

The Impact of Attractions, Amenity, and Accessibility on the Destination Image of Keraton Kanoman from the Perspective of Maqashid Al-Syariah

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Abstract

This study examines the impact of attractions, amenities, and accessibility, both partially and simultaneously, on the destination image of Keraton Kanoman Cirebon from the perspective of Maqashid Al-Syariah. A mixed-method approach was employed, utilizing questionnaires and multiple linear regression analysis. The population included tourists, market traders, tourism actors, local government representatives, and related agencies. The findings reveal that attractions and accessibility significantly impact the destination image, while amenities do not significantly affect it. Simultaneously, the three variables collectively contribute to shaping the destination image of Keraton Kanoman. Moreover, the management strategies implemented to enhance the destination image include organizing cultural and religious events such as the Nusantara Palace Festival, Panjang Jimat rituals, and celebrations of religious holidays. These efforts align with Maqashid Al-Syariah principles by promoting religious protection (*hifz dien*), intellectual enrichment (*hifz aql*), and economic empowerment (*hifz al-maal*). The study highlights the need for improved accessibility and the development of supporting amenities to further bolster the image of Keraton Kanoman as a heritage tourism destination.

Keywords: Attractions, Accessibility, Destination Image, Maqashid Al-Syariah, Heritage Tourism.

Abstrak

Penelitian ini mengkaji dampak daya tarik, fasilitas, dan aksesibilitas, baik secara parsial maupun simultan, terhadap citra destinasi Keraton Kanoman Cirebon dari perspektif Maqashid Al-Syariah. Pendekatan metode campuran digunakan dengan memanfaatkan kuesioner dan analisis regresi linier berganda. Populasi penelitian mencakup wisatawan, pedagang pasar, pelaku pariwisata, perwakilan pemerintah daerah, dan instansi terkait. Temuan menunjukkan bahwa daya tarik dan aksesibilitas memiliki dampak positif yang signifikan terhadap citra destinasi, sedangkan fasilitas tidak memberikan pengaruh signifikan. Secara simultan, ketiga variabel tersebut berkontribusi dalam membentuk citra destinasi Keraton Kanoman. Selain itu, strategi pengelolaan yang diterapkan untuk meningkatkan citra destinasi mencakup penyelenggaraan acara budaya dan keagamaan seperti Festival Keraton Nusantara, ritual Panjang Jimat, serta perayaan hari-hari besar keagamaan. Upaya ini sejalan dengan prinsip Maqashid Al-Syariah dengan mendorong perlindungan agama (*hifz dien*), pengayaan intelektual (*hifz aql*), dan pemberdayaan ekonomi (*hifz al-maal*). Studi ini menyoroti perlunya peningkatan aksesibilitas dan pengembangan fasilitas pendukung untuk lebih memperkuat citra Keraton Kanoman sebagai destinasi wisata heritage.

Kata Kunci: Daya Tarik, Aksesibilitas, Citra Destinasi, Maqashid Al-Syariah, Wisata Heritage.

Introduction

The declining number of tourists visiting Keraton Kanoman from 2017 to 2019 highlights a critical issue in heritage tourism management, particularly in maintaining the destination's appeal and competitiveness. Despite its rich cultural and historical significance, Keraton Kanoman faces challenges related to inadequate amenities and limited accessibility, which may negatively impact its destination image. Previous studies have emphasized the importance of attractions, amenities, and accessibility in shaping the image and attractiveness of tourist destinations, but limited attention has been given to evaluating these factors through the lens of Islamic principles, such as *Maqashid Al-Syariah*. This gap underscores the need for a comprehensive analysis that not only identifies the key factors influencing the destination image of Keraton Kanoman but also aligns them with values that promote sustainability and cultural preservation.

One of the provinces in Indonesia, West Java, is a popular tourist destination with various attractions, including historical, religious, special interest, natural, and artificial tourism. Tourist attractions are an important component in the development of tourist destinations. A good tourist attraction is an attraction that can positively influence the decision of potential visitors to visit a place. According to Mill (2000), the main reason people visit a tourist destination is its tourist attractions. The development of a tourist destination is highly dependent on its attractions; well-designed tourist attractions can influence potential visitors' perceptions of the place and encourage them to come.

According to Mill (2000), the main attraction for tourists is the tourist destination itself. Natural resources, culture, ethnicity, and entertainment can all be the foundation of tourist attractions. The most significant thing for tourists is the attraction caused by specific variations in natural resources, such as the physical attributes of the environment, local climate, and aesthetic appeal of an area. Good attractions must be developed with the help of infrastructure and facilities. While infrastructure can accommodate the needs of visitors as they enjoy the attractions at the chosen destination, the activity component makes it easier for visitors to reach the tourist destination. When a tourist destination provides amenities, attractions, and accessibility that promote tourism, it can attract visitors. Tourist satisfaction is indirectly influenced by the accessibility, amenities, and quality of attractions of the tourist destination (Hidayatullah, 2021).

Chin, et al. (2018) explained that increasing the attractiveness and competitive position of a destination depends on the quality of accessibility. Furthermore, this attractiveness and competitiveness increase tourist satisfaction. In addition, Kahtani, et al (2011) in their research

stated that accessibility is evaluated not only from the perspective of transportation or geographical proximity but also from the perspective of the quality of functions and facilities available at tourist attractions. Accessibility and attractions as determinants of competitiveness and attractiveness of destinations which in turn contribute to tourist satisfaction (Nasir et al., 2020; Hossain and Islam, 2019).

City is located in West Java Province and has many unique and interesting tourist destinations to visit by domestic and foreign tourists. There are many tourist destinations that can be visited in the city of Cirebon, namely Keraton Kasepuhan, Keraton Kanoman, Keraton Kacirebonan, Sunan Gunung Jati Site, Sunyaragi Cave and the Great Mosque of Sang Ciptarasa. During the COVID-19 pandemic, Cirebon experienced a decrease in the number of tourist visits from the target of two million tourist visits in 2020, only 30% could be achieved. Almost all tourism sectors were closed, so there were no tourists visiting (bandung.bisnis.com, 2020).

Kanoman Palace has tourism components consisting of attractions, amenities (tourism support facilities) and accessibility, but the number of tourists visiting Kanoman Palace has decreased from 2017 to 2019.

Table 1. Number of Tourist Visits To Kanoman Palace Year 2016 - 2019

Year	Amount
2016	21 . 897
2017	25,533
2018	12,952
2019	11,421

Source: BPS Cirebon City and Disbudpar Cirebon City

This can be seen from the table of the Number of Tourist Visits obtained from the Cirebon City Culture and Tourism Office and the Central Statistics Agency (BPS) which contains information on visitors to the Kanoman Palace, both domestic and foreign, in 2016-2019, that the number of visitors has changed. Based on data on the number of visitors, the number of visitors to the Kanoman Palace in 2017 was greater than in 2016. Conversely, the number of visitors decreased in 2017-2019.

Putri & Marsoyo (2019) conducted an analysis of the development of the Surakarta Palace. The results of their study showed that the Surakarta Palace and the Yogyakarta Palace, two palaces with historical ties, offer similar tourist attractions but have very different numbers of tourists. This is because the quality of the tourism components in the Surakarta Palace is different from the Yogyakarta Palace, due to the minimal diversity of tourist attractions and limited amenities. The limitations of the components of tourist attractions and facilities can be a factor that prevents the number of tourists from being too many.

The image of a tourist destination is greatly influenced by its amenities, accessibility, and attractions (Abdulhaji & Yusuf, 2017). The better the tourist attractions, the better the image of the destination, and the easier it is for visitors to get there, and the better the image of the tourist attractions. Facilities also have a big impact on the image of the tourist attraction. A study on the influence of amenities, accessibility, and attractions on destination image and their influence on revisit intention was conducted by Ariesta et al. (2020). Their research findings showed that although amenities had a substantial impact on destination image, attractions, and accessibility did not have a significant impact. This is different from the research findings of Abdulhaji & Yusuf (2017) who found that accessibility, amenities, and attractions had a significant impact on destination image. According to this study, amenities had a significant impact on place image, but attractions and accessibility did not have a significant impact (Ariesta et al., 2020).

The development of tourist attractions widely visited by Muslim tourists is closely tied to providing services that cater to their specific needs during travel. Maqashid Al-Syariah, a framework in Islamic law, has been extensively studied and developed by scholars, including Imam Al-Ghazali. He identified five core objectives of Maqashid Al-Syariah: *hifdz dien* (preservation of religion), *hifdz nafs* (preservation of the soul), *hifdz 'aql* (preservation of reason), *hifdz nasab* (preservation of lineage), and *hifdz al-maal* (preservation of property) (Misno.2018).

This study offers a novel approach by integrating the principles of Maqashid Al-Syariah into the analysis of attractions, amenities, and accessibility in shaping the destination image of Keraton Kanoman. While previous research has explored these factors in heritage tourism, limited studies have applied an Islamic perspective to assess their alignment with values such as religious preservation, intellectual enrichment, and economic empowerment. The gap lies in the lack of frameworks that connect tourism development with the ethical and cultural dimensions emphasized in Islamic teachings. This research is crucial not only to address the declining tourist numbers at Keraton Kanoman but also to provide a sustainable and culturally relevant strategy for enhancing its image as a heritage destination that resonates with both domestic and international Muslim tourists.

Methods

The research on the impact of attractions, amenities, and accessibility on the image of Keraton Kanoman took research samples, namely Keraton Kanoman Management, Kanoman Market Traders, Kanoman Market Managers, Keraton Kanoman Visitors, and related agencies. The data sources for this research include: (1) primary data, or information obtained directly

from participants in the Keraton Kanoman research. (2) secondary data or information obtained that is not specifically related to the object of the Keraton Kanoman research but has the potential and supports the information for the research material. Library sources, such as journals related to the variables studied, provide secondary data for this research.

The data collection techniques used in this research at Keraton Kanoman are: (1) Interviews, namely by asking questions to the Keraton management, visitors, Kanoman Market traders, Kanoman Market Managers, and other organizations. (2) Observation, namely collecting information by conducting direct observations at Keraton Kanoman and its surroundings and recording things related to factors of facilities, accessibility, attractions, and destination image. (3) Questionnaire: This data collection method is carried out by providing a list of questions to respondents about the facilities, attractions, accessibility, and image of Keraton Kanoman. The attractions, facilities, and accessibility of the Keraton and the strategies used to improve the image will all be included in this descriptive research. This method involves the use of multiple linear regression analysis for statistical data analysis.

Description of Variables of Attraction, Amenity, Accessibility, and Image of Tourist Destination of Keraton Kanoman Cirebon First Discussion

The attractions that are the mainstay of Keraton Kanoman be seen as the culture of *panjang jimat* with 13 respondents. Around 15 respondents chose the washing of *gamelan* heritage inherited from Sunan Gunung Jati, then 14 respondents chose *ruwat laut*. As many as 24 respondents chose religious broadcasts, 37 respondents chose the paksikagaliman train and 6 respondents chose others. This data proves that the attractions that are the mainstay of Keraton Kanoman are dominated by the paksikagaliman train with 37 respondents that the attractions that need to be renewed or added to Keraton Kanoman are dominated by repainting the building with 35 respondents.

Tourism supporting amenities at Keraton Kanoman which can be seen that as many as 10 respondents chose a parking lot. Then 11 respondents chose a toilet. Followed by a place of worship chosen by 12 respondents. 20 respondents chose a souvenir shop, photo spots as many as 51 respondents and 5 respondents chose others. This data proves that tourism supporting amenities at Keraton Kanoman are dominated by photo spots with 51 respondents, the condition of tourism supporting amenities at Keraton Kanoman is dominated by a fairly adequate assessment with 63 respondents and tourism supporting amenities that must be renewed or added at Keraton Kanoman. The tourism supporting amenities that must be renewed or added

at Keraton Kanoman are dominated by the provision of accommodation around the palace with 47 respondents.

Tourist access to Keraton Kanoman shows that 29 respondents chose difficult, 56 respondents chose quite difficult, and 24 said easy. This data proves that tourist access to Keraton Kanoman is dominated by respondents who feel quite difficult as many as 56 respondents. An overview of how tourists find out information about Keraton Kanoman which can be seen 53 respondents chose through social media, 29 respondents chose through articles from the internet, 18 respondents chose from other supporters, and 10 respondents chose others. This data proves that the way tourists find out information about Keraton Kanoman is dominated by social media with 52 respondents. The destination image that needs to be updated or added to Keraton Kanoman is dominated by publications about activities in the palace with 50 respondents.

Description of Traders' Views Around Kanoman Palace

Based on the views of traders around the palace, the main attraction of the Kanoman Palace is the pattern and structure of the palace building, which has ancient architecture and its own characteristics, so visitors to the palace are interested in visiting. In addition, the culture of *panjang jimat* is no less interesting in the eyes of visitors from various regions. This also increases the income of traders around the market when the ritual is carried out. Regarding facilities, according to traders, the palace building must be repaired in order to increase aesthetic value without reducing the originality, function, or meaning of the building itself. In addition, the road to the palace is also considered necessary to be repaired because the dense mobility there has made many roads damaged and potholed. Regarding access to information about the palace, according to traders, it is sufficient because there are already many media that provide information about the palace on the internet. It is not uncommon for visitors to ask local residents and traders around the Kanoman Palace.

Description of the View of the Kanoman Palace Management

Based on the view of the palace management, the attractions in Kanoman Palace are very many and varied. Almost every corner of the palace has its own attraction, from the ancient building structure, then the carvings of the entrance gate (Lawang) of the museum which have their characteristics, and heritage that are still neatly stored like the paksikagaliman carriage, to the rituals performed during the celebration of religious holidays. However, according to the managers, the most superior attraction is the *ritual panjang jimat*, one of the rituals performed

during the celebration of Maulid Nami Muhammad SAW because tourists flock to the ritual. For the palace managers, the most important thing that must be renewed from the attractions of Kanoman Palace is the maintenance of cleanliness itself which must continue to be improved in quality so that visitors to the palace still feel safe and comfortable. The facilities in the palace are also widely available to make it easier for tourists when visit the palace. However, according to the managers, the thing that is being evaluated is the road access which is quite hampered due to the presence of a market which often causes the streets to be congested and crowded with traders. Therefore, it is necessary to rearrange the market area so that access to the palace is smoother. The large number of tourists from various regions has made the palace managers think that having lodgings around the palace makes it easier for tourists to access the palace at a closer distance from their resting place. The palace managers know that there is no official website or site from the palace to facilitate access to information for people who want to know or visit the palace. On average, visitors find out all information about the palace from various media such as articles on the internet, social media of visitors who have visited the palace, etc.

Table 2. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients
				Beta
1	(Constant)	.794	.624	
	ATTRACTIONS	.433	.143	.266
	AMENITIES	-.205	.138	-.161
	ACCESSIBILITY	.564	.100	.578

A constant value of 0.794 was derived from the SPSS 26 analysis, indicating that if all independent variables—Attraction (X1), Facilities (X2), and Accessibility (X3)—are zero, the baseline value of the destination image is 0.794. The regression coefficient for Attraction (X1) is 0.433, meaning that for every one-unit increase in attraction, the destination image improves by 0.433 units, assuming other variables remain constant. In contrast, Facilities (X2) have a regression coefficient of -0.205, suggesting that a one-unit increase in facilities results in a reduction of the destination image by 0.205 units, which might indicate a mismatch or inadequacy in existing amenities. Accessibility (X3), with a regression coefficient of 0.564, shows the strongest positive influence, where a one-unit increase in accessibility leads to an enhancement of 0.564 units in the destination image. These findings highlight the varying contributions of each variable to the overall perception of Keraton Kanoman.

The analysis shows that Keraton Kanoman's destination image starts at 0.794 without Attraction, Facilities, and Accessibility. Attraction and Accessibility positively influence the

image by 0.433 and 0.564 units, respectively, while Facilities reduce it by 0.205 units, possibly due to inadequacies. This highlights the varying impacts of each factor on the destination image.

Parameter Significance Test (T-Test)

Table 3. Results of the T Parameter Significance Test Table

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.794	.624		1.272	.206
	ATTRACTIONS	.433	.143	.266	3.033	.003
	AMENITIES	-.205	.138	-.161	-1.487	.140
	ACCESSIBILITY	.564	.100	.578	5,629	.000

a. Dependent Variable: Y

1. Attraction (X1) towards Destination Image (Y).

The significance value for the Attractiveness variable (X1) is 0.015. Because this significance value is smaller than the probability value of 0.05 or $0.003 < 0.05$, then H1 (Attractiveness Affects Destination Image) is valid. The t-count value for the Attractiveness variable (X1) is 3.033. The Attractiveness variable (X1) affects Destination Image (Y) because the t-count value is greater than the t-table value of 1.986, or $t\text{-count} > t\text{-table}$. The Attractiveness variable (X1) and Destination Image (Y) have a unidirectional relationship when the t-count value is positive. Thus, it can be said that attractiveness has a major impact on how people perceive a place .

2. Amenities (X2) towards Destination Image (Y).

The negative t-value indicates that the Amenity variable (X2) does not have a unidirectional relationship with Destination Image (Y). Therefore, it can be concluded that Amenity does not have a significant effect on Destination Image . The Amenity variable (X2) has a significance value of 0.140. If the significance value is greater than the probability value of 0.05 or $0.140 > 0.05$, then H2 (Amenity has an effect on Destination Image) cannot be accepted (rejected). The Amenity variable (X2) has a t-value of -1.487. If the t-value is smaller than the t-table of 1.986 or $t\text{-value} < t\text{-table}$, then the Amenity variable (X2) has no effect on Destination Image (Y).

3. Accessibility (X3) to Destination Image (Y).

The significance value of the accessibility variable (X3) is 0.000. H3 can be accepted if the significance value is smaller than the probability value of 0.05 or $0.000 < 0.05$. The t-count value of the accessibility variable (X3) is 5.629. Destination image (Y) is influenced by the

accessibility variable (X3) if the t-count value is greater than the t table of 1.986 or $t_{count} > t_{table}$. The accessibility variable (X3) and destination image (Y) have a unidirectional relationship if the t-count value is positive. Therefore, it can be said that accessibility has a significant effect on destination image.

Table 4. Simultaneous Significance Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,999	3	2.333	15,438	.000 ^b
	Residual	15,867	105	.151		
	Total	22,866	108			
a. Dependent Variable: DESTINATION IMAGE						
b. Predictors: (Constant), ACCESSIBILITY, ATTRACTIONS, AMENITIES						

H0 is rejected, which means that the variables of attractiveness, amenities, and accessibility have a significant influence on the destination image of Keraton Kanoman both individually and together, as shown by the results of the simultaneous significance test (F test) in the table, which shows that the calculated F is greater than the F table or $15.438 > 2.353$ with a significance value of 0.000 which is less than 0.05.

The Image of Tourism Destinations in the Perspective of Maqashid Al-Syariah

Imam Al-Ghazali formulated five objectives of Maqashid Al-Syariah, namely *hifdz dien* (maintaining Religion), *hifdz nafs* (soul), *hifdz 'aql* (Reason), *hifdz nasab* (Descendants) and *hifdz al-maal* (Property) (Misno, 2018). The Image of Tourism Destinations in the Perspective of Maqashid Al-Syariah is as follows: protection of religion, protection of the soul, protection of reason, protection of descendants, and protection of property.

The tourist destination of Keraton Kanoman embodies the principles of Maqashid Al-Syariah through its various aspects. Protection of religion (*Hifz Dien*) is reflected in attractions such as the celebration of the Prophet Muhammad's Birthday, Muharram, and Syawalan, which align with Islamic teachings and serve as forms of religious preservation. Protection of the soul (*Hifz Nafs*) is achieved by providing a refreshing environment for visitors to establish connections with others and experience spiritual rejuvenation within the serene atmosphere of the palace. Protection of reason (*Hifz Aql*) is evident as tourists learn about the history, traditions, and lineage of the Kanoman Palace, promoting education and intellectual enrichment. The protection of descendants (*Hifz Nasab*) is supported by the religious and cultural experiences offered at the palace, encouraging visitors to strengthen their faith and adhere to religious values that benefit future generations. Finally, property protection (*Hifz Al-Maal*) is facilitated by economic activities such as guided tours, food services, and souvenir

sales, which create business opportunities and generate income for both the palace management and the surrounding community. These elements collectively reinforce the palace's role as a heritage tourism destination that adheres to Islamic principles.

Conclusion

Kanoman Palace has a variety of attractions, namely palace buildings, museums, heirlooms, and cultural rituals. The facilities provided are quite good such as places of worship, parking, and souvenir shops, while access to the palace is quite difficult because it is through the market road. Partially, attractions and accessibility influence the image of Kanoman Palace, while amenities do not affect the image. Simultaneously, attractions, amenities, and accessibility affect the image of Kanoman Palace. The strategy carried out by the palace management to improve the image of Kanoman Palace Cirebon itself is to have an annual flagship activity, namely the Festival Keraton Nusantara (FKN), a *ritual panjang jimat* at the PropMuhammad's Birthday, Muharram, Syawalan, Cirebon Anniversary, etc. which are a special attraction for visitors to the palace every year.

This study acknowledges several limitations, including the focus on a single tourist destination, Keraton Kanoman, which may limit the generalizability of the findings to other heritage sites. Additionally, the study primarily relies on questionnaires and linear regression analysis, which may not capture the nuanced perceptions and behaviors of tourists. Future research is recommended to expand the scope by including comparative studies with other palaces or heritage sites, utilizing qualitative methods such as in-depth interviews to explore deeper insights, and incorporating a longitudinal approach to analyze changes in the destination image over time.

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