CHAPTER V

DISCUSSION

A. Research Variable Statistics Description

Based on the research that has been done about the level of tourist visits of Lakey beach in Dompu Regency, so the result of research variables statistics description are:

TABLE 5.1

Statistics Description Variable

Variables	Definition	Mean	Max	Min	Std. Deviation
VISIT	Level Of Visit Tourists	3.57	7	1	1.387
TC	Travel Cost	91030.00	200000	40000	38437.002
TIME	Time Required	45.02	85	15	18.465
INC	Income	1435400.00	3000000	450000	517301.506
AGE	Age	26.43	55	13	9.932
EDU	Years of Education	11.80	16	6	2.474

Source: primary data processed

From Table 5.1 can be explained that the level of tourist visits from 100 respondents have an average of 3.57 with a maximum value is 7 times of visit and the minimum value is 1 visit. The average of travel cost tourists visiting the tourist attraction is IDR 91,030. The largest travel cost incurred is IDR 200,000

and the minimum travel cost is IDR 40,000. The least expense of travel is the visitors whose time is close to the tourist attraction and some of travels are students. The standard deviation of travel cost is 38,437.002. The average time required to the tourist attraction by the visitors is as much as 45.02 minutes. The maximum time required is 85 minutes and the minimum time is 15 minutes. The use of a lot of time spent by visitors depending on the nearby tourist attraction in Dompu Regency. The standard deviation of the time required is 18.465.

In Table above can be seen that the income level variable, where the average income level of the respondents is IDR 1,435,400 where the majority of respondents is as an entrepreneur and students, or working as a civil servant and private employee. The highest income level is IDR 3,000,000 and the lowest is IDR 450,000. The lowest income is the respondents who still have the status of students. The standard deviation value of income level is 517,301.506.

The average age variable is 26.43 years. The age of the eldest respondent was 55 years and the youngest respondent was 13 years old. Young respondents were students. The standard deviation value of age variable is 9.932.

According to Table 5.1 explains the high of years of education is 16 years, while the lowest of years of education is 6 years. From 100 respondents, the average years of education level is 11.80 or can be said the average of years of education is Senior High School. The standard deviation value of last education variable is 2.474.

B. Classical Assumptions

1. Multicoleniarity Test.

   Multicolonearity test was used to test whether the variables are used, it correlation or not. Multicolonearity is a state where there is a linear relationship between the perfect or near the independent variables in the regression model. A regression model is said to have Multicolonearity if there is a linear function in some or all of the independent variables in a linear function. And the results are difficult to get influence between independent and dependent variables. Stages of testing Multicolinearity test can also be done by looking at the tolerance and VIF values on the regression results with the SPSS program. VIF is less than 10 and tolerance is more than 0.1 so its means there is no multicolonerity (Priyanto, 2013).

TABLE 5.2

The Value of Tolerance and VIF

Variable	Definition	Collinearity Statistics	
		Tolerance	VIF
TC	Travel Cost	0.485	2.063
TIME	Time Required	0.540	1.852
INC	Income	0.597	1.676
AGE	Age	0.476	2.099
EDU	Education Level	0.446	2.242

Source: Primary data processed

The above calculation results show that the VIF or Variance of Inflation Factor (VIF $= \frac{1}{tolerance}$) for Recreation Fee or Travel cost is 2.063, the VIF for Time Required to the tourist attractions 1.852, the VIF of Income is 1.676, the VIF of Age is 2.099, and the VIF of years of Education is 2.242. And the tolerance value for Recreation Fee or Travel Cost is 0.485, the tolerance value of Time required to the tourist attractions is 0.540, the tolerance value of Income is 0.597, the tolerance value of Age is 0.476, and the tolerance value of years of Education is 0.446.

Based on the above calculation, we could know that none of the variables that have tolerance value less than 0.1 which means there is no correlation between independent variables. The Variance Inflation Factor (VIF) calculation results also show that no independent variable has a VIF value greater than 10. Therefore, it can be concluded that there is no multicolinearity among independent variables in the regression model.

2. Heteroscedasticity Test

Heteroscedasticity is a situation where there is inequality variants of residuals for all observations in the regression model. To detect the presence or absence heteroscedasticity is see a pattern of dots on the scatterplots regression. If the points spread with no apparent pattern above and below the number 0 on the Y axis then there is no problem heteroscedasticity (Ghozali, 2016).

Glejser test is done by regressing the variables independent of the absolute value of the residual. Residual is the difference between the value of the variable Y with the value of the variable Y is predictable, and the absolute is absolute values (all positive values). If the value of significance between independent variable with the absolute residuals greater than 0.05 then there is no problem heteroscedasticity (Ghozali, 2016).

TABLE 5.3

Glejser Test

Variables	t-value	Sig.	Conclusions
TC	-.553	0.581	There is no heteroscedasticity
TIME	-.548	0.585	There is no heteroscedasticity
INC	1.460	0.148	There is no heteroscedasticity
AGE	0.279	0.781	There is no heteroscedasticity
EDU	0.598	0.552	There is no heteroscedasticity

Source: Primary data processed

Based on table 5.4 based on the table above is known that the value of significant from all independent variables are more than 0.05, it means there is no heteroscedasticity in this regression model. So we can conclude that the regression model is fit for use.

C. Multiple Regression Analysis

Tests on the hypothesis of this study are all done by using multiple regression analysis for quantitative qualitative data. Here is the result of regression analysis with the help of SPSS 15 program:

1. Regression Factor Analysis Result that influence the Number of Tourist Visits Tourism Object of Dompu Regency.

TABLE 5.4

Multiple Regression Analysis Result of Number of Visits

Variables	Coefficients (Beta)	Sig.
(Constant)	6.660	.000
TC	-1.28E-006	.010
TIME	-0.055	.000
INC	1.44E-007	.036
AGE	-0.023	.009
EDU	0.032	.030

Source: Primary data processed

Based on the above table the regression equation factors that affect the number of visits can be written as follows:

$$\text{VISIT} = 6.660 - 1.28\text{E-}006 \text{ TC} - 0.055 \text{ TIME} + 1.44\text{E-}007 \text{ INC} - 0.023 \text{ Age} + 0.032 \text{ EDU} + e$$

The above equation can be explained as follows:

a) Travel Cost (TC) which has a negative coefficient of - 1.28E-006 means that if the cost of visitor travel increases then the number of individual visits will decrease. However, if travel costs are reduced then

the number of individual visits will increase also with the assumption of ceteris paribus. The probability value (sig) of 0.010 or less than 0.05 indicates that this variable has a significant effect on the number of individual visits.

b) Time (TIME) has a negative coefficient of -0.055 means that if the time required the longer the number of individual visitors will be reduced. However, the less travel time demanded by the respondents, the number of individual visits will increase with the assumption of ceteris paribus. A probability value (sig) of 0.000 or less than 0.05 indicates that this variable has a significant influence on the number of individual visits.

c) Income (INC) has a negative coefficient of 1.44E-007 means that if visitor revenue increases then the number of individual visits will decrease. Similarly, if visitors Income visitors low number of individual visits will increase also with the assumption ceteris paribus. A probability value (sig) of 0.036 or less than 0.05 indicates that this variable has a significant influence on the number of individual visits.

d) Age has a negative coefficient of -0.023 means that if the older the visitor age the number of individual visits will be reduced. However, the younger the visitor's age will increase the number of individual visits with the assumption of ceteris paribus. The probability value (sig) 0.009 or less than 0.05 indicates that this variable has a significant influence on the number of individual visits.

e) Education (EDU) has a coefficient of 0.032 means the higher the visitor's education the number of individual visits will increase. Similarly, if the education of visitors the lower the number of visits decreased the assumption ceteris paribus. The probability value (sig) 0.030 or less than 0.05 indicates that this variable has no significant effect on the number of individual visits.

2. Coefficient of Determination (R^2)

The coefficient of determination (R^2) shown in the table below indicates the ability of multiple regression equations to show the level of model explanation of the dependent variable. The value of R^2 ranges from 0 - 1. The closer to 1 means the greater the free variable can explain the variation of the dependent variable. Here is the result of coefficient determination test R^2:

TABLE 5.5

Coefficient of Determination (R^2)

R	R^2	R^2 Adjusted
0.879(a)	0.773	0.761

Source: Primary data processed

Based on the results of the data that has been done can be known the number R square or coefficient of determination is 0.773 which means that 77.3% variation of the number of individual visits can be explained by the variation of travel costs, education, individual income, distance, age and

perceptions of respondents. While the rest (100% − 77.3%) = 22.7% is explained by other factors outside this study.

3. Simultaneous Effect Test (F Test).

Test F basically shows whether all the independent variables included in the model have a mutual influence on the dependent variable. The following test results simultaneous influence:

TABLE 5.6

The Simultaneous Effect Test (F)

F	Sig.	Information
63.896	.000(a)	Significant

Source: Primary data processed

The probability value at F arithmetic is 0,000 or less than 0.05 so Ho is rejected. This shows that all independent variables of travel, education, individual income, distance, age, and respondent's perceptions used in the model together affect the dependent variable (number of visits).

4. Discussion

a. The Influence of Travel Cost on the Number of Visits Individual Visitors Lakey Beach Tourism Object in Dompu Regency.

`In the results of this study, the magnitude of travel costs incurred by visitors of Lakey beach has a negative effect on the number of individual visits. If the individual travel costs are higher than the number of individual visits, it will decrease with the

assumption of ceteris paribus. This is in accordance with the initial hypothesis and in accordance with the demand theory of tourism factors that influence tourism according to Ariyanto in Kartika (2015) which states that the high price in a tourist destination, will give impact to tourists who will travel, so the demand for tourism will be reduced. Vice versa, if the price of a tourist destination is low then the demand for tourism will increase.

In this case the cost of travel is the price incurred by visitors to travel on the shores of Lakey. Where included in the cost of travel is the cost of fuel, consumption costs, entrance fees, parking fees, toilet costs and other expenses incurred during travel and travel on the shore of Lakey. The higher the costs will be the lower or decrease the number of individual visitors visit Lakey beach. This can be seen through the results of questionnaires interviews filled by respondents, where the more travel costs incurred will be the lower the number of tourist visits.

In addition, when viewed from tourists who visit the beach Lakey although more unmarried visitors who can say do not have many needs for everyday life and not have a dependent family, but most of them are young people who are aged between 13 up to 23 years, where if seen from the job most of them are still status as a student or student. Although some have worked but the average

income is still in the range of 1 million because their average job is as private employees and their last education is mostly high school and equal. As for students or students, they do not have a job and pocket money that they get an average of less than 1 million. Therefore, with their income or income is said to be low then to travel they will consider how much they will spend. Therefore when the cost is high it will allow for a reduced desire to travel on the shores of Lakey. In addition, those who are high-income and married will be more burdensome to use the income to meet the daily needs because it already has a family dependents. To travel they will invite family members, the number of family members who travel will also increase the cost of travel is spent. Increased travel costs will reduce the desire for travel. Therefore the cost of travel will negatively affect the number of visits to Lakey beach tourism object. Not only that, the more distant a tourist attraction will be the cost of fuel for vehicles, consumption costs and other costs are greater. The greater the travel costs incurred caused a decrease in the number of tourist visits to Lakey beach Tourism Object.

The results of this study support and in accordance with the results of previous research conducted by Tazkia (2012) where the results showed that the variable travel costs negatively and significantly affect the demand for Kalianget Hot Water Tour of

Wonosobo regency. In addition, the results of research conducted by Aprilian (2009) also showed similar results. Where the variable cost of travel has a significant negative effect on the number of individual visits Gunung Situ Mountain Nature Park. It is stated there that the cost of travel is a very important factor in the decision to conduct a recreational activity. The result of Igunawati research (2010) also showed the same result, that is the variable of travel cost negatively and significantly to the demand of Tirta Reservoir Tourism Reservoir Cacaban Tegal Regency. In a study conducted by Mujianto (2012) also obtained the result that travel costs negatively and significantly affect the number of visitors visit Turtle Bay visitors. In addition, research conducted by Badar (2012) also shows that the variable cost of travel negatively affect the intensity of visiting Borobudur Temple Tourism Object.

Nevertheless, there are also studies whose results do not fit this study. As research conducted by Rukmana (2012) which shows the result that the variable cost of travel has no significant effect on the number of visits to the Object Tour Padang Gardu Ketep.

b. The Influence of Time on the Number of Visits Individual Visitors Lakey Beah Tourism Object in Dompu Regency.

Time required has a negative affect with the number of individual visits. The longer the travel time from the visitor's

residence will decrease the number of visits. This result is consistent with the initial hypothesis which states that there is a negative and significant influence between of travel time required to the number of individual visits.

This time variable relates to the distance between the residence and the tourism object. The farther away a person's place of residence, the lower the visit rate and vice versa for tourists whose residence is adjacent to the place of recreation, then the level of visits to the recreation place will be higher (Hufschmidt et al., 1987).

Those who distance and time travel far and have known how the state of the road it will think that will only feel tired on the road. So the number of visits will be less. But for those who distance and time travel closer it will be more frequent visits because it is accustomed also with the state of the road. In addition, long distances and long travel time will definitely cost for transportation and fuel high so that the desire to visit will be reduced. Conversely, close proximity and less travel time will cost less transportation and fuel, so they will visit more often.

c. Influence of Income on the Number of Visits Individual Visitors Lakey Beach Tourism Object in Dompu Regency.

Based on the results of data, it can be concluded that the individual income has a positive influence on the number of

individual visits on Lakey beach. The higher of visitor's income will impact the higher the number of visits. This is consistent with the existing theory, that is, if the income of a person is high, the tendency to choose tourist destination will be higher, and vice versa if the individual income is low then the tendency to choose tourist destination will be lower (Ariyanto in kartika (2015). In addition, in Sinclair and Stabler (1997) mentioned that the science of economics determines the demand for tourism is influenced by income and price Hypothesis which states that income has a positive and significant effect on the number of visits of individual tourists are answered truth. It is estimated that the higher the visitor's income, the higher also the money set aside for the tour so that will increase the number of visitors visit Lakey beach.

The results of this study is supported by research conducted by Mujianto (2012), where in the results of his research indicates that individual income has a positive influence with the number of Turtle Bay individual visits. Mentioned there that the needs of tourism is not a basic requirement, so someone will travel if you have more income, thus the economic factor will be very influential. Another study conducted by Badar (2012) also showed the same results, namely the average monthly earnings have a positive effect on the intensity of visiting Borobudur Temple Tourism Object. In the Aprilian study

(2009) also showed the same results, where the income has a positive and significant impact on the number of tourist visits. Mentioned there that it can happen because the average visitor TWA Situ Gunung has a relatively low income so that in line with the increase in visitor revenue it will tend to increase visits. In addition, in a study conducted by Ermayanti (2012) also showed the same results that income has a positive and significant impact on the level of visits per 1000 inhabitants.

In contrast to research conducted by Igunawati (2010), the results of his research indicate that income does not affect the amount of demand to Object Tour Tirta Reservoir Cacaban Tegal regency.

d. Influence of Age Against the Number of Visits Individual Visitors Lakey Beach Tourism Object in Dompu Regency.

The results showed that visitor age had negative effect on the number of tourist visit. The older the visitor's age the desire or the number of tourist visits will decrease, and vice versa. This result is not in accordance with the initial hypothesis that age has a positive and significant effect on the number of individual tourist visits.

This can occur because it is estimated that the older the visitor's age the need is increasing so the desire for travel will decrease. In addition, from the results of filling the questionnaire it is known that the average number of respondents is aged under 25 years

old. The younger have a more adventurous spirit than those who are older and the power they have is stronger than those who are older.

Smith (1996) in Aprilian (2009) states that youths have the characteristic of always looking for something new, adventurous in the face of challenge and wandering nature. The results of this study are supported by research conducted by Aprilian (2009) which shows the results that age negatively affect the number of visits to TWA Situ Gunung.

Nevertheless there are different research results, ie research conducted by Igunawati (2010) also shows the result that age does not affect the amount of demand to Object Tourism Tirta Reservoir Cacaban Tegal regency. In addition, in the research Mujianto (2012) also shows the results that age does not affect the number of individual tourists visit Teluk Penyu Cilacap regency.

e. Effect of Education Level on the Number of Visits Individual Visitors Lakey Beach Tourism Object Dompu Regency.

Level of education visitors Lakey Beach tourism object in Dompu Regency has a positive relationship with the number of individual visits. The higher the education level of the last respondent the higher the number of tourist visits. The hypothesis that education has a positive influence on the number of individual visits proved true. This kind of thing can happen to visitors Tourism Object in

Dompu because it is estimated that the higher the education the more stress they are in thinking, thus requiring refreshing to a quiet and beautiful place. In addition, for those who already work with higher education status then they will feel fatigue in working. Therefore it is necessary for them to calm the mind and recreate in order to refresh their energy and mind. Therefore the higher the level of last education will be the higher the number of tourist visits.

The results of this study in accordance with research conducted by Huda (2012) which shows that the same results with this study that education has a positive effect on tourism demand in South Sulawesi Province.

However, this study is not in accordance with research conducted by Mujianto (2012), where in his research education does not affect the number of visits of individual tourists. In addition, a study conducted by Ermayanti (2012) also showed different results that the level of education negatively affect the level of visits per 1000 inhabitants.

D. Calculation of Economic Valuation

To calculate the economic valuation used the method of individual travel expenses (Travel Cost Method), ie by calculating the economic value per individual per year. Regression results between the number of visits with free variables generate a model of visit request which then from the model used as

equation to produce consumer surplus value. The equation can be seen on the equation below.

TABLE 5.7

The Result of Regression Test of Travel Cost Variable

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	6.660	.333
Travel Cost	-1.28E - 006	.000

Source: Primary data processed

Consumer surplus can be obtained from the equation below:

$$CS = \frac{mean\ V^2}{2\beta}$$

$$= \frac{3.57^2}{-2(-0.00000128)}$$

$$= 4{,}978{,}476.5625$$

Economic value can be obtained from the equation below:

Economic value = Consumer surplus x Total tourist visitors 1 year

$$= 4{,}978{,}476.5625 \times 38{,}203$$

$$= 190{,}192{,}740{,}117.18$$