

The Impact of Tourism on The Development of MSMEs in Tulang Bawang West District (Case Study of The Islamic Center Tourism Sector)

Devis Anezza¹, Toto Gunarto²

University of Lampung, Indonesia

E-mail: devisanezza0710@gmail.com¹, toto.gunarto@feb.unila.ac.id²

Abstract

The Islamic Center is a tourist attraction in West Tulang Bawang Regency which has the advantage of being a religious tourist attraction. The aim of this research is to determine whether or not there are differences in income and turnover of MSMEs around the Islamic Center tourist attraction before and after the existence of this tourist attraction. This research uses the Stata analysis tool with descriptive statistical analysis methods proven by the Paired Samples Test, with a population of 109 MSMEs and the sample used is 52 MSMEs. The results of this research show that there are differences in income and turnover of MSMEs before and after the Islamic Center tourist attraction. This is indicated by the t value of -17.7844 and the p -value on the income variable is 0.000 so it is <0.05 and the t value is -21.4197 and the p -value on the turnover variable is 0.

Keywords Income, MSMEs, Tourism, Turnover

INTRODUCTION

Tourism is a trip to a place that is temporary, can be done alone or in groups, and aims to seek harmony or harmony and a sense of happiness with the environment in cultural, natural, social and scientific dimensions (Deselpa & Gunarto, 2023). Currently, tourism has developed very rapidly and has an important role in becoming a global industry. This is supported by the opinion of Andian & Aida (2023) which states that tourism is believed to be the largest industry at the moment and in the coming years its role will increase. The tourism sector is also a leading sector which acts as an important element of regional economic development.

Indonesia has various tourist destinations spread across various corners, starting from beaches, highlands and lowlands, each of which has its own characteristics. Indonesian tourism has become an attraction for tourists due to several factors, namely diverse historical heritage, culture from various tribes, various culinary delights that have flavors that can attract tourists. The tourism sector provides various benefits ranging from economic, social, knowledge and cultural aspects. Therefore, tourism planning activities must support and support each other and be integrated in a tourism management and management system (Taufik et al., 2023).

One of the regions in Indonesia which is currently developing the tourism sector is Lampung Province. Lampung Province has a wealth of natural resources that have the potential to be used as tourist attractions. Apart from that, Lampung Province also has cultural heritage which can be used as a tourist attraction. West Tulang Bawang Regency is an area that has many cultural and religious tourist attractions. Several tourist attractions in West Tulang Bawang Regency, namely Ture Valley, Rato Nago Bersanding Monument,



Uluan Nughik, Turtle Park, Four Clans Statue, Mustaqin Mosque, Nughik Studio, Susuhan Riyah Statue, Las Sengok, Tubaba Bike, Simpang Tiga, Agro Tourism, and Islamic Center.

One of the icons of West Tulang Bawang Regency which is currently a leading tourist destination is the Panaragan Jaya Islamic Center. The Islamic Center Tour in West Tulang Bawang Regency has many buildings such as the Great Mosque, Traditional Houses and beautiful views of the artificial lake. The uniqueness of the mosque is that there are 99 light holes that illuminate the mosque and will change according to the rotation of the earth around the sun, this is also often called the 99 Asmaul Husna Dome of Light. Inside the mosque, apart from being a place for religious activities, it is also often used as a place for selfie photos, photo hunting and even pre-wedding photos.

This Islamic Center tourist attraction has benefits for the surrounding community. The existence of this Islamic Center opens up business opportunities for the community. Many local people have started trading around the Islamic Center. Initially the number of culinary traders at the Islamic Center was only 10 people, but after many tourist visits the number of traders increased to 61 people. Each trader is charged a cleaning fee of Rp. 10,000,- per day. The existence of the Islamic Center encourages surrounding communities to open culinary businesses, such as food stalls, restaurants, canteens, hawkers, street vendors and shops of various types of drinks. This Islamic Center also increases traders' income and turnover due to the increasing number of visitors. Therefore, researchers are interested in further research regarding the Impact of Tourism on Income in West Tulang Bawang Regency (Case Study of the Islamic Center Tourism Sector).

LITERATURE REVIEW

Tourist

According to Wahab's theory (2003), tourism is a new type of industry that is capable of generating economic growth, providing employment opportunities, which is able to increase living standards and has the potential to stimulate other productive sectors (Aliansyah & Hermawan, 2021). The development of the tourism sector has a major impact on the development of a region. According to Harefa (2020) the development of tourist attractions that are well managed will have a multiplier effect on the economy because it encourages other economic activities such as restaurants, hotel services, entertainment and recreation services, and travel agents. Meanwhile, according to Sulastri (2020) tourism is one of the sectors that is believed to be able to move the people's economy, because it is considered the sector that is most prepared in terms of facilities, means and infrastructure compared to other business sectors.

Income Theory

Revenue is all receipts, both cash and non-cash, from the sale of goods and services in a certain time period. There are several factors that determine income, one of which is investment. Investment is one of the factors that influences growth (Anggi Palupi et al., 2022). According to Madji et al. (2019) income is the reward received by all households at levels of society in a country from the delivery of production factors or after carrying out

economic activities. Revenue is cash inflow originating from the company's normal activities in creating goods or services which results in an increase in assets and a decrease in liabilities. Meanwhile, according to Boediono, a person's income is influenced by several factors, including:

- 1). The number of factors of production owned which originate from current year's savings and inheritance or gifts.
- 2). The price per unit of each production factor, this price is determined by supply and demand in the production factor market.
- 3). The results of family members' activities as side jobs. Income levels influence people's consumption levels.

METHOD

Types and Techniques of Data Collection

The data used in this research is primary data. Primary data was collected using the questionnaire method. A questionnaire is a data collection technique by providing a set of written questions to respondents as research subjects which are used as information in the research. Data collection was also carried out using interview techniques. This research uses Semi Structured Interviewer interviews. The interview guide used is in the form of outlines or core issues, which will later be developed and used as questions to the research subjects. This research also uses data collection techniques in the form of documentation. Documentation is a way of collecting data resulting from important records that are appropriate to what is being researched.

Population and Sample

According to Sugiyono (2016) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Population is the totality of characteristics or units of measurement results that are the object of research. This research used a population of 109 MSMEs from field observations.

A sample is a part of a population that has certain characteristics or conditions to be studied. The sampling technique used in this research used a purposive sampling technique. Purposive sampling is a technique for determining samples with certain considerations (Sugiyono, 2016). The number of samples in this study was calculated by calculating the total population of MSME types divided by the total population of MSMEs and divided by the total sample obtained or if entered using the Slovin formula as follows:

$$n = \frac{N}{1+N(e^2)}$$

Where:

n : Number of samples

N : Population size

e : Percentage of sample error accuracy that can be tolerated (*sample error*)



Data analysis method

The method used in this research is a descriptive method, namely describing the condition of a symptom that has been obtained through measuring instruments and then processed according to its function. The data obtained in the survey is a combination of measurements, counts and brief narrative explanations, which are then analyzed using descriptive statistics. The results of this processing are then presented in the form of numbers so that they give the impression that the meaning is easier for anyone who needs information about the existence of these symptoms to understand.

Significant Difference Test

The significant difference test is a procedure used to test the truth or error of the null hypothesis from sample results. The main idea behind significance testing is statistical testing and the sample distribution of a statistic under the null hypothesis. The H_0 decision is made based on statistical test values obtained from existing data. This research uses the paired sample t-test and the Wilcoxon signed rank test. Paired Sample T-Test or two paired sample test is a parametric test used to test the hypothesis that the same or not different (H_0) between two variables. Data comes from two measurements, or two different observation periods taken from paired subjects. The Wilcoxon signed rank test is a test used to analyze paired data whether it is different or not from two paired data. The Wilcoxon signed rank test in this study was used to determine whether there was a difference in the amount of MSMEs income before and after the Islamic Center tourism in West Tulang Bawang Regency. The basis for decision making in the Wilcoxon signed rank test is as follows:

If probability (Asymp.Sig) < 0.05 then H_0 is rejected, and H_a is accepted.

If probability (Asymp.Sig) > 0.05 then H_0 is accepted, and H_a is rejected.

a. Income

H_0 : There is no significant difference in MSMEs income between before and during tourism in West Tulang Bawang Regency

H_a : There is a significant difference in MSMEs income between before and during tourism in West Tulang Bawang Regency

b. Turnover

H_0 : There is no significant difference in MSMEs turnover between before and during tourism in West Tulang Bawang Regency

H_a : There is a significant difference in MSMEs turnover between before and during tourism in West Tulang Bawang Regency

Statistical tests are used to decide whether there is a change in the average determined through the t-table value based on df (degree of freedom) and then determine the

confidence interval (5% or 1%). If the calculated t value $> t$ table, then H_0 is rejected and H_a is accepted, so that the result is that there is a change in the statistical test.

RESULTS AND DISCUSSION

General description of West Tulang Bawang Regency

Geographically, West Tulang Bawang Regency is located between coordinates $104^{\circ}55'$ – $105^{\circ}10'E$ and $3^{\circ}35'$ - $4^{\circ}15'$ South Latitude. West Tulang Bawang Regency is a lowland area with an average height of 39 meters above sea level. West Tulang Bawang Regency is located in the northern part of Lampung Province which directly borders South Sumatra Province.

Borderline:

North : Mesuji, Lampung and Ogan Komering Ilir, South Sumatra

East : Tulang Bawang

South : Central Lampung

West Tulang Bawang Regency consists of 9 sub-districts, 3 sub-districts, and 93 tiyuh (villages). In 2017, the population reached 268,119 people with an area of 1,201.00 km² and a population distribution of 223 people/km². West Tulang Bawang Regency has a tropical climate with alternating rainy and dry seasons throughout the year. Average temperature $25^{\circ}C$ — $31^{\circ}C$, rainfall between 57–299 mm/year, with average humidity 85.2.

Population and Sample

Table 1. Population

	Type of business				
	Sweets Stall	Food Trader	Food stalls	Toy Trader	Clothing store
Amount	45	38	20	1	5

The total population in this study was 109, which was divided into several types of MSMEs, namely sweet shops, food traders, food stalls, toy traders and clothing stores. Based on Table 1. it can be seen that the population of candy stalls is 45, the population of food vendors is 38, the population of food stalls is 20, the population of toy vendors is 1, and the population of clothing shops is 5. The largest population is sweet stalls with a total of 45. Meanwhile, the population of has the smallest number, namely sweets traders, with a total of 1.



Table 2. Sample

Type of business					
	Sweets Stall	Food Trader	Food stalls	Toy Trader	Clothing store
Amount	21	18	10	1	2

The sample in this study was 52 which was obtained by dividing the total population of MSME types by the total population of MSMEs and divided by the total sample obtained or if entered using the Slovin formula. This research uses a percentage allowance for inaccuracy of 10% (0.1). The sample calculation results are shown as follows:

$$n = \frac{N}{1+N(e^2)} \rightarrow n = \frac{109}{1+109(0,1)^2} \rightarrow n = \frac{109}{2,09} \rightarrow n = 52$$

Based on the calculation results above, it shows that the sample of respondents in this study was 52 respondents. This number is considered quite representative in research and can be scientifically justified. This is also done to make data processing easier and get better test results.

Significance Difference Test

The difference test is used to see the differences between two groups of data, so that we can find out the difference in income before and after the Islamic Center tourism and turnover before and after the Islamic Center. This research uses a paired difference test (paired sample t-test) because there are two groups of the same data but with different treatments, namely income and turnover before and after the Islamic Center tourism.

Table 3. Income Before and After the Islamic Center

Variables	Obs	Mean	Std. err	Std. dev	[95% conf. Interval]	
x1	52	776923.1	57052.76	411413.3	662384.9	891561.3
x2	52	2625962	136699.8	985755.9	2351525	2900398
diff	52	-1849038	103969.9	749737.9	-2057767	-1640310

t = -17.7844

Degrees of Freedom = 51

Ha: mean(diff)

Pr (ITI > ItI) = 0.0000

The statistical hypothesis is as follows:

H₀: There is no significant difference in MSMEs income between before and during tourism in West Tulang Bawang Regency

H_a: There is a significant difference in MSMEs income between before and during tourism in West Tulang Bawang Regency with the following significance level (P-Value):

If significance is > 0.05 , then H_0 is accepted.

If significance < 0.05 then H_0 is rejected.

Based on the results of the tests carried out, it shows that:

a. The Paired Samples Statistics table shows the descriptive value of each variable in paired samples.

- MSMEs income before tourism has an average value (mean) of 776923.1 data. The data distribution (Std. Deviation) obtained was 411413.3 with a standard error of 57052.76.
- MSMEs income after tourism has an average value (mean) of 2625962 data. The data distribution (Std. Deviation) obtained was 985755.9 with a standard error of 136699.8.

This shows that MSMEs income after tourism higher than MSMEs income before tourism existed. Data distribution range there is tourism also becomes wider and with a higher standard error.

b. The Paired Samples Test table is the main output table that shows the results of the tests carried out. This can be seen from the significance value (2-tailed) in the table.

Based on the "Paired Samples Test" output above, it can be seen that the t value is -17.7844 and the p-value is 0.000 so it is < 0.05 , so it can be concluded that H_0 is rejected. This means that there is a significant difference in income before and after tourism, so it can be concluded that there is tourism influence changes in income.

Table 4. Turnover Before and After the Islamic Center

Variables	Obs	Mean	Std. err	Std. dev	[95% conf. Interval]	
x3	52	1038462	73156.26	527537.3	891594.2	1185329
x4	52	3356731	144252.8	1040222	3067131	3646330
diff	52	-2318269	108230.6	780461.7	-2535551	-2100987
t = -21.4197		Degrees of Freedom = 51				

H_a : mean(diff)

Pr (ITI > ItI) = 0.0000

The statistical hypothesis is as follows:

H_0 : There is no significant difference in MSMEs turnover between before and during tourism in West Tulang Bawang Regency

H_a : There is a significant difference in MSMEs turnover between before and during tourism in West Tulang Bawang Regency with the following significance level (P-Value):



If significance is > 0.05 , then H_0 is accepted.

If significance < 0.05 then H_0 is rejected.

Based on the results of the tests carried out, it shows that:

- a. The Paired Samples Statistics table shows the descriptive value of each variable in paired samples.
 - MSMEs turnover before tourism has an average value (mean) of 1038462 data. The data distribution (Std. Deviation) obtained was 527537.3 with a standard error of 73156.26.
 - MSMEs turnover after tourism has an average value (mean) of 3356731 data. The data distribution (Std. Deviation) obtained is 1040222 with a standard error of 144252.8.

This shows that MSMEs turnover after tourism on the data is higher than on MSMEs turnover before tourism existed. Data distribution after tourism also becomes wider and with a higher standard error.

- b. The Paired Samples Test table is the main output table that shows the results of the tests carried out. This can be seen from the significance value (2-tailed) in the table.

Based on the "Paired Samples Test" output above, it can be seen that the t value is -21.4197 and the p-value is 0.000 so it is < 0.05 , so it can be concluded that H_0 is rejected. This means that there is a significant difference in turnover before and after tourism, so it can be concluded that there are tourism influence changes in turnover.

Recapitulation of Research Results

After analyzing the research data, the next step is to describe the research results in a table showing the influence of Islamic Center tourism on changes in income and turnover before and after Islamic Center tourism. The recapitulation of research results is shown as follows:

Table 5. Recapitulation of Research Results

Research Hypothesis	Research result	Research Criteria	Interpretation	Conclusion
It is suspected that there was a difference in MSMEs income before and after the Islamic Center tourism in West Tulang Bawang Regency.	Sig (2-tailed) = 0.000	$> \alpha = 5\%$ (0.05)	H_0 is rejected	There are differences in MSMEs income before and after the Islamic Center tourism in West Tulang Bawang Regency.

It is suspected that there was a difference in MSMEs turnover before and after the Islamic Center tourism in West Tulang Bawang Regency.	Sig (2-tailed) = 0.000	$\alpha = 5\%$ H_0 is rejected	There are differences in MSMEs turnover before and after the Islamic Center tourism in West Tulang Bawang Regency.
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CLOSING

Conclusion

Based on the research results, the following conclusions can be drawn:

1. Based on the test results, it can be concluded that there is a significant difference in income before and after the Islamic Center tourism. This shows that the existence of Islamic Center tourism has an influence on changes in MSMEs income.
2. Based on the test, it can be concluded that there is a significant difference in turnover before and after the Islamic Center tourism. This shows that the existence of Islamic Center tourism has an influence on changes in MSMEs turnover.

Suggestion

1. Providing additional financial assistance to MSMEs, providing tax relief/exemptions if any, and expanding the area for surrounding MSMEs.
2. MSMEs are expected to increase creativity and innovation in the products they sell to attract more visitors.
3. The results of this research can be used as comparison and reference material for further research as consideration for further deepening further research with different variables.

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