

Factors Affecting Tourist Visits During the Covid-19 Pandemic in Durian Agro-Tourism

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Abstract

Durian agro-tourism is located in Purba Baringin Village, Pakkat District, Humbang Hasundutan Regency. Durian agro-tourism uses durian as a tourist attraction to attract tourists to visit Durian agro-tourism, not only durian that tourists consider visiting Durian agro-tourism but other aspects such as resources, promotions, facilities and infrastructure, institutions, and visitor satisfaction felt by visitors. The purpose of the study was to determine the factors that influence tourist visits to Durian agro-tourism. The method of determining the sample is by purposive sampling method, or it is done intentionally. The results obtained from this study are: 1) The influence of resource, promotion, institutional, and visitor satisfaction variables on tourist visits simultaneously is 0.087, and 0.913 is influenced by other models 2) The influence of resources, promotion, facilities, and infrastructure, institutional and satisfaction variables visitors to tourist visits partially are Resources 0.324, promotions -0.216, facilities and infrastructure -0.112, institutions -0.036, and visitor satisfaction -0.011.

Keywords— Durian Agrotourism, Tourist Visits, Path Analysis

Introduction

Tourism is a business product (economy and services) with the highest growth rate globally (Bechard, 2019; Khasanov, 2015). All tourism products are created as business entities, including tourist destinations (Sumantra et al., 2017), creative economy, means of transportation (Zhang, 2012), hotels, tourist sites, performing arts, and agro-tourism. The development of the tourism business in a region or country will be followed by the development of other sectors because the products produced can be used to support tourism businesses such as agriculture, plantations, crafts, livestock, and others. Tourism is also one of the industrial fields that promises many advantages for an area, especially areas that have natural potential that can be developed as a tourist attraction (Sinuhaji et al., 2019).

Agrotourism is defined as a form of tourism activity that utilizes agribusiness as a tourist attraction (Saputra et al., 2018). The concept of agro-tourism development is the consumption of local culture and the natural environment through the relationship between visitors and local communities. Agrotourism not only improves the welfare of rural communities through the creation of employment opportunities but also affects socio-economic life (Febriana & Meirinawati, 2021).

Presidential Regulation 63 of 2004 explains that tourists are people who do tourism". Meanwhile, the KBBI defines tourism as traveling together (to expand knowledge, have fun, and

so on); sightseeing or picnic (Supriono, 2017). The COVID-19 pandemic has already made a significant impact on various sectors (Malahayati et al., 2021), especially in the areas of accommodation, processing, and transportation. All of these fields are closely related to the tourism industry. In the end, the tourism sector, which only had a small capital, encountered problems in running its business, resulting in bankruptcy. In mid-2020, the condition of the tourism business began to improve, as the government began to grant permits to open limited destination areas, with monitoring carried out by the security forces to ensure the implementation of health protocols. People who have been only at home for almost a year have started to move out to visit tourist objects even though they are under conditions of restrictions. So, agrotourism can be used as a way to improve the economy of countries (Khanal & Shrestha, 2019) such as Indonesia where Indonesia is an agrarian country and has many potential tourist destinations.

Research Method

The research was carried out in Purba Baringin Village, Pakkat District, Humbang Hasundutan Regency. This research shows a purposive method or is intentionally carried out on the consideration of the researcher, the method used in sampling is intentional or purposive sampling, namely the sampling technique is not based on strata or random but take into account. The method used in analyzing the data is to use the path analysis method.

Results and Discussion

Normality test

The normality test is intended to determine whether the sample is normally distributed or not. The regression model should have a normal distribution or close to it. Normality was carried out by applying the Kolmogorov-Smirnov test. If the value of 0.05 means that the data is normally distributed, on the other hand if < 0.05 then it is not normally distributed (Hasanah et al., 2019). Normality test is in Table 1.

Table 1. Kolmogorov Smirnov Normality Test Path One

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	6,42671217
Most Extreme Differences	Absolute	,079
	Positive	,053
	Negative	-,079
Test Statistic		,079
Asymp. Sig. (2-tailed)		,127 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 1 shows a significance value of 0.127 which means > 0.05 so it can be stated that the data to be studied has a normal distribution. The second path normality test is shown in Table 2.

Table 2. Kolmogorov Smirnov Normality Test Pathway Two

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	6,85094778
Most Extreme Differences	Absolute	,109
	Positive	,047
	Negative	-,109
Test Statistic		,109
Asymp. Sig. (2-tailed)		,055 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 2 presents the results of the Kolmogorov Smirnov normality test path two with a significance value (Asymp. Sig. (2-tailed) 0.055. Significance value > 0.05 so that it can be stated that the data to be studied has a normal distribution.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether the regression model has variance inequality from one observation to another. If the variance remains from one observation to another, then there is no heteroscedasticity, but if there is a difference, then there is heteroscedasticity. The regression model should not have heteroscedasticity. The method for determining heteroscedasticity is through a scatterplot chart (Ardian, 2019)

The criteria for determining are as follows:

- If the point in the image shows a special shape such as zigzag, wave and wide, then the model occurs heteroscedasticity.
- If the points spread freely without any pattern above and below the number 0, then the model does not experience heteroscedasticity.

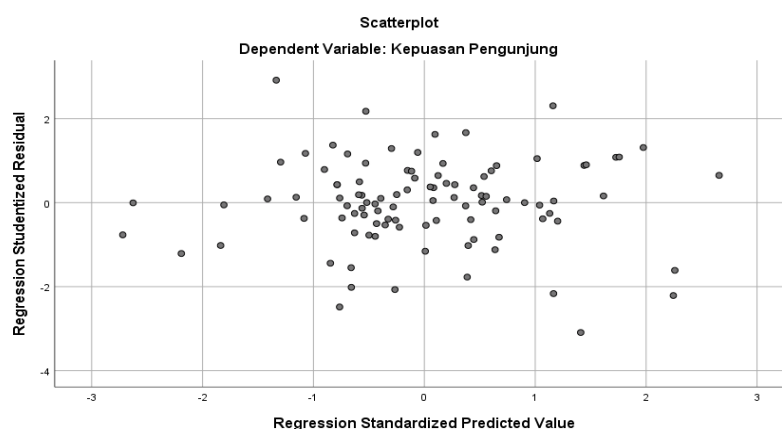


Figure 1. Output Scatterplot Line One

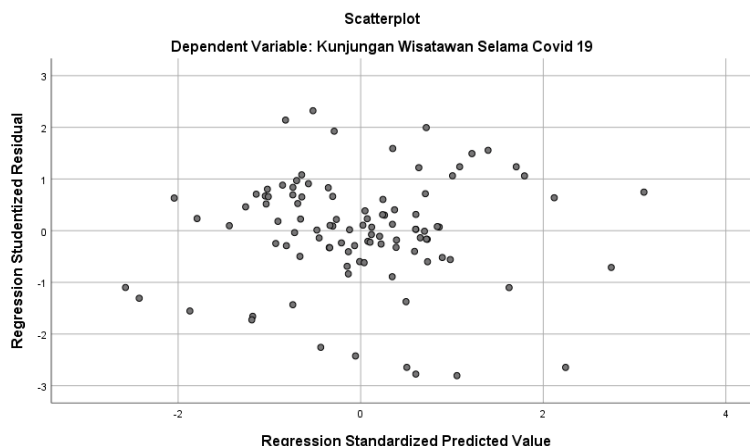


Figure 2. Scatterplot output of path two

Figures 1 and 2 can be seen that the points in the image spread across the base and bottom of point 0 of the Y source and do not show a certain shape pattern, so it can be stated that the one and two path regression models do not experience heteroscedasticity.

Multicollinearity Test

The multicollinearity test was carried out to determine the regression model had a correlation between the twelve variables with one another. Requirements for the regression model are that there is no multicollinearity so as to avoid correlations between independent variables. Determination of the presence or absence of multicollinearity can be determined through the value of tolerance or VIF. Minimum requirements for tolerance > 0.10 and VIF limit < 10.00 . So that the requirements do not experience multicollinearity if $VIF < 10$ and tolerance > 0.1 .

Table 3. Results of Output Coefficients Line One

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	80,806	13,019		6,207	,000		
Sumber Daya	,130	,054	,233	2,418	,018	,950	1,053
Promosi	-,174	,115	-,146	-1,505	,136	,943	1,060
Sarana dan Prasarana	-,355	,106	-,320	-3,355	,001	,973	1,028
Kelembagaan	-,069	,091	-,072	-,755	,452	,980	1,021

a. Dependent Variable: Kepuasan Pengunjung

Table 3 results of the output coefficients of path one above, it can be seen that the tolerance value of the variable is > 0.1 and $VIF < 10$, so it can be stated that the model does not experience multicollinearity. The table of output coefficients for path two can be seen in Table 4.

Table 4. Result of Output Coefficients Line Two

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	64,328	16,541		3,889	,000		
Sumber Daya	,190	,059	,324	3,196	,002	,895	1,117
Promosi	-,269	,125	-,216	-2,154	,034	,921	1,085
Sarana dan Prasarana	-,131	,120	-,112	-1,091	,278	,870	1,150
Kelembagaan	-,036	,098	-,036	-,372	,711	,974	1,027
Kepuasan Pengunjung	-,011	,110	-,011	-,105	,917	,838	1,193

a. Dependent Variable: Kunjungan Wisatawan Selama Covid 19

Table 4 shows the results of the output coefficients of path two above, it appears that the variable tolerance is > 0.1 and $VIF < 10$, so it can be stated that the model does not experience multicollinearity.

Path analysis test

To see the effect of the variables of resources, promotions, facilities and infrastructure, institutions, visitor satisfaction on tourist visits in a combined/simultaneous manner, the results of the coefficient of determination are obtained in Table 5.

Table 5. Test results of the influence of the variable Resources, Promotion. Facilities and Infrastructure, Institutions, Visitor Satisfaction with Tourist Visits

Description	R2	Adjusted R2	Coefficient of Other Variables	F value	Sig.	α
Equation 2 Decision	0.133	0.087	0.913	2.886	0.018	0.05
H1 accepted						

Table 5 shows that the adjusted R-Square is 0.087. The figure has the intention that the influence of the variable resource, promotion. Facilities and infrastructure, institutions, visitor satisfaction with tourist visits of 0.087. The remaining 0.913 is influenced by the factors of the five variables.

Testing the feasibility of the regression model is carried out using the following test criteria:

H0 = resources, promotion, facilities and infrastructure, institutional, combined/simultaneous visitor satisfaction has no effect on tourist visits.

H1 = resources, promotions, facilities and infrastructure, institutions, combined/simultaneous visitor satisfaction affect tourist visits.

The calculation results show the research F number is 2.886 with a significance value of 0.018, so H0 is rejected and H1 is accepted. This means that resources, promotions, facilities and infrastructure, institutions, combined/simultaneous visitor satisfaction have a significant effect on tourist visits. Thus, the model is feasible and correct.

To see the influence of Resources, Promotion, Facilities and Infrastructure, and Institutional Variables, Visitor Satisfaction on Tourist Visits individually/partially can be seen from the path coefficient value (β) in table 6.

Table 6. The coefficient value of the path of resources, promotions, facilities and infrastructure and institutions on tourist visits

Effect Between Variables	Path Coefficient (β)	T value	Sig.	α	Decided
Resources for tourist visits	0.324	3.196	0.002	0.05	H1 accepted
Promotion of tourist visits	-0.216	-2.154	0.034	0.05	H1 accepted
Facilities and infrastructure for tourist visits	-0.112	-1.091	0.278	0.05	H0 accepted
Institutional against tourist visits	-0.036	-0.372	0.711	0.05	H0 accepted
Visitor satisfaction with tourist visits	-0.011	-0.105	0.002	0.05	H0 accepted

Table 6 shows that (a) The resource variable has a significance value of $0.002 < 0.05$, meaning that H1 is accepted, the promotion variable has a significance value of $0.034 < 0.05$, meaning that H1 is accepted, (b) Promotional variable has a significance value of $0.034 < 0.05$, it means that H1 is accepted, (c) the facilities and infrastructure variable has a significance value of $0.278 > 0.05$, meaning that H0 is accepted, (d) the institutional variable has a significance value of $0.711 > 0.05$, meaning that H0 is accepted, (e) the satisfaction variable visitors have a significance value of $0.002 < 0.05$, meaning that H1 is accepted.

Table 6 shows that the coefficient is 0.324 and the significance is 0.002, meaning that the resource variable partially has a positive and significant influence on tourist visits. In other words, if the resources are well managed, tourists will want to visit durian agro-tourism. Tourism resources are the basis of tourism activities (Xie & Ma, 2021). Table 6 also shows the coefficient value of -0.216 and a significance of 0.034. Promotional variables partially have a negative and significant influence on tourist visits, meaning that promotions carried out to the wider community have been successfully implemented and become a motive for returning visitors. Tourism promotion has a positive and significant effect on the interest of returning tourists (Mawu et al., 2021). Furthermore, there is a coefficient value of -0.105 and a significance of 0.276, meaning that the facilities and infrastructure variables have a negative and insignificant effect on tourist visits. This is not in line with (Fafurida et al., 2018) research which found that tourism facilities and infrastructure will affect the high level of tourist visits in an area.

The coefficient value -0.036 and a significance of 0.711 indicates that the institutional variable has a negative and insignificant effect on tourist visits, meaning that tourists in visiting are not concerned with the existing institutions in durian agro-tourism. This is also not in line with the statement that a sustainable tourism industry requires good institutional support (Sari & Cahyadin, 2021). In addition, the coefficient value of -0.011 and a significance of 0.002 indicates that the visitor satisfaction variable has a negative and significant influence on tourist visits, meaning that the increase in tourist visits can be done by increasing the number rather than visitor satisfaction. Visitors had a high level of satisfaction with the natural scenery of the park and may have a positive but limited influence on promoting visitors' environmentally responsible behavior intentions (Cheng et al., 2022).

Conclusion

The influence of resources, promotions, facilities and infrastructure, institutions and visitor satisfaction on tourist visits simultaneously is 0.087 while the remaining 0.913 is influenced by other variables outside this model. The resource variable has a positive effect with a coefficient value of 0.324, meaning that the higher the resource, the higher the tourist visits. The variable of facilities and infrastructure has a negative effect with a significance value of -0.112, meaning that the higher the facilities and infrastructure, the tourist visits are not necessarily high, the institutional variable has a negative effect with a significance value of -0.036, meaning that the higher the institution, the tourist visits are not necessarily high, the variable satisfaction visitors have a negative effect with a coefficient value of -0.011, meaning that the higher the visitor satisfaction, the tourist visits are not necessarily high.

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