



UDC 332

## **DETERMINANTS OF COMMUNITY INCOME IN TOURISM DESTINATION AT TIRTA TAMAN MUMBUL TEMPLE, SANGEH VILLAGE, BADUNG**

**Putra I Putu Agus Nopiatmaja\*, Dewi Made Heny Urmila**

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

\*E-mail: [agussamaputra12@gmail.com](mailto:agussamaputra12@gmail.com)

### **ABSTRACT**

The development of spiritual tourism provides opportunities for environmental preservation, socio-cultural and economic growth of local communities. Spiritual tourism activities are one of the oldest parts of tourism and are part of the global market and are increasing significantly. It has been proven that in Bali spiritual tourism areas that utilize hugging places are starting to appear in every village that has the potential to establish spiritual tourism. This research aims to analyze the determinants of community income in the Tirta Temple tourist area of Taman Mumbul Sangeh Badung, Bali. This research uses a quantitative method in associative form, using a non-probability sampling technique with a saturated sampling method of 82 respondents. The analysis technique used in the research is path analysis. The results of this research show that the availability of facilities, access, attractions and institutions have a positive and significant effect on tourist visits in the Taman Mumbul Sangeh Temple tourist attraction area, Badung. The availability of facilities, attractions, access and tourist visits have a positive and significant effect on people's income. However, the availability of institutions has a negative and insignificant effect on people's income in the Taman Mumbul Sangeh Temple tourist attraction area, Badung. Tourist visits are a variable that mediates the influence of facility availability, access and institutions on community income. However, tourist visits do not mediate the influence of attraction availability on people's income in the Taman Mumbul Sangeh Temple tourist attraction area, Badung.

### **KEY WORDS**

Tourism, spiritual, traveler, income.

The development of Bali tourism is now increasing to maintain and even improve the achievements that have been made as the best tourist destination in the world Tamba, M., & Brata, I. B. (2018). The increase in Balinese people managing tourism in their villages is characterised by the following two features. First, they perform collectively, institutionally through the Village, not individually. In the practice of management and daily activities, there are indeed many individual residents who work and improve the economy from the tourism sector, but ownership, management, and control are substantially, not fully, in the hands of collective Village institutions, in this case called Desa pekraman. Secondly, the improvement of Balinese people in managing tourism in their area is mostly bottom up or initiative from below, not top down or instructor from above.

The level of welfare can be seen from the amount of income and the number of visits that occur, but when viewed from these employment opportunities, it is indeed very large to reach the income that can be obtained (Yoga Dandi et al., 2019). Tourism development contributes positively to increasing community income, both directly and indirectly (Hemawan, 2016). Community welfare can be measured through the income that has been felt from the development of tourism businesses in Sangeh Village. The decline in income occurs in various fields of livelihood, for example, such as the income of traders and service sellers who open job opportunities by looking for stakeholders, parking guards, entrance counter guards and cleaning services in Sangeh Village. During the Covid-19 pandemic, the decline in income was felt by the community because there were restrictions on activities to close tourist attractions, especially at Pura Tirta Taman Mumbul. At this time, the income of people who work at Pura Tirta Taman Mumbul has gradually improved again and is expected to continue to increase.



The number of tourist visits is one indicator to measure the success of tourism businesses that have an impact on the community and local government. The number of tourist visits will have an impact on the socio-economic conditions of the local community grouped by Cohen in research (Pitana and Diarta, 2009: 185). Tourists who visit Pura Tirta Taman Mumbul are dominated by local tourists and a few foreign tourists. The income of Pura Tirta Taman Mumbul tourist destinations is obtained from parking and entrance ticket income, but for tourists or pemedek is not charged an entrance ticket, because they perform prayer ceremonies. During the Covid-19 pandemic, the tourism activities of Pura Tirta Taman Mumbul were temporarily closed so that many people were affected, starting from traders around the temple to the manager of Pura Tirta Taman Mumbul. The number of tourist visits before the pandemic in a week, on average on weekdays reached 100-150 people, on holidays reached an average of 200-500 people, and the average number of tourist visits on Hindu holidays reached 800-1500 people. The number of tourist visits after the pandemic has gradually improved but is still not felt as it used to be. In a week, the average number of tourists on weekdays reaches 50-100 people, on holidays it reaches an average of 100-250 people, and the average number of tourist visits on Hindu holidays reaches 500-1000 people. Some of the main factors that can reduce revenue are a decrease in the number of tourist visits. With this, the role of the tourism industry in the economy is a very long chain that accommodates many employment opportunities for the surrounding community. It can be seen from the above explanation that the deterioration in the number of tourist visits, facilities, attractions affects the income of people working in spiritual tourism.

Good management of supporting aspects of tourism, such as facilities and supporting facilities around the tourism area, can create opportunities to increase attractiveness, so as to attract tourists to visit again (Wibowo, 2019). The facilities owned at Pura Tirta Taman Mumbul are quite good because Pura Tirta Taman Mumbul received assistance from the government so that it has good quality facilities such as a large parking lot, modern building design and for the convenience of pemedek the government provides facilities such as wifi and gazebo. But the existing facilities are still lacking because the existing changing rooms and lockers are still lacking for the convenience of visitors. Perceptions of facilities have directly affected the overall satisfaction of tourists (Mythili, 2017).

The phenomenon of an increase in the number of visitors is one of the causes of the increase in the number of visitors is making improvements to tourist facilities and service quality (Rosita et al, 2016: 63). The facilities at Pura Tirta Taman Mumbul affect the number of visits, where tourists who come will feel satisfied with the existing facilities and have an impact on promotion, intention to come back and visitor satisfaction. The creation of safe and comfortable parking facilities is expected to improve the economy in traditional art markets (Artawa, 2012). It can be seen from the explanation above that the number of tourist visits, facilities, attractions affect the income of people who work in spiritual tourism.

The ritual attraction of "bathing in the Ganges River" is enjoyed by tourists. Bathing, which is associated with "cleansing", really has its own meaning in the minds of tourists. Specific rituals as experienced by tourists during their visit to the destination are activities that have a very deep impression. The bathing ritual in India (Rishikesh) is associated with the bathing tradition in Bali which is synonymous with the term "melukat", which has a similar meaning for inner calm after ritualised self-cleansing (Wendri, 2017). Pelukat is currently an included attraction in Bali's growing spiritual tourism activities. For example, the tradition of melukat performed by Hindus on Purnama Day at sacred places such as : Pura Tirta Taman Mumbul and Pura Pelukatan. The trend is not only among local people, but also foreign tourists for spiritual purposes.

In rural areas, accessibility plays an important role. The existence of this accessibility can stimulate the growth of markets and economic growth centres in a village area. (Farida, 2013). Attractiveness, accessibility, amenity and additional services are components that have a positive influence on tourist loyalty. Attraction and accessibility data have a positive and significant influence on tourist interest (Nasir et al, 2020). Accessibility to Pura Tirta Taman Mumbul Tourism has been paved but the directions installed at the crossroads are still not felt to help visitors indicate the location of Pura Tirta Taman Mumbul Tourism. The



existing access at Pura Tirta Taman Mumbul affects the number of visits, where tourists who come will feel satisfied with the existing access and have an impact on promotion, intention to come back and visitor satisfaction. The creation of safe and comfortable access conditions is expected to improve the economy of Pura Tirta Taman Mumbul and other tourist destinations in Sangeh Village.

According to Utama & Bagus, (2016) ancillary is an institution that organises tourist trips which is a tour guide, ticket booking, travel agency, ticket booking and the availability of an information centre. Meanwhile, according to Widyaningsih (2020) ancillary is the availability of services by the government by providing infrastructure in tourist areas.

## **METHODS OF RESEARCH**

The research design used in this research is a quantitative research design in the form of associative. Quantitative research design is also referred to as research that uses the positivism paradigm, which is from the theories and findings of others then compiled hypotheses according to the research problem to be solved (Sugiyono, 2014: 13). The hypothesis is then tested through the data that has been collected in this study. Quantitative research in the form of associative aims to determine the relationship between two or more variables (Sugiyono, 2014: 55). In this study, associative research is used to determine the effect between the independent variable and the dependent variable, namely testing the availability of facilities, attractions, access, institutions on the number of tourist visits and the income of people who work at Tirta Taman Mumbul Temple, Sangeh Village, Abiansemal District, Badung Regency.

The research was conducted at Pura Tirta Taman Mumbul, Sangeh Village, Abiansemal District, Badung Regency. The selection of this location is because Pura Tirta Taman Mumbul as a temple that utilizes a place of worship as a spiritual tourist destination besides that there are many interesting attractions that will support this research, namely: 1) having a pond that resembles a lake 2) being a place of cleansing (melis) for Hindus in the North Badung area, and 3) as a local exhibition market every 6 months. However, the availability of existing facilities is still lacking. The object of this research is the availability of facilities, attractions, access, tourism institutions to the number of tourist visits and the income of people who work at Pura Tirta Taman Mumbul in Sangeh Village, Badung Regency.

This research focuses on the variables of the number of tourist visits, the availability of facilities, attractions, access, the institutional number of tourist visits and the income of the people who work at Tirta Taman Mumbul Temple, Sangeh Village, Abiansemal District, Badung Regency.

The variables in this study can be identified as follows: Exogenous variables (X) are variables that can cause changes in the dependent variable (Sugiyono, 2014: 59). The independent variables used in this study are the availability of facilities, attractions, access, and institutions of Pura Tirta Taman Mumbul, Sangeh Village, Abiansemal District, Badung Regency. Mediating variables (intervening variables) are variables that mediate the relationship between independent and dependent variables through indirect relationships (Utama, 2016: 160). The mediating variable in this study is the number of tourist visits to Pura Tirta Taman Mumbul Temple, Sangeh Village, Abiansemal District, Badung Regency. The dependent variable (endogenous variable) (Y) is a variable that is influenced by the independent variable (Sugiyono, 2014: 59). In this study, the dependent variable is the income of people who work at Pura Tirta Taman Mumbul, Sangeh Village, Abiansemal District, and Petang District, Badung Regency.

In this study, income will be measured by indicators of income received according to the minimum wage, income to meet family needs and income for adequate savings which will be measured using a Likert scale.

Population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2014: 115). The population in this study were all tourism actors in the Pura Tirta



Taman Mumbul area, with a population of 82 people consisting of managers, workers and traders in the tourist area.

The sampling technique was carried out using non-probability sampling technique with saturated sampling method, which is a sampling method by taking all members of the population as part of the sample to be studied (Sugiyono, 2014). This technique was chosen because the population was relatively small, so the entire population was used as a sample in this study. The population in this study is the number of people who work in the spiritual tourism sector in Sangeh Village, Abiansemal Sub-district, Badung Regency. The total sample size was 82 people consisting of: 2 managers, 8 pemangku (leaders of worship rituals), 15 employees, 15 traders in the temple area, and 42 traders around the tourist attractions.

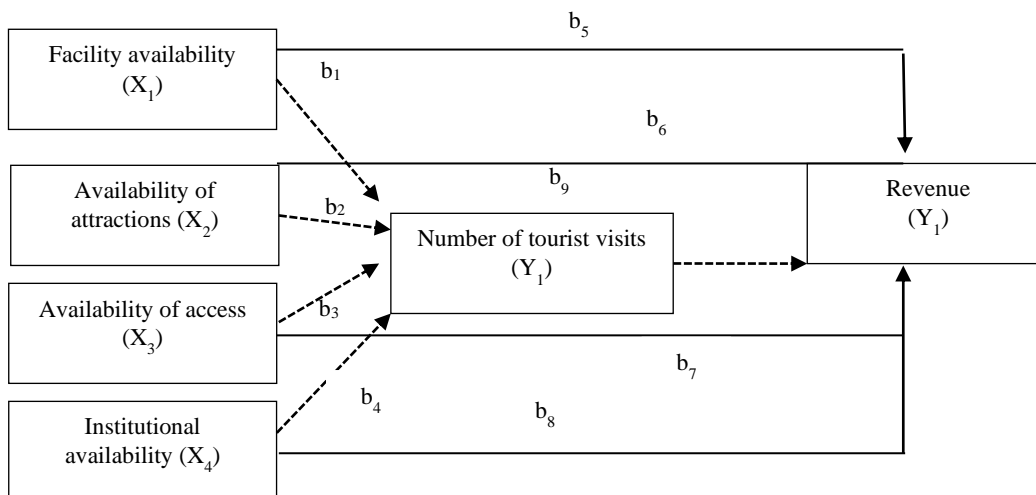


Figure 1 – Structural Model Equation Research Research Factors Influencing Tourism on the Number of Tourist Visits and Community Income in the Type of Spiritual Tourism

Path analysis method is an extension of multiple linear regression analysis, to estimate the causal relationship between variables that are tiered based on theory (Suyana, 2012: 159). Path analysis is used to determine the direct relationship of the independent variable to the dependent variable and the indirect relationship through intervening variables.

## RESULTS AND DISCUSSION

Based on the results of hypothesis testing with a significance value of  $0.007 < 0.1$  which shows that the availability of facilities has a positive and significant effect on tourist visits. The results of hypothesis testing show that the significance value is  $0.000 < 0.1$  which indicates that the availability of access has a positive and significant effect on tourist visits to the Taman Mumbul Sangeh Temple tourist destination, Badung. Based on the results of hypothesis testing, it is known that the significance value is  $0.018 < 0.1$ , which indicates that institutional availability has a positive and significant effect on tourist visits. This means that when there is participation and participation of all elements of tourism support that are included in the scope of tourist institutions in the management of tourist destinations, it will have a good impact on the progress of tourist attractions and tourist visits. Institutional availability is the role of organisations/institutions in promoting tourist sites to be able to develop sustainably in managing tourist attractions in accordance with existing needs in order to be able to run optimally for progress in tourist attractions. Based on the results of hypothesis testing, it is known that the significance value is  $0.037 < 0.1$ , which shows the results that the availability of facilities has a positive and significant effect on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung. Based on the results of hypothesis testing, it is known that the significance value of  $0.076 > 0.1$  shows that the availability of attractions has a positive and significant effect on community income in



the Taman Mumbul Sangeh Temple tourist destination area, Badung. Based on the results of hypothesis testing, it is known that the significance value of  $0.083 > 0.1$  means that the availability of access has a positive but significant effect on community income. Based on the results of hypothesis testing, it is known that the significance value is  $0.604 > 0.1$ . Based on the results of hypothesis testing, it is known that the significance value of  $0.008 < 0.1$  which indicates that tourist visits have a positive and significant effect on community income.

Table 1 – Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.934E-16	.050		.000	1.000
	Facility Availability	.253	.091	.253	2.768	.007
	Tourist Attractions	.159	.083	.159	1.911	.060
	Institutional Access	.444	.094	.444	4.731	.000
	Institutional Access	.155	.064	.155	2.410	.018

a. Dependent Variable: Number of Visits  
 F = 80.195 F sig = 0,000

Source: SPSS processed results, 2023.

Table 2 – Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.246E-16	.056		.000	1.000
	Facility Availability	.230	.108	.230	2.122	.037
	Tourist Attractions	.174	.096	.174	1.802	.076
	Access	.213	.121	.213	1.759	.083
	Institutions	-.039	.075	-.039	-.521	.604
	Number of Visits	.351	.129	.351	2.720	.008

a. Dependent Variable: Income  
 F = 46.710 F sig = 0.000

Source: SPSS processed results, 2023.

Based on the calculation of the sobel test / indirect effect of the availability of facilities on the effect of tourist visits on income, the calculated z value is  $1.93 < z$  table of 1.64, then  $H_0$  is rejected and  $H_1$  is accepted. Because the z value for testing the availability of attractions on tourist visits and income is  $1.55 < z$  table of 1.64,  $H_0$  is accepted and  $H_1$  is rejected. Because the z value for testing the availability of access as a mediating variable for the effect of tourist visits on community income is  $2.33 > z$  table of 1.64,  $H_0$  is rejected and  $H_1$  is accepted. This means that tourist visits mediate the effect of access availability on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung. Because the z test value of institutional availability as a mediating variable of the effect of tourist visits on community income is  $1.81 < z$  table of 1.64,  $H_0$  is accepted and  $H_1$  is rejected. This means that the number of tourist visits mediates the effect of institutional availability on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung. This means that institutional availability can necessarily play a role in efforts to increase community income through the number of tourist visits.

Table 3 – Direct Effect, Indirect Effect and Total Effect of Variables

Variable Relationship	Effects		Total
	Direct	Indirect Through Y1	
X1 --> Y <sub>1</sub>	0.253	-	0.253
X2 --> Y <sub>1</sub>	0.159	-	0.159
X3 --> Y <sub>1</sub>	0.444	-	0.444
X4 --> Y <sub>1</sub>	0.155	-	0.155
X1 --> Y <sub>2</sub>	0.230	0.081	0.311
X2 --> Y <sub>2</sub>	0.174	0.061	0.235
X3 --> Y <sub>2</sub>	0.213	0.075	0.288
X4 --> Y <sub>2</sub>	-0.039	-0.014	-0.053
Y1 --> Y <sub>2</sub>	0.351	-	0.351

Source: Data processed, 2023.



The standardised coefficient value is used to obtain a coefficient that has the same base unit, so that it can be compared directly between exogenous variables, in their respective effects on endogenous variables. Which exogenous variable has a greater effect on the endogenous variable can be seen from the size of the significance value. The results show that the availability of facilities has a positive and significant effect on tourist visits. This means that the better the arrangement of existing facilities, both the main and supporting facilities in the tourist area, the more tourist visits will increase in the tourist destination. The availability of tourist attractions has a positive and insignificant effect on tourist visits. This means that the more regularly scheduled attraction activities will have an impact on increasing the number of tourist visits to the tourist destination area but not so significant, so that optimal efforts are needed to maximise the existence of attractions in the Taman Mumbul Sangeh Temple tourist destination area, Badung. Access availability has a positive and significant effect on tourist visits. This means that the better the arrangement in terms of the availability of access to and presence at tourist sites, the more tourist visits to tourist attractions will increase. Institutional availability has a positive and significant effect on tourist visits, meaning that the better the governance of related institutions in the tourist destination area will affect the increase in tourist visits to the Taman Mumbul Sangeh Temple tourist destination area, Badung.

The availability of facilities has a positive and significant effect on community income in the tourist area. This means that the better the arrangement of facilities in the tourist destination area will have a good impact on increasing community income. Tourist attractions have a positive and insignificant effect on community income. This means that the existence of tourist attractions has no effect on increasing or decreasing community income in tourist areas. Availability of access has a positive and insignificant effect on community income. This means that the availability of existing access in the tourist destination area has no effect on increasing or decreasing the income generated by the community in the tourist area. Institutional availability has a negative and insignificant effect on community income. This means that when there is intervention from the management institution in the tourist area on the course of business activities carried out by the community in the tourist area, it will affect the decline in community income in the tourist destination area. Tourist visits have a positive and significant effect on community income. This means that when tourist visits to tourist destinations increase, it will have an impact on increasing the income generated by the community in the Taman Mumbul Sangeh Temple tourist destination area, Badung.

## **CONCLUSION**

Based on the research discussion above, the conclusions that can be given in this study are: The availability of facilities, access, attractions and institutions have a positive and significant effect on tourist visits in the Taman Mumbul Sangeh Temple tourist attraction area, Badung. The availability of facilities, access, attractions and tourist visits have a positive and significant effect on community income in the Taman Mumbul Sangeh Temple tourist attraction area, Badung. However, the availability of institutions has a negative and insignificant effect on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung. Tourist visits are variables that mediate the influence of the availability of facilities, access, and institutions on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung. However, tourist visits do not mediate the effect of the availability of attractions on community income in the Taman Mumbul Sangeh Temple tourist destination area, Badung.

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