DETERMINANT ANALYSIS OF EMPLOYMENT OPPORTUNITY IN THE TOURISM SECTOR IN SITUBONDO DISTRICT

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Abstract

This study aims to determine the effect of tourism objects, the number of tourists, the tourism sector's Revenue and Expenditure Budget (APBD) and tourists length of stay on the labor absorption in the tourism sector in Situbondo District. This study used validity test, reliability test, Classical Assumption Test, multiple linear regression analysis, t test, F test and determination test.

In this study, the following results were obtained: 1. multiple linear regression was Y = 9,328E-17+0,392X1+0,243X2+0,269X3+0,248X4+e.2. t-test result showed that the tourism object variable tcount 3.172 > ttable 2.014 sig 0.003 < 0.05, the number of tourists tcount 2.136 > ttable 2.014 sig 0.038 < 0.05, the tourism sector APBD tcount 2.134 > ttable 2.014 sig 0.038 < 0.05, length of stay tourists tcount 2,258 > ttable 2,014. These results mean that the tourism object, the number of tourists, the tourism sector's Revenue and Expenditure Budget (APBD) and the length of stay variables had a partial effect on labor absorption in the tourism sector. 3. F test results showed that the Fcount 10.416 > Ftable 2.58 sig 0.000 < 0.05, which mean that the Tourism *Object, APBD, Number of Tourists and Length of Stay* of Tourists simultaneously affected the Absorption of Labor in the Tourism Sector. R square shows a value of 0.481, in another word the four variables had a contribution of 48.1%, which means that it had high influence on the dependent variable (Labor Absorption) and the remaining 51.9% was influenced by other variables which did not evaluated in this study.

Keyword: Labor, Tourism, Tourist Visits, Tourist Objects

1.INTRODUCTION

Tourism became a priority sector for national development planning in the previous period of Mr. President Ir. H Joko Widodo, and in the Theme and Development Agenda of the RPJMN IV Year 2020 -2024, tourism has been included on the priority agenda, namely strengthening economic resilience for guality and equitable growth. Meanwhile, in the 5 Work Programs of the President, one of which raised the issue of Tourism in the context of Infrastructure. In East Java Province, through Nawa Bhakti which was proclaimed by the Governor of East Java, one of the points was Bhakti 9 Jatim Harmoni which raised tourism issues, namely preserving and maintaining local culture, tourism and nature protection. Therefore, the tourism sector has become one of the treatment and service industry activities that are the mainstay of Indonesia in the 21st century. Whilst, tourism is not a priority concern, in this current era the development of a community-based economy or known as CBT (Community based Tourism) and the creative economy is delighted by community as well as priority programs in several regions in Indonesia, including one of them, namely Situbondo District.

Investigation results from Harrod-Domar's on economic growth model in developed countries revealed that the accumulation of investment and national savings is a determining factor for economic growth. Thus, investment plays a role in the economic growth of a region. Based on Rostow's theory in today's economic development, humans are not only economic needs as Rostow's theory, but also cultural, social as well as dimensions of needs as well as in tourism, in which the interaction between humans is very necessary Then, with the multiplayer effect, activities in the tourism sector can cover all elements of society, therefore the community able to perceive the benefits of tourism activities. As a labor-intensive industry, tourism provides a variety of jobs, which absorb more labor to support the success of the tourism industry itself (Kibara et al, 2012). With the development of the tourism sector, it should be able to enhance new jobs opportunity for the community around the tourist area in particular. For example, tour guides, ticket officers, parking attendants, traders. homestay service providers, photography/videography service providers and others. In 2018 there were 5,723 people over the age of 15 years who were still looking for work, which is the number of men was higher than women. According to 2019 Regional Statistics BPS data for Situbondo District, the open unemployment rate (TPT) in 2018 was 1.92 percent which shows an increment compared to the 2017 TPT which was 1.49 percent. Quoted from reportsenews.com Deputy Regent of Situbondo Bpk. Ir. H Yoyok Mulyadi said that in 2016 the unemployment rate reached 3.8 percent and it could be reduced to 1.8 percent in 2019, which means that the unemployment rate in 2019 could be suppressed after an increment in 2018.

The highest number of job seekers in Situbondo District was 196 and Panarukan District was 184. The trend shows that job seekers has increased in almost all districts in 2018, but it had been decreased in 2019. The researcher took Situbondo District as sample in this research, with the most job seekers in 2017 which amounted to 126 and increased in 2018 with a number of job seekers of 196, but then decreased in 2019 with 166 job seekers. Likewise with other sub-districts which experienced a decline in 2019. The success of economic development in the tourism sub-sector of a region can be described by how many tourists visit the region, and vice versa (Nursyamsi, 2005). Tourism development that has been budgeted for by the Regional Government is able to attract tourist visits, since one indicator of the success of developing tourist destinations is based on the number of tourist visits.

Situbondo District as an autonomous region which has an area of 1,638.50 km2 or 163,850 Ha consists of 17 sub-districts and extends from West to East along the Madura Strait Coast \pm 158 Km with an average width of \pm 11 Km into great potential for development tourist. The long coast owned by Situbondo District is a great opportunity for the development of the tourism sector. The Situbondo District Government has budgeted for the development of tourism sub-sector, including those that have become tourist objects, namely Kampung Kerapu, Plaza Rengganis, Kampung Blekok, Pasir Putih and several tourist attractions which built by Bumdes or individuals.

Through the Situbondo District Head's program as stated in the 7th RPJMD of Situbondo District, namely "Realizing the economic independence of the Situbondo community by developing tourism destinations, innovation centers in agriculture, animal husbandry and fisheries and enhancement land productivity" is the spirit of all government and society to realize the vision and the mission of the Regional Head through the development of regional tourism.

In allocating the budget by the Situbondo District government in the APBD, the program submitted to the Tourism Office as the leading sector for regional tourism development was limited, especially those related to increasing tourism human resource empowerment. This situation impacted to the low level of quality and professionalism of tourism human resources in Situbondo District. This was also indicated from an unoptimal service for tourists and the absence of certification of workers in the tourism sector such as tour guides and Tourism Awareness Groups (Pokdarwis). In the development of tourism in Situbondo, which has been running until this year, there were several concerns which if not handled properly will become a sustainable obstacle. Socio-economic and cultural conditions of the religious and pluralistic Situbondo community and unlimited knowledge about tourism, cause a caution in building the brand and image of the region as a tourism area, so that development is not solely on tourism infrastructure but also tourism human resources.

2.RESEARCH METHOD

2.1. Types of Research

This research used an explanatory research with a quantitative approach, in which to find out the availability of relationship, the characteristic of relationship, and the magnitude of relationship between two or more variables. According to Sugiyono (2014), the explanatory research method is a research method that intends to explain the position of the variables as well as the influence of one variable to another. This

research was carried out intentionally with the problem of labor absorption in the tourism sector in Situbondo District. In this study, the number of tourist objects, the number of tourists, the APBD, and the length of stay of tourists will be tested on the labor absorption in the tourism sector in Situbondo District.

2.2. Data types and sources

This study used secondary data, which was obtained from other parties, not directly obtained from the research subject (Azwar, 1999). Secondary data presented in the form of documents obtained from relevant agencies or institutions such as tourist visit data documents, situbondo in numbers, Tourism Office Strategic Plan documents, and others related to this research.

2.3. Data analysis method

Data were analyzed using Quantitative data analysis, in which the data were presented in numbers that were measured and calculated. Researcher analyzed secondary data which obtained from relevant agencies, namely BPS, Tourism Office and Regional Development Planning Agency Situbondo District.

A.The classical assumption test

The classical assumption test of the regression model was carried out in order to know whether the regression model is a good regression model or not (Ghozali, 2001). This study used classical assumption test, including: multicollinearity test, heteroscedasticity test and normality test.

1. Normality test

The normality test used to examine whether the dependent variable and the independent variable or both have a normal distribution or not in a regression model. A good regression model is a normal data distribution or close to normal. Normality detection was conducted by evaluate the Normal Probability Plot graph (Ghozali, 2005).

2. Multicollinearity test

The multicollinearity test was conducted to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. Testing for the presence or absence of multicollinearity symptoms was carried out by taking into account the value of the correlation matrix generated during data processing and the value of VIF (Variance Inflation Factor) and Tolerance. If there is none of the correlation matrix value which is greater than 0.5, it can be said that the data to be analyzed is free from multicollinearity. If the VIF value is below 10 and the tolerance value is close to 1, it can be concluded that the regression model does not have multicollinearity (Singgih Santoso, 2000).

3. Heteroscedasticity test

Heteroscedasticity test was carried out to examine whether in a regression model the residual variance inequality from one observation to another, if the result was constant so it means Heteroscedasticity (Ghozali, 2001). One way to detect heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and the residual value (SRESID). If the dots form a certain regular pattern such as a large wave widening, then narrowing then heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y axis without forming a certain pattern, then there is no heteroscedasticity.

b. Multiple Linear Regression Coefficient Test

To test the hypothesis, the researcher used multiple regression analysis. Multiple regression was used to predict the effect of two or more predictor variables on one criterion variable or for proving the presence or absence of a functional relationship between two independent variables (X) or more with a dependent variable (Y) (Agus and Nano, 2016)

(Y) = a + B1X1 + B2X2 + B3X3 + B4X4 + BeInformation :

Y is the dependent variable, and X is the independent variable

- Y : Labor
- X1 : Number of Tourists
- X2 : Tourist Attraction

X3 : length of stay of tourists

- X4 : Tourism sector budget
- A : constant
- B : regression coefficient
- e : standard error

c. T test

T test was used to evaluate the relationship between independent variables is significant. Number of tourists (X1), tourist attraction (X2), average length of stay of tourists (X3), tourism sector budget (X4), with the dependent variable labor (Y). The testing steps as follows (Ghozali, 2005)

1) Determine the Formulation of the Hypothesis

- H0 := 0, meaning that the variables X1, X2, X3, X4 do not have a partially significant effect on the Y variable.

- H0 : = 0, meaning that the variables X1, X2, X3, X4 have a partially significant effect on the Y variable.

2) Determine the 95% confidence level ($\alpha = 0.05$)

3) Determine significance

- The significance value (P Value) < 0.05, then H0 is rejected and Ha is accepted.

- The significance value (P Value) > 0.05 then H0 is accepted and Ha is rejected.

4) Drawing conclusions

- If (P Value) < 0.05 then H0 is rejected and Ha is accepted. This means that the independent variable partially affects the dependent variable.

- If (P Value) > 0.05 then H0 is accepted and rejected. This means that the independent variable partially does not affect the dependent variable.

d. F Test (Simultaneous Test)

F test was used to determine the relationship between the independent variable and the dependent variable, whether the variable number of tourists (X1), tourist objects (X2), length of stay of tourists (X3), the tourism sector budget (X4) with the dependent variable labor (Y). The testing steps are as follows (Ghozali, 2005)

1) Determine the Hypothesis Formulation

- H0 : 1 = 2 0, meaning that the variables X1, X2, X3, X4 do not have a significant effect simultaneously on the Y variable.

- H0 : 1 = 2 0, meaning that the variables X1, X2, X3, X4 have a significant effect simultaneously on the Y variable.

2) Determine the 95% confidence degree ($\alpha = 0.05$)

3) Determining significance - Significance value (P Value) < 0.05 then H0 is rejected and Ha is accepted. - The significance value (P Value) > 0.05 then H0 is accepted and Ha is rejected.

4) Drawing conclusions - If (P Value) < 0.05 then H0 is rejected and Ha is accepted. This means that the independent variables simultaneously (together) affect the dependent variable. - If (P Value) > 0.05 then H0 is accepted and Ha is rejected. This means that the independent variables simultaneously (together) do not affect the dependent variable.

e. Coefficient of Determination

The coefficient of determination (R^2) was carried out to see the availability of perfect relationship, which is indicated the changes in the independent variable and followed by the dependent variable in the same proportion. This test was conducted by evaluating the value of R Square (R2). The value of the coefficient of determination was between 0 to 1. Furthermore, a small R^2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict the dependent variation (Ghozali, 2005).

3. RESULTS AND DISCUSSION

3.1. Classic assumption test

a. Data Normality Test

One way that can be done to determine the normality of residuals is by evaluating the histogram graph that compares the observation data with the distribution that detects a normal distribution. However, if only evaluating the histogram on the graph will cause confusion and misleading, especially for a small sample size. A more reliable method is evaluating the normal probability plot which compares the cumulative distribution of the normal distribution. The normal distribution might form a straight diagonal line and plotting the residual data then compared with the diagonal line (Ghozali, 2018:161). The results of the calculation of the normality test by looking at the graph shown in the following p-p plot graph :



Based on the figure above, the normal plot graph shows that the dots (Sample) spread around the diagonal line, and their distribution follows the direction of the diagonal line. This graph shows that the regression model is feasible because of the assumption of normality.

b. Multicollinearity Test

Ghozali (2018:107) mentioned that " The multicollinearity test aims to find a correlation between the independent variables in the regression model ". Multicollinearity testing was carried out to test whether there was a correlation between independent variables in the regression model, to detect multicollinearity problems, it can be done by looking at the tolerance and VIF values and the magnitude of the correlation of the independent variables. The results of the management are presented in the following table :

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Tourist attraction	,757	1,321
	APBD	,888,	1,126
	Number of Tourists	,727	1,376
	Tourists length of stay	,954	1,048

Table of Multicollinearity Test Results

The table above explains that there was no symptom of multicollinearity between each independent variable based on the tolerance value and variance inflation factor (VIF). Tolerance value 0.10 or the same as VIF value 10 indicates that there was no multicollinearity between variables. The data above shows that the Tourism Object variable had a Tolerance value of 0.757 > 0.10 and a VIF value of 1.321 < 10, the APBD variable had a Tolerance value of 0.757 > 0.10 and a VIF value of 0.888 > 0.10 and a VIF value of 1.126 < 10, the Number of Tourists variable had a Tolerance value of 0.727 > 0.10 and the VIF value of 1.376 < 10 and the variable length of stay of tourists has a Tolerance value of 0.954 > 0.10 and a VIF value of 1.048 < 10. This explanation proves that there is no multicollinearity in each variable.

Hetetoscedasticity test

The hetetoscedasticity test aims to test an inequality of variance from the residuals of one observation to another in the regression model. Heteroscedasticity shows that the variation of the variable is not the same for all observations. In heteroscedasticity, the error does not occur randomly, but shows a systematic relationship according to the magnitude of one or more variables. Based on the results of data processing, the results of the scatterplot can be seen in the following figure:



3.2. Multiple Linear Regression Analysis

Multiple regression analysis was used to measure the effect of two or more independent variables on the dependent variable. The regression analysis equation model from this study is:

Y = 9.328E-17+ 0.392X1+0.243X2+ 0.269X3 + 0.248X4 + e Based on the multiple linear regression equation, it shows the meaning and it can be explained that:

9.328E-17: It is a constant value, thus this constant value indicates the value of the Labor Absorption variable at the Tourism Office is 9.328E-17, if the other variable (dependent variable) is equal to zero or constant.

0.392 X1, the magnitude of the regression coefficient of the Tourism Object variable (X1), which means that for every 1% increase in the Tourism Object variable, the Labor Absorption increases by 0.392% with the assumption that other variables (APBD, Number of Tourists and Length of Stay of Tourists) were constant.

0.243 X2, the magnitude of the regression coefficient of the APBD variable (X2) which means that for every 1% increase in the APBD variable, then Labor Absorption increases by 0.243% with the assumption that other variables (Tourism Objects, Number of Tourists and Length of Stay of Tourists) were constant.

0.269 X3, the magnitude of the regression coefficient of the Number of Tourists variable (X3) which means that for every 1% increase in the Number of Tourists, the Labor Absorption increases by 0.269% assuming other variables (APBD, Tourism Objects and Length of Stay of Tourists) were constant.

0.248 X4, the magnitude of the regression coefficient for the variable length of stay of tourists (X4) which means that for every 1% increase in the length of stay of tourists, the absorption of labor increases by 0.248% with the assumption that other variables (APBD, tourist objects and number of tourists) are constant. residual value/possibility of error from the regression equation model caused by the possibility of other variables that can affect the Labor Absorption variable (Y) but were not included in the equation model. The standard error of 0.106 means that all variables calculated in the SPSS version 22 test for windows 7 have a confounding variable level of 0.106.

3.3. Hypotesis Test

a. Partial Test (t test)

This test aims to evaluate the partial effect of variable X (Tourism Object, APBD, Number of Tourists and Length of Stay of Tourists) on variable Y (Labor Absorption). Based on the results of processing using SPSS version 22 for Windows 7, the results of the t-test were obtained, and summarized in the following table:

1. Tourism object (X1)

The tcount value for this Tourism Object variable is 3.172. Meanwhile, the value in the 5% distribution ttable was 2.014, then tcount 3.172 > ttable 2.014, namely Ho is rejected or Ha is accepted. This is also reinforced by a significant value of 0.003 <0.05, which means that the Tourism Object variable has a partial effect on Labor Absorption at the Tourism Office. In conclusion, the research hypothesis (H1) is acceptable.

2. APBD (X2)

The tcount value for this Tourism Object variable was 3.172. Meanwhile, the value in the 5% distribution ttable was 2.014, then tcount 3.172 > ttable 2.014, namely Ho is rejected or Ha is accepted. This is also reinforced by a significant value of 0.003 <0.05, meaning that the Tourism Object variable has a partial effect on Labor Absorption at the Tourism Office. In conclusion, the research hypothesis (H1) is acceptable.

3. Number of tourists (X3)

The t-value for Number of Tourists variable was2.136. Meanwhile, the value of the 5% distribution ttable is 2.014, so tcount was2.136 > ttable was 2.014. ie Ho is rejected or Ha is accepted. This is also reinforced by a significant value of 0.038 <0.05, which means that the number of tourists has a partial effect on the absorption of labor at the Tourism Office. In conclusion, the research hypothesis (H1) is acceptable.

4. Tourists'Length of Stay (X4)

The t-value for the variable length of stay of tourists was 2.258. Meanwhile, the value of the 5% distribution ttable was 2.014, so tcount was 2.258 > ttable is 2.014. ie Ho is rejected or Ha is accepted. This is also reinforced by a significant value of 0.029 <0.05, it means that the length of stay of tourists has a partial effect on the absorption of labor at the Tourism Office. In conclusion, the research hypothesis (H1) is acceptable.

b. Simultaneous test (F Test)

Simultaneous test or F test is a joint test to test the significant effect of the variables of Tourism Object,

APBD, Number of Tourists and Length of Stay of Tourists on Labor Absorption at the Tourism Office.

Based on statistical testing using the F test method, where the value of Fcount 10,416 > Ftable 2.58 with a significant level obtained 0.000 <0.05, meaning Ho is rejected or Ha is accepted, it can be concluded that the research hypothesis (H2) which states that Tourism Objects, APBD, Number of Tourists and Length of Stay of Tourists have a simultaneous effect on Labor Absorption at the Tourism Office.

c. coefficient of determination (R2)

The coefficient of determination was used to determine the ability of the independent variable in explaining the dependent variable. The amount of determination was symbolized in R Square and expressed in percentages. The following is the size of the contribution of the Tourism Object variable (X1) APBD (X2), Number of Tourists (X3) and Length of Stay of Tourists (X4) on Labor Absorption (Y) showing the coefficient of determination or R square showing a value of 0.481 from the results formed being a percentage multiplied by 100% means that all independent variables (Tourism Objects, APBD, Number of Tourists and Length of Stay of Tourists) have a contribution of 48.1%. Thus, it can be concluded that they have a strong effect on the dependent variable (Labor Absorption) and the remaining 51.9% influenced by variables was not examined in the study.

The Effect of Tourism Objects on Labor Absorption

Based on the analysis results, it shows that the coefficient of the tourism object variable was 3.172 and a significance value of 0.003 was smaller than the significance level of 0.05, which means that H1 is accepted. The results of the study indicate that tourism objects have a significant positive effect on labor absorption. Based on these tests, it can be concluded that the first hypothesis which states that there is a partial influence between Tourism Objects on Labor Absorption in the Tourism Office is accepted

A tourist object is a place that becomes a tourist visit because it has both natural and man-made resources, such as natural beauty or mountains, flora and fauna beaches, zoos, historical ancient buildings, monuments, temples, dances, attractions and activities. other distinctive cultures (Hugo Itamar, 2016:13). According to Fandeli (Kartika Wisyasmi, 2012:17), tourism objects are the embodiment of human creation, way of life, arts and culture and the history of nation and places or natural conditions that could attract tourists to visit. Law of the Republic of Indonesia Number 10 of 2009 concerning tourism Article 1 paragraph 5 states that: "Tourism Attractiveness shall mean anything having uniqueness, beauty, and value in terms of natural wealth, culture diversity, and the man-made results being the target or destination of the tourists visit". Thus it can be said that a tourist attraction is a place to visit because it has resources embodiment of human creation, way of life, art, culture and national history and places or natural conditions that have an attraction for tourists to visit which cause an interaction between human beings.

The Effect of APBD on Labor Absorption

Based on the results of the analysis which shows that the coefficient of the APBD variable is 2.134 and a significance value of 0.038 is smaller than the significance level of 0.05, meaning that H1 is accepted. The results of the analysis show that the APBD has a significant positive effect on Labor Absorption. Based on these tests, it can be concluded that the first hypothesis which mentioned that there is a partial influence between the APBD on Labor Absorption in the Tourism Office is accepted. These results indicate that the absorption of labor in an area might greatly affects economic growth. One of factors that affect the absorption of labor is the regional income and expenditure budget (APBD). In accordance with the existing problems, the puspose of this study is to find out how much influence the Regional Revenue and Expenditure Budget Allocation (APBD) for infrastructure development in the tourism towards the employment of Situbondo District. Thus, the hypothesis in this study is APBD allocation at the Tourism Office has an effect on employment in Situbondo District. In addition, Fatas and Mihov's (1998) empirical study mentioned that the United States government spending had a positive and significant effect on the availability of job opportunities.

The Effect of the Number of Tourists on Labor Absorption

Based on the results of the analysis which shows that the variable coefficient of the number of tourists was 2.136

and a significance value of 0.038 was smaller than the significance level of 0.05, meaning that H1 is accepted. The results of the analysis show that the number of tourists has a significant positive effect on labor absorption. Based on these tests, it can be concluded that the first hypothesis which mentioned that there is a partial influence between the number of tourists on the absorption of labor in the Tourism Office is accepted.

This shows that an increase in the number of tourists will result in an increase in the quantity of labor demanded. If the number of tourists increases but the absorption of labor decreases, it might due to labor needed is not in accordance with tourism needs. The required labor is not appropriate, for example workers who have special educational provisions in the tourism sector such as being able to communicate in foreign languages or have special expertise in the tourism sector.

The Effect of Tourists' Length of Stay on Labor Absorption

Based on the analysis results which shows that the variable coefficient of the length of stay of tourists was 2.258 and a significance value of 0.029 was smaller than the significance level of 0.05, it means that H1 is accepted. The analysis results show that the length of stay of tourists has a significant positive effect on labor absorption. Based on these tests, it can be concluded that the first hypothesis which stated that there is a partial influence between the length of stay of tourists on the absorption of labor in the Tourism Office is accepted. Tourism has an important role in increasing employment, encouraging equal distribution of opportunities, encouraging business equitable distribution of national development, and playing a role in alleviating poverty which will ultimately improve people's welfare (Yudananto, 2011). Wibowo (2012) mentioned that tourism activities had been developed to be tourism industry and it was one of the industries that can provide economic benefits.

4. CONCLUSION

Based on the results of this study, it can be drawn conclusions as follows:

a. The number of tourist visits had a significant effect to the labor absorption in the tourism sector in Situbondo District.

b. The number of tourist objects had a significant effect on employment in the tourism sector in Situbondo District.

c. The average length of stay of tourists had a significant effect on employment in the tourism sector in Situbondo District.

d. The tourism sector budget had a significant effect on employment in the tourism sector in Situbondo District

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