

# **IS COMMUNITY BEHAVIOR CONTRIBUTE TO THE TOURIST VILLAGE QUALITY AT TOMOK SAMOSIR, NORTH SUMATERA?**

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**Abstract.** This research aims to analyze the contribution of community behavior on the tourist village quality at Tomok Samosir, North Sumatera. The samples of the research were 50 people (head of families) at Tomok Samosir, North Sumatera. The data was collected using a questionnaire, after being tested first. The data analysis technique used simple and multiple regression analysis. The result of the research found that there was a positive and significant contribution between community behavior on the tourist village quality at Tomok Samosir, North Sumatera. The contribution of community behavior on the quality of the tourist village was 51,69%. After tracing the three indicators of the community behavior, it turned out that psychomotor indicator had a stronger contribution on the tourist village quality, followed by affective, and cognitive of community behavior at Tomok Samosir, North Sumatera. To increase the tourist village quality, it can be done by increasing the community behavior quality, namely the quality of psychomotor, affective, and cognitive of the community at Tomok Samosir, North Sumatera.

Keywords: Community behavior, Tourist village, and Tourist village quality.

## **1. Introduction**

Village is the most basic form of government. Most of Indonesian's population lives in villages. A developed country is determined by the progress of its village. The more developed a village is, the more developed a country will be. Therefore, President Joko Widodo had set the third of Nawacita, namely to develop Indonesia from the periphery to strengthen the village.

Tourist is temporary travel that a person takes from one place to another with the aim not to earn money but to enjoy the beauty of nature. Tourist is one of the development sectors which is expected to increase the income or foreign exchange of the state, regional and community income. Tourist sector has multiple benefits needed by the community and government. Cozma and Monica (2017)<sup>1</sup> said that tourist has a significant impact on economic development. Law number 10 of 2009<sup>2</sup>, stated the objectives of tourist are to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, environment, and resources, promote culture, raise the image of the nation, foster a love for the country, strengthen identity, and national unity, and strengthen friendship between nations, while Costa (2017)<sup>3</sup> stated that tourist is a central component in the development of the world economy and is one of the primary sources of income for developed and developing countries.

Tourist village is one part of tourist. Tourist village is the most basic community in a country that has a special characteristic to become a tourist destination. In the tourist village, the community still has a tradition and a relatively pure socio-culture. Hamzah and Irfan (2018)<sup>4</sup> said that a tourist village is a region with a certain area and has the unique potential of unique tourist

attractions and community communities that can create a blend of tourist attractions and supporting facilities to attract tourists to visit, including the growth of accommodation facilities provided by the local community.

Actually, a tourist village is the way to empower the community at the village. Tourist village has multiple benefits for the community. Pusiran and Xiao (2013)<sup>5</sup> said that the tourist village contributes to achieving the government's agenda for employment and eliminating community poverty. It means that a tourist village is the one way to reduce poverty. Besides that, a tourist village will increase the presence of tourists, improve the quality of the environment, promote handicraft products, create new jobs, and improve the quality of life of rural communities. It is the reason why the quality of tourist villages needs to increase. Wendu (1993)<sup>6</sup> stated that a tourist village was a form of integration between attractions, accommodations and amenities that were presented in a structure of community life which integrated with the procedures and traditions in the society.

In fact, the government had made efforts to increase the quality of the tourist village with various programs and activities as well as financial assistance, but until now the quality of the tourist village is still in the name, it had not shown the results as expected. One of the efforts to increase the quality of tourist villages by improving the quality of the contribution of community behavior. Enhancing the quality the contribution of community behavior such as socialization, counseling and assistance. But in the reality up to now there are still many community behaviors that do not support the improvement of the quality of the tourist village such as less caring, less hospitality, less honest and so on. This is the basic reason for a research entitled "The contribution of of community behavior to increase the quality of tourist village at Tomok Samosir, North Sumatera". According to Bloom (1908)<sup>7</sup> the contribution of community behavior was divided into three domains namely cognitive, affective, and psychomotor.

## 2. Research Method

This research was conducted using quantitative and qualitative methods (Creswell)<sup>8</sup> with simple regression analysis approach. The research sample was 50 persons (heads of families) at Tomok Samosir, North Sumatera. To collect data, it was done by using a questionnaire after tested first. The reliability level of the contribution of community behavior instrument was 0,935, and the quality of tourist village was 0,950. Before testing the research hypothesis, the normality and linearity test done with Kolmogorov-Smirnov formula and ANOVA.

## 3. Result and Discussion

### 3.1. Result

After conducting research on 50 respondents, the results of calculation of descriptive analysis obtained the mean, median, mode, standard deviation, variance, range, minimum score of community behavior variable (X) and the quality of tourist village (Y). The description of calculated data of the contribution of community behavior and quality of tourist village was presented in table 1.

Table 1. The Summary of Descriptive Analysis Result of Research Variables

Description	The contribution of Community Behavior (X)	Quality of Tourist Village (Y)
N	50	50
Mean	108.50	127.82
Median	108.50	126.00
Mode	107	126
Std. Deviation	10.878	12.313

Variance	118.337	151.620
Range	46	48
Minimum	86	108
Maximum	132	156
Sum	5425	6391
Minimum Ideal Score	30	35
Maximum Ideal Score	150	175
Mean Ideal Mean	90	105
Ideal Standard Deviation	20	23,33

1. The contribution of Community Behavior (X)

Based on the results of the answers in table 1, it was obtained an overview of community behavior from 50 respondents through the results of descriptive statistical analysis, namely the lowest score of 86, the highest score of 132, mean 108.50, mode 107, standard deviation 10.87, the highest ideal score was 150, the lowest ideal score was 30, the average ideal score was 90, and the ideal standard deviation was 20. Furthermore, the results of the descriptive analysis were explained through the analysis of frequency distribution of group data with Strurges' rule, there were 7 classes with 7 interval lengths as shown in table 2 following.

Table 2. Frequency Distribution of the contribution of Community Behavior Data

Class	Interval Class	Absolute Frequency	Relative Frequency (%)	Cummulative Frequency (%)
1	86 – 92	4	8,00	8,00
2	93 – 99	6	12,00	20,00
3	100 – 106	9	18,00	38,00
4	107 – 113	17	34,00	72,00
5	114 – 120	8	16,00	88,00
6	121 – 127	2	4,00	92,00
7	128 - 134	4	8,00	100,00
Total		50	100,00	

Based on the frequency distribution table, it could be seen that the acquisition of an average score of 116.49 was in class 4, the smallest percentage of values was in the class 121-129 interval as many as 2 people (4%). So, there were 19 respondents (38%) who were below the average score and as many as 31 respondents (62%) were on average and above average scores. Based on these data, the criteria for the level of tendency of the contribution of community behavior variables were presented in table 3 below.

Table 3. Tendency Level of The contribution of Community Behavior Data (X)

Class	Class Interval	Observation Frequency	Relative Frequency (%)	Category
1	122 - 150	6	12,00	Good
2	91 - 121	43	86,00	Sufficient
3	60 - 90	1	2,00	Less
4	30 - 59	-	-	Low

Total	50	100,00
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From table 3, it was known that 6 respondents (12%) stated that the contribution of community behavior was in the good category, there were 43 respondent (86%) who stated that the contribution of community behavior was in the sufficient category, and there were 1 respondent (2%) who stated that the contribution of community behavior was in the less category. So, it could be concluded that the contribution of the contribution of community behavior on the tourist village at Tomok Samosir, North Sumatera was in sufficient category.

## 2. The Quality of Tourist Village (Y)

Based on the results of the answer in table 4, it was obtained an overview of the quality of tourist village (Y) through the results of descriptive statistical analysis, namely the lowest score 108, the highest score 156, mean 127.82, median 126, mode 126, standard deviation 12.31, the highest ideal score was 175, the lowest ideal score was 35, the ideal score average was 105, and the ideal standard deviation was 23,33. Futhermore, the results of the descriptive analysis were explained through the analysis of the frequency distribution of group data with the Sturges rule, there were 7 classes with 7 intervals of length, as shown in table 4 below.

Table 4. Distribution Frequency of Quality of Tourist Village Data (Y)

Class	Interval Class	Absolute Frequency	Relative Frequency (%)	Cummulative Frequency (%)
1	108 – 114	8	16,00	16,00
2	115 – 121	9	18,00	34,00
3	122 – 128	11	22,00	56,00
4	129 – 135	9	18,00	74,00
5	136 – 142	6	12,00	86,00
6	143 – 149	5	10,00	96,00
7	150 – 156	2	4,00	100,00
Total		50	100,00	

According to the frequency distribution table, it could be seen that the acquisition of an average score of 127.82 lies in class 3, the smallest percentage of values was in the 150-156 interval class as many as 2 respondent (4%). So there were 17 respondents (34%) who were below the average score and as many as 34 respondents (66%) were on average and above average scores. Based on these data, it could be that the criteria for the level of tendency of the tourist village quality variables were presented in table 5.

Table 5. Tendency Level of Tourist Village Quality (Y)

Class	Class Interval	Observation Frequency	Relative Frequency (%)	Category
1	142 - 175	9	18,00	Good
2	106 - 141	41	82,00	Sufficient
3	70 - 105	-	-	Less
4	35 - 69	-	-	Low

Total	50	100,00*
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From table 5, it could be seen that there were 9 research respondent (18%) who stated that the quality of the tourist villages was in the good category, and there were 41 (82%) who stated that the quality of tourist village was in the sufficient category. So, it could be concluded that the quality of the tourist village was in the quite good category.

Hypothesis testing was carried out after fulfilling the analysis requirements test, namely the normality test of each research variable and the linearity test between the pairs of research variable relationships. In the table 6, a summary of the results of the normality test using the Kolmogorov-Smirnov formula was presented.

Table 6. Summary of Normality Test Using Kolmogorov-Smirnov

		The contribution of Community Behavior (X)	Quality of Tourist Village (Y)
N		50	50
Normal Parameters <sup>a,b</sup>	Mean	108.50	127.82
	Std. Deviation	10.878	12.313
Most Extreme Differences	Absolute	.095	.119
	Positive	.095	.119
	Negative	-.065	-.060
Kolmogorov-Smirnov Z		.672	.840
Asymp. Sig. (2-tailed)		.757	.481

a. Test distribution was Normal.  
b. Calculated from data.

The results of the calculations in table 6 show that the contribution of community behavior variable and quality of tourist village had *Asymp. Sig (2-tailed) > 0,05*, so it could be concluded that the data distribution of each research variable did not deviate from the normal distribution, meaning that the assumption of normality had been fulfilled. Furthermore, in table 7, a summary of the results of the linearity and recurrence tests was presented.

Table 7. Summary of Linearity Test Results and Significance Test

No	Correlation Between Variables	Linearity Test			Regression Significant Test		
		F <sub>h</sub>	Sig.	Status	F <sub>h</sub>	Sig.	Status
1	X with Y	0,985	0,528	Linear	51,477	0,000	Significant

According to the results of the calculations for the linearity test, it was obtained that the value of F<sub>count</sub>= 0.985 and a significance value (sig) > 0.05, or 0.528 > 0.05, so that the variable pairs had a linear relationship, and for the significance test, the F<sub>count</sub> value had a

significance value (sig) < 0.05, or 0.00 < 0,05 so that the form of meaningful variable relationship could be stated so that the linearity assumption had been fulfilled. After the test analysis requirements were met, the calculation of simple regression analysis was continued. In table 8, the calculation results were presented.

Table 8. The Regression Equation Coefficient  $\hat{Y} = 39,47 + 0,81X$

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	39.473	12.374		3.190	.003
The contribution of Community Behavior	.814	.113	.719	7.175	.000

a. Dependent Variable: Quality of Tourist Village

The regression equation showed that  $\hat{Y} = 39,47 + 0,81X$ . Increasing the variable quality of tourist village will increase the variable of the contribution of community behavior, each increase of one score in the quality of tourist village was followed by an increase of 0.81 community behavior scores at a constant 39.47. Table 9 presented the regression coefficient significance test using the ANOVA formula.

Table 9. ANOVA Significance Test of The Regression Equation  $\hat{Y} = 39,47 + 0,81X$

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3844.539	1	3844.539	51.477	.000 <sup>a</sup>
1 Residual	3584.841	48	74.684		
Total	7429.380	49			

a. Predictors: (Constant) The contribution of Community Behavior

b. Dependent Variable: Quality of Tourist Village

The research hypothesis stated that the contribution of community behavior had a positive and significant effect on the quality of tourist village at Tomok Samosir, North Sumatera. Based on table 9 ANOVA the significance test of the regression direction coefficient was very significant because the value of  $F_{count} = 51.47$  was greater than  $F_{table} = 8.96$  at  $\alpha = 0.01$ . The correlation coefficient  $r_{xy} = 0.719$ . When compared with the  $r_{table}$  value at  $\alpha = 0.01$  obtained 2.36, then the  $t_{count} > t_{table}$  or  $7.71 > 2.36$  so that it could be concluded that the correlation coefficient was meaningful. Based on the results of these calculations, the hypothesis  $H_0$  was rejected and  $H_a$  was accepted, or it could be stated that the contribution of community behavior had a positive and significant direct effect on the quality of tourist village, it was verified. The coefficient of determination  $r_{xy}^2 = (0.719)^2 \times 100\% = 51.69\%$ . The contribution of the contribution of community behavior (X) on the quality of tourist village (Y) was 51.69%, or it could be stated that there was 51.69% variation in the quality of tourist village (Y) could be explained by variations of the contribution of community behavior (Y), and the rest 48.31% determined other variables.

Further traced, to find out the contribution of indicator of the contribution of community behavior on the quality of tourist village was done by calculating the contribution of each indicator of the contribution of community behavior on the quality of tourist village. The result

of the calculation of descriptive analysis of each indicator of the contribution of community behavior variable were presented on table 10 below.

Table 10. Summary of Descriptive Analysis of Each Indicator of The contribution of Community Behavior.

	Cognitive (I <sub>1</sub> )	Affective (I <sub>2</sub> )	Psychomotor (I <sub>3</sub> )	Quality of Tourist Village (Y)
N Valid	50	50	50	50
Mean	35.38	37.12	36.00	127.82
Median	36.00	38.00	36.00	126.00
Mode	36	38	36	126
Std. Deviation	6.321	5.652	5.806	12.313
Variance	39.955	31.944	33.714	151.620
Range	24	23	22	48
Minimum	24	25	25	108
Maximum	48	48	47	156
Sum	1769	1856	1800	6391

Futhermore, the correlation between indicators of the contribution of community behavior with the quality of tourist village was shown in figure 1 below.

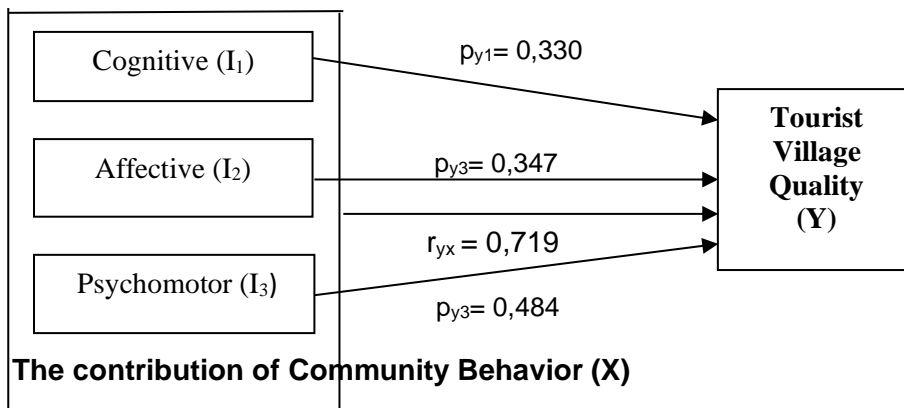


Figure 1. Empirical Causal Relationship Cognitive, Affective, and Psychomotor with Quality of Tourist Village

To find out the magnitude of the contribution of each indicators of the contribution of community behavior on the quality of the tourist village, it was carried out using multiple regression analysis and the result of the calculations were presented in table 11 below.

Table 11. Multiple Regression Equation  $\hat{Y} = 40,05 + 0,64X_1 + 0,75X_2 + 1.02X_3$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	40.058	12.650		3.167	.003
Cognitive (I <sub>1</sub> )	.643	.202	.330	3.185	.003
Affective (I <sub>2</sub> )	.756	.222	.347	3.402	.001
Psychomotor (I <sub>3</sub> )	1.026	.220	.484	4.674	.000

a. Dependent Variable: Quality of Tourist Village

From table 11, it could be seen that the contribution of cognitive indicator on the quality of tourist village was 0.330, the magnitude of the contribution of affective indicator on the quality of tourist village was 0.347, and the magnitude of the contribution psychomotor indicator on the quality of tourist village was 0.484. The amount of direct contribution from each indicator of the contribution of community behavior on the quality of tourist village was presented in table 12.

Table 12. Summary of Direct Contribution for Each Indicator of The contribution of Community Behavior on The Quality of Tourist Village.

Indicator	Big Contribution	Direct Donation Amount	Rank
Cognitive (I <sub>1</sub> )	0,330	$(0,330)^2 \times 100 \% = 10,89 \%$	3
Affective (I <sub>2</sub> )	0,347	$(0,347)^2 \times 100 \% = 12,04 \%$	2
Psychomotor (I <sub>3</sub> )	0,484	$(0,484)^2 \times 100 \% = 23,43 \%$	1

From table 12, it could be seen that from the three indicators of the contribution of community behavior, it turned out that psychomotor indicators had a strong contribution on the quality of tourist village, followed by affective and cognitive indicator on the quality of tourist village.

### 3.2. Discussion

Until now, the tourist village has not run optimally as expected. There are various problems faced in improving the quality of tourist villages, including the low behavior of the community in developing tourist villages. This is in line with the research results of Revida (2018)<sup>9</sup>, and Revida (2019)<sup>10</sup>.

According to the results of hypothesis testing, it shown that the community behavior had a positive and direct contribution on the quality of tourist village at Tomok Samosir, North Sumatera. The amount of contribution of the contribution of community behavior on the quality of tourist village was 51.69%, or it could be stated that there was 51.69% of the variation in the quality of tourist village (Y) could be explained by variations on the contribution of community behavior (X), and the remaining 48.31% was determined by other variables. This research was supported by research of Hwang, et al (2012)<sup>11</sup>, Parsek and Greenberg (2000)<sup>12</sup>, Klein, et al (1999)<sup>13</sup>.

Community behavior is very important and essential in improving the quality of tourist villages. However, based on the results of the study, it shows that the behavior of the community has not supported the improvement of the quality of the tourist



village in Tomok Samosir, North Sumatra. This is also supported by the results of Revida's research (2020)<sup>14</sup> Therefore, community behavior needs to be improved by always communicating, educating and providing information as well as continuous assistance to the community in the tourist village in Tomok Samosir, North Sumatra. Based on the results of the study, it was found that the low community behavior was caused by a lack of community sense of belonging to the tourist village so that the quality of the tourist village in Tomok Samosir, North Sumatra was still low. This is supported by the results of Revida's research (2018)<sup>15</sup>.

After tracing the results of the research, it was found that of the three indicators that shape the contribution of community behavior, namely cognitive, affective, and psychomotor, it turned out that the three indicators significantly contributed on the quality of tourist village. Psychomotor indicators had a very strong contribution on the quality of tourist village followed by affective, and cognitive. Blom's theory (1908)<sup>7</sup> stated that the contribution of community behavior consists of cognitive, affective, and psychomotor and research results by Wahyudi (2010) concluded that the behavior had an influence on the environmental quality.

#### **4. Conclusion**

The results of the research concluded that the contribution of community behavior had a positive and significant contribution on the quality of tourist village at Tomok Samosir, North Sumatra. The contribution of the contribution of community behavior on the quality of tourist village was 51,69%. To increase the quality of tourist village, it can be done by enhancing the quality of the contribution of community behavior, namely the quality of psychomotor, affective, and cognitive of the community. Of three indicators of the contribution of community behavior, psychomotor indicator had a stronger contribution on the quality of tourist village, followed by affective, and cognitive of community at Tomok Samosir, North Sumatra.

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