ANALYSIS OF TOURISM INCOME IN BADUNG REGENCY, BALI PROVINCE

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Abstract

The existence of the hotel/villa industry, travel agents, and the restaurant/restaurant industry will be able to help people get jobs and increase their income in Bali, especially in Badung Regency. The formulation of the problem in this study is how the influence of education level, age, family size, and working hours partially and simultaneously affect the income of Bali Tourism Actors. The sample of this study was tourism actors in Badung Regency in Bali Province, namely, hotels, restaurants/cafes, and travel agents using a purposive sampling method totaling 100 respondents. Data collection was conducted through observation, interviews, documentation studies, literature, and questionnaires. Data analysis techniques used multiple linear regression analysis, coefficient of determination, t-test and F-test.The results of the study showed that education level, age, family size and working hours had a significant simultaneous effect on the income of tourism actors in Badung Regency, Bali Province. Education level, age, family size and working hours had a significant partial effect on the income of tourism actors in Badung Regency, Bali Province. This research contributes to the understanding of how education level, age, family size and working hours had a significant simultaneous effect on the income of tourism actors in Badung Regency, Bali Province.

Keywords: *income, tourism actors, tourism*

INTRODUCTION

The tourism sector holds a crucial position in Indonesia's economy, contributing significantly to added value, foreign exchange revenue, job creation, and community empowerment. Indonesia's breathtaking landscapes, comprising numerous islands with rich cultural, ethnic, and linguistic diversity, offer immense potential for tourism development and serve as a unique attraction for visitors. In Bali, the growth of the tourism industry has positively impacted related sectors such as manufacturing, entertainment, trade, hospitality, and food services, boosting local revenue. Tourism serves as a key economic driver, generating foreign exchange, creating jobs, and fostering business opportunities. It also supports regional development by enhancing revenue streams for local governments. According to Ekanayake and Aubrey (2012), promoting a region's tourism potential can be a strategic approach to bolster the regional economy. The tourism industry's success depends largely on visitor numbers and the optimization of tourist destinations. Cohen (1984) categorizes the socio-economic impacts of tourism on local communities into eight key areas: foreign exchange earnings, community income, employment opportunities, price levels, profit distribution, ownership and control, general development, and government revenue. Spillane (1994) highlights tourism's positive contributions to economic development, including job creation, foreign exchange earnings, and equitable development distribution.

Bali, known for its natural beauty and cultural richness, serves as a benchmark for tourism. The province boasts diverse attractions such as hills, mountains, rice terraces, and beaches, which are popular among tourists. An increasing number of tourist visits directly supports regional development through greater capital expenditure allocations. Jaka (2010) emphasizes that higher tourist arrivals enhance regional income, enabling governments to improve public services. Ferry (2012) notes that rising tourist numbers positively affect local economic activities and help fund regional development. Totok (2006) asserts that unique and attractive destinations, complemented by efficient transportation, accommodation, and promotional efforts, draw more visitors. Bali's tourism strategy focuses on promotion, selling patterns, and branding. The industry is shifting from mass tourism to a more personalized, localized, and sustainable approach. Safety, health, and cultural and natural conservation, along with digitalization, are now priorities. The pandemic has reshaped the "3A" tourism framework—attractions, amenities, and accessibility. Modern tourism emphasizes cultural and ecological balance, offering adventurous and unique experiences. High-

quality services, rather than luxury, now define amenities, and domestic tourism emphasizing local wisdom is gaining popularity. Sustainability is key, with a focus on preserving natural resources, ecological processes, and cultural heritage. In January 2023, Bali recorded 331,912 foreign tourist arrivals, with Australians dominating at 27.49%. The average hotel room occupancy rate stood at 46.16%, with foreign and domestic guests staying an average of 2.36 days. Australian visitors were the largest group (91,254), followed by tourists from Russia, India, South Korea, and Singapore. The availability of attractions, hotels, and restaurants is essential for sustaining and growing tourism. The rise in tourist numbers benefits Bali's tourism operators and contributes to community income, particularly in areas like Badung Regency. Industries such as hotels, villas, travel agencies, and restaurants create jobs and increase local earnings.Based on the background that has been explained, in this research proposal there are several problems as follows: 1. How do the level of education, age, family size, and working hours influence simultaneously the income of Tourism Actors in Badung Regency, Bali Province. 2. How do the level of education, age, family size, and working hours influence partially the income of Tourism Actors in Badung Regency, Bali Province.

LITERATURE REVIEW
Concept Tourism

Tourism involves activities and organizations that provide goods and services related to travel, supported by facilities, infrastructure, natural resources, and services from individuals, intermediaries, and governments. Due to this integration, tourism is often referred to as the tourism industry. According to Marpaung (2002), tourism encompasses all societal activities related to tourists and tourist attractions. Similarly, Fandeli (2001) defines tourism as all processes, activities, and relationships associated with travel and temporary stays of people outside their usual residence, without the intention of earning a livelihood. In essence, tourism involves collaborative efforts by governments, businesses, and communities to meet the needs of travelers.

Concept of Income

Income is defined as the total inflow of economic benefits generated from routine activities over a period, which increases equity without being derived from capital contributions (Kieso, 2011:95). Income may take various forms, including wages, interest, or royalties. Keynes explained that one person's consumption contributes to another's income in the same economy, creating a continuous cycle that sustains economic functionality.

Human Capital Theory

The concept of human capital, introduced by Theodore W. Schultz in 1961, equates humans to other forms of capital like machinery and technology. Schultz emphasized that attributes such as education, knowledge, health, and skills constitute human capital. The value of human capital increases when education and skills benefit the business sector. Investments in human resources through education and health are crucial for economic growth. As noted by Todaro (2000), education is essential for enabling economies to adopt modern technologies and support sustainable growth, thereby contributing to overall productivity.

Time Allocation Theory

Becker's (1965) highlights how individuals allocate their time between work and other activities. Since time is not entirely devoted to basic needs like eating, sleeping, or recreation, remaining time is directed toward activities that maximize income. A decline in income incentivizes individuals to reduce leisure time in favor of income-generating activities, reflecting the higher cost of time.

METHOD

This research was carried out in Badung Regency, Bali Province, using a purposive sampling method. This sampling technique involves selecting participants based on specific criteria established by the researcher. The criteria for this study focused on tourism actors (hotels, restaurants, cafes, and travel agents) who had been working for 2–5 years, with a total sample of 100 individuals. The study utilized secondary data sourced from the Central Statistics Agency of Bali Province, specifically data related to tourism actors in Badung Regency. The dependent variable, or outcome variable, in this research is income (Y), which is influenced by independent variables. Independent variables, also known as predictor variables, are factors that cause changes or affect the dependent variable. In this study, the independent variables are education level (X1), age (X2), family size (X3), and working hours (X4).

RESULTS AND DISCUSSION

Based on the analysis results in the Table 1, the regression model equation is obtained as follows:
$$Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \mu$$

Y = -9606.226 + 98.481 X1 + 17.086 X2 + 137.362 X3 + 296.257 X4

Based on the equation above, it can be explained as follows.

1) The regression coefficient on the education level variable (X1) is 98.481 and has a positive value, meaning that if the value of the education level variable (X1) increases by 1 unit significantly and the other independent variables remain constant, it will increase the income variable (Y) by 98.481.

2) The regression coefficient on the age variable (X2) is 17.086 and has a positive value, meaning that if the value of the age variable (X2) increases by 1 unit significantly and the other independent variables remain constant, it will increase the income variable (Y) by 17.086. 3) The regression coefficient on the family size variable (X3) is 137.362 and has a positive value, meaning that if the value of the family size variable (X3) increases by 1 unit significantly and the other independent variables remain constant, it will increase the income variable (Y) by 137.362. 4) The regression coefficient on the working hours variable (X4) is 296.257 and has a positive value, meaning that if the value of the working hours variable (X4) increases by 1 unit significantly and the other independent variables remain constant, it will increase the income variable (Y) by 296.257.

Table 1 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	-9606,226	1096,855		-8,758	0,000
Education (X1)	98,481	32,799	0,198	3.003	0,003
Age (X2)	17,086	7,512	0,141	2,275	0,025
Family Size (X3)	137,362	48,617	0,174	2,825	0,006
Working hour (X4)	296,257	26,438	0,668	10,185	0,000

Source: Processed data (2024)

The coefficient of determination is a measure of the goodness of fit of the regression equation, namely the variation of the dependent variable that can be explained by the independent variable (Utama, 2016). The coefficient of determination (R^2) functions to determine and measure the proportion of the total variation of the dependent variable explained by the independent variable simultaneously in the regression model. In this study, the value of the coefficient of determination (R^2) can be seen in table 2.

Table 2 Results of Determination Coefficient Analysis

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.648	.633	484.798

Source: Processed data (2024)

Based on table 2, the Adjusted R-Square value is 0.633, which shows that tourism actors' income is influenced by 63.3 percent by education level, age, family size and working hours, while the remaining 36.7 percent is influenced by other factors outside the regression model.

Table 3 F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	41032229,8	4	10258057,5	43,646	0,000a
Residual	22327770,2	95	235029,160		
Total	63360000,0	99			

Source: Processed data (2024)

The calculated F value in this study obtained the calculated f-value of 43.646 which is greater than the f-table, referring to the basis for decision making, then H0 is rejected, which means that there is a significant influence together on the education level variable (X1), age variable (X2), family size variable (X3) and working hours variable (X4) on the income of tourism actors (Y).

Table 4 t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	-9606,226	1096,855		-8,758	0,000
Education (X1)	98,481	32,799	0,198	3.003	0,003
Age (X2)	17,086	7,512	0,141	2,275	0,025
Family size (X3)	137,362	48,617	0,174	2,825	0,006
Working hour (X4)	296,257	26,438	0,668	10,185	0,000

Source: Processed data (2024)

If the calculated t value is ≤ t table, then H0 is accepted and H1 is rejected, which means that the education level variable (X1), age variable (X2), family size variable (X3) and working hours variable (X4) partially have a significant effect on the income of tourism actors (Y). Conversely, if the calculated t value > t table, then H0 is rejected and H1 is accepted, which means that the education level variable (X1), age variable (X2), family size variable (X3) and working hours (X4) partially have a significant effect on the income of tourism actors (Y).

The Influence of Education Level, Age, Family Size and Working Hours on the Income of Tourism Actors in Badung Regency, Bali Province.

The study findings reveal that education level (X1), age (X2), family size (X3), and working hours (X4) collectively have a significant influence on the income of tourism actors (Y) in Badung Regency, Bali Province. This is supported by the F-test results, which show an F-calculated value of 43.646 > F-table value of 2.47, with a significance level of 0.000 < 0.05. Thus, it can be concluded that these variables simultaneously affect income. Improved education enhances the quality of individuals, enabling them to generate income and improve living standards. Age significantly impacts income, as productivity tends to decrease with advancing age due to declining physical capabilities. Atmaka (2008) found that age positively influences labor income, as older workers often possess greater skills and productivity, which contribute to higher earnings. Nurlaila Hanum (2018) highlights that family responsibilities drive heads of households to work harder to earn income. The more dependents a family has, the more efficiently individuals allocate their time to generate income to meet household needs. A larger number of dependents also increases household expenses, often requiring both parents to work. However, if income does not match the increased financial responsibilities, family welfare may be adversely affected. Research by Melky (2007), Wuri (2013), and Kusumawardani (2014) demonstrates that working hours have a positive and significant impact on income. Longer working hours provide greater opportunities for earning, underscoring the importance of time dedication in enhancing economic outcomes.

The Influence of Education Level on the Income of Tourism Actors in Badung Regency, Bali Province.

The study results indicate that the level of education (X1) has a significant partial positive effect on the income of tourism actors (Y), as evidenced by a t-value of 3.003 > 0.67, a significance level of 0.003 < 0.05, and a positive beta coefficient. This demonstrates that higher education levels contribute positively to income. Education equips individuals with knowledge, skills, character development, and personality enhancement, all of which are essential for personal and societal growth (Paramita, 2013:235). It is also a key indicator of a nation's progress and a lifelong process aimed at improving an individual's abilities and personality. Education plays a critical role in improving societal welfare. With higher education, individuals can access jobs with better pay. The level of education influences the type of employment or business field one can enter, with those having higher education typically securing formal jobs, while individuals with lower education often work in the informal sector. Unlike the formal sector, jobs in the informal sector generally do not require specific educational qualifications, allowing even those with minimal or no education to participate. Education is fundamental to improving life quality, especially in an era characterized by globalization and rapid technological advancement. It is a key requirement for entering the job market and developing skilled human resources, making it essential to enhance community education levels to improve population quality. Higher education levels are associated with better income generation and higher living

standards. According to Mahendra (2014:44), individuals with higher education levels tend to exhibit greater productivity and performance in the workforce. Higher education, whether formal or informal, broadens perspectives and fosters an understanding of the importance of productivity, encouraging individuals to engage in more productive activities. This highlights the role of education in enhancing the workforce's capabilities and driving income growth.

The effect of age on the income of tourism actors in Badung Regency, Bali Province.

The study findings reveal that age (X2) has a significant partial positive effect on the income of tourism actors (Y), as demonstrated by a t-value of 2.275 > 0.67, a significance level of 0.025 < 0.05, and a positive beta coefficient. This indicates that age plays a role in influencing income, with workers of productive age generally able to perform better and longer than those outside this age range. Workers in the younger age group tend to be physically strong, dynamic, and creative, but they may also exhibit lower levels of responsibility and a tendency to lose focus. In contrast, older workers, though less physically capable, often demonstrate greater diligence, responsibility, and commitment. Age is thus an important factor in assessing a worker's capacity to perform effectively and consistently, particularly during their productive years. Age significantly impacts income, as physical and productivity levels decline with advancing age, reducing an individual's ability to contribute economically. Atmaka (2008) highlights that age has a notable influence on labor income, suggesting that higher age often correlates with greater skill and productivity, thereby increasing income. However, once a worker surpasses the productive age threshold, productivity tends to decrease, leading to a decline in their work output. Desy Yanti (2015) also notes that age affects productivity, where individuals generally become more productive with age due to accumulated experience, but this trend reverses as physical strength diminishes over time. Payaman (in Riana, 2013:34) emphasizes that age serves as a key criterion for employability, with productive-age individuals being expected to work and take responsibility for their own and their family's livelihoods. Herawati (2013:31) underscores the role of age in determining job performance, both physically and non-physically. While younger workers typically exhibit stronger physical capabilities, older workers bring valuable experience and stability. However, productivity peaks within a certain age range and declines as workers approach retirement. This highlights the balance between physical vigor and accumulated expertise in determining an individual's contribution to the workforce.

The influence of family size on the income of tourism actors in Badung Regency, Bali Province.

The study results indicate that family size (X3) has a significant partial positive effect on the income of tourism actors (Y), as shown by a t-value of 2.825 > 0.67, a significance level of 0.006 < 0.05, and a positive beta coefficient. This suggests that larger family sizes positively influence income, as a greater number of dependents increases the economic burden on a household. This, in turn, motivates individuals to work harder to fulfill their family's basic needs. According to Nurlaila Hanum (2018), family dependents are a driving factor for household heads to earn income. A larger number of dependents, such as children or other family members, encourages individuals to allocate their time more effectively for work, aiming to meet their family's needs. Family size directly impacts family welfare levels, as a higher number of dependents necessitates greater financial resources. This often requires both parents to contribute to household income. Without sufficient income, an increase in dependents can strain family welfare. Workers are therefore compelled to enhance their earnings, often by increasing their working hours, to meet the needs of their dependents and maintain a stable quality of life.

The effect of working hours on the income of tourism actors in Badung Regency, Bali Province.

The study findings indicate that working hours (X4) have a significant positive partial effect on the income of tourism actors (Y), as evidenced by a t-value of 10.185 > 0.67, a significance level of 0.000 < 0.05, and a positive beta coefficient. Working hours refer to the duration, expressed in hours, that an individual dedicates to completing tasks within a specific time frame (Komaruddin, 2006:235). Previous studies by Melky (2007), Wuri (2013), and Kusumawardani (2014) similarly found that working hours significantly and positively influence income. This relationship suggests that the more time individuals dedicate to work, the greater their potential to earn income. This aligns with the theory of business time allocation, which posits that increased working hours or time dedicated to work enhances income potential, contributing to improved welfare and meeting family needs. Sugeng (2009) also concluded that working hours significantly affect household income, emphasizing that extended working hours can lead to higher earnings, thus supporting the fulfillment of family needs. According to the Central Statistics Agency (BPS), working hours represent the total time spent on work activities within a week, excluding official breaks and non-work-related tasks. This implies that longer working hours are typically associated with higher productivity. Herlambang (2002) reinforced this perspective, noting that individuals who work longer hours tend to earn higher incomes. Consequently, it can be inferred that increasing working hours positively correlates with greater productivity and earnings.

CONCLUSION

Based on the analysis of the research findings, the following conclusions can be drawn: (1) Education level, age, family size, and working hours collectively have a significant impact on the income of tourism actors in Badung Regency, Bali Province. (2) Education level, age, family size, and working hours also individually have a significant effect on the income of tourism actors in Badung Regency, Bali Province.

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