

Correlation Analysis of Airport Silangit in Improving Tourism Sector in North Tapanuli Regency

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Abstract — This research is aimed to analyze correlation of Silangit Airport development in improving tourism sector of North Tapanuli Regency, Indonesia. The research was conducted at North Tapanuli Regency. The method of analysis used in this research is descriptive and correlation analysis. The result of the research shows that the condition of the Silangit Airport in the development of an area in North Tapanuli Regency has shown good result, this is reflected from the quality of airport, facilities and infrastructure, and the information and promotion that is done acceptably. This is also supported by a net balance of positive responses of respondents to the question of airport quality variables, facilities and infrastructure, and information and promotion. The condition of tourism in the development of the region in North Tapanuli regency has shown acceptable results, this is reflected from the condition of the tourism environment and the service and hospitality are carried out fairly satisfied. It is also supported by the net balance of positive responses of tourists to the question of the variability of the tourism environment and the service and the hospitality. The correlation analysis of the Silangit Airport in improving tourism sector in North Tapanuli Regency shows significant results with a probability level of 0,000.

Keywords — *Silangit Airport and Tourism.*

I. INTRODUCTION

Tourism is a temporary journey, held from place to place aimed not at business or working in the places visited, but solely for enjoying trips for sightseeing and recreation with various needs [1].

Tourism can be understood as a marketing system where there is supply and demand. The success of a region's tourism is highly dependent on how the region integrates supply and demand. This is revealed by Gunn [2], that tourism can not be planned without the understanding of mutual relationships among some parts of the supply side, especially when dealing with market demand.

The active role of tourism business actors who have rules and codes of ethics in certain functions within the community is urgently needed to provide maximum service

and social integration within the country or between different countries in the context of social and economic development [2].

Tourism growth is strongly influenced by internal factors such as: tourism products offered by a region, the attitude of the people to tourists, accommodation, the availability of facilities and infrastructure and so forth. While the influence of external factors is the economic, political, security situation of a country or region. The influence of these factors can affect the field of investment of tourism business because it can cause business decline, while the nature of this product is relatively slow in adjusting to market conditions [3].

The number of foreign tourists visiting North Sumatra through three entrances are: Kualanamu Airport (Airport)

formerly Polonia Airport, Belawan Port and Teluk Nibung Port, as shown in Table 1.

TABLE 1 Growing Number Of Foreign Travelers Come To North Sumatra 2005 - 2015

Year	Airport	Port of Belawan	Port of Laut Tanjung Balai Asahan	Total
2005	106.083	9.181	5.788	121.052
2006	109.574	6.936	5.336	121.846
2007	116.614	7.312	10.204	134.130
2008	130.211	7.011	15.271	152.493
2009	148.193	5.075	9.981	163.249
2010	202.296	18.260	14.962	202.296
2011	192.650	18.975	11.501	223.126
2012	205.845	22.132	13.856	241.833
2013	225.550	22.631	11.118	259.299
2014	234.724	24.769	11.344	270.837
2015	197.818	20.916	10.554	229.288

Source: Central Bureau of Statistics of North Sumatera 2016

According Riyadi [4] regional development is an attempt to accelerate socio-economic development, reduce the gap between regions, and maintain environmental sustainability of a region. Miraza [5] mentioned the development of the region is the utilization of the potential of both natural and artificial potential areas, which must be implemented fully and efficiently so that the utilization of such potentials really impact on the welfare of the community maximally.

The availability of an aerodrome as an air transportation supporter plays an important role in accelerating equity and supporting national development. The aerodrome is regulated in Government Regulation No. 70 of 2001, which is used for landing and aircraft takeoffs, passengers, handling/post cargo, equipped with aviation safety facilities, and as a means of transport between modes of transportation.

The planning, development and operation of an aerodrome shall comply with the aviation safety requirements internationally listed in Annex 14 of the Convention on International Civil Aviation (Vol I: Aerodrome and Vol II: Heliport).

Silangit Airport is expected to be one of the supporters in the development of North Tapanuli Regency in the field of tourism, as well as expected to accelerate the wheel of development and economy. Based on the above background, the authors are interested to examine "The Correlation analysis of Silangit Airport in Improving Tourism Sector in North Tapanuli Regency".

Pertanyaan Penelitian:

How is the correlation analysis of Silangit Airport in improving tourism sector of North Tapanuli Regency?

II. MATERIALS AND METHOD

This type of research is quantitative/associative/correlational. Data analysis is by

using inferential statistic, with the purpose to know the degree of correlation and influence between independent variable and dependent variable which aim to know correlation between two variables or more [6].

Primary data used in the study were obtained from tourists who were sampled respondents by distributing questionnaires about the influence of Silangit Airport in improving the tourism sector. Secondary data were obtained from related institutions in this research, such as Muara district Office, Tarutung District, Sipoholon District, Adiankoting District, Siborongborong District, Simangumban District, Siatas Barita District, Tourism and Arts Department of North Tapanuli Regency, Central Bureau of Statistics and Development Planning Agency at Central Bureau of Statistics in North Tapanuli Regency, as well as other relevant agencies related to this research.

Based on data from the Tourism Office of North Tapanuli Regency (2015), in 2014 the number of tourists visiting the tourism object in North Tapanuli is 98,000 people, with 1,200 foreign tourists and 96,800 domestic tourists.

The sample of tourists respondents was determined following Roscoe's opinion [7], which states that no matter of the number of populations, in social studies the sample size that is used between 30 to 500 people. Berdasarkan pendapat di atas, peneliti menetapkan sampel responden wisatawan sebanyak 50 orang. Sampling is done by an accidental technique of sampling which gives equal opportunity for each member of the population to be elected as a sample member [8].

Hypothesis

Silangit Airport has a significant relationship in improving tourism sector in North Tapanuli Regency.

TABLE 2 VARIABLE PENELITIAN

Variable	Indicator	Operational Definition	Interval Scale
Silangit Airport	Aerodrome quality	The physical quality of Silangit Airport is indicated by the surface and the condition of the Airport	Likert scale
	Aerodrome facilities and infrastructure	Condition of Silangit Airport facilities and infrastructure in the form of infrastructure support, expensiveness, accessibility, modes of transportation and accommodation.	
		a. Infrastructure support is an assessment of Silangit Airport infrastructure supporting Airport performance	
		b. Expensive level at the Airport is an assessment of the costs incurred by tourists in traveling whether considered expensive or cheap.	
Tourism Sector of North Tapanuli Regency	Information promotion and	c. Accessibility is an assessment of the accessibility of Silangit Airport	Likert scale
	Environmental conditions	d. Mode of transportation is an assessment of the use of existing transportation modes in the area of the Airport to reach tourist destinations.	
		e. Accommodation is an assessment of the availability of accommodation such as hotels and restaurants	
		Availability of information at Silangit Airport to support tourism is sufficient or still lack of promotion that has been done	
	Service hospitality and	Assessment of environmental quality in tourist areas such as security, convenience, and cleanliness in order not to reduce the interest of tourists to travel	Likert scale
		Assessment of service providers such as hotel servants, waiters, souvenir shops, and hospitality / courtesy residents around the tourist area	

Data collection techniques used are literature study, observation, interview. The data collection tool used in this research is the interview guide, the questionnaire which contains the list of questions provided by the alternative answer.

In answering research questions and research hypotheses used Rank Spearman correlation analysis. Spearman Rank Correlation can be used to determine the relationship between two variables, independent variables (BandaraSilangit) and ordinal (unparametric) ordinate (tourism) dependent variable. Rank Spearman correlation can be formulated

by:

$$\rho = 1 - \frac{6 \sum b_i^2}{n(n^2 - 1)}$$

Description:

ρ = rank Spearman correlation

b_i^2 = subtraction of X and Y

n = number of samples taken

III. RESULT

Silangit Airport is an airport located in Siborong-borong, North Tapanuli regency of North Sumatra Province. The airport has a 2,400x30 m runway. Silangit Airport has been

able to serve the B737 class.

Terminal size = 100 m² (Terminal A) & 700 m² (Terminal B), Navigation Facility = NDB, AFIS, PAPI & DVOR / DME, Aviation Security Facility = X-Ray Baggage, X-Ray Cabin, Walk-through Metal Detector & Aircraft Handheld Detector, Aviation Safety Facility = PKP-PK Type V, Gunebo & Ambulance, Power Facility = 25 & 125 KVA Generator Set, Airfield Lighting System (AFL), Apron Light & Apron Flood Light, Fascity Terminal = Conveyor Belt, Digital, Running Text, LCD Information, Equipment Facility = Wheel Tractor Rotary Mower, Hand Mower.

Facilities and service capabilities of Silangit Airport is the only class IV airport that has facilities and capabilities equivalent to second class airport in Indonesia. On December 14, 2012, the Government through the Ministry of Transportation officially handed over the operational management of Silangit Airport to PT Angkasa Pura II (Persero).

Upgrading of service facilities continues to date, toilet renovation to meet toilet standards, renovation of Musholla and Wudu location, making Kid Zone, Free Charging procurement, wifi signal, check-in counter area and Nursery Room are some of the improvements. Silangit Airport is also undertaking the development of Health and Safety Management, in order to implement the zero incident program, zero accident & zero workplace accident.

Flight at Silangit Airport currently serves Wings Air airlines for Medan-Silangit Route, Sriwijaya Air for Jakarta-Silangit route, Garuda for Medan-Silangit and Susi Air for Medan-Silangit route. With the operation of Silangit Airport can reduce the distance to tourist destinations in North

Tapanuli and surrounding areas. In general, travel by land will take about 8 (eight) hours from Medan City, while now with air flight only takes about 30 (thirty) minutes. This time efficiency clearly impacts the increase in the number of passengers that we can see in Table 3.

TABLE 3 NUMBER OF SILANGIT AIRPORT PASSENGERS OCTOBER - DECEMBER 2016

Airline	Total passenger			Flight Ticket/rupiah
	October 2016	November 2016	December 2016	
Susi Air	36	32	31	297.800,-
Wings Air	1.713	1.264	1.615	300.000,-
Sriwijaya Air	6.918	6.489	9.597	298.000,-
Garuda	1.378	1.394	2.950	344.000,-
TOTAL	10.045	9.179	14.193	



FIGURE 1 SILANGIT AIRPORT AND ROAD TO AIRPORT

TABLE 4 TOURIST DESTINATION AND TYPE OF TRAVEL IN NORTH TAPANULI REGENCY

No.	Tourism Object	Tour Type	Location
1.	Panorama Alam Hutaginjang	Nature tourism object / Recreational tour	Muara
2.	Pantai Muara	Nature tourism object / Recreational tour	Muara
3.	Source of Soda Water in Parbubu	Nature tourism object / Recreational tour	Tarutung
4.	Hot Spring in Hutabarat	Nature tourism object / Recreational tour	Tarutung
5.	Saitnihuta Hot Spring	Nature tourism object / Recreational tour	Tarutung
6.	Ugan Hot Spring	Nature tourism object / Recreational tour	Tarutung
7.	Sipoholon Hot Spring	Nature tourism object / Recreational tour	Sipoholon
8.	Horse Racing Siborong-borong	Nature tourism object / Recreational tour	Siborong-borong
9.	Sopo Partungkoan	Nature tourism object / Recreational tour	Tarutung
10.	Natumandi Cave	Nature tourism object / Recreational tour	Tarutung
11.	Hindu Hopang Sites	Culture tourism object/ history tour	Simangumban
12.	The Cross of Love Siatas Barita	Spiritual tourism object	Siatas Barita
13.	Munson & Lyman Tombs	Spiritual tourism object	Lobu Pining/Adian Koting

14.	Head Office HKBP	Spiritual tourism object	Pea Raja Tarutung
15.	Sipoholon Hall	Spiritual tourism object	Sipoholon
16.	Nomensen Monument	Spiritual tourism object	Saitnihuta, Tarutung
17.	Onan Sitahuru	Spiritual tourism object	Saitnihuta, Tarutung
18.	Dame Church	Spiritual tourism object	Saitnihuta, Tarutung
19.	Tomb of Reverend Johansen	Spiritual tourism object	Pansur Napitu, Tarutung
20.	Tomb of the Reverend Johannes Siregar	Spiritual tourism object	Muara

Source: North Tapanuli in Numbers, 2015

Kabupaten Tapanuli Utara has various natural, cultural and historical potentials that can be explored and conserved and serve as an asset in supporting the development of the tourism sector. The potential is closely related to the

attractiveness and value of tourism objects spread in several districts consisting of spiritual tourism objects, nature or recreational tourism, history or culture as well as forest attractions or agro tourism (Table 4).

TABLE 5 RESPONDENTS AGE

No.	Age	Amount (person)	Percentage
1.	36-40	12	24,00
2.	41-45	13	26,00
3.	46-50	9	18,00
4.	> 50	16	32,00
Total		50	100,00

Source: Primary Data Processed, 2016

TABLE 6 RESPONDENTS GENDER

No.	Gender	Amount (person)	Percentage
1.	Male	32	64,00
2.	Female	18	36,00
Total		50	100,00

Source: Primary Data Processed, 2016

Respondents of the research sample were tourists who used Silangit Airport and visited the object located in Muara District, Tarutung District, Sipohon District, Adiankoting

District, Siborongborong District, Simangumban District, and Siatas Barita District based on the statement of respondents with different backgrounds.

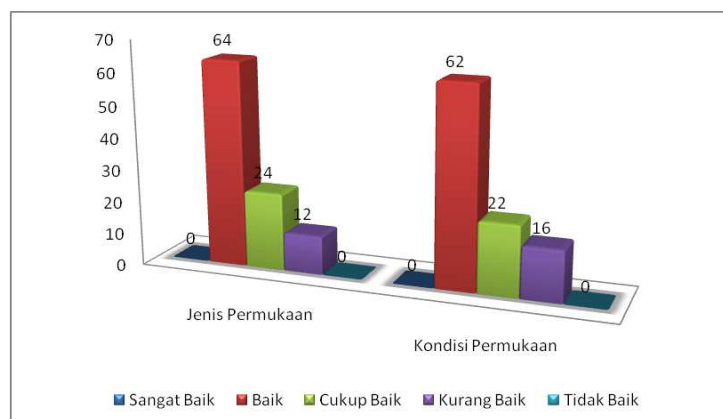


FIGURE 2 DISTRIBUTION OF RESPONDENTS' RESPONSE TO AIRPORT QUALITY

In Figure 2. it can be seen that the majority of respondents gave good responses on the Silangit Airport

surface of 64% (32 persons), acceptable of 24% (12 people) and 12% (6 people) who responded poor, but no very poor

and very good response to this question. Similarly, the condition of Silangit Airport surface which is 62% (31 persons) stated good, acceptable 22% (11 persons) and 16% (8 persons) respondents responded poor, while there is no

response of very good and very poor. This result shows the quality of Silangit Airport in improving the tourism sector is quite optimal.

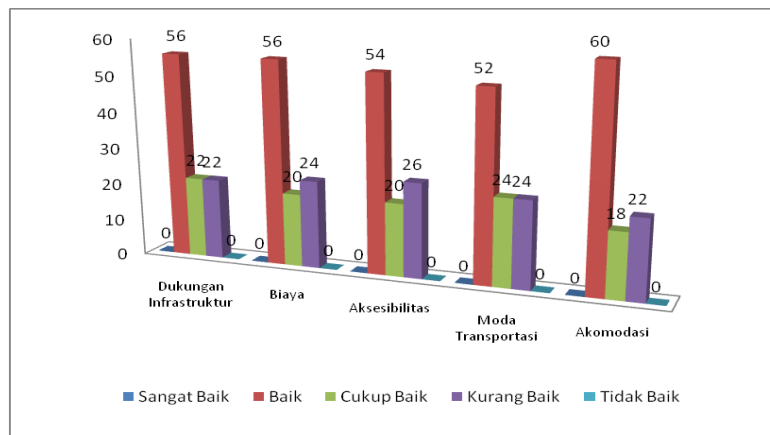


FIGURE 3 DISTRIBUTION OF RESPONDENTS' RESPONSE TO AIRPORT FACILITIES AND INFRASTRUCTURE

In Figure 3. it can be seen that the majority of respondents gave good responses on Silangit Airport infrastructure support of 56% (28 persons), acceptable 22% (11 persons) and 22% (11 persons) who responded poor, while there is no very good response and very poor response

to these questions. These results indicate the support of facilities and infrastructure that has been optimal in attracting tourists to come to visit the location of the tourism objects.

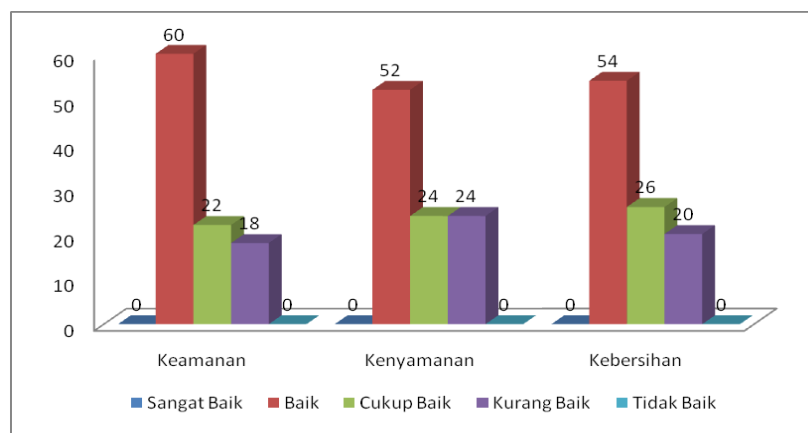


FIGURE 4 DISTRIBUTION OF RESPONDENTS' RESPONSE TO TOURISM AREA

Respondents' responses about convenience in tourist areas showed a good response of 52% (26 persons), acceptable for 24% (12 persons) and 24% (12 persons) who responded poor, while there is no very good and very poor responses to these questions. The same thing was also obtained about the cleanliness of the tourist environment,

54% (27 persons) stated good, acceptable 26% (13 persons) and 20% (10 persons) respondents gave poor response, while there is no very good and very poor response to these questions. These results indicate the condition of the tourist environment in improving the tourism sector is optimal.

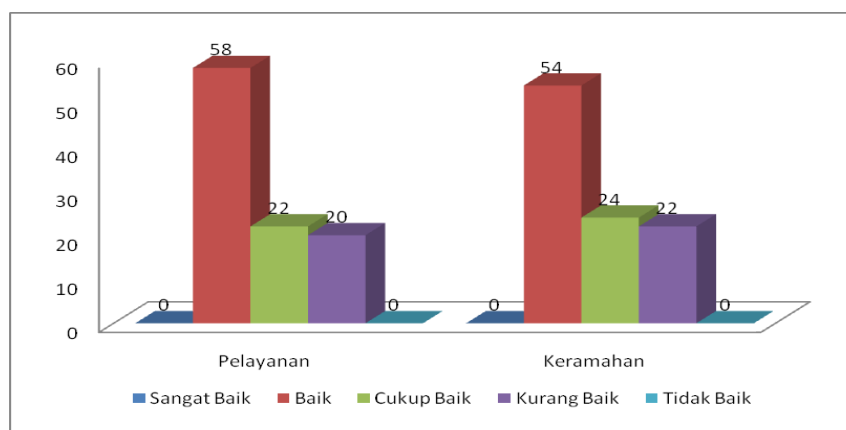


FIGURE 5 DISTRIBUTION OF RESPONDENTS' RESPONSE TO SERVICE AND HOSPITALITY

In Figure 4 it can be seen that the majority of respondents responded acceptable about the services of tourism service providers such as hotel services and souvenir shop service by 58% (29 persons), followed by good responses of 22% (11 persons) and poor responses of 20 % (10 persons). Respondents' responses on the ethics and

hospitality of local people to the tourist showed that the majority of respondents answered fair by 54% (27 persons), followed by 24% (12 person) have good responses and 22% (11 person) stated poor. , while there is no very good and very poor response to these questions.

TABLE 7 NET BALANCE CROSS ANALYSIS OF AIRPORT QUALITY

No	Service Indicator	Respondents Response Alternative									
		SS	S	RR	TS	STS	JLH	a+b	d+e	SB	%
		a	b	c	d	e					
1	What is your opinion about the type of Silangit Airport surface whether it is in accordance with aircraft service standards?	0	32	12	6	0	50	32	6	26	52,00
2	Do you think the Silangit Airport surface conditions are in compliance with aircraft service standards	0	31	11	8	0	50	31	8	23	46,00
Total		0	63	23	14	0	100	63	14	49	98
Percentage		0	63	23	14	0	100	63	14	49	49

Source: Primary data processed, 2016

The above explains that the answer of the majority of respondents is good enough about the quality of Silangit Airport such as: there is no response of respondents very good about Silangit Airport surface type and good as much as 32 respondents (64%). About the surface condition Silangit Airport very good received no response from respondents,

But good response from 31 persons (62%). Based on the result of net balance analysis, the average of respondent response from the result of the reduction of very good and good responses with poor and very poor response about Silangit Airport quality showed positive result and got 49% response to support the question asked. This indicates that the government policy (PT Angkasa Pura II) in improving the quality of Silangit Airport is good.

TABLE 8 NET BALANCE ANALYSIS OF FACILITIES AND INFRASTRUCTURE

No	Indicator	Respondents Response Alternative									
		SS	S	RR	TS	STS	JLH	a+b	d+e	SB	%
		a	b	c	d	e					
1	What do you think about the infrastructure at	0	28	11	11	0	50	28	11	17	34

	Silangit Airport does it meet the standards in support of airport performance?										
2	What do you think about the cost that you spend whether it is standard in the cost of traveling?	0	28	10	12	0	50	28	12	16	32
3	Do you think Silangit Airport accessibility have standard in traveling	0	27	10	13	0	50	27	13	14	28
4	Do you think the standard use of existing transportation modes in the area of the Airport to reach the tourism location is appropriate in the travel	0	26	12	12	0	50	26	12	14	28
5	Do you think the availability of accommodation such as restaurant is in accordance with the standards of travel?	0	30	9	11	0	50	30	11	19	38
	Total	0	139	52	59	0	250	139	59	80	160
	Percentage		55.6	20.8	23.6	0	100	55.6	23.6	32	32

Source: Primary data processed, 2016

The majority of respondents have good response to the question about the quality of facilities and infrastructure at Silangit Airport. This shows that the government policy in

improving the quality of facilities and infrastructure is acceptable. in support of infrastructure, cost, accessibility, modes of transportation and accommodation as expected.

TABLE 8 NET BALANCE ANALYSES OF INFORMATION AND PROMOTION

No	Indicator	Respondents Response Alternative									
		SS	S	RR	T S	STS	JLH				
		a	b	c	d	e	a+b	d+ e	SB	%	
1	Do you think the availability of information at Silangit Airport to support tourism is as expected?	29	10	11	0	50	29	11	18	36	29
2	Do you think the government's promotion of Silangit Airport and tourism is as expected?	26	12	12	0	50	26	12	14	28	26
3	Do you think promotions made by provider of products and services at Silangit Airport and tourism are in accordance with the expected?	28	12	10	0	50	28	10	18	36	28
	Total	83	34	33	0	150	83	33	50	100	83
	Percentage	55.3	22.6	22.0	0.	100	55.3	22.0	33	33.3	55.3
		3	7	0	00		3	0	.3	3	3

Source: Primary data processed, 2016

The majority of respondents' responses to information and promotions made by the government are acceptable. So

the information and promotions made by the government in general are acceptable to tourists, such as government

policies in the information and government policies in promotion.

TABLE 9 NET BALANCE ANALYSES OF ENVIRONMENTAL CONDITIONS

No	Indikator Pertanyaan	Respondents Response Alternative									
		SS	S	RR	TS	STS	JLH				
		a	b	c	d	E	a+b	d+e	SB	%	
1	Do you think security in the environment of the tourism object as expected?	0	30	11	9	0	50	30	9	21	42
2	Do you think whether the convenience the environment of the tourist object as expected?	0	26	12	12	0	50	26	12	14	28
3	Do you think cleanliness in the environment of the tourist object as expected?	0	27	13	10	0	50	27	10	17	34
	Total	0	83	36	31	0	150	83	31	52	104
	Percentage	0	55	24	20.6	0.00	100	55.3	20.6	34.6	34.6
			.3		7			3	7	7	7
			3								

Source: Primary data processed, 2016

The response of the majority of respondents is good enough to the environmental conditions undertaken by the government which means generally accepted by tourists.

TABLE 10 NET BALANCE ANALYSIS OF SERVICE AND HOSPITALITY

No	Indicator	Respondents Response Alternative									
		SS	S	RR	T S	STS	JLH				
		a	B	c	d	e	a+b	d+e	SB	%	
1	Do you think service in tourism object as expected?	0	29	11	10	0	50	29	10	19	38
2	Do you think the hospitality in the tourism object as expected?	0	27	12	11	0	50	27	11	16	32
	Total	0	56	23	21	0	100	56	21	35	70
	Percentage	0	56	23	21	0	100	56	21	35	35

Source: Primary data processed, 2016

The response of the majority of respondents is good in service and hospitality, which means that the services and hospitality done by government / business actors / public / generally acceptable.

TABLE 11 ANALYSIS KORELASI BANDARA SILANGIT DENGAN PARIWISATA

			Bandara Silangit	Pariwisata
Spearman's rho	Bandara Silangit	Correlation Coefficient	1.000	.959**
		Sig. (2-tailed)	.	.000
		N	50	50
	Pariwisata	Correlation Coefficient	.959**	1.000
		Sig. (2-tailed)	.000	.
		N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed (2016)

Table 11 shows a significant relationship between Silangit Airport and tourism in North Tapanuli with r value of 0.959 with a significant level of 0.000.

IV. DISCUSSION

The role of Silangit Airport in improving tourism sector in North Tapanuli Regency has a significant relationship, with a probability level of 0.000.

This positive impact also affects people's economy such as new tours with cafes and turtle breeding. These results are supported by increasing tourists visiting the North Tapanuli Regency.

According to North Tapanuli Regency Tourism Office data in 2015 shows that in 2011 the number of tourists as much as 95,951 people (the number of foreign tourists 810 people and the number of domestic tourists 95,141 people) which increased to 98,000 people in 2014 (the number of foreign tourists 1,200 people and the number of domestic tourists 96,800 people).

The role of airports is to strengthen political life, economic, social and cultural development and security and defense of the country. In the field of economic, social and cultural development, airports contribute considerably, among others, in the areas of transportation, regional economic development, tourism and employment growth.

V. KESIMPULAN DAN SARAN

A. Conclusion

Correlation analysis of Silangit Airport in improving tourism sector in North Tapanuli Regency showed significant result with probability level 0,000.

B. Suggestion

Silangit Airport which has a significant relationship in improving tourism sector in North Tapanuli Regency is expected to establish cooperation from various parties such as management of PT Angkasa Pura II (Persero), North Tapanuli Regency Government, business actors, and community to improve airport development and tourism potential.

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