The Impact Of Requiring Street Vendors And Increasing Parking Rates For Surya Kencana Culinary Tourism On Consumer Visit Interest

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Abstract

This study aims to determine the impact of street vendors and the increase in parking rates on consumer interest. This study uses quantitative descriptive data and primary data. The data collection method used in this research is using observation and questionnaires. The method used in this regression research is the classical assumption test, simple linear and multiple linear regression analysis. The variables used in this study used two variables, namely the dependent variable and the independent variable. The dependent variable is street vendors while the independent variable is the increase in parking rates. The results showed that the impact of street vendors and the increase in tariffs had a significant impact on consumer interest in visiting and had a major influence on the development of Surya Kencana Bogor culinary tourism.

Keywords: Street vendors, increase in parking rates, interest in consumer visits, quantitative descriptive, primary data, independent and dependent variables

Introduction

According to the Bogor City Central Statistics Agency (2016) According to the geographical information of the Bogor City Central Statistics Agency, it is located between 106° 48'E and 6° 26'S, the geographical location of Bogor City is in the middle of Bogor Regency which is very close to the country's capital, strategic potential for development and growth of the economy and services, is the center of the country's industrial, trade, transportation, communications and tourism activities.

Tourist visits to the city of Bogor have quite good potential in empowering human resources and existing tourist attractions, however, in the development of tourist visits there is research data from BPS (Central Statistics Agency) of Bogor City as a reference and evidence of the recorded number of tourists visiting destinations or tourist attractions in the city of Bogor.

According to Sari (2012) Tourism development is basically an effort to develop and use tourist objects and tourist attractions, which are created, among other things, in the form of natural beauty, diversity of flora and fauna, traditions and culture as well as historical and ancient heritage.

According to Herawati (2012), in consumer behavior, purchasing decisions are influenced by several factors because purchasing decisions and visits are not trained like that. This is based on variations in the decision-making processes taken by tourists.

According to Pratiwi et al (2021), historical records show that ethnic Chinese in Indonesia have experienced a dark story. Even if at the beginning of his arrival. The dark history of ethnic Chinese in Indonesia began with the massacre of ethnic Chinese by the VOC in 1740 in Batavia and its surroundings. The cause of the massacre was due to the VOC's concern for harmonious relations between ethnic Chinese and society surrounding the dark history that continued when ethnic Chinese were targeted and massacred during the Java War in 1825.

The researchers assume that every ethnic Chinese community and Sunday Jalan Surya Kencana Bogor leads
to communication housing, namely the act of adjusting, modifying and regulating individual behavior in response to other parties. This accommodative action is generally carried out by someone when communicating with other people to shorten the social distance between them.

Method

The research category used in this research is quantitative descriptive. Quantitative research aims to identify the causes of something. The data source using primary data is the result of tabling respondent responses. Data is collected and processed by researchers obtained directly from respondents. Primary data was obtained using a questionnaire instrument. Data collection techniques are carried out through documentation, literature studies and questionnaires. Documentation according to (Sugiyono, 2015) is a method used to obtain data and information in the form of books, archives, documents, writing, numbers and images in the form of reports and information that can support research. Literature study is carried out by collecting information data through references or previous literature which has the same discussion as the research conducted by the researcher. A questionnaire or questionnaire is a data collection method used to collect data by distributing a list of questions to respondents so that the respondents provide answers. So that the data collected can be utilized, the data is processed and analyzed first so that later it can be used as a basis for decision making through the normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression analysis, coefficient of determination test, T test, and T test. F. Normality Test aims to test whether in the regression model, confounding or residual variables have a normal distribution. The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. The heteroscedasticity test is carried out to analyze whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. The autocorrelation test is used to determine if the linear regression model has an error correlation between the confounders in period t and the confounders in period t-1 (previously). Multiple Linear Regression Analysis is a model used to analyze the influence of various independent variables on one dependent variable (Ferdinand, 2006). Coefficient of Determination Test where if the R2 value is close to 1 then the independent variable will require the prediction of the dependent variable. The t test is used to determine the magnitude of the independent variable in explaining the dependent variable individually. And the F test is carried out to find out whether there is an influence of the independent variable on the dependent variable or not. This F test is carried out by looking at the calculated F results.

Results and Discussion

In the normality test as figure 1, the resulting data forms a good pattern that follows the diagonal line. Therefore it can be concluded that all the data used is normally distributed. Multicollinearity test, in the results of the multicollinearity test above it can be seen that the VIF value of the independent variable for the street vendor variable (X1) produces a tolerance value of 0.968 with a VIF value of 1.033. while the parking rate increase variable (X2) has a tolerance value of 0.968 and a VIF value of 1.033. Thus it can be concluded that the two independent variables above do not experience multicollinearity problems because the resulting VIF value is more than 10 and the tolerance value is > 0.1. Heteroscedasticity test in figure 2, the scatter plot above shows that the data spread does not resemble a certain pattern so it can be concluded that the data does not have heteroscedasticity, so it can be concluded that this research is suitable to be continued in multiple linear regression. Autocorrelation Test from the results of the autocorrelation test above shows that the resulting Durbin Watson value is 1.989. The criteria that have been determined show that the DW value is between -2 and +2, namely 1.989, which means that there is no autocorrelation, so the hypothesis formulated H0 is accepted.
Multiple Linear Regression Test, the regression coefficient for Street Vendors (X1) is 0.733, meaning that if there is no change in the constant value and the other independent variables have a fixed value then each Street Vendor (X1) experiences an increase or decrease of 1 unit, then Consumer Visit Interest (Y) will experience an increase of 0.059. The regression coefficient for Increase in Parking Rates (X2) is 0.323, meaning that if there is no change in the constant value and other independent variables have a fixed value, then for every increase in Parking Rates (X2) there is an increase or decrease of 1 unit, Consumer Visit Interest (Y) will increase by 0.059.

Coefficient of Determination Test, from the test results it can be seen that the R correlation value is 0.585 or 58.5% which explains that the relationship between the independent variables, namely Street Vendors (X1) and the Increase in Parking Rates (X2) with the dependent variable, namely Consumer Visit Interest (Y), is quite strong. Meanwhile, the R Square value of 0.343 is the square of R, which means that the dependent variable Consumer Visit Interest (Y) is influenced by independent variables that were not examined in this research. In the t test, the value of the street vendor variable (X1) with a calculated t of 3.539 which means the calculated t value (3.529) > the t table value (2.052) with a significance value of 0.001 < 0.005 so it can be concluded that partially the street vendor variable five (X1) have a positive and significant effect on consumer visit interest (Y). Meanwhile, the t test has an Fcount value of 7.033 > FTable with a significance value of 0.003 < 0.05, which means the Fcount value (7.033) is greater than the FTable value (4.20) and the significance value is smaller than 0.05. then H0 is rejected and Ha is accepted. So it can be concluded that simultaneously Street Vendors (X1) and the Increase in Parking Rates (X2) have a positive and significant effect on Consumer Visit Interest (Y).
Conclusion

The conclusion of this research is that the impact of controlling street vendors partially has no effect on the interest in visiting Surya Kencana culinary tourists. The partial increase in parking rates has no effect on the interest in visiting Surya Kencana culinary tourists. The impact of curbing street vendors and the partial increase in parking rates did not affect the interest in visiting Surya Kencana culinary tourists. Meanwhile, it is hoped that suggestions from the research results for future researchers can add detailed theoretical studies and add references to their research. It is hoped that the cities of Bogor and Surya Kencana will be able to complete public facilities and improve facilities for the comfort of tourists.

Reference