

# THE INFLUENCE OF TOURIST VISITS ON THE WELFARE OF THE SURROUNDING COMMUNITY (CASE STUDY OF SELEMAK DELI SERDANG VILLAGE)

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**Abstract.** The Purpose Of This Study Is To Determine The Impact Of Village Welfare On Tourists' Visits To Selemak Village In Deli Serdang. In This Study, Wellbeing Is The Dependent Variable And Tourist Visits Are The Independent Variable. A Quantitative Technique Including Causality Investigations Is Employed. Saturated Sampling Was Used In This Study To Choose 50 Village Vendors As Samples. There Will Be Fifty Respondents In All That The Researchers Employ For This Study. Data Were Collected Using A Likert Scale Questionnaire, And The Spss Version 26 Program Was Utilized For Basic Regression Analysis. With A Regression Coefficient Of 0.443, The Research Demonstrates A Positive Association Between Tourist Visits And Community Wellbeing. This Implies That A 1% Increase In Tourist Visits Might Result In A 0.443% Improvement In Community Welfare. The Tourist Visit Variable Explains 17.8% Of The Variability In Community Wellbeing, With Other Factors Influencing The Remaining Portion, According To The Coefficient Of Determination (R<sup>2</sup>). The Wellbeing Of The Community In Selemak Village, Deli Serdang, Is Significantly Impacted By Tourist Visits, According To The Study's Findings. Tourism Managers And Regulators May Utilize Research Findings As A Starting Point To Develop Strategies And Rules That More Effectively Increase Visitor Visitation.

**Keywords:** Tourist Visits; Community Welfare; Tourism, Micro Business.

## I. INTRODUCTION

In Addition To Its Diverse Natural Resources, Indonesia Has An Attraction In Increasing The Income Of A Nation. Especially In The Travel And Tourism Industry, Which Plays An Important Role In Protecting Natural Resources And Driving Sustainable Development. This Is Because The Growth Of The Tourism Industry Will Encourage The Growth Of Other Industries As Well. To Increase Tourist Visits, The Government And Tourism Industry Players Can Carry Out Various Strategies, Such As Maximizing Promotion And Marketing Through Digital Media, Global Campaigns, And Collaborating With Influencers To Introduce Indonesia's Leading Tourist Destinations. In Addition, The Development Of New Tourist Destinations With Unique Attractions, Such As Natural, Cultural, Culinary, And Adventure Tourism, Also Needs To Be Carried Out. Improving Transportation Infrastructure, Public Facilities, And Adequate Tourism Services Will Support Ease Of Access And Comfort For Tourists. Tourism Is The Main Factor That Has A Significant Impact On The Acceleration Of Economic Growth And Plays An Important Role In Indonesia's Economic Growth. New Jobs, Business Opportunities, Foreign Currency Income, And Infrastructure Development Will Be Generated From Tourism. In Addition, Tourism Has The Potential To Promote Regional Identity And National Culture. (Ramadhani Et Al., 2023). The

Tourism Sector Directly Targets Nature Preservation And Local Cultural Progress, As Well As Obtaining State Foreign Exchange And Increasing Employment [2]. The Work Of Local Communities Directly Creates Jobs In Areas That Can Be Managed And Utilizes Human Resources, While The Tourism Sector Indirectly Causes A Double Effect For Business Actors And The Development Of The Tourism Industry At The Local Level, Such As Construction Or Restaurants, Small Businesses. Restaurant Business, And Other Tourism Services [3]. There Are Various Factors That Move A Person Who Carries Out A Tourist Trip, Surrounded By A Desire To See Places That Have Never Been Visited And Stay Away From The Weather Or Seasons That Cannot Be Done At Home, For Rest And Relaxation [4]. Climate, Natural Landscapes, Flora And Fauna, Mineral Water Sources, And Other Aspects Of Nature Also Have A Significant Influence [5]. In Addition, There Are Also Factors Created By Humans, Such As Culture, Customs, And Traditions Of The Local Community, Historical Objects, Dances, And Traditional Ceremonies Of The Local Community. However, The Government Needs To Increase Tourist Attractions [6].

According To Tourism Law Number 10 Of 2009 Chapter Ii Article 4, The Development Of Indonesia's Tourism Has A Very Wide Impact, Ranging From Poverty, Nature Preservation, To The Impact On The Community's Economy

And The Welfare Of The Community And The Business World. Actor. This Law Provides Autonomy Related To Development To Each Tourist Village Area Which Has Been Facing Many Obstacles [7]. One Of The Artificial Natural Tourism That Is Currently Being Developed In The Regional Tourism Sector Is Prima Wisata Pendidikan Kasi. This Educational Tourism Prima Is A General Tourism Developed In The Regional Tourism Sector Which Still Has Special Characteristics And Characteristics [8]. For Example, Natural Natural Resources, Unique Villages, And Traditions And Culture Of The Local Community. By Offering Distinctive Tourist Activities, These Diverse Characteristics Can Become The Identity Of A Tourist Village. In Addition, Village Tourism Can Also Be A Source Of Income And Indirectly Mobilize The Local Community In Preserving The Unique Culture And Natural Environment Of The Village [9]. Income Is Defined As The Sum Of The Profits Obtained By The Local Community For Their Business During A Certain Period, Be It Daily, Weekly, Monthly, Or Yearly. Profit Can Be Used As A Tool To Determine An Economic Condition For Both Individuals And Households. Income Also Shows All Income Received In An Activity From The Use Of Wealth Or Services Received By Individuals Or Groups Within A Certain Period Of Time [10]. The Income Obtained From Educational Tourism Is Based On The Income From Tourism Itself Such As Rides, Lodgings, Sales Stalls And Also Income In Other Business Stakeholders [11]. The Tourism Development Strategy Is An Effort To Increase The Tourism Potential Of An Area With The Aim Of Leaving Public Health Around The Impact Of Increasing Indonesia's Tourism Is Very Large, Starting From Its Impact On The Economy And The Welfare Of The Community And Business Actors, Poverty And Even To Nature Conservation [12].

Selemak Village In Hamparan Perak Is One Of The Villages That Develops Educational Tourism Through The Prima Educational Tourism Object. This Tourist Attraction Offers A Variety Of Activities That Take Advantage Of The Natural And Cultural Potential Of The Local, Such As The Uniqueness Of The Village And The Traditions And Culture Of The Local Community. Selemak Village Has Attracted The Interest Of Many Tourists, As Seen From The Increase In The Number Of Visitors From 8,736 People In 2019 To 74,260 People In 2021. However, The Number Of Visitors Declined In 2022 To 2023 Due To The Damage To Several Tourism Facilities, Which Emphasizes The Importance Of Maintenance And Management Of Tourist Facilities. The Following Is A Table Of Tourist Visits To The Best Educational Tourism Objects In Selemak Village:

Table 1. Number Of Tourist Destinations In Selemak Village

No	Year	Number Of Visitors
1	2020	8736
2	2021	74.260
3	2022	34.589
4	2023	19.306
Jumlah:		136.891

Source: Workers At The Tourist Attraction Of Slemak Deli Serdang Village, 2024.

The Development Of Tourism In Selemak Village Has A Significant Economic Impact On The Local Community. Through Tourism, People Obtain New Sources Of Income From Various Economic Activities, Such As Services, Trade, And Local Production. In Addition, Tourism Also Encourages Communities To Preserve Nature And Protect It And Village Culture, Which Is An Important Asset For Tourism Sustainability. Previous Research Conducted (Nasir, 2018) Entitled "The Influence Of Tourist Visits On The Welfare Of The Community Around The Lumbok Resort Tourist Attraction, Lumbok Seminung District, West Lampung Regency)" Which Shows That The Visit Variable Affects The Assistance Of The Local Government. This Can Be Seen From The T Count Of 3.025 Which Shows That T Count Is More Prominent Than The T Of The Table, Which Is 1.697. This Is Also Shown By The Significance Of Tourist Visits Which Is Less Than 0.005. The Significance Used Is 0.05. Transactions Between Tourists And The Surrounding Community Such As The Purchase Of Goods And The Use Of Community Services Near Tourist Attractions Are The Cornerstone Of Community Welfare. The Needs Of Tourists When Coming To A Place Are A Consideration In Purchasing Goods And Services. Meanwhile, The Research Carried Out By (Yunita & Nainggolan, 2024) The Poor Management Of Taman Prima Educational Tourism Tourist Attractions, Which Results In Low Income From These Tourist Attractions, Is One Of The Problems In Selemak Village. However, If Campaigns Such As Viral Marketing, Content Marketing, And Meta Ads For Instagram Social Media Are Planned, The Continued Decline In Tourist Visits Can Be Addressed. Because The Management Of Prima Wisata Edukasi Uses Social Media, This Study Recommends A Strategy That Only Updates The Marketing Strategy Instead Of Creating A New Account.

In Addition, This Research Is Expected To Help The Development Of Sustainable Tourism And Benefit The Welfare Of The Community, As Well As Be A Reference For Tourism Managers In Implementing Islamic Economic Principles. So The Researcher Also Wants To Study This Study With The Title "The Influence Of Tourist Visits On The Welfare Of The Surrounding Community (Study Of Slemak Deli Serdang Village)." According To Etymology, The Word "Tourism" Comes From Latin And Is Made Up Of Two Words: "Pari" And "Tourism". Tourism Is Defined As "Going" Or "Going Around", While Pari Means "Many" Or "Going Around". Therefore, Tourism Must Be Understood As A Repetitive Or Circular Journey, From One Location To Another. In United Kingdom, This Is Called "Tour", But The Plural Form Of The Word "Tourism" Can Be Used (Nugraha & Dewi, 2020). In The General Sense, Tourism Is A Form Of Travel Carried Out By Individuals To Another Place With The Aim Of Finding A Livelihood There, Either With Or Without A Plan, Which Is Temporary And Regular. Visited, But Only To Satisfy Recreational Tourism Activities To Fulfill Various Desires. In The Great Dictionary Of The Indonesian Language, Tourism Is A Form Of Activity Related To Recreational Travel [14]. Tourism Is A Kind Of Short-Term Trip That People Take To Escape From Their Regular Jobs And Stay Away From Where They Live. During Their Stay, Activities Are Organized And

Facilities Are Built To Meet Their Needs. Learning In Tourism Is An Unusual Thing That Is Influenced By The Economic, Physical, And Social Well-Being Of Tourists Who Will Participate In Tourism Activities (Hijazy Et Al., 2022).

A Person Who Lives Prosperously Does Not Live In Poverty, Worry, Or Fear, So That His Physical And Mental Well-Being Is Protected. In Other Words, Welfare Is A State Where A Person Can Obtain And Meet Their Basic Needs, Such As Clothing, Food, Board, And A Job That Meets Their Needs [16]. Islamic Economic Perspective, According To [17] The Welfare Of Society (*Alfalah*) Can Be Understood As *Maqasid Al-Shariah* (Sharia Purpose), Which Emphasizes The Protection And Fulfillment Of Five Main Aspects Of Human Life: Religion (*Al-Din*), Soul (*Al-Nafs*), Intellect (*Al-Aql*), Heredity (*Al-Nasl*), And Property (*Al-Mal*). This Concept Emphasizes That Well-Being Is Not Only Material But Also Includes Spiritual, Social, And Moral Well-Being. For Example, Religious Protection Ensures Freedom Of Worship, Protection Of The Soul Maintains Physical And Mental Health, And Protection Of Property Includes A Fair Distribution Of Wealth [18]. The Realization Of Human Goals In Order To Obtain Happiness In The World And Also The Hereafter (Falah) And A Life That Is Always Good And Commendable (*Al-Hayah Al-Thayyibah*) Is The Main Focus Of Islamic Economics. Economics Focuses On How People Act To Meet Their Needs, Which Necessitates Sacrifices Due To Scarce Or Limited Supply (Imsar, 2019:2). According To The Central Statistics Agency (2022), Community Welfare Can Be Carried Out By Measuring The Following 4 Indicators.

1. Population, In This Indicator Includes Data And Statistics Related To The Number Of Population, Population Distribution Based On Age, Gender, And Geographical Location. The Main Goal Is To Understand The Structure And Dynamics Of The Population For Effective Public Planning And Policy.
2. Health And Nutrition, This Indicator Includes Information On The Health Status Of The Population, Access And Quality Of Health Services, And The Nutritional Status Of The Community. This Data Is Important For Assessing Well-Being Levels And Quality Of Life, As Well As For Identifying Health Issues That Need To Be Addressed.
3. Education, In Education Indicators, Includes The Level Of Educational Participation, The Average Length Of Schooling, The Level Of Literacy, As Well As The Quality And Accessibility Of The Education System. It Is Used To Assess The Development Of Human Resources And The Ability Of Communities To Improve Welfare Through Education
4. Employment, In Employment Indicators, Includes The Level Of Labor Force Participation, Unemployment Rate, Type Of Work, And Working Conditions. This Data Provides An Overview Of The Job Market Situation And The Economic Well-Being Of Individuals, As Well As The Efficiency And Productivity Of The Workforce In The Economy [19].

In This Study, The Researcher Used 10 Indicators In Its Measurement, Namely: Security And Order, Environmental Damage, Prices Of Goods And Services, Social Life, Social

Inequality, Income And Economy, Structural Facilities, Education And Skills, Health And Social Welfare, Community Participation.

When A Tourist Goes To A Tourist Destination, He Is Called A Tourist. Visitors Are Usually Individuals And Groups Who Frequently Travel To Tourist Destinations Or Their Own Country. Visitors Are Individuals Or Groups Who Come To A Place With The Intention To Have Fun And Enjoy Activities. Arjana (2016) Defines A Visitor As Someone Who Visits A Location Outside The Environment, Generally For A Period Of Less Than 12 Consecutive Months With The Main Goal Of Not Working There Or Earning Income. Often, Many People Come To The Area For Various Reasons, Including Tourists. In This Study, 10 Indicators Are Used For Its Measurement, Namely: Number Of Tourist Visits, Employment In The Tourism Sector, Environmental Sustainability, Tourist Expenditure, Tourism Marketing And Promotion, Utilization Of Natural Resources, Infrastructure And Culture, Tourism Development, Maintenance Of Environmental Quality Of Tourist Attractions, Tourism Satisfaction, Benefits Of Tourism For The Community.

The Framework Of Discussion That Consists Of Ideas Or Theories That Are Used As A Reference In Research Is Called A Conceptual Framework. Typically, Hypothetical Structures Are Arranged As Networks, Outlines, Or Sketches. The Purpose Of This Study Is To Find Out The Components Of The Components That Affect Tourist Visits. The Researchers In This Study Only Considered A Few Factors, Namely: Tourist Visits And Community Welfare.

A Research Problem Is Typically Formulated As A Question Phrase Since A Hypothesis Is Just An Unworkable Answer To A Research Problem. Because The Response Is Based Solely On Pertinent Hypotheses And Not On The Actual Facts Gathered, It Is Referred To As Provisional. Therefore, According To (Sugiyono, 2018), A Hypothesis May Also Be Seen As A Theoretical Answer To The Formulation Of A Research Topic, But It Is Still Not An Empirical Solution. The Researcher Can Presume That The Following Is The Study's Hypothesis Based On The Frame Of Mind Mentioned Above.

Ha : There Is A Positive And Significant Influence On Tourism Visits (X) On The Welfare Of The Surrounding Community (Y) In Selemak Deli Serdang Village.

Ho : There Was No Positive And Significant Influence On Tourism Visit (X) On The Welfare Of The Surrounding Community (Y) In Selemak Deli Serdang Village.

## II. RESEARCH METHODS

This Study Employs A Quantitative Research Design With Causality Analyses. Community Wellbeing (Y) Is The Study's Dependent Variable. Visits From Tourists (X) Is The Study's Independent Variable. The Basic Data Utilized In This Study Were Taken From Research Samples. Up To 50 Traders From Selemak Deli Serdang Hamlet Are Included In The Study's Population. The Total Respondents That The Researcher Will Use In This Study Are 50 Respondents. Where The Respondents Are Traders Who Use The Tourist Attractions Of Selemak Deli Serdang Village As A Place To Earn Income.

This Research Was Carried Out At The Excellent Educational Tourism Object Located At Prima Edukasi Selemak Deli Serdang Village Which Is Located At Hamlet Iv On Jalan Ustad H. Abdul Khadir Nuh, Kelumpang, Hampan Perak District, Deli Serdang Regency, North Sumatra, Indonesia. A Collection Of Questionnaires Organized As Statements On A Likert Scale Served As The Study Instrument Used To Collect The Data. The Spss Version 26 Application Program Was Then Used To Process And Evaluate The Data That Had Been Gathered. The Regression Analysis Method Was Selected For This Study Because, In Addition To A Classical Assumption Test Involving A Variable Descriptive Test, Validity Test, Normality Test, Linearity Test, Determination Coefficient Test, And T Test, The Straightforward Regression Analysis Method Allows To Draw Direct Conclusions Regarding One Dependent Variable (Y) And One Independent Variable (X).

### III.RESULT AND DISCUSSION

The Strong Link Between Independent And Dependent Variables Shown By The Outcomes Of Statistical Hypothesis Testing Actually Qualifies The Regression Equation Model That Was Applied. To Be Accepted Econometrically, The Equation Model Must, However, Pass Many Tests, Including The Statistical T Test, The Determination Coefficient Test, The Validity Test, The Normalcy Test, And The Linearity Test. The Test Yielded The Following Findings.

Table 2. Validity Test Output Results

Indicator	R Count	R Tabel	Sig Value.	Information
Sightseeing Visits (X)	0,502	0,2787	0,000	Valid
	0,367	0,2787	0,009	Invalid
	0,571	0,2787	0,000	Valid
	0,467	0,2787	0,001	Valid
	0,582	0,2787	0,000	Valid
	0,489	0,2787	0,000	Valid
	0,591	0,2787	0,000	Valid
	0,582	0,2787	0,000	Valid
	0,290	0,2787	0,010	Invalid
	0,426	0,2787	0,002	Valid
Community Welfare (Y)	0,662	0,2787	0,000	Valid
	0,514	0,2787	0,000	Valid
	0,494	0,2787	0,000	Valid
	0,461	0,2787	0,001	Valid
	0,290	0,2787	0,009	Invalid
	0,558	0,2787	0,000	Valid
	0,663	0,2787	0,000	Valid
	0,591	0,2787	0,000	Valid
	0,582	0,2787	0,000	Valid
	0,402	0,2787	0,008	Invalid

Source: Primary Data Processed Through Spss 26

Sourced From Table 2 Above, It Is Known That 2 Out Of 10 Questionnaire Questions In Each Of The X And Y Variable Indicators Have Invalid Questions, As Shown By Table 1 Above. As A Result, The Researcher Deleted The Question. According To The Results Of The Validity Test On The X Variable Indicator, It Is Clear That The 2 Questionnaire Items Above Are Invalid At P2 And P9. Then The Variable Y Indicator Contains 2 Invalid Questions, Namely P5, And P10.

So It Can Be Concluded That Valid And Worthy Questions To Be Tested Are 8 Items In Terms Of Indicators And 16 Items Overall.

Table 3. Descriptive Test Output Results

	Mean	Std. Deviation	N
Community Welfare	41.08	4.159	50
Sightseeing	38.76	3.957	50

Source: Primary Data Processed Through Spss 26

In Table 3 Above, Tourist Visits To Selemak Village Have An Average Of 38.76% Visitors. In The Variable Of Tourist Visits With An Average Of 38.76%, As A Result, The Welfare Of The Community Increased By An Average Of 41.08%. The Traders In Selemak Deli Serdang Village Have 50 Traders In The Fields Of Food, Beverages, Fruits, Handicrafts, Children's Toys And Children 'S Fashion To Adults.

The Characteristics Of Respondents According To The Type Of Traders Were Taken From Traders Around The Tourist Attraction Of Selemak Deli Serdang Village Around Which Were Spread Across The Tourist Attraction Area. This Can Be Presented In The Following Table:

Table 4. Distribution Of Respondents By Type Of Trader

No.	Type Of Sword	Number Of Traders	Presentase (%)
1.	Food	13	29%
2.	Drink	14	31%
3.	Fashion	8	16%
4.	Handicrafts	9	19%
5.	Children's Toys	3	2,5%
6.	Fruit	3	2,5%

Source: Primary Data Processed Through Spss 26

Based On The Output Of Table 4 Above, It Is Clear That The Type Of Traders With The Food Category Is 13 Traders (29%), The Type Of Traders With The Beverage Category Is 14 Traders (31%), The Type Of Traders With The Fashion Category Is 8 Traders (16%), The Type Of Traders With The Handicraft Category Is 9 Traders (19%), While In The Type Of Traders With The Category Of Children's Toys And Fruits There Are 3 Traders Each Or A Percentage 2.5% Each.

For The Normality Test Of Information, A Factual Test Of Komogrov Smirnov (K-S) Can Be Used Which Is Carried Out By Making Speculation Invalid (H0) For Information That Is Disseminated Regularly And Elective Theory (Ha) For Information That Is Spread Unnaturally. Using Statistical Tests, Especially The Kolmogorov-Smirnov Non-Parametric Test.

Table 5. Normality Test Data Output Results

	Sightseeing	Community Welfare
N	50	50
Kolmogorov-Smirnov Z	.870	.761
Asymp. Sig. (2-Tailed)	.436	.608



Source: Primary Data Processed Through Spss 26

Table 5 Demonstrates That The Community Wellbeing Variable Has A Significance Value Of 0.608 And The Tourist Visits Variable Has A Significance Value Of 0.436. Based On The Aforementioned Normalcy Test Findings, With The Asymp Value Serving As A Source.Sig Of 0.436 > 0.05 And 0.608 > 0.05, Respectively, Suggest That The Study Data's Content Is Normally Distributed.

Table 6. Autocorrelation Test Data Output Results

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin-Watson
1	.422 <sup>a</sup>	.178	.161	3.811	1.428

Source: Primary Data Processed Through Spss 26

The Durbin-Watson (Dw) Score Of 1.428 Was Derived For The Data In The Summary Model Table Based On Table 6 Of The Autocorrelation Test Findings. The Du Value From The Durbin-Watson Table Is 1.5849. This Value Will Then Be Compared With The Table Value Using A Significance Value Of Five Percent (0.05), The Number Of N Of Fifty Samples, And The Number Of K Of One (K=1) Generated From The Number Of Variables In This Study. After The Numbers Are Included Into The Calculation Used To Determine If Autocorrelation Exists Or Not (Du<Dw), 1.5849 < 2.257 Is The Result. It May Be Inferred From The Decision-Making Process' Outcomes That This Regression Model Does Not Have Any Autocorrelation Symptoms Among The Four Independent Variables In This Study.

Table 7. Multicollinearity Test Data Output Results

Model	Sig.	Collinearity Statistics	
		Tolerance	Vif
1 (Constant)	.000		
Sightseeing Visits	.002	1.000	1.000

A. Dependent Variable: Community Welfare

Source: Primary Data Processed Through Spss 26

It Is Evident From Table 7 Of The Heteroscedasticity Test Findings Using Spss 26 That All Independent Variables Had Significance Values Greater Than 0.002 < 0.05. Then, It Was Discovered That The Vif Value Was 1,000 < 10 And The Tolerance Value Was 1,000. These Findings Support The Conclusion That Multicollinearity Does Not Exist In This Regression Model.

Table 8. Heteroscedasticity Test Data Output Results

Model		Unstandardized Coefficients		
		B	Std. Error	Sig.
1	(Constant)	-.611	3.023	.841
	Sightseeing Visits	.095	.078	.228

A. Dependent Variable: Abs\_Res

Source: Primary Data Processed Through Spss 26

Table 8 Presents The Findings Of The Spearman Test-Based Heteroscedasticity Test, Indicating That All Independent Variables Have Significance Values Of 0.228 > 0.05. These Findings Imply That The Regression Model Does Not Account For Heteroscedasticity.

In A Basic Regression Analysis, The Relationship Between The Independent Variable (X) And The Bound Variable (Y) Is Linear. If The Free Variable Changes, This Analysis Establishes The Direction Of The Link Between The Bound Variable And The Independent Variable. Techniques Employed:

$$Y = A + Bx + E$$

Note:

Y : Customer Satisfaction

B : Regression Coefficient

X : Sharia Compliance

A: Standard Error

A : Konstant.

The Results Of The Simple Regression Analysis In This Study Are As Follows.

Table 9. Simple Regression Test Output Results

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	23.903	5.360			4.460	.000
	Kunjungan Wisata	.443	.138	.422	3.221	.002

A. Dependent Variable: Kesejahteraan Masyarakat

Source: Primary Data Processed Through Spss 26

Based On The Results Of The Analysis Of Table 6 Above, The Regression Equation Is As Follows:

$$Km = 23.903 + 0.443x$$

From The Preceding Equation, It Can Be Seen That The Constant Has A Value Of 23.903, Which Indicates That The Level Of Community Welfare Is 0.443 If The Tourist Visit Is Either In A Stable Condition Or Has A Value Of Zero (0). The Regression Coefficient For Tourist Visits Is 0.422, Which Indicates That A 1% Or A 1% Increase In Tourist Visits Would Result In A 44.3% Or 0.443 Rise In People's Wellbeing. The Degree Of Significance And Direction Of The Sign May Be Observed Based On The Regression Equation Above, Which Measures The Impact Of The Independent Variable, Tourism Visits, On The Dependent Variable, Community Welfare. The Difference Between The T-Value Of 3.221 And The T-Table Of 1.67722 Is Bigger. Furthermore, The Significant Value Of 0.002 < 0.05 Is Evident. This Demonstrates How The Wellbeing Of The Residents Of Selemak Village Is Significantly Impacted By Tourist Visits. Thus, It Makes Sense That Ha, Who Claimed That Tourism Visits Improve Community Welfare, Was Admitted.

The Degree To Which Each Independent Variable Contributes To The Explanation Of The Variance In Its Own Dependent Variable Is Demonstrated By The Statistical Test T. When The T-Statistical Test Is Conducted, The Computed T-Value And The T-Value In Table 4 Will Be Compared.

Table 10. T Test Output Results

Model	T	Sig.
(Constant)	4.460	.000
Sightseeing Visits	3.221	.002

A. Dependent Variable: Community Welfare

Source: Primary Data Processed Through Spss 26

The Partial T-Test Findings Are Displayed In Table 7, With A Computed T-Value Of 3.221 > The T-Value Of Table 1.67722 And A Significant Value Of 0.002 < 0.05 For The Impact Of Tourist Visits (X) On Community Welfare (Y). This Indicates That The Relationship Between Tourism And Support From The Local Government Is Favorable And Substantial.

An Outline That Describes How Effectively The Data's Regression Line Happens Is Called The Determination Coefficient. The R2 Number Ranges From 0 To 1. With Low Values, The Bound Variable's Explanation Potential Is Severely Constrained. Conversely, The Dependent Variable's Variance Can Be Explained If The Independent Variable Has A Value That Is Near To One.

Table 11. Output Results Of The Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.422 <sup>a</sup>	.178	.161	3.811

A. Predictors: (Constant), Kunjungan Wisata

Source: Primary Data Processed Through Spss 26

Table 8 Above Illustrates The R2 Test Result For The Magnitude Of The Determination Coefficient R Between Variables X And Y, Which Is 17.8%. This Indicates The Impact Of Regression Between Variables X And Y; The Value Of R2 Is 0.178, Indicating A 17.8% Influence Of The Variable Tourism Visits On Community Welfare. Factors Not Included In The Research Accounted For 82.2% Of The Total Effect. The Study's Low R Value Results Point To Additional Significant Variables Aside From Tourist Visits That Need To Be Taken Into Account As The Source Of Wellbeing.

The Case Study In Selemak Deli Serdang Village Is The Focus Of Our Investigation On The Influence Of Tourists On The Well-Being Of The Community Around Them. Based On The Results Of The Direct Regression Analysis Of The Variables Of Tourist Visits And Community Welfare, Namely  $Y = 23.903 + 0.443x$ , An Increase In Tourist Visits By One Percent Will Result In An Increase In Community Welfare Of 0.443. Based On The Findings Of This Study, There Is A Positive Influence Of 44.3% Between Tourist Visits And Community Welfare. The Larger The Number Of Visitors, The Greater The Improvement In Community Welfare. This Is Consistent With The Theory Put Forward By Kotler And Armstrong (2019), According To Which An Item Is Anything That May Be Put On The Market In Order To Stand Out, Be Purchased, Used, Or Eaten In Order To Fulfill A Need. Enhancing Community Wellbeing Happens When Tourists Travel And Make Use Of Tourism Attractions. It Has Been Demonstrated That Tourist Visits Have A Favorable Impact On The Well-Being Of The Locals In Selemak Deli Serdang Village.

Tourism-Related Variables Have An Impact On People's Welfare, As Shown By The Results Talked About. "The Influence Of Tourist Visits On The Welfare Of The Community Around The Lumbok Resort Tourist Attraction, Lumbok Seminung District, West Lampung Regency" Is The Title Of A Related Research That Was Also Carried Out By Nasir (2019). The Results Of This Study Demonstrate That Local Government Support Is Impacted By The Variable Of Tourist Visits. This Is Evident From The Tourist Visitation Significance Figure, Which Is 0.001 Less Than The 0.05 Significance Level. The Tcount Number Of 1.846, Which Indicates That The Tcount Is More Prominent Than The Ttable, Which Is 1.701, Also Supports This.

In Line With The Results Of The Research, It Is Concluded That The Welfare Of The Community Is Obtained By The Sales Of Traders Around Tourist Attractions With The Presence Of Visitors, Then The Products Sold By Traders Will Be Consumed Significantly. Then, The Results Of The Study Were Clarified By The R2 Test Which Showed The Magnitude Of The R Determination Coefficient Between The X And Y Variables, Which Was 17.8%, This Showed The Effect Of Regression Between X And Y, The R2 Value Was 0.178, Meaning That The Tourism Visit Variable Was Able To Have An Influence On Community Welfare By 17.8%. The Other 82.2% Of The Influence Came From Factors Outside The Study. Based On This, It Was Concluded That Ha Was Accepted Because It Was Proven That There Was A Significant Influence Between Tourism Visits On Community Welfare And Ho Was Rejected Because It Was Not Proven To Be True.

The Findings Of This Study Are In Line With The Previous Research (Nasir, 2018) Entitled "The Influence Of Tourist Visits On The Welfare Of The Community Around The Lumbok Resort Tourist Attraction, Lumbok Resort, Seminung District, West Lampung Regency) And Shows That The Variable Of Tourist Visits Has A Significant Influence On The Welfare Of The Community, This Is Shown By The T-Count Value Of 3.025 Which Is More Prominent Than The T-Table Which Is 1.697 And The Meaning Of Tourist Visits Of 0.005 Which Means Less Than The Importance. .Rate Used, Specifically 0.05. Local Government Assistance Depends On Exchanges Between Tourists And The Community, In Particular, Where The Exchange Is In The Form Of Obtaining Products And Utilizing Local Government Services Around Vacation Destinations That Tourists Want When Visiting.

#### IV. CONCLUSIONS

The Less Optimal Management Of Taman Prima Wisata Pendidikan Tourist Attractions Has Had A Negative Impact On Revenue And The Number Of Visitors. The Decline In The Number Of Visitors From 2022 To 2023 Was Caused By The Damage To Several Tourism Facilities. In Addition, This Study Emphasizes The Importance Of More Effective Promotional Strategies Through Web-Based Entertainment To Increase The Quantity Of Tourist Visits. The Research Conducted Shows That There Is A Significant Positive Influence Between Tourist Visits On The Welfare Of The Surrounding Community. Based

On A Simple Regression Analysis, Every 1% Increase In Tourist Visits Can Increase People's Welfare By 0.443. These Results Are Consistent With Kotler & Armstrong's (2019) Theory Of Products That Can Satisfy Market Wants Or Needs. Another Study By Nasir (2019) Also Supports This Finding By Showing That Tourist Visits Have A Significant Influence On Community Welfare In Other Tourist Attraction Areas. In The Context Of Selemak Deli Serdang Village, The Welfare Of The Community Has Increased With Tourist Visits That Increase The Sales Of Local Traders' Products. The R2 Test In This Study Shows That 17.8% Of The Variation In Community Welfare Can Be Explained By The Variable Of Tourist Visits, While The Remaining 82.2% Is Influenced By Other Factors Outside This Study. Thus, The Alternative Hypothesis (Ha) Is Accepted, Confirming That Tourist Visits Significantly Affect People's Well-Being, While The Null Hypothesis (Ho) Is Rejected.

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