

Tourists' Perceptions of Attractions, Accessibility, and Amenities (3A) Tourism at the Babak Pelangi Waterfall in the Dry Land Area of Lantan Village, Central Lombok Regency

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ABSTRACT

This study aims to analyze tourist perceptions of three main components in tourist destination development, namely Attractions, Accessibility, and Amenities (3A) at the Babak Pelangi Waterfall tourist attraction in the Dry Land Area in Lantan Village, Central Lombok Regency. This study used a descriptive quantitative approach by distributing questionnaires to 30 tourist respondents through an accidental sampling method. Data were analyzed using a 4-point Likert scale to assess tourist satisfaction on each indicator in the three aspects. The results showed that 86.67% of tourists were satisfied with the 3A aspects, while 13.33% stated that they were dissatisfied. Attractions received the most positive assessment, especially in terms of natural beauty and unique resources. Meanwhile, accessibility was the aspect with the highest dissatisfaction, especially regarding infrastructure conditions and travel distance. Amenities also showed high dissatisfaction, especially regarding security and public facilities. These findings indicate that although the attractions have met tourist expectations, Strengthening road access and supporting facilities is very important to increase the satisfaction and competitiveness of the Babak Pelangi Waterfall tourist destination.

INTRODUCTION

Tourism in Indonesia is a strategic sector that supports economic growth and social development, as evidenced by its significant contribution to foreign exchange earnings, job creation, and equitable development across regions. This is supported by Hasibuan IM et al. (2023) who stated that with its contribution, the tourism sector presents an opportunity that must be maximized by the government, both central and regional, through coordination in order to develop the tourism resource sector by providing supporting facilities and providing comfort to impact tourist satisfaction.

The main components that influence tourist satisfaction are influenced by three main components known as the 3A: Attractions, Accessibility, and Amenities. These three elements play a crucial role in shaping tourists' perceptions of a destination and influencing their decision to visit. Deputy for Resources and Institutions of the Ministry of Tourism and Creative Economy/Baparekraf Martini (2023) There are three important components in developing a destination, namely attractions, amenities and accessibility or what can be called the 3A. For tourism and creative economy actors to develop tourism and the creative economy with the 3A concept. Through the 3A concept, the management of the tourism and creative economy sector runs well and the destination is in great demand. (Menparekraf, 2023).

One of the regions with development goals aimed at growing and developing its tourism sector is Central Lombok Regency. In the Central Lombok RPJMD 2021-2026, one of the policy directions is to encourage the development of tourist destinations. In line with that, in the West Nusa Tenggara RPD 2024-2026, Central Lombok Regency is included in the priority tourism development efforts as an acceleration area of the Mandalika Special Economic Zone (KEK). One of the Tourist Destinations (DTW) in Central Lombok is Lantan Tourism Village. Lantan Village is one of the tourist villages on Lombok Island, categorized as a pioneering tourist village (Mulyawati S, et al. 2024). Lantan Village also has diverse tourism potential that can be developed. One of them is natural tourism that can be found in Lantan Village in the form of a large number of waterfalls that are still natural with beautiful views. Of the many waterfalls in Lantan Village, only two waterfalls can be managed by the Tourism Awareness Group (Pokdarwis), one of which is the Babak Pelangi Waterfall (Mulyawati S, et al. 2024).

Lantan Village is dominated by dry land, including the Babak Pelangi Waterfall tourist area. According to BPS (2017), the area of Lantan Village is 4,168 hectares, of which 4,016 hectares are dry land. According to Balitklim (2003), rainfall below 2,000 mm per year is characteristic of dry land. Annual rainfall in Rerantik Hamlet, Lantan Village, the location of the Babak Pelangi Waterfall tourist attraction based on climate chart data from 2018–2020 also shows a similar pattern, 1,439.5 mm (2018), 1,071 mm (2019), and 1,664.7 mm (2020), which confirms that this tourist area is located in an area characterized by dry land.

The attraction of the Babak Pelangi Waterfall is not limited to the waterfall alone; its pristine and cool surroundings are another attraction. The combination of the waterfall's natural appearance and the development of artificial facilities,

combined with the beauty of the surrounding nature, provides added value for the convenience of visitors, considering that this tourist attraction is relatively new and located in a pioneering tourist village. Within the tourist area, there are several facilities intended for visitors as an effort by the management to fulfill a sense of security and comfort, including a parking area for motorbikes and cars, an information counter, a place of worship in the form of a prayer room, a gazebo, and toilets. The combination of the waterfall's natural appearance and artificial facilities at this tourist attraction also provides a different yet beautiful impression to be in the same area, so that it can also meet the needs of today's tourists with photo spots within the tourist area.

From the explanation, related to the potential and the existence of government support related to tourism, especially including as a tourism acceleration area for the Mandalika Special Economic Zone, in this study an analysis has been conducted regarding tourist perceptions of the Babak Pelangi Waterfall tourist attraction using the 3A Tourism concept approach, namely Attractions, Accessibility, and Amenities.

LITERATURE REVIEW

Tourist Perception

Tourist perception is a subjective view or assessment of a tourist attraction based on experiences and interactions during the visit. Tourist perception is a crucial factor in determining satisfaction and loyalty to a destination. Yamti et al. (2023) stated that safety and comfort significantly influence tourist perceptions of a tourist attraction, and the resulting impression is assessed based on activities undertaken, from the journey to the destination.

Furthermore, Amilia (2020) emphasized that good environmental management and comfort have a positive impact on tourist satisfaction, which ultimately increases the number of visits and tourist loyalty.

Attractions

Attractions are one of the main elements of tourism, drawing tourists to a destination. Attractions can include natural beauty, culture, and the activities offered. Permana et al (2023) stated that natural beauty, interesting tourist activities have a very positive impact on tourist perceptions.

Attractions are also a major factor in shaping a tourist's experience at a destination. Therefore, unique and engaging attractions are a key reason why tourists choose a particular destination.

Accessibility

Accessibility plays a crucial role in making it easier for tourists to reach a destination. According to Langga (2021), tourists highly value good accessibility, indicating that ease of access is a crucial factor in increasing tourist interest.

Accessibility encompasses road infrastructure, travel time, and available modes of transportation to tourist locations. Good accessibility will make tourists feel more comfortable and assisted during their travels.

Amenities

Amenities are supporting facilities at a tourist destination that serve to provide comfort for tourists. Kusumaningrum and Marline (2022) emphasize the importance of comfort, complete facilities, and optimal service in meeting tourist needs.

Furthermore, according to Kurniasari et al. (2024), improving the quality of facilities and services is a crucial factor in ensuring a satisfying tourism experience, especially for younger tourists. When facilities are inadequate or fall short of expectations, this can hinder the potential for sustainable growth in the tourism sector (Nugraha & Hardika, 2023).

The 3A Concept in Tourism Development

The 3A concept Attractions, Accessibility, and Amenities—is a crucial foundation for developing a tourism destination. Martini, Deputy for Resources and Institutions at the Ministry of Tourism and Creative Economy/Baparekraf (2023), stated that these three components are key to developing attractive and sought-after tourism and creative economy destinations.

When these three elements are fulfilled, the overall tourist experience will improve, which ultimately has an impact on the positive image of the tourist destination.

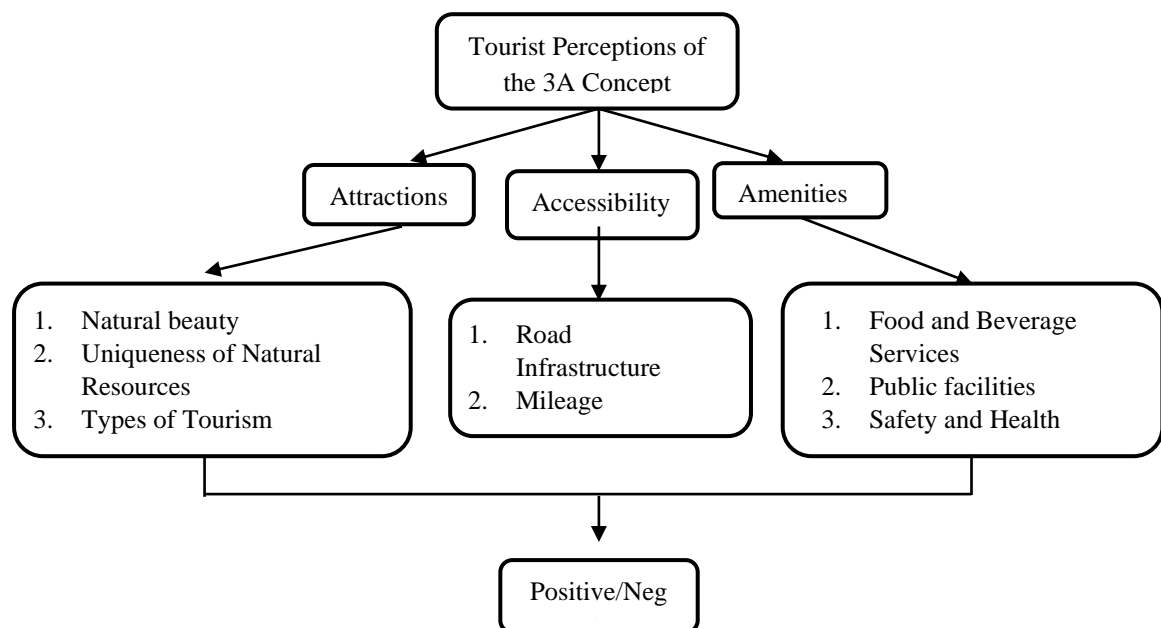


Figure 1 Thinking Framework

Operational Definition

1. The perception referred to in this study is the perspective, actions, and descriptions a person gives of something at the tourist attraction being studied, in the form of a positive or negative assessment based on their experience of tourism activities at that location. This is assessed using the 3A concept of tourism, which consists of attractions, accessibility, and amenities.

2. Attractions are the main draws of a tourist destination, whether they be natural beauty, cultural heritage, or other engaging activities. Simply put, attractions are the primary reason tourists visit a destination.
3. Accessibility refers to the ease with which tourists can reach and move around a destination. Accessibility encompasses transportation facilities and infrastructure, as well as other related aspects.
4. Amenities refer to supporting facilities available at tourist destinations to increase comfort by meeting the needs of tourists.

METHODOLOGY

This study uses a descriptive quantitative approach to measure tourists' perceptions and satisfaction levels towards the Babak Pelangi Waterfall tourist destination through three tourism components: Attractions, Accessibility, and Amenities (3A). Perception data were collected using a questionnaire distributed to 30 tourist respondents using an accidental sampling method who visited the tourist attraction. The questionnaire contained questions covering specific indicators in each of the 3A variables:

1. Attractions: Natural beauty, uniqueness of natural resources, types of tourist activities, and cleanliness.
2. Accessibility: Road infrastructure, travel distance, and digital connectivity.
3. Amenities: Public facilities, food and beverage services, as well as security and health.

Data analysis used a 4-point Likert scale (1 = very dissatisfied, 4 = very satisfied) according to Sugiyono's (2015) guidelines. The analysis procedure included:

Tourist perception results will be tabulated using Microsoft Excel and grouped according to variables with a predetermined number of questions and answers (Nurbaiti et al., 2020). The calculation formula for Likert scale analysis is as follows:

1. Calculating tourist perception data
2. Calculate the average value of each aspect of the question
3. Calculate the final value of each aspect
4. Classification into measurement scales, the final value of each aspect will be assessed based on the respondent's attitude measurement scale. According to (Sugiyono, 2015) the measurement scale can be seen based on Table 1.

Table 1 Tourist Perception Measurement Scale

Score	Interval	Evaluation
1	1.00 1.75	Very Dissatisfied
2	1.76 - 2.50	Not satisfied
3	2.51 - 3.25	Satisfied
4	3.26 - 4.00	Very satisfied

Source: Sugiyono, 2015.

RESEARCH RESULTS AND DISCUSSION

Respondent Profile

The study involved 30 respondents selected using an accidental sampling method from tourists visiting the Babak Pelangi Waterfall in Rerantik Hamlet, Lantan Village, Central Lombok Regency. Characteristics analyzed included region of origin, age, gender, and education level.

Respondents came from various regions on Lombok Island, including Mataram City, West Lombok, Central Lombok, East Lombok, and North Lombok, as well as from Sumbawa. This indicates that the tourist attraction has a broad appeal across districts in NTB Province, not only from the local community. As many as 97% of respondents were under 45 years old, with the 18-25 age group dominating at 50%. The physical condition of visitors is supported by challenging access with around 70 steps and a rather steep path, so visitors are generally from a young age group who are fit and healthy. The majority of respondents were male (73%), while women were 27%.

Tourist Perceptions of Attractions, Accessibility and Amenities

Tourists are people who travel, so in the tourism industry, tourists are consumers. The main principle of satisfaction is The comparison between what tourists expect and what they experience or receive. The factors influencing tourist satisfaction examined in this study are based on the 3A concept of tourism, which consists of Attractions, Accessibility, and Amenities.

Table 2 Tourist Perceptions of Aspect 3A

Tourist Perceptions of the 3A of Tourism									Perception Results 3A							
Category																
Variables	SP		P		TP		STP		SP		P		TP		STP	
	J	%	J	%	J	%	J	%	J	%	J	%	J	%	J	%
Attractions	13	43.33	17	56.67	0	0	0	0	0	0	26	86.67	4	13.33	0	0
Accessibility	0	0	10	33.33	20	66.67	0	0								
Amenities	0	0	10	33.33	20	66.67	0	0								

Note: J= Total SP= Very Satisfied P= Satisfied TP= Not Satisfied STP= Very Dissatisfied.

Source: Primary Data Processing 2025.

The data analysis can be seen in Table 2. The 3A of Tourism consists of Attractions, Accessibility, and Amenities, which are three important components in measuring the quality of a tourist destination. Based on this data, the majority of respondents gave a satisfactory rating of 86.67%, while 13.33% were dissatisfied. No respondents were very satisfied or very dissatisfied with this aspect. These results indicate that in general, visitors are quite satisfied with the implementation of the 3A at the tourist location. This means that the attractions, accessibility, and amenities provided have met most visitors' expectations. However, the 13.33% of respondents who were dissatisfied also indicates that there are still several aspects that need to be improved to optimize the overall quality.

It's crucial for managers to continuously monitor and improve these three aspects by conducting regular evaluations and adapting to visitor needs. For

example, by expanding the range of attractions, improving road and transportation access, and enhancing supporting facilities and services. This will continuously improve visitor satisfaction and make the destination more competitive.

Tourist Perceptions of Attractions

Tourist attractions are a core element that serve as the primary reason for tourists to visit a destination. Well-managed attractions, with visual appeal, uniqueness, and a variety of activities, will provide a satisfying experience for visitors. Cleanliness was also assessed as an attraction variable in this study. A survey of 30 respondents found positive satisfaction with tourist attractions.

Table 3 Tourist Perceptions of Attraction Aspects

Tourist Perceptions of Attraction Aspects									Attraction Perception Results							
Category																
Aspect	SP		P		TP		STP		SP		P		TP		STP	
	J	%	J	%	J	%	J	%	J	%	J	%	J	%	J	%
Natural beauty	23	76.67	7	23.33	0	0	0	0	13	43	17	57	0	0	0	0
The uniqueness of natural resources	22	73.67	8	26.67	0	0	0	0								
Tourism Activities	13	43.33	17	56.67	0	0	0	0								
Cleanliness	6	20	9	63.33	4	13.33	1	3.33								

Note: J= Total SP= Very Satisfied P= Satisfied TP= Not Satisfied STP= Very Dissatisfied.

Source: Primary Data Processing (2025).

The data analysis can be seen in Table 3. Seventeen respondents, or 56.67%, expressed satisfaction with the attractions they enjoyed. And 13 respondents, or 43.33%, expressed great satisfaction with the Babak Pelangi Waterfall. The attraction aspects in this study were assessed based on several factors, including natural beauty, unique natural resources, types of tourism activities, and cleanliness.

Natural Beauty

Table 4 Tourist Perceptions of Natural Beauty

Natural beauty	Respondents	Percentage (%)
Very satisfied	23	76.67
Satisfied	7	23.33
Not satisfied	0	0.00
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

The data analysis can be seen in Table 4. Natural beauty is a crucial factor in attracting tourists. The data shows that the majority of respondents, 76.67%, were very satisfied with the natural beauty, while 23.33% were satisfied. This indicates that the natural conditions at the tourist location are quite good and can

leave a positive impression on visitors. Natural beauty can be a major attraction that distinguishes this tourist attraction from other places. Beautiful views not only make visitors feel at home but also increase the likelihood of tourists recommending the location to others. Therefore, environmental conservation and efforts to maintain natural beauty are crucial to maintaining visitor satisfaction.



Figure 2 Aspects of Natural Beauty

Uniqueness of Natural Resources

Table 5 Tourist Perceptions of Natural Resources

Uniqueness of Natural Resources	Respondents	Percentage (%)
Very satisfied	22	73.33
Satisfied	8	26.67
Not satisfied	0	0.00
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

The data analysis can be seen in Table 5. The uniqueness of natural resources is also an important factor influencing the tourist experience. The data analysis can be seen in Table 5, as many as 73.33% of respondents were very satisfied and 26.67% were satisfied with the uniqueness of the available resources, with no respondents feeling dissatisfied. This uniqueness can take the form of the waterfall phenomenon itself and the appearance of the natural landscape of the tourist attraction studied, which respondents considered to have its own uniqueness and distinguish it from other places. The existence of this uniqueness adds value to the tourist destination and can be one of the main reasons for visitors to come.



Figure 3 Aspects of the Uniqueness of Natural Resources

Types of Tourism Activities

Table 6 Tourist Perceptions of Types of Tourism Activities

Types of tourism activities	Respondents	Percentage (%)
Very Satisfied	13	43.33
Satisfied	17	56.67
Not satisfied	0	0.00
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

The variety of tourist activities available offers a variety of experiences for visitors. Data analysis, as seen in Table 6, found that 43.33% of respondents were very satisfied and 56.67% were satisfied with the types of tourist activities offered. No one was dissatisfied, indicating that the tourist activities were quite interesting and diverse.

This variety of activities is crucial so that visitors with different interests and preferences can find activities that suit their needs. A variety of activities can also extend the duration of a visit, providing tourists with more options to enjoy. Some of the activities available at the Babak Pelangi Waterfall include bathing or playing in the waterfall, swimming in the pool, relaxing, and a mini garden designed as a photo spot.



Figure 4 Aspects of Tourism Activity Types

Cleanliness

Table 7 Tourist Perceptions of Cleanliness

Cleanliness	Respondents	Percentage (%)
Very satisfied	6	20.00
Satisfied	19	63.33
Not satisfied	4	13.33
Very Dissatisfied	1	3.33

Source: Primary Data Processing 2025.

Cleanliness is a crucial aspect that influences visitor comfort during their stay at a tourist location. Data analysis, as seen in Table 7, shows that the majority of respondents (63.33%) were satisfied with cleanliness, and 20% were very

satisfied. However, 13.33% were dissatisfied, and 3.33% were very dissatisfied. These results indicate that while cleanliness is quite good, further optimization is needed, both for the cleaning staff on duty and for the facilities, such as trash bins, which need further attention.



Figure 5 Aspects of Cleanliness

Tourist Perceptions of Accessibility

Table 8 Tourist Perceptions of Accessibility Aspects

Tourist Perceptions of Accessibility Aspects									Accessibility Perception Results							
Category																
Aspect	SP		P		TP		STP		SP		P		TP		STP	
	J	%	J	%	J	%	J	%	J	%	J	%	J	%	J	%
Mileage	0	0	8	26.67	21	70	1	3.33	0	0	1	33.33	20	66.67	0	0
Infrastructure	0	0	2	6.67	4	13.33	24	80								
Digital Connectivity	9	30	18	60	3	10	0	0								

Note: J= Total SP= Very Satisfied P= Satisfied TP= Not Satisfied STP= Very Dissatisfied.

Source: Primary Data Processing 2025.

Accessibility, or ease of access to a tourist location, is a critical factor that significantly influences tourists' decisions to visit. Data analysis, as seen in Table 8, shows that 66.67% of respondents were dissatisfied with accessibility, while 33.33% were satisfied, and none were very satisfied. This dissatisfaction indicates that access to the location remains a significant obstacle due to road conditions and the lack of public transportation. This can be a barrier to tourism development, particularly in attracting tourists from outside the region.

Mileage

Table 9 Tourist Perceptions of Travel Distance

Mileage	Respondents	Percentage (%)
Very satisfied	0	0.00
Satisfied	8	26.67
Not satisfied	21	70.00
Very Dissatisfied	1	3.33

Source: Primary Data Processing 2025.

Distance to a tourist location is a significant factor influencing visitors' decisions to visit. Data analysis, as shown in Table 9, shows that the majority of respondents (70%) were dissatisfied with the distance, while 26.67% were

satisfied, and only 3.33% were very dissatisfied. This indicates that accessibility is a major obstacle that tourism managers need to address. Long distances or inaccessibility can reduce tourist interest, especially for visitors coming from outside the area or with limited time.

Infrastructure

Table 10 Tourist Perceptions of Infrastructure

Infrastructure	Respondents	Percentage (%)
Very satisfied	0	0.00
Satisfied	2	6.67
Not satisfied	4	13.33
Very Dissatisfied	24	80.00

Source: Primary Data Processing 2025.

The supporting infrastructure of a tourist destination significantly determines visitor comfort and satisfaction. Data analysis, as seen in Table 10, shows that the majority of respondents (80%) were very dissatisfied with the condition of the infrastructure, while only 6.67% were satisfied and 13.33% were dissatisfied. Poor infrastructure, including inadequate roads for both two-wheeled and four-wheeled vehicles, degrades the quality of the tourist experience and reduces its appeal. Therefore, management and the government need to pay serious attention to improving and developing infrastructure, particularly roads, to positively impact visitor visits and tourist satisfaction.



Figure 6 Infrastructure Aspects

Digital Connectivity

Table 11 Tourist Perceptions of Digital Connectivity

Digital Connectivity	Respondents	Percentage (%)
Very satisfied	9	30.00
Satisfied	18	60.00
Not satisfied	3	10.00
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

Digital connectivity is increasingly becoming a critical need for modern travelers, particularly for communication and information access. Data analysis, as seen in Table 11, shows that 30% of respondents were very satisfied and 60% were satisfied with digital connectivity services, while 10% were dissatisfied.

This indicates that the internet network and digital services at tourist sites are quite good and are starting to meet visitor expectations. However, there is still room for improvement to ensure adequate coverage in all areas.

Tourist Perceptions of Amenities

Table 12 Tourist Perceptions of Amenity Aspects

Tourist Perceptions of Amenity Aspects									Amenity Perception Results							
Category																
Aspect	SP		P		TP		STP		SP		P		TP		STP	
	J	%	J	%	J	%	J	%	J	%	J	%	J	%	J	%
Public facilities	0	0	1	43.3	1	56.6	0	0								
Food and Beverage Services	3	10	2	76.6	4	13.3	0	0	0	0	1	33.3	2	66.6	0	0
Health and Safety	0	0	0	0	1	56.6	1	43.3								

Note: J= Total SP= Very Satisfied P= Satisfied TP= Not Satisfied STP= Very Dissatisfied.
 Source: Primary Data Processing 2025.

Amenities are crucial supporting facilities for visitor comfort and experience during their visit to a tourist destination. Data analysis, as seen in Table 12, shows that 66.67% of respondents were dissatisfied with the available amenities, while 33.33% were satisfied, and none were very satisfied.

This high level of dissatisfaction demonstrates the need for management to improve supporting facilities, particularly restrooms. Poor lighting and poor maintenance make these facilities uncomfortable for tourists. However, other facilities, including rest areas like gazebos and prayer rooms, also need attention, to optimize their functionality. Inadequate amenities can reduce visitor comfort and potentially decrease repeat visits. Management should evaluate existing facilities and take immediate corrective action. Proper improvement and maintenance of amenities will positively impact visitor satisfaction and the destination's image.

Public Facilities

Table 13 Tourist Perceptions of Public Facilities

Public facilities	Respondents	Percentage (%)
Very satisfied	0	0.00
Satisfied	13	43.33
Not satisfied	17	56.67
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

Public facilities such as restrooms, rest areas like gazebos, and places of worship are important aspects influencing visitor comfort, as examined in this

study. Data analysis, as seen in Table 13, shows that the majority of respondents (56.67%) were dissatisfied and 43.33% were satisfied with the facilities.

The high level of dissatisfaction indicates the need for improvements and development of facilities to meet tourist needs. Adequate and well-maintained facilities can increase the duration of visits and increase comfort during their stay. In this regard, Peruvian management needs to improve facilities and provide adequate additional services with the aim of having a positive impact on visitor satisfaction.



Figure 7 General Facilities Aspects

Food and Beverage Services

Table of 14 Tourists' Perceptions of Food and Beverage Services

Food and Beverage Services	Respondents	Percentage (%)
Very satisfied	3	10.00
Satisfied	23	76.67
Not satisfied	4	13.33
Very Dissatisfied	0	0.00

Source: Primary Data Processing 2025.

Food and beverage services are an important part of the tourist experience during their visit. From the data analysis conducted, as can be seen in Table 14, the majority of respondents, namely 76.67%, were satisfied with the food and beverage services around the tourist attraction area, while 10% were very satisfied and 13.33% were dissatisfied. Although the majority gave a positive assessment, there was a small portion of dissatisfaction that needs to be considered so that services remain in accordance with visitor expectations both in terms of price and type so that it can improve the experience and satisfaction of tourists, with coordination between managers and food and beverage sellers and providers around the tourist attraction location.



Figure 8 Aspects of Food and Beverage Services

Safety and Health

Table 15 Tourist Perceptions of Safety and Health

Safety and Health	Respondents	Percentage (%)
Very satisfied	0	0.00
Satisfied	0	0.00
Not satisfied	17	56.67
Very Dissatisfied	13	43.33

Source: Primary Data Processing 2025.

Safety and health are crucial aspects in assessing the quality of a tourist destination because they directly impact visitors' comfort and sense of security during their stay. Data analysis, as shown in Table 15, shows that no respondents were very satisfied or satisfied with this aspect. In fact, the majority (56.67%) were dissatisfied, while the remaining 43.33% were very dissatisfied. This indicates that visitors perceive safety and health at tourist sites as lacking.

To improve this situation, management needs to conduct an evaluation of safety and health aspects. Improving security surveillance, providing medical facilities, and training staff to handle emergencies are crucial. These measures are expected to restore visitor confidence and comfort, enabling the destination to become a top choice for tourists.

CONCLUSION AND RECOMMENDATIONS

Tourist perceptions of the 3A tourism at the Babak Pelangi Waterfall tourist attraction in the Dry Land Area in Lantan Village, Central Lombok Regency, were dominated by the satisfied category (86.67%), while 13.33% stated they were dissatisfied. Attractions received the best response, especially in terms of natural beauty and unique resources. Accessibility was the weakest aspect, particularly related to road infrastructure and travel distance. Amenities also still need to be improved, especially public facilities and safety and health aspects. Therefore, strengthening road access and supporting facilities is crucial to increase satisfaction and the competitiveness of the Babak Pelangi Waterfall tourist destination.

ADVANCED RESEARCH

Regarding further research, researchers realize that the 3A Tourism concept can still be developed to see tourist perceptions with a broader picture related to variables and other aspects, and in the continuation related to potential, further studies on tourism development are still very open to be carried out on the Babak Pelangi Waterfall tourist attraction based on tourist perceptions.

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