# THE INFLUENCE OF SOCIODEMOGRAPHY OF THE POPULATION OF SUMENEP DISTRICT ON THE INTENSITY OF TOURIST VISITS

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**Abstract**

The objective of this study is to analyze the sociodemographic factors that impact travel patterns to tourist destinations in Sumenep Regency. The analytical method employed is quantitative, utilizing data sourced from the 2021 Central Bureau of Statistics for the National Socio-Economic Survey of Sumenep Regency. This research utilizes multiple linear regression analysis as the chosen analytical technique. The findings of this study indicate that the age variable does not have a significant impact, whereas variables such as gender, marriage, education, and employment have a notable influence on the intensity of tourist visits. This research provides an analysis that examines the sociodemographic characteristics of the population of Sumenep Regency and the intensity of tourist visits using National Socioeconomic Survey data.

## INTRODUCTION

Indonesia is one of the largest island nations in the world. The cultural diversity, customs and traditions in Indonesia have the potential to attract tourists to visit, from domestic to foreign tourists. Tourism according to Eddyono et al. (2021) is the activity and process of spending time away from home in an attempt to travel, recreation,

relaxation and enjoyment, while utilizing the provision of commercial services.Even so, poverty, income inequality, and unemployment are still problems in some regions, so there is a need for appropriate policies to encourage economic growth. Economic growth is one of the benchmarks of regional development that is inseparable from the potential of each region, this potential then drives the local government and society to advance the region (Katili et al., 2019).

The tourism industry is one of the service industries that always has growth and opportunities to develop. Based on data in the press release of theMinistry of Tourism and Creative Economy in 2023, the tourism sector contributed to the Gross Domestic Product (GDP) by 3.8% compared to 2022 which was 3.6%, the added value of the creative economy amounted to IDR 1,050 trillion, the value of creative economy exports amounted to 17.38 billion US dollars . In addition, the number of tourist visits both foreign and domestic up to October 2023 showed 688 million domestic tourists and 9.5 million foreign tourists, the number of visits has exceeded the movement in the previous year, namely in 2022 there were 633 million domestic tourists and 4.5 million foreign tourists.

Sumenep is a district located in the eastern part of Madura Island, in 2022 Sumenep District has an area of 2,093 KM2 consisting of 126 islands, and 27 sub-districts (Central Statistics Agency, 2023). The beauty of natural tourism and the potential of the islands in Sumenep District is one of the attractions for tourists to visit Sumenep District, including Gili Iyang Island, Gili Labak Island, and Gili Genting Island (Sadik & Wijanarko, 2022). Tourism develops due to people changing to find anything they don't already know, explore new locations, look for a difference in scenery, or to gain new experiences. Tourism is also defined as an activity of traveling with the aim of getting pleasure, seeking satisfaction, knowing something, health improvement, exercise or relaxation, completing assignments, pilgrimage, and others, not an activity that people have just done at this time (Rashid, 2020).

During the covid-19 pandemic, the level of domestic tourist visits to Sumenep District has decreased, from 2019 the number of visits of 1,498,486 tourists, to 208,035 tourists visiting Sumenep District in 2020, then in 2021 the number of tourist visits has increased to 248,158 . This decrease in the number of tourists is not only due to restrictions on activities in public places, but also due to the economic conditions of the community which are also affected by the covid-19 pandemic. In 2022, when the covid-19 outbreak began to gradually decline, there were 1,057,434 tourist visits, and in 2023 there were 1,533,385 tourists visiting Sumenep District.(Central Statistics Agency, 2023)

The Covid-19 pandemic easily attacks the respiratory system so that the government provides regulations to reduce activities in public places, this has an impact on the decline in tourist visits so that the income from these tourist attractions decreases, this also has an impact on the surrounding community who utilize tourist objects to open businesses (Pradana & Mahendra, 2021). The decline in the number of tourists is not only caused by restrictions on activities in public places, but also because the economic

conditions of the community are also affected.

Impact on people's economic conditions can be seen from the percentage of unemployment and the population of poverty in Sumenep District. Based on data from theCentral Bureau of Statistics of East Java Province in 2023, The unemployment rate in Sumenep District increased during the Covid-19 pandemic, from 2.08 percent in 2019, to 2.84 percent in 2020, and fell in 2021 to 2.31 percent, in 2022 unemployment showed a figure of 1.36 percent, and in 2023 the number of unemployed in Sumenep District increased to 1.71, although this number is the lowest percentage of unemployed in East Java Province. The poverty rate in Sumenep District in 2019 showed a figure of 211.98 thousand people, and increased in 2020 to 220.23, then fell from 224.73 thousand people in 2021 to 206.7 thousand people in 2022, and in 2023 again fell which showed a figure of 206.10 thousand people, even so the poverty rate in Sumenep District was ranked fourth in East Java Province (Central Statistics Agency, 2023).

Weakening the intensity of tourist visits due to the covid-19 pandemic so that the urgency of this research is to find out the factors that influence the low intensity of tourist visits by residents of Sumenep District in early 2020. Many elements can influence individuals to travel , one of them is the demographic aspect of the population which is a driving factor for people who want to unwind, for example the desire to escape from the busyness to rest and relax by visiting tourist attractions. Sociodemographic characteristics according to Rahman & Rawli (2023) are residence, age, gender, education, family, and work.

Some previous research has been conducted to determine the effect of demographic factors on tourist interest. The findings of research by Hasanah & Satrianto (2019) variables of work, gender and education have a significant effect on the opportunity to visit commercial tourist attractions in West Sumatra. Research by (Adhi et al., 2022)shows that the variables of education and age have a significant effect on the intensity of domestic tourist visits during the Covid-19 pandemic. Research by Subanti & Hakim (2018) shows that the variables of marriage, gender, and work have a significant effect on tourism expenditure in Central Java Province.

The unique contribution of this research lies in the analysis focused on the sociodemographic characteristics of the population of Sumenep District on the intensity of tourist visits. To the author's knowledge, this research is one of the few researches on the demographics of the population of Sumenep district especially in the use of National Socio-Economic Survey data.

According to the phenomenon described, this research focuses on the intensity of interest in tourist visits from an individual point of view. So the purpose of this research is to determine the effect of sociodemographic characteristics of the Sumenep District population consisting of married, gender, age, education and work on the intensity of visits to tourist attractions.

**THEORITICAL REVIEW**

This research utilizes quantitative methods, according toSugiyono (2019)quantitative data uses numbers which are then measured using statistical tools to test the data. Population is the entire unit in the area used in the research. The population in this research is the population of Sumenep district in 2020, based on data from the Central Bureau of Statistics; there are 1,124,436 residents. The sample in this research is all individuals who fill out the national socio-economic survey of Sumenep District in 2021 with a total of 2,751 individuals.

Secondary data used comes from the Central Bureau of Statistics of the National Socio-Economic Survey of Sumenep District in 2021 and is supported by other sources in the form of journals, articles, books, and other literature related to this research. The National Socio-Economic Survey is one of the surveys carried out by the Central Statistics Agency to produce various kinds of indicators in the Social and Economic fields, this activity is carried out twice a year, namely in March and September.

In this research, there are two variables, the intensity of resident travel in the period January to June 2020 is the dependent variable, while the independent variable consists of five variables including: age variable, gender dummy variable has a value of 1 if male and 0 if female, married dummy variable has a value of 1 if married and 0 if not married or not married, the education variable consists of the level of education that has been taken by individuals ranging from elementary school to university level, and the work variable is the job title carried out by individuals consisting of entrepreneurs and employees.

The analysis technique used is a combination of descriptive statistical analysis and multiple linear regression analysis. Descriptive statistical analysis according toGhozali (2018)is an analytical technique used to describe research data through minimum, maximum, average, standard deviation, sum, range, kurtosis and distribution skewness. Multiple Linear Regression Analysis according to Sugiyono (2019)is an analytical instrument to estimate the effect of two or more independent variables on the dependent variable. The regression function is as follows:

$$Y(Tourism) = \alpha + \beta_1 Age + \beta_2 Gender + \beta_3 Married + \beta_4 Education + \beta_5 Work + \varepsilon$$

The classic assumption test is used to identify potential deviations in the variables used, this test is carried out before performing multiple linear regression. The classic assumption tests used are normality test, multicollinearity test, and heteroscedasticity test. Hypothesis testing is carried out which consists of partial and simultaneous tests. Followed by the coefficient of determination test to find out how much the independent variable's ability is to the dependent variable.

## RESULTS AND DISCUSSION

### Results

Based on the results of the National Socio-Economic Survey of residents conducted by the Central Statistics Agency in 2021, there are 2,751 individuals or residents of Sumenep District who have filled out the survey. Of the 2,751 residents of the Sumenep District, the intensity of visits to the lowest tourist attraction at 0 visits or 2,578 residents did not travel, while the intensity of the highest visits at 18 visits or only 1 person did the tour the measurement of the descriptive statistical value of each variable needs to be done to know the general data description such as the mean, maximum, minimum, and standard deviation of each variable, which are Age (X1), Gender (X2), Married (X3), Education ( X4), Work (X5) and Tourism (Y).

**Table 1.** Descriptive Statistics

| Variables | Obs | Mean | Std. Dev. | Min | Max |
|-----------|-----|------|-----------|-----|-----|
| Tourism | 2,751 | 0.1221374 | 0.69986 | 0 | 18 |
| Age | 2,751 | 37.16321 | 20.99194 | 0 | 97 |
| Gender | 2,751 | 0.4769175 | 0.4995577 | 0 | 1 |
| Married | 2,751 | 0.5717921 | 0.494909 | 0 | 1 |
| Education | 2,751 | 5.355871 | 4.883166 | 0 | 20 |
| Work | 2,751 | 1.840422 | 2.165762 | 0 | 6 |

Source: Data analysis (2024)

Table 1 presents the results of data analysis of all variables used, the Tourism variable shows an average value of 12.21%, or an average visit to a tourist attraction of 1 visit from 117 residents in the period January 1 to June 20, 2020, this is due to restrictions on activities in public places during the covid-19 outbreak, and also because the economic conditions of the community are also declining. Age shows an average value of 37.1632 or the average resident of Sumenep District who travels at the age of 37 years, the lowest age is 0 years, while the highest age is 97 years.

Gender variables, namely men and women, the mean value of the gender variable shows 47.69%, the lowest value is 0 in the female gender or as many as 76 women traveled, while the highest value is 1 in the male gender or as many as 97 men traveled. The married variable consists of two codes, namely married and not married, the mean value of the married variable is 57.17%, the lowest value is 0, namely in the code not married or there are 76 residents who do not travel, and the highest value is 1 in the married code or there are 97 residents who travel.

Education shows an average value of 5.355871, the lowest value is 0 in the no

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school code, while the highest value is 20 in the master code. The Work variable shows an average value of 1.840422, the lowest value is 0 in the non-working code, while the highest value is 6 in the employee code.

The classic assumption test is one of the tests used as a statistical requirement. Assumption tests must be met in multiple linear regression analysis. The normality test is used to see if there is a normal distribution or not in dependent variables and independent variables, there are several methods that can be useful for testing normality, one of which is the Shapiro-Wilk method (white test). The normality test results show a significance value of 0.000 or <0.05 so that the distribution of data is not normal, then data normalization is carried out by adding new variables (residuals). Data is not distributed normally due to the presence of outlier data or confounding data. The variable Traveling intensity (Tourism) there is outlier data where there is only one person who traveled 18 times in the period January to June 2020.

Multicollinearity test is to determine if the regression model of independent variables has a perfect relationship or not. The multicollinearity test results show the value of each 1 / VIF > 0.10 and the VIF value < 10 so that no multicollinearity symptoms or pass the multicollinearity test. In multiple regression, a good variable is an independent variable that is related to the dependent variable, but does not have a relationship with other independent variables.

The heteroscedasticity test aims to see whether or not there is a relationship between the disturbance of one variable and that of other variables. It is known that the results of the heteroscedasticity test show a value of 0.000 <0.05 so that the model experiences heteroscedasticity or does not pass the heteroscedasticity test.

A robust regression test is used because there are assumptions of residual normality and heteroscedasticity that are not met or there are some extreme values that affect the model, this is because there are outlier data. Robust Regression is used to analyze data contaminated by outliers (outlier data) this regression which then provides stable results due to the presence of outlier data. The results of Robust Regression are not much different from the Multiple Linear Regression test.

**Table 2.** Multiple Linear Regression and Robust Regression

| *Tourism* | Multiple Linear Regression | | | | Robust Regression | | |
|-----------|-------|-------------|-------|---|------------|-------|-----|
|           | Coef. | Std. Errr. | Sign. | | Std. Errr. | Sign. | |
| Age       | -0.00086 | 0.0007 | 0.258 |    | 0.0006 | 0.159 |     |
| Gender    | 0.0441   | 0.0266 | 0.098 | * | 0.0256 | 0.086 | *   |
| Married   | 0.0421   | 0.0323 | 0.193 |    | 0.0231 | 0.068 | *   |
| Education | 0.0192   | 0.0028 | 0,000 | *** | 0.0051 | 0,000 | *** |
| Work      | -0.01135 | 0.0067 | 0.091 | * | 0.0057 | 0.048 | **  |

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| Constant | 0.0270 | 0.0354 | 0.444 | | 0.4469 | 0.545 |
|---|---|---|---|---|---|---|
| Obs | 2,751 | | | Obs | 2,751 | |
| Prob > F | 0.0000 | | | Prob > F | 0.0000 | |
| R-Squared | 0.0230 | | | R-Squared | 0.0230 | |
| Adj R-Squared | 0.0212 | | | | | |

**\*\*\* = Sign. Alpha 0.01 \*\* = Sign. Alpha 0.05 \* = Sign. Alpha 0.1**

Source: Data analysis (2024)

The partial test results (t test) of the Education variable show a value of $0.000 < 0.01$, the Work variable shows a value of $0.048 < 0.05$, the Gender variable shows a value of $0.086 < 0.1$, Married shows a value of $0.068 < 0.1$ so that the variables of age, gender, married, education and work are significant to the intensity of tourist visits. While the age variable shows a value of $0.159 > 0.1$ so it is not significant to the intensity of tourist visits. The value of the simultaneous test (F test) on the probability (prob> F) of $0.000 < \alpha$, then simultaneously Age, Gender, Married, Education, and Work have a significant effect on the intensity of tourist visits. The coefficient of determination (R-squared) value of 0.0230 or 2.3% of the independent variable can explain the dependent variable and the Adj R-squared value of 0.0212 or 2.12% of the dependent variable can be explained outside the independent variables used.

Y (Tourism) = 0.0270 – 0.00086Age + 0.0441Gender + 0.0421Married + 0.0192Edu - 0.01135Work

Based on the estimation results of the regression model, the constant value is 0.0270. This indicates that if all independent variables including age (X1), gender (X2), married (X3), education (X4), and work (X5) are 0% or have not changed, the value of Tourism is 0.175.

The coefficient value for the Age variable (X1) is -0.00086. This value indicates a negative influence between the Age variable and Tourism. This means that if age increases by 1 year, the decision to visit will decrease by 0.00086 times (less than 1 visit).

The coefficient value for the Gender variable (X2) has a positive value of 0.0441. This shows that if Gender increases, Tourism will increase by 0.0441 or male gender has an effect on interest in tourist visits. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

The coefficient value for the Married variable (X3) has a positive value of 0.0421. This shows that if the marital status increases, Tourism will increase by 0.0421. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

The coefficient value for the Education variable (X4) has a positive value of 0.0192. This shows that if education increases by 1%, Tourism will increase by 0.0192, assuming

that the other independent variables are constant. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

The coefficient value for the Work variable (X5) is -0.01135. This value indicates a negative influence between the work variable and Tourism. This shows that if the Work variable increases by 1%, the Tourism variable will decrease by 0.01135. Assuming other variables remain.

**Discussion**

Age variable has a negative effect on the intensity of tourist visits. This shows that if higher the age level of visitors, then the lower intensity of visiting tourism objects. In this research age variable does not have a significant effect on the intensity of tourist visits, or H1 is rejected. This is supported by research conducted byMaulini & Andriyani (2021), showing that age has a negative effect on the number of tourist visits which indicates that increasing age will reduce tourist visits. In this research, age has a negative effect, which means that people over 50 years of age rarely do tourism activities, this is due to the difficulty of reaching tourist attractions for visitors of older age. Most visitors are people under 50 years of age, but due to the covid-19 pandemic problem, the intensity of tourist visits by residents of the Sumenep District is low so that age does not have a significant effect. This research is inconsistent with research byHudiono (2022), that age has a positive and significant effect on the propensity to travel during the covid-19 pandemic which shows that age is one of the reasons that influence decision making in visiting the desired place.

Gender variables consisting of male and female show a positive effect on the intensity of tourist visits. This shows that male residents have a greater opportunity for the intensity of tourist visits than female residents. Gender is a main aspect in determining the interest of tourist visits, each gender has a different emotional level that can affect the interest of visiting individuals. In this research, gender variables have a significant effect on the intensity of tourist visits, or H1 is accepted. This is supported by research conducted by Junanto (2020), showing that male tourists are more likely to travel more often than female tourists. In terms of travel, the perspectives of women and men are very different. Women mostly travel for personal or holiday, while men mostly travel for the purpose of research, business or work. Another factor is safety, which is one of the aspects that must be considered in traveling. In Indonesia there are still many cases of crime, especially harassment of women.

Married variable consists of two codes, namely married and not married, which shows a positive influence on the intensity of tourist visits. This shows that a married resident has a greater chance of tourist visit intensity than a resident who is not married. In this research, the married variable has a significant effect on the intensity of tourist visits, or H1 is accepted. This is supported by research conducted by Lintong & Augustinus (2022), the results showed that interest in traveling arises when individual

status is married. Travel opportunities arise when there is tourism marketing intensity, especially for the whole family. Some tourist attractions are designed so that all family members can enjoy the facilities from children to the elderly.

Education variable has a positive effect on the intensity of tourist visits. This shows that the higher the level of education of visitors, then also higher the intensity of visits to tourist attractions. In this research, the education variable has a significant effect on the intensity of tourist visits, or H1 is accepted. This is supported by research conducted by (Adhi et al., 2022)the results of the analysis show that the education variable affects the number of individual visits. Education can indirectly the income increase of a person who then provides motivation to travel along with an increase in consumption patterns. In addition, several schools every year organize study tours for their students, this aims to provide direct experience to students about various things in the field. At the university level, students take trips to conduct research and observation directly in the field.

Work variable consists of the position of entrepreneurs to employees or laborers who have a negative influence on the intensity of tourist visits. This shows that if an individual's job title is an employee, it will increase the intensity of tourist visits compared to individuals with entrepreneurial positions. In this research, the work variable has a significant effect on the intensity of tourist visits, or H1 is accepted. This is supported by research conducted by Hasanah & Satrianto (2019), the results of his research show that the work variable has a significant effect on tourist visit opportunities. Work affects the income they have, even so an entrepreneur has a busy enough time than an employee, especially for entrepreneurs who are still pioneering their business, this busyness is a factor in someone not having free time to travel. Traveling is one of the satisfactions of a person to take a short break from the busyness of work, and some jobs also provide opportunities for someone to make tourist visits for business purposes.

## CONCLUSIONS AND RECOMMENDATIONS

Thisresearchaims to determine the travel intensity of the Sumenep District population in 2020 or in the early days of the co-19 pandemic in Indonesia. The decline in the intensity of visits in addition to being caused by restrictions on activities in public places is also caused by the weakening of people's economic conditions.

The results of data analysis using multiple linear regression analysis can be concluded that agevariable has a negative and insignificant effector H1 is rejected, the variables of gender, marriage, and education have a positive and significant effect orH1 is accepted, and the employment variable has a negative and significant effect orH1 is accepted.

Limitations of researchers in reviewing literature studies. In this research, the factors that influence the intensity of visits consist of only five variables which are factors that influence tourism interest in general, while there are still other factors that influence the intensity of tourist visits such as factors that influence tourism interest specifically

consisting of factors of attractiveness, price, accessibility, accommodation, and tourism image. So that can broaden the reader's understanding in knowing the demand factors for tourism in Indonesia.

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