

Analysis of the Influence of Tourist Visits and Hotel Occupancy Rate on Labor Absorption in West Nusa Tenggara Province

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ABSTRACT

This research seeks to evaluate "The influence of tourist visits and hotel occupancy rates on labor absorption in West Nusa Tenggara Province". The study employed a quantitative research design using a descriptive methodology. Time series data are the kind of data used in this investigation. The Multiple Linear Regression analysis technique was applied to the data using the SPSS program. The study's findings demonstrate that, despite their substantial association, the independent variables of hotel occupancy rate (X2) and tourist visits (X1) do not significantly affect the dependent variable, labor absorption (Y). The results of the partial test show that Tourist Visits and Hotel Occupancy Rate have no significant effect on Labor Absorption in the hospitality sector. The results of multiple regression testing of the data in this study recommend the regression equation: $Y = 2700.556 + 0.002 X1 + 0.001 X2$. The constant value is 2700.556, the coefficient X1 is 0.002 and the hotel occupancy rate is 0.001.

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1. INTRODUCTION

Around the world, the tourism sector is acknowledged as one of the major economic drivers, stimulating job creation in addition to economic growth. In keeping with the global population's rising mobility and desire for leisure and cultural exploration, the tourism sector's contribution to labor absorption has grown in importance (Hasibuan, 2019).

The West Nusa Tenggara Province has seen an increase in the number of tourists visiting each year. The pandemic caused a drop in tourism in 2020, with 3,706,352 tourists falling to 400,595 visitors. The increase in tourism to West Nusa Tenggara Province may have an effect on other industries, particularly the hiring of workers

who can quicken the growth of the tourism industry, which in turn will quicken the process of economic expansion.

Hotel Occupancy Rate in West Nusa Tenggara Province in 2018-2022 can be seen in table 1.2. The highest hotel occupancy rate of 1,490,367 occurred in 2019. Meanwhile, the lowest hotel occupancy rate was 238,691 units in 2020. The high occupancy rate of the hotel will affect the income received by the hotel. This is expected to have a positive impact on the economy of NTB Province.

Although there is an increase in hotel occupancy and tourist visits, there is not much data that discusses how this specifically affects the absorption of labor in NTB. Aware of this gap, it is important to analyze the

relationship between the two variables in the context of labor absorption. Thus, the purpose of this study is to close the knowledge gap by examining the following: How do tourist visits impact labor absorption in NTB? What connection exists in the tourist industry between labor absorption and hotel occupancy rate?

2. LITERATURE REVIEW

2.1 Theory Classic Adam Smith

Mulyadi (2003) states that the traditional idea holds that the primary element influencing a country's wealth is its population. The reason is because without human resources capable of digesting nature (dirt) in a way that makes it helpful for life, it is useless. In this instance, Adam Smith's classical theory (1729–1790) recognized that economic progress was initiated by the efficient distribution of human resources. Physical capital formation is only required to maintain economic growth after it has begun. Put another way, efficient use of human resources is a prerequisite for economic expansion.

2.2 Teori Malthus

Thomas Robert Malthus (1766–1834) is regarded as one of the classical thinkers who had the greatest influence on the advancement of economic theory, following Adam Smith. The Principles of Population by Malthus is the work that is most well-known. Mulyadi (2003) claims that while Malthus is a disciple of Adam Smith, it is clear from the book that not all of Smith's ideas are shared by Malthus. From one perspective, Smith believes that specialization and the division of labor will always benefit human welfare. Malthus, on the other hand, had a negative outlook for humankind's future. The quantity of land continues to be one of the primary production variables. In many respects, less land is available for agriculture since some of it is taken up by highways, industries, and other structures in addition to dwellings. Malthus asserted that in order to fulfill human requirements, agricultural productivity could not have kept up with the rapid evolution of

humankind. Malthus thought that population growth had to be restricted since he did not think technology could advance more quickly than humankind. Malthus refers to this limitation as a moral constraint.

2.3 Theory Keynes

The power of market processes in an economy, according to the classicists, would inevitably lead to equilibrium. All available resources, including labor, will be fully utilized (full-employed) in a balanced situation. Therefore, there is no unemployment under a system that relies on market forces. People are more likely to work for less money if they are unemployed than if they make no money at all. Their willingness to labor for less money will make employers want to recruit them more.

Jhon Maynard Keynes (1883–1946) criticized the classical system, arguing that there is no built-in mechanism for automatic adjustment that would ensure equilibrium of the economy at the level of full labor usage. This traditional vision of the labor market is not how it actually operates in reality. Anywhere there is a labor union among the workforce, that organization will attempt to defend the interests of its members against the erosion of wages. It's possible that the community's income level will drop even if wages are cut. Some community members' declining incomes will result in a reduction in people's purchasing power, which will then lead to a loss in general consumption. The reduction in people's purchasing power will encourage prices to fall.

The marginal value curve of labor productivity, which companies use as a guide for hiring workers, will decline as prices decline. Only a minor reduction in prices will cause the productivity value curve to budge. Still, there are fewer workers who have increased than there are available positions. Even worse, a sharp decline in prices also causes a sharp decline in the labor force's marginal productivity value curve, which narrows the gap between the number of workers who can find accommodation and the unemployment rate (Mulyadi, 2003).

2.4 *Tewari Harrod-Damar*

The growth hypothesis is another name for the Harrod-Domar theory. This idea, as presented by Mulyadi (2003), holds that investment boosts both production capacity and demand. Although physical capital plays a significant part in the development model, production capacity can only rise in tandem with the expansion of other resources, such as physical capital. Furthermore, as long as physical capital rises, a big population does not lower per capita income under the growth model. The Solow model, which employed a Cobb-Douglas production function, also suggested the same concept. It is expected that the work force will expand geometrically and that full employment will always be attained. Workers, however, are now explicitly included in this model as one of the components of production rather than merely being a divisor (to acquire workers' output). It is also evident in this paradigm that labor and physical capital are substituted.

HYPOTHESIS FORMULATION

Based on the description of the background and formulation of the problem presented, it can be formulated that the hypothesis is as follows:

- 1) It is suspected that tourist visits, hotel occupancy rates have a persalical effect on labor absorption in West Nusa Tenggara Province (NTB)
- 2) It is suspected that tourist visits, hotel occupancy rates have a simultaneous effect on labor absorption in West Nusa Tenggara Province (NTB)
- 3) It is suspected that tourist visits, hotel occupancy rates have no effect either purely or simultaneously on the absorption of labor in West Nusa Tenggara Province.

3. METHODS

This study employed quantitative research using a descriptive technique, in line with the goals and nature of the topic at hand.

The province of West Nusa Tenggara hosted this study. West Nusa Tenggara Province is one of the Indonesian provinces

where tourism is growing the fastest, which is why this place was selected.

The present study employed a literature review as its method of data collection, which entails gathering precise information on research topics and problems from a variety of sources, including documents, scientific books, journals, prior research, and relevant agencies like the Central Statistics Agency (BPS).

Time series data covering the years 2011–2022 were used in this investigation. The Central Statistics Agency (BPS), the Tourism Office, and other relevant agencies that are connected to the research issue are some examples of linked agencies from whom secondary data is gathered. This type of data is employed in this study.

Identification and Classification of Variables

Based on the problems that have been raised, the variables used by the researcher can be identified as follows:

- 1) Tourist visits (X1)
- 2) Hotel occupancy level (X2)
- 3) Labor Absorber (Y)

Based on the identification of the variables above, the following variables can be classified:

- 1) Dependent Variable

Dependent variables or commonly called dependent variables are problems that will be solved by the researcher or are the goal of the research. Research topics generally emphasize the placement of variables as dependent variables, because dependent variables are phenomena that will be investigated. This variable is also referred to as an endogenous/cosequent variable, which is influenced or becomes a result of the existence of an independent variable. In this study, the bound variable is Labor Absorption in the hospitality sector in West Nusa Tenggara Province 2011-2022.

- 2) Independent Variable

Independent variables or independent variables are variables that affect dependent variables, both negative and positive influences. The independent variable will explain how the problem in the study is

solved. This variable is also called the predictor/exogenous variable where the variable that affects or becomes the cause of change and the occurrence of the bound variable (endogenous). The study's independent variables include the number of tourists and hotel occupancy rates in the province of West Nusa Tenggara from 2011 to 2022.

The variables under investigation have the following operational description:

1) Tourist Visits (x1)

The quantity of both local and foreign visitors that visit a place is a good indicator of its level of tourism. The number of visitors is reported in terms of persons between 2011 and 2022.

2) Hotel Occupancy Level (X2)

The high number of sold or occupied star and non-star hotel rooms in West Nusa Tenggara Province is indicative of the hotel occupancy rate. Units are used to represent the number of hotel occupancy rates for the years 2011–2022.

3) Labor Absorption (Y)

Labor is the amount of labor absorbed in the West Nusa Tenggara Province's hospitality industry, expressed in personnel between 2011 and 2022.

4. RESULTS AND DISCUSSION

An analytical method for figuring out how much of impact independent factors have on dependent variables is multiple linear regression analysis. In this study, the impact of hotel occupancy rates and tourist visits on labor absorption in West Nusa Tenggara Province was examined using multiple linear regression analysis.

Given the incomplete data conditions that required compilation from multiple sources, it was decided to use two data series; namely 12-year data (2011-2022) and 5-year data (2015-2019). The final 5-year series was decided with the consideration that during that period there were no significant data fluctuations with a slight decrease in tourist visits in 2018. The 12-year data series includes data on a drastic reduction in tourists due to the Covid outbreak in 2020 that continued in 2021, so it is possible that the data at that time did not represent the actual state of tourism activities. The following is a complete analysis of the results of multiple regression tests on the two data series.

4.1 Results of Multiple Regression Analysis on 12-Year Data (2011-2022)

A summary of the results of multiple regression analysis using SPSS software is shown in Figure 1.

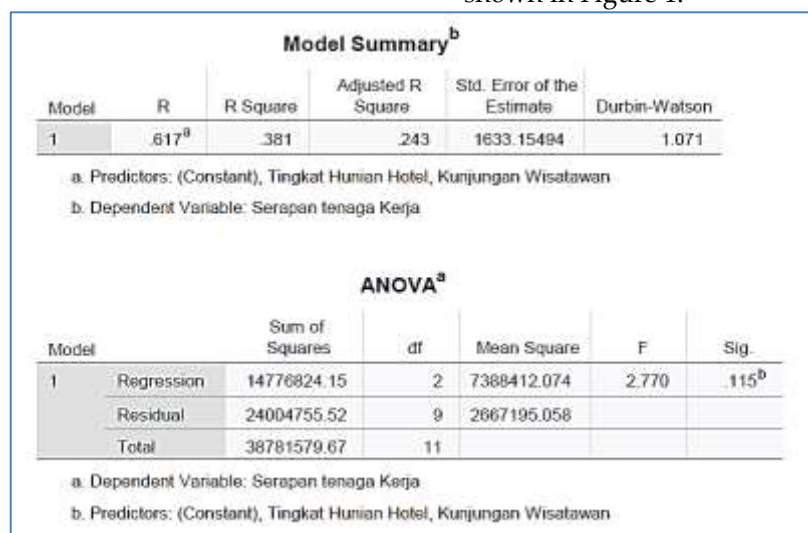


Figure 1

It is known that the correlation coefficient (R) is 0.617, indicating a modest degree of correlation, based on the statistics

displayed in Figure 1. In the meanwhile, the multiple regression test results yielded a determination coefficient (also known as R2

or R-Square) of 0.381, or 38.1% if expressed percentage wise. This figure indicates that only 38.1% of West Nusa Tenggara Province's Hospitality Sector Labor Absorption (Y) is affected by the variables of Hotel Occupancy Rate (X2) and Tourist Visits (X1). While the remaining 61.9% were influenced by other variables that were not studied in this analysis. Furthermore, it can also be seen in

Figure 4.5 that the Significance Value (Sig) of the ANOVA output is 0.115. Considering that the Sig value is greater than 0.05, it can be concluded that the influence of variables X1 and X2 simultaneously is not significant on variable Y. Other analysis results that are also important to discuss are the figures shown in Figure 2.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6546.633	1722.745		3.800	.004
	Kunjungan Wisatawan	-.002	.001	-.086	-2.238	.052
	Tingkat Hunian Hotel	.010	.005	.084	2.233	.052

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kunjungan Wisatawan	.354	2.825
	Tingkat Hunian Hotel	.354	2.825

a. Dependent Variable: Serapan tenaga Kerja

Figure 2

As can be clearly seen in Figure 2, the constant value is 6546.633 and the coefficient of X1 is -0.002 and the hotel occupancy rate is 0.010. The multiple is based on the multiple linear regression analysis's findings: $Y = 6546.633 - 0.002 X1 + 0.010 X2$. This equation can be explained as follows:

- a) The value of the constant (a) is 6546.633, meaning that if the variables of Tourist Visits (X1) and Hotel Occupancy Rate are considered constant (do not change), then the absorption of labor is 6546.633 people.
- b) The value of the regression coefficient in the variable X1 = -0.002, states that every additional Tourist Visit of 100 people will decrease the Labor Absorption by 2 people.
- c) The regression coefficient value in the variable X2 = 0.010, states that every addition of the Hotel Occupancy Level of 100 rooms will increase the Absorption of Labor in the hospitality sector by 1 person.

Another result that can be read in the regression analysis output in Figure 4.7 is the Significancy value per independent variable,

where the Sig value for variable X1 is 0.052 and variable X2 is 0.052 as well. These two values are greater than 0.05, which indicates that the influence of the two variables individually or partially on the Y variable, is insignificant.

One thing that is less acceptable from the analysis of this 12-year data series is that the value of the regression coefficient in the X1 variable is -0.002, which means that every additional Tourist Visit by one unit will reduce the Labor Absorption in the hospitality sector by 0.002 people. In fact, every increase in tourist visits will definitely open new jobs. For this reason, it is necessary to re-analyze based on a more accurate data series. So that the data series was changed to 5-year.

4.2 Results of Multiple Regression Analysis on 5-Year Data (2015-2019)

A summary of the results of multiple regression analysis using SPSS software is shown in Figure 3. The correlation coefficient (R) value of 0.754, which suggests that the intermediate correlation likely to be high, is known based on the figures displayed in Figure 4.8. In the meanwhile, the multiple regression test results yielded a determination coefficient (also known as R2 or R-Square) of

0.569, or 56.9% if expressed percentage wise. This statistic indicates that the factors of tourist visits (X1) and hotel occupancy rate (X2) mutually impact 56.9% of labor absorption in the hospitality industry (Y) in West Nusa Tenggara Province. Other factors not covered in this research had an impact on

the remaining 43.1%. Furthermore, it can also be seen in Figure 4 that the Significance Value (Sig) of the ANOVA output is 0.431. Considering that the Sig value is greater than 0.05, it can be concluded that the simultaneous influence of variables X1 and X2 is not significant on the variable Y.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.754 ^a	.569	.137	1607.16592	2.709

a. Predictors: (Constant), Tingkat Hunian Hotel, Kunjungan Wisatawan
b. Dependent Variable: Serapan tenaga Kerja

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6806249.420	2	3403124.710	1.318	.431 ^b
	Residual	5165964.580	2	2582982.290		
	Total	11972214.00	4			

a. Dependent Variable: Serapan tenaga Kerja
b. Predictors: (Constant), Tingkat Hunian Hotel, Kunjungan Wisatawan

Figure 3

The value of the Coefficient and (R2) in figure 3 means that the contribution or sumpasing of the variable of Tourist Visits with Hotel Occupancy Rate to Labor Absorption is 57% while the remaining 43% is

influenced by other variables that are not included in other models.

Another result of the multiple regression test on the 5-year series data related to the regression equation coefficient is shown in Figure 4.8.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2700.556	5265.651		.659
	Kunjungan Wisatawan	.002	.002	.702	.465
	Tingkat Hunian Hotel	.001	.012	.064	.943

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	Kunjungan Wisatawan	.351
	Tingkat Hunian Hotel	.351

a. Dependent Variable: Serapan tenaga Kerja

Figure 4

As can be clearly seen in Figure 4, the constant value is 2700.556, the coefficient X1 is 0.002 and the hotel occupancy rate is 0.001. Multiple linear regression analysis yielded the following findings for the multiple: Y =

2700.556 + 0.002 X1 + 0.001 X2. The following explanation applies to this equation:

- a) The value of the constant (a) is 2700.556, meaning that if the variables of Tourist Visits (X1) and Hotel Occupancy Rate (X2) are considered

constant (not changing), then the Labor Absorption is 2701 people.

- b) The value of the regression coefficient in the variable $X_1 = 0.002$, states that every additional Tourist Visit of 100 people will increase the Labor Absorption in the hospitality sector by 2 people.
- c) The value of the regression coefficient in the variable $X_2 = 0.001$, states that every additional Hotel Occupancy Rate of 100 rooms will increase the Absorption of Labor in the hospitality sector by 1 person.

Another result that can be read in the regression analysis output in Figure 4.8 is the Significance value per independent variable, where the Sig value for variable X_1 is 0.465 and variable X_2 is 0.943 as well. These two values are greater than 0.05, which indicates that the influence of the two variables individually or partially on the Y variable, is insignificant.

Even though the study's findings are identical to those of the multiple regression

analysis conducted on the 12-year data series, the five-year data series' results are more palatable. The 12-year and 5-year findings of the study of the two data series showed that, either partially or concurrently, the Absorption of Labor (Y) in the hotel business was not significantly impacted by Tourist Visits (X_1) and Hotel Occupancy Rate (X_2).

4.3 Classical Assumption Test

Considering the results of multiple regression analysis that were considered acceptable using 5-year data, the classical assumption test was only carried out for 5-year data only. This classical assumption test includes normality test, multicollinearity test, heteroscedasticity test and test.

Test the normality of the data to test whether a regression model of the perturbrating variable has a normal distribution or not. Figure 5 displays the findings of this study's data normalcy test. The dispersion of the dots on the typical P-P plot image approaches and becomes a straight line, as seen in the figure. This suggests that the study's data are regularly provided.

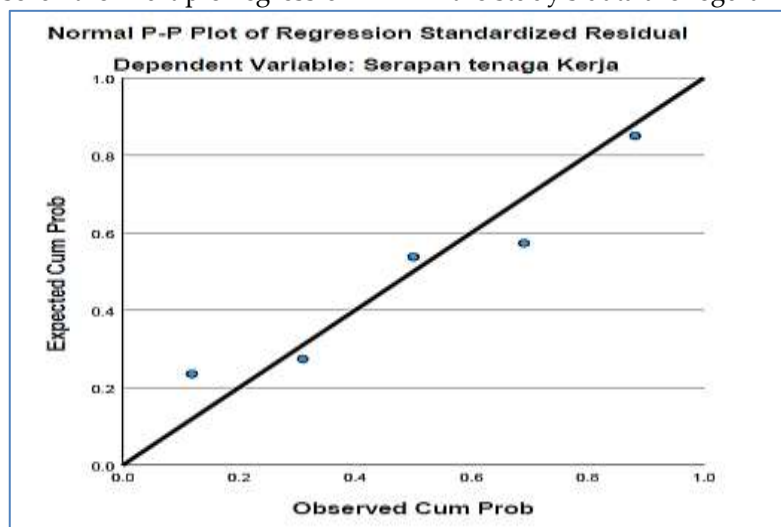


Figure 5

The purpose of the multicollinearity test is to determine if the independent variables in the regression model are correlated or not. Gambar 6 displays the

multicollinearity test results. If the VIF value is less than 10.0 and the "Tolerance" value is larger than 0.100, multicollinearity can be determined.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kunjungan Wisatawan	.351	2.845
	Tingkat Hunian Hotel	.351	2.845

a. Dependent Variable: Serapan tenaga Kerja

Figure 6

As can be observed from the preceding SPSS program output, the tolerance value for the X1 and X2 variables is more than 0.100. For both the variable of tourist visitation (X1) and the variable of hotel occupancy rate (X2), the tolerance value for each independent variable in this study was 0.351. This indicates that multicollinearity is not present depending on the tolerance value. Moreover, neither variable's VIF value is greater than 10. The tourist visit variable (X1) and the hotel occupancy rate variable (X2) in this study have respective VIF values of 2.845

and 2.845. There is no multicollinearity in the independent variables in this study as the second variation of the krang has a VIF score of 10. Therefore, it may be said that the regression model does not contain multicollinearity among the independent variables.

The heteroskedastitas test was carried out by observing the distribution flow between the residual and the predicted value of the dependent variable that had been determined. The results of the heteroskedastitas test are shown in Figure 7.

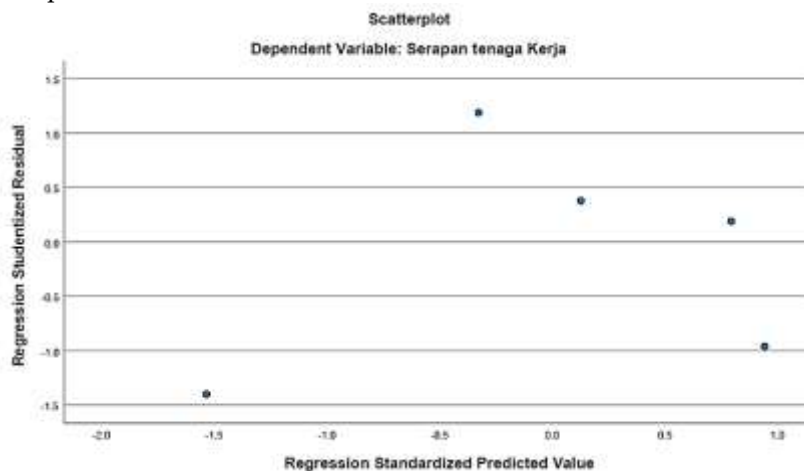


Figure 7

As can be clearly seen in Figure 4.11, the graph does not form specific patterns and the data is scattered randomly. The dots do not gather in the center or narrow or widen with a specific pattern. Thus, it can be concluded that the data in this study do not experience heteroscedasticity.

DISCUSSION

Tourism has an important role in economic development in Indonesia. A variety of natural, cultural, historical, and culinary tourism destinations, as an

archipelagic country, Indonesia has great potential to utilize the tourism sector as one of the main drivers of economic growth. Tourism not only contributes to increasing state revenue through tourism taxes and levies, but also has a positive impact on the growth of other sectors. The tourism industry creates jobs for local communities, both in the formal and informal sectors, such as homestays, food stalls, transportation, and handicrafts (<https://pemerintahan.uma.ac.id/>). Furthermore, it is said that tourism ranks 5th

as a contributor to income for the state (<https://ameera.republika.co.id/>). The presence of new tourist attractions and their infrastructure such as hotels, restaurants, cafes, souvenir outlets, etc. will open up job opportunities. The Minister of Tourism Indonesia earlier, In 2015, the Indonesia Minister of Tourism at that time stated that "The increase in local businesses in the tourism industry and the increasing number of certified local workers are one of the goals of the development of the tourism sector. In addition, the creative industry and micro, small, and medium entrepreneurs will feel the multiplier effect with the arrival of foreign tourists to tourist sites in Indonesia," (<https://ameera.republika.co.id/berita/nwbd9x349/copylink>).

Even if it's been suggested that tourism helps provide job chances, a more thorough investigation is still needed to give the claim a scientific foundation supported by organized research. According to a research published in 2016 by Maria under the title "The impact of the tourism sector on employment opportunities in East Kalimantan Province," labor absorption is significantly impacted by the number of hotels and restaurants, but not much by the number of visitors. Moreover, Sanaubar et al. (2017) carried out a study on a nearly same subject: the impact of tourist potential on the recruitment of workers in the hotel industry in East Java. Their study's findings show that labor absorption in the hospitality industry is significantly impacted by the availability of hotels and visitor traffic.

The two studies (Maria, 2016 and Sanaubar et al, 2017) claim that the tourism sector (tourist visits, number of hotels, number of restaurants and hotel occupancy rate) has a significant effect. But there are also research results that conclude a different thing, where the tourism sector does not have a significant influence on labor absorption in the hospitality sector. However, another study reported by Windayani (2017), concluded that the tourism sector (the number of tourist visits, and tourist spending) did not have a significant effect on labor absorption,

although the variable of hotel occupancy rate had a significant impact.

The results of the study reported by Windayani (2017) which have been described have similarities with the results of this study, where the tourism sector does not have a significant influence on job absorption in the hospitality sector. Currently, the hotel business is no longer carried out conventionally where all activities in the hotel are done by hotel workers themselves. Several activities have been carried out with a system of cooperation with other parties outside the hotel management. Activities such as laundry, food provision, garden maintenance and equipment maintenance have been cooperated with other parties outside the hotel management.

The hospitality business is a business that deals with many aspects, including the holiday and seasonal aspects. In the summer in his country, the number of foreign tourists usually increases. Meanwhile, domestic tourist visits will peak during the school holiday season. This situation creates a peak season and a starvation season for guests in the hospitality business. As a result, during the peak guest season, there is a lot of work to be done. On the contrary, in times of famine there are only a few jobs available. Adding more workers during the peak season is not the right choice. So hotel managers prefer the strategy of partnering with other people outside the hotel such as laundry, catering or garden and equipment maintenance services. Another option is to recruit part-time workers or part-time workers. These two types of workers are not officially recorded by government agencies.

This kind of situation is most likely to cause the results of the analysis in this study to lead to the insignificant influence of the variables of tourist visit rate (X1) and hotel occupancy rate (X2) on the absorption of the hotel sector (Y) in West Nusa Tenggara Province. As shown by the data and the results of the analysis that have been carried out, the influence is there and the correlation is also strong, but not significant either partially or simultaneously.

5. CONCLUSION

Some of the conclusions that can be drawn from the study are as follows:

- 1) Tourist Visits and Hotel Occupancy Rate simultaneously did not have a significant effect on Labor Absorption in the hospitality sector even though there was a strong correlation. The intermediate connection tends to be high, as indicated by the correlation coefficient (R) value of 0.754. Concurrently, the multiple regression test yielded a determination coefficient (R Square) of 0.569, or 56.9% when expressed as a percentage. This figure indicates that the variables of tourist visits (X1) and hotel occupancy rate (X2) have a combined effect of 56.9% on employment in the hotel industry (Y) in West Nusa Tenggara Province. Other factors not covered in this research had an impact on the remaining 43.1%. Additionally, the ANOVA output's Significance Value (Sig) is 0.431. It is possible to infer that the simultaneous impact of variables X1 and X2 on the variable Y is not significant because the Sig value is bigger than 0.05.
- 2) Tourist Visits and Hotel Occupancy Rate also partially did not have a significant effect on the absorption of labor in the hospitality sector. Based

on the Significance value per independent variable, where the Sig value for variable X1 is 0.465 and variable X2 is 0.943. These two values are greater than 0.05, which indicates that the influence of the two variables individually or partially on the Y variable, is insignificant.

- 3) The multiple regression test of the data in this study recommends the regression equation: $Y = 2700.556 + 0.002 X1 + 0.001 X2$. The constant value is 2700.556, the coefficient X1 is 0.002 and the hotel occupancy rate is 0.001. This equation has a meaning that can be explained as follows: a) The value of the constant (a) is 2700.556, meaning that if the variables of Tourist Visits (X1) and Hotel Occupancy Rate (X2) are considered constant (not changing), then the Labor Absorption is 2700.556 people. b) The value of the regression coefficient in the variable X1 = 0.002, states that every additional Tourist Visit by one unit will increase the Labor Absorption in the hospitality sector by 0.002 people. And c) The value of the regression coefficient in the variable X2 = 0.001, states that every increase in the Hotel Occupancy Rate by one unit will increase the Absorption of Labor in the hospitality sector by 0.001 people.

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