

THE INFLUENCE OF TOURISM EVENTS, CULINARY, AND AMENITIES ON VISIT INTENTION AT TAMAN KELUN, MADIUN CITY

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Abstract

This study investigates the partial and simultaneous influence of Tourism Events, Culinary, and Amenities on Visit Intention among visitors to Taman Kelun, Madiun City, using a quantitative cross-sectional design. The population consisted of individuals who had previously visited Taman Kelun, and the Lemeshow formula was applied to determine a minimum sample of 385 respondents, selected through accidental sampling. Data collected via questionnaire were analyzed using multiple linear regression corrected for heteroskedasticity through the Heteroskedasticity-Consistent Standard Error (HC3) approach in SPSS 26.0. The results reveal that Tourism Events, Culinary, and Amenities each contribute a positive and significant effect on Visit Intention, with Culinary standing out as the most influential factor ($B = 0.364$), followed by Tourism Events ($B = 0.311$) and Amenities ($B = 0.252$). Simultaneously, the three predictors also demonstrate a significant joint effect, as indicated by an F -value of 279.829 at a significance level of 0.000. The R Square value of 0.688 indicates that the proposed model explains 68.8% of the variance in Visit Intention, while the remaining portion is accounted for by variables outside the scope of this study.

Keywords: Tourism Event, Culinary, Amenities, Visit Intention, Taman Kelun

A. INTRODUCTION

In Indonesia, urban green open spaces (Ruang Terbuka Hijau/RTH) are increasingly repositioned from ecological infrastructure into accessible leisure destinations. Government Regulation No. 26 of 2007 on Spatial Planning requires every urban area to allocate at least 30% of its territory to green open space (20% public, 10% private). National coverage has grown substantially in recent years, and Madiun City has developed 77 green-space points covering roughly 56 hectares (about 20% of its area), targeting 30% by 2030. Taman Kelun, one of the city's green-space points, is designed not only as an ecological asset but as a productive public venue supporting economic, social, and educational activity. Despite its location on the city's outskirts, it continues to draw a steady stream of visitors, thanks to recurring tourism events (fishing tournaments, local music shows), dozens of UMKM food

vendors forming an open-air culinary hub, and amenities such as gazebos, two joglo pavilions, a prayer room, restrooms, free Wi-Fi, and a children's play area. These features make Taman Kelun a fitting case for testing whether tourism events, culinary offerings, and amenities drive visit intention in a multifunctional green space. Prior studies on visit intention show mixed results. Tourism events show a significant positive effect in some studies (Ismail & Iriani, 2021; Pratiwi & Prakosa, 2021) but only a partial effect in others. Amenities show a similar pattern: a significant effect on repeat visit intention in Dita and Zaini (2022), but only a partial contribution in Ilhamalimy et al. (2025). Culinary attractiveness, however, shows a more consistent positive relationship (Irena & Sarudin, 2023; Mickial & Putra, 2024), reinforcing its relevance at Taman Kelun.

This study is grounded in Ajzen's (1991) Theory of Planned Behavior (TPB), where behavioral intention is shaped by attitude, subjective norms, and perceived behavioral control. Positive perceptions of a destination's events, culinary offerings, and amenities are expected to strengthen this attitude and, in turn, visit intention. Tourism events are organized activities that attract visitors; culinary attraction covers the variety, quality, and authenticity of local food; amenities are the supporting facilities shaping visitor comfort; and visit intention reflects a tourist's tendency to plan, decide, and return. Based on this background, this study examines how Tourism Events (X1), Culinary (X2), and Amenities (X3) affect Visit Intention (Y) at Taman Kelun, both partially and simultaneously, and identifies which factor is most dominant.

B. METHOD

Participants in this study were tourists with prior visiting experience at Taman Kelun, Madiun City. A quantitative cross-sectional approach was applied, and hypothesis testing relied on data gathered through questionnaires. Because the total population could not be determined precisely, the minimum sample size was calculated using the Lemeshow formula, resulting in a requirement of 385 respondents. To anticipate incomplete or invalid responses, 400 questionnaires were distributed in total, of which 385 met the screening criteria and were retained for analysis. Sampling was conducted using the accidental

sampling technique, covering any tourist encountered during the data collection period who had either visited or expressed intention to visit Taman Kelun.

In this study, Tourism Event (X1), Culinary (X2), and Amenities (X3) function as independent variables, while Visit Intention (Y) serves as the dependent variable; all were measured using a closed-ended questionnaire on a five-point Likert scale. Data processing in SPSS 26.0 encompassed validity and reliability testing, classical assumption checks (normality, multicollinearity, heteroscedasticity, and linearity), multiple linear regression analysis, and hypothesis testing through t-tests, an F-test, and R^2 . Because the Glejser test detected heteroscedasticity within the data, the regression coefficients were re-estimated using Heteroskedasticity-Consistent Standard Errors (HC3), consistent with the approach recommended by White (1980) and MacKinnon and White (1985), which preserves valid inference without changing the coefficient values themselves.

C. RESULTS AND DISCUSSIONS

1. *Validity Test*

To confirm that every questionnaire item genuinely measured its intended construct, validity was assessed via the Product Moment correlation technique, benchmarked against an r-table value of 0.1 ($n = 385$, $\alpha = 0.05$). Table 1 presents the results.

Table 1. Validity Test

Variable	Item	r-count	r-table	Conclusion
Event Wisata (X1)	X1.1	0.538	0.1	Valid
	X1.2	0.574	0.1	Valid
	X1.3	0.630	0.1	Valid
	X1.4	0.558	0.1	Valid
	X1.5	0.504	0.1	Valid
	X1.6	0.640	0.1	Valid
	X1.7	0.468	0.1	Valid
	X1.8	0.548	0.1	Valid
	X1.9	0.520	0.1	Valid
	X1.10	0.464	0.1	Valid
Kuliner (X2)	X2.1	0.562	0.1	Valid

	X2.2	0.479	0.1	Valid
	X2.3	0.581	0.1	Valid
	X2.4	0.530	0.1	Valid
	X2.5	0.443	0.1	Valid
	X2.6	0.554	0.1	Valid
	X2.7	0.512	0.1	Valid
	X2.8	0.457	0.1	Valid
	X2.9	0.562	0.1	Valid
	X2.10	0.524	0.1	Valid
	X2.11	0.533	0.1	Valid
Amenitas (X3)	X3.1	0.457	0.1	Valid
	X3.2	0.495	0.1	Valid
	X3.3	0.549	0.1	Valid
	X3.4	0.519	0.1	Valid
	X3.5	0.498	0.1	Valid
	X3.6	0.575	0.1	Valid
	X3.7	0.585	0.1	Valid
	X3.8	0.582	0.1	Valid
	X3.9	0.495	0.1	Valid
	X3.10	0.442	0.1	Valid
Minat Berkunjung (Y)	Y.1	0.530	0.1	Valid
	Y.2	0.474	0.1	Valid
	Y.3	0.481	0.1	Valid
	Y.4	0.560	0.1	Valid
	Y.5	0.510	0.1	Valid
	Y.6	0.586	0.1	Valid
	Y.7	0.493	0.1	Valid
	Y.8	0.540	0.1	Valid
	Y.9	0.403	0.1	Valid
	Y.10	0.549	0.1	Valid
	Y.11	0.479	0.1	Valid

Source: Researcher's Processed Data (2026)

Table 1 shows that all items for Tourism Event (X1), Culinary (X2), Amenities (X3), and Visit Intention (Y) produced r-count values that exceed the r-table value of 0.1 at a

significance level below 0.05. Therefore, all 42 questionnaire items are considered valid and suitable for use in this study.

2. Reliability Test

As Table 1 demonstrates, every item measuring Tourism Event (X1), Culinary (X2), Amenities (X3), and Visit Intention (Y) yielded an r-count above the 0.1 r-table threshold at a significance level under 0.05. All 42 items in the questionnaire can therefore be regarded as valid and fit for use in this research.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Conclusion
Tourism Event (X1)	0,741	Reliable
Culinary (X2)	0,746	Reliable
Amenities (X3)	0,696	Reliable
Visit Intention (Y)	0,711	Reliable

Source: Researcher's Processed Data (2026)

As shown in Table 2, every variable's Cronbach's Alpha exceeds the 0.60 benchmark, confirming that the instruments used are reliable and yield consistent measurements.

3. Normality Test

Residual normality was checked through the One-Sample Kolmogorov-Smirnov procedure.

Table 3. Normality Test (One-Sample Kolmogorov-Smirnov Test)

Statistic	Unstandardized Residual
N	385
Mean	0,0000000
Std. Deviation	2,86211139
Test Statistic	0,070
Asymp. Sig. (2-tailed)	0,000

Source: Researcher's Processed Data (2026)

The resulting significance value fell below 0.05, signaling that the residuals depart somewhat from a perfectly normal distribution. Schmidt and Finan (2018), however, argue that departures from normality do not distort the regression coefficient estimates and matter less as sample size grows. Given the study's 385 respondents, and given that the residual

histogram and Normal P-P Plot both approximated a bell-shaped curve without severe deviation, the regression model was judged suitable to proceed.

4. Multicollinearity Test

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Tourism Event (X1)	0,398	2,514
Culinary (X2)	0,469	2,132
Amenities (X3)	0,421	2,376

Source: Researcher's Processed Data (2026)

All independent variables show Tolerance values greater than 0.10 and VIF values below 10, indicating the absence of multicollinearity among Tourism Event, Culinary, and Amenities.

5. Heteroscedasticity Test

Heteroscedasticity was tested using the Glejser test, which regresses the absolute value of the residuals on the independent variables.

Table 5. Heteroscedasticity Test (Glejser Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	8,008	0,824	-	9,716	0,000
Tourism Event (X1)	-0,056	0,028	-0,152	-2,019	0,044
Culinary (X2)	-0,118	0,024	-0,334	-4,823	0,000
Amenities (X3)	0,040	0,028	0,105	1,436	0,152

Source: Researcher's Processed Data (2026)

Results show Tourism Event (sig. = 0.044) and Culinary (sig. = 0.000) significant at the 0.05 level, an indication of heteroscedasticity, whereas Amenities (sig. = 0.152) is not. Since heteroscedasticity could not be entirely removed, the study adopts White's (1980) recommendation to use a heteroskedasticity-consistent covariance matrix, which preserves valid inference and confidence intervals under such conditions. Coefficients were therefore tested using HC3 robust standard errors, building on MacKinnon and White (1985), so that standard errors, t-statistics, significance levels, and confidence intervals remain trustworthy.

6. Multiple Linear Regression Analysis (HC3)

Table 6. Multiple Linear Regression with Robust Standard Error (HC3)

Model	B	Robust Std. Error (HC3)	t	Sig.	95% CI
(Constant)	5,803	1,573	3,689	0,000	2,710 - 8,896
Tourism Event (X1)	0,311	0,058	5,379	0,000	0,197 - 0,425
Culinary (X2)	0,364	0,060	6,048	0,000	0,246 - 0,482
Amenities (X3)	0,252	0,053	4,787	0,000	0,148 - 0,355

Source: Researcher's Processed Data (2026)

From Table 6, the regression equation can be written as:

$$Y = 5,803 + 0,311X_1 + 0,364X_2 + 0,252X_3$$

In this equation, the constant value of 5.803 indicates the predicted level of Visit Intention when Tourism Event, Culinary, and Amenities are held at zero. Each one-unit increase in Tourism Event is associated with a 0.311-unit increase in Visit Intention. Among the three predictors, Culinary holds the highest coefficient (0.364), positioning it as the most influential driver of Visit Intention, followed by Amenities, which still contributes a positive though comparatively smaller effect of 0.252. Since all three 95% confidence intervals remain entirely above zero, each variable can be confirmed to exert a significant positive influence on Visit Intention.

7. Coefficient of Determination (R^2)

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,829	0,688	0,685	2,87336

Source: Researcher's Processed Data (2026)

An R Square of 0.688 means Tourism Event, Culinary, and Amenities together account for 68.8% of the variance in Visit Intention, leaving the remaining 31.2% attributable to factors beyond the model, such as pricing, promotion, accessibility, or destination image.

8. Hypothesis Testing

To assess whether the independent variables jointly affect Visit Intention, an F-test was carried out.

Table 8. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6930,955	3	2310,318	279,829	0,000
Residual	3145,606	381	8,256	-	-
Total	10076,561	384	-	-	-

Source: Researcher's Processed Data (2026)

The resulting F-count of 279.829, with a significance level of 0.000 (below 0.05), confirms that Tourism Event, Culinary, and Amenities collectively influence Visit Intention, indicating that the regression model fits the data well. Looking at the individual t-test results, Tourism Event ($B = 0.311$; $t = 5.379$; $\text{sig.} = 0.000$) shows a positive and significant effect on Visit Intention, thereby supporting H1. Similarly, Culinary ($B = 0.364$; $t = 6.048$; $\text{sig.} = 0.000$) demonstrates a positive and significant effect, leading to the acceptance of H2. Amenities ($B = 0.252$; $t = 4.787$; $\text{sig.} = 0.000$) also produces a positive and significant effect, confirming H3. As all three variables are proven significant when examined simultaneously, H4 is likewise accepted. Among the three, Culinary records the highest regression coefficient, establishing it as the most dominant factor shaping Visit Intention at Taman Kelun.

Discussion

Tourism Event has a positive, significant effect on Visit Intention, consistent with Ismail and Iriani (2021) and Pratiwi and Prakosa (2021), who found that well-organized events enhance a destination's appeal. At Taman Kelun, activities like fishing tournaments and local music shows build favorable attitudes that, under TPB (Ajzen, 1991), strengthen visit intention.

Culinary is the strongest predictor of Visit Intention, consistent with Irena and Sarudin (2023) and Mickial and Putra (2024). The many UMKM food stalls at Taman Kelun offer an affordable, varied dining experience that appears to be the main driver of repeat visits.

Amenities also positively and significantly affect Visit Intention, though to a lesser degree, in line with Dita and Zaini (2022) and Aritona (2022). Facilities such as gazebos, joglo pavilions, a prayer room, restrooms, Wi-Fi, and a playground improve comfort and encourage longer stays, even though their contribution is smaller than culinary's and event's.

Together, the three variables significantly shape Visit Intention, with an R Square of 0.688 confirming their joint explanatory power. This supports TPB's relevance at Taman Kelun: visit intention builds cumulatively from event experience, culinary appeal, and facility comfort, not from a single stimulus.

D. CONCLUSIONS

Drawing on the findings and discussion above, several conclusions can be drawn. First, Tourism Event positively and significantly affects Visit Intention at Taman Kelun, Madiun City ($B = 0.311$; $t = 5.379$; $\text{sig.} = 0.000$), meaning that more attractive, varied, and consistently scheduled tourism events correspond to greater public interest in visiting. Second, Culinary positively and significantly affects Visit Intention ($B = 0.364$; $t = 6.048$; $\text{sig.} = 0.000$) and stands out as the most dominant of the three predictors. Third, Amenities positively and significantly affect Visit Intention ($B = 0.252$; $t = 4.787$; $\text{sig.} = 0.000$), though its contribution is the smallest of the three. Finally, tested jointly, Tourism Event, Culinary, and Amenities positively and significantly affect Visit Intention ($F = 279.829$; $\text{sig.} = 0.000$), with an R Square of 0.688 showing that these three variables explain 68.8% of the variation in Visit Intention, while the remaining 31.2% stems from factors not covered by the model.

E. SUGGESTIONS

Management of Taman Kelun would do well to prioritize culinary development, encouraging UMKM vendors to diversify their offerings and ensure heavier meal options are consistently available rather than snacks alone. Tourism events such as fishing competitions and local music performances should also be scheduled more regularly and predictably. In addition, supporting amenities, such as outdoor seating, children's play equipment, and Wi-Fi access, warrant ongoing maintenance and upgrades to encourage visitors to linger longer.

For the wider community, this study can serve as a useful reference for understanding which factors genuinely drive intention to visit a public green space like Taman Kelun, supporting more informed assessment of a destination's events, culinary options, and facilities.

Future researchers may wish to broaden the scope of study to cover several comparable green-space destinations in Madiun City or elsewhere, strengthening the generalizability of the results. Adopting sampling techniques with greater representativeness and incorporating additional variables, such as accessibility, price, promotion, or destination image, would also be worthwhile, given that the current model leaves 31.2% of the variation in Visit Intention unexplained.

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