefficient, t-statistic, and p-values for each variable were independent of the Domestic Tourist Interest (Y).

1. The Influence of Natural Attraction (X1) on Domestic Tourist Interest (Y)

a. **Original Sample (O)** = 0.300
b. **T Stats** = 2.24 (> 1.96)
c. **P-value** = 0.026 (< 0.05)

Interpretation: Natural Attractions have **a positive and significant** effect on the Interest of Domestic Tourists. This means that the higher the natural attraction felt by tourists, the more interest in domestic tourists to visit.

2. The Influence of Security (X2) on the Interest of Domestic Tourists (Y)

a. **Original Sample (O)** = 0.320
b. **T Stats** = 2.37 (> 1.96)
c. **P-value** = 0.018 (< 0.05)

Interpretation: Security has a **positive and significant influence** on Domestic Tourist Interest. This means that the better the security aspect of a tourist destination, the more interested tourists will be in visiting.

3. The Influence of Cleanliness (X3) on the Interest of Domestic Tourists (Y)

a. **Original Sample (O)** = 0.613
b. **T Stats** = 3.186 (> 1.96)
c. **P-value** = 0.002 (< 0.01)

Interpretation: Cleanliness has a **positive and very significant** effect on the Interest of Domestic Tourists. This shows that the hygiene variable is the most dominant factor in increasing the interest of domestic tourists.

Table 8. R-Square

	R Square	Customized R Box
Domestic Tourist Interest (Y)	0.664	0.654

It is known that the values of R Square and Adjusted R Square are as follows:

1. R Value Squared = 0.664

An R Square (R^2) value of 0.664 indicates that: **66.4% of the variation in Domestic Tourist Interest (Y) can be explained by three independent variables**, namely:

a. Natural Attraction (x1)
b. Security (X2)
c. Cleanliness (X3)

This means that this research model has **a strong explanatory power**, because the R^2 value is close to 1 (included in the strong category **)**

2. Adjusted R Square = 0.654

The **Adjusted R Square value** is adjusted to the number of free variables and the number of samples. A value of 0.654 means: After adjustment, **65.4% of the variation in Domestic Tourist Interest remains attributable to the model**.

The adjusted R^2 is slightly lower than the R^2 (0.664 → 0.654), which indicates that the model remains **stable and does not experience overfitting**.

Table 9. Suitability Model Goodness Testing

	Saturated Model	Estimation Model
SRMR	0.072	0.072

It is known that based on the results of *the SRMR goodness of fit* test , the SRMR value = 0.072 < 0.1, it is concluded that the model has FIT.

Conclusion

Based on the results of the study on the Analysis of Natural Attraction, Safety, and Cleanliness on the Interest of Domestic Tourists Visiting Bukit Lawang, Lalat Regency, which was analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS), several conclusions were obtained as follows:

5.1 Natural Attractions have a positive and significant effect on the Interest of Domestic Tourists

The path coefficient value of 0.300 with *a t-statistic value* of 2.24 and *p-values* of 0.026 shows that Natural Attraction has a positive and significant influence on Domestic Tourist Interest. This illustrates that the higher the natural attraction of a tourist destination, the greater the interest of domestic tourists to visit. Aspects such as natural beauty, unique panoramas, and attractive environmental potential are the main attractions for tourists.

5.2 Security has a positive and significant effect on the Interest of Domestic Tourists

Security has a coefficient value of 0.320, *t-statistic* of 2.37, and *p-values* of 0.018, which means that these variables have a positive and significant influence on tourist interest. The

better the level of security in tourist destinations including the safety of visitors, the lack of crime, and good supervision the more interest tourists will be in visiting.

5.3 Cleanliness has a positive and very significant effect on the Interest of Domestic Tourists

The Cleanliness variable showed the strongest influence compared to other variables, with a coefficient of 0.613, *t-statistic* 3.186, and *p-values* of 0.002. This confirms that the cleanliness of the tourist environment, such as the cleanliness of public facilities, tourist areas, and waste management, is a factor that greatly determines the interest of domestic tourists to visit.

5.4 The Ability of the Model to Explain the Interest of Domestic Tourists

The R Square value of 0.664 and the Adjusted R Square of 0.654 indicate that: 66.4% of the variation in Domestic Tourist Interest can be explained by Natural Attraction, Safety, and Cleanliness. The remaining 33.6% was influenced by other factors that were not studied in this study, such as tourist facilities, prices, accessibility, promotions, comfort, and services.

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