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THE EFFECT OF TOURISM DEVELOPMENT ON COMMUNITY INCOME GROWTH, USING A CASE STUDY OF BUSINESSES AROUND THE TAMAN WISATA BAHARI TOURIST ATTRACTION IN JAWAI LAUT VILLAGE, SOUTH JAWAI DISTRICT.

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Hafid HAFINUDIN[1], Sabahan SABAHAN[2], Nurchalis NURCHALIS[3]
[1,2,3] Sambas State Polytechnic, Indonesia
Coresponding Author: Hafid Hafinudin Giyah
E-mail: hafidyogyakarta@gmail.com

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Abstract:
The establishment of the Taman Wisata Bahari has created alternative sources of income for the local community. The park provides opportunities to generate additional income for local residents. This study aims to examine the effect of tourism development on the additional income of business owners in the Marine Tourism Park area. Using a quantitative approach and multiple linear regression analysis, data were collected through questionnaires, observations, and literature reviews. The population consisted of 70 individuals, with a sample of 58 selected through accidental sampling. The results indicate that the development of attractions, amenities, and accessibility collectively contributes to a 34% increase in community income. Among these factors, amenity development has the most significant individual impact. These findings highlight the critical role of tourism development in enhancing local economic prosperity.

Keywords: Development, Income, Taman Wisata Bahari.

INTRODUCTION

Indonesia is a country with vast natural potential. The potential encompasses a wide range of geographical features, including oceans, beaches, mountains, forests, and lakes. Furthermore, Indonesia is characterized by rich cultural diversity, with a multitude of customs, lifestyles, and traditional arts spread across the archipelago. Effective management of these resources can generate substantial benefits for both local communities and the nation. Tourism has been identified as a highly effective means of managing and utilizing these potential benefits. In order to achieve optimal outcomes, the management and development of tourism must be carefully managed.

In accordance with (Undang-Undang No 10, 2009) on Tourism, tourism is defined as a set of activities organized for visitors, involving various facilities and services carefully planned by business owners, managers, and the government. Tourism can therefore be understood as a set of service activities that utilize the potential of the tourism sector, including natural resources as well as cultural and historical heritage, and it is supported by appropriate facilities and services provided by relevant stakeholders.

The tourism industry in Indonesia is currently experiencing rapid growth, making it a significant contributor to the nation's foreign exchange earnings. Public awareness of tourism's importance to economic development is one of the key indicators driving the sector's expansion. The emergence of new tourist attractions in each region, supported by appropriate facilities and infrastructure, highlights tourism's strong potential to stimulate local economic growth and prosperity. The role of local economic development through tourism in increasing community

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income, creating job and employment opportunities, and fostering entrepreneurship is well-documented.

West Kalimantan, a province of Indonesia, possesses a plethora of tourism potential, encompassing nature tourism, cultural tourism, and guided tourism. The development of tourism in West Kalimantan, as evidenced by data from (BPS Provinsi Kalimantan Barat, 2025), indicates that the tourism sector in West Kalimantan is projected to exhibit a growth rate of 18.65 per cent in 2025. This suggests that tourism has a substantial impact on the economic development of West Kalimantan.

Sambas Regency is a key example of a region in West Kalimantan that exhibits considerable potential for diverse forms of tourism. Sambas Regency is located at the extremity of West Kalimantan, a province which is adjacent to the Malaysian state. According to data provided by (BPS Kabupaten Sambas, 2025), Sambas Regency is home to 74 tourist attractions. The aforementioned attractions encompass nature tourism, cultural tourism, marine tourism, religious tourism, agricultural tourism, and specialized tourism. Taman Wisata Bahari (TWB) is a tourist attraction located in Sambas Regency. It is located on the coast of Bukit Raya Hamlet, Jawai Laut Village, South Jawai District. The park was formerly unoccupied land owned by the Jawai Laut Village Government, which was characterized by overgrowth with bushes and wild trees. However, in the contemporary era, the location has been transformed into a popular tourist attraction in Sambas Regency. The concept of transforming the locale into a tourist attraction was initiated by the local community, who recognized its potential as a tourist destination. Taman Wisata Bahari was initiated by a group of four individuals, namely Mr. Suherman, Mr. Mahrus, Mr. Mopit Wijaya, and Mr. Hamka. In 2015 and 2016, the four individuals initiated the planting of coconut and pine trees. From 2017 until the conclusion of 2019, the four initiators, in conjunction with other members of the community, engaged in regular weekly collaborative efforts to maintain the cleanliness of the designated area.

In order to facilitate the management and development of the Marine Tourism Park, the local community established a tourism awareness group (Pokdarwis) known as Pokdarwis Taman Wisata Bahari, presided over by Mr. Mahrus. The Pokdarwis Taman Wisata Bahari organization comprises 52 administrators and members. The recruitment of new members is achieved through the provision of an opportunity to local residents to become members, which is accompanied by a registration fee amounting to IDR 150,000. The financial resources procured from the registration fees are allocated towards the facilitation of mutual assistance activities during the construction of the Marine Tourism Park.

Since its inauguration at the end of 2019, Taman Wisata Bahari has attracted a considerable number of tourists. The following data on tourist visits to Taman Wisata Bahari in the last two years can be seen in table 1.

Table 1. The following data set concerns tourist visits to the Marine

Month	Year	
	2023	**2024**
January	20.240	20.740
February	16.400	16.750
March	16.850	17.071

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April	17.532	17.679
May	20.400	21.491
June	16.897	17.125
July	20.850	21.913
August	19.880	20.014
September	18.100	19.341
October	17.450	19.341
November	17.275	18.324
December	23.820	24.974
Total	**243.785**	**253.875**
Average	**20.315**	**21.156**

Source : Pokdarwis TWB (2024)

The Taman Wisata Bahari tourist attraction has been met with strong support from the local community due to its capacity to stimulate entrepreneurship and generate employment opportunities. This initiative presents a novel source of revenue for the community. The community has the capacity to establish canteens, food stalls, and lodgings, as well as to offer homestay accommodation. Furthermore, it is able to provide employment opportunities for those who have not yet secured employment. For instance, Mr. Tito, a builder by profession, has previously been compelled to migrate in pursuit of employment opportunities. The establishment of Taman Wisata Bahari has provided Mr. Tito with the opportunity to pursue employment at the park and to establish a catering business. This provides Mr. Tito with an alternative source of employment and increases his income.

In light of the aforementioned rationale, it can be posited that tourism activities have the potential to contribute to an augmentation in community income. The subsequent analysis investigated the impact of tourism development on the economic enhancement of the community surrounding Taman Wisata Bahari. The present study therefore sought to investigate the potential impact of the development of the Taman Wisata Bahari tourist attraction on the economic well-being of the local community. The author is therefore interested in investigating this in a thesis entitled 'The Effect of Tourism Development on Increasing Community Income' (Case Study of Business Actors around the Taman Wisata Bahari Tourist Attraction in Jawai Laut Village, South Jawai District).

METHODS

The present study employed a quantitative research approach. According to Sugiyono (2018), the quantitative approach is defined as the study of specific samples or populations, the analysis of data using quantitative methods and quantitative/statistical survey tools to collect data, the formulation of hypotheses, and the utilization of positive philosophy for the purpose of testing them. The causal effect of the development of the Taman Wisata Bahari tourist attraction on increasing the

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income of businesses around the tourist site, which requires data in the form of numbers to be tested, is the reason why the researcher chose a quantitative approach.

The research was conducted in Jawai Laut Village, with the focus of the research location being the Taman Wisata Bahari tourist attraction in Bukit Raya Hamlet. The Bukit Raya Hamlet was selected as the research location for two principal reasons. Firstly, the location is easily accessible, and secondly, there is a sufficient body of data available to support the research. The research period commenced in January 2025 and concluded in July 2025, with a total duration of approximately seven months.

Undoubtedly, data and research tools/equipment constitute vital components of the research process, providing a supportive framework for the execution of research endeavors. In the context of scientific research, research tools are defined as the specific instruments or methodologies employed in the process of data collection. As asserted by (Tata Sutabri, 2012), data are defined as facts that describe events; they do not convey much by themselves and must undergo further processing to produce information. Data can be obtained from a variety of sources using a range of data collection methods. The collection of data in the form of documents and scientific literature necessitates processing to ensure its validity as information. The data collected for this study can be categorized into two distinct areas: primary data and secondary data.

Primary data is defined as information obtained directly from respondents or other primary sources that have credibility. In this study, the author employs data pertaining to the development of the Marine Tourism Park and the income of the community surrounding the tourist site as fundamental data. Secondary data is defined as information that necessitates additional processing to derive the intended results. Secondary data, on the other hand, places researchers as the secondary recipients of information sources. Secondary information can also be found in books, journals, printed and online literature. Secondary data from the Jawai Laut Village Office, along with relevant literature in the form of books and academic journals, has been utilized in this study.

The population is defined as the subject of statistical activities, including government agencies, organizations/institutions, people, objects, and others (Trijono, 2015). The population under study consists of all tourism businesses located in the vicinity of the Taman Wisata Bahari tourist attraction, specifically in the area known as Dusun Bukit Raya. A study of Pokdarwis data from Taman Wisata Bahari 2025 reveals that the number of individuals employed in the tourism industry in Bukit Raya Hamlet is 70.

A sample can be defined as a segment of the population units surveyed for the purpose of predicting the population (Trijono, 2015). The sampling technique employed in this study is non-probability sampling, specifically accidental sampling, which involves the selection of sample members from a population who happen to meet the researcher and are assessed according to the required data (Sugiyono, 2018). According to the data presented in the table by Isaac and Michael, the minimum sample size required for a population of 70 individuals is 58. The following essay will provide a comprehensive overview of the relevant literature on the subject.

The data collection techniques utilized in this study included observation, documentation and the administration of surveys and questionnaires.

1. Observation is defined as the act of observing a research object with the objective of acquiring specific information. The focal point of this observation is the impact of the development of the Marine Tourism Park on the augmentation of revenue for businesses operating in the vicinity.
2. Documentation can be defined as a data collection technique that extracts information from data in the form of literature on the entire subject of study. This technique is employed to obtain data

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in the form of image documentation or documents. The types of documents to which this refers include, but are not limited to, books, reports, journals, archives, photographs, and others. In this case, data collection is carried out by examining various secondary data sources, such as journals and books, that are related to the object being studied.

3. Questionnaire. Sugiyono (2018) asserts that a questionnaire constitutes a data collection technique whereby respondents are presented with a series of questions or written explanations to which they are required to respond. The questionnaire will be administered to respondents, namely business actors around the Marine Tourism Park.

The questionnaire employed in this study utilizes a Likert scale for the variables of attraction development, facilities, and accessibility, and a ratio scale for the variable of community income. The Likert scale is a tool employed to gauge attitudes, perceptions of individuals or groups of individuals, and opinions regarding social phenomena. The Likert scale is a methodological tool that enables the measurement of variables through the utilization of indices, which are derived from questions and statements. Each response on the Likert scale ranges from very positive to very negative. The responses are to be evaluated using the following scale: The following essay will provide a comprehensive overview of the relevant literature on the subject. (Sugiyono, 2018).

1. Strongly Agree (SA) with scrores 5
2. Agree (A) with scrores 4
3. Doubtful (D) with scrores 3
4. Disagree (DA) with scrores 2
5. Strongly Disagree (SD) with scrores 1

In this study, multiple regression analysis was utilised for the purpose of data analysis. Multiple regression analysis is utilised to predict the relationship between multiple dependent and independent variables. The objective is to ascertain the relationship between multiple dependent/bound variables and independent/free variables. In this case, the researcher determined attraction development as variable X1, facility development as variable X2, accessibility development as variable X3, and the income of the business community surrounding the object as variable Y.

Prior to conducting multiple regression analysis, the author subjected the questionnaire/survey tool to validity and reliability tests in order to ascertain the most efficacious results. In addition to classical hypothesis testing, normality testing was also conducted in order to ascertain whether the distribution of the collected data was normal. Multiple linear regression analysis was conducted to ascertain the relationship or influence of several independent/free variables on the dependent/bound variable. For the purposes of this investigation, the author employed the use of PSPP.

a. Determination Analysis (R2)

The researcher conducted a coefficient of determination test to measure the extent to which the performance of the independent variable indicators, namely attraction development, amenities and accessibility, influenced the dependent variable, namely an increase in community income.

b. Uji-F (Combined Test)

The F test, more commonly referred to as the ANOVA test, is a statistical procedure employed to ascertain whether independent variables exert a substantial impact on dependent variables. Decisions can be made by examining the significance and t-value found in the

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ANOVA table. The null hypothesis, H0, should be rejected if the significance value is less than (<) 0.05 and the t-value is greater than (>) the table t-value.

c. Uji-T (Partial Test)

The t-test is a statistical procedure that is employed to ascertain whether the independent variable exerts a significant effect on the dependent variable. Decisions can be made by examining the significance and t-value. The null hypothesis (H_0) should be rejected if the significance value is less than (<) 0.05 and the t-value is greater than (>) the table t-value.

RESULT AND DISCUSSION

1. Validity Test

The basis for verification can be determined by examining the significance and calculated r value. In the event that the sig value is found to be less than (<) 0.05 or the calculated r value is greater than the table r value, it can be declared that the processed data is valid. In this study, the table r value is 0.259. Therefore, if the calculated r value is greater than 0.259, then the data can be declared valid.

Tabel 2 Attraction Variable Validity Test (X1)

Item	R Count	R table	Explanation
X1	0,617	0,259	Valid
X2	0,796	0,259	Valid
X3	0,789	0,259	Valid
X4	0,732	0,259	Valid

Source : PSPP Processed Data (2025)

As illustrated in the above table, all calculated r values are greater than the r value indicated in the table, which is 0.259. Consequently, it can be concluded that all claims regarding attraction development (X1) proposed by the researcher can be published as valid.

Table 3 Amenity Variable Validity Test (X2)

Item	R Count	R table	Explanation
X5	0,604	0,259	Valid
X6	0,618	0,259	Valid
X7	0,594	0,259	Valid
X8	0,560	0,259	Valid

Source : PSPP Processed Data (2025)

As illustrated in the above table, all calculated r values are greater than the r value indicated in the table, which is 0.259. Consequently, it can be concluded that all claims regarding attraction development (X1) proposed by the researcher can be published as valid.

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Table 4 Accessibility Variable Validity Test (X3)

Item	R Count	R table	Explanation
X9	0,732	0,259	Valid
X10	0,696	0,259	Valid
X11	0,709	0,259	Valid
X12	0,787	0,259	Valid

Source : PSPP Processed Data (2025)

As illustrated in the above table, all calculated r values are greater than the r value indicated in the table, which is 0.259. Consequently, it can be concluded that all of the accessibility development statement items (X3) proposed by the researcher can be declared valid.

Table 5 Testing the Validity of Community Income Variables (Y)

Item	R Count	R table	Explanation
Y1	0,982	0,259	Valid
Y2	0,934	0,259	Valid

Source : PSPP Processed Data (2025)

As illustrated in the above table, the total calculated r value exceeds the r value indicated in the table, which is 0.259. Consequently, it can be concluded that all items from the community income variable (Y) proposed by the researcher can be declared valid.

2. Reliability Test

The basis for determining the necessity of reliability testing is determined at the alpha level. In the event that the alpha value exceeds Cronbach's alpha, which is 0.70, it can be asserted that the tested data is reliable.

Table 6. Attraction Variable Reliability Test (X1)

Cronbach's Alpha	N of Items
0,71	4

Source : PSPP Processed Data (2025)

As illustrated in the above table, Cronbach's alpha value is 0.71, which is greater than 0.70. Consequently, the data tested can be considered reliable.

Table 7. Amenity Variable Reliability Test (X2)

Cronbach's Alpha	N of Items
0,77	4

Source : PSPP Processed Data (2025)

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As illustrated in the above table, the Cronbach's alpha value is 0.71, which is greater than 0.70. Meanwhile, an analysis of the data from the above table indicates that the Cronbach's alpha value is 0.77, suggesting that this figure exceeds 0.70. Consequently, the tested data can be regarded as reliable and dependable.

Table 8 Accessibility Variable Reliability Test (X3)

Cronbach's Alpha	N of Items
0,70	4

Source : PSPP Processed Data (2025)

As illustrated in the above table, Cronbach's alpha value is 0.70, signifying that the figure is greater than or equal to 0.70. Consequently, the data tested can be considered reliable.

Table 9 Testing the Reliability of Community Income Variables (Y)

Cronbach's Alpha	N of Items
0,83	4

Source : PSPP Processed Data (2025)

As illustrated in the above table, Cronbach's alpha value is 0.83, which exceeds the 0.70 threshold. Consequently, the tested data can be considered reliable.

3. Normality Test

The basis for decision-making regarding normative testing is to consider the significance value. In the event of the sig value being greater than 0.05, the data is said to be normally distributed, whereas if the sig value is less than 0.05, the data is said to be not normally distributed.

Table 10 NOne-Sample Kolmogorov-Smirnov Testriable (Y)

		RES 1
N		58
Normal Parameters	Mean	0,00
	Std. Deviation	1,52
Most Extreme Differences	Absolute	0,16
	Positive	0,16
	Negative	-0,07
Kolmogorov-Smirnov Z		1,19
Asymp. Sig. (2-tailed)		0,100

Source : PSPP Processed Data (2025)

As illustrated in the above table, the significance value of the normality test is 0.10, which is greater than 0.05. This indicates that the data is normally distributed. This finding suggests that the effect of variable X on variable Y is normally distributed.

4. Multiple Linear Regression Analysis

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A. Determination Analysis (R2)

The coefficient of determination (R^2) test provides a quantitative metric for the extent to which a variable Y is explained by a variable X. When $R^2 = 0$, it can be interpreted that variable Y is not explained by variable X. Conversely, when $R^2 = 1$, it can be interpreted that population variable Y is explained by variable X.

Tabel 11 Multiple Linear Regression Test of Variable X Against Variable Y

Model Summary (community income (Y))			
R	R Square	Adjusted R Square	Std. Error of the Estimate
0,58	0,34	0,32	0,49

Source : PSPP Processed Data (2025)

As illustrated in the above table, the R2 value is 0.34, which corresponds to 34%. It can be concluded that the independent variables of attraction development (X1), facility development (X2), and accessibility development (X3) have the capacity to explain 34% of the dependent variable, community income (Y). The residual 66% of variance can be attributed to factors that extend beyond the scope of this study.

The data presented in the table also indicates that 58 respondents allocated a relationship value of 0.58. In order to illustrate the strength of the relationship between the two variables, the number of correlation coefficients calculated by interpreting the r value as follows should be considered:

a. 0 = have no connection
b. > 0 – 0,25 = very weak connection
c. > 0,25 -0,5 = adequate connection
d. > 0,5 - 0,75 = strong connection
e. > 0,75 – 0,99 = very strong connection
f. 1 = perfect connection

As demonstrated in the above table, the tourism development variable (X) exhibits a strong correlation with the community income variable (Y), with a correlation value of 0.58.

B. F Test (Simultan Test)

The F test, also known as the concurrent test, was conducted with the objective of ascertaining the effect of the independent variables of attraction development (X1), amenity development (X2) and accessibility development (X3) on the dependent variable, namely community income (Y). The following hypotheses are hereby proposed.

H_0 = Attractions, amenities, and accessibility simultaneously have no effect on the income of business operators around tourist attractions.

H_a = Attractions, amenities, and accessibility simultaneously have a significant impact on the income of businesses around tourist attractions.

Tabel 12 F Test of Variable X Against Variable Y

ANOVA (Community Income)

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	Sum of Aquares	df	Mean Square	F	Sig.
Reggresion	64,06	3	21,35	8,74	0,000
Residual	131,91	54	2,44		
Total	195,98	57			

Source : PSPP Processed Data (2025)

As demonstrated in the above table, the significance value is 0.00, which is less than 0.05. This indicates that a decision can be made to reject H0. It is evident that the variables of attraction development, amenities and accessibility exert a significant influence on the income of business owners in the vicinity of Taman Wisata Bahari tourist attraction.

C. T Test (Partial Testl)

T test, or partial test, was conducted to ascertain the effect of independent variables on the development of attractions (X1), amenities (X2), and accessibility (X3) partially/individually on the dependent variable, namely community income (Y).

Table 13 Test t Variable X Against Variable Y

Coefficients (Pendapatan Masyarakat)					
	Undersandarized Coefficients		Standardized Coefficiet	t	Sig.
	B	Std. Error	Beta		
(Constant)	-12,86	3,15	0,00	-4,09	0,000
Atraksi	0,21	0,16	0,15	1,25	0,216
Amenitas	0,49	0,15	0,42	3,35	0,001
Aksesibilitas	0,22	0,17	0,15	1,28	0,208

Source : PSPP Processed Data (2025)

Hypothesis of the variable of attraction development (X1) on community income (Y).

H_0 = Attractions do not have a significant effect on increasing the income of businesses around tourist attractions.

H_1 = The attraction has a significant impact on increasing the income of business people around tourist attractions.

The significance value of the attractiveness/development of the gravity variable (X1) is 0.216, which is greater than 0.05, and thus H0 is not rejected. This indicates that the development of attractions exerts negligible influence on community income.

The following hypothesis is proposed: amenity variables have an effect on community income..

H_0 = The findings of this study demonstrate that amenities do not have a significant effect on increasing the income of business operators around tourist attractions.

H_1 = Amenities have a significant impact on increasing the income of businesses around tourist attractions.

The amenity development variable (X2) was found to have a p-value of 0.001, thus rejecting the null hypothesis (H0). This finding indicates that amenity development exerts a substantial influence on community income.

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Hypothesis of the accessibility variable on community income.

H_0 = Accessibility has a significant impact on increasing the income of businesses around tourist attractions.

H_1 = Accessibility has a significant impact on increasing the income of businesses around tourist attractions.

The accessibility development variable (X3) was found to have a significant value of 0.208, which is greater than 0.05. Therefore, the null hypothesis (H0) was not rejected. This indicates that accessibility growth does not exert a significant effect on community income.

Multiple linear regression has the following formula.

$$Y = a + B1.x_1 + B2.x_2 + B3.x_3 \ldots\ldots\ldots$$

Therefore, based on Table 13, the following regression equation can be obtained.

$$Y = -12{,}86 + 0{,}21.x_1 + 0{,}49.x_2 + 0{,}22.x_3$$

Explanation:

Y = Community Income

a = Constant

X_1 = Attraction development

X_2 = Development of amenities

X_3 = Accessibility development

As demonstrated by the regression equation above, the constant coefficient is -12.58, the attraction development variable (X1) is 0.21, the amenity development variable (X1) is 0.49, and the accessibility development variable (X1) is 0.21. Consequently, from a mathematical perspective, this constant value signifies that in the absence of growth in attraction, amenities, and accessibility, the income value is -12.86. The following essay will provide a comprehensive overview of the relevant literature on the subject.

Furthermore, the value of 0.49 included in the regression coefficient of the amenity development variable (X2) demonstrates that the relationship between the amenity development variable (X2) and the community income variable (Y) is positive. In the event of an increase in the amenity variable (X2) whilst maintaining constant other variables, a 0.49 increase will invariably be observed.

CONCLUSION

The extent of tourism development is evident from the 34% increase in the income of businesses located in proximity to marine tourism sites. The residual 66% of variance can be attributed to factors that extend beyond the scope of this study. The simultaneous development of attractions, amenities, and accessibility had a positive and significant effect on the income of businesses in the vicinity of Taman Wisata Bahari. The amenity variable had a positive and significant effect on increasing the income of businesses around the Marine Tourism Park, albeit to a partial and individual extent. The following essay will provide a comprehensive overview of the relevant literature on the subject.

In relation to the management of marine park tourist attractions, it is recommended that they enhance the appeal and accessibility of these sites in order to ensure the well-being of visitors and the economic prosperity of the local community. Attractions should be developed by adding things to do, things to see, things to learn, and things to buy. Furthermore, accessibility ought to be

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enhanced through measures such as the provision of travel directions, the maintenance of roads, and the facilitation of network and information access.

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