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What Influences Tourist' Visit Decision to Coastal Area? A Lesson Learned from Southern Beaches of West Java

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Abstract. *Indonesia, as an archipelago country, posits the third rank of the world's longest coastline list. The potential of coastal tourism was voluminous to be developed in the future. Since the tourism contribution has a positive inclination during the years to GDP, the government put the tourism as one of the national development priority sector. However, the circumstances were not well-ready. Still, the beaches were not gaining substantial attention from the tourist for several areas even though it has a scenic view. The current study aims to analyze factors influencing tourist decision to choose the coastal area that may lead to tourism development in Southern Beaches of West Java. It is the most populated area and has many potential beaches. Methods used in this paper were mixed methods using a qualitative and quantitative approach. First, exploratory is conducted by interviews and analyzed manually by transcribed and coded to define what variables explored. Then, Exploratory factor analysis (EFA) was done to examine the factors of influences tourist' visit decision. The result demonstrates five factors are influencing the tourist decision to choose the Southern Beach tourism in West Java, i.e., hotel and restaurant, word of mouth testimony, access, convenience (cost and food attraction) and local attribution.*

Keywords: *Coastal tourism, tourist decision, mixed method, exploratory, exploratory factor analysis*

1. Introduction

The contribution of the service industry to Gross Domestic Product (GDP) has been reaching a remarkable number in most countries, and it was reached over 50% of GDP (Organization for Economic Cooperation and Development, 2008). Tourism is an industry that requires and depends on service improvement to increase the profit and value among the actors, including service providers and travelers (Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016). Tourism is perceived as the fastest growing industry in the world (Orams, 2003). It can be a great opportunity and challenge for Indonesia to enhance the development of the tourism sector.

Ministry of Tourism, Republic of Indonesia, noted that the growth of foreign exchange contribution from the tourism sector shows the positive inclination. It was increased from 12.2 billion USD to 13.6 billion USD to 15 billion USD in 2015 to 2017. The movement of foreign tourists number also continued to grow from 9.7 million to 11.5 million to 14 million, from 2015 to 2017 (Wijarnako, 2018). The substantial contribution of tourism to Indonesia's economy made the sector as the development priority.

Coastal tourism is one of the major attractions in the tourism sector (Phillips and House, 2009). Coastal tourism has become the most popular tourist destination for decades ago (Orams, 2003). As the biggest province and population in Indonesia, West Java has a long shoreline on the south side facing the Indian Ocean as long as 428 kilometers. This advantage is recognized as a potential to stimulate the economic growth of West Java through tourism. Scenic beaches sweep along the southern area of West Java, known as "Pantai Selatan" which has been an attractive tourism spot recently for some people. Even though it has the immense potential to be

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developed, the southern beaches of West Java also cope with competition with its neighboring provinces, such as DKI Jakarta that has Thousand Islands. Further, the inequality circumstances of infrastructure and facilities made the beaches not entirely explored by the tourists.

The current condition also shows that many people who live in the southern beaches of the West Java area are coping with hardship due to the inability to obtain fixed income. Many of them depend on income from fishing or farming. The development of southern beaches is expected to improve by providing more benefits such as craft and food selling as well as accommodation provider opportunity. This particular problem was mentioned a long time ago by Bailey and Pomeroy (1996) about resource dependency of fisheries and lack access to alternative opportunities that can lead to social instability in coastal Southeast Asia. Therefore, the present study was intended to explore the unique characteristics of the southern beaches of West Java and to know what attributes that influence tourist visit the beaches. Then, the result will provide clues to policymakers and destination managers regarding what attributes that become a priority to develop coastal tourism in southern West Java.

Previous research shows that facilities, beach quality (Chen & Bau, 2016; Dodds & Holmes, 2019), and accommodation (Van der Merwe, Slabbert, & Saayman, 2011) offered can be a major reason for tourists to choose beaches as their destination. Being able to enjoy the sandy beach with family or their acquaintances becomes a source of relaxation (Orams, 2003). Activities such as sightseeing, sunbathing, swimming, surfing, jet-skiing, and angling are the form of enjoying the beach (Chen & Bau, 2016). It is then one of the factors that influence the decision of people to choose the beach as an alternative tourist destination. Numbers of the research argue that coastal tourism can be an important sector to be developed in the developing country (e.g., Mensah & Amuquandoh, 2010; Mograbi & Rogerson, 2007; Porter & Orams, 2014).

The present study is aiming to analyze factors that can influence tourist decision in choosing coastal tourism spots using exploratory factor analysis (EFA) in the setting of the southern beach of West Java. This study is started with the exploration of the potential coastal tourism area in West Java. The exploration result is expected to enrich the findings that may contribute to the development of Southern Beach tourism in West Java. Then, investigation and analysis of the tourist perception of Southern Beach and the factors that can influence them in deciding to visit the beaches were conducted.

The current study contributes to unfold the essential attributes that need to be response soon for the development of the southern beach of West Java for then attract more tourists, and is also expected to give a new theory contribution by its exploratory findings.

2. Literature Study

Traditionally, coastal tourism products are sun and beach (Valle, Guerreiro, Mendes, & Silva, 2011). But, in reality, there are other products offered by coastal tourism, like attraction, food, accommodation, etc. (Koutoulas, 2004; Valle et al., 2011). This statement was discussed by Paul (1977), as quoted by Koutoulas (2004). Paul (1997) introduced a theory called "Tourism Product Theory". According to him, there are several tourist products divided into two types, which are total tourist products and specific products. Total tourist products mean the combination of all products consumed by the tourists, meanwhile, the specific products are the component of total tourist products sold to the tourist like accommodation, transportation, food, attractions and other facilities (Koutoulas, 2004). Currently, such kind of products has become the primary consideration of the tourists in choosing coastal tourism.

Besides accommodation, transportation, food, and attraction, there is another product recognized as one of the coastal tourism

products, which are cultural products (Valle et al., 2011). This kind of product is expected can add more value to attract more tourist to coastal tourism. Research shows that it is essential to explore the unique characteristics of seaside tourism destination since it can increase the tourists' experience (Valle et al., 2011). This fact then drives other researchers to get more intention to the cultural products as one of the value-added in coastal tourism. This opinion was supported by the fact that today tourists have not only an interest in the high quality of accommodation, transportation, foods, and attraction but also cultural experience offered by the tourist destination (Valle et al., 2011).

The ability of coastal tourism managers to provide the products above becomes the important aspects of increasing its sustainability in the future. The quality of coastal tourism products offered may influence tourists in making tourism destination decisions. Most of the tourists choose coastal tourism destination that offers many products with high quality. Therefore, the quality of coastal tourism managers in developing and improving its products may have an impact on coastal tourism development in the present and future. Decisively, it may influence the sustainability of coastal tourism destination in the long-term.

The development focus of coastal tourism is applied in the several points used in the questionnaire of this research. The questionnaire contains several coastal tourism products, which are accommodation, transportation, food, attraction, and cultural products. As stated by Koutoulas (2004), accommodation is an integral product as independent facilities offered by the destination, which is including hotel accommodation, transportation, attractions, souvenirs, and food (restaurants). Tourists need to spend their money to enjoy those kinds of products. Then, climate and scenery offered are included as free or public goods, which are products that can be consumed freely by the tourists (Leiper, 1990:147; Scheuch, 1982:87), as quoted in Koutoulas, (2004). The other products offered, which are attraction and cultural products that are called complementary services provided by the coastal tourism destination. The other complementary services including tourism information, facilities cleanliness, safety and security, and local people's hospitality.

Yoon and Uysal (2005) stated that there are four major approaches in the tourism literature to evaluate consumer satisfaction levels: expectation, equity, norm, and perceived-only performance theory. Of these theories, the expectation theory and perceived performance theory are most frequently used, which are based on the post-purchase concept. In the context of tourism, satisfaction is measured by evaluating the gap between tourist expectation and travel perception of various services offered by the destination. In contrast, the perceived-only performance approach measures tourist satisfaction with the actual performance of the products, regardless of the existence of any previous expectations (Eusébio & Vieira, 2011; Hui, Wan, & Ho, 2007; Kozak, 2000; Um, Chon, & Ro, 2006).

By using the perceived-performance approach, various destination variables were identified and satisfactions measured with a positive and negative evaluation of tourist over these attributes at the destination. Wang and Qu (2006) investigated tourist satisfaction using twelve variables such as accommodations, shopping facilities, and restaurant facilities, quality of accommodation, personal safety, tourist information, beach cleanliness, and state of the roads, beach promenades, drinkable water, and traffic flow and parking facilities. Alegre and Garau (2009) examined the satisfaction on a sun and sand tourist destination, namely the island of Majorca in the Balearic Islands. The following attributes were rated in terms of satisfaction; climate, cleanliness and hygiene, scenery, peace and quiet, accommodation, safety, historic sites or places, presence of friends and family, interaction with other tourists, nightlife, sports activities, tourist

attractions, prior visits to the destination, ease of access, facilities for children, easy access to information, local cuisine, local lifestyle, and affordable prices.

As the object of this paper is the coastal tourism of Southern beach in Java, we also put the literature on the natural environment and its impact on nature-based tourism into consideration. The attributes of coastal tourism are more than just quantitative aspects such as economic infrastructure and naturalness. It also has the coverage to qualitative ones such as personal feelings and subjective reactions toward the destination, not to mention that psychological, cultural, and historical aspect. Furthermore, the intimate feeling with nature and its people become the main value they buy. Tourists spend their resources on real experience.

3. Methodology

The study uses interpretivism and positivism paradigm. We understand clearly that in a social science world, we cannot alienate the subject from the object, people as a researcher and people as main objects are situated in terms of the individual and the event. The participants will offer their own specific opinions and views of the world. It is in our job to interpret it from our position as a researcher and dig deep into it. In the present case, tourists can have their perceptions related to factors that can influence them in choosing tourism destinations. They also may have a different perception of the current condition of coastal tourism in West Java. Each of their perception and opinion will then be the basic data for our research.

However, we also accept that when we observe the realities in the field, sometimes we need to view some realities as absolute and factual (Porter and Orams, 2014). We also believe that the world is external and that there is a single objective reality to any research phenomenon or situation regardless of the researcher's perspective or belief (Hudson & Ozanne, 1988). In this article, we also try to become more objective in some parts. For example, we will judge the fact about the beach facilities' condition objectively.

By using those paradigms, we will use a qualitative and quantitative approach to analyze the data obtained. Those approaches not only enable us to dig deeper into the subject and find new factors that have not been identified in the literature review but also can test the theory that has been identified in the literature review. The mixed-method (qualitative and quantitative method) is perceived can give us a better understanding of the real condition of coastal tourism in West Java.

3.1. Study Site

Indonesia is known as a marine country. Based on data from the Coordinating Ministry of Marine Affairs, the territory of Indonesia consists of 13,487 and 81,000 km of coastline. Indonesia has an area of 5,180,053 km², with land area 1,922,570 km² (37.11%) and water area 3,257,483 km² (62.89%). The data clearly shows that 62.89% of Indonesia consists of water.

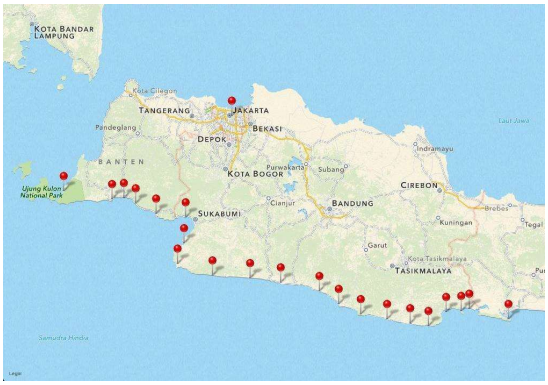

Figure 1.
Southern Beaches of West Java

Pantai Selatan or Southern Beach of West Java stretched as long as 428 kilometres facing the Indian Ocean. The study site was depicted in Figure 1. We use the case study method in this research. The use of a case study affords us (the researchers) closeness to real-life situations. Yin (2004) stated that "the case study method allows investigators to retain the

holistic and meaningful characteristics of real-life events" (p. 4). The case study was used in the study to make an in-depth study of the southern beaches of West Java.

The survey was employed to 49 beaches at the southern area of West Java that covers in several districts as follows:

1. Pangandaran District
2. Tasikmalaya District
3. Sukabumi District
4. Garut District
5. Cianjur District

Eight characteristics were examined of each beach spot, i.e., location, characteristics of beach, culture, access and transportation, event, activity, accommodation, and community. The details of that information are attached in the appendix.

The survey was conducted from July until August 2017. Before conducting the survey, first, we have a meeting with the tourism agency of West Java to discuss the research plan so we can get a permit to conduct research in those five regions. The tourism agency then helps us to get in contact with the tourism agency in each region. During the survey, we collect the data through observation, conducting some semi-structured interviews, and distribute the questionnaires to the tourists. Purposive and snowball sampling was used to collect the data. Purposive sampling was used to enhance the coverage of the sample. Semi-structured interviews were conducted with some key persons such as government, tourism agency, society, and tourists.

The interview processes were conducted using Bahasa to grasp the whole concept and avoid miscommunication between interviewer and interviewees. The form of the interview was a non-formal interview to make the interviewees comfortable so that they can tell the real condition of coastal tourism in their respective areas. Interviews were planned as one by one interview process. But, since Indonesia has a unique culture, when we conducted the interview with one person, another person may join in and participate in answering the questions asked by the interviewers. This condition became a common culture of Indonesian people.

The interviews were conducted several times, with each session lasts about 20-30 minutes for each interviewee and was recorded. The interview result will be transcribed and then will be analyzed and coded in the English language. The questions were related to the factors that influence them in making the decision to choose coastal tourism destination and their satisfaction with the facilities provided by the beaches in West Java that they have been visited.

Table 1.
The Question Item for Exploratory Research

Purpose of questions	Focal Point Questions
a. Consumer Decision	
To discover respondents' decision to select coastal tourism	What do you think about coastal tourism in south of West Java? In your opinion, how do you choose a beach different from others? (for example: Pangandaran beach with Kuta Bali Beach)
b. Attribute	
To discover respondents' attribute to choose the beach	In your opinion, what attributes are important to choose a beach?

We conducted open coding of the audio transcripts to identify themes and sub-themes. Following the identification of key issues, the process evolved into more systematic codes to develop more concepts. By coding the data, the value is placed on the meaning of the words rather than the words themselves. We coded the data manually by connecting the answer from the interviewees with some keywords related to the coastal tourism condition in each region.

Table 2.
Variables are Explored by The Interview Result

Code	Freq
Focal point question: Product Attribute	
Beautiful beach	2
Affordable price to enter the beach	2
Affordable price for the food and beverage at the beach	3
Many attraction near the beach	4
Many hotel and motel near the beach	2
Many restaurant and "warung" near the beach	6
Good taste of seafood	8
The beach is clean	5
The navigation to the beach is good	4
Public transport is available	4
The road is good	4
People is very kind	3

Besides primary data obtained from the interview and observation, we also use secondary data. The secondary data was obtained from the internet and tourism agency. The data will then be combined with the primary data.

Based on Aref (2011) and Koutoulas (2004), we have concluded 21 variables defining travelling intention characteristic. These 21 variables are derived then as questioned items on the questionnaire.

Table 3.
Variables Involved in the Study

Code	Variable
Q1	Interesting and beautiful view
Q2	Local folklores telling the past stories
Q3	Existence of souvenir merchants nearby
Q4	Local events or ceremony held at the beach
Q5	Hotel/accommodation quality
Q6	Service quality of hotel/accommodation
Q7	Restaurant or food/beverage provider quality
Q8	Service quality of Restaurant or food/beverage provider
Q9	Menu variation in restaurant or F&B provider
Q10	Easy access (road/street) to reach beach
Q11	Road/street quality
Q12	Existence of Public transport
Q13	Navigation

Q14	Local people's hospitality
Q15	Cleanliness
Q16	Safety and Security
Q17	Affordable cost spent around the attraction
Q18	Affordable price for food and beverage
Q19	Giving posting testimony
Q20	Willingness to recommend
Q21	Willingness to visit again

The data were analyzed quantitatively to gain the generalization from the sample taken through empirical measurement (Neuman, 2014). The exploratory factor analysis (EFA) was used as the main technique to understand and identify the baseline questionnaire responses. Factor analysis has a benefit to reduce interrelated questions to a smaller number of underlying common factors or domains that are primarily responsible for covariation in the data (Hahs-Vaugh, 2017). Factor analysis also allows us to know which factor that has a dominant influence on the decision making the process of tourist in choosing coastal tourism destination in West Java. Hence, it will support us to focus on some key factors and to help us in placing variables into meaningful categories (Yong & Pearce, 2013). The Exploratory Factor Analysis (EFA) will confirm the hypotheses and uses path analysis diagrams to represent variables and factors. To examine these items, a 1-to-5 Likert scale was used, one (1) represents strongly disagree, and five (5) is for the strongly agree. Some important questions for descriptive analytics were also shown.

The distribution of the online questionnaire using google form was undertaken by utilizing social media and instant messaging such as Facebook, WhatsApp, and Line. A simple random sampling technique was used on respondents who have ever visited the beaches located in the south of West Java. 126 Indonesian participants filled the questionnaire, and the EFA calculation will be done over these observed items to sharpen the understanding of the main factors that stimulate domestic visitors to visit West Java's beaches. The exploratory factor analysis was conducted by using R studio.

4. Finding and Discussion

Before applying the factor analysis, testing of the reliability of the scale is very important as it shows the extent to which scale produces consistent results if the measurement is made repeatedly (Neuman, 2014). Cronbach's alpha is the most widely used method when measuring reliability. For both scenarios, the Cronbach's alpha score comes out more than 0.6, which is the cut off for reliable for 95% confidence boundary (Hair, Black, Babin, & Anderson, 2009).

Table 4.
Reliability Test

	N=126
Reliability Test (Cronbach's Alpha)	0.92

Kaiser-Meyer-Olkin (KMO) used to measure of sampling adequacy that is a useful method to show the appropriateness of data for factor analysis (Hair et al., 2009). The KMO statistic varies between 0 and 1. It is recommended that the value greater than 0.5 is acceptable. The KMO measure of sampling adequacy was found to be 0.802 for the N = 126. In this case, the measurement of sampling adequacy (MSA) is meritorious and indicates that the sample was good for the survey (Hahs-Vaugh, 2017). However, it was found that Q2 showed an unacceptable KMO result which is 0.451. Hence, it was decided that the Q2 must be excluded from the calculation, which resulted in a higher KMO score to 0.831. In addition, the result of Bartlett's Test of Sphericity, the p-value, according to Table 5, shows that this result is significant.

Table 5.
MSA and Bartlett's Test Sphericity after Q2 Exclusion

		N=126
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		**0.831**
Bartlett's Test of Sphericity	Approx. Chi-Square	1868.248
	df	190
	p-value (Sig)	< 2.22e-16

Principal Component Factor Analysis (PCA), followed by the varimax rotation, was employed for extracting factors. Only the factors with latent roots greater than one are considered significant, and all the factors with the latent roots less than one are considered insignificant (Hair Jr. et al., 2009). According to the PCA result for both scenarios, show five lists of factors. This can be seen in the plot shown in Figure 2; we can decide from seeing the delineation where the line goes from being diagonal to being horizontal (Hahs-Vaugh, 2017).

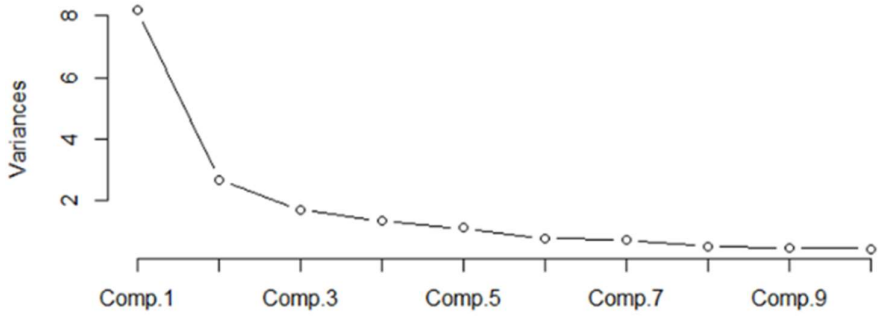

Figure 2.
Plot of PCA

In line with the PCA results, the proportion of cumulative of the two scenarios was significantly different. There are five factors in Table 6; the cumulative value variance is 67.5% of the total variance. The first five principal components explain 75.1% of the variation. It is an acceptably large percentage (Hair et al., 2009).

Table 6.
Factor Loading

	Factor 1	**Factor 3**	**Factor 2**	**Factor 4**	
SS Loadings	3.702	3.633	2.992	2.959	1.966
Proportion Variance	0.185	0.170	0.150	0.148	0.098
Cumulative Variance	0.185	0.356	0.505	0.653	0.751

According to factor loading on each factor, item exclusion is not required to be conducted. Local folklore is the only item excluded from the KMO measurement. It means that the visitors do not tend to show interest in it. However, the distinct result was shown in the qualitative study. All of the interviewees shown their interest in local stories, even though the stories have never been proven in a logic explanation.

Table 7.
Factor Loading for Each Item

Q#	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Q1		0.609			
Q3					0.734
Q4					0.757
Q5	0.729				
Q6	0.868				
Q7	0.811				
Q8	0.725				
Q9	0.565				
Q10			0.712		
Q11			0.833		
Q12			0.81		
Q13			0.738		
Q14				0.686	
Q15				0.651	
Q16				0.664	
Q17				0.668	
Q18				0.77	
Q19		0.883			
Q20		0.909			
Q21		0.857			

4.1. Factor Labeling

The five factors, their names and the variables loaded on these factors have been summarized in Table 8 with a comparison between the two scenarios. The summary of the factors served in the table is sorted by the importance level; the upper the more important according to SS loading value in Table 6 and 7.

Table 8.
Factor Labeling

Factor Number	Item Number	Description	Label	Proportion Var.
Factor 1	Q5	Hotel/accommodation quality	***Hotel and Restaurant***	0.185
	Q6	Service quality of hotel/accommodation		
	Q7	Restaurant or food/beverage provider quality		
	Q8	Service quality of Restaurant or food/beverage provider		
	Q9	Menu variation in restaurant or F&B provider		
Factor 2	Q1	Interesting and beautiful view	***Word of Mouth Testimony***	0.150
	Q19	Giving posting testimony		
	Q20	Willingness to recommend		

	Q21	Willingness to visit again		
Factor 3	Q10	Easy access (road/street) to reach beach	***Access***	0.170
	Q11	Road/street quality		
	Q12	Existence of Public transport		
	Q13	Navigation		
Factor 4	Q14	Local people's hospitality	***Convenience and Affordability***	0.148
	Q15	Cleanliness		
	Q16	Safety and Security		
	Q17	affordable cost spent around the attraction		
	Q18	Affordable price for food and beverage		
Factor 5	Q3	Existence of souvenir merchants nearby the	***Local attribution***	0.098
	Q4	Local events or ceremony held at the beach		
			Cumulative Var.	0.751

Based on the factor analysis result, five factors were identified, including Hotel and Restaurant, Word of Mouth Testimony, Access, Convenience and Affordability, and Local Attribution.

Accommodation (Hotel and Restaurants)

Accommodation like hotel and restaurants become the most important factor that influences tourists in making the decision relate to beaches destination. Hotel and Restaurant factor represent the essential tourism destination amenity as tourists decide to visit coastal tourism destinations that have a sufficient accommodation facility to spend several days on holiday. The result was confirming Van der Merwe et al. (2011), who found that accommodation and facilities as important indicators of tourist motivation visit beach. The result also supported Dodds and Holmes (2019), who stated that facilities and beach conditions became the factors that satisfy visitors.

Access

Access factor becomes the second-highest influencing factor to be put into consideration by potential visitors. The emerging factor also reinforced by the result of the interview to respondents that the intention to visit drops significantly when knowing the access to the place is not established. The importance of accessibility of the result has been mentioned by De Ruyck, Soares, and McLachlan (1995) that highlighted accessibility become one of the most important reasons for tourists visiting the beach.

Word of Mouth (Testimony)

Testimonial perception is the next influencing factor for that social media has become a decision support system for everyone, everywhere, and anytime. Every respondent agrees that they must do online surfing before they decide their vacation plan.

Convenience and Affordability

Convenience and Affordability is the fourth factor as most of the respondents consider that all beaches studied are relatively convenient and low-cost destinations. In line with Chen and Bau (2016), who investigated the important factors of beach quality, they found that cleanliness of beach environments and safety are the two most important factors from the point of view of different stakeholders such as beachgoers, governmental agencies, and marine NGOs.

Local Attribution

Meanwhile, local attribution becomes the least important factor. It means souvenirs shops

around the beaches and the existence of local event holds a minimum role to the decision process.

4.2. Validation

The result has been validated by the key stakeholders of Southern coastal tourism, such as the tourism department of West Java and its subordinates in Pangandaran, Garut, Sukabumi, Cianjur, and Tasikmalaya. The factors from the most to the least significance resemble the priority of development plan in the southern coastal area of West Java.

5. Conclusion

5.1. Conclusion

The present study is aiming to explore the factors that can influence tourist decision in choosing coastal tourism spots using exploratory factor analysis (EFA) in the setting of southern beaches of West Java.

Five attributes emerge as the result represents the tourist perception in deciding visitation to southern beaches of West Java, including Hotel and Restaurant, Word of Mouth Testimony, Access, Convenience and Affordability, and Local Attribution. Accommodation such as hotel and restaurants become the most important factor that influences tourists in making a decision related to beaches destination. Access factor becomes the second-highest influencing factor to be put into consideration by potential visitors. The access factor also corroborated by the result of the interview to respondents that the intention to visit drops significantly if the location was inaccessible. Testimonial perception is the next influencing factor for that social media has become a decision support system for society. All respondents agreed that they must do online surfing before they decide their vacation plan. Convenience and Affordability is the fourth factor as most of the respondents consider that all beaches studied are relatively convenient and low-cost destinations. Meanwhile, local attribution becomes the least important factor. Meanwhile, local attribution becomes the least important factor. It can be inferred that the existence of shops around the beaches and local events give a minor influence in the decision process.

The factors that emerge in the present study provide insight for policymakers and destination managers that the tourist perceives accommodation and access as the two most important considerations. Hence, the development plan should be directed at the priority of the construction of hotels, restaurants, and accessibility to the southern beaches of West Java following by maintaining tourists' positive testimony, beaches' convenience and affordability, and local attribution.

The present study also provides a unique and contradictive findings of the importance of local folklore between the quantitative and qualitative study. EFA result shows that local folklore should be omitted, whereas, interview result shows that local folklore is one of the attractive things for the tourist. The result shows that combining methods could enrich the findings of the study.

5.2. Research Limitation

The present study has a limitation due to the setting of the study only conducted in the southern coastal area of West Java, therefore, the result of the study cannot be generalized.

5.3. Future Research Recommendation

As the competition is getting tighter, the differentiation of coastal tourism products and markets needs to be manifested in cope with competition that can be drive by innovation (Brandão, Breda, & Costa (2019). Brandão et al. (2019) stated, the formation of innovation highly depends on interaction and knowledge sharing, it is safe to say that the integration of knowledge among stakeholders such as society, government, business, and academician is needed to built and maintained. Therefore, the future research study on designing the innovation involving different stakeholders needs to take into consideration to formulate differentiation strategies for the southern beaches of West

Java. Further, the sustainable tourism concept also needs to take into account in designing the business model (Akbar & Zaim, 2019).

Another interesting area is to investigate the tourists' service evaluation using the factors findings in the present study and examine its relationship with satisfaction and intention to revisit the southern beaches of West Java. From the area of marketing, gaining more tourist' attention is needed to be addressed since there are so many areas that still unexplored by tourist in southern beaches of West Java. Therefore, a study deepens the branding and advertising of southern beaches of West Java using social media may conduct in the future, as Romadhoni, Siallagan, & Mayangsari (2019) noted that social media is an effective and efficient media to advertise the tourism product.

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Appendix

Table 1. Characteristic of Beach at Pangandaran

Beach/Content	Distance from the center of city	Distance from Bandung	Abiotic	Access and Transportation	Event	Activity
Palatar Agung	20 km from Pangandaran	320km from Bandung	Tthe mouth of the river Citanduy, mangrove forest, mountains and beautiful rice fields.	mini bus or private car	Yearly event	Fotography, cullinary
Pantai Karapyak	20 km from Pangandaran	5 hours 43 minutes, 205 km	Sandy beaches, Rocky beaches, River Estuary, foul cliffs, steep beaches because they are connected directly to the rocks.	Mini bus or private car	Sea party (traditional)	No activity (big waves and the beach is steep)
Karang Nini	10 km from pantai pangandaran	200 km	Shore Beaches and sandy beaches, rocky beaches, hills, coral reefs. the cliffs of the Forest, the sloping beaches behind the forest hills, the existence of native forests with distinctive flora and fauna	Mini bus or private car	No event	No activity (big waves and the beach is steep)
Tagog	6,3 km from pantai pangandaran	206 km	A lagoon which is a river stream, mangrove forest	Mini bus or private car	Event of Hajat Laut (Sea party (traditional))	Fishing
Karang Tirta	14.4 km from pantai pangandaran	223 km	Salt water lake	Mini bus or private car	No event	Fishing
Pangandaran	close	~200 KM (5 - 6 jam)	Coral Reef (Marine Reserve on East and West Coast of Pananjung), Medium waves (can swim) and high in certain	Train to Banjar, Bus, Airplane from Susi Air and Door-to-door Travel	Sea party (traditional), Pangandaran International Kite Festival	Snorkeling, Diving

			areas, White sand, and Waterfall in the hill of Nature Reserve			
Batu Karas	40km from Ciamis, 34km from Pangandaran	315km	The sea waves are challenging	Mini Bus from cijulang or private car	Event Surfing International	Snorkelling, camping. Surfing
Legok Djawa	2 hours 54 minutes by car 86,6 km from pusat kota tasikmalaya	5 hours 43 minutes by car 196 km 197 km from bandung via Garut-Tasikmalaya	Sandy beach	Bus and Public mini bus from Cijulang Terminal	Horse racing competitions every year	Horce racing near beach

Table 2. Characteristic of Beach at Tasikmalaya

Beach/Content	Distance from the center of city	Distance from Bandung	Abiotic	Access and Transportation	Event	Activity
Muara Gatah	46,7 km from Pantai Pangandaran	233 km from Bandung, 23,3 km from Terminal Cijulang, 11,2 km from Pacuan Kuda Legok Jawa	Sandy beach, Black sand	Public transport from Terminal Cijulang, private car	no spesific event	fishing
Sindang Kerta	~75 KM (2.5 jam)	201 km from Bandung	Chunks of rock Reefs small, white sand, some beach slopes, medium waves, sea urchins	Bus BUDIMAN from Bandung, Mikro bus, private car	Turtle Release Competition, Party year beach (ritual traditionally)	camping area, fishing
Keusik Luhur	45 km from Pangandaran	234 km from Bandung	Beach Smashed and Sandy, White, Iron Sand	No public transport, private car	no spesific event	still virgin, no activity
Pantai karang tawulan	90 km from alun alun tasikmalaya	222 km from Bandung, 1 hours 28 minutes by car, 54.9 km from terminal pangandaran	Reef fish, pelagic fish, lobsters, seagulls, turtles	No public transport, private car	no spesific event	tourism, panoramic

		. 3 hours 2 minutes by car 102 km from terminal indihiang, Tasik.				
Pamayang sari	2 h 26 min (82.8 km)	207 km from Bandung	Bordering the green turtle conservation site	No public transport, private car	Sea Gratitude Rituals, in Muharam year hijriyah, Party year beach (ritual traditionally), night market, traditional art performances kite festival, buffalo racing, Rampak kendang, angklung, buffalo ride attraction, buffalo gathering, larung sesaji (ritual beach party)	fotography
Cipatujah	90km from pusat kota Tasikmalaya	195 km from Bandung	coconut plantations, coconut trees, wind grass, goat treads, coral reefs	Bus, minibus		fotography
Bubujung	81,1 km from Tasikmalaya	198 km from Bandung, 91,5 km from Terminal Indihiang	Black sand	No public transport, private car	no spesific event	fotography

Table 3. Characteristic of Beach at Garut

Beach/Content	**Distance from the center of city**	**Distance from Bandung**	**Abiotic**	**Access and Transportation**	**Event**	**Activity**
Pantai Sancang	20 km from Garut Regency	180 km from Bandung	Mangrove forests, rocky beaches	public transportation (Elf or bus)	no spesific event	nature conservation
Pantai Cijeruk Indah	108 km (3 hours 17 min) from Garut city	175 km from Bandung (5 hr)	The sloping beach, The color of the water in this region consists of blue in the middle of the beach and the color of brownish green contained in the confluence of the estuary with sea water	public transportation (Elf or bus)	no spesific event	rental boat

Pantai Karang Paranje	131 km (3hr 52 min) from Garut city	169 km from Bandung (4 hr 30 min)	pandan bidur plant	public transportation (Elf or bus)	beach music party in new year, sunset viewing	fishing
Pantai Jaguna Sayang Heulang	94.7 km (3 hour 1 min) from Garut city	152 km from Bandung, (4 hr 46 min)	covered with coral	no public transportation (private car)	no spesific event	quite dangerous to swim, camping, motocross
Pantai Santolo	3,5 hr or 88 km from Garut city	154 km (4 h 50 min) from Bandung	Charming coral reefs into the home of a variety of marine biota is very natural.	no public transportation (private car)	no spesific event	fotography
Karang Pakpak	90 KM (2.5 - 3 hr) from Garut city	150 km from Bandung (4 jhr)	Mossy coral reefs, white sand, big waves	public transportation (Bus)	Landscape, beach is still clean natural	camping and fishing
Gunung Geder Cikelet / Sayang Heulang	95 KM (2.5 - 3 hr) from Garut city	150 km (4 hr) 154 km	Mossy coral reefs, milking brown sand, medium surf, strong winds, not too gentle or too broad	public transportation (Bus)	Sunrise, panorama	camping and fishing
Pantai Manulusu	93km from Garut city	132km 154 km	Coral reefs	no public transportation (private car)	no spesific event	fotography
Pantai Cimari	3hr 20mins (106.1km) from Garut city	132km 154 km	Coral reefs	no public transportation (private car)	festival Hajat Laut (ritual traditional)	swinming
pantai citanggeuleuk	3 h 28 min (91.9 km) from Garut city	144 km from Bandung (4 hr 19 min)	Coral rocks	no public transportation (private car)	no spesific event	fotography
pantai karang tepas	111 km from Garut	121 km from Bandung	Coral Beach	no public transportation (private car)	no spesific event	no spesific activity, fotography
Pantai Sodong Lalay	116 km (3 h 26 min) from Garut city	124 km (4 h 8 min)	Coral Reef, Mangrove Forest, Sandy Beach, Rocky Beach, River Estuary, Seagrass / Grass	no public transportation (private car)	no spesific event	hunting swiftlet nest
Pantai Cicalobak	53 km (1,5-2 hr) from Garut city	120 km from Bandung (4 hr)	coral reefs, fine coral sand	no public transportation (private car)	no spesific event	no spesific activity, fotography
Pantai Puncak Guha	121 km (3 h 32 min) from Garut city	119 km (4 h 1 min) 154 km	steep rocky cliffs where between the cliffs there is a bat cave that faces directly	no public transportation (private car)	no spesific event	fishing, sunset activity, fotography, fishing

			into the southern sea			
Rancabuaya	120 Km (3.5 - 4 hr) from Garut city	120 km (4 hr) from Bandung	Coral reefs, sand rocks, big waves, mangrove plants, some white sand There is a waterfall that directly poured into the beach	public transportation (Elf)	Garut Seafood Festival 2015, Sunset, photographe d on the reef	camping
pantai cidora	59.2km from Garut city	127.6 km (4 hr 48mins) from Bandung	coral reefs	no public transportation (private car)	coral cliffs & estuaries	seafood, sunset spot

Table 4. Characteristic of Beach at Sukabumi

Beach/ Content	**Distance from the center of city**	**Distance from Bandung**	**Abiotic**	**Access and Transportation**	**Event**	**Activity**
Pantai Kesik Urug	110 km (4 hours 10 mins) from Sukabumi	202 km (5 hours 44 mins) from Bandung	Sandy Beach	No public transport, private car	no spesific event	Tourism spot, Fotography, Sunset view
Pantai cicaladi	126 km (4 hours 15 mins) from Sukabumi	222 km (7 hours 18 mins) from Bandung	Coral reefs, big waves	No public transport, private car	no spesific event	Fishing
Bukit karang bolong	66 km (2,5 hours) from Sukabumi	290 km (7 hours 39 mins) from Bandung	Coral reefs	No public transport, private car	No spesific event	Banana boat, Motor boat
Tanjung pantai mina jaya	125 km from Sukabumi	191.9 km (7 hours 9 mins) from Bandung	coral overgrown with seaweed, brownish sand	Mini bus from Terminal Sukabumi, motor, private car	No spesific event	Swimming, Child friendly, Surfing, Boggie board, Sunset view
Pantai Mina Jaya	123 km (4 hours) from Sukabumi	190 km (5 hours) from Bandung	white sand beach with medium wave	Mini bus from Terminal Sukabumi, motor, private car	No spesific event	Fishing, Seaweed, Sunset view
Pantai panganten	97,2 km from Sukabumi	194 km from Bandung	White sand beach	No public transport, private car	Include in Ciletuh Geopark	Fotography, Sunset view
Ujung Genteng	130 km (4.5 hours) from Sukabumi	200 km (6.5-7 hours) from Bandung	Fine white sand, small corals, clear water, big waves	Mini bus from Terminal, public transport	Fisherman Day, turtle release, sunrise, and sunset	Fresh seafood
Ciletuh geopark	75 km (3-4 hours) from Sukabum from, 30 km from	205.9 km (7 hours 31 mins) from Bandung	Geology, Biology, waterfalls, landscapes, unique rocks,	No public transport, private car	Ciletuh Geopark Festival	Swimming, fotography, turtle release

	Pelabuhan Ratu		sea caves, beaches,geysers, nature reserves and green turtle conservation. Waves were very strong, topography is a combination of steep and sloping beaches, steep cliffs, waves, and nature reserves.			
Pelabuhan ratu	60 km from Sukabumi	153 km from Bandung		Bus, Mini bus	Fisherman Day	Surfing, Diving
Sawarna	51,7 km from Pelabuhan Ratu, 113 km from Sukabumi.	210 km from Bandung	Pantai Berpasir	Mini Bus	Sawarna Best Festival	Surfing

Table 5. Characteristic of Beach at Cianjur

Beach/ Content	Distance from the center of city	Distance from Bandung	Abiotic	Access and Transportation	Event	Activity
Pantai cigebang	56.1 km (2 hours 32 mins) from Cianjur	121 km (4 hours 9 mins) from Bandung	Coral Reef, Mangrove Forest, Sandy Beach, Rocky Beach, River Estuary, Seagrass / Grass	no public transportation (private car)	no spesific event	panoramic, sunset view, fotography
Pantai Jayanti	56.9 km (2 hours 7 mins) from Cianjur	122 km (4 hours 24 mins) from Bandung	coral reefs, high waves	minibus, motor, private car	no spesific event	fishing, traditional massage
Pantai Cipanglay	40.4 km (2 hours 3 mins) from Cianjur	116 km (3 h 37 min) from Bandung	rocks	no public transportation (private car)	no spesific event	panoramic, sunset view
Pantai Ciwidig	35.2 km (1 hour 54 min) from Cianjur	107 km (3 h 39 min) from Bandung	teak forest, mangrove	no public transportation (private car)	no spesific event	panoramic, sunset view
Pantai Sereg	19.2 km (1 hour 4 mins) from Cianjur	126 km (4 hour 6 min) from Bandung	The beach is clear, the surf is clear, the surf is medium	Bus	no spesific event	Sightseeing, panoramic
Pantai Apra, Sindang Barang	16.7 km (1 hour) from Cianjur	130 km (4 hours 15 mins) from Bandung	Sandy beach, medium waves	no public transportation (private car)	no spesific event	panoramic, sunset view