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The Influence Of Visitor Characteristics On Expenditure And Visit Volume In The Talang Lake Area

Sandrio Ivanus[1], Junaidi[1], Hafriandri Damanhuri[1]

[1] Postgraduate in Aquatic, Coastal and Marine Resources, Bung Hatta University

Abstract – The tourism sector is a potential sector to be developed as a source of regional income. One of the keys to the success of tourism activities is the potential of the tourist attraction as an attraction for tourists to visit. One of the tourism potentials that is an attraction as a destination that is in demand by tourists is nature tourism. The scenery around Lake Talang supports each other forming the beauty of a natural painting. The green expanse of tea gardens and vegetable plantations, the mighty mountains around the lake, and protected forests add to the beauty of Lake Talang Tourism. The research conducted used the concept of surveys and field observations and applied qualitative descriptive analysis. The final results obtained from this study are: 1. Characteristics of visitors who come to Lake Talang have diversity seen from gender, age, origin of visitors, religion, marital status, income work, education, vehicles used and reasons for visiting Lake Talang. 2. The influence of visitors on the development of the location of the Lake Talang ecotourism area.

Keywords – Characteristics of Visitors, Attraction of Talang Lake, Potential, Talang Lake, Influence Test.

I. INTRODUCTION

Tourism in its implementation is targeted to increase national income, in order to encourage welfare, increase employment opportunities, and accelerate economic growth (Jabbar, 2021). In addition, natural beauty produces environmental service values that can be enjoyed both directly and indirectly for everyone who needs it, where the value of services and the environment comes from the ecosystem offered to be managed and enjoyed by the community (Rachdian el al., 2016). One of the great potentials that can improve the local economy is development in the tourism sector, this can be realized when it can be managed professionally, effectively, and efficiently. In its development, tourist attractions must of course have an attraction and leave their own impression so that they can attract the attention of tourists. Tourism is a series of travel activities carried out by both individuals and family trips as well as groups from their place of origin to various other places only with the intention of making tourist visits and not to work or to earn income at the destination (Soedarso & Nurif, 2014). Likewise, Suwantoro (in Masruroh & Nurhayati, 2016) explains that tourism is a temporary change of residence for someone outside their place of residence for a reason and not because of activities carried out with the aim of earning wages.

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2016) explains that tourism is a temporary change of residence for someone outside their place of residence for a reason and not because of activities carried out with the aim of earning wages.

The development of ecotourism and cultural tourism is very potential to be developed as an ecotourism object. And the third research result according to (Yuniarti et al., 2018). This potential can be a mainstay to be explored and developed so that it can contribute to regional income and provide benefits for community welfare. The fourth research result (Purnaweni, 2014) The principle of environmental management of a region can be carried out using four POAC indicators, namely Planning, Organizing, Actuating and Controlling. Currently, Lake Talang is estimated to be gradually becoming a tourist destination that is hits in the eyes of tourists. There are several activities that can be done at the Lake Talang tourist attraction as an irreplaceable excitement. Among the various activities are (1) Exploring Lake Talang, namely there are small boats around Lake Talang as a medium for exploring the waters of Lake Talang for tourists. This spot is one of the favorite spots for tourists who come to visit (2) Fishing, as can be seen from the many travelers who do fishing activities in the Talang Lake area (3) Camping, namely the standard for camping is always close to a water source, so it is not surprising that Talang Lake is a favorite for camping activities (4) Hunting for Cool Photos, in this day and age, existing on social media seems to be a mandatory requirement, especially for millennials.

The purpose of ecotourism in Indonesia is to (1). Realize responsible tourism, which supports efforts to preserve the natural environment, historical and cultural heritage; (2). Increase community participation and provide economic benefits to the local community; and (3). Become a model for the development of other tourism, through the application of ecotourism principles (Noho et al., 2020). The main objective of this study is to develop the Lake Talang Tourism Area because it is still new and has a very natural area, Lake Talang is included in the 5 lakes in Solok Regency that have good potential to be developed and Lake Talang is included in the protected forest area, analyze the development strategy of natural lake tourism objects related to aspects of tourism products, and find out the development plan and direction of the zoning design of the Lake Dalang natural tourism area. The many potentials that can be developed in Lake Talang can be used as a field to increase the economy of the community around Lake Talang, therefore research is needed related to the potential that can be developed in the lake considering that until now there has been no relevant research that explores the potential of Lake Talang.

II. METHODOLOGY

The research method is using a survey method. Information is collected from respondents using a questionnaire. The method of determining respondents in this study uses a purposive technique, namely the accidental sampling method. According to Imran (2017) sample determination must be carried out procedurally, accidental sampling is a method of determining respondents that can be done to anyone, namely objects that are accidentally encountered with their willingness to fill out the questionnaire. This study aims to estimate the carrying capacity of the Mount Talang Ecotourism side based on the characteristics of visitors to the Talang Lake waters area. factors that influence the number of visits to the Talang Lake Waters Tourism Area, the economic value of the Talang Lake Waters tourism area with the Travel Cost Method and the Talang Lake Waters Ecotourism Development Strategy, Solok Regency.

This research will be conducted in Lake Talang, precisely in Kenagarian Kampung Batu Dalam and Danau Kembar District, Solok Regency, West Sumatra Province. The research period was carried out for 1 (one) month, namely in November - December 2022. In this study, sampling was carried out using a purposive sampling technique by distributing questionnaires to 85 visitors to Lake Talang Ecotourism and 5 questionnaires for traders selling around the Lake Talang area. Respondents were taken from visitors and people selling in the area around Lake Talang using a stratified random sampling method. Determination of the number of respondents in this study was limited in determining the number of samples using the Slovin formula (Junaidi, 2019), namely:

$$n = \frac{N}{1+Ne2}$$

Description:

n: Sample size (respondents)

International Journal of Progressive Sciences and Technologies (IJPSAT)
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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

N: Population size
e: Desired critical value (accuracy limit)
Instrument Quality Test
1. Classical Assumption Test
1) Normality Test
2) Multicollinearity Test
3) Heteroscedasticity Test
4) Influence Test
a. Multiple Linear Regression
b. Determination Coefficient
5) Hypothesis Test
a. Partial Test (t-Test)
b. Simultaneous Test (F-Test)

Table 1. Characteristic Indicators

No	Characteristic Indicators
1	Education (X1)
2	Age (X2)
4	Occupation
5	Expenditure (Y1)
6	Volume of Visits (Y2)

III. RESULT AND DISCUSSION

Descriptive Analysis

From the results of the study regarding the age of respondents in this study ranged from 12-55 years. From the calculation results obtained the most respondents were aged 17-25 years (51.76%) Age will affect a person in accepting, understanding in an update. In addition, age affects the increase in work productivity that will be carried out referring to the results of research produced by (Al Amin & Juniati, 2017), with the results of Human Age can be divided into several ranges or groups where each group describes the stage of human growth. One of the divisions of age groups or age categories was issued by the Indonesian Ministry of Health (2009) on its official website, namely depkes.go.id.

Research theory (Benyamin Kapisa et al., (2021) explains that Education according to Ki Hadjar Dewantara (1994) is the cultivation of civilized human intelligence and the fruit of human struggle against two forces that always surround human life, namely nature and time or society. In the National Education System Law No. 20 of 2003, Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to become intelligent and skilled individuals according to what is needed by themselves and society, Mulyana (2018). So education is an effort that is consciously planned in a structured manner to develop and equip oneself to become a reliable member of society. Furthermore, Wahyuni and Monika, (2016) explain that an important factor in investing in human resources is education. Education is an important factor in investing in human resources. So education also influences the level of family income. Mulyasana, (2011), in Widyaningsi, (2013) explains that education is essentially a process of maturing the quality of life. So ideally education can lead humans to a better quality of life. According to the explanation of Article 13, Law Number 20 of 2003, the education path consists of formal, non-formal, and informal education that can complement and enrich each other.

The education referred to in this study is formal education where the formal education path is an educational path that is implemented through a legal institution according to the Law. Based on the results of the study (Suwarno et al., (2014), it explains

that education can improve a person's cognitive, affective and psychomotor abilities. The cognitive domain can improve knowledge, in the affective domain it can determine attitudes, form lifestyle patterns, while in the psychomotor domain it can perceive oneself, make adjustments to movement patterns. Dimyanti and Mudjiono (2009) explain that the purpose of learning/education is to meet future needs. Abraham (1991) said that there is nothing for the future, except with education. Education has the potential to bring new ideas and skills. New ideas and skills are used to modernize and build a spirit of nationalism.

Education is an activity to increase knowledge in a person. The level of education can be said to be the last formal education such as elementary school, junior high school, high school and college that a person has ever taken. Education can have a big influence on a person's mindset. Farmers with a high educational background will have a tendency to think more advanced than farmers with a low educational background (Duri Kartika et al., 2015).

Work is a livelihood for tourists visiting the Talang Lake area. The results of the study (Benyamin Kapisa et al., 2021) in a broad sense that work is the main activity carried out by humans. In a narrow sense, the term work is something done by humans for a specific purpose that is done in a good and correct way. Humans need to work to survive. By working, a person will get money, and the money obtained from the results of the work is used to meet the needs of life. Therefore, the money must come from halal work. Halal work is working in good and correct ways, (Fernanda, 2014). The type of work is also a factor that influences income. According to Cahyono, (1998) and Putri Nyoman (2013), explaining that a person's education greatly influences the type of work, if their education is higher, the type of work is higher and this will affect the income earned by a person. However, from the analysis of the relationship between work and the Talang Lake ecotourism area, they do not influence each other so that many tourists have different jobs.

The results of the analysis of Lake Talang visitors found that many visitors came more than once to visit Lake Talang. The percentage of visitors who visited the Lake Talang area once was 30.58% and the percentage of 2-time visitors was 69.41%. These results prove that Lake Talang is in great demand by visitors, both local and out-of-town visitors. Costs are required when visiting the Talang Lake tourist location, costs incurred to visit the Talang Lake tourist area such as entrance fees to the Talang Lake location, consumption costs for buying food, drinks, snacks, tent rental costs, and other costs.

Classical Assumption Test

The normality test is carried out to see whether the dependent variable and the independent variable are normally distributed or not. When the residual values are evenly distributed, the model is considered very good. In the diagram it forms a mountain with wide sides, indicating that the data is normal (Figure 1). As is known, the points are evenly distributed along the line and move towards the diagonal line. The Kolmogorov-Smirnov test measuring tool is the next step. Data is regularly distributed in the Kolmogorov-Smirnov test if Asymp. Sig. (2-tailed) SPSS > 0.05. Table 3 contains the results of the Kolmogorov-Smirnov test which can be seen in the following table 3. The results of the Kolmogorov-Smirnov test show the Asympsig value. It can be said that the sample is normally distributed and can be used for further testing because Asympsig (2 tailed) is 0.200 > 0.05.

Tabel 2 Descriptive Statistics

	Mean	Std. Deviation	N
Visit	2.64	.911	85
Age	2.19	.809	85
Education	2.82	1.026	85
Occupation	2.31	.817	85

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Vol. 48 No. 1 December 2024, pp. 123-134

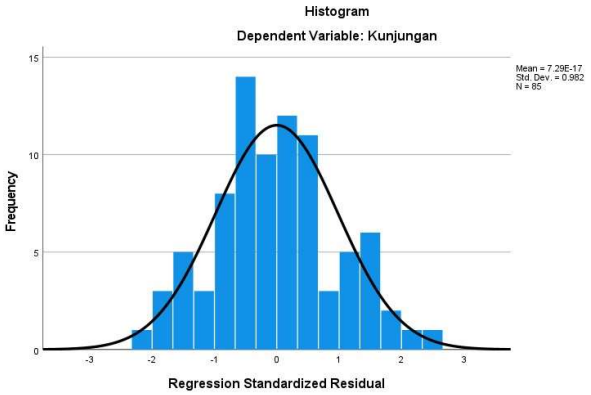

Figure 1 Histogram Regression Residual

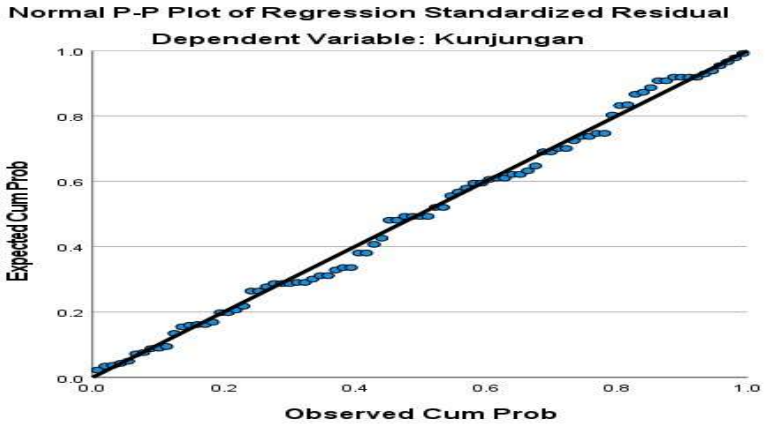

Figure 2 Normal P-P Plot Diagram

Tabel 3 One-Sample Kolmogrov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Residual Unstandardized
N			85
Normal Parameters[a,b]	Mean		.0000000
		Std. Deviation	.84889667
Most Extreme Differences	Absolute		.067
		Positive	.067
		Negative	-.053
Test Statistic			.067
Asymp. Sig. (2-tailed)[c]			.200[d]

International Journal of Progressive Sciences and Technologies (IJPSAT)
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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

Monte Carlo Sig. (2-tailed)[e]	Sig.			.454
	99% Confidence Interval	Lower Bound		.441
		Upper Bound		.467

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The VIF value column and the tolerance value column in the Coefficient table show the results of the multicollinearity test. This shows that there are no signs of multicollinearity between the dependent and independent variables if the VIF value is less than 10 and the tolerance is more than 0.1. Based on the results of the multicollinearity test which show that the VIF value of each independent variable is less than 10 and the tolerance value of each independent variable is greater than 0.1, the variables used in this study do not show evidence of multicollinearity.

Table 4 Multicollinearity Test Results

Coefficients[a]

		Unstandardized		Standardized				
		B	Std. Error	Coefficients			Tolerance	VIF
1	(Constant)	3.794	.409		9.272	.000		
	Umur	-.282	.118	-.251	-2.387	.019	.971	1.030
	Pendidikan	.060	.096	.067	.621	.537	.910	1.098
	Perkerjaan	-.308	.119	-.276	-2.581	.012	.937	1.067

a. Dependent Variable: Kunjungan

If there is a difference between the variance of the regression model being studied and the variance of the residual values between observations, the heteroscedasticity test determines its criteria. Heteroscedasticity measures include Scatterplot and Park Gleyser Test. The criteria for determining heteroscedasticity state that a point shows symptoms of heteroscedasticity if it shows a certain and regular pattern, and vice versa. The points drawn do not appear to have a pattern that cannot be seen clearly in terms of distribution, indicating that the points do not show heteroscedasticity.

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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

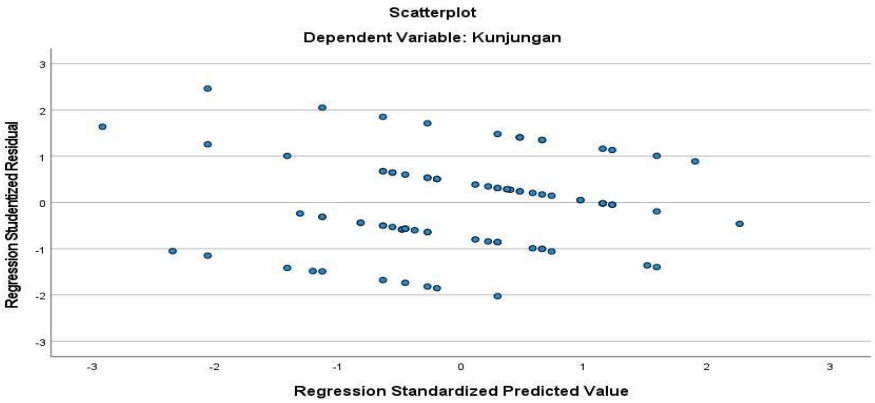

Figure 3 Scatterplot Graph

Influence Test

Multiple linear regression analysis was used to determine the influence of two independent variables, namely Age (X1), Education (X2) and Occupation (X3), on one dependent variable, Visits to Lake Talang (Y). Y = 3.794 – 0.282X1 + 0.060 X2 - 0.308X3 + 0.409. The constant value of 3.794 means that if Age (X1), Education (X2) and Employment (X3) are 0 then Visits to Lake Talang (Y). is 3.794. The Age variable (X1) has a regression coefficient value of -0.282 which indicates that if other independent variables remain constant and Age increases by 1%, the choice of the profession of public accountant will decrease by 0.282 or 28.2%. The negative coefficient indicates a negative correlation between Age and Visits to Lake Talang. The Education variable (X2) has a regression coefficient of 0.060 which indicates that if other independent factors remain the same and education grows by 1%, the choice of a job as a public accountant will increase by 0.060 or 6.0%. A positive coefficient indicates a favorable relationship between education and visits to Lake Talang.

Table 5 Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.794	.409		9.272	.000		
	Umur	-.282	.118	-.251	-2.387	.019	.971	1.030
	Pendidikan	.060	.096	.067	.621	.537	.910	1.098
	Perkerjaan	-.308	.119	-.276	-2.581	.012	.937	1.067

a. Dependent Variable: Kunjungan

Multiple linear regression analysis is used to determine the effect of three independent variables, namely Age (X1), Education (X2) and Occupation (X3), on one dependent variable, Expenditure at Talang Lake (Y). It can be seen in table 6 below. Y = 3.067 + 0.648X1 + 0.004 X2 + 0.093X3 + 0.337. The constant value of 3.067 means that if Age (X1), Education (X2) and Occupation

International Journal of Progressive Sciences and Technologies (IJPSAT)
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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

(X3) are 0 then Visits to Lake Talang (Y). is 3.067. The Age variable (X1) has a regression coefficient value of 0.648 which indicates that if other independent variables remain constant and Age increases by 1% then the choice of public accountant profession will decrease by 0.648 or 64.8%. The negative coefficient indicates a negative correlation between Age and Visits to Lake Talang. The Education variable (X2) has a regression coefficient of 0.004 which indicates that if other independent factors remain the same and education grows by 1%, the choice of work increases by 0.004 or 4.0%. A positive coefficient indicates a favorable relationship between Education and Visits to Talang Lake.

Table 6 Multiple Linear Regression Test Results

Coefficients[a]

	Unstandardized		Standardized			Collinearity Statistics	
	B	Std. Error	Coefficients			Tolerance	VIF
(Constant)	3.067	.337		-.200	.842		
Umur	.648	.097	.597	6.655	.000	.971	1.030
Pendidikan	.004	.079	.005	.049	.961	.910	1.098
Perkerjaan	.093	.098	.087	.950	.345	.937	1.067

Hypothesis Testing

The T-test is useful for evaluating the relationship between independent variables; Age (X1), Education (X2) and Occupation (X3), towards one dependent variable Visits to Lake Talang (Y) partially. H1: Age has a significant effect on Visits to Talang Lake in the table above that the Age variable (X1) has a t count of 2.387 and a significance value of 0.019. The results of this study are t count = 2.387 greater than t table = 1.671 and a significance value = 0.019 less than 0.05. So, it can be concluded that Ho is rejected and Ha is accepted, namely that partially age has a significant effect on Visits to Talang Lake. H2: Education has a significant effect on Visits to Talang Lake in the table above that the Education variable (X2) has a t count of 0.621 and a significance value of 0.537. The results of this study are t count = 0.621 smaller than t table = 1.671 and a significance value = 0.537 greater than 0.05. So it can be concluded that Ho is accepted and Ha is rejected, namely partially education does not have a significant effect on visits to Talang Lake. H3: Occupation has a significant effect on visits to Talang Lake in the table above that the employment variable (X3) has a t count of 2.581 and a significance value of 0.012. The results of this study are t count = 2.581 greater than t table = 1.671 and a significance value = 0.012 less than 0.05. So it can be concluded that Ho is rejected and Ha is accepted, namely partially employment has a significant effect on visits to the Talang Lake location.

International Journal of Progressive Sciences and Technologies (IJPSAT)
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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

Table 7 t-Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.794	.409		9.272	.000		
Umur	-.282	.118	-.251	-2.387	.019	.971	1.030
Pendidikan	.060	.096	.067	.621	.537	.910	1.098
Perkerjaan	-.308	.119	-.276	-2.581	.012	.937	1.067

a. Dependent Variable: Kunjungan

The T-test is useful for evaluating the relationship between independent variables; Age (X1), Education (X2) and Occupation (X3), to one dependent variable Expenditure at Talang Lake (Y) partially. The test results can be seen in the following table 8. H1: Age has a significant effect on visits to Talang Lake in the table above that the Age variable (X1) has a t count of 2.387 and a significance value of 0.019. The results of this study are t count = 2.387 greater than t table = 1.671 and a significance value = 0.019 smaller than 0.05. So it can be concluded that Ho is rejected and Ha is accepted, namely that partially age has a significant effect on visits to Talang Lake. H2: Education has a significant effect on visits to Talang Lake in the table above that the education variable (X2) has a t count of 0.621 and a significance value of 0.537. The results of this study are t count = 0.621 smaller than t table = 1.671 and a significance value = 0.537 greater than 0.05. So it can be concluded that Ho is accepted and Ha is rejected, namely partially education does not have a significant effect on visits to Talang Lake. H3: Occupation has a significant effect on visits to Talang Lake in the table above that the Occupation variable (X3) has a t count of 2.581 and a significance value of 0.012. The results of this study are t count = 2.581 greater than t table = 1.671 and a significance value = 0.012 less than 0.05. So it can be concluded that Ho is rejected and Ha is accepted, namely partially occupation has a significant effect on visits to Talang Lake.

Table 8 t-Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.067	.337		-.200	.842		
Umur	.648	.097	.597	6.655	.000	.971	1.030
Pendidikan	.004	.079	.005	.049	.961	.910	1.098
Perkerjaan	.093	.098	.087	.950	.345	.937	1.067

a. Dependent Variable: Pengeluaran

The f test can be used to determine whether all independent variables such as Age (X1), Education (X2) and Occupation (X3), against one dependent variable. Visit to Lake Talang (Y) simultaneously. The results of the f test are in table 9 below. Table 9

International Journal of Progressive Sciences and Technologies (IJPSAT)
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https://ijpsat.org/
Vol. 48 No. 1 December 2024, pp. 123-134

shows that Age (X1), Education (X2) and Occupation (X3), have a calculated f value of 4.086 and a significance value of 0.009. The results of this study are f count = 4.086 greater than f table = 3.09 and a significance value = 0.009 less than 0.05. So it can be said that Ho is rejected and Ha is accepted, namely simultaneously Age (X1), Education (X2) and Occupation (X3) have a significant effect on Visits to Lake Talang (Y).

Table 9 Results of f Test

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.162	3	3.054	4.086	.009[b]
Residual	60.533	81	.747		
Total	69.694	84			

a. Dependent Variable: Kunjungan

b. Predictors: (Constant), Perkerjaan, Umur, Pendidikan

The f test can be used to determine whether all independent variables such as Age (X1), Education (X2) and Occupation (X3), are related to one dependent variable, Expenditure at Talang Lake (Y) (simultaneously). The results of the f test table can be seen in table 10 below. Table 10 shows that Age (X1), Education (X2) and Occupation (X3), have a calculated f value of 15.668 and a significance value of 0.000. The results of this study are f count = 15.668 greater than f table = 3.00 and a significance value = 0.000 less than 0.05. So it can be said that Ho is rejected and Ha is accepted, namely simultaneously Age (X1), Education (X2) and occupation (X3) have a significant effect on Visits to Lake Talang (Y).

Table 10 Results of f Test

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.778	3	7.926	15.668	.000[b]
Residual	40.975	81	.506		
Total	64.753	84			

a. Dependent Variable: Pengeluaran

b. Predictors: (Constant), Perkerjaan, Umur, Pendidikan

The coefficient of determination (R2) measures how much a person's willingness to become a public accountant can be influenced by the independent variables; Age (X1), Education (X2) and Occupation (X3). Table 11 Results of the Determination Coefficient Test (R2). Based on the results of the determination coefficient test, the R Square value of 0.131 indicates that factors such as Age (X1), Education (X2) and Occupation (X3). have an influence of 13.1% on visits to Lake Talang. Variables that have an influence of 86.9% on visits to Lake Talang are not included in this study.

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Vol. 48 No. 1 December 2024, pp. 123-134

Table 11 Results of the Determination Coefficient Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the	Durbin-Watson
1	.363[a]	.131	.099	.864	1.327

a. Predictors: (Constant), Perkerjaan, Umur, Pendidikan

b. Dependent Variable: Kunjungan

The coefficient of determination (R2) measures how much a person's willingness to become a public accountant can be influenced by the independent variables; Age (X1), Education (X2) and Occupation (X3). Based on the results of the determination coefficient test, the R Square value of 0.367 indicates that factors such as Age (X1), Education (X2) and Occupation (X3). have an influence of 36.7% on Expenditure in Talang Lake. Variables that have an influence of 86.9% on Expenditure in Talang Lake are not covered in this study.

Table 12 Results of the Determination Coefficient Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.606[a]	.367	.344	.711	2.080

a. Predictors: (Constant), Perkerjaan, Umur, Pendidikan

b. Dependent Variable: Pengeluaran

IV. CONCLUSION

1. Characteristics of visitors who come to Lake Talang have diversity seen from gender, age, origin of visitors, religion, marital status, income work, education, vehicles used and reasons for visiting Lake Talang. The age of most visitors to Lake Talang is (17-25) years, many visitors come from outside Solok City as many as 75 people, religion 100% Islam, unmarried status 62 people, S1 education as many as 35 people, work status as students / students as many as 45 people, income of Rp. 1,000,000, vehicles used 64 motorbikes and 21 cars, the reason for visiting Lake Talang because of the natural atmosphere as many as 64 people.
2. From the results of the study obtained there are 3 X variables and 2 Y variables. Variable X1 age, X2 education, X3 occupation, Y1. Costs required when visiting Lake Talang, Y2 how many times to visit Lake Talang. From the distribution of Questionnaires there are 85 Respondents. The constant value of 3.794 means that if Age (X1), Education (X2) and Employment (X3) are 0 then Visits to Talang Lake (Y). is 3.794. The results of this study are f count = 4.086 greater than f table = 3.09 and the significance value = 0.009 less than 0.05. So it can be said that Ho is rejected and Ha is accepted, namely that simultaneously Age (X1), Education (X2) and Employment (X3) have a significant effect on Visits to Talang Lake (Y).
3. The results of the calculation obtained the results that the assessment scores on 3 (three) X variables and 2 Y variables. The categories of X variables in the analysis are Education (X1), Age (X2), Employment (X3) and Y variables are Expenditure (Y1), Volume of Visits (Y).

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