Factors involved in the number of tourist visits in the Muara Badak, Indonesia

by Siti Maria

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Factores que intervienen en el número de visitas turísticas en Muara Badak, Indonesia

Dio Caisar Darma
Samarinda College of Economics–Indonesia
diocaisar@stiesam.ac.id

Siti Maria
Mulawarman University–Indonesia
siti.maria@feb.unmul.ac.id (Corresponding author)

Jati Kasuma
Mara University of Technology–Malaysia
jati@uitm.edu.my

Dirga Lestari
Mulawarman University–Indonesia
dirga.lestari.as@feb.unmul.ac.id

ABSTRACT

The natural tourism sector which still exists today is the beach. Beach attractions have brought economic, social, and cultural activities in an attractive environment. This study discusses at factors such as: tourist revenue, cost of travel, cost of travel to other attractions, travel time, and facilities, which influence the number of tourist visits in the Muara Badak district, in Indonesia. The study approach was designed by a survey and we conducted interviews with 99 questionnaires (domestic and foreign tourists). The use of the OLS model is used to simplify data analysis techniques. Empirical findings presented that tourist income and facilities significantly influence the existence of tourist visits. This is evidenced by the significance of the two variables are 0.007 and 0.035 ($p < 0.05$). The implications of this study provide evidence of the importance of supporting factors such as travel cost and travel time for tourists because it is inseparable.

Keywords: existence, tourist visits, beaches, Muara Badak, East Kalimantan, Indonesia.

RESUMEN

El sector del turismo natural que todavía existe hoy es el relacionado a la playa. Las atracciones de playa han permitido el desarrollo de actividades económicas, sociales y culturales en un ambiente atractivo. Este estudio analiza factores como: ingresos turísticos, el costo del viaje, el costo del viaje a otras atracciones, el tiempo de viaje y las instalaciones, que influyen en el número de visitas turísticas en el distrito de Muara Badak en Indonesia. El enfoque del estudio fue diseñado por una encuesta y se realizaron entrevistas con 99 cuestionarios (turistas nacionales y extranjeros). El uso del modelo OLS se utiliza para simplificar las técnicas de análisis de datos. Los resultados empíricos presentaron que los ingresos y las instalaciones turísticas influyen significativamente en la existencia de visitas turísticas. Esto se evidencia por la importancia de las dos variables son 0.007 y 0.035 ($p < 0.05$). Las implicaciones de este estudio proporcionan evidencia de la importancia de los factores de apoyo como el costo del viaje y el tiempo de viaje para los turistas porque es inseparable.

Palabras clave: existencia, visitas turísticas, playas, Muara Badak, Kalimantan Oriental, Indonesia.

INTRODUCTION

Someone is said to be a tourist when they voluntarily leave their normal environment, where they are, and to visit other places. These people will usually be involved in different activities, regardless of how close or how far the place is as a new destination (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002).

Demand for tourism is a broad term that includes factors that govern the level of demand, spatial characteristics, various types of demand, and motives for making these demands (Cooper et al., 2004). Time for tourism services from the scope of progress or change. Such changes occur because of the emergence of "new tourists" (Poon, 1993; 1994).

The tourism sector is a potential commodity that can be developed, due to sources of regional income. Efforts to enlarge the revenue, the development program and the utilization of resources and tourism potential in an area are expected to make an ideal contribution to economic development.

This is in line with what is stipulated in the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism that the implementation of tourism activities is aimed at increasing national income in order to improve the welfare and prosperity of the people, expand, and equalize business and employment opportunities, encourage regional development, introduce and utilize tourist objects and attractions in Indonesia to strengthen the friendship between countries.

The development of tourism can also mediate the performance of economic growth. Tourism activities create demand (consumption and investment flow), which will lead to the production of goods and services. During the tour, tourists will do shopping activities and directly cause market demand for goods and services. Furthermore, tourists indirectly generate demand for capital goods and raw materials to produce and meet tourist demand. In an effort to meet the demand of tourists, investment in transportation and communication, hospitality and other accommodation, the handicraft industry and the consumer product industry, the service industry, or restaurant restaurants (Spillane et al., 2004).

Expansion of knowledge of learning patterns between the authenticity and attachment of a place from tourism and its appeal. Through the concept of iconicity in relation to the authenticity of tourist destinations, that authenticity and iconicity are often perceived as more relevant to the context of heritage tourism in an area (Ram et al., 2016).

Kutai Kartanegara Regency is an area that is actively developing the potential of its region for tourist purposes and attracts tourists in terms of visiting. These tourist objects and attractions possessed by the Kutai Kartanegara Regency are quite numerous and varied which consist of natural attractions such as the beach in Muara Badak District. With a beach-based tourist attraction, it is considered not to include the fulfillment of services (hotels, restaurants, supporting entertainment, infrastructure, and transportation) for the past few years.

The problem with beach tourism in the region (Mutiara Indah Beach, Sambera Beach, Pelangi Beach, and Lopi Beach) is that the government's revenue target is never optimal. This problem is because the attractions so far are less attractive for tourists to visit. The purpose of the discussion of this study is to determine the extent of the existence of tourist visits in the District of Muara Badak to the economic value obtained by the surrounding community.

A bad customer behavior, mainly due to motivational factors by the high economic costs of tourism activities. Contemporary studies turn to other attractions and the results of tourists

who are dysfunctional behavior, more due to non-economic things (Fisk et al., 2010; Cohen, et al., 2014).

LITERATURE REVIEW

Tourism demand is strongly influenced by income and prices. In the case of an increase in income compared to a relatively constant price, the effect for most types of tourism and tourism destinations is likely to be positive. Revenue has an impact on the decision of tourists to visit a tourist attraction. The power to make purchases on the demand curve is determined by the level of life and intensity of the trip. In other words, the greater the income of a tourist that can be used, the hope will travel in accordance with his wishes. This makes a significant relationship between the amount of income and the number of tourist visits. This is caused by changes in the amount of income that causes a desire for tourist visits (Sinclair & Stabler, 1997).

Economic distance is related to the time and costs incurred in travel (from the place of origin to the destination and return home). The higher the economic distance, the higher the journey to that destination. As a consequence, demand is getting lower, if the travel time and costs can be reduced, then demand will jump sharply (McIntosh et al., 1995).

Travel costs are a reason for tourists to choose their tourist destinations. Tourists tend to pay attention to the level of costs before making a destination. Not all tourists have an unlimited budget. If a tourist has limited funds, then they can choose a location close to where they live, so as to reduce their travel costs. They will spend some money from their income to finance various kinds of needs, such as transportation costs, food, and drink costs during a visit, lodging costs, shopping costs, and necessities. Therefore, they will make a comparison and advance planning to determine a visit.

Demand for tourism can be influenced by the situation of tourists and attractions. The situation of tourists includes income, age, distance to attractions, and other things. Meanwhile, the state of attractions includes the price of a tourist attraction and other attractions as a comparison, other facilities and infrastructure that support increased tourism demand, and cleanliness.

The price of a tourist attraction includes travel costs, ticket prices, consumption, documentation costs, and souvenirs. The price of a tourist attraction reflects how much sacrifice is incurred by someone to obtain utility. Also, the level of income shows how much income an individual receives over a certain period. The higher the level of one's income, causing the desire to travel is also great. This is due to the tendency of someone with high income who works based on working hours, will use leisure time to travel (Budisusetio, 2004).

The main assumption of travel costs is based on time and travel incurred by individual travelers in the travel destinations they visit. Therefore, the willingness of tourists to pay during trips to tourist destinations can be estimated based on the number of trips by tourists (Leh et al., 2018).

Travel time that must be taken by tourists to visit attractions is also an important part. The distance of the object of tourism is related to the length of travel from the area of origin of the tourist is different from the object of the host. Generally, the greater the distance of attractions, the greater the unwillingness of tourist visits (McIntosh et al., 1995). One of the characteristics of a tourist attraction is something that cannot be moved, so tourists must visit the place. Therefore, accessibility such as distance from the place of origin of tourists to the location of attractions and adequate transportation also impacts the demand for travel. The longer distance traveled, it will take longer travel time and tourists prefer tourist sites that are closer to reach.

Infrastructure to go to tourist sites must also be adequate. If the longer distance means that the journey takes a long time, then tourists will want a safe trip. This means that obstacles such as damaged roads, roads without barriers, or have not been widened should be repaired.

Facilities tend to be oriented towards attractiveness at a location, because facilities must be located close to the market. While staying at a tourist destination tourists need to sleep, eat and drink. Therefore, adequate facilities are needed. Tourists will be very concerned about the facilities available at a tourist attraction. The facilities in question are worship rooms, restaurants, playgrounds, entertainment, restrooms, and other supporting facilities. Facilities are a major element of the tourism industry. Whatever the size of the tourist destination in an area, if the facilities are inadequate, then the desire of tourists to visit these tourist attractions will be reduced. The entire facility was built in the hope of creating a sense of comfort and comfort for tourists to stay longer and intend to return in the future (Spillane, 2005).

Hypotheses are designed to answer tentative conjectures about the aims and results of the study (although it requires in-depth evidence). Referring to the explanation, phenomenon, and literature review, we formulated the following hypotheses:

Hypothesis 1: Tourist income has a significant effect on the existence of tourist visits.

Hypothesis 2: Travel costs have a significant effect on the existence of tourist visits.

Hypothesis 3: The cost of travel to other attractions has a significant effect on the existence of tourist visits.

Hypothesis 4: Travel time has a significant effect on the existence of tourist visits.

Hypothesis 5: Facilities has a significant effect on the existence of tourist visits.

3. Methodology

The research approach was designed with a survey method of research objects, namely domestic and foreign tourists. With a population that is a combination of all elements in the form of events, things, and people who have similar characteristics, can be the center of attention of researchers (Ferdinand, 2006). The population of this study are all tourists visiting Pantai Mutiara Indah, Sambera Beach, Pelangi Beach, and Lopi Beach which are located in Muara Badak District, Kutai Kartanegara Regency (Indonesia).

By examining the sample, the researcher can draw conclusions that can be generalized to the entire population. Determination of the number of samples is strongly influenced by many factors including the purpose of the study (Ferdinand, 2006). In determining the number of samples, we also need some consideration. How to take samples by using accidental sampling, meaning that sampling is based on mere chance. The total population is known to 12,950 tourists in 1 observation period, then in determining the number of samples 5% of 99 visitors.

To facilitate field surveys, with the help of a questionnaire it is considered appropriate. The questionnaire method as a way to collect and obtain data through submission of a list of questions that will be filled or answered by the respondents (Sugiyono, 2004).

Furthermore, Ordinary least squares (OLS) as a model of study analysis to find out how much influence the variable income, travel costs, travel costs to other objects, travel time, and facilities on tourist visits.

EMPIRICAL FINDING

Referring to the descriptive statistical analysis, Table 1 displays the sample characteristics used from this study, including the number of samples (N), sample mean (mean), maximum value, minimum value, and standard deviation for each variable.

It can be seen that the average tourist income is between IDR 2,080,000 per month based on interviews. The lowest tourist income is IDR 1,000,000 per month and the highest is IDR 3,000,000 per month. The standard deviation is at IDR 734,159.3 (smaller) than the average value, indicating that income variations are not too large and are close to the average value.

For the average cost of a tourist trip is IDR 89,858 per visit. The biggest travel expenses are IDR 450,000 per visit and the lowest is the nominal IDR 13,000 per visit. Broadly speaking, a standard deviation of IDR 97,174 or greater than the average value indicates large variations and fluctuations in the cost of travel for respondents.

Table 1 also presents the average cost of traveling to other objects, in this case tourism objects other than the beach (still around Muara Badak District), which is IDR 87,775 per visit. The highest cost of travel to other attractions is IDR 400,000 per visit, while the lowest is IDR 20,000 per visit. That way, the standard deviation value of IDR 90,184 (greater) than the average value shows a large variation and fluctuations in the costs of the respondents' travel.

The average travel time as an indicator that is also supportive in this study, is as much as 58.68 minutes or close to 1 hour. Based on our observations, the longest trip is 180 minutes (3 hours) and the shortest is 15 minutes. Based on statistical calculations, the standard deviation is 46.06 or smaller than the average value indicating variations in the length of the trip that is not too large and are near the average value.

Table 1. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The Existence of Tourist Visits	199	1.00	5.00	2.4000	1.11916
Tourist Income	199	1000000.00	3000000.00	2080000.00	734159.314
Travel Cost	199	130000.00	450000.00	89858.0000	97174.03546
The Cost of Travel to Other Attractions	199	200000.00	400000.00	87775.0000	90184.10953
Travel Time	199	15.00	15.00	56.6800	46.06317
Facilities	199	1.00	1.00	3.3600	1.00020
Valid N (listwise)	199				

Source: own calculations

With an average opinion of tourists about the facilities of the 4 beaches in the study object, obtained results of 3.36. It shows the average tourist believes that the facilities at this attraction are quite good. Opinions about the best facilities show the number 5 which means very good and the lowest is 1 (very bad). Standard deviation of 1.00 which is smaller than the average value indicates variations that are not too large and are near the average value.

On other variables, the average number of tourist visits is 2 times a year. The highest number of tourist visits is 5 times per year and the lowest frequency of visits is 1 time each year. The magnitude of the standard deviation of this indicator is 1.11 times (smaller) than the average value indicating variations that are not too large and are close to the average value.

Table 2. Kolmogorov–Smirnov test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	.86554800
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.046
Kolmogorov-Smirnov Z		.823
Asymp. Sig (2-tailed)		.507

Source: own calculations

Detection of symptoms of classic assumptions that lies in the normality test can use the Kolmogorov Smirnov Test. Multivariate data normality testing is carried out on the residual value. Data that are normally distributed are shown with significance values above 0.05 (Ghozali, 2011).

The sample results in Table 2 indicate the data are normally distributed, as evidenced by a significance value greater than 0.05 (p> 0.05). The results of the normality test indicate with data that are normally distributed, so the use of the sample meets the requirements for further research. Thus, the independent variable can be used to predict the existence of tourist visits.

Table 3. Partial test summary

Variables	Coefficients	t	Sig.	Multicollinearity	
				Tolerance	VIF
Constant		1.354	.179		
Tourist Income	.236	2.735	.007	.840	1.190
Travel Cost	-.652	-1.348	.181	.718	6.797
The Cost of Travel to Other Attractions	.290	.684	.496	.135	8.267
Travel Time	-.072	-.332	.740	.136	7.331
Facilities	.179	2.134	.035	.904	1.106

Source: own calculations

Regression analysis or OLS is one of the most popular methods used in statistical inference. This fact is caused because through regression analysis, one can analyze the relationship between response variables and predictor variables. Such a pattern is a relation and is explained by a regression function or regression curve. If a regression curve is not determined, then using a nonparametric regression approach is highly recommended (Hardle, 1994; Husni et al., 2018). For this reason, the t test is used to prove the hypothesis and find out whether the independent variable partially has a significant (real) effect on the dependent variable.

Table 3 presents the acquisition of the probability value of each independent variable. There is a significant influence of tourist revenue and facilities on the existence of tourist visits, so it can be said that hypotheses 1 and 5 proposed can be accepted. This is indicated by the acquisition of the significance of the two variables that meet the criteria (p <0.05). Meanwhile, the three variables (travel costs, travel costs to other objects, and length of trip) have insignificant impact on the existence of tourist visits. It can be said that, because the probability magnitude of the variable is actually above the conditions of the provisions (p> 0.05). Therefore, hypotheses 2,

3, and 4 proposed previously have been rejected.

The detection of multicollinearity symptoms aims to detect a regression model found a correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value among fellow independent variables is zero (Ghozali, 2011). To find out whether there is multicollinearity from the OLS model, it can be seen from the value of tolerance and variance inflation factor (VIF) referring to each variable.

This OLS model is declared free from multicollinearity disturbance, because it has a Tolerance value above 0.1 and a VIF value under the condition that is 10. The SPSS output of the tolerance value is more than 0.10 meaning all the variables to be included in the calculation of the regression model must have tolerance above provisions. If it turns out to be lower than 0.10, it can be said to occur multicollinearity. On one hand, on the VIF scale, all variables are also found to be less than 10. Because if not or more than 10, then it has a multicollinearity problem (a large correlation between independent variables) with other variables (Ghozali, 2011).

DISCUSSION

The estimation results explain that the regression model is good to be used to predict the dependent variable. As an illustration, the existence of tourist visits can be explained by independent variables (income, travel costs, travel costs to other attractions, length of trip, and facilities) with a correlation level of 63.4%.

Income is a very dominant influence on tourist decisions to visit tourist attractions. The power to make purchases on the demand curve is determined by the level of life and intensity of the trip. The greater the income of a tourist that can be spent, the more likely that person will travel according to his wishes. This makes a significant relationship in the relationship of income with the existence of tourist visits because changes in the amount of income will cause changes in the frequency of trips.

The results of our calculations, it seems that travel costs do not affect the existence of tourist visits, even negative. This phenomenon can occur due to the tastes or preferences of consumers for a tourist attraction is very high. In addition, there is a strong desire to make a visit, so they will continue to visit these attractions and not care about the cost of the trip.

Through the third estimate, there is no significant influence between the cost of travel to other attractions to the existence of tourist visits, although positive. As a connecting factor in the existence of tourist visits due to direct competition from other attractions in terms of competitive travel costs. In the tourism sector, substitute goods and complementary goods in the form of other tourism objects are able to replace or complement beach tourism objects. The emergence of other items can occur because there are differences in the facilities offered or travel costs that must be incurred by them to visit. From this study, there is no influence between the cost of travel to other places with the frequency of visits to Pantai Mutiara Indah, Sambera Beach, Pelangi Beach, and Lopi Beach). Some tourists consider that other attractions around Muara Badak Sub-district are still less attractive compared to the beach.

In other calculations, there is no significant effect between the length of the trip on the existence of tourist visits, even negative. This is caused by tourists if they want to visit a beach attraction in Muara Badak Subdistrict, they will refuse to take the time and cancel traveling distance to reach it. Considering that the majority of respondents are domestic tourists, especially from the provinces of East Kalimantan and Indonesia, the distance from the capital city (Samarinda) to

the destination also takes around 125 km and can take up to 3.5–4 hours.

The fifth estimate explains that there is a positive influence between the facilities and the existence of tourist visits. The magnitude of the regression coefficient of the facility is 0.200 and this shows also positive results because with the increase in facilities and other variables remained (constant), the existence of tourist visits will increase. Beach attractions in Muara Badak District will not be as popular as they are today if they are not supported by supporting facilities. The existence of the facility can increase the banging power and frequency of visits at certain times. The facilities desired by tourists are plural and can be used by other public things because this is an important part that must be managed by the host.

This empirical finding is supported by some very relevant previous studies. The satisfaction factor for facilities and availability on the beach has a dominant force when tourists try to understand satisfaction as a whole. Utilizing what has been researched, operational management objectives can certainly manage the overall visitor well for the level of satisfaction. As is well known, negative impacts such as over-tourism can allow them to visit again (Dodds & Holmes, 2019).

As an additional comparison, tourism development can have a domino effect on the environment. Most of the paradigm in tourism and its influence on local places are still focused on social impacts (Baldwin, 2007). Please note carefully, from the social construction on the beach as a place of tourism, it has been explored well (especially Indonesia). The relationship between the coastal environment of a coastal area and the management of tourism development is still complex and very problematic (Corbin, 1994; Lencek & Bosker, 1998; Shields, 1990).

As a reference material, tourists are currently able to use information from internal sources (experience) and external sources (advertisements, brochures, and other people's stories) to reduce uncertainty before traveling. This is intended to shape their expectations about the experience of traveling in the future. The development of the coastal area will certainly bring a positive impact (not only from tourist activities), but also can empower the surrounding community. Their participation is needed to preserve and manage supervision from external threats (Abdurahman et al., 2015; Ahmad et al., 2014; Fajriansyah & Darma, 2017).

CONCLUSIONS

Some conclusions from this study state that the variable income of tourists and facilities is very influential on the existence of tourist visits, while the variable costs of travel, the cost of travel to other attractions, and the length of the trip have no real impact.

Beach tourism is part of the first and most basic form of modern tourism in industrial tourism activities. The tourism sector in a beach resort is often considered a result of the attraction of visitors, but the relationship is one where tourism and holidays are an inherent part of forming their desires. As a resort-based destination, beach tourism objects are almost identical to those who design or create modern tourism. The phenomenon is a pleasant space that was initially less requested until it became famous. Until the 19th century until now, domestic and international tourists of various types, making the beach tourism market the most successful tourism. The coastal tourism sector has so far been facilitated by a modernization of people's lifestyles (Picken, 2018).

The management, especially entrepreneurs, should pay more attention to the improvement and improvement of facilities from Mutiara Indah Beach, Sambera Beach, Pelangi Beach, and Lopi Beach. The facilities in question include, among others, worship spaces, restaurants,

playgrounds, entertainment, toilets, and more supporting facilities and guarantee cleanliness. The tourists are certainly very attentive to the details of the facilities provided
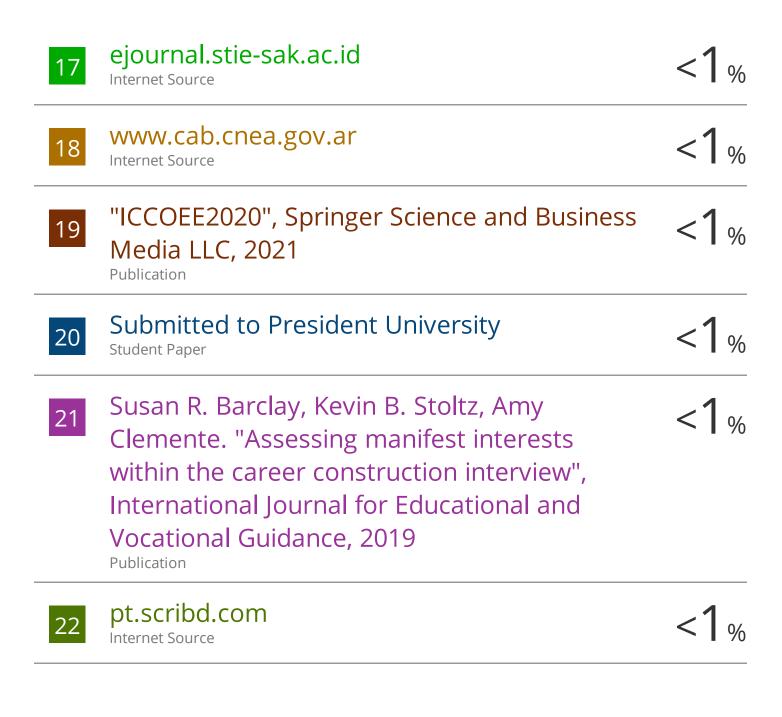
The local government can also design a program that is attractive for investors to build this tourist attraction. Also with the existence of several events, it can attract the interest of tourists by adding entertainment facilities. The role of promotion is the main foundation of the marketing field because it involves a broad introduction.

In this study, there are some limitations such as many respondents who are apathetic to complete the questionnaire completely, thus draining the observation time and research staff. Supporting data, especially secondary data provided by government agencies is incomplete and not cooperative.

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GENERAL COMMENTS

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