



The Influence of Socio-Economic Conditions of the Population Sumenep Regency on Tourism Interest

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INFO ARTIKEL

Abstract

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Tourism is one of the sectors that contributes greatly to regional economic growth. Sumenep Regency has a variety of tourist attractions that attract domestic and foreign tourists. This study aims to determine the factors that influence the intensity of traveling to tourist attractions in Sumenep Regency. This research uses quantitative analysis methods, data obtained from the Central Bureau of Statistics in the form of cross section data from the 2021 National Socio-Economic Survey of Districts / Cities and supported by other sources in the form of journals, articles, books, and other literature related to this research. The Independent Variables in this study are City / Village Area, Marital Status, Gender, Age, Education, Information, and Working Status, while the Dependent Variable is the intensity of resident travel to tourist attractions, in the period January 1 to June 30, 2020. The analysis technique used in this research is a combination of descriptive statistical analysis and multiple linear regression analysis. The results of this study indicate that City / Village Area, Married Status, Gender, and Education have a significant effect on residents who have traveled to commercial tourism objects, in the period January 1 to June 30, 2020.

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Introduction

Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, Tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, Government, and Local Government. Tourism is one of the economic sectors that always experiences growth and opportunities to develop. Tourism contributes to the National Gross Domestic Product (GDP), increases foreign exchange from the tourism sector, and provides employment opportunities for the community (Eddyono, 2021). However, poverty, income inequality, and unemployment are still

problems in some regions, so there is a need for appropriate economic policies to encourage economic growth. Economic growth as an indicator of regional progress is inseparable from the potential of each region, this potential which then drives the local government and society to advance the region (Pateda et al., 2019)

Sumenep is a Regency located in the eastern part of Madura Island, in 2022 Sumenep Regency has an area of 2,093 KM² consisting of 126 islands, and 27 sub- districts. The beauty of nature and community customs make Sumenep Regency popular for its diversity of tourism, including natural, historical and religious tourism. According to Spillane (1994) types of tourism can be divided into six of them, namely, tourism to enjoy travel, entertainment, study culture and customs, as trade affairs, and conferences. According to Sinclair & Mike (1997), tourism demand affects all areas of the economy, including individuals, micro and medium enterprises, private companies, and the government sector.

During the Covid-19 Pandemic the number of tourists visiting Sumenep Regency has decreased, from 2019 the number of visits of 1,498,486 domestic tourists and 208,093 foreign tourists, to 208,035 domestic tourists and 58 foreign tourists visiting Sumenep Regency in 2020, then in 2021 the number of domestic tourist visits has increased to 248,158 but there are no visits from foreign tourists (BPS, 2023). The Covid-19 pandemic easily attacks the respiratory system so that the government provides regulations to reduce activities in public places, this has an impact on reducing tourist visits so that income from these tourist attractions decreases, this also has an impact on surrounding communities who utilize tourist attractions to open businesses (Pradana & Mahendra, 2021). besides being caused by restrictions on activities in public places but also because of the economic conditions of the community which are also affected by the covid-19 pandemic.

Based on data from the Central Bureau of Statistics, the unemployment rate in Sumenep Regency increased in the Covid-19 pandemic from 2.08 percent in 2019, to 2.84 percent in 2020, and decreased in 2021 to 2.31 percent, in 2022 unemployment in Sumenep Regency showed a figure of 1.36 percent, where this figure is the lowest percentage of unemployment in East Java Province (BPS, 2023). The poverty rate in Sumenep Regency has decreased from 224.73 thousand people in 2021 to 206.7 thousand people in 2022, even so the poverty rate in Sumenep Regency still ranks fourth in the entire East Java province (BPS, 2023).

According to Sudarsono (2016) socio-economic conditions can be seen from the level of education, employment status, wealth ownership, income, objective class identification, subjective class identification. The increasing number of tourists also affects the economic income of the community, when the economic turnover is normal, people's opportunities to work or produce goods and services also increase, not only in the tourism sector, other sectors that are directly or indirectly related to the tourism industry also receive contributions from the increasing number of tourist visits.

The role of technology, communication and information in this digitalization era is also a consideration for someone to travel. In this era, a person's decision before traveling usually visits social media by looking for tourist references from previous tourists, so that with the help of social media, tourism managers and local

governments are able to optimize the promotion of tourist attractions with a relatively low budget but broad reach (Retnasary et al., 2019).

Based on the phenomena that have been described, this study focuses on the intensity of interest in tourist visits from an individual perspective, so that the purpose of this study is to determine the characteristics of the socio-economic situation of the Sumenep Regency population on the intensity of visiting tourist destinations. According to Kotler et al. (2016) tourist visit interest is considered the same as purchase interest. As for buying interest according to Kinnear & Taylor (2014) is one of the attitudes of consumers acting before the decision to buy is actually made.

RESEARCH METHODS

This research uses quantitative methods, according to Sugiyono (2019) quantitative data uses numbers which are then measured using statistical tools to test the data. Secondary data used comes from the Central Bureau of Statistics in the form of raw data from the 2021 National Socio-Economic Survey of Sumenep Regency, literature studies, and related previous research. In addition, this research is also supported by data obtained from documentation, observation, and interviews.

In this study, it is divided into two variables, the intensity of traveling to tourist attractions in Sumenep Regency in the period January to June 2020 is the dependent variable, while the independent variable consists of seven variables including: classification of residence in urban or rural areas, marital status of residents, gender of male or female residents, average age of residents, education level of residents, residents who use the internet to get information/news, position/status of a person's position in the work done.

The analysis technique used is a combination of descriptive statistical analysis and multiple linear regression analysis. Descriptive statistical analysis according to Ghozali (2018) is an analytical technique used to describe research data through minimum, maximum, average, standard deviation, sum, range, kurtosis and distribution skewness. Multiple Linear Regression Analysis according to Sugiyono (2019) is one of the analytical tools to predict the value of the influence of two or more independent variables on the dependent variable. With the regression equation as follows:

$$Y(\text{Tourism}) = \alpha + \beta_1\text{Urban} + \beta_2\text{Married} + \beta_3\text{Gender} + \beta_4\text{Age} + \beta_5\text{Educate} + \beta_6\text{Information} + \beta_7\text{Work} + \varepsilon$$

Where Y is the probability of travel intensity, α is a constant, β is the coefficient of the independent variable ($X_1, X_2, X_3 \dots X_n$), and ε is the standard error.

In multiple linear regression, there is a classic assumption test which is used to determine the possibility of deviations in the variables used. The classic assumption test used is the normality test which aims to test whether the variables used are normally distributed or not, the multicollinearity test is used to test the correlation between independent variables, and the heteroscedasticity test to determine whether or not the independent variable is constant.

This study also uses robust regression tests, according to Chen (2002) robust regression is used to analyze data contaminated by outliers (outlier data) this regression which then provides stable results due to the presence of outliers.

RESULT

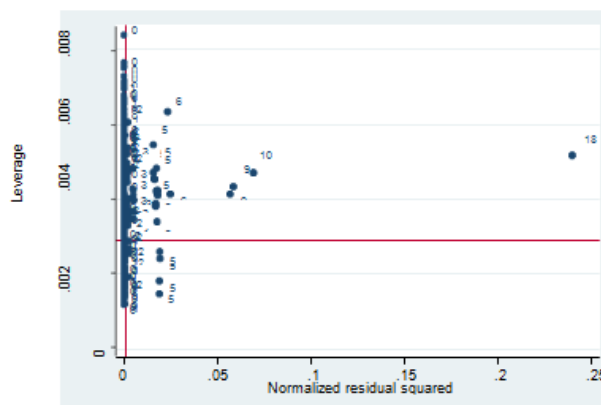
This study uses secondary data in the form of cross section data which is seen at a certain time in the observation period of 2021. The data comes from the Central Bureau of Statistics of the National Socio-Economic Survey of the Sumenep Regency / City 2021. data processing in this study using the Stata application. Testing is carried out in accordance with the data that has been obtained. Of the total 2,751 residents, the intensity of the population traveling to tourist attractions during January 1 to June 30, 2020 was 173 visits, the lowest traveling intensity at 0 visits was 2,578 people and the highest traveling intensity at 18 visits was only 1 person. This is because there are restrictions on activities in public places during the covid-19 outbreak, and also because the economic conditions of the community have also decreased during the pandemic.

Table 1. Descriptive Statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
Tourism	2,751	0.122137	0.69986	0	18
Urban	2,751	0.187568	0.390438	0	1
Married	2,751	0.571792	0.494909	0	1
Gender	2,751	0.4769175	0.4995577	0	1
Age	2,751	3.716.321	2.099.194	0	97
Educate	2,751	5.355.871	4.883.166	0	20
Information	2,751	0.2061069	0.4045817	0	1
Work	2,751	1.840.422	2.165.762	0	6

Source: Stata Version 14.0 Output (2023)

Standard deviation aims to measure the degree of similarity or closeness within a group. Standard deviation is a statistical value commonly used to determine the distribution of data in a sample and the distribution of individual data points with the mean (average) of the sample values.



Picture 1.. Graph of Traveling Intensity

Source: Stata Version 14.0 Output (2023)

The normality test is used to see whether there is a normal distribution or not on the dependent variable and the independent variable, there are several methods that can be used to test normality, one of which is the Shapiro-Wilk method (white test). The normality test results show a significance value of 0.000 or <0.05 so that the data is not normally distributed, then data normalization is carried out by adding new variables (residuals). The data is not normally distributed due to the presence of outlier data or confounding data. In Figure 1 the variable Traveling intensity (Tourism) there is outlier data where there is only one person who traveled 18 times in the period January to June 2020.

Table 2. Multicollinearity Test

Variable	VIF	1/VIF
Age	1.51	0.663758
Married	1.47	0.67895
Educate	1.38	0.724221
Information	1.36	0.737716
Work	1.23	0.816034
Urban	1.04	0.957649
Gender	1.02	0.979244
Mean VIF	1.29	

Source: Stata Version 14.0 Output (2023)

Multicollinearity test is used to determine whether the regression model between independent variables has a perfect relationship or not. The multicollinearity test results show the value of each $1 / VIF > 0.10$ and the VIF value < 10 so that there are no symptoms of multicollinearity. In multiple regression, a good variable is an independent variable that has a relationship with the dependent variable, but does not have a relationship between other independent variables.

The heteroscedasticity test is used to see whether or not there is a relationship between one variable disturbance and another variable disturbance. It is known that the results of the heteroscedasticity test show a p value of 0.000 <0.05 so that the model experiences heteroscedasticity. Because heteroscedasticity occurs, regression using Robust is performed.

Table 3. Multiple Linear Regression and Robust Regression

	Multiple Linear Regression			Robust Regression		
	Coef.	Std. Err.	Sign.	Std. Err.	Sign.	
<i>Urban</i>	0.195	0.0344	0.000 ***	0.0492	0.000 ***	
<i>Married</i>	0.0452	0.0322	0.160	0.0233	0.052 *	
<i>Gender</i>	0.0460	0.0266	0.083 *	0.0261	0.079 *	
<i>Age</i>	-0.000913	0.000768	0.235	0.000626	0.145	
<i>Educate</i>	0.0167	0.00316	0.000 ***	0.00605	0.006 ***	
<i>Information</i>	0.0118	0.0378	0.755	0.0523	0.821	
<i>Work</i>	-0.00841	0.00671	0.210	0.00558	0.132	
<i>Constant</i>	-0.00480	0.0355	0.893	0.0441	0.913	
Numb. Of obs	2,751			Obs	2,751	
Prob > F	0.0000			Prob > F	0.0000	
R-squared	0.0348			R-squared	0.0348	
Adj R-squared	0.0323					
	* = sign. Alpha 0.1	** = sign. Alpha 0.05	*** = sign. Alpha 0.01			

Source: Stata Version 14.0 Output (2023)

Based on the results of the analysis, the multiple linear regression equation can be formulated as follows:

$$Y (\text{Tourism}) = -0.004 + 0.195\text{Urban} + 0.045\text{Married} + 0.046\text{Gender} - 0.0009\text{Age} + 0.016\text{Educate} + 0.011\text{Information} - 0.008\text{Work}$$

Multiple Linear Regression is used to see how much the relationship and influence of a dependent variable with independent. In table 3, it is known that the value of the simultaneous test (F test) probability value (Prob> F) is $0.000 < \alpha$, so simultaneously Urban, Married, Gender, Age, Educate, Information, and Work have a significant effect on the intensity of traveling (Tourism). The coefficient of determination (R-squared) value is 0.0348 or 3.4% of the independent variable is able to explain the dependent variable and the Adj R-squared value is 0.0323 or 3.2% of the dependent variable can be explained outside the independent variables used. Urban and Educate variables show a partial test value (t test) $\alpha < 0.01$ so that it is declared significant to the intensity of traveling (Tourism) at the 1% level, and the Gender variable shows a partial test value (t test) $\alpha < 0.05$ so that it is declared significant to the intensity of traveling (Tourism) at the 5% level.

Robust regression is carried out because there are assumptions of residual normality and heteroscedasticity that are not met or there are several extreme values that affect the model, this is due to outlier data. The Robust Regression test is used to get results that are not much different from the Multiple Linear Regression test. It is known that there is a difference in the significance value of the Married variable, if the multiple linear regression test shows a value of 0.160 or insignificant, it becomes 0.052 or significant at the 5% level.

DISCUSSION

Based on the results of the analysis, it is known that the Urban variable has a positive and significant effect on the intensity of traveling to tourist attractions, where residents who live in urban areas have a higher motivation to visit tourist attractions than residents who live in rural areas. Sumenep Regency is rich in beautiful natural attractions, activities in urban areas that are busy with work and study so that residents who live in cities when they want to release fatigue prefer to visit tourist destinations. This research was also conducted by Amril et al. (2017) the results showed that residents who live in urban areas tend to travel more than residents who live in rural areas.

Married residents have a positive and significant effect on the intensity of traveling, when someone is married and has a family, the opportunity to travel will be greater. This research is supported by Lintong & Augustinus (2022) the results of the hypothesis show that interest in traveling arises when the status is married.

The Gender variable has a positive and significant effect on the intensity of traveling. Safety is one aspect that must be considered in traveling, it is feared that women are more vulnerable to safety issues so they prefer to stay at home rather than travel. this is in line with research conducted by Junanto (2020) the results show that male foreign tourists tend to travel more often than female foreign tourists.

Age has a negative and insignificant effect on travel intensity. When a person's age has entered old age, there are fewer productive activities carried out

so it is easy to get bored and start looking for new experiences by doing other activities such as visiting tourist destinations. This research is supported by Hudiono (2022) age has a negative effect on interest in traveling, when someone gets older, the more likely that person is to travel.

The Educate variable has a positive and significant effect on travel intensity. Residents with elementary to junior high school education levels traveled 91 times out of 173 total trips. The purpose of an individual traveling is for recreation and culture where when an individual wants to release fatigue to rest between education, conduct research, or observe customs. This is supported by research conducted by Haban et al. (2017) the results of the analysis of education variables have a positive and significant effect on the number of individual visits.

People who use the internet to get information/news have a positive but not significant effect on the intensity of traveling. The development of technology and information makes it easier for tourists to get information related to the attractiveness of tourist destinations, the range of costs to be incurred, accommodation, and accessibility. Even so, many people travel without knowing information or news about the tour to be visited, most of them get information by word of mouth. This research is supported by Suwarduki et al. (2018) the results showed that information has an insignificant effect on visiting decisions, this is because there are factors that influence in determining decisions so as to change interest in tourist visits.

The Work variable has a negative and insignificant effect on travel intensity. There are 844 residents of Sumenep Regency who run their own business or are entrepreneurs, 698 residents are employees or free workers, and 1,191 people do not have jobs. Where someone who is an entrepreneur has a busy enough time compared to employees so that they rarely have time to travel. This research was also conducted by Koranti et al. (2017) the results showed that someone who has a busy enough job so that he does not have free time to travel.

CONCLUSION

The travel intensity of the Sumenep Regency population in 2020 has decreased, this is due to the Covid-19 outbreak that has hit Indonesia so that there are regulations to reduce activities in public places, this also has an impact on weakening the economic conditions of the community.

Based on the results of data processing using multiple linear regression analysis, the results of research on independent variables, namely Urban, Married, Gender, Age, Educate, Information, and Work on the intensity of visiting tourist destinations in Sumenep Regency. It is concluded that Urban, Married, Gender, and Educate have a positive and significant effect on visiting intensity, the Information variable has a positive but insignificant effect on visiting intensity, while the Age and Work variables have a negative and insignificant effect on traveling intensity.

In this study, the factors that influence traveling intensity consist of only seven variables, while there are still other factors that influence the intensity of traveling to tourist destinations in Sumenep Regency. Researcher limitations in reviewing literature sources, literature and data processing operations on statistical software. Suggestions that can be proposed based on the results of this study in the form of proposals to tourism managers or local governments, are expected to

further improve the promotion and information of tourist attractions in Sumenep Regency.

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