



The Effect of Community Perception of the Existence of Tourism Object Celosia Park on Job and Business Opportunities with Self-Efficacy as the Moderating Variable

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Abstract

Park tourism object on job and business opportunities with self- efficacy as the moderating variable. With a tourism object in an area, it is hoped that it can improve the community's economic level around the tourism object by providing opportunities to work and open a business. However, in reality, the changes that occur are not always as expected. Most of them only provide profit from the investor's side. The approach used in this study was a quantitative approach. This study's sample was 98 residents who lived in 3 villages, i.e., Talun, Ngipik, and Tarukan. The sampling technique used was random cluster sampling, using the calculation of the Slovin formula. The data collection techniques/instruments were questionnaires, interviews, and direct observation. The data analysis technique used was moderate regression. The results showed that the public perception of the Celosia Flower Park tourism object's existence had a positive and significant effect on job opportunities by 40.5% and on business opportunities by 51.9%. The self-efficacy variable positively and significantly moderated the influence of public perceptions of the existence of the Celosia Flower Park tourism object on job opportunities. The self-efficacy variable moderates positively and significantly the influence of public perceptions of the existence of the Celosia Flower Park tourism object on business opportunities.

INTRODUCTION

In the modern era as it is today, tourism development is rapidly being carried out. Rapid tourism development is being carried out in several urban and rural areas, whether it is natural tourism such as mountains, beaches, hills or artificial tourism such as museums and playgrounds. The fatigue of routine community activities has made tourism an option and a means to recharge oneself. The community is faced with routine activities such as work, college, school, and others. So that people need means to recharge or refresh themselves, one of which is by traveling. Besides, tourism is also a means of recreation for families/relatives to spend time off together. The number of new tourist objects that are unique, attractive, creative, affordable, and comfortable is an attraction for tourists.

Tourism development is one of the sectors that provide income for a region (PAD). The hope with tourism development in an area is to provide revenue or income for the area. It follows the statement (Irhamna, 2017) that tourism is a sector that can be developed as a source of regional income in general and the community's income in particular. From an economic viewpoint, tourism can generate economic growth because it can provide employment, stimulate various production sectors, and contribute directly to progress in businesses that can provide benefits and enjoyment to both local communities and tourists (Pendit in Irhamna, 2017). The presence of tourism objects in an area will expand job opportunities, particularly for communities surrounding the tourism object. The job opportunities included the number of labor absorption in a region due to tourism activities. Job opportunity is a tourism object marketing target, such as administration staff, finance staff, cashier staff, sales staff, cleaning service staff, garden staff, parking staff, security, and others. The more job opportunities, the more positive effects provided by tourism activities in creating jobs and reducing the unemployment rate.

From an economic viewpoint, apart from providing employment opportunities or opportunities, tourism also provides opportunities to open a business (Nafisah et al., 2015). The

development of tourism areas open an opportunity of various enterprises, such as food stall, street vendors, umbrella service, or shopping stall providing various social needs, e.g.,

pelampung on the pool or beach, mat on the hills, or selling snacks. Leading tourism objects continue to develop. The high number of tourism visits is an opportunity for communities surrounding the area to open businesses. Opening a business or enterprise adjacent to a tourism object will pose communal support on the tourism sector. It is illustrated from its role in various businesses supporting tourism activities, such as hotels/inns/homestays, culinary businesses such as restaurants/cafes, street vendors, services such as umbrella service, and other business sector

With the existence of a tourism object in an area, it is hoped that it can improve the community's economic level around the tourism object, namely by providing opportunities to work and open a business. According to Irhamna's (2017) statement, tourism influences job opportunities for the surrounding community and Nafisah's (2015) statement that tourism influences the surrounding community's business opportunities or opportunities. However, in reality, the changes are not always as expected. Most of them only provide profit from the investor's side. The hope is that investors do not only take advantage of the beauty of tourist objects for profit but how does the presence of investors can provide benefits to local communities around tourist objects. For this, investors' role is required to take more roles to empower local communities around tourist objects located (B Hamsinah, 2005).

A previous review study examined tourism or tourism object effects on the surrounding community. The study results show that tourism objects generated positive effects on the economic, social, environmental, and cultural aspects of the surrounding community. The economic effects are opportunities to work and open businesses. The job and business opportunity variables had high scores, affecting the presence of a tourism object. A study regarding job and business opportunities is appealing to be studied. Several previous review studies examined the effects of tourism objects on the surrounding community using a qualitative

method. The differences of the current study with the previous one are that this study utilized a quantitative approach, a moderation regression analysis, and test the effect of communal perception surrounding tourism objects on job and business opportunities. Communal perception variable was used as a measurement to the interpretation presence of tourism objects on job and business opportunities. Furthermore, another difference of the current study and the previous one is that this study had the self-efficacy/self-confidence variable as the moderating variable. Therefore, it became the variable supporting or weakening the effect of communal perception surrounding tourism objects on job and business opportunities.

Hammad et al. (2017) studied communal perception regarding tourism object effects that support them to develop the tourism objects. The study results reveal that the community received positive effects by the tourism object presence. This study also stated that economic and environmental effects significantly affected than cultural and social effects.

Hasan et al. (2016) examined the effects of tourism object development the surrounding community lives. The study results reveal that tourism object presence affected surrounding community lives. There was a positive relationship between tourism object development and the community life standard. Hence, tourism objects contribute to surrounding community lives. It also motivates the tourism industry to develop tourism objects.

Erviana et al. (2015) scrutinized the effects of tourism development on the economic condition of surrounding communities. The study results demonstrate that Pulegundes tourism development significantly affected communal revenue and contributed to labor absorption.

Irhamna (2017) examined the effects of tourism development on community economy surrounding the tourism object. The study results show improvements on facilities and tourism object services after the development. However, the hygiene and safety aspects decreased. The percentage of community revenue increased, calculated using the Likert scale, from 53.3% to

68.5%. Meanwhile, the job opportunity rate was low with a 29.5% percentage.

Josephine Hardianti et al. (2015) studied the effects of tourism village presence on economic and social lives of the community. The study results reveal that communities tended to support tourism activities. It was observed on the community who works and receive income from the tourism village, approximately 57.46%.

Rahmah (2016) examined tourism object effects on social, economic, and cultural aspects of surrounding communities. The study results demonstrate that tourism objects directly contributed to the increasing community revenue. New jobs due to tourism objects give the most contribution to the decreased unemployment rate in the village.

Biantoro (2014) studied the effects of tourism objects on surrounding community economy. His study results depict economic characteristic changes due to tourism objects. It was observed from the increase community income working within the tourism object.

Aryani (2017) studied whether tourism object presence affected social, economic, and cultural aspects of surrounding communities. The study results reveal that tourism objects provided economic impacts, i.e., opening new jobs, decreasing the unemployment rate, and increasing the community income and purchasing power. Previous studies as a basis in this study, researchers took a tourism object with tourism potential and rapid tourism development, i.e., Celosia Flower Park in Bandung District, an attraction with flower beds of celosia, hebras, and various other types of flowers. For this reason, this study examined the effect of perceptions of the surrounding community on the existence of the Celosia Flower Park tourism object on job opportunities and business opportunities with self-efficacy as a moderating variable. The hope is that the existence of a tourism object will provide positive benefits or benefits for investors and improve the economic level of the surrounding community or provide economic benefits for the surrounding community by providing employment and business opportunities.

RESEARCH METHODS

This study's population was all residents who live in Candi Village for

6976 residents, taken from BPS data for Bandung in Figures 2018. All residents consist of 9 (nine) villages, i.e., Kalibendo, Ngonto, Candi, Ngablak, Tarukan, Talun, Nglarangan, Ngipik, and Darum.

This study's sample was 98 residents who lived in Talun, Ngipik, and

Tarukan Villages (3 villages). The sampling technique used was random cluster sampling, using the calculation of the Slovin formula. The number of samples obtained from the calculation formula was

98 people.

$$n = N / (1 + (N \times e^2))$$

$$n = 6976 / (1 + (6976 \times 0.12))$$

$$n = 6976 / (1 + 69.76)$$

$$n = 6976 / 70.76 \quad n = 98.58$$

$$n = \text{Number of samples}$$

N = Number of populations e = Error tolerance

The variables used in this study The data collection techniques used in this study were:

a) Questionnaire

Distributing questionnaires directly to respondents to obtain and collect data.

b) Interview

Conducting interviews or interviews with respondents related to the study to obtain and collect data.

c) Direct observation

Having direct observations on the study object to obtain and collect data.

The data analysis techniques employed in the study were:

a) Data Validity Test

The data validity test included validity and reliability test

b) Independent Variable

The study's independent variable was community perception of tourism object Celosia Flower Park.

c) Dependent Variable

The study's dependent variables were job and business opportunities.

d) Moderating Variable

The study's moderating variable was

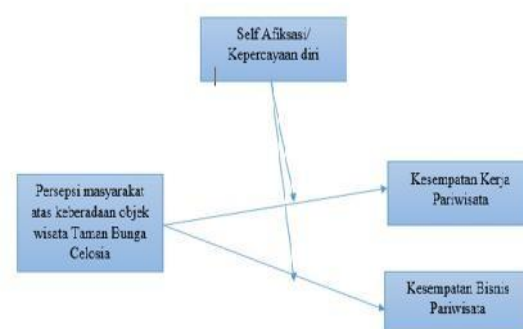
e) self-efficacy/community confidence.

Classic Assumption Test

The classic assumption test utilized in the study included normality and heteroscedasticity tests.

c. Hypothesis Test

The hypothesis test in the study used the moderate regression test.



1. Test of the influence of the community perception of the existence of the Celosia Flower Park tourism object on job opportunities with self-efficacy as the moderating variable.

The study's equation was as follows:

$$KK \text{ TOT} = a + b P + b_2 P \text{ PD}$$

Note: $KK \text{ TOT}$ = Job Opportunities

P = Community Perception of the Existence of Celosia Flower Park Tourism Object.

PD = Self-Confidence/Self-Efficacy

2. Test of the influence of the community perception of the existence of the Celosia Flower Park tourism object on business opportunities with self-efficacy as the moderating variable.

The study's equation was as follows:

KB TOT= a + b P + b2 P PD Note:

KB TOT = Business Opportunities

P= Community Perception of the Existence of Celosia Flower Park Tourism Object.

PD = Self-Confidence/Self-Efficacy.

RESULTS AND DISCUSSION

1. The Influence of Community Perception of the Existence of Celosia Flower Park Tourism Object on Job Opportunities

The perception of surrounding communities of Celosia Flower Park presence was positive and significant to job opportunities.. The existence of a tourist object will further expand job opportunities for the community. Celosia Flower Park provides job opportunities in tourism as park officers, security guards, cleaners, counter attendants, cashiers, or administrative officers such as administrative staff, financial staff, and others. However, everything depends on the perceptions of each community. The community's positive perception indicates that Celosia Flower Park tourism object provides positive benefits and provide more employment opportunities for the community itself. Positive perceptions will influence people's behavior to seek job

opportunities for themselves. On the other hand, the community's negative perception indicates that Celosia Flower Park tourism object does not provide positive benefits, or job opportunities for the community will be smaller. Negative perceptions will affect people's behavior not to seek job opportunities for themselves.

2. The Influence of Community Perception of the Existence of Celosia Flower Park Tourism Object on Business Opportunities

The perception of surrounding communities of Celosia Flower Park presence was positive and significant to business opportunities.. The existence of a tourist object will further expand business opportunities for the community. Celosia Flower Park provides tourism business opportunities such as opening businesses around or in the tourism object, selling food/soft drinks around the tourism object, opening a souvenir center, opening a

restaurant, opening a lodging/hotel business, opening a grocery/equipment shop, opening a business for child toys, selling food with carts/motorbikes/private vehicles, and others. However, it will depend on the perceptions of each community. The community's positive perception indicates that Celosia Flower Park tourism object provides positive benefits. It will provide more business opportunities for the community. Positive perceptions will influence people's behavior to seek business opportunities for themselves. In contrast, the community's negative perception indicates that Celosia Flower Park tourism object does not provide positive benefits, or opportunities for the community will be smaller. Negative perceptions will influence people's behavior not to seek business opportunities for themselves.

3. The Influence of Community Perception of the Existence of Celosia Flower Park Tourism Object on Job Opportunities with Self-Efficacy as the Moderating Variable

Self-efficacy or self-confidence positively and significantly moderated communal perception on the Celosia Flower park presence as a tourism object to job opportunities. Self- efficacy or self-confidence of surrounding communities supported communal perception effect on Celosia Flower Park presence as a tourism

object to job opportunities. The community's positive perception indicates that Celosia Flower Park tourism object provides positive benefits and provide more employment opportunities for the community itself. In this case, it is inseparable from the community's self-confidence/belief that the community can get the opportunity to work in tourism, participate in tourism administration, and compete for tourism job opportunities. This self-confidence will provide greater job opportunities for the community. Conversely, if the community's self- confidence is low, job opportunities for the community will be smaller because people are afraid or hesitant to act, not sure of getting tourism job opportunities, and afraid to compete with others for tourism job opportunities.

4. The Influence of Community Perception of the Existence of Celosia Flower Park Tourism Object on Business Opportunities with Self-Efficacy as the Moderating Variable

Self-efficacy or self-confidence positively and significantly moderated communal perception on the Celosia Flower park presence as a tourism object to business opportunities. Self-efficacy or the confidence of the community further strengthens the influence of the perception of the surrounding community on the existence of the Celosia Flower Park tourism object on business opportunities. The community's positive perception indicates that Celosia Flower Park tourism object provides positive benefits and provide more business opportunities for the community itself. In this case, it is inseparable from the community's self-confidence/belief that the community can obtain tourism business opportunities, start a business, participate in tourism implementation, and take advantage of opportunities with busy tourist visits to start a business. This self-confidence will provide greater business opportunities for the community. Conversely, suppose the community's self-confidence is low. In that case, the community's business opportunities will be smaller because people are afraid or hesitant to act, not sure that they will get a tourism business opportunity, and afraid to start as usiness/take advantage of existing opportunities.

CONCLUSION

Based on the results of data analysis in this study, the following conclusions can be obtained. Community perception of the existence of Celosia Flower Park tourism object positively and significantly influenced job opportunities by 40.5%. The remaining 59.5% was explained by other factors. The regression equation obtained: $KK\ TOT = 14.971 + 0.505 P + 0.018 P\ PD$. Community perception of the existence of Celosia Flower Park tourism object positively and significantly influenced business opportunities by 51.9%. The remaining 48.1% was explained by other factors. The regression equation obtained: $KB\ TOT = 8.311 + 0.762P + 0.013 P\ PD$. The self-efficacy/confidence variable positively and significantly moderated community perception of the existence of Celosia Flower Park tourism object on job opportunities. The self-efficacy/confidence variable positively and significantly moderated

community perception of the existence on business opportunities.

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