THE EFFECT OF SCHOOL HOLIDAYS AFTER THE GOVERNMENT PROVIDES SLACK IN THE TOURISM SECTOR ON HOTEL OCCUPANCY RATES IN THE CITY OF BANDUNG, WEST JAVA

Oleh

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Abstract

The background of this research is how to find out the school holiday variables, and hotel occupancy rate variables that can significantly influence, Bandung City Jakarta West Java variable with this research it will be known the City of Bandung, can be influenced by any variables so that the City of Bandung can develop into a big city and can become a world tourist destination. The method used in this research is to use quantitative methods, using a survey tool that was conducted on 100 Bandung residents who went on city tours during school holidays. The problem raised in this study is whether there is a relationship between school holidays and hotel occupancy rates for the city of Bandung, West Java. With the problems raised in this study, it will be known what variables can affect a city in developing its tourism. the purpose of this study resulted that the school holiday variable and the hotel occupancy rate variable can affect the Bandung City West Java variable with the school holidays and the hotel variable level can increase so that it can affect tourists in a city, namely the city of Bandung, West Java.

Keywords: West Java, School Holidays, Hotel Occupancy Level, Bandung.

INTRODUCTION

It is undeniable that school holidays are the days that are awaited by children to travel both into the city and outside the city and some even go abroad. With school holidays, the hotel occupancy rate in a city will definitely increase, especially cities that are related to tourism both domestically and internationally, therefore in this study the variables raised are the school holiday variable and the hotel occupancy rate variable in a city, other supporting variables will be combined into variable one and the second variable will then be separate independent and bound variables, therefore with the presence of a variable it will be known the variables that affect it.

In the current pandemic, it is undeniable that everything has been limited

both physically and non-physically, therefore one of the activities that are prohibited to do is to go out of the house because of the spread of the COVID-19 virus. It was quite worrying at the time, therefore entertainment is one of the things that is prohibited by the government because it can cause a very large spread of the virus. With the ban, the hotel occupancy rate in a city is greatly reduced, especially the city of Bandung which has become a tourist destination [4]. Long before the pandemics occurred, therefore the hotel occupancy rate in the city Bandung has declined a lot and even many hotels are sufficient because of the pandemic period.

Hotel occupancy rates are influenced by many things. One of them is the long holiday period on the calendar which usually occurs on Fridays, Saturdays and Sundays. Therefore, hotels are very influential on holidays and certain fish. Therefore, hotels must be able to attract tourists. Tourists by means of promotions that are reliable at certain times. Therefore, with the event it will be able to help the occupancy rate of hotels in a city which in this study was appointed the city of Bandung.

The method used in this research is to use a quantitative method that conducts a media survey to 100 residents of Bandung City, who travel to the city so that the problems and answers from the research raised in this study, which raises the issue of hotel occupancy rates in the future can be identified. Vacation in the city of Bandung.

The problem raised in this study is how to find out the variables that affect a city, especially the school holiday variable, and the hotel occupancy rate variable in a city, the city is a city of Bandung in West Java, with the school environment variable and the occupancy rate variable. What hotel is very influential on the development of the city of Bandung, West Java.

The purpose of this research is to know that a variable can be influenced by other variables. The variables raised in this study are the independent variables of school holidays and the independent variable of the hotel occupancy rate. The dependent variable is the Bandung City variable, West Java. Is the city of Bandung influenced by the two variables above so that a decision can be made whether it can help the city of Bandung in developing tourism, especially during holidays and assist tourism in increasing hotel occupancy rates in the city of Bandung.

RESEARCH METHOD

Based on the picture below, it can be explained that the picture is the direction of the research in this study, therefore the first thing to do is review literature by reading many similar journals so that they can find new problems that can be raised in this research. the second is to do research in order to be able

to do the results you want to find according to the problem to be solved in this research and the third is how to find the results of the research in order to be able to answer the research problems that exist in this journal, therefore with the image it will the direction and purpose of this research can be known.

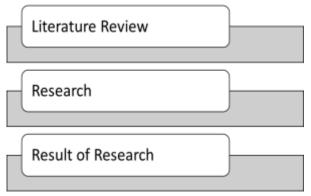


Figure 1. Research Method

RESULT AND DISCUSSION

Based on the picture below, it can be explained that there are two hypotheses, namely the first hypothesis is the effect of school holidays on the city of Bandung, West Java and the second hypothesis is the occupancy rate of hotels in the city of Bandung, West Java, with the existence of these two hypotheses and known variables that will be investigated in In this study, it will be known whether there is a significant relationship or not. Therefore, with the image, it can be seen the direction of the research and the hypotheses that will be raised in this study.

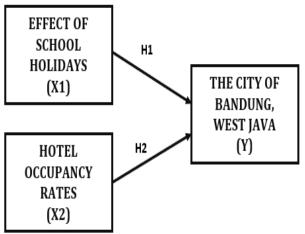


Figure 2. Hipotesis Model
Table 1. Questions on the survey on 100
people

No	Questions	Variable
1	School holidays are the perfect time to take a vacation	X1
2	School holidays are the time that children have been waiting for	X1
3	School holidays are the time to go out of town	X1
4	Hotel occupancy affects holidays	X2
5	Hotel occupancy increases when the holidays arrive	3/2
6	Hotel occupancy began to increase after PPKM decreased	X2
7	Bandung is a big city in Indonesia	Y
8	Bandung is a tourist destination	Y
9	Bandung is always crowded on weekends	Y
10	Bandung is a smart-city	Y
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1. Multiple Linear Regression Analysis

a. Regression Equations

Table 2. Recapitulation of the Results of Multiple Linear Regression Analysis

Variable	Unstandardised Coefficients	
Effect Of School Holidays	2,452	
Hotel Occupancy Rates	0,455	
The City Of Bandung, West Java	0,365	

Source: The Results of Data Processing Based on table 2, it can be concluded that the Unstandardized Coefficients value of the variable from the school holiday entertainment effect has a value of 2.452, and the Hotel occupancy rate variable has a value of 0.455, then the last variable is the city of Bandung, West Java, which has a value of 0.365, therefore the variables it greatly affects one variable with another variable.

b. Koefisien Determinasi (R2)

Table 3. Correlation and Determination Coefficients

Dependent Variable	Independent Variable	R	R Square	Adjusted R Square
Y	X1 & X2	0,8 32	0,455	0,556

Source: The Results of Data Processing

Based on table 3 above, it can be concluded that there are independent variables and dependent variables, the independent variable consists of X1 and X2 and the dependent variable is the Y variable, and has an R value of 0.8 and 32, then has an R Square value of 0.455, then has a value of 0.455. Adjusted R Square 0.556, with the table above,

it can be concluded that there is a good correlation between the independent variable and the dependent variable, thus creating a good synergy or significant.

c. Hypothesis Testing

1. Hipotesis I (F test / Serempak)

Table 4. F / Simultaneous Test

Dependent variable	Independent Variable	F Count	F Table 0.05	Sig.F	decision on
Y	X1 & X2	54,567	1,327	0,002	Ditolak

Source: The Results of Data Processing

Based on table 4 above, it can be concluded that there are independent variables and the dependent variable is the independent variable X1 and X2 and the dependent variable is the variable Y which has a F count value of 54,567 and has F table 1,327 X has a point value of 0,002 which means that the decision is calculated. It means that the relationship between the independent variable and the dependent variable has a strong relationship so that it can have a value rejected.

2. Hipotesis II (t test / Parsial)

Table 5. t / partial test results

Variable	t	Sig.
X1	3,693	0,003
X2	5,496	0,002

Source: The Results of Data Processing

Based on table 5 above, it can be concluded that the variable X1 has a T value of 3.693 and has a significant value of 0.003, then the variable X2 has a T value of 5.496 and has a value of 0.002 which means that it is very significant, between the variable X1 and the variable X2 on the dependent variable namely the variableY.

2. Discussion of Research Results

a. Hypothesis 1 (H1) variable Effect Of School Holidays (X1) terhadap The City Of Bandung, West Java (Y)

Based on the results of data processing above, it can be concluded that hypothesis 1 of the relationship between the school holiday variable and the Bandung city variable has a significant value, which means that hypothesis 1 is accepted and it means that school holidays have a significant relationship to the city of Bandung.

b. Hypothesis 2 (H2) variable Hotel Occupancy Rates (X2) terhadap The City Of Bandung, West Java (Y)

Based on the results of data processing above, it can be concluded that hypothesis 2, the relationship between the hotel occupancy rate variable and the Bandung City variable, has a significant value, which means that hypothesis 2 is accepted and it means that school holidays have a significant relationship with the city of Bandung.

3. Descriptive Analysis

a. Effect Of School Holidays Variable (X1)

Based on the results of the analysis above, the school holiday variable has a variable that affects the Bandung City variable, West Java, because with the school holidays, the City of Bandung becomes a city that is quite crowded and busy with domestic and international tourists.

b. Hotel Occupancy Rates Variable (X2)

Based on the results of the above analysis, the hotel occupancy rate variable has a variable that affects the Bandung City variable, West Java, because with a high hotel occupancy rate, the city of Bandung is a city that is quite busy and busy visited by domestic and international tourists.

c. The City Of Bandung, West Java Variable (Y)

Based on the results of the research above, the variable y is the dependent variable in this study, therefore the variable is influenced by two other variables, namely the school holiday variable and the hotel occupancy rate variable in the city of Bandung. West Java because with the holidays, the hotel occupancy rate will increase so that the city of Bandung will be crowded with local and international tourists.

CONCLUTION

Based on the results of the research above, it can be concluded that school holidays have a significant relationship to the city of Bandung, West Java, and the hotel occupancy rate has a significant relationship with the City of Bandung, West Java, these two variables are very related because if there is a school holiday, the occupancy rate in the city Bandung, especially in hotels, will increase and will increase domestic and international tourists to the city of Bandung, so that Bandung City becomes a big city that becomes a growing tourist destination that is seen by the international community.

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