The Effect of Visitors' Income and Costs on The Number of Visitors in Southern Karawang Tourist Areas

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Article Info	ABSTRACT
	This research aims to find out, analyze and explain income, costs and tourist visits in the South Karawang tourist area. This research was carried out using descriptive and verification methods with path analysis. The sample size for this research was 100 respondents. Based on the results of descriptive tests, it is agreed that income and costs influence tourist visits. The results of the verification test show that there is a fairly strong relationship or correlation between income and costs. The income variable has no influence on tourist visits. There is a partial effect of costs on tourist visits which is positive and significant. And there is a simultaneous influence of income and costs on tourist visits in the South Karawang tourist area of 64.5% while the remaining 35.5% is influenced by other variables not examined in this research.

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1. INTRODUCTION

Precipitation for the development of post-fledged Indonesian tourism has gradually improved. It's shown through the number of international tourists visiting, when compared with 2021, the number of visitors is 1.6 million., In 2022, in the first semester, it was 1.2 million. This is the highest data since the covid-19. A lot of strategy done by the government to bring up the tourism market again, one of the things to do is to give you the clearance certification., health, safety (chs), This chs is a certification process for tourism businesses, tourism destination, and other tourism products to provide tourists with guarantees of cleanliness, health, And safety. There are as many as 6,000 units of business at 34 provinces in Indonesia. This has earned that certification., And the continuation of the chs is chse, health, safety & amp; environment sustainability) (unair.ac.id, 2022).

West Java province has a high record number of tourist visits that in 2017 a total of 64 million. In 2019, there was an increase of 68 million. In 2020, the Covid-19 pandemic period, the number of tourists in West Java was only 38 million, with the number of foreign tourists 1.9 million. The current

pandemic number of tourists is 47 million in 2021. While foreign tourists are only 220,000 people, but this number is better than the year in the covid pandemic period in 2020.Here is a graph of fluctuations in the number of domestic and foreign tourists in West Java. by Detik.com by 2022.

Karawang is one of the cities in the western Java province that bordered with the city of bekasi, and gods, not far from the city of Jakarta. Such a strategic location makes the city's caravages passed through when it's going to go to other cities. Our karawang has an area of about 1.737.30 km, based on data on the web of the simonaramah (regional cooperation monitoring and evaluation information systems) the total of Karawang land developed for a factory or ordinary area of the so-called industrial area of 13.718 Ha or7.85%.
(simonaramah.karawangkab.go.id,by 2023)

In addition to the land industry area in the carawang district, there is a tourist area both in the coastal area and in the mountains, mountain area. The development of tourism in the forest region is one of the efforts of regional management to achieve optimal utilization and sustainability of its natural resources and ecosystems. The success of the development of tourism in forest areas, As is the case in other tourism areas., rely heavily on 4 (four) components of the tourism system, an attraction, accessibility, aminute, ancillary.Ihk's rule number p.13 / menlhk / setjen / kum.1 / 5 / 2020 regarding building utilities and infrastructure in forest areas was published for the development of natural means and infrastructure in forest areas to meet the optimum and sustainability of forest management missions with tourism missions, So it can have a positive ecological impact., social-cultural, And economics for both the region and the community. (pussy.menlhk.go.id, 2022)

Karawang is the place where tourism is located in both the south and the west. For the south of the tourist spot, many are found in Tegalwaru depravity presented in the following picture.
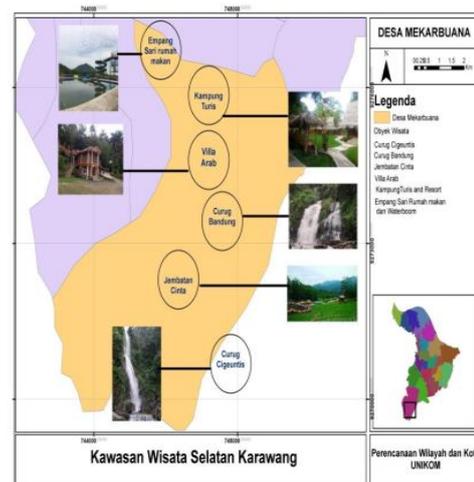

Figure 1.2
Tourist object in the South Karawang tourist area
Source: Y. Hermawan, 2017

Some of the results of previous studies of amenity by Levinanda (2015) that studies show that of the eight independent variables in regression equations, there are four variables that have a significant effect on the demand for visits to age., distance, a long visit and number of groups. While travel expenses variables, income, education and travel time have no significant effect on visitation requests.

Earlier research conducted by Deva Millian Satria Yuwana (2010) titled an analysis of tourist region of Dataran Tinggi Dieng Banjarnegara. In this research, it is used a double linear regression analysis tool. Research results show that of the five independent variables in the regression equation, two of them are not significant: age variables and distance variables. While the variable cost of tourist Dataran Tinggi Dieng object, the cost of travel to other tourist (Baturaden) and the average monthly income have a significant impact

Previous research conducted by bramantyo Wicaksono (2014) with the title of travel cost influence (travel cost), travel costs to other tourist objects, age, Monthly income, and the distance to the visitors request for tourist objects of Pantai Widuri Pemalang. In

this research using the tool of double linear regression analysis. The results of this research show four variables having a significant influence on the number of tourism demand to Pantai Widuri, The cost of traveling to other tourist objects (Pantai Blendung), Monthly income, age, and distance. Whereas the variable cost of travel to the widuri beach has no effect on the number of tourism demand to the Pantai Widuri.

In addition to that research from M. Akrom K (2014) previous research conducted by Muhammad Akrom Khasani (2014) with analysis of factors affecting tourist visits on Pantai Cahaya, Weleri, Kendal district. In this research using multiple liner regression analysis tools. The results of this research show that income and facilities have a positive effect on the number of Pantai Cahaya tourists visiting, while travel expenses, traveling costs to other tourist attractions and long trips have no effect on the number of Pantai Cahaya tourists visiting.

2. LITERATURE REVIEW

Income is the total amount of cash received within a certain period of time (usually one year), individual or household income consists of income from wages, rent, interest, and dividends, as well as transfer payments such as social and unemployment benefits (Abubakar and Pantawis 2020).

Based on this explanation, income is the gross profit generated by individuals from companies, businesses, salaries and various investments which can be seen from the increase or decrease in assets. Income also influences the sustainability of the business/company to finance all expenses made.

The vertical axis measures the value of consumption and the horizontal axis measures the increase in idle time, from left to right, or the increase in paid working time, from right to left. The OC point shows the maximum consumption which is the result of the maximum possible expenditure of time on paid work. A person who is not working has a combination of consumption and idle time B

and OC* is the consumption value achieved by the individual when unemployed. The position between C and B shows a middle-of-the-road combination. The CBU line is known as the budget line. The slope of this line indicates the wage level. Individuals receive satisfaction from consuming goods and idle time.

The basic concept of the travel cost method is the time and travel costs that must be paid by visitors to visit the tourist attraction, which is the cost of access to the tourist attraction (Garrod and Willis, 1999 in Salma and Susilowati, 2004). That is what is called willingness to pay (WTP) which is measured based on the difference in travel costs.

3. METHODS

This research uses quantitative using the descriptive method used to describe a condition or value of one or more variables of Sugiyono (2017: 19) and verification methods to test the hypotheses that have been designed Sugiyono (2017: 20).

The population of the research is visitors tour karawang year south 27.693 2017-2021 as much as. To determine the total sample uses the technique solvin obtained the total sample 100 respondents.

Data source used in this research is a primary data source and a secondary data source. To get the required primary data, so researchers used data collecting techniques using questionnaires through Google form on a scale likert done on tourist visitors in southern Karawang, While the techniques that researchers use in secondary data collection are by doing a research of literature with books and journals.

Data analysis used in test hypotheses put forward, because collected data analysis used to determine the influence of the independent variable income and a charge against varibel dependent tourist visits. Data analysis in this research using analysis the (Path Analysis)

4. RESULTS AND DISCUSSION

4.1 Characteristics of respondents

Characteristics of respondents based on gender is known that visitors of tourist areas in the southern karavan majority are women with the age range of 21-25 years the type of employment dominated by students/university students with the amount of income < 2.000.000 Rupiah.

4.2 Validity tests and reliability

In research instrument tests are performed with validity tests and reliability tests.Validity test used to know the data that has passed validity tests can be trusted..Data obtained from research is data with valid criteria (sugiyano, 2017). Testing is done by two-sided testing with significance 5 % so it gets r value of table 0,196. Based on validity results related to 17 items questionnaire income variables, cost, and tour visits have a larger count than r tables indicating that the 17 items of the questioner are valid.

Reliability test according to sugiyono (2017: 121) explains that the results of the research that indicates reliable results in measuring the measuring instrument whether it can be trusted with reliability testing techniques using the cronbach alpha value. When cronbach alpha > 0.600 indicates reliably used measuring instruments. Obtained the value of the cronbach alpha variable income 0.674, cost of 0.854, and tourist visits 0.846.Then all the research variables are declared reliable.

4.3 Normality test

Normality test uses spss for windows with collmogorov-smirnov formula at 5 %. Data spreads are said to be normal if the significance of the colmogorov-smirnov test exceeds 0.05 (Sig. > 0,05).

Table 1. Normality test

		Unstandardized Predicted Value
N		100
Normal Parameters[a,b]	,0000000	45,8193721
	3,58774359	8,39317726
	,105	,092
	,102	,092

Most Extreme Differences	-,105	-,081
Test Statistic		,105
Asymp. Sig. (2-tailed)		,008[c]

4.4 Decryptive Analysis

1) Revenue variable on tourist areas visitors in the southern caravan area measured by referring to income indicators according to hantono and Namira Ufrida, (2018:17) Based on the results of the achievement, income based on sources, and income based on the type of enterprise referring to the result of agreeing that the salary income is sufficient for vacation, tourist visits are performed on a routine basis of receiving wages, isitors pay for holidays, and revenue from the company that gives a holiday bonus when it reaches the target.This means tourist visitors in the southern karawang agree that the earning income determines tourist visits in the southern Karawang area.

2) Independent variables of tourist areas in southern Karawang areas measured by referring to cost indicators according to Salma and Susilowa, 2004, which is based on the Approach of Travel Zones and Individual Travel Costs, shows that the results agree that transportation costs are affordable, Access tickets are affordable, The cost of consumption is not too expensive, and the cost of an affordable, affordable souvenir purchase. It means visitors in the south Karawang agree that the cost of spending determines a trip in the southern Karawang.

3) The variable of tourist visits on tourist area visitors in the southern Karawang region measured by referring to the tourist visits indicator according Surya Sandi (2015) which is based on the number of visitors to the southern region tourist area shows agreeing results that tourist

visits are influenced high low income, tourist visits are affected by the high low cost of travel, tourist visits are influenced by the length of the trip, tourist visits are influenced by tourist object facilities, tourist visit enjoy traveling to the southern Karawang tourist area, The distance is not far away, Easy access, and available SPBU as well as rest area towards the location of southern tourist area Karawang. Meaning tourist visits in the southern Karawang region are influenced by the income obtained and expenses spent towards the tourist location.

4.5 Verification Analysis

5.4.1 Correlation between Financial Literacy and Investment Knowledge

Table 2. Correlation of Income and Costs

Correlations		Income	Cost
Income	Pearson Correlation	1	,545**
	Sig. (2-tailed)		,000
	N	100	100
cost	Pearson Correlation	,545**	1
	Sig. (2-tailed)	,000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed)
Source: Data Processing Results, 2023

Based on table 2 above, it shows that the significance value for the correlation between income and costs is that it is known that there is a relationship or correlation of 0.545, which indicates that there is a fairly strong relationship.

5.4.2 Path Coefficient of Partial Influence of Income (X1) and Costs (X2) on Tourist Visits (Y)

Table 3. Partial Test of Income and Costs on Tourist Visits

Coefficientsᵃ		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10,244	1,657		6,181	,000
	Pendapatan	-,011	,146	-,006	-,077	,939
	Biaya	1,456	,130	,807	11,195	,000

a. Dependent Variable: Tourist Visits
Source: Data Processing Results, 2023

Based on table 3 above, it is known that the path coefficient for the partial influence of the Income variable (X1) on Tourist Visits (Y) in South Karawang tourism is -.006. So, we get the equation Y = -.006X1.

Based on table 3 above, it is known that the path coefficient for the partial influence of the Cost variable (X2¬) on Tourist Visits (Y) in South Karawang tourism is 0.807. So, we get the equation Y = 0.807X2.

5.4.3 Path Coefficient of Simultaneous Influence of Income (X1) and Costs (X2) on Tourist Visits (Y)

Table 4. Simultaneous Effect of Revenue and Cost on Tourist Visit

Model Summaryᵇ				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,804ᵃ	,646	,639	3,235774

a. Predictors: (Constant), Cost, Income
b. Dependent Variable: Tourist visits
Source: SPSS Data of Processing Results, 2023

Based on table 4 above, it is known that the R Square analysis results are 0.646. These results show that the income and cost variables simultaneously influence tourist visits by 64.6%. There is a remaining 35.4% influenced by other variables not investigated.
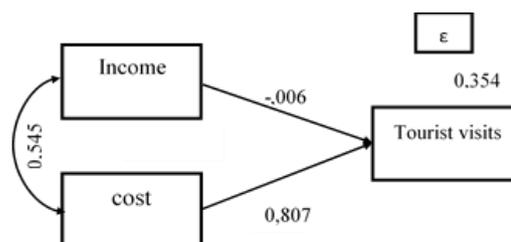
Figure 2. Path Analysis Model
Source: Data Processing Results, 2023

Based on Figure 2 above, the path coefficient for the cost variable is 0.807, which is higher than the Income variable -.006, meaning that Cost (X2) has more influence on Tourist Visits (Y) than Income (X1).

4.6 Hypothesis test

4.6.1 Correlation between Income and Costs

Based on the t test, the calculated t value was 7.674. Hypothesis testing by comparing with the t table value with a significance level of 5% obtained db=n-2. So, the t table value is 1.983. The significance value obtained is 0.000 <0.05. Thus, it can be seen that the t value (7.674) > t table (1.983) so it can be concluded that H1 is accepted, meaning there is a correlation between income and costs for visitors to the South Karawang tourist area.

4.6.2 The Partial Effect of Income and Costs on Tourist Visits

Hypothesis testing of the partial influence between income and costs on tourist visits using a significance level of 5%.

Table 5
Simultaneous Partial Test of Income and Costs on Tourist Visits

Structural	Sig.	α	t_{hitung}	t_{tabel}	Conclusions
$\rho y x_1$	0,939	0,05	-0,77	1,983	H_0 accepted
$\rho y x_2$	0,000	0,05	11,195	1,983	H_1 accepted

Based on table 5 above, it is known that the variable Income value of t < t table means that there is no influence between Income and Tourist Visits. In the Cost variable, it is known that it has a positive influence on tourist visits. And it has a significant effect because the results show that the sig. < of α (0.05).

4.6.3 The simultaneous Effect of Income and Costs on Tourist Visits

Hypothesis testing of the simultaneous influence of income and costs on tourist visits using a significance level of 5%.

Table 6. Simultaneous Hypothesis Test of Income and Costs on Tourist Visits

Structural	Sig.	α	Fhitung	Ftabel	Conclusions
$\rho y x_1 x_2$	0,000	0,05	88,474	3,09	H_1 accepted

Based on table 6 above, it is known that the calculated F value > F table means it is known that there is a positive influence of income and costs simultaneously on tourist visits. And it has a significant effect because the results show that the sig. < of α (0.05).

5. CONCLUSION

Based on the results of research and discussion regarding the influence of income and costs on tourist visits in the South Karawang tourist area, it can be concluded based on descriptive analysis that the income earned determines tourist visits in the South Karawang area, the costs incurred determine tourist visits in the South Karawang area, and tourist visits in the South Karawang area. The South Karawang area is influenced by the income earned and costs incurred towards tourist locations.

The results of research using verification analysis show that there is a fairly strong and significant relationship or correlation between Income and Costs on Tourist Visits in the South Karawang tourist area, there is no influence of Income on Tourist Visits, and there is a partial influence on Tourist Visits which is positive and significant in tourist visitors in the South Karawang tourist area. And there is a simultaneous influence between Income and Costs on Tourist Visits which is positive and significant for tourist visitors in the South Karawang tourist area

Based on the conclusions above, researchers can provide several suggestions for income variables that do not influence tourist visits. For further research, it is hoped that they can use other variables that can influence tourist visits, such as distance, age,

facilities and others. It is also hoped that future research can add or replace the analytical methods used so that we can see whether the results obtained are still consistent or different.

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