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The Impact of the Reconstruction of Coastal Tourist Attractions and Tourist Visits on Employment Absorption and Community Income in the Mataram City

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Abstract
The importance of beach tourism attractions in driving the economy of a region makes it a primary focus in efforts to increase community income. This research aims to evaluate the impact of beach tourism attraction reconstruction and the number of tourist visits on increasing employment opportunities and community income. This research adopts a quantitative approach using surveys as the data collection tool. The research sample consists of 109 respondents, comprising 45 males and 64 females. The research instrument used is a Likert scale questionnaire consisting of 25 statements based on research indicators. Data analysis is conducted using multiple linear regression with two stages of testing. The results of the data analysis in the first stage indicate that beach attraction reconstruction and the number of tourist visits contribute 50.9% to employment absorption. Furthermore, the results of the analysis in the second stage indicate that beach attraction reconstruction and the number of tourist visits contribute 44.3% to community income. The findings of this research are expected to provide guidance for decision-makers in planning the development of the tourism sector in Mataram City.

Kata Kunci:
Rekonstruksi; Objek wisata; Kunjungan wisatawan; Tenaga kerja; Pendapatan masyarakat.

Abstract
Pentingnya objek wisata pantai dalam menggerakkan perekonomian suatu daerah menjadikannya fokus utama dalam upaya peningkatan pendapatan masyarakat. Penelitian ini bertujuan untuk mengevaluasi dampak dari rekonstruksi objek wisata pantai dan jumlah kunjungan wisatawan terhadap peningkatan kesempatan kerja dan pendapatan masyarakat. Metode penelitian ini mengadopsi pendekatan kuantitatif dengan menggunakan survei sebagai alat pengumpulan data. Sampel penelitian terdiri dari 109 responden yang terdiri dari 45 pria dan 64 wanita. Instrumen penelitian yang digunakan adalah kuesioner dengan skala Likert yang terdiri dari 25 pernyataan yang didasarkan pada indikator penelitian. Analisis data dilakukan dengan menggunakan regresi linier berganda dengan dua tahap uji. Hasil analisis data pada tahap pertama menunjukkan bahwa rekonstruksi objek wisata dan jumlah kunjungan wisatawan berkontribusi sebesar 50,9% terhadap penyerapan tenaga kerja. Selanjutnya, hasil analisis pada tahap kedua menunjukkan bahwa rekonstruksi objek wisata dan jumlah kunjungan wisatawan memberikan kontribusi sebesar 44,3% terhadap pendapatan masyarakat. Temuan dari penelitian ini diharapkan dapat memberikan panduan bagi pengambil keputusan dalam merencanakan pengembangan sektor pariwisata di Kota Mataram.

INTRODUCTION

Indonesia has abundant potential in terms of nature, art, and culture. With the establishment of dozens of states, Indonesia is rich in natural beauty which can have a positive impact, especially in the development of the tourism sector (Hermawan et al., 2021). The potential for tourism in Indonesia is enormous because each region has its own characteristics. Thus, the tourism potential offered from various places in Indonesia has the potential to provide significant benefits to the country (Aponno, 2020).

Tourism has a significant impact on the development of various sectors and is considered a future industry capable of improving people's welfare. The tourism industry, which is a large employer, has great potential to absorb labor. Along with its relatively rapid progress, the tourism industry provides extensive opportunities for young workers, women, and migrants to enter the labor market (Mandari et al., 2020). The development of tourism destinations towards sustainability is the main focus, which considers the sustainability of the destination as well as the benefits to local communities and environmental impacts. To achieve optimal destination development, it is necessary to improve the quality and quality of the destination to create a positive image in the eyes of tourists and the community. Local governments, managers, and communities need to understand the key components of tourist destinations, including attractions, accessibility, amenities, and ancillary facilities. If the four elements are fulfilled, tourist satisfaction with the destination will increase and the tourism image will develop (Rini et al., 2022). The development of a tourist attraction cannot be separated from the decision of tourists to visit it based on its attractiveness. The decision to visit a tourist attraction is influenced by the impetus or motivation felt, which encourages tourists to satisfy their needs and desires. The decision-making process is closely related to consumer behavior and is the first step in a tourist trip (Tengku et al., 2021).

Tourist arrivals have been a key driver of economic growth, especially in the last decade. International tourism is known to have a significant impact in boosting long-term economic growth. First, tourism is an important source of foreign exchange earnings, which enables the payment of imported capital goods or basic inputs for production. Second, tourism plays an important role in encouraging investment in new infrastructure and increasing competition between local firms and firms from other tourist destination countries. Third, tourism stimulates the growth of other economic industries through direct, indirect, and induced effects. Fourth, tourism plays a role in creating jobs and increasing income. Fifth, tourism can trigger positive exploitation of economies of scale in national firms (Harahap et al., 2020). Sustainability in tourism literature, especially in the context of income growth and job creation, is becoming an increasingly important and growing topic (Garrigos-Simon et al., 2018). Labor absorption is one of the key aspects of economic development carried out by developing countries, to achieve equitable economic development throughout the region. One strategy to increase employment is through the development of the tourism sector (Saroji, 2018).

Putri (2020) stated that the West Bangka Regency Government has not succeeded in managing beach tourism objects properly. This can be seen from the less-than-optimal reconstruction of buildings, accessibility, and facilities because some beaches are still not fully controlled by the Government. Currently, the government of West Bangka Regency only

manages one beach, namely Batu Rakit Beach located in Muntok District. . Lolyana & Wahed (2023) found that the number of tourists had no significant effect on economic growth in Central Lombok. This is because most of the tourists who come are local tourists, and there are limited numbers of hotels and other infrastructure. Permatasari (2023) stated that simultaneously, tourist attractions, the number of tourists, and hotel occupancy rates have a significant effect on economic growth by 2.131. Ghulam et al (2023) concluded that the development of urban source tourism in Kediri Regency has a positive impact on the economy of the surrounding community. Bulan & Azmi (2020) found that the variables of product, price, promotion, location, and physical evidence have a positive influence on the interest in visiting again at the Langsa City Forest Park Green Open Space Tourism Object. However, the t-test results show that only promotion has a significant effect on revisit interest, while other variables are not significant.

Dewi et al (2022) said homestay managers around the Mandalika circuit face obstacles in implementing sharia management in their businesses, which hinders their ability to fully adopt it. This is expected to be corrected so that homestays can play an active role in supporting the development of halal tourism and the creative economy on Lombok Island. Khoirunissa (2023) explains that community empowerment is an effort to improve their ability and quality in improving economic conditions independently. Samad & Baihaqi (2020) in general, the community around the tourist area strongly supports the existence of tourist attractions such as Mangrove Forests and Forest Parks. Chrestiana (2020) concluded that although the potential for tourism in Maluku is large, it has not been able to have a significant impact on the welfare and economic growth of the people and the Maluku region. Astina & Artani, (2018) noted that tourism activities in the Samarinda region are based on natural, cultural, and man-made tourism potential. Suyadi (2016) concluded that factors such as the number of family dependents, income level of fishermen, education level, and age have a significant influence on the decision to work in the informal sector, both simultaneously and partially.

One of the cities that has the potential to develop urban tourism is Mataram City on Lombok Island. Besides functioning as the capital of the Province, Mataram is also the center of administration, education, trade, industry, and services, and is currently being strengthened as a tourist destination. Mataram City has several attractive beaches to be developed, such as Ampenan Beach, Loang Balok Beach, Sunset Land Beach, and Gading Beach. All of these beaches have been revitalized and have great potential to absorb businesses and workers. Despite revitalization efforts, there has been no in-depth research on its impact on employment and community income. Therefore, the purpose of this study is to serve as a guide for relevant parties, including the Mataram City government and local governments, regarding Ampenan Beach, Loang Balok Beach, Sunset Land Beach, and Gading Beach. It is hoped that the results of this study can serve as a basis for decision-making related to tourism development in Mataram City.

METHODS

Researchers use a type of quantitative research with a survey approach. Where this approach tends to lead to analytical research mode. The independent variables in the study are

reconstruction of beach tourism objects (X1) and tourist visits (X2), while the dependent variables are employment (Y1) and community income (Y2). The research subjects consisted of visitors and traders including laborers on each beach, while the research objects consisted of Loang Balok Beach, Ampenan Beach, Sunset Land Beach, and Gading Beach. The research location is shown in Figure 1.

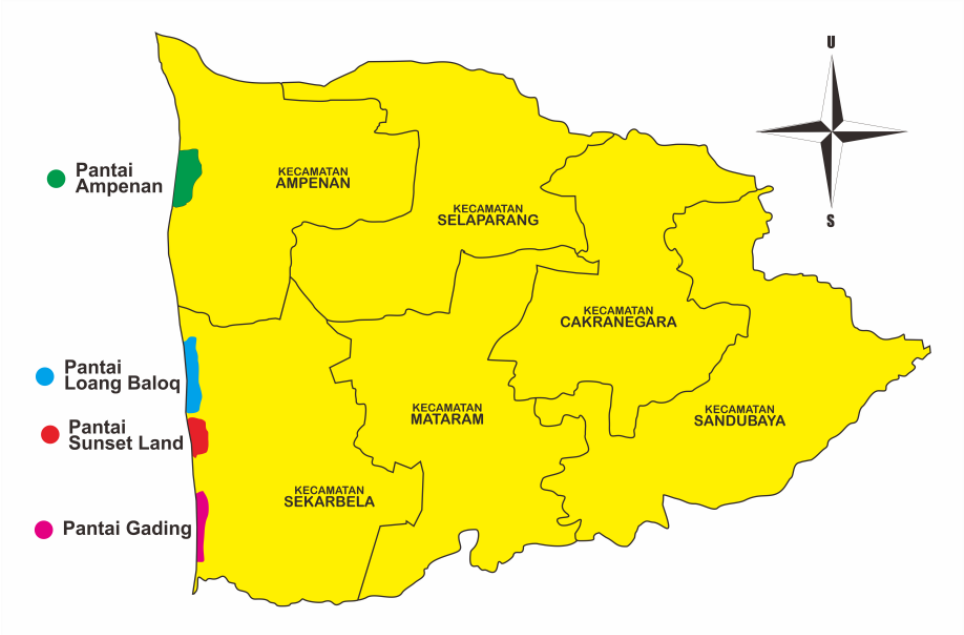

Figure 1. Map of the Research Locations

The sampling technique used is accidental sampling, which is a sample collection technique based on the coincidence of meeting the researcher (Sugiyono, 2013). The population cannot be calculated with certainty, therefore the researcher used a sampling technique using the Slovin formula and obtained 109 respondents. The details can be seen in Figure 2

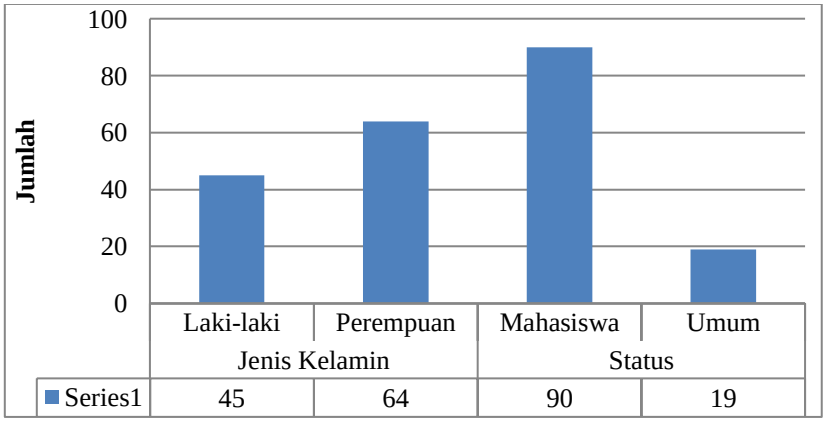

Figure 2. Number of Respondents

This research instrument is a questionnaire filled out by respondents. The questionnaire is a written question that is used to obtain information from respondents (Wisudaningsi et al., 2019). The indicator variables for each variable include (1) The tourist attraction reconstruction variable (X1) consists of attractions, accessibility, amenities, and

additional facilities (Rini et al., 2022); (2) The tourist visit variable (X2) consists of Utilization of natural, historical, and cultural resources, Tourism development is well planned and managed, Maintaining the quality of the tourist attraction environment, Tourist satisfaction with tourist destinations, Benefits from tourism for the community as a whole (Nasution et al., 2020); (3) The variable of tourism absorption for the community as a whole, 2020); (3) The employment variable (Y1) consists of labor elasticity, and labor productivity (Ishak, 2013); (4) The variable of community income (Y2) consists of elements of income, sources of income, and costs (Arianti, 2020).

This research was measured using a Likert scale with 5 interval options, namely strongly agree (score 5); agree (score 4); neutral (score 3); disagree (score 2); and disagree (score 1). The questionnaire results were calculated to determine the descriptive statistical value of each respondent. The data analysis process is carried out, namely analyzing the descriptive data of all respondents, and conducting multiple regression analysis to know the effect of X1 (tourist attraction reconstruction), X2 (tourist visits), Y1 (employment), and Y2 (community income). Both tests use SPSS software to simplify the calculation process and reduce the risk of errors in calculations (Faradannisa & Supriyanto, 2022). Researchers conducted direct observations on Loang Balok Beach, Sunset Land Beach, Amenan Beach, and Gading beach about the availability of which includes trash bins, prayer rooms, playgrounds, and selling stalls. Then documentation is carried out which describes the actual situation or condition (Lubis et al., 2021). Furthermore, this research employs a quantitative analysis method, specifically the multiple linear regression method. The dependent variables are employment absorption and community income, while the independent variables are the reconstruction of tourist attraction objects and tourist visits. Data processing for this study utilizes the SPSS program, with the model equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (1)$$

with Y is the dependent variable, α is the constant value, β_1, β_2 are the regression coefficients, X_1, X_2 are the independent variables, and ε is the error. In this study, there are two dependent variables in equation (1):

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (2)$$

$$Y_2 = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (3)$$

With (Y_1) representing employment absorption and (Y_2) representing community income, (X_1) is the reconstruction of tourist attraction objects, and (X_2) is tourist visits.

RESEARCH RESULTS AND DISCUSSION

Descriptive Data

The data collection process used an online questionnaire distributed to all people in the city of Mataram including lecturers, students, teachers, students, and the public. The number of questionnaires filled out by the community based on gender (male and female), and based

on status (student and general) amounted to 109 people from the total based on the beaches that are often visited. Some of the beaches that became the center of attention of the respondents can be seen in Figure 3.

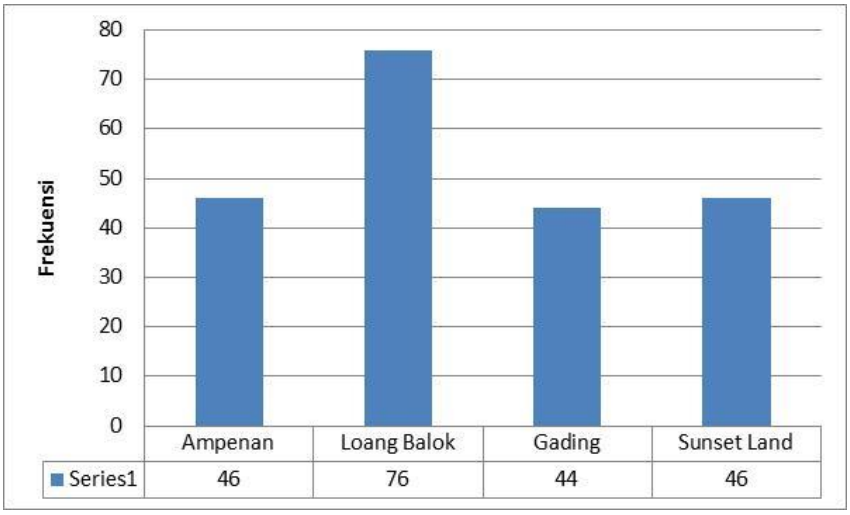

Figure 3. Beaches that are often visited by the people of Mataram City.

In Figure 3 it can be seen that based on gender status the beach that has the most visitors is Loang Balok beach with a total of 76 respondents from the community based on status and gender. The beach with the lowest visitors is Gading beach with a total of 44 respondents. It can be concluded that people in Mataram City visit Loang Balok beach more often than other beaches. Furthermore, based on SPSS output for descriptive data analysis, the value of respondents to the effect of reconstruction, tourist visits, employment, and community income can be seen in Table 1.

Table: 1
Descriptive Values of Respondents

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	109	53.33	100.00	86.0246	11.49774
X2	109	52.00	100.00	77.1009	13.24271
Y1	109	51.43	100.00	81.2584	11.35840
Y2	109	60.00	100.00	81.8083	11.72008
Valid N (listwise)	109				

From Table 1, the amount of data on community respondents to tourist attraction reconstruction (X1) can be concluded to have an average value of 86.0246, with the lowest value reaching 53.33 and the highest reaching 100. Meanwhile, community participation in tourist visits (X2) has an average of 77.1009, with a minimum value of 52.00 and a maximum of 100. Labor absorption by the community (Y1) shows an average of 81.2584, with the lowest value of 51.43 and the highest of 100. The community income (Y2) has an average of 81.8083, with a minimum value of 60.00 and a maximum of 100. Results of the SPSS output data for the influence of X_1 (reconstruction of tourist attraction objects) and X_2 (tourist visits) on Y_1 (employment absorption) can be observed in Table 2.

Table: 2
Correlation Results

Variabel	Corelatian	R^2	Persentase
$X_1 - Y_1$	0,608	0,369	36,9%
$X_2 - Y_1$	0,652	0,425	42,5%
$X_1 - X_2$	0,565	0,319	31,9%

In Table 2, it can be concluded that the effect of variable X1 on Y1 has a value of 0.608 so that it can be stated that variable X1 has an influence on variable Y1 by 36.9%. The effect of variable X2 on Y1 has a value of 0.652, so it can be stated that the X2 variable has an influence on the Y1 variable by 42.5%, the effect of variable X1 on X2 has a value of 0.565 so it can be stated that the influence of X1 has an influence on the X2 variable by 31.9%. Furthermore, the results of the SPSS output data on the effect of X1, X2 simultaneously (together) on Y1 by testing the hypothesis H1 F test and sig can be seen in Table 3.

Table: 3
Results of Anova and Significance

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7097.386	2	3548.693	55.026	.000[a]
	Residual	6836.044	106	64.491		
	Total	13933.429	108			

Based on the output listed in Table 3, it can be concluded that the F value of 55.026 has a high significance. The effect of variables X1 and X2 on variable Y1 together (simultaneously) shows a significance value of 0.000, which is smaller than the significance level of 0.005. This indicates that hypothesis H1 is accepted, which means that there is a significant effect of variables X1 and X2 together on variable Y1. Furthermore, the effect of variables X1 and X2 on variable Y1 is supported by the coefficient of determination (R-squared) value contained in Table 4.

Table: 4
Results of Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.714[a]	.509	.500	8.03063	.509	55.026	2	106	.000	1.493

Based on the output in Table 4, it is known that the R value is 0.714 with an R squere value of 0.509. So it can be concluded that the effect of the two variables X1, X2

simultaneously on variable Y1 is 50.9%. The multiple regression equation X1 and X2 on Y1 according to Table 5.

Table: 5
Multiple Linear Regression Equation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	21.387	6.021		3.552	.001	9.450	33.323					
	X1	.348	.081	.352	4.267	.000	.186	.509	.608	.383	.290	.681	1.469
	X2	.389	.071	.453	5.497	.000	.249	.529	.652	.471	.374	.681	1.469

Based on the output results in Table 5, it is known that the regression equation Y = 21.387 + 0.348X1 + 0.389X2. The value of α = 21.387, meaning that if the reconstruction of beach tourism objects and tourist visits is 0, then employment is 21.387. This result is significant at 5% alpha. Furthermore, β1 = 0.348. This means that assuming the reconstruction of coastal tourism objects is fixed (unchanged), each increase in the reconstruction of coastal tourism objects by 1 unit will increase employment by 0.348. This result is significant at 5% alpha. Furthermore, β2 = 0.389. This means that assuming that tourist visits are fixed (unchanged), each increase in tourist visits by 1 unit will increase employment by 0.389. This result is significant at Alpha 5%. The results of the SPSS output for the influence of X_1 (reconstruction of tourism objects), X_2 (tourist visits) on Y_2 (community income) can be seen in Table 6.

Table: 6
Correlation Results

Variabel	Corelatian	R^2	Persentase
$X_1 - Y_2$	0,604	0,364	36,4%
$X_2 - Y_2$	0,573	0,328	32,8%
$X_1 - X_2$	0,565	0,319	31,9%

In Table. 6 it can be concluded that the effect of variable X1 on Y2 has a value of 0.604 so that it can be stated that variable X1 has an influence on variable Y2 of 36.4%. The effect of variable X2 on Y2 has a value of 0.573, so it can be stated that variable X2 has an influence on variable Y2 of 32.8%. the effect of variable X1 on X2 has a value of 0.565 so it can be stated that the effect of X1 has an influence on variable X2 of 31.9%. Furthermore, the results of the SPSS output data on the effect of X1, X2 simultaneously (together) on Y2 by testing the hypothesis H1 F test and sig can be seen in Table 7.

Table: 7
ANOVA and Significance Results

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6574.051	2	3287.025	42.178	.000[a]
	Residual	8260.869	106	77.933		
	Total	14834.920	108			

Based on the output in Table 7, it can be concluded that the F value is 44.178 with a significant value of the effect of X1, X2 on Y2 simultaneously, which is 0.000 <0.005 so that it can be concluded that H1 is accepted, which means that there is an effect of X1, X2, simultaneously on Y2. Furthermore, the effect of X1, X2 on Y2 is reinforced by the determinal coefficient c which can be seen in Table 8.

Table: 8
Model Summary Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.666[a]	.443	.433	8.82795	.443	42.178	2	106	.000	.886

Based on the output in Table 8, it is known that the R value is 0.666 with an R squere value of 0.443. This means that the effect of the two variables X1, X2 simultaneously on the Y2 variable is 44.3%. The multiple regression equation X1 and X2 on Y2 according to Table 9.

Table: 9
Multiple Linear Regression Equation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	22.521	6.619		3.403	.001	9.399	35.643					
	X1	.419	.090	.411	4.682	.000	.242	.597	.604	.414	.339	.681	1.469
	X2	.301	.078	.340	3.875	.000	.147	.455	.573	.352	.281	.681	1.469

Based on the output results in Table 9, it is known that the regression equation Y = 22.521 + 0.419X1 + 0.301X2. The value of α = 22.521, meaning that if the reconstruction of beach tourism objects and tourist visits is 0, then the community income is 22.521. This result is significant at 5% alpha. Furthermore, β1 = 0.419. This means that assuming the reconstruction of coastal tourism objects is fixed (unchanged), each increase in the reconstruction of coastal tourism objects by 1 unit will increase community income by 0.348. This result is significant at 5% Alpha. Furthermore, β2 = 0.301. This means that assuming that tourist visits are fixed (unchanged), each increase in tourist visits by 1 unit will increase community income by 0.301. This result is significant at Alpha 5%.

Effect of beach tourism object reconstruction on labor absorption

In Table 2, it can be concluded that variable X1 (tourist attraction reconstruction) on Y1 (employment) has a value of 0.608, so it can be stated that X1 has an influence on Y1 by 36.9%. the influence of variable X1 on X2 has a value of 0.565 so it can be stated that the influence of X1 has an influence on variable X2 by 31.9%. This is supported by research (Saroji, 2018) explaining that the results are constant so that the absorption of new labor increases to 2,283,923 people. For the hotel variable, there is an increase of about 1%, the absorption of new labor, the absorption of new labor will also increase to 48,233 food and beverage hotel labor which increases by 1% also shows that new employees will also increase to 0.021 from trevel agents, if there is an increase of 1%, the absorption of employees will increase by $ 717. In the hotel, food and beverage (restaurant) sector. Trevel agency shows the existence of employment. This situation can be seen from the number of employees since 2010-2015 which has increased more for each variable.

The effect of tourist visits on employment

In variable X2 (tourist visits) on Y1 (employment) has a value of 0.652. Then it is stated that X2 has an influence on Y1 of 42.5%. This is supported by research (Windayani & Budhi, 2017) explaining that tourist visits with a sig value. 0.321> 0.05 indicates that tourist visits have an insignificant effect and have a positive influence on employment, while the hotel occupancy rate with a sig value. 0.023 <0.05 indicates that the hotel occupancy rate has a significant effect and has a positive influence on employment, and tourist spending with sig. 0.537> 0.05 indicates that tourist spending has a non-significant effect and has a negative influence on employment.

The effect of beach tourism reconstruction and tourist visits on labor absorption

Based on Table 3, it can be concluded that variables X1 (tourist attraction reconstruction) and X2 (tourist visits) together have a significant influence on variable Y1 (employment). This is supported by a significance value of 0.000 <0.05, indicating a significant influence between tourist attraction reconstruction and tourist visits on employment. Furthermore, from Table 4, the adjusted R Square result shows a value of 0.509. From this value, it can be concluded that the variables of tourist attraction reconstruction and tourist visits together have an influence of 50.9% on employment in Mataram City. In Table 5, it is found that the value of α = 21.387, which indicates that if the reconstruction of beach

attractions and tourist visits is 0, then employment will reach 21.387. Furthermore, β1 = 0.348, meaning that every one unit increase in the reconstruction of coastal tourism objects will increase employment by 0.348, which is significant at 5% alpha. Similarly, β2 = 0.389, which indicates that each one-unit increase in tourist visits will increase employment by 0.389, which is also significant at 5% alpha. This finding is supported by previous research (Maulana, 2016) which states that the number of foreign and domestic tourist visits plays a role in employment in the tourism sector. The study found that every one unit change in the number of foreign tourist visits will affect tourism sector employment by 2.086, and every one unit change in the number of domestic tourist trips will affect the absorption of domestic tourism sector employment by -0.096. For multiple linear regression analysis, it is recommended to use the Adjusted R Square value, which reaches 88.6%, indicating that the independent variables (number of foreign and archipelago tourist visits) are able to explain most of the variation in the dependent variable (tourism sector employment). The remaining 11.4% is influenced by other factors not examined in this study. Therefore, it is recommended to conduct further research to explore other variables that can also affect employment in the tourism sector.

The effect of beach tourism reconstruction on community income

In Table 6, it can be concluded that variable X1 (Reconstruction of beach tourism objects) on Y2 (community income) has a value of 0.604 so it can be stated that variable X1 has an influence on variable Y2 by 36.4%. the influence of variable X1 on X2 has a value of 0.565 so it can be stated that the influence of X1 has an influence on variable X2 by 31.9%. This is supported by research (Lilian Sarah Hiariey, 2013) explaining that based on the level of welfare, most households that utilize the services of Natsepa beach tourism objects have a moderate level of welfare, namely a percentage of 75%, then a high level of welfare with a percentage of 22% and the smallest is a low level of welfare with a percentage of 3%.

The effect of tourist visits on community income

In terms of variable X2 (tourist visits) to variable Y2 (community income), it was noted that the contribution reached 36.4%. The effect of variable X2 on variable Y2 has a value of 0.573, indicating that variable X2 affects variable Y2 by 32.8%. This finding is consistent with research conducted by (Nur Anim Jauhariyah1, 2016) which concluded that the contribution of tourist visits to local revenue in Banyuwangi Regency reached 61.4% over the past ten years. The remaining percentage is influenced by other factors. From this research, it can be concluded that the tourism sector in Banyuwangi Regency makes a significant contribution to local revenue.

The effect of reconstruction of beach attractions and tourist visits on community income

In Table 7 it can be concluded from the results of the multiple regression equation that variable X1 (tourist attraction reconstruction), X2 (tourist visits), silmutan (Together) to variable Y2. This is evidenced in Table 7 which shows a significance value of 0.000 <0.05, so it can be concluded that there is a significant influence between the reconstruction of tourist attractions, tourist visits to community income. While in Table 8 the adjusted R Square result

has a value of 0.443. From these results it can be concluded that the variables of tourist attraction reconstruction, tourist visits, together affect community income in Mataram City by 44.3%. Furthermore, in Table 9 it is concluded that the value of α = 22.521. This means that if the reconstruction of beach attractions and tourist visits is 0, then the community income is 22,521. This result is significant at 5% alpha. Furthermore, β1 = 0.419. This means that assuming the reconstruction of coastal tourism objects is fixed (unchanged), each increase in the reconstruction of coastal tourism objects by 1 unit will increase community income by 0.348. This result is significant at 5% Alpha. Furthermore, β2 = 0.301. This means that assuming that tourist visits are fixed (unchanged), each increase in tourist visits by 1 unit will increase community income by 0.301. This result is significant at Alpha 5%.

Percentage level of community perception

In Figure 4 it can be explained that the number of respondents of public perceptions of the reconstruction of tourist attractions in indicator no. 4, with a value of 87.89%. Indicator number 4 is the highest indicator of other indicators. This is supported by research (Jayanti, 2019) which reveals that the development of the Gandoriah Beach tourist attraction in Pariaman City has started to improve, and now the Pariaman City Government already has careful planning in the development of tourist attractions in the future which will be carried out at the lower hierarchical level, namely the village. The lowest indicator in Figure 4 is number 5 with a value of 83.43%. This is supported by research (Tapatfeto et al., 2018) which states that the driving factors are divided into two, namely strengths and opportunities and inhibiting factors consisting of weaknesses and threats.

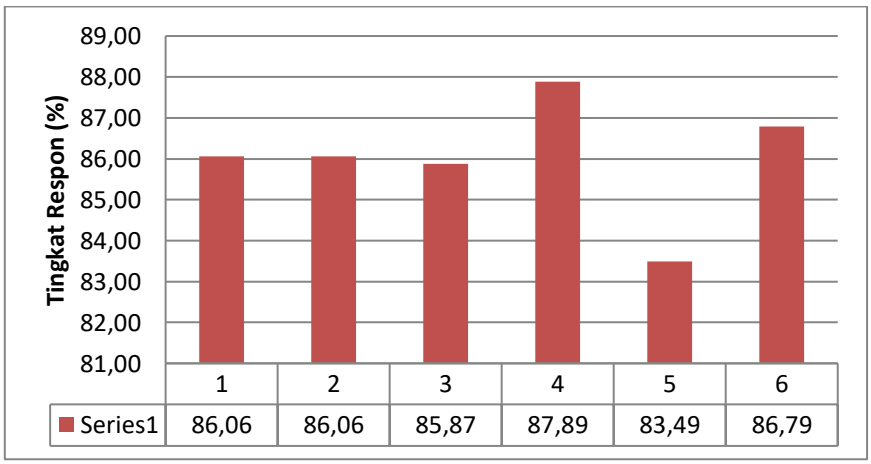

Figure 4. Tourist Object Reconstruction Indicators

The driving factors that were rated highly include the sand dunes that resemble a desert, with a mean value of 4.90, and the need for business development by the surrounding community, with a mean value of 4.67. On the other hand, inhibiting factors that are also highly rated include the unavailability of garbage disposal sites, with a mean value of 1.20, and the emergence of other tourist attractions, with a mean value of 1.40. Furthermore, community perceptions based on tourist visits can be seen in Figure 5.

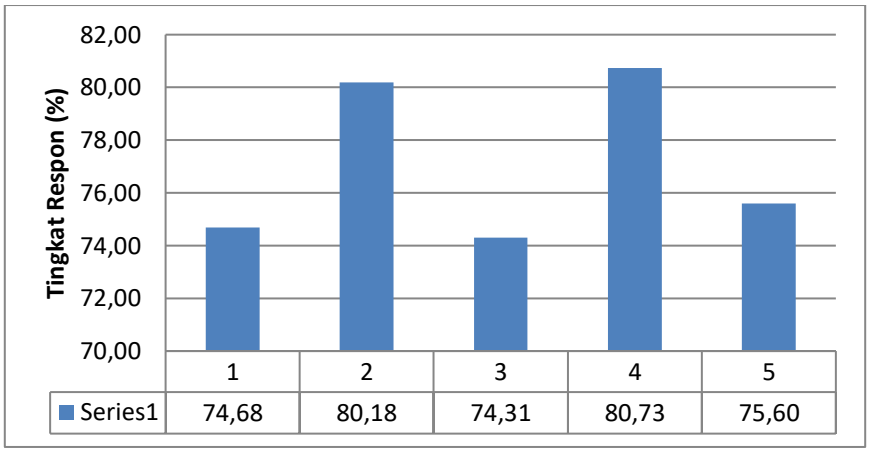

Figure 5. Tourist Visit Indicators

In Figure 5, it can be explained that the number of respondents on community perceptions of tourist visits on indicator no. 4, with a value of 80.73%. Indicator number 4 is the highest indicator of the other indicators. This is supported by research (Winarni & Said, 2020) Factors that influence consumers on the level of visiting Kenjeran Beach, namely psychological factors, individuals and marketing strategies. The influence value of each of these factors on purchases is 39.3%; 8.5%; 52.9% respectively. The lowest indicator in Figure 5 is number 3 with a value of 74.31%. This is supported by research (Sumiyati & Murdiyanto, 2018) showing that the Department of Youth and Sports and Tourism of Kebumen Regency in marketing Suwuk Beach tourism has used integrated tourism marketing communication (marketing communication mix), but some aspects such as promotion, human resources, coaching pokdarwis, and media relations are still weak, so it needs further strengthening and coaching accompanied by evaluation and monitoring of these aspects. One thing that needs to be built in the long term is an effort to form a tourist destination branding to further increase the attractiveness of tourist visits. Furthermore, community perceptions based on employment can be seen in Figure 6.

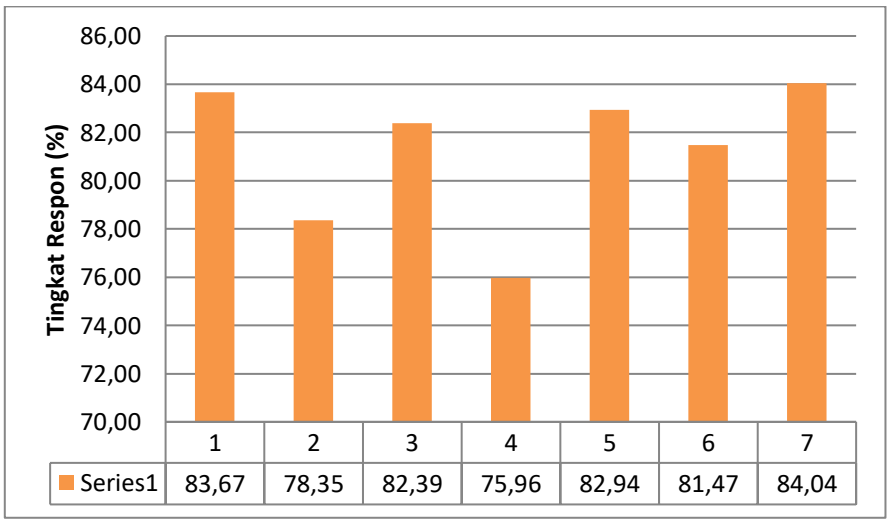

Figure 6. Employment Absorption Indicators

In Figure 6, it can be explained that the number of respondents on community perceptions of employment in indicator no. 7, with a value of 84.04%. Indicator number 7 is the highest indicator of other indicators. This is supported by research (Naufal et al., 2016) which states that in the long term based on the simulation of the total allowableeffort policy and restrictions on additional effort, the optimal management policy that provides the greatest economic rent of 40,329 billion rupiah is achieved in 2033 with a total production of 3,191 tons per year. The skipjack fisheries sector is still able to absorb labor without excessive resource depletion with the implementation of the policy of limiting additional effort. Dynamic analysis also shows that for optimal management of sustainable skipjack resources, the effort is limited to achieve maximum economic rent and then an increase in effort of 20 percent per year can be added to the limit of sustainable effort. The lowest indicator in Figure 6 is number 4 with a value of 75.96%. This is supported by research (Kawatak, 2023) showing that most food stall sellers have experienced a decrease in income and no new employment since the COVID-19 pandemic. Furthermore, community perceptions based on community income can be seen in Figure 7.

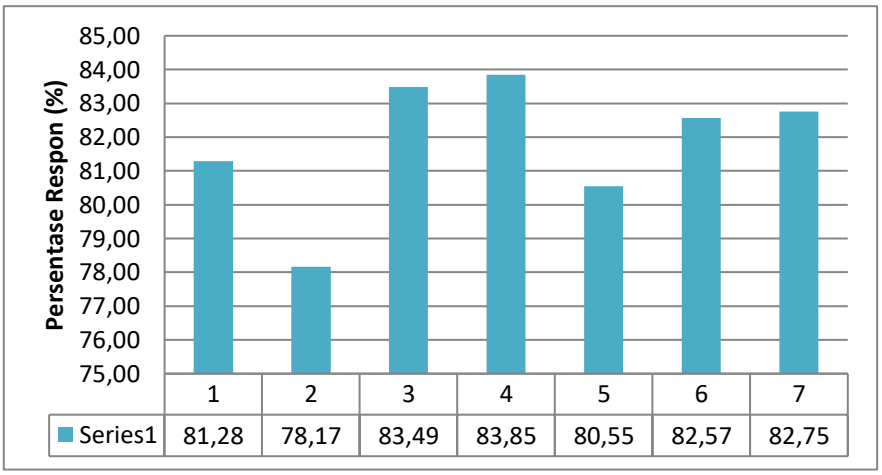

Figure 7. Community Income Indicators

In Figure 7 it can be explained that the number of respondents on community perceptions of employment in indicator no. 4, with a value of 83.85%. Indicator number 4 is the highest indicator of other indicators. This is supported by research (Adelia Retno Wulandari, 2022) showing that the jobs that dominate the ecotourism community of Taman Kili Kili Beach are rice farmers and farmers who are not related to ecotourism activities with incomes between Rp1,600,000 - Rp3,000,000; accommodation and the provision of ecotourism infrastructure facilities have the potential to have a direct influence on community income. The lowest indicator in Figure 7 is number 2, with a value of 78.17%. This is supported by research (Ardianti, 2015) saying that the effect of tourist visits on community income shows that tourist visits have no effect on community income, because the t value calculated at p-value = 0.117> α = 0.05.

CONCLUSIONS

Based on research on the effect of reconstruction of beach tourism objects and tourist visits on labor absorption and community income in Mataram City, the conclusion is that the reconstruction of beach tourism objects has a positive impact on labor absorption. With the increase in tourist infrastructure and facilities, the number of jobs available in the tourism sector increases, providing new opportunities for local people to work, Tourist visits are an important factor in increasing employment in the tourism sector. The more tourists who visit, the higher the demand for local services and labor, such as tour guides, drivers, local traders, and others. The absorption of labor in the tourism sector also has an impact on increasing the income of the people of Mataram City. With more employment opportunities in the tourism sector, the income of the local community increases, which in turn can improve their purchasing power and welfare. Thus, this study shows that the reconstruction of beach tourism objects and tourist visits have a positive impact on employment and community income in Mataram City, provided that appropriate efforts are made to optimize the tourism potential.

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