



Analysis of Factors Affecting Tourist Visits at Taipa Beach, North Palu District [I]

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ABSTRACT

This research aims to find out the factors that influence tourist visits in Taipa Beach North Palu Sub-District, knowing the characteristics of tourists and the tourist conditions of Taipa Beach North Palu Sub-District. This study used primary data sourced from the dissemination of questionnaires to 40 visitors to Taipa Beach North Palu Sub-District. Analysis data used is multiple linear regression analysis. The number of tourist visits as dependent variables and three independent variables are variable income, travel expenses, and facilities. The results of the analysis showed variable income had a positive and significant effect, travel costs had no significant effect, facility variables had a positive and significant influence. And it is known that the minimum cost incurred by visitors to visit Taipa Beach tourism is IDR 80,000.

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1. Introduction

Tourism is a sector that plays an important role in increasing income. Indonesia is a country that has natural beauty and cultural diversity, so it is necessary to increase the tourism sector. This is because tourism is a sector that is considered profitable and has the potential to be developed as an asset that is used as a source of income for the nation and state.

This is in line with what is stated in Law Number 10 of 2009 concerning Tourism which states that the implementation of tourism is aimed at increasing national income in order to improve the welfare and prosperity of the people, expand and equalize business opportunities and employment opportunities, encourage regional development, introduce and utilize objects and tourist attractions in Indonesia as well as fostering a sense of love for the homeland and strengthening friendships between nations.

The tourism sector is believed not only to be able to become a mainstay sector in an effort to increase foreign exchange earnings for development, but also to be able to alleviate poverty through job creation and business. The development of tourism encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment, which in turn will lead to the production of goods and services.

In an effort to meet tourist demand, investment is needed in the fields of transportation and communication, hotels and other accommodations, the handicraft industry and the consumer product industry, the service industry, restaurants and others (Spillane, 2004).

Tourism activities create demand, both consumption and investment, which in turn will lead to production of goods and the successful development of the tourism sector, meaning that it will increase its role in regional revenues, where tourism is the main component by taking into account the factors that influence it, such as the number of tourism objects that are available. offered, the number of tourists visiting both domestic and international and hotel occupancy rates (Pendit, 2003).

Currently ecotourism has begun to develop, marked by the presence of a number of places that are cultivated as ecotourism objects, one of which is the Taipa Beach tourist attraction located in North Palu District, Palu City. This tourist attraction is located about 20 km from the north from the center of Palu City. This area with an area of 4.5 ha is a strategic area, which from Mutiara Palu Airport to reach the tourist area of Taipa Beach only takes about 30 minutes. For lovers of diving, this area also has interesting spots to enjoy, this beach is also a suitable place, to relax and unwind. In addition, tourists will also be spoiled with beautiful views of Mount Gawalise that can be seen from a distance. The lush nature with verdant trees seems to form



a color gradation with the blue sky and sea water at Taipa Beach. Some of the supporting facilities that have been built and operated are cottages. The cost of traveling to Taipa Beach is considered not too burdensome because the location of Taipa Beach is easily accessible from the city center by road, and the road to the tourist location has been improved to make it easier for tourists to visit.

2. Research methods

The type of research used in this study is descriptive associative research which aims to obtain an overview of the factors that influence the number of tourist visits and travel costs for traveling to *Taipa Beach* North Palu District. Associative descriptive research method is a problem solving procedure that is investigated by describing / describing the current state of the research object based on the facts that appear to explain the causal relationship and influence between variables through hypothesis testing.

In this study, the authors set the number of samples as many as 40 respondents. The sampling technique used is incidental sampling, which is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample, if it is deemed that the person concerned is appropriate to be used as a data source. Every tourist who visits the Taipa Beach location is immediately designated as a respondent.

3. Results and Discussion

As theonomy of the tourist area of Taipa Beach terlet will tara 00 84' to 450 51' South Latitude and 119090's/d 50066' East Longitude. Taipa Beach Nature Park is located in the area of Palu City, North Palu District, which is only 20 km from the north of Palu City.

The population of North Palu District in 2018 was 23,550 people with a total of 4,856 households, so that the average household has 4-5 household members. The male population is 11,787 people and the female population is 11,763 people, the sex ratio in North Palu District is 100, indicating that among 100 males there are 100 females, which means that in the North Palu District the male population is the same. with the female population. The village with the largest population is Mamboro Village, which is 6,989 people, while the least populated is Kayumalue Pajeko Village, which is 2,998 people.

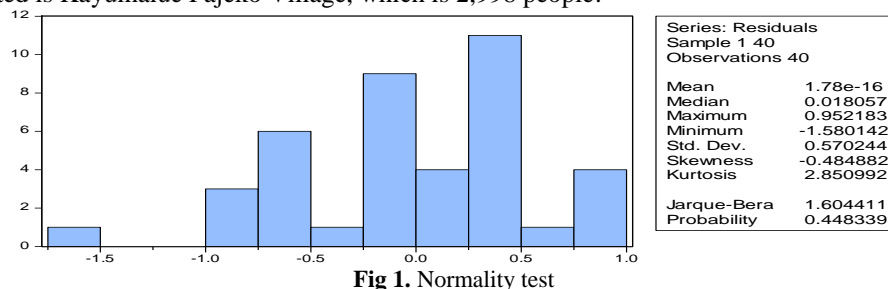


Fig 1. Normality test

Source: Eviews 8 Data Processed Results.

The information obtained from the output results above shows that the Jarque-Bera statistical test value is 1.604411 with a probability value of 0.448339 which is greater than the confidence level (α) = 0.05 so it can be concluded that the residuals are normally distributed, which means the normality test. data has been met.

Table 1.
Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistics	0.292265	Prob. F(3,36)	0.8307
Obs*R-squared	0.951055	Prob. Chi-Square(3)	0.8131
Scaled explained SS	0.712960	Prob. Chi-Square(3)	0.8702

Source: Processed results of Data Eviews 8.

Prob value. The calculated F is 0.8307, which is greater than the alpha level of 0.05 (5%) so that based on the hypothesis test, H0 is accepted, which means that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict the factors that affect the number of tourist visits to the park. Taipa Beach Tour.



Table 2
Multicollinearity Test

Variance Inflation Factors			
Date: 09/16/20 Time: 11:24			
Samples: 1 40			
Included observations: 40			
Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	0.346394	39.33200	NA
X1	6.32E-15	4.628010	1.055209
X2	5.02E-13	3.509275	1.061278
X3	0.021871	38.86453	1.092677

Source: Processed results of Eviews 8.

The results of the multicollinearity test can be seen in table 4.3 for the Centered VIF column. The centered VIF values for the variables X1, X2 and X3 both have a value of 1.0. Because none of the centered VIF values of the three variables is greater than 10 or 5, it can be stated that there is no multicollinearity in the three independent variables. Thus, the above model is free from multicollinearity.

Table 3
Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:			
F-statistics		0.185043 Prob. F(2,34)	0.8319
Obs*R-squared		0.430708 Prob. Chi-Square(2)	0.8063

Source: Processed by Eviews 8.

Prob value. F(2,34) of 0.4742 can also be referred to as the calculated F probability value. Prob value. The calculated F is greater than the alpha level of 0.05 (5%) so that based on the hypothesis test, H0 is accepted, which means that there is no autocorrelation.

Table 4
Multiple Regression Estimation Results

Variable	Coefficient	t count	Probability
Constant	0.766049	1.301581	0.13
Revenue (X1)	5.13E-07	6.458027	0.0000
Travel expenses(X2)	6.89E-08	0.097301	0.9230
Facilities (X3)	0.311604	2.107032	0.0421
Adjusted R-squared	0.60326		
F-statistics	20.52652		

Source: Eviews 8 Data Processing Results.

Based on the estimation results, multiple linear regression equations can be formed as follows:

$$Y = 0.766049 + 5.13E-07X1 + 6.89E-08X2 + 0.311604X3 + e$$

Based on the estimation results obtained the Adjusted R-squared value of 0.60326 or 60.03%. This shows that the overall variation that occurs in the independent variables (income, travel costs and facilities), can explain the dependent variable (number of tourist visits) by 60.03%, while the remaining 39.97% is explained by other variables that not included in the regression model

Table 5
F Test Estimation Results

Model	F-statistics	F -table	Prob(F-statistic)
1	20.52652	2.87	0.000000

Source: Processed by Eviews 8

Based on the estimation results, it is known that the F-count is 20.52652 with a significance value of 0.000, where it is indicated that the significance value of F is less than five percent, so that the hypothesis can be accepted. From the regression results above, the F significance of 0.000 is smaller than the level $\alpha = 0.05$ (5%) then with this H0 is rejected and Ha is accepted.



This shows that all the independent variables in this study jointly affect the number of tourist visits to Taipa Beach Tourism Park. This means that if income, travel costs and facilities together increase, it will have an impact on increasing the number of tourist visits to Taipa Beach Tourism Park and vice versa.

Table 6
T . Test Estimation Results

<i>Dependent Variable: Y</i>				
Variable	Prob.	T-count	T-table	Significant
Income	0.0000	6.458027	1,687	Significant
Travel expense	0.9230	0.097301	1,687	Significant
Facility	0.0421	2.107032	1,687	Significant

The information obtained from the results of the t-test above, it can be seen that the results of the t-test at alpha = 5% which have a significant influence are distance traveled and facilities.

a. Income (X1).

The coefficient value of the travel cost variable has a value of t_{count} of (6.458027) is greater than t-table (1.687) and the probability value is smaller than at the level of lfa5% ($0.00 < 0.05$) meaning that the income variable (X1) has a significant effect on the number of tourist visits to the Taipa Beach Tourism Park (Y).

b. Travel expenses (X2).

The coefficient value of the travel cost variable has a value of t_{count} of (0.097301) smaller than t-table (1.687) and the probability value is smaller than the 5% level ($0.9230 > 0.05$) means that the travel cost variable (X2) has no significant effect on the dependent variable, namely the number of tourist visits to Taipa Beach Tourism Park.

c. Facilities(X3).

The coefficient value of the facility variable (X3) has a t-count value of (2.107032) greater than t-table (1.687) and the probability value of the supporting facilities variable is smaller than the lfa level ($0.0421 < 0.05$), it means that the Facility variable (X3) has a significant effect on the number of tourist visits to Taipa Beach Tourism Park (Y).

Table 7
Percentage Level Income per month

No.	Income (Rp)	Number of Respondents (persons)	Percentage (%)
1	< 1,000,000	0	0
2	1,000,000 – 2,999,999	27	67.5
3	3,000,000 – 5,000,000	13	32.5
4	> 5,000,000	0	0
	Amount	40	100

Source: Research Results, Processed Data

Income will affect one's status in decision making and the selection of tourist sites, one's income will play a role in making decisions in choosing tourism. Information obtained from Table 4.12, that pvisitors who have income levels 1,000,000 – 2,999,999 is the largest group of 27 people with a percentage of 67.5%, then the income level 3,000,000 – 5,000,000 as many as 13 people or as much as 32.5%, then income rate > 5,000,000 0% or none and income level < 1,000,000 of 0% or none. This is because the respondents met are students and students who in their daily lives are still unemployed and expect funds from their parents and others.

Table 8
Respondent's Travel Expenses

Travel Cost (Rp)	Number of Respondents (persons)	Percentage (%)
0 – 50.000	0	-
51,000 – 100,000	3	7.5
> 100,000	37	92.5
Amount	40	100
Minimum = IDR 80.000,00		
Maximum = IDR 340,000.00		

Source: Research results, processed data.



Information obtained from Table 4.19, that the travel costs incurred by tourists with the highest number are travel costs that are more than Rp. 100,000, - with a total of 37 people or 92%, then travel costs which range from Rp. 51,000 - 100,000, - amounting to 3 people or 7.5% while the travel costs that range from Rp. 0 - 50,000, - do not exist. And from the information above it can also be seen that the minimum travel costs incurred by visitors are Rp. issued by visitors is Rp. 340,000, -. And the average travel cost incurred by visitors is Rp. 174.250, - per tourist visit.

The condition of the road to the Taipa Beach Tourism Park area is quite good. And in terms of accessibility, Taipa Beach Tourism Park is quite easy to reach because its location is quite close to the ASDP Taipa port which is only 1.5 km away and from Palu City about 17 km. Taipa Beach Tourism Park is also close to Mutiara Sis Al Jufri Airport with a distance of about 21 km with a travel time of about 37 minutes, besides that the tourist attraction is also close to Mamboro Terminal which is about 6 km with a travel time of about 14 minutes, then from Terminal Type C Tipo to the tourist attraction is about 23 km with a travel time of about 45 minutes and from Pantoloan Sea Port it is about 15 km with a travel time of about 25 minutes to visit Taipa Beach Tourism Park.

The estimation results of multiple regression analysis in Table 4.5, it was found that the income variable (X_1), travel costs (X_2) and facilities (X_3) have an effect on tourist visits to Taipa Beach Tourism Park with a percentage level of 63.03%. And from the results of the t test in Table 4.7 can be known that the variables of income (X_1), travel costs (X_2) and facilities (X_3) have a significant effect on the number of tourist visits (Y).

The value of the constant 0 of 0.766 can be interpreted that if all the independent variables, namely income to tourist objects, travel costs and facilities are considered equal to zero, then the number of visits is worth 0.766 times in the last year.

3.1 Discussion

Income has a positive and significant influence, which This means that tourist income has an effect on the number of visits to Taman Wisata *Taipa Beach*. This means that the number of tourist visits is influenced by income. The coefficient value of the income variable in the multiple regression equation is 0.0000005, meaning that every increase in income of Rp. 1 will be followed by an increase in the number of visits to tourism objects by 0.0000005 visits assuming other variables do not change or are constant.

This is in line with the analysis conducted by Mawardi (2014) with the results of data analysis showing that per capita income has a positive and significant effect on the number of tourists.

The travel cost variable has no significant effect on the number of tourist visits to Taipa Beach Tourism Park. This means that the number of tourist visits is not affected by travel costs. This variable does not have a significant effect because respondents who visit Taman Wisata *Taipa Beach* do not calculate the costs incurred and more concerned with how to get the benefits of what is offered by the park *Taipa Beach*.

Reduced travel costs that must be incurred on the way from the place of origin to the destination and back home will make tourists change or increase the number of visits to Taipa Beach Tourism Park. The higher the cost, the higher the resistance to the goal, and consequently the visit will be lower, if travel costs can be reduced then the visit will increase. Travel costs are the reasons for tourists in choosing their tourist destinations. If a tourist has limited funds, then the tourist can choose a location close to where he lives so that this can reduce the cost of his trip.

Travel costs have a positive effect on the number of tourist visits. This is because if someone has the desire to travel, sometimes they no longer think about the costs that will be incurred to fulfill that desire. Because for them there are more benefits to be gained in traveling, namely the achievement of satisfaction where they are relieved, happy, relaxed because their heart desires have been fulfilled.

facilities have a positive and significant influence, which means that the facilities affect the number of visits to the Tourism Park *Taipa Beach*. This means that the number of tourist visits is influenced by facilities. The coefficient value of the facility variable in the multiple regression equation is 0.311604, meaning that every 1% addition of supporting facilities will be followed by an increase in the number of tourist visits to Taipa Beach Tourism Park by 0.311 visits assuming other variables do not change or are constant.

This is the same as the initial hypothesis which states that there is a positive and significant influence between facilities on the number of tourist visits to the Taipa Beach Tourism Park, North Palu District. This finding is in line with Winaldi's research (2018) which states that facilities have a positive and significant influence on the number of visits. Tourist Attractions.

The increasing number of facilities will encourage an increase in the number of tourist visits to Taman Wisata Taipa Beach.

4. Conclusion

Based on the results of research and discussion, it can be concluded that:

- a. Income variable affects the number of tourist visits. Every increase in income of Rp. 1.00 will be followed by an increase in the number of visits to tourist objects by 0.005 visits.
- b. The variable of travel costs does not have a significant effect on the number of tourist visits because respondents who visit the Taipa Beach Tourism Park do not calculate the costs incurred and are more concerned with how to obtain the benefits offered by the Taipa Beach Tourism Park.
- c. The supporting facilities variable has a positive and significant influence, meaning that the number of supporting facilities available at the Park is increasing *Taipa Beach* will encourage an increase in the number of visits of 0.311 visits.

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