

Analysis of Determination of Exogenous Variables on the Number of Tourism Visits and Regional Revenues on Coastal Destinations in Deli Serdang and Serdang Bedagai Districts in North Sumatera

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Abstract: The research objectives Analysis of Exogenous Determining Variables in the Number of Tourist Visits and Regional Income, in Coastal Destinations in Deli Serdang and Serdang Bedagai Provinces of North Sumatera "for the short term obtain statistical characteristics of exogenous variables of economic value-added value. In the long run, it can design development policies for beach tourism destination. The approach of this study is an explanatory exogenous variable. The data used are primary data and interview collection techniques. Data analysis using path analysis. The results of the study show that the visit of beach tourists in the Deli Serdang and Serdang regencies as determined the nature of its culinary quality, whereas tourist attraction and the quality of culinary attractions with evidence of determining the number of tourist visits on the coast of the Deli Serdang and Serdang Bedagai Districts, the exogenous variable the number of tourist visits that predominantly influences regional income and exogenous variables the nature of culinary services in the coastal areas of Deli Serdang and Serdang Bedagai Districts.

1 INTRODUCTION

North Sumatera has a plateau that is rich in natural resources such as Lake Toba, Waterfalls, Forests of the Forests, Gundaling Landscape, which is an attraction for local and foreign tourists. The lowlands of the North Sumatera coast have also become stretched where they are now used as tourist, marine, mangrove and culinary attractions. Like Pandan Beach, Pantai Cermin, Labu Beach, Pulau Salah Nama. Coastal areas as a tourist attraction will certainly have a positive impact on local residents can play a role as supporting tourism activities, both as labor in the tourism industry, self-employed traders upon arrival, arrival, and return. Coastal tourism objects have the potential to drive the regional economy and community income, but the exploration of existing potential is not optimal and on the other hand, the involvement of local communities both directly and indirectly in tourism activities is very limited. The limited role of the community in the activities of tourism business activities is an obstacle in the process of increasing people's income. The positive impact on the area but not spread evenly to coastal communities. The need for a strategy of empowering the added value of various community

productions to meet the desires of tourists visiting the coast. Information about economic opportunities and community participation in serving tourism activities in the coastal areas is inadequate and the existence of a coastal area destination needs to be an input in determining the strategic policy for the shearing of coastal destinations. The economic activities of coastal destinations need to be mapped in each region. Coastal areas related to social aspects, income, economic activities, the environment, employment opportunities and the sustainability of natural resources.

Deli Serdang and Serdang Badagai regencies are part of North Sumatera Province which has the beach there is the potential to be developed into culinary tourism, this beach is next to where every holiday tourists increase to visit the beaches at Deli Serdang and Serdang Bedagai. Of course there are many considerations of tourists visiting the two regencies that are the mainstay of each region as a tourist attraction, the beach of Percut Beach in Deli Serdang Regency, Pumpkin Beach and Mirror Beach are located in Serdang Bedagai Regency. Consideration of visits by tourists in these two coastal areas by the nature of the dominant culinary services, the quality of the tourist attraction, or the attraction of the tourist attraction as an exogeneous variable in the tourist

visit estimation model. Coastal tourism objects have the potential to drive the regional economy and community income, but the exploration of existing potential is not optimal and on the other hand, the involvement of local communities both directly and indirectly in tourism activities is very limited. The limited role of the community in the activities of tourism business activities is an obstacle in the process of increasing people's income. The positive impact on the area but not spread evenly to coastal communities. The need for a strategy of empowering the added value of various community productions to meet the desires of tourists visiting the coast. This study aims to analyze the attractiveness of attractions, the quality of attractions, the nature of culinary services, the number of tourist visits significantly influence regional income both partially and simultaneously and describe the direct, indirect and total effect of coastal destinations in the Deli Serdang and Serdang districts as North Sumatra Province. With the estimation model can explain the number of tourist visits on the coast will be determined by the attractiveness of attractions, the quality of attractions and the nature of culinary services.

2 LITERATURE REVIEW

Much research has been done, there is still a lot of focus on the general nature of research objects such as Lake Toba, but is still limited to coastal destinations, with the provision of previous research to be a reference for conducting specific research on objects of coastal destinations with locations in Deli Regency Serdang and Serdang Bedagai. The urgency of exogenous variable determination: Attraction attraction, quality of attractions, and culinary services will determine tourist visits and local income levels. The results of the study will provide input to the government and stakeholders in determining policy planning and management of coastal destinations. According to Sunaryo, B (2013) from various studies and studies that have been carried out in various countries, it can be empirically proven that the amount (volume) of tourist visits (number of tourists), length of stay of tourists and destinations (light of stories) and foreign tourists spending (money spending) and the amount of domestic tourist mobilization of a country, besides being able to be a source of foreign exchange earnings, also functions as an instrument of equitable development, fostering a variety of business fields and employment absorption related to tourism or as a motor to increase gross regional income (GRDP) . The business development of tourism for a coastal area will have a positive impact on non-economic development

aspects (beyond economic benefit) including being an instrument of community renewal such as accelerating the process of technology adoption and the development of modernization values and will be able to accelerate the achievement of social and cultural development goals others such as fostering the love of the motherland, national unity, increasing the pride of identity and friendship between tribes and between nations. There are three components in travel products (Triple A) which are steering OK. A. Yoeti (2005): 1) Attraction is something that has an attraction for tourists (Culture, Nature, Social and Haretage), 2) Amity / facility is something that meets the needs of tourists while in the tourist destination. Tourism destinations (accommodation, restoration / basic infrastructure, travel agencies), 3) Accessibility, which is something that makes it easy to connect, tourists from the place of origin to tourist destinations (tourism destinations), tourism products are not a consideration of the decision to travel in a but the value of expectation about satisfaction with the direction of the quantity of the product. According to Darmawan R (2017), there are four elements of a good product quality assessment: 1) Uniqueness is a product as a combination of scarcity and attractiveness that is typical of seeing a tourist attraction, 2) Authenticity / purity is a product not contaminated by or adopting a model or different value from the original value, 3). Authenticity is a product that is associated with the degree of beauty or exoticism of culture as cultural aktrasih, 4) Diversity, namely the products offered to tourists must be given many choices of products that are of different quality. It could be a natural view or cultural heritage that is a mainstay tourist attraction. According to Macro theory (Samuelson and Mankiw, 2017) the explanation of income streams whose essence is income (Y) equals consumption (C) formulated $Y = C$. Understanding this identity, that one's income is income for others. Related to the expenditure of tourists in this coastal destination is regional income. This basis is a consideration for establishing endogenous variables of regional income. The decision of tourists to visit the coastal tourism area will have a positive effect on the regional economy, while the decision of tourists to the destination area is determined by various factors, including: attractiveness with indicators, attractions, amenities, facilities and accessibility and quality of tourist attraction products consisting of indicators. The uniqueness of authenticity, authenticity and diversity. Culinary properties consisting of indicators of intangibility, heterogeneity, inspirability, complementary of food. The number of tourist visits has a positive effect on regional income.

3 RESEARCH METHOD

Research Time and Location

The research approach with an explanatory approach will explain endogenous variables on the number of tourist visits and regional income in coastal tourism destinations. This research was conducted in a coastal area in North Sumatra, which is represented by the Deli Serdang and Serdang Bedagai Districts. Consideration of this location research that has a beach that can meet the desires of selling at tourist sites and many economic activities at tourist destinations.

3.1 Participant

As many as 50 respondents per district, so the total reached 100 respondents, from Deli Serdang and Serdang Bedagai districts. The results of this study indicate that partially exogeneous independent variables of attraction of tourism have a significant negative effect on the number of tourist visits. The condition of the beach that has not been made into ethnic areas is only a potential quality for the attraction of the tourist attraction.

3.2 Data Collection Technique

This research requires primary data and secondary data. Primary data obtained directly from respondents with interview techniques that are guided by the questionnaire that has been prepared. Secondary data obtained directly from official publications in the form of books, annual reports and journals.

4 RESULTS AND DISCUSSION

Analysis of the path analysis model of regional income due to tourist destinations in the coastal areas of Deli Serdang and Serdang Bedagai regencies determined by exogeneous variables includes attraction of attractions, quality of attractions and the nature of culinary services both directly and indirectly. The estimation model illustrated shows the pathway of direct and indirect away from endogeneous variables. The results of the path coefficient statistics on the estimation model can be determined in the following diagram:

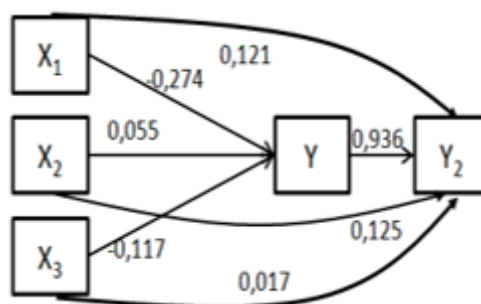


Figure 1. Exogenous and endogenous variable path diagram

Based on the path diagram above, we can present the magnitude of the Structural Equation Model (SEM) and the statistical amount from the estimation model results as follows:

Equation Structure Equation Modeling I

$$Y = -0,274 X_1 + 0,055 X_2 + 0,117 X_3$$

TSig = (0,053) (0,766) (0,351)
 FSig = (0,008)
 R2 = (0,116)

The amount of statistics generated based on the first Structural Equation Model (SEM) shows that exogeneous variables of tourist attraction, tourist quality and the nature of culinary services have a significant effect on the number of tourist visits, but partially the exogeneous variables of tourist attraction shows a negative sign of tourist visits and exogeneous variables of the quality of attractions and the nature of culinary services are positive which have not been significant to the number of beach tourist visits in Deli Serdang and Serdang Bedagai Districts.

The coefficient of attraction of a tourist attraction shows that 0.274 means that if there is a change in the attractiveness of a tourist attraction by stratum one, assuming other facts are fixed, it will negatively affect the number of tourist attraction visits by 0.274 stratum. Partially insignificant can not be described. statistically the variable The quality of the tourist attraction has a significant positive effect on the number of tourist visits. The coefficient shows 0.055 which gives the meaning of an increase in the quality strata of tourist objects will increase 0.055 strata of the number of tourists visiting the statistical meaning can not be treated on the quality of tourism, this empirical value is statistically insignificant and in the size value usually variable quality of the tourist attraction is not a tourist attraction by traveler. The variable of culinary services does not have a significant negative effect on the number of tourist visits, the coefficient shows 0.117 units, meaning that if there is a change in culinary services by one unit by assuming other factors are fixed, then it is reducing

the number of tourist visits by 0.117 units. This condition does not provide a strong grip to give meaning to statistical conditions that are in accordance with empirical values. Together the attractions of tourist attraction, the quality of attractions and the nature of culinary services based on F_{sig} 0.008 give meaning. Together exogenous independent variables, attraction of attractions, quality of attractions and the nature of culinary services have a positive effect on beach tourism visits in Deli Serdang and Serdang Bedagai Districts. Together with the exogenous variables of attraction, the quality of attractions and the nature of culinary services are able to provide an explanation of the variable number of tourist visits of 11.60%, while the remaining 90.40% is explained by other variables not included in the estimation model. Based on statistical results, we can determine the statistical magnitude of the results of the Structural Equation Model (SEM) as follows:

$$\begin{aligned} \text{Structural Equation Modeling Equation (SEM) II} \\ Y_2 &= 0,121 X_1 + 0,017 X_2 + 0,125 X_3 + 0,936Y_1 \\ T_{sig} &= (0,084) (0,772) (0,046) (0,008) \\ F_{sig} &= (0,0011) \\ R^2 &= 0,786 \end{aligned}$$

Based on the statistical magnitude of the Structural Equation Model (SEM) the second can be interpreted, together with the exogenous variable attraction of tourist attraction, the quality of the tourist attraction, the nature of culinary services and the number of tourist visits significantly influence the regional opinion, together with the exogenous variable has a positive effect on regional opinion. Two exogenous variables namely attraction of attractions and the quality of attractions are not significant to the amount of regional income while the exogenous variable of the quality of attractions and the number of tourist visits have a significant effect on regional income. The ability of the exogenous model is 78.60% and the remaining 21.40%, by other exogenous variables not mentioned in the endogenous variable estimation model, the number of tourist visits that are most dominant in the regional income sources in Deli Serdang and Serdang Bedagai districts and followed by exogenous variables the nature of culinary services determines regional income from attractions.

Partially the independent variable exogenous attraction of attraction has a significant positive effect on regional income at 95% confidence level and the magnitude of the statistical coefficient shows 0.121 which gives meaning, if there is a change in attractiveness of a tourist attraction by one unit assuming other factors are fixed, it will positive effect on regional income of 0.121 units. Not enough

predictions 95% confidence The exogenous independent variable quality of tourism has a significant positive effect on regional income at a 95% confidence level, and the magnitude of the statistical coefficient shows 0.017 which gives meaning, if there is a change in the exogenous independent variable of the quality of a tourist object by one unit ranking Assuming other factors are fixed, it will positively influence the dependent endogenous variable 0.017. One unit of meaning is not enough evidence reaching 95% is statistically invalid to predict its existence. The exogenous independent variable of the nature of culinary services has a significant positive effect on the level of regional income at the 95% confidence level in the coastal tourism areas in the Deli Serdang and Serdang Bedagai districts. The coefficient of statistical value shows 0.25 which gives a meaning, if there is a change in the exogenous independent variable of the nature of culinary services by one ranking unit, it will have a positive effect on the dependent endogenous variable of regional income by 0.25 one unit. The exogenous independent variable number of tourist visits has a significant positive effect on regional income at 95% confidence level and the amount of statistical coefficient shows 0.936 which gives meaning, if the exogenous independent variable is 10% of people by assuming other factors are fixed, it will positively influence the level regional income of 9.36%. Simultaneously the exogenous independent variables, attraction of attractions, quality of attractions, the nature of culinary services and the number of tourist visits have a significant positive effect on regional income at a 95% confidence level. Exogenous variables which are observed to be able to influence coastal tourism visits in Deli Serdang and Serdang Bedagai Areas, especially the variable nature of culinary services and tourist visits will determine the level of income of coastal tourism areas in Deli Serdang and Serdang Bedagai Districts. Together with variables, attraction of attractions, quality of attractions, nature of culinary services and number of tourist visits were able to provide an explanation of the dependent endogenous variable of 78.6% and the remaining 21.4% explained by other variables not included in the estimation model.

Based on the diagram of the estimation model results, it can be determined the amount of statistical direct effect, indirect effect and total effect as follows:

1. Direct Influence
 - a. The direct influence of the independent variable exogenous attraction of tourist attraction on the number of tourist visits Deli Serdang and Serdang Bedagai Regency is 0.274 one unit
 - b. The direct influence of the exogenous independent variable of tourist object quality

- on the number of tourist visits in Deli Serdang and Serdang Bedagai Regency is 0.035 one unit
- c. The direct effect of the exogenous independent variable on the nature of culinary services on the number of tourist visits in Deli Serdang and Serdang Bedagai Regency is - 0.117 one unit
 - d. The direct effect of the independent variable exogenous attraction of tourist attraction on regional income Deli Serdang and Serdang Bedagai District of 0.121 one unit
 - e. The direct effect of the exogenous independent variable of the quality of the tourist attraction on regional income of Deli Serdang and Serdang Bedagai Districts is 0.017 one unit
 - f. The direct influence of exogeneous independent variables on the nature of culinary services on regional income of Deli Serdang and Serdang Bedagai Regency is 0.125 one unit
 - g. The influence of the exogeneous independent variable of the number of tourist visits on regional income of Deli Serdang and Serdang Bedagai Regency is 0.736.
2. Indirect effect
 - a. The influence of independent exogeneous variable attraction of tourist attraction on regional income through the number of tourist visits Deli Serdang and Serdang Bedagai Districts of 0.1113 units
 - b. The influence of independent exogeneous variables of the quality of tourist objects on regional income through the number of tourist visits in Deli Serdang and Serdang Bedagai Regency is 0.0159 one unit
 - c. The influence of independent exogeneous variables on the nature of culinary services on regional income through the variable number of tourist visits in Deli Serdang and Serdang Bedagai Regency is 0.117 one unit
 3. Effect of Total Effect
 - a. The effect of total independent variable exogeneous attraction of tourist attraction on regional income Deli Serdang and Serdang Bedagai Districts through tourist visits of 1,057 one unit
 - b. The effect of total independent variable independent exogeneous quality of tourist objects on regional income Deli Serdang and Serdang Bedagai Districts through tourist visits by 0.953 units
 - c. The effect of the total exogeneous independent variable on the nature of culinary services on

regional income of Deli Serdang and Serdang Bedagai Districts through the number of tourist visits of 1,061 units.

5 CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the data and analysis conducted the following conclusions:

1. Together the independent exogeneous variable of tourist attraction has a significant effect on the number of tourist visits at 95% confidence level and partially only the independent exogeneous variable of tourist attraction, the quality of the tourist attraction and the nature of culinary services do not significantly influence the number of tourist visits at the level 95% confidence
2. Together the independent exogeneous variables of attraction of attractions, quality of attractions, the nature of culinary services and the number of tourist visits significantly influence the level of regional income at a 95% confidence level and only partially the variables of the nature of culinary services and types of quality of attractions while the variable power attraction and attraction quality is not significant. Significant influence on regional income at the 95% confidence level.
3. The direct effect of the exogeneous independent variable on tourist visits in the structure of equation I, for attraction of tourist objects is 0.274 units, the quality of tourist objects is 0.035 units, and the nature of culinary services is -0.117 units.
4. The direct influence of the exogeneous independent variable on regional income in the structure of equation II, for attraction of tourism is 0.3 units, the quality of attractions is 0.121 units, the nature of culinary services is 0.736 units and the number of tourist visits is 0.04 units.
5. The indirect effect of independent exogeneous variables on attraction of attractions, the quality of attractions and the nature of culinary services on regional income through the number of tourist visits, for tourist attraction of 0.1113 units, quality of attractions of 0.0159 units and nature of services culinary of 0.117 units.
6. The effect of the total effect of the independent exogeneous variable on the attractiveness of

attractions, the quality of attractions and the nature of culinary services on regional income through the variable number of tourist visits, for tourist attraction of 1.057 units, quality of tourist objects by 1.061 units and the nature of culinary services of 0.953 unit.

5.2 Suggestion

Based on statistical analysis of exogeneous variables about the attractiveness of coastal attractions is lacking and has not been optimized as a tourist attraction, through artificial nature combined with the mainstay of coastal natural resources.

RECOGNITION

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