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Potential Analysis Affecting Tourist Interest For Visiting Kayutangan Heritage Village in Malang City East Java – Indonesia

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Abstract**—** *Kayutangan heritage village is a highly potential area to be chosen as a heritage village due to many historical contents including colonial style buildings, Kayutangan culinary delights, and specific socio-culture like its unique spatial functions. This research aims to identify the main potentials that influence the tourist interest to visit the Kayutangan heritage village in Malang city. The independent variables consist of colonial style buildings (X_1), typical Kayutangan Cuisine (X_2), cultural art (X_3), infrastructure (X_4), antique equipment (X_5), and Honggo and Tandak tombs (X_6). Primary data were collected using a questionnaire distributed to 237 people living in Kayutangan heritage village. The sampling method applied was random sampling, while the data analysis method included multiple linear regression analysis by employing the Enter method in the SPSS program. From the research results it is evident that there are three main variables that most influence tourist interest in visiting the Kayutangan heritage village, namely the colonial style building (X_1), the typical Kayutangan cuisine (X_2) and infrastructure (X_4) with beta coefficient value of X_1 = 0.192, X_2 = 0.122, and X_4 = 0.497. These three variables also have a positive and significant influence on tourist interest with large value of 89.8%. As the expectation for stakeholders and all related parties are able to consider these three variables into effect to make Kayutangan heritage village be well-concept and well-presented as a tourist destination that have beneficial impact to all parties and the local community in particular.*

Keywords**—** *Kayutangan village, potential's analysis, tourist interest, tourism destination.*

I. INTRODUCTION

Indonesia is blessed as a very rich nation. The richness of this country are expanding in many aspects; rich in history, rich in typical food, rich in various forms of socio-cultural activities until rich in religious rituals. According to Hadi, et.al. (2019) in the 2019 Indonesian Cultural Statistics book published by the Ministry of Education and Culture, the Indonesia' s cultural heritages reache's 819 different items, consisting of 102 traditions, 209 customs and religious rituals, 41 habits of behavior regarding the universe, 271 performing arts, and 196 traditional crafts.

From architecture point of view, every region in Indonesia owns many historical buildings which become the identity or icon of the area. According to the 2019 Indonesian Cultural Statistics, the number of residential architecture with high historical value by type in each province is 175 items. While the number of cultural heritages spread across almost all provinces in Indonesia reaches 2,319 items. This shows the abundant richness owns by Indonesia with its cultural heritage varieties. The Top Ten cities or provinces in Indonesia that has the most cultural heritage are (1). Special Region of Yogyakarta: 535 items; (2). Central Java: 397 items; (3). West Sumatra: 181 items; (4). Riau Islands: 173 items; (5). East Java: 158 items; (6). Special Capital Region of Jakarta: 150 items; (7). West Java: 129 items; (8). Maluku: 97 items; (9). South Sulawesi: 81 items; and (10). Bengkulu: 58 items.

In the year of 1914 AD, Malang City Center was located in the *Kayutangan* area that streched into the Town Square (*Alun-Alun)* of Malang. Meanwhile for the present time, the *Kayutangan* area of Malang City is located on Basuki Rachmat Street Block VI, Kauman, Klojen area. Since 22 April 2018, *Kayutangan* Village has been designated as a cultural heritage area by the Malang City Government (Radar Malang, 2018). *Kayutangan* can indeed be said to be a historic area because during the Dutch colonial period, this area was the center of Malang City. This is evidenced by the legacy that can now be found in this area, namely several buildings from the Dutch colonial era that still have their original form, especially the original form of residential buildings

According to Khakim, et.al., (2019) *Kayutangan* heritage village offers cultural tourism with historical education by showing the architecture of the Dutch colonial heritage house that is still preserved until today. Not only building architecture, many antique equipment or items are also available here, such as *sepeda ontel* (bicycle), cooking utensils, lamps, windows, cameras, telephones and other home furnishings. In addition, *Kayutangan* heritage village also preserving many remnants of past civilizations in the form of shop and office buildings with typical Dutch colonial architecture, *mbah Honggo*'s tomb and *Tandak* tomb, *Krempyeng* market, Dutch irrigation, waterways, thousand stairs and other facilities that have historical value in Malang City.

The *Kayutangan* heritage village selected as the research location because this area are possessing a considerable amount of assets/heirlooms as described above, thus the problem formulations that postulate in this research are: (1). What potentials that influence tourist interest to visit the *Kayutangan* heritage village? (2). What are the dominant potentials influencing the interest of tourists to visit *Kayutangan* heritage village? and (3). What are the chosen strategies to maintain these potentials as a comfortable, safe and beautiful tourist destination's which able to attract tourists

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to return or always go back in visiting *Kayutangan* heritage village?

There are some potentialities existed in *Kayutangan* heritage village such as:

1. Residential buildings and antique equipments such as Mr. Link's house

This house is a place for collecting, buying, and selling antiques such as various old cameras, photo collections where in some occassions also holding event of photography workshops. Within this house, visitors can also see several collections of motorbikes and antique interior furniture. Thefore, for this particular reason, if visitors do not compelled to buy antiques, they can still use these various collections as backgrounds and complementary setting for their selfie photos.

Fig. 1. A photo of the Mr. Link's house and its surroundings.

2. The distinctive *Kayutangan* cuisine at *Warung Kuning Bu Nap* (Mrs. Nap Yellow Stall)

Fig. 2. A photo of *Sate Gebug* (a beef meat satay).

Warung Kuning Bu Nap (Mrs. Nap Yellow Stall) that founded in 1920 as a legendary diner place located in the *Kayutangan* corridor which serves *sate gebug*, a very delicious satay, one famous dish with tender meat and appetizing seasonings. This stall is a favorite food place for families who generally come from out of town, Malang city residents or local residents of *Kayutangan* heritage village.

3. The cultural arts in the *Kayutangan* heritage village

At certain times visitors can enjoy the *Tari Topeng Malangan* (Malangan Mask Dance) which held in the *Krempyeng* Market area. The dance will be performed by Polowijen Cultural Village dancers. According to Mila Kurniawati, a member of the *Kelompok Sadar Wisata*/POKDARWIS (Tourism Awareness Group), the Malangan Mask dancer is often called to perform in the *Kayutangan* heritage village on certain occasions. This is an effort to add attractiveness side for tourists who visit this area by raising the typical Malangan culture.

Fig. 3. Photos of mask dance in the athmosphere of *Topeng Malangan* Dance performance.

4. One particular infrastructure in the Kayutangan heritage village is the market

Fig. 4. A photo of building and atmosphere of *Krempyeng* Market.

This market is located in the middle of Kayutangan villager's settlement where the time of its establishment was the same time as the *Kayutangan* heritage village. According to the head of the Tourism Awareness Group (Pokdarwis) Rizal Fahmi, this market is called *Krempyeng* because it derives from meaning of the term *krempyeng* itself which can be interpreted as quickly disbanded. This market is indeed a one-time market, usually open in the morning and evening only to sell food items that prepared for residents to have morning breakfast and meal time in the afternoon after the residents come home from working activities.

5. The Tomb of *Mbah Honggo's*

Two ancestral graves which one of them is known as *Mbah Honggo*'s grave located in the middle of the Kayutangan village residents' settlements. According to Cahyono (2013, pg.84) in his book "Wanwacarita Historical Village in Malang City" also information of the local residents, as well as statements in the book "Malang Tracing with Heart" written by Cahyono (2007, pg.73) thoroughly explained that *Mbah Honggo* (Grandfather Honggo) alias *Pangeran Honggo*

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Koesoemo (Prince Honggo Koesomo) and *Pangeran Soerohadi Merto* (Prince Soerohadi Merto) alias *Kyai Ageng Peroet* who was buried beside him, were direct descendants of the Majapahit race. In the ancestral book of R. Koesnohadipranoto (Comptabel Ambtenaar) and *Serat Kekancingan Kasunan Surokartohadiningrat* No: 43/15/II 3 Feb 1933, the family descendant of of R.B. Soeprapto, mentioned that the first tomb belongs to *Kandjeng Pangeran Soero Adimerto (Kyai Ageng Peroet)* and the second tomb belongs to *Pangeran Honggo Koesoemo (Mbah Honggo).*

Fig. 5. Photos of *Mbah Honggo*'s Tomb.

II. METHOD

This research applied a quantitative method with a descriptive approach, and data analysis was conducted to analyze some potentialities that influence the tourists' interest to visit the *Kayutangan* heritage village. Then, data collected governed by a survey method were given to 237 people as the research' respondents under the error value of 6.5%. The level of error is based on the number of households in the study area namely the southern *Kayutangan* area which consists of 4 blocks of settlements (RW1 = 250 households, RW.2 = 254 households, RW 9 = 129 households RW 10 = 152 households) and the Northen *Kayutangan* area which consists of 1 block of settlements (RW 9 = 252 households). The number of respondents also following the arguments of De Vaus (1991) in Shuhana (1997).

The type of data studied is a primary data which directly obtained from respondents who received questionnaires. The questionnaire consists of question items about the potentialities that influence tourist interest for tourists visiting the *Kayutangan* heritage village on a Likert scale of 1-5. Respondents who were involved as research samples were submitted through the *Rukun Warga* (hamlet) and then distributed to residents who live in the Kayutangan heritage village. In this research, the sample was taken randomly using the random sampling method (Sugiyono, 2006). Then, the data will be analyzed by a multiple linear regression analysis.

TABLE 1. Random Sampling.

Error Value (%)	Amount of Sample	Error Value (%)	Amount of Sample
1.0	10000	5.5	330
1.5	4500	6.0	277
2.0	2500	**6.5**	**237**
2.5	1600	7.0	204
3.0	1100	7.5	178
3.5	816	8.0	156
4.0	625	8.5	138
4.5	494	9.0	123
5.0	400	9.5	110
		10	100

A. *Research Variables*

Variables for this research are:

1. Independent Variable (X) consists of six items:
   - Building (X_1)
   - Culinary (X_2)
   - Cultural Arts (X_3)
   - Infrastructure (X_4)
   - Antique Equipment (X_5)
   - Tomb (X_6)
2. Dependent Variable (Y) consist of one item:
   - Tourist Interest (Y)

B. *Multiple Linear Regression Analysis (The Enter Method)*

This type of analysis is used to determine the magnitude of influence from the independent variables categorize as buildings, culinary, cultural arts, infrastructure, antique equipment, and tombs to the dependent variable that is the tourist interest.

The multiple linear regression equation is stated below:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + e$$

Where:

a	: Constant
bx_1, b_2, b_3, b_4, b_5, b_6	: Coefficient of the regression line
e	: Error / Disruptive variable
Y	: Tourist Interest
X1	: Building
X2	: Culinary
X3	: Cultural Arts
X4	: Infrastructure
X5	: Antique Equipment
X6	: Tomb

To confirm that the obtained regression line equation is linear or BLUE (Best Linear Unbiased Estimator) and able to be utilized (valid) to obtain a forecasts, a classical assumption test will be carried out in several phases (testing the assumption of multicollinearity, heteroscedasticity, normality, and autocorrelation).

1. Multicollinearity Test

A multicollinearity test functions to test whether the regression model found a correlation between the independent variables. When there is a correlation exist, it is called a multicollinearity problem (Ghozali, 2011). A good regression

model should not have a correlation between the independent variables. Ways to test the presence or absence of multicollinearity in the regression model are (a) the tolerance value with its counterpart and (b) Variance Inflation Factor (VIF). These two measurements indicate which independent variable is explained by other independent variables. *Tolerance* measures the variability of the selected independent variable that is not explained by other independent variables. So, a low tolerance value equals a high VIF value (because VIF = 1/Tolerance). The cut off value that generally employed to indicate multicollinearity is a tolerance value of <0.10 or equal to the VIF value > 10 (Ghozali, 2011). When the regression model does not find a test-like as above, then the regression model applied in this study is free from multicollinearity, and vice versa. When there is no clear pattern, and the dots disperse above and below zero on the Y axis then there is no heteroscedasticity.

2. Heteroscedasticity Test

Heteroscedasticity is test to examine whether in the regression model occcurs a variance inequality from the residuals of one observation to another. When the variance from the residual of one observation to another is constant, it is called homoscedasticity and when the variance is different it is called heteroscedasticity. A good regression model is a model that has homoscedasticity or no heteroscedasticity occured inside (Ghozali, 2011). The way to determine the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, ZPRED and the residual, SRESID. While the test for the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y and the X axis is the residual (Y prediction - actual Y) that has been studentized. When there is a certain pattern exists such as the dots forming specific patterns (wavy, widened then narrowed) these indicate that heteroscedasticity has occurred.

3. Normality Test

Normality test is used to test whether the two variables (independent or dependent) in the regression model have a normal distribution or at least close to normal distribution (Ghozali, 2011). In principle, normality can be tested by looking at the data distribution (points) on the diagonal axis of the graph or by looking at the histogram of the residual. As stated by Ghozali (2011) the basis for making decisions is making observation of the graph, when the data (points) spread around the diagonal line and follow the direction of the diagonal line or the histogram graph shows a normal distribution pattern then the regression model fulfills the normality assumption. However, when the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the normality assumption.

4. Autocorrelation Test

The autocorrelation test is a test to observe whether there is a correlation between a period *t* and the previous period (*t - 1*). When a correlation is evident it is called an autocorrelation problem (Ghozali, 2011). In a simple term, regression analysis is to see the effect of independent variables on the dependent variable, so there should be no correlation between observations and previous observational data. Some of the statistical tests that are often employed are the Durbin-Watson test or Run Test, and when the observation data is above 100, the data should use the Lagrange Multiplier test. There are several ways to overcome the autocorrelation problem such as transforming the data or changing the regression model into a generalized difference equation. Moreover, it can also be done by entering the lag variable from the dependent variable into one of the independent variables, so that the observation data is reduced to be one less. In this research, to examine the presence or absence of autocorrelation symptoms the chosen statistical test was the Durbin-Watson test (DW test).

III. Result and Discussion

A. *Variables to be Tested*

The independent variable which symbolized by the letter X then undertook a treatment for finding aspects that will influence the tourist interest about the *Kayutangan* heritage village, and there were six independent variables existed namely: a. Building Variable/X_1; b. Culinary Variable/X_2; c. Cultural Arts Variable/X_3; d. Infrastructure Variable/X_4; e. Antique Equipment Variable/X_5; and f. Tomb Variable/X_6. Since this research focused on searching the effect or influence, then the dependent variable is determined by the letter Y with its determinant is the Tourist Interest (Y). To find out whose variables that have a very influential aspect then the classical regression assumption is conducted .

B. *Classical Regression Assumption Test*

1. Multicollinearity Test

This is a test for examine whether the regression model finds a correlation between the independent variables. A good regression model should not have multicollinearity occured. In this study, one of the methods applied for testing the presence or absence of multicollinearity is the Variance Inflation Factor (VIF) method. When the VIF value is> 10 and tolerance> 0.10, it indicates that there is no multicollinearity symptom. The multicollinearity test results on the variables that have been determined at the location of the *Kayutangan* heritage village are as follows:

TABLE 2. Multicollinearity Test Result with VIF.

Variable	Tolerance	VIF
Building (X_1)	0.140	7.168
Culinary (X_2)	0.231	4.332
Cultural Arts (X_3)	0.541	1.849
Infrastructure (X_4)	0.117	8.571
Antique Equipment (X_5)	0.208	4.818
Tomb (X_6)	0.229	4.363

According to the explanation above in table 2, it is found that the multicollinearity test of several variables X = X_1, X_2, X_3, X_4, X_5, and X_6 shows that all VIF values of each independent variable are not more than 10, meaning as all variables are below 10 with a value tolerance is more than 0.1, then it means that there is no multicollinearity symptom or no multicollinearity evident (the assumption is fulfilled).

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2. Heteroscedasticity Test

This test is used to assess whether there is variance inequality from the residuals. Residual is the gap or difference between the predicted value and the actual observed value if the data used is sample data. Meanwhile, all observations are conducted on the linear regression model. This test is one of the classic assumption tests that must be performed on linear regression, both in simple linear regression and also multiple linear regression. Simple linear regression consists of one independent variable and one dependent variable. While multiple linear regression filled with several independent variables and one dependent variable. In this study, one of the methods used in testing the variance inequality of the residuals is by employing the K-Spearman method, and based on the calculation results, it is obtained that Sig 2 tailed> 0.05 means that there is no heteroscedasticity problem (assumptions met). Results of the heteroscedasticity test on the variables X_1, X_2, X_3, X_4, X_5, and X_6 that have been determined at the location of the *Kayutangan* heritage village are as follows:

TABLE 3. Heteroscedasticity Test Results with The K-Spearman Method

Correlations

			X1	X2	X3	X4	X5	X6	Unstandardized Residual
Spearman's rho	X1	Correlation Coefficient	1,000	,774**	,493**	,812**	,732**	,730**	-,028
		Sig. (2-tailed)	.	,000	,000	,000	,000	,000	,669
		N	237	237	237	237	237	237	237
	X2	Correlation Coefficient	,774**	1,000	,528**	,757**	,764**	,700**	-,034
		Sig. (2-tailed)	,000	.	,000	,000	,000	,000	,601
		N	237	237	237	237	237	237	237
	X3	Correlation Coefficient	,493**	,528**	1,000	,512**	,642**	,448**	-,001
		Sig. (2-tailed)	,000	,000	.	,000	,000	,000	,987
		N	237	237	237	237	237	237	237
	X4	Correlation Coefficient	,812**	,757**	,512**	1,000	,774**	,801**	-,009
		Sig. (2-tailed)	,000	,000	,000	.	,000	,000	,889
		N	237	237	237	237	237	237	237
	X5	Correlation Coefficient	,732**	,764**	,642**	,774**	1,000	,738**	,021
		Sig. (2-tailed)	,000	,000	,000	,000	.	,000	,751
		N	237	237	237	237	237	237	237
	X6	Correlation Coefficient	,730**	,700**	,448**	,801**	,738**	1,000	-,007
		Sig. (2-tailed)	,000	,000	,000	,000	,000	.	,910
		N	237	237	237	237	237	237	237
	Unstandardized Residual	Correlation Coefficient	-,028	-,034	-,001	-,009	,021	-,007	1,000
		Sig. (2-tailed)	,669	,601	,987	,889	,751	,910	.
		N	237	237	237	237	237	237	237

**. Correlation is significant at the 0.01 level (2-tailed).

3. Normality Test

This test is chosen for determining whether the collected data are having a normal distribution or taken from a normal population or not. It seen from the graph that the graph is displaying a normal state and the dispersal points spreads on a diagonal line from the graph indicates that the data is normal and the regression model is feasible.

4. Autocorrelation Test

This test is used to determine whether there is a deviation occur from the classic assumptions of autocorrelation or not, in form of correlation between the residuals (the difference between the predicted value and the actual observed value) in one observation with other observations inside the regression model.

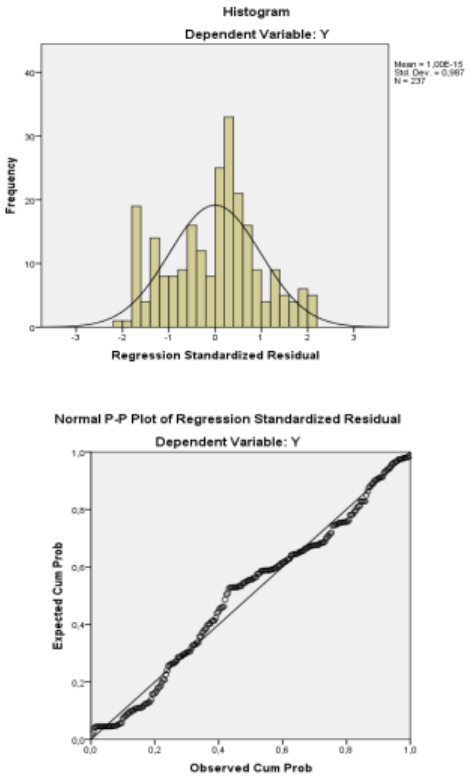

Fig. 6. Histogram and Normal P-P plot.

Meanwhile, the requirement to pass the autocorrelation test lies in the size of Durbin Watson (DW) between -2 and +2. The results of the autocorrelation test for the location of the *Kayutangan* heritage village are as follows:

TABLE 4. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,898[a]	,807	,802	,56639	**1,540**
a. Predictors: (Constant), X_6, X_3, X_2, X_5, X_1, X_4					
b. Dependent Variable: Y					

The determination coefficient (R=89.8%) has meaning that the Y variable is influenced by the variables X1 to X6, and 10.2 % means that there are other variables outside of this study that affect the Y variable.

TABLE 5. Autocorrelation Test Results

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	**,898[a]**	,807	,802	,56639	1,540
a. Predictors: (Constant), X_6, X_3, X_2, X_5, X_1, X_4					
b. Dependent Variable: Y					

5. Multiple Regression Analysis (The Enter Method)

The Enter method is a method in forming a regression model estimation where all independent variables are involved during formation of the regression equation (the researcher later will determine which variables will be taken in accordance to the significance test). This method enters all

predictors into the analysis at once which means all predictors are put inside simultaneously to immediate formed as a model, regardless of whether each variable is significant or insignificant. Afterward, the insignificant variables are excluded one by one and then tested again in regression analysis. In this method, all variables are selected at once so that there is only one model. A multiple linear regression method chosen in this research because it is expected that all independent variables affect the dependent variable. The dependent variable (Y) is in the form of tourist interest with the independent variables are in the forms of building variable (X_1), culinary variable (X_2), cultural art variable (X_3), infrastructure variable (X_4), antique equipment variable (X_5) and tomb variable (X_6).).

Due to the chosen variable selection method is the Enter method, then there will be only one model that contains all predictor variables, and there is only one coefficient of determination (R2) inside the Enter method which states the influence magnitude of all the predictor variables applied in the model to the outcome variable. For example as taken from the analysis, it was found that the R2 values = 0.30, which means that all predictor variables had an influence of 30 % on the value of the dependent variable. When there is more than one predictor variable existing then the researcher can not determine the magnitude of influence from each predictor variable has on its dependent variable, because in general, all variables have a significant and insignificant effect inside the best regression model.

6. F Test (Simultaneous Test)

Simultaneous testing is carried out to show whether all the variables applied in the regression model have a significant effect on the Y (Tourist Interest) variable. All of these variables were tested simultaneously using the F test. The hypothesis used in testing the regression model coefficients simultaneously is as follows:

H_0 : there is no significant effect between the independent variable on the dependent variable

H_1 : there is a significant influence between the independent variable on the dependent variable

While the decision making criteria are as follows:

H_0 is accepted if $F_{count} < F_{table}$, or the value of Significance > α

H_0 is rejected if $F_{count} > F_{table}$, or the value of significance < α

TABLE 6. Result of F Test

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	308,883	6	51,481	**160,477**	,000[b]
	Residual	73,783	230	,321		
	Total	382,667	236			
a. Dependent Variable: Y						
b. Predictors: (Constant), X_6, X_3, X_2, X_5, X_1, X_4						

N1=K-1
N1=6-1=5

N2=N-K
N2=237-6=231

Table f (5,231) = 2,253125

Based on table 6, it is evident that the F_{count} value is greater than F_{table} (2.253125> 0.160477) and has a significance value of 0.000 which is smaller than α (0.050), so H_0 is accepted. It means by simultaneously, the independent variables, namely buildings (X_1), culinary (X_2), cultural art (X_3), infrastructure (X_4), antique equipment (X_5), and tombs (X_6) have a significant effect on variable Y (Tourist Interest).

According to the analysis results in this research, it is known that the significance (Sig <0.05), means that all X variables are simultaneously affects the Y variable.

Then, F_{count} value is 160.477 with a significance value of 0.000. By comparing the calculated F_{count} with the F_{table} it is known that the calculated F_{count} > the F_{table} value in this study which means as a positive and significant result.

7. T Test (Partial Effect Test)

Partial regression model testing is used to determine whether each independent variable that forming the regression model (individually) has a significant effect on the dependent variable. To examine this effect the researchers are employed t-Test by comparing values of t_{count} with t_{table}.

H_0 : There is no significant effect between each independent variable on the dependent variable.

H_1 : There is a significant influence between each independent variable on the dependent variable.

Decision-making:

H_0 is accepted if $t_{count} < t_{table}$, or the significance value > α

H_0 is rejected if $t_{count} > t_{table}$, or the significance value < α

TABLE 7. The Result of T Test (Partial Effect Test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,599	,157		-3,816	,000
	X_1	,076	,031	,192	2,475	,014
	X_2	,071	,035	,122	2,022	,044
	X_3	,006	,026	,009	,221	,825
	X_4	,116	,020	,497	5,865	,000
	X_5	,014	,027	,032	,501	,617
	X_6	,053	,035	,093	1,537	,126
a. Dependent Variable: Y						

According to the explanation of table 7 above, a regression model is obtained as follows:

$$Y = - 0,599 + 0,076X_1 + 0,071X_2 - 0.006X_3 + 0,116\ X_4 - 0,014X_5 - 0,053X_6 + e$$

TABLE 8. Multiple Linear Regression Model
(SIG < 0.05. Factor That Influence on X_1, X_2, and X_4)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,599	,157		-3,816	,000
	X_1	**,076**	**,031**	**,192**	**2,475**	**,014**
	X_2	**,071**	**,035**	**,122**	**2,022**	**,044**
	X_3	,006	,026	,009	,221	,825
	X_4	**,116**	**,020**	**,497**	**5,865**	**,000**
	X_5	,014	,027	,032	,501	,617
	X_6	,053	,035	,093	1,537	,126
a. Dependent Variable: Y						

T_{table} = N-K
T_{table} = 237-6=231
T_{table} (0,05;231) = 1,970287

According to the explanation in table 8 above, the regression model obtained as follows:

$$Y = - 0,599 + 0,116 X_4 + 0,076 X_1 + 0,071 X_2 + e$$

From the description values on on table 7 and table 8, the following results are obtained:

- Variable X_1 (building) has a positive and significant effect on variable Y (Tourist Interest) with the t_{count} statistic value smaller than t_{table} (1,970 <2,475) and the significant value of t is smaller than α (0.014 < 0.050). Therefore, H_0 is accepted. A positive regression coefficient indicates that the X_1 variable can increase the Y variable but in positive and significant way.
- Variable X_2 (Culinary) has a positive and significant effect on variable Y (Tourist Interest) with the t_{count} statistic value smaller than t_{table} (1,970 <2,022) and the significant value of t is smaller than α (0.044 <0.050), therefore H_0 is accepted. A positive regression coefficient indicates that the variable X_2 can increase the Y variable but in positive and significant way.
- Variable X_3 (Cultural Arts) has a negative and insignificant effect on variable Y (Tourist Interest) with the t_{count} statistic value greater than t_{table} (1.970> 0.221) and the significant value t is greater than α (0.825> 0.050), so the decision that H_0 is rejected. A negative regression coefficient indicates that the X_3 variable can reduce the Y variable but it is not significant.
- Variable X_4 (Infrastructures) has a positive and significant effect on variable Y (Tourist Interest) with the t_{count} statistic value smaller than t_{table} (1,970 <5,865) and the significant value of t is smaller than α (0.000 <0.050), therefore H_0 is accepted. A positive regression coefficient indicates that the variable X_4 can increase the Y variable but in positive and significant way.
- Variable X_5 (Antique Equipment) has a negative and insignificant effect on variable Y (Tourist Interest) with the t_{count} statistic value greater than t_{table} (1.970> 0.501) and the significant value t is greater than α (0.617> 0.050), so the decision that H_0 is rejected. The negative regression coefficient indicates that the variable X_5 can reduce the Y variable but it is not significant.
- The variable X_6 (Tomb) has a negative and insignificant effect on the variable Y (Tourist Interest) with the t_{count} statistic value greater than t_{table} (1,970> 1,537) and the significant value of t is greater than α (0.126> 0.050), so the decision that H_0 is rejected. The negative regression coefficient indicates that the variable X_6 can reduce the Y variable but it is not significant.

After passing the simultant and partial tests, when it is seen from the cofficient, the most influencing factor which are significant are stated in the following order:

a. X_4 (Infrastructure Variable)
b. X_1 (Building Variable)
c. X_2 (Culinary Variable)

The constant regression coefficient is -0.599 which means that tourist interest for visiting the *Kayutangan* heritage village is influenced by the infrastructure, building and culinary variables under the value of 0.599. The negative sign occurs because there is a quite enough range between the independent variable (X) and the dependent variable (Y).

IV. Conclusion

The certain potentialities that have significant influence to the tourist interest for visiting the *Kayutangan* heritage village are: (a) the potential for colonial style residential buildings with a coefficient β value of 0.192, (b) the potential for typical Kayutangan culinary with a coefficient β value of 0.122, (c) the potential for cultural arts with a coefficient β value of 0.009, (d) the potential for infrastructure with a coefficient β value of 0.497, (e) the potential for ancient equipment with a coefficient β value of 0.032, and (f) the potential for *Mbah Honggo* and *Tandak* tombs with a coefficient β value of 0.093.

The most dominant potentialities in influencing the tourist interest for visiting the *Kayutangan* heritage village are: (a). The potential Infrastructure with a coefficient β value of 0.497; (b). the potential of colonial style residential buildings with a coefficient β value of 0.192; and (c). the potential of *Kayutangan* Typical Culinary with a coefficient β value of 0.122.

The strategies carried out to maintain the potentialities that have been acknowledged as dominant capasities like colonial-style residential buildings, legendary *Kayutangan* culinary delights and infrastructure such as markets, irrigation channels, irrigation tunnels and thousand stairs are : (a) joint commitment between stakeholders to create regional tourism with a hometown branding concept as a distinctive tourism icon; (b) rearrangement of existing potentials without eliminating historical and architectural values; and (c) these potentialities are packed with holistic principles.

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