

Analysis of the Tourism Sector's Impact on the GRDP of North Sumatra Province

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Abstract. The purpose of this study is to ascertain the simultaneous and partial effects of the tourism industry on the GRDP of the North Sumatra Province, as shown by the variables of visitor numbers, room occupancy rate, and average duration of stay. Multiple linear regression using ordinary least squares is the analysis model that is employed. Time series secondary data from the BPS covering the observation years 2010–2023 is used. According to the study's findings, the tourism industry's gross regional product (GRDP) is positively and significantly impacted by both visitor numbers and room occupancy rates. On the other hand, the GRDP of the tourist industry is unaffected by the average duration of stay. Then, with a coefficient of determination of 76.25 percent, the number of visitors, room occupancy rate, and average length of stay all significantly affect the GRDP of the tourism industry in North Sumatra Province at the same time. Other variables that were not examined account for the remaining 23.75 percent. The study's findings further clarify that the number of visitors is the primary determinant of GRDP in the travel and tourism industry.

Keywords: Tourism, GRDP, Tourists, Average Length of Stay, Hotel Occupancy Rate

1. Introduction

The tourism sector has been recognized globally as a sector that has great potential to boost a country's economy. One important area for Indonesia's economic growth is the tourism sector. This industry plays a significant part in boosting state revenue, fostering economic expansion, and creating jobs. The transportation, lodging, food, craft, and other service industries are all strongly tied to the tourism industry. The tourism industry can improve the economy quickly considering that with the development of the tourism industry, new job opportunities will be created so that it can improve people's living standards and also stimulate other productivity sectors. Indonesia's potential in developing the tourism industry is very large because Indonesia is an archipelagic country¹. Every expense that visitors incur when visiting tourist attractions can also affect a nation's economy².

The Gross Regional Domestic Product (GRDP) of a nation, particularly the tourism industry, is a good indicator of its economic health. The amount of added value generated by all business units in a nation's tourism industry is known as the gross regional product (GRDP)³. Gross Value Added Tourist Industries (GVATI) is a common worldwide term for the tourist sector's gross regional product (GRDP).

Gross Value Added Tourism Industries (GVATI) is an important indicator in assessing the contribution of the tourism industry to a country's economy. In the case of Indonesia, GVATI's contribution shows quite diverse trends over the last few years which are influenced by factors such as global economic conditions, pandemic events, as well as policies and strategies in tourism development.⁴

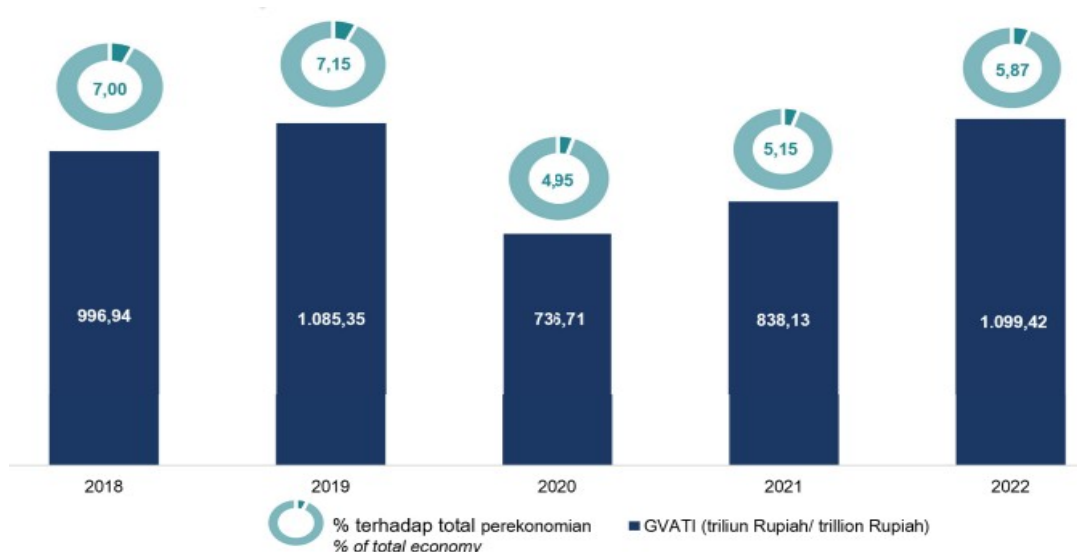


Figure 1. GVATI Contribution to the Indonesian Economy, 2018–2022

According to Figure 1 above, GVATI's share of the Indonesian economy was approximately 7% prior to the epidemic. However, this contribution dropped dramatically to 4.95 percent in 2020 when the COVID-19 pandemic struck in line with the negative impact experienced by the tourism sector around the world due to travel restrictions and a decrease in the number of tourists. Improvements in Indonesia's tourism conditions will begin to be felt in 2022, marked by an increase in tourism contribution to 5.87 percent. This reflects a recovery in the tourism industry after difficult times during the pandemic.

Although GVATI's contribution in 2022 has increased compared to the pandemic period, it still has not reached pre-pandemic levels. However, this increase shows the potential for further recovery in Indonesia's tourism industry and provides hope for future economic growth. Not only the central government, the North Sumatra provincial government also continues to make improvements to improve the economy which has slumped due to the Covid-19 pandemic.

Naturally, a variety of elements, such as visitor numbers, lodging occupancy rates, and average duration of stay, affect the tourism industry's economic growth. Numerous expert perspectives support this. The number of visitor visits is a metric used to assess the success of the tourism sector and can affect society and the government through tourism sector revenue⁵. If the hotel room occupancy rate is high, tourists will earn more income the longer they stay⁶. Besides that, Hotel occupancy levels are also one of the supporting factors in influencing income from the tourism sector⁷.

The development of GRDP in the Tourism Sector, number of tourists, hotel occupancy rate, and average length of stay in North Sumatra Province for the 2010-2023 observation year are as follows:

Table 1. Development of GRDP in the Tourism Sector (GRDP SP), Number of Tourists, Hotel Occupancy Level (THP), and Average Length of Stay (RLM) in the Province of North Sumatra for observation year 2010-2023

Year	GRDP SP	Percent	Tourists	Percent	RLM	Percent	TPH	Percent
2010	6.936,76	-	2.036.886	-	1,53	-	41,02	-
2011	7.527,50	8,52	2.431.217	19,36	1,39	-9,15	40,28	-1,80
2012	8.035,64	6,75	3.824.407	57,30	1,43	2,88	38,95	-3,30
2013	8.663,61	7,81	5.966.689	56,02	1,49	4,20	37,56	-3,57
2014	9.225,42	6,48	6.781.185	13,65	1,44	-3,36	41,10	9,42
2015	9.866,78	6,95	4.516.611	-33,39	1,72	19,44	40,42	-1,65
2016	10.512,20	6,54	7.720.521	70,94	1,57	-8,72	40,93	1,26
2017	11.282,16	7,32	8.300.752	7,52	1,63	3,82	43,60	6,52
2018	12.131,74	7,53	7.806.694	-5,95	1,64	0,61	40,81	-6,40
2019	13.209,12	8,88	7.845.234	0,49	1,92	17,07	56,13	37,54
2020	11.985,59	-9,26	1.528.474	-80,52	1,60	-16,67	54,07	-3,67
2021	11.888,96	-0,81	5.042.261	229,89	1,77	10,63	55,22	2,13
2022	12.751,57	7,26	5.330.001	5,71	1,69	-4,52	56,67	2,63
2023	14.054,57	10,22	6.235.092	16,98	1,57	-7,10	48,86	-13,78

Source: BPS Data of North Sumatra (processed)

It is evident from Table 1 above that there are variations in the data development, particularly a decline in compactness that happened in 2020 as a result of COVID-19 because of the PPKM policy and the prohibition on both domestic and foreign travel. Naturally, the GRDP of the tourism industry in North Sumatra Province is impacted by changes in visitor numbers, average length of stay, and hotel occupancy rates.

People who travel are considered tourists, as stated in UU No. 10 of 2009 about tourism. Those who go to a place or country are also known as tourists; they are typically referred to as visitors and include a wide range of individuals with different reasons for traveling. People who travel to a place or country for a minimum of 24 hours and a maximum of 6 months for a variety of reasons are known as tourists.

It is believed that a region's tourism industry will benefit economically from this surge of visitors. Spending on food, drink, hotel, and other necessities during tourist trips will increase with the number of visitors. Consumptive symptoms for products in the tourist destination area will arise from the different requirements of tourists throughout a vacation. Thus, the more visitors there are, the more money the tourism industry makes.

Prior studies have examined the impact of tourism on a region's gross regional product (GRDP). These studies Citra et al⁸, Arafani⁹, Munanda and Amar¹⁰, Karmila¹¹, Novitri, et al¹² have concluded that tourism has a positive and significant impact on the regional economy. The findings of studies by Permatasari and Marseto¹³, Sugiarto et al¹⁴, Rediteani, and Setiawina¹⁵, however, indicate that the quantity of tourists has no discernible impact on a region's economy. Naturally, this research gap is an intriguing study to further investigate the connection between the number of visitors and the North Sumatra province's tourism industry's gross regional product.

The hotel occupancy rate is another aspect that affects the economy of the tourism sector in addition to the quantity of visitors. Tourists are more likely to visit a place when the hotel occupancy rate is high, as measured by the number of rooms sold relative to the total number of rooms that can be sold when there are enough hotel rooms available⁶.

The room occupancy rate is a reference in assessing the success of a hotel¹⁶. This increase in room occupancy rates is thought to improve the economy of a region's tourism sector. The higher hotel room occupancy rate in an area indicates the large number of tourist visits and the greater hotel income which is in line with the increase in regional revenues.

Previous studies that look at the impact of room occupancy rates on a region's tourist sector's gross regional product (GRDP) include Munanda and Amar¹⁰ and Purnama and Wibowo⁷, which come to the conclusion that the room occupancy rate has a positive and significant impact on the local economy. The findings of Citra et al⁸ and Arafani⁹, however, indicate that the room occupancy rate has no discernible impact on GDP, which is in direct opposition to this. Of course, this research gap is an intriguing study to further investigate the connection between North Sumatra province's tourism economy and accommodation occupancy rates.

Lastly, in addition to visitor numbers and hotel occupancy rates, the average duration of visitor stays is also considered to have an impact on economic growth. The average length of stay is how long visitors typically stay at a hotel during a trip to a place over the course of a year.

It is believed that the economy of the tourism industry will benefit from an increase in the average length of stay of visitors. Tourists spend more money at a destination, including for lodging, food, and other accommodations, the longer they stay at a hotel there. Consumptive symptoms for products in the tourist destination area will arise from the different requirements of tourists throughout a vacation. Both local and foreign tourists' consumption will boost a region's tourism industry's revenue.

The amount of tourist attractions has a favorable and considerable impact on the economy, according to prior research that looks at the average duration of stay on GDP namely Citra et

al⁸, Arafani⁹, Novitri et al¹². This, however, turns out to be in opposition to the findings of Purnama and Wibowo¹⁷ and Karmila's research¹¹, which indicate that the average length of stay has no discernible impact on the economy. Naturally, this research gap between the average length of stay and the GRDP of the tourism industry in the province of North Sumatra is worth investigating further.

According to the above description, there is an intriguing research gap to investigate further the effects of the tourism industry, namely the number of visitors, hotel occupancy rates, and average duration of stay, on the tourism industry's gross regional product in North Sumatra Province.

2. Method

The issue of the tourism industry's contribution to North Sumatra Province's GRDP is the main subject of this study, where the discussion in this research includes several variables such as GRDP in the Tourism Sector, Tourists (Domestic and International), Average Length of Stay for Tourists, Hotel Occupancy Behavior in North Sumatra Province. The North Sumatra Central Statistics Agency is the source of secondary data used in this study. Time series data spanning 14 years, from 2010 to 2023, were used.

The following functions were employed in this study:

$$\text{GRDP SP} = f(\text{WIS}, \text{THH}, \text{RLM}) \dots\dots\dots(1)$$

This equation is specified into a model and transformed into logarithmic form in the following equation:

$$\text{Log}(\text{GRDPSP}) = \beta_0 - \beta_1 \text{Log}(\text{WIS}) + \beta_2 (\text{THH}) + \beta_3 (\text{RLM}) + e \dots\dots\dots(2)$$

Information:

- GRDPSP = Tourism Sector Gross Regional Domestic Product (Billions)
- WIS = Tourists (Inhabitant)
- THH = Hotel Occupancy Rate (Percent)
- RLM = Average Length of Stay (Days)
- Logs = Logarithm
- β_0 = Constant
- β_1 ---- β_3 = Regression coefficient
- e = Nuisance variable (*error terms*)

To facilitate interpretation and provide clear boundaries regarding the variables used in this research, operational boundaries have been prepared as follows:

- a. The total value of finished products and services generated by all special economic units in the areas of lodging, food, and drinks at fixed prices in North Sumatra Province over the course of a year is the tourist sector's gross regional product (GRDP) (Billion).

- b. In North Sumatra Province, tourists are the total number of domestic and foreign visitors to hotels in a given year (Inhabitant)
- c. The average length of stay is the number of days that visitors spend at hotels in North Sumatra Province over the course of a year.
- d. Hotel occupancy rate is the percentage of rooms filled from the number of rooms available in hotels within one year in North Sumatra Province (Percent).

The presumptions of OLS the tests that are employed are the heteroscedasticity, multicollinearity, autocorrelation, and normality tests. All data processing for this research uses the Eviews 10 analysis tool.

3. Results and Discussion

a) Assumption Test Results

Four components make up the topic of econometric tests in this study: autocorrelation, heteroscedasticity, multicollinearity, and normality tests. The discussion of econometric tests in this research is as follows:

1) Normality Test

The Jarque-Bera normality test is used in this study, and it is accepted if the Jarque-Bera Prob value is more than 0.05. This indicates that the research model does not have any issues with data normalcy. The normality test results are as follows:

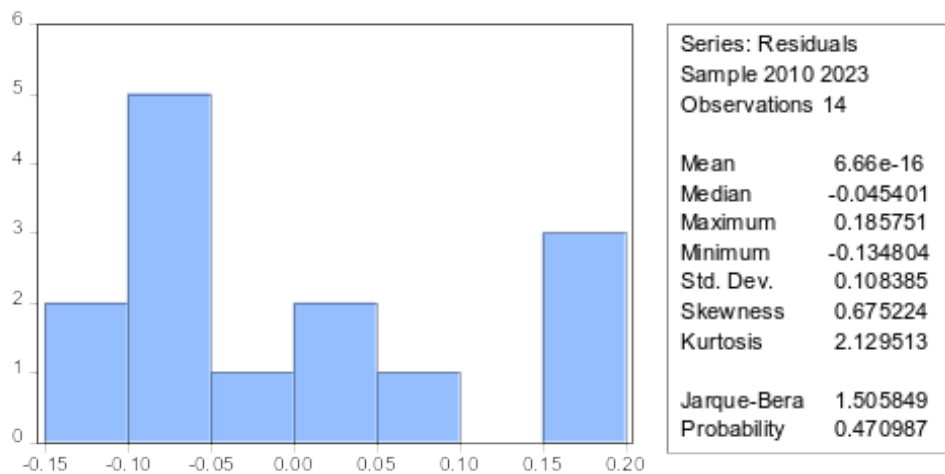


Figure 2. Normality Test
Source: Research Data (processed, 2024)

Given that the Jarque-Bera Prob value of $0.47 > 0.05$, as shown in Figure 2 above, H_0 is accepted, indicating that there is no issue with data normalcy violations in this study model.

2) Multicollinearity Test

The correlation matrix between independent variables is used in this study's multicollinearity test, and the criterion is that H_0 is accepted if the correlation value between independent variables is less than 0.90. This indicates that the study model¹⁸ does not have a data multicollinearity violation issue. The following are the findings of this study's multicollinearity test:

Table 2. Correlation Between Research Independent Variables

	LOG(WIS)	TPH	LOG(RLM)
LOG(WIS)	1	-0.0320	0.3368
TPH	-0.0320	1	0.6916
LOG(RLM)	0.3368	0.6916	1

Source: Research Data (processed, 2024)

Since all of the independent variables' correlation values are less than 0.90, as shown in Table 2 above, H_0 is approved, indicating that this research model does not have any issues with data multicollinearity violations.

3) Autocorrelation Test

This study's autocorrelation test employed the Breusch-Godfrey Serial Correlation LM Test with the prob value requirement. H_0 is approved if $\text{Obs} \times R\text{-squared} > 0.05$, indicating that autocorrelation violation is not an issue with this study model. The following are the findings of this study's autocorrelation test:

Table 3. Autocorrelation Test

Breusch-Godfrey Serial Correlation LM Test:

F-statistic	1.335241	Prob. F (2.8)	0.3160
Obs*R-squared	3.503754	Prob. Chi-Square (2)	0.1734

Source: Research Data (processed, 2024)

The prob value is known based on Table 3 above. With an $\text{Obs} \times R\text{-Square}$ of $0.1734 > 0.05$, H_0 is accepted, indicating that autocorrelation violation is not an issue in this study model.

4) Heteroscedasticity Test

This study employed the Breusch-Pagan-Godfrey Test with the prob value requirement for the heteroscedasticity test. H_0 is accepted if $\text{Obs} \times R\text{-squared} > 0.05$, indicating that this research model does not have a heteroscedasticity violation issue. The following are the findings of this study's heteroscedasticity test:

Table 4. Heteroscedasticity Test

Heteroskedasticity Test: Breusch-Pagan-Godfrey

F-statistic	0.871802	Prob. F (3,10)	0.4876
Obs*R-squared	2.902457	Prob. Chi-Square (3)	0.4069
Scaled explained SS	0.836317	Prob. Chi-Square (3)	0.8408

Source: Research Data (processed, 2024)

The prob value is known based on Table 4 above. Since H_0 is approved and Obs*R-Square is $0.4069 > 0.05$, there is no issue with heteroscedasticity violations in this study model.

b) Hypothesis Test Results

The purpose of the research hypothesis testing stage is to provide an answer to the testing analysis requirements. The following is a summary of the calculations used in hypothesis testing:

Table 5. Hypothesis Test Results

Variables	Coefficient	Std. Error	t-Statistics	Prob.
C	5.250595	1.130884	4.642911	0.0009
LOG(WIS)	0.191109	0.072968	2.619089	0.0256
TPH	0.021295	0.007223	2.948400	0.0146
LOG(RLM)	0.185870	0.612533	0.303444	0.7678
R-squared	0.762504	Mean dependent var		9.244181
Adjusted R-squared	0.691256	SD dependent var		0.222403
F-statistic	10.70202	Durbin-Watson stat		2.261752
Prob(F-statistic)	0.001831			

Source: Research Data (processed, 2024)

Table 5 above leads to the following conclusion:

- 1) The GRDP of the tourism industry in North Sumatra Province is significantly impacted by the number of visitors, hotel occupancy rate, and average length of stay all at the same time. The prob value tells us this. The f statistic $0.0018 < 0.05$.
- 2) The GRDP of the North Sumatra Province's tourism industry is positively and significantly impacted, in part, by the volume of visitors. The prob value tells us this. $0.0256 < 0.05$ using a one-way test at the 5 percent alpha level.
- 3) The GRDP of North Sumatra Province's tourist industry is significantly and favorably impacted, in part, by the hotel occupancy rate. The prob value tells us this. $0.0146 < 0.05$ using a one-way test at the 5 percent alpha level.
- 4) In part, the GRDP of North Sumatra Province's tourism industry is unaffected by the typical duration of stay. The prob value tells us this. Using a one-way test, $0.7678 > 0.05$ at the five percent alpha level.

Additionally, the R2 squared value from this model is 0.7625. This demonstrates that the GRDP model for the tourism industry in North Sumatra Province of 76.25 percent

can be explained by the tourist factors, hotel occupancy rate, and average length of stay. Other factors not included in this study have an impact on the remaining 23.75 percent.

The following is the model equation used in the study:

$$\text{Log}(\text{GRDP}) = 5.250 + 0.191 \log(\text{WIS}) + 0.0212 (\text{TPH}) + 0.1858 \text{Log}(\text{RLM}) + e$$

- 1) A constant of 5.250 means that the GRDP of the tourism industry in North Sumatra Province is 5.25 percent annually assuming independent variables like the number of visitors, hotel occupancy rate, and average length of stay are all constant.
- 2) The GRDP of North Sumatra Province's tourism industry will rise by 0.1911 percent annually for every 1% growth in visitor numbers.
- 3) The GRDP of North Sumatra Province's tourist industry will rise by 0.0212 percent annually for every 1% increase in hotel occupancy rates.
- 4) For every 1 percent increase in the average length of stay, it will increase the GRDP in the tourism sector of North Sumatra Province by 0.1858 percent/year.

c) Discussion of Research Results

1) Variable of Tourists Number on GRDP in the Tourism Sector of North Sumatra Province

The GRDP of the tourism sector in North Sumatra Province is positively and significantly impacted by the variable of visitor numbers (H_a accepted). The findings of this study corroborate the earlier hypothesis that the quantity of visitors can affect society and, of course, the government by raising the revenue of the tourism industry⁵.

Research that evaluates the number of tourists on GRDP has been researched earlier, such as Citra et al⁸, Arafani⁹, Munanda and Amar¹⁰, Karmila¹¹, and Novitri et al¹² which indicates that the number of tourists has a positive and significant influence on the GRDP of the tourism sector.

Due to the revenue generated by visitor spending, the tourism industry's gross regional product (GRDP) benefits from the growing number of visitors. When tourists visit an area, tourists spend money on various needs such as accommodation, food, transportation, and other recreational activities. The tourism industry's contribution to the GDP is increased by this expenditure, which also boosts local company revenue. In addition, higher demand from tourists encourages the growth of supporting sectors such as hotels, restaurants, and transportation services, which ultimately increases GRDP. The multiplier effect of tourist spending also strengthens local economies, increases employment, and encourages further investment in tourism infrastructure, all of which contribute to increased GRDP.

2) Variabel of Hotel Occupancy Level on GRDP in the Tourism Sector of North Sumatra Province

The GRDP of the North Sumatra Province's tourism sector is positively and significantly impacted by the hotel occupancy rate variable (H_a accepted). The findings of this study

corroborate the earlier hypothesis that visitors will make more money the longer they stay in a hotel with a high room occupancy rate⁶.

Research that examines room occupancy rates on GRDP in the tourism sector has been studied previously, such as Munanda and Amar¹⁰, and Purnama and Wibowo¹⁷, which comes to the conclusion that the room occupancy rate significantly and favorably affects the tourism industry's gross regional product.

Because a high hotel occupancy rate indicates a large influx of visitors, which raises revenue from the lodging industry, it has a positive impact on the tourism sector's gross regional product. When hotels are full, revenues from room fees, ancillary services, and tourism taxes increase, all of which contribute directly to GRDP. In addition, high occupancy rates encourage tourist spending in other sectors such as restaurants, transportation, and tourist attractions, which strengthens the contribution of these sectors to GRDP. High demand also motivates investment in developing new hotels and upgrading existing facilities, creating jobs and driving local economic growth. This combination of increased income and sustainable investment significantly increases the tourism sector's contribution to GRDP.

3) Variable of Average Length of Stay on GRDP in Tourism Sector, North Sumatra Province

The GRDP of the tourism sector in Province of North Sumatra is unaffected by the average length of stay variable (H_0 accepted). The findings of the study disprove the earlier hypothesis that visitors spend more money on food, drink, and housing at a tourist location the longer they remain there. Consumptive symptoms for products in the tourist destination area will arise from the different requirements of tourists throughout a vacation. Both local and foreign tourists' consumption will boost a region's tourism industry's revenue⁷.

The findings of this study are consistent with those of earlier researchers Karmila¹¹ and Purnama and Wibowo¹⁷, who concluded that the average length of stay has no bearing on the tourism industry's gross regional product.

The GRDP of the tourism industry is not always impacted by the average length of stay because, even if visitors stay longer, their daily spending may not rise or even fall if they decide to save costs. Tourists who choose to stay overnight often look for cheaper accommodation or reduce consumption in other sectors, such as eating out or other tourist activities. Tourists prefer to bring or make their food, not buy souvenirs, not buy tour packages offered by tour managers, and so on. This is because not all tourists come from the upper middle class, there are groups of tourists who tend to force a holiday even with limited holiday funds. The important thing is that the motive for recreation is to relieve stress and calm the mind. Therefore, a higher average length of stay is not always directly proportional to the resulting tourism sector GRDP, and its impact on the tourism sector GRDP is considered minimal.

4. Conclusion

The conclusions of this research are:

- a) The GRDP of the tourism industry in North Sumatra Province is significantly impacted by the number of visitors, hotel occupancy rate, and average length of stay all at the same time.
- b) The GRDP of the North Sumatra Province's tourism industry is significantly and favorably impacted, in part, by the volume of visitors.
- c) The North Sumatra Province's tourism industry's gross regional product is positively and significantly impacted, in part, by the hotel occupancy rate.
- d) In part, the GRDP of North Sumatra Province's tourism industry is unaffected by the average length of stay.

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