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The Influence of Location and Village Potential on Agrotourism Development Based on Traditional Rice Farming in Pasar Melintang Village, Lubuk Pakam District

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ABSTRACT

Based on its area, Pasar Melintang Village can be used as the newest tourist location on the outskirts of Medan, which offers natural views that are still beautiful, typical of the countryside, namely the concept of agro-tourism, namely traditional rice farming. Pasar Melintang Village has excellent potential to develop agro-tourism due to the available natural conditions, fertile soil conditions, and cool air climate. This is very supportive of cultivating various agricultural commodities by implementing an environmentally friendly land management system. Based on the research pre-survey conducted by researchers, the Deli Serdang area has not yet implemented the concept of agro-tourism, even though the Pasar Melintang Village area is very suitable for use as agro-tourism based on traditional rice farming because the population is dominant as a farmer. This type of research is associative, the people in this study amounted to 272 people, and the number of research samples amounted to 73 people. The kind of research data is quantitative. In this study, the researcher took the data collection technique in a questionnaire (Questionnaire), and the statistical test used was Multiple Linear Regression Analysis. Based on the partial test, it can be concluded that the location has a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District. The village's potential has a positive and significant impact on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District. The location and potential of the village simultaneously have a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District..

1. Introduction

Tourism is one of the services that is served and made one of Indonesia's mainstays to increase state revenue in the non-oil and gas sector. In an economic crisis, the tourism sector is expected to be the fastest source of growth because the tourism infrastructure is not damaged. Tourism can be regarded as one of the industries that have the potential to become a regional development tool (Khadafi & Dina, 2020). The development of tourism can create employment and business opportunities to generate significant social, cultural, and economic benefits for a country. Tourism development must be accompanied by protecting its natural resources so that Indonesia's natural resources will not become extinct in the future. When tourism is planned correctly, it must benefit the community in a tourist area. The success of tourism can be seen in the government's acceptance of the tourism sector which encourages other sectors to develop. Tourist objects and tourist attractions also influence the development of tourism. Agustina (2013) states that Indonesia is a

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sizeable agrarian country with great agricultural potential. Agrotourism is an agriculture business that provides tourism plans by presenting natural resources and understanding agricultural nature.

According to the Ministry of Home Affairs (2019), learning from the weaknesses and implementation of past developments and current and future agricultural development is carried out through an agribusiness system development approach. The concept of agribusiness development is what is needed in the development of agro-tourism. Agrotourism is a business in the agricultural sector that emphasizes selling services to consumers. These services can be in beauty, security, comfort, and education. Developing an agro-tourism business requires excellent management between subsystems, namely the availability of tourist facilities and infrastructure and objects sold through promotion and services. Pasar Melintang Village is one of the villages located in the Lubuk Pakam sub-district, Deli Serdang Regency, North Sumatra Province, with 1050 Ha (https://blog.bumdes.id/2017/09/desa-pasar-melintang-lubuk-pakam-sumatera-utara/). Based on its area, Pasar Melintang Village can be used as the newest tourist location on the outskirts of Medan, which offers natural views that are still beautiful, typical of the countryside, namely the concept of agro-tourism, namely traditional rice farming. Pasar Melintang Village has excellent potential to develop agro-tourism due to the available natural conditions, fertile soil conditions, and cool air climate. This is very supportive of cultivating various agricultural commodities by implementing an environmentally friendly land management system. According to (Henry, 2019), environmental conditions are the most crucial factor in attracting tourists. So tourism managers must utilize environmental conditions to provide a sense of comfort and peace and positively impact tourists, which will provide satisfaction to visiting tourists (Sudiana, 2019).

Based on the research pre-survey conducted by researchers, the Deli Serdang area has not yet implemented the concept of agro-tourism, even though the Pasar Melintang Village area is very suitable for use as agro-tourism based on traditional rice farming because the population is dominant as a farmer. Most of the population's livelihoods in the Lubuk Pakam sub-district are in the agricultural sector, which is 5978 people (Zulfadewina, Sucipto, Iba, & Zulherman, 2020). The rest are residents who work as employees, PNS TNI, Polri, trade, and other livelihoods whose percentage is relatively tiny (https://text-id.123dok.com/document/ozl68o6z4-mata-pencaharian-penduduk-di-kecamatan-lubuk-pakam-deskripsi-data-pendidikan.html).

Based on the research background, the researchers are interested in researching the community whose livelihood is farming and has lowland rice fields in Pasar Melintang Village, Lubuk Pakam District. This study aims to determine whether the location affects the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang village. Then to find out whether the village's potential has a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang village.

2. Method

This type of research is associative. According to Sugiono (2020), associative research aims to determine the effect or relationship between the independent variables on the dependent variable and how closely the influence or relationship between the two variables is. The location of this research was carried out in Pasar Melintang Village, Lubuk Pakam District, Deli Serdang Regency. The population in this study amounted to 272 people, namely people whose livelihoods are farming and have lowland rice fields. Meanwhile, this study uses the Slovin formula, which is 73 samples, to determine the number of samples. This type of research data is quantitative. According to Sugiono (2016), quantitative data is data obtained and recorded for the first time and is data obtained from research locations through observations and interviews as well as books or other literature. Furthermore, this study obtains data through the provision of questionnaires that have been prepared and given to each consumer. In this study, the researcher took a data collection technique in the form of a questionnaire (Questionnaire), namely data collection in the form of multiple-choice questions prepared beforehand and distributed to each consumer. The statistical test used is Multiple Linear Regression Analysis using the SPSS 21.00 for the window program. The conceptual framework used in this research is:

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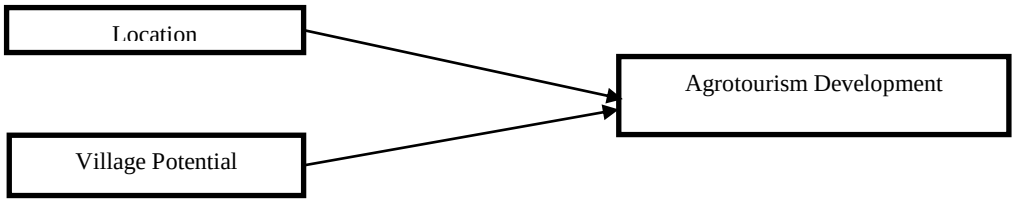

Figure 1. Framework of thought

Hypothesis
H1: There is a positive influence between locations on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang village, Lubuk Pakam district.
H2: There is a positive influence on village potential on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang village, Lubuk Pakam district.
H3: There is a positive influence between location and potential on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District

3. Result and Discussion

3.1 Test Instrument Data Validity test

TABLE 1
Validity Test Results

	Variabel	r hitung	r tabel	Keterangan
1.	X1.1	0,478	0,224	Valid
2.	X1.2	0,526	0,224	Valid
3.	X1.3	0,465	0,224	Valid
4	X1.4	0,456	0,224	Valid
5.	X1.5	0,454	0,224	Valid
6.	X2.1	0,403	0,224	Valid
7.	X2.2	0,616	0,224	Valid
8.	X2.3	0,485	0,224	Valid
9.	X2.4	0,385	0,224	Valid
10.	X2.5	0,477	0,224	Valid
11.	Y.1	0,489	0,224	Valid
12.	Y.2	0,469	0,224	Valid
13.	Y.3	0,469	0,224	Valid
14.	Y.4	0,633	0,224	Valid
16.	Y.5	0,609	0,224	Valid

If r count > r table and is positive, then it is declared valid. R table is obtained from a significance level (a) of 5% (0.05) with df = n – 2. Based on the table above, because r count > r table, then all items are declared valid.

TABLE 3
Reliability Test Results

No	Variabel	Cronbach's Alpha	Keterangan
1.	Risk Taking	0,869	Reliabel
2.	Work Atmosphere	0,924	Reliabel
3.	Entrepreneur Competencies	0,858	Reliabel
4.	Absorptive Capacity	0,877	Reliabel

A variable is declared reliable if the value of Cronbach's alpha > 0.70. Based on the table above, because all Cronbach's alpha values are > 0.70, all items are declared reliable.

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TABLE 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		48
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,33964272
Most Extreme Differences	Absolute	,102
	Positive	,097
	Negative	-,102
Test Statistic		,102
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The normality test in table 3 above uses the Kolmogrov Sminorv test. The normality test was declared normal if the significance value was > 0.05. Because the value of asymp.sig is 200, the data can be said to be normally distributed

TABLE 4
Normality Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6,957	,831		8,370	,000		
	Risk Taking	,345	,127	,270	2,721	,009	,355	2,817
	Work Atmosphere	,225	,095	,290	2,384	,022	,237	4,226
	Absorptive Capacity	,408	,109	,428	3,736	,001	,267	3,744

a. Dependent Variable: Entrepreneur Competencies

The tolerance value for the risk taking variable is 0.355, the work atmosphere is 0.237, and the absorptive capacity is 0.267 which, if concluded, the three tolerance values are 0.10 and the VIF value for the risk taking, work atmosphere, and absorptive capacity variables are 2.817, 4.226, respectively. 3.744 which.

The minimum requirement for the validity test to be considered eligible is if the table = 0.224. So, suppose the correlation between statement items with a total score of less than 0.224, the instrument's statement items are invalid, based on these data. In that case, it can be concluded that all statement items are valid and feasible to be used as research instruments.

3.2 Reliability Test

Furthermore, the instrument items validated above are the reliability test using the Crounbuch alpha technique, which compares the instrument values. In the following, the reliability values for the three variables (location, village potential, and agro-tourism development) are presented, namely

TABLE 5
Reliability Test Results

Variable	Variable value	Status
Location	0,634	Reliabel
Village Potential	0,666	Reliabel
agrotourism development	0,689	Reliabel

Based on table 2, the independent variables, location, and village potential are declared reliable.

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3.3 Classical Assumption Test

1. Normality Test

Testing the normality of the data in this study was detected through graphical analysis and statistics generated through regression calculations with SPSS.

a. The normality test results using histograms show that the data is usually distributed because the curve has a slope that tends to be balanced, and the curve resembles a bell. So it can be concluded that the data is expected. Normality Probability Plot graph, the conditions used are: If the data spread around the diagonal line and follows the level of the diagonal line, the regression model fulfills the assumption of normality.

b. If the data spreads far from the diagonal or does not follow the direction of the diagonal line, the regression model does not meet the assumption of normality. The normality test results of the Normality Probability Plot show that the Probability Plot has a typical distribution pattern because the scattering of data is around the diagonal line and follows the diagonal line. Thus, it can be said that this study meets the assumption of normality.

2. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, then there is a multicollinearity problem. On the other hand, there is no correlation between the independent variables in a good regression model. The results of testing the multicollinearity of the data in this study using the SPSS tool, the results can be seen in the table below:

TABLE 6
Multicollinearity Test

Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Location	.580	1.725
Village Potential	.580	1.725

a. Dependent Variable: agrotourism development

The analysis results show that the VIF value for the independent variable is below five, and the Tolerance value is below one, or the value fits 1, which means that there is no multicollinearity so that the model is reliable as a basis for analysis.

Heteroscedasticity Test This test aims to see whether, in the regression model, there is an inequality of variables from the residuals of one observation to another. If the variable constant, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. A specific pattern, such as the dots that form a regular pattern (wavy, widened, then narrowed), indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, there is no heteroscedasticity. The scatterplot graph shows that the points spread randomly with no apparent pattern and are spread above and below the number 0 on the Y-axis. This shows no heteroscedasticity, so this model is feasible to predict based on independent variables' input.

3. Multiple Linear Regression Analysis

The analytical technique used to test H1, and H2 is to use multiple regression analysis by regressing the independent variable to the dependent variable using the SPSS V.26 program.

TABLE 7
Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,396	,475		,165	,000
	Location	,689	,138	,571	5,527	,001
	Village Potential	,249	,104	,271	2,268	,000

a. Dependent Variable: agrotourism development

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The form of the multiple linear regression equation is as follows:
Y = 0.396+0.689X1+0.249X2+0,475
Because the significant values of risk taking and work atmosphere are 0.01 and 0.05, which means <0.05, then H0 is rejected and Ha is accepted. This means that the risk taking and work atmosphere variables affect the agrotourism development variable.

Hypothesis Test
Partial Test (t Test)
The statistical t test is intended to partially test the effect of the dependent variable with the assumption that other variables are considered constant, with a 95% confidence level (α = 0.05).
Based on the results of SPSS calculations obtained:

1) Free Variable X_1 (Location)
   a. positive. Where the significance level is 5%, the value of t_count is 5.527 > t_table is 2.005. This explains that location positively affects the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District.
   b. The p-value in the column sig 0.000 < 0.05 means significant. This explains that the location significantly affects the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District.
2) Independent Variable X_2 (Village potential)
   a. The value of t_count is 2.268, where the value of t_table at 5 % is 2.005, which means it is positive. Where the significance level is 5%, the value of t_count is 2.268 >t_table is 2.005. This explains the village's potential to positively affect the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District.
   b. The p-value in the column sig 0.000 < 0.05 means significant. This explains that the village's potential significantly affects the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District.

4. Simultaneous Test (F Test)

F test, with the intention of testing whether the independent variables simultaneously affect the dependent variable, the confidence level is 95% (α = 0.05).

TABLE 8
Simultaneous Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	102.566	2	51.283	44.732	.000[b]
	Residual	59.615	52	1.146		
	Total	162.182	54			

Obtained 44,732 > 3.17 means positive. While the p-value obtained in the column sig 0.000 <0.05 means significant. Thus, it can be concluded that the location and potential of the village can simultaneously have a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District

5. Coefficient of Determination( )

The coefficient of determination test ( ) measures the proportion or percentage of the model's ability to explain the dependent variable. The coefficient of determination ranges from zero to one (0 < < 1). If ( ) is getting bigger (closer to one), then it can be done that the influence of the independent variable (X) is significant on the dependent variable (Y). This means that the model used is getting stronger to explain the influence of the independent variable on the dependent variable and vice versa.

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TABLE 8
Simultaneous Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.618	1.07072

a. Predictors: (Constant), Village Potential , location

Based on the calculation of the coefficient of determination, it can be seen that the R Square value obtained is 0.632. To see the influence of the independent variable on the dependent variable by calculating the coefficient of determination (KD) = R^2 x 100% so that KD = 63.2% is obtained. This figure shows that the variable location and village potential can explain 63.2% of employee agro-tourism development (the dependent variable). The remaining 36.8% is influenced by other factors not explained in the study

4. Conclusion

From the results of the research and discussion conducted, the researchers drew the following conclusions: Based on the partial test (t-test), the value of t_count > t_table (5,528 > 2,005) so it can be concluded that the location has a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District, a significant number of (0.000 < 0, 05) and the value of the Location variable is (0.686) units. Based on the partial test (t-test), the value of t_count > t_table (2.259 > 2.005) so it can be concluded that the potential of the village has a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District, a significant number of (0.028 < 0, 05) and the value of the village potential variable is 0.245 units. Based on the results of the analysis, the value of F_count>F_table (44.732 > 3.17), it can be concluded that the location and potential of the village simultaneously have a positive and significant effect on the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District. With a significant level (0.000 < 0.05) indicating that the effect of the independent variables (location and village potential) simultaneously is significant for the development of agro-tourism based on traditional lowland rice farming in Pasar Melintang Village, Lubuk Pakam District.

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