



THE EFFECT OF TOURISM ATTRACTION AND BUSINESS MODELS ON SMEs INCOME

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ABSTRACT - This study aims to determine the effect of tourist attractions and business models on the income of SMEs in the Soerjo Ngawi Monument tourist area. The research method used in this study uses a quantitative approach by distributing questionnaires to respondents. The independent variables in this study are tourist attractions (X1) and business models (X2), while the dependent variable in this study is the income of SMEs (Y). The sample and population used in this study were 55 respondents. The results of this study show significant results that the effect of tourist attraction (X1) and business model (X2) on SME income (Y) is 35.8%.

Keywords: Tourist Attraction; Business Model, SMEs Income

INTRODUCTION

Tourism is an interesting phenomenon that occurs in social, cultural, economic, political and technological aspects (Bahiyah, 2018: 95). Tourism is the leading sector of blood because it is proven to have an impact on the regional economy. The tourism sector contributes by displaying the diversity of culture, history, and natural beauty. Ngawi Regency is known for its tourism potential, such as: nature tourism, historical tourism, educational tourism, and cultural tourism. One of the historical tours in Ngawi Regency is the Soerjo Monument. The Soerjo Monument is a statue that was built as a sign of respect to the figure of the first Governor of East Java, namely Raden Mas (RM) Tumenggung Arjo Surjo, better known as Governor Soerjo. In addition to the statue of Governor Soerjo, in the tourist area of the Soerjo Monument there are natural attractions and man-made tours. Such as: beautiful teak forests, ornamental plants, deer cages, and a number of stalls for birds and other animals.

The tourism industry is a social, economic, and cultural activity that is able to collaborate so that it can encourage regional economic growth (Pakpahan, 2015). The



role of SMEs in tourist attractions to realize Sapta Pesona is very important. In the Soerjo Ngawi Monument area, there are SMEs that sell various commodities. The existence of the Soerjo Monument tourist attraction has an influence on SMEs. The presence of visitors affects the income earned by SMEs. SMEs are expected to be able to apply business models as creativity, innovation and strategies so that SMEs can still exist to compete, be able to create and capture markets, and evaluate and manage their business. The existence of business model innovations can have an influence on the advantages and performance of SMEs (Anwar, 2018). The tourist attraction of the Soerjo Ngawi Monument tourist area and the business model applied by SMEs can increase the income of SMEs in the Soerjo Ngawi Monument tourist area.

LITERATURE REVIEW

Tourism

Tourism is a social activity that is influenced by various community organizations and has an impact on socio-cultural, economic, political impacts on individuals, social groups and the wider community (Pradana, 2019). Utama (2015:105) describes the types of tourism: Cultural Tourism; Maritime or Maritime Tourism; Nature Reserve or Conventional Park Tourism; Convention Tour; Agricultural tourism or Agrotourism; and Pilgrimage Tour

Tourism Attraction

According to Zaenuri (2012: 169), tourist attraction is something that has an attractive value to be enjoyed, admired, seen, and is worthy of being sold in the tourist market. A tourist attraction must have the quality to assess the potential level of its resources. The following are the quality criteria of a tourist attraction:

a. Uniqueness or Rarity

Tourist objects can be judged in terms of their uniqueness and rarity. This assessment is carried out by means of whether this object cannot be found easily elsewhere.

b. Quantity (Diversity Attractiveness)

Evaluation of quality based on the diversity of content and attractiveness of a tour.



c. Environmental Conditions

This relates to the physical conditions in an environment and the availability of land used for development.

Business Model

The current business model is used as a measuring tool in describing a business being run. A business model is a basic description of the way an organization creates, delivers and captures value. The business model acts as a depiction framework used by a business organization (Osterwalder: 2013). In developing a business model, it is known that you must understand the existing business. Innovation is needed in business models as business model development, visualizing, validating to concretize a new idea. In this context, innovation is an ability that must be possessed by SMEs in adapting to changes that occur in the market environment. The environment in question is the tourism environment in which the business operates.

Revenue

Wijaya (2016), explains that income is the amount of money received by the company based on activities in the form of selling goods or services. There is a theory that explains an income according to Wijaya (2016):

a. Absolute Income

The absolute approach is the amount of money that comes from the income received by individuals in one variable.

b. Relative Income

The relative approach is the amount of money and time which is the income received by the individual in the two variables.

SMEs

Small and Medium Enterprises (SMEs) are business units carried out by individuals or business entities in the independent productive economic sector (Tambunan, 2012: 2). SMEs are an area that can spur and contribute significantly to economic growth in Indonesia.

RESEARCH METHOD

This research is a type of explanatory research (explanation) using quantitative methods. The location selection in this research is located in the tourist area of the Soerjo Ngawi Monument. The Soerjo Ngawi Monument is located on Jalan Raya Solo – Ngawi, West Tambakselo, Pelang Lor, Kedunggalar District, Ngawi Regency, East Java. The population in this study are SMEs in the Soerjo Monument Tourism area. Based on initial observations made by researchers, researchers noted the number of SMEs as many as 55 business actors. Data collection techniques consist of primary data and secondary data. The method of data collection is done by distributing questionnaires to respondents. The analysis technique in this study uses the SPSS program.

Conceptual Model

Based on the explanation of the theories that have been explained, the conceptual models adopted in this study are: tourist attraction, business model and income of SMEs. The purpose of this study was to determine the effect of each variable, including: tourist attraction, business model and income of SMEs.

The following is a picture of the conceptual model in this study:

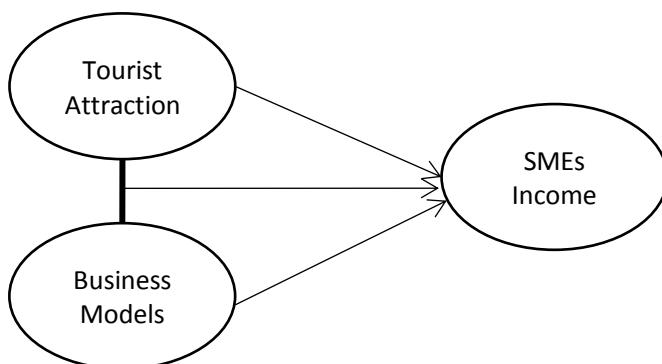


Figure. Conceptual Model

RESULT AND DISCUSSION

1.Descriptive Statistical Analysis

The population and sample in this study were 55 respondents. Consists of 25 men and 30 women. The average result of the frequency distribution of the tourist attraction variable (X_1) is 3.59, the average result of the business model variable frequency (X_2) is 3.71, while the average result of the income variable frequency (Y) is 3.98.

2. Inferential Statistical Analysis

a. Multiple Linear Regression Analysis

Variabel	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.922	1.864		3.177	0.003
Tourist Attraction (X_1)	0.002	0.087	0.002	0.021	0.983
Business Models (X_2)	0.537	0.098	0.691	5.492	0.000

Koefisien Determinasi (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.618 ^a	0.382	0.358	1.15214

Parsial Test (Uji T)

Variabel bebas	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.922	1.864		3.177	0.003

Tourist Attraction X ₁	0.002	0.087	0.002	0.021	0.983
Business Models X ₂	0.537	0.099	0.619	5.492	0.000

Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.683	2	21.342	16.078	0.000 ^b
Residual	69.026	52	1.327		
Totally	111.709	54			

Discussion

a. The Influence of Tourist Attraction (X₁) on SME Income (Y)

Based on the Partial Test (T test) and multiple linear regression analysis showed a negative effect on the tourist attraction variable (X₁) on the income of SMEs (Y) indicated by the acquisition of the value of $t_{count} < t_{table}$, namely $0.021 < 2.006$. These results indicate that there is no significant value with a number of $0.005 > = 0.05$. Based on this, the hypothesis that the tourist attraction variable (X₁) has a significant effect on the income of SMEs (Y) is rejected. The results of this study contradict the theory put forward by Zaenuri (2015: 51) which states that tourist attraction is something unique as a travel choice so that in this condition it has an impact on the income of SMEs in tourist areas.

b. The Influence of Business Model (X₂) on SME Income (Y)

Based on the Partial Test (T test) and multiple linear regression analysis showed a positive effect on the business model variable (X₂) on the income of SMEs (Y) indicated by the acquisition of the results $t_{count} > t_{table}$ i.e. $5.492 > 2.006$ or $sig\ t (0.005) < = 0.05$. Based on this, the hypothesis which states that the business model



variable (X2) has a significant effect on the income of SMEs (Y) is accepted. The results of this study support the results of research conducted by Bouwman et al. (2018) that the key to the success of a company's performance lies in the business model that guides it. This is also supported by the findings of Zott et al. (2011) stated that the business model is a key to company performance.

c. The Influence of Tourist Attractions (X1) and Business Models (X2) on SME Income (Y)

Based on the coefficient of determination (R²), it shows that the influence of Tourist Attraction (X1) and Business Model (X2) on SME Income (Y) is 0.358. This means that 35.8% of the income variable of SMEs (Y) will be influenced by the independent variables, namely tourist attraction (X1) and business model (X2). While the remaining 64.2% of SME income variables (Y) will be influenced by other variables. In the simultaneous test (F test) which explains the Fcount of 16,078, while the Ftable ($\alpha = 0.05$; db regression = 2; db residual = 52) is 3.17. Because Fcount > Ftable i.e. $16,708 > 3.17$ or sig F value (0.000) < $\alpha = 0.05$, the regression analysis model is significant. Based on this, the hypothesis that the tourist attraction variable (X1) and business model (X2) together has a significant effect on the income of SMEs (Y). This is evidence that the existence of a tourist attraction and a business model has a significant effect on the Y variable, namely the income of SMEs in the Soerjo Ngawi Monument tourist area.

CONCLUSIONS AND SUGGESTIONS

Conclusion

- a. The results of the descriptive analysis show that the existence of tourist attractions and business models for SMEs in the Soerjo Ngawi Monument tourism area shows good results. Tourist attraction (X1) has a score of 3.59, while the business model (X2) has a score of 3.71.
- b. The results are based on a partial analysis on the independent variable of tourist attraction (X1) and business model (X2) on the dependent variable of SME income (Y) carried out by the T-Test (T-Test). Based on the results of the T test,

it was found that the tourist attraction variable (X1) had no significant effect on the income variable of SMEs (Y). While the business model variable (X2) has a significant influence on the income variable of SMEs (Y).

- c. The results of the simultaneous test (F-Test) on the independent variable of tourist attraction (X1) and business model (X2) on the dependent variable of SME income (Y) was carried out with the F-Test (F-Test). Based on the results of multiple linear regression analysis, it was found that the independent variables had a significant simultaneous effect on the income variable of SMEs (Y). So it can be concluded that testing the hypothesis which states that there is a simultaneous (simultaneous) influence on the independent variables, namely tourist attraction (X1) and business model (X2) on the dependent variable on SME income (Y) is acceptable.

Suggestion

It is necessary to improve the quality of tourist attractions in the Monomen Soerjo Ngawi area. This is because tourist attractions have the lowest influence on tourist visits which affect the income of SMEs in the Soerjo Ngawi Monument tourist area.

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