THE INFLUENCE OF TYPICAL WEST JAVA SOUVENIRS ON THE LEVEL OF DOMESTIC TOURIST VISITS IN THE CITY OF BANDUNG, WEST JAVA

Oleh
Mila karmila[1], Tuti Iriani[2], R. Soni Sumali[3], E. Yuyun Kustini[4], Risma Julistiana[5], Arman Syah Putra[6]
[1,2,3,4,5] Faculty of Hospitality, Academy Pariwisata Siliwangi Tasikmalaya, Indonesia
[6]Faculty of Computer, STMIK Insan Pembangunan, Indonesia
E-mail: [1]info.akpar@gmail.com, [6]armansp892@gmail.com

Abstract
The background of this research is to find out what variables can affect a city, and the city chosen in this study is the city of Bandung, the variables raised in this study are typical food of the city of Bandung which can be used as souvenirs domestic tourist visits in the city of Bandung. The method used in this study is to use quantitative methods and use survey media as a tool in this study. This research conducted a survey of 100 residents of Bandung city who did tourism in the city of Bandung. The problem raised in this research is how to find out the variables that can affect a developing city in order to make the city more advanced than the occupancy rate of tourists who visit both domestically and internationally. The purpose of this research is how to find out the results of a variable affecting other variables. The variables that influence in this research are the typical food variable that can be used as souvenirs and the variable of domestic tourist visits to the city of Bandung.
Keywords*: West Java, Souvenirs, Domestic Tourist Visits, Bandung.*

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INTRODUCTION

According to them, the development of tourism in the city of Bandung has increased since the covid-19 pandemic, therefore, with a decrease, the level of tourism in the city of Bandung is increasing and the public's interest in traveling is getting higher because during the covid-19 pandemic people are prohibited from leaving the house and since PPKM level 1 and level 2 there have been violations given to the community, so that people can leave their homes with strict health protocols, therefore the level of tourists coming from outside the city and from within the city of Bandung is increasing, because Bandung City is the closest city to Jakarta so many write from Jakarta and The surrounding areas come to the city of Bandung which is considered a pleasant tourist spot.

Every region or city in Indonesia has a special food or what is called a souvenir from an area. Therefore, the development of souvenirs in the city of Bandung has been quite developed with the development of small foods that can be brought as typical souvenirs from the city of Bandung with the presence of this, the increase in the economy of MSMEs in the city of Bandung also increases because the economic turnover in the field of souvenirs as well as increasing tourism will be balanced and can help the people of the city of Bandung. Area in the field of souvenirs or special foods from the city of Bandung.

Bandung is a big city located in Indonesia Bandung is also the capital of West Java and Bandung is also a tourist destination that is in great demand by domestic, local and foreign tourists, Bandung is nicknamed Paris Van Java, because of the shapes of the city of Bandung. Resembles the city of Paris in France, because during the Dutch colonial period Bandung was made as similar as possible to cities in Europe, so that the Dutch felt comfortable living in the city of Bandung. Therefore, it affects the level of the community's economy which has to do with

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MSMEs and special foods in the city of Bandung.

The problem raised in this study is how to determine the effect of typical food from an area that is raised in this study is the city of Bandung, which can affect the level of domestic occupancy in the field of tourists in the city of Bandung, with the influence of food and souvenirs in the city of Bandung.

The method used in this research is to use quantitative methods, by conducting a survey of 100 Bandung residents, who usually carry out domestic trips in the city of Bandung so that tourists can clearly know the places they usually go during the holidays.

The purpose of this study is how to determine the influence of the typical food of a particular area, namely Bandung with the occupancy rate of hotels in Bandung so that tourists come and can find out whether it is related to the typical food of the city of Bandung so that it can affect the occupancy rate of domestic tourists visiting the Bandung city.

The development of small and medium enterprises in the city of Bandung has begun to be significant, because with the easing made by the government on the community so that the level of tourists coming to the city of Bandung is quite high. Therefore, with the PPKM level 1 and level 2, there has been an increase in tourists visiting the city. Bandung in order to increase economic products in the city of Bandung, especially in the culinary field and souvenirs typical of the city of Bandung.

RESEARCH METHOD

Based on Figure 1 below, it can be concluded that the research method used in this study uses three stages [8]. The first stage is to do a literature review by reading a lot of previous research literature in order to find locations that exist in this case, then by conducting research conducted to 100 domestic residents of Bandung who travel to the city of Bandung, and a survey is carried out in order to find out what variables can affect the city of Bandung, and the last is to find the results of the research raised in this study whether it affects one variable with another variable.

Figure 1. Research Method

RESULT AND DISCUSSION

Based on Figure 2, there are two hypothesis, namely H1 and H2, the first hypothesis is typical of West Java souvenirs to The City of Bandung West Java, the second hypothesis is a domestic tourist visit to the City of Bandung West Java. There is a significant relationship to the hypothesis 1 and hypothesis 2 of the variable Y Bandung City, West Java.
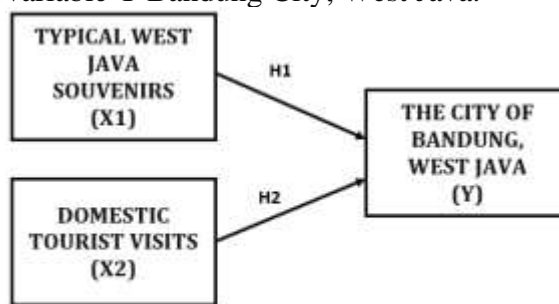

Figure 2. Hipotesis Model

Table 1. Questions on the survey on 100 people

No	Questions	Variable
1	By the very important if you go on a trip	X1
2	By the specialties of certain areas, very much sought after	X1
3	By typical West Java is very varied	X1
4	Local tourists very often visit the surrounding city	X2
5	Local tourists often travel	X2
6	Local tourists want to try new things	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	Unstandardized Coefficients
Typical West Java Souvenirs	2.123
Domestic Tourist Visits	0.347
The City Of Bandung, West Java	0.485

Source: The Results of Data Processing

Based on table 2 above, the following explanation will be given, the Human Resources variable has an Unstandardized Coefficients value of 2.123, the Project Plan variable has an Unstandardized Coefficients value of 0.347 and the Enterprise Resource Planning variable has an Unstandardized Coefficients value of 0.485 which means that it is very influential between one variable and 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	0,734	0,435	0,512

Source: The Results of Data Processing

Based on table 3 above, there are dependent variables, namely Y and independent variables, namely X1 and X2, variable X1 has an R value of 0.7 and variable X2 has an R value of 34, variables X1 and X2 have an R Square value of 0.435 and variables X1 and X2 has an Adjusted R Square value of 0.512, which means that the independent variable and the dependent variable have a very significant relationship.

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 H0
Y	X1 & X2	54.212	1,222	0,003	Ditolak

Source: The Results of Data Processing

Based on table 4 above, there are dependent variables, namely Y and independent variables, namely X1 and X2, variables X1 and X2 have an F Count value of 54.212 and variables X1 and X2 have an F Table value of 1.222, variables X1 and X2 have a Sig.F value, namely 0.003, X1 and X2 variables have a Decision on H0 value, namely Rejected, which means that there is a relationship between variables.

2. Hipotesis II (t test / Parsial)
Table 5. t / partial test results

Variable	t	Sig.
X1	3,232	0,002
X2	5,787	0,002

Source: The Results of Data Processing

Based on table 5 above, there are independent variables, namely X1 and X2, variable X1 has a t value of 3.232 and variable X2 has a t value of 5.787, variable X1 has a sig value of 0.002 and variable X2 has a sig value of 0.002 which means variable X1 and X2 has a very significant value to the dependent variable Y.

2. Discussion of Research Results
a. Hypothesis 1 (H1) variable Typical West Java Souvenirs (X1) terhadap The City Of Bandung, West Java (Y)

Based on the results of data processing above, the results of hypothesis testing 1 (H1) variable Typical West Java Souvenirs (X1) against The City Of Bandung, West Java (Y), variable Typical West Java Souvenirs (X1) have a significant relationship to the variable The City Of Bandung, West Java (Y).

b. Hypothesis 2 (H2) variable Domestic Tourist Visits (X2) terhadap The City Of Bandung, West Java (Y)

Based on the results of data processing above, the results of hypothesis testing 2 (H2) variable Domestic Tourist Visits (X2) against The City Of Bandung, West Java (Y), variable Domestic Tourist Visits (X2) have a significant relationship to the variable The City Of Bandung, West Java (**Y).**

3. Descriptive Analysis
a. Typical West Java Souvenirs (X1)

Based on the results of the research above and data processing, it can be concluded

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that the Typical West Java Souvenirs (X1) variable significantly affects The City Of Bandung, West Java (Y) variables, which means that if a city has a typical souvenir, it will be able to affect the city in an area. Therefore the city of Bandung is influenced by one of them is the typical food variable that can be taken home in the form of souvenirs.

b. Domestic Tourist Visits Variable (X2)

Based on the results of the above research and data processing, it can be concluded that the Domestic Tourist Visits (X2) variable significantly affects The City Of Bandung, West Java (Y) variable which means, the occupancy rate of tourists will increase, especially in the city of Bandung, because Bandung is a tourist destination from surrounding cities such as the city of Jakarta, the beauty of the city of Bandung is undeniable with its nickname Paris Van Java, which has a city design like the city of Paris. Domestic tourists increased along with the decline in the level of PPKM in the city of Bandung.

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

Based on the results of the research above and data processing, it can be concluded that the variables The City Of Bandung, West Java (Y) are significantly influenced by the Typical West Java Souvenirs (X1) and Domestic Tourist Visits (X2) variables, which means The city of Bandung is influenced by the typical food variables that can be brought as souvenirs and the high level of domestic tourists. Therefore, these two variables affect the city of Bandung, West Java, in the tourism sector so that the increase in tourism levels is high so that the wheels of the economy can turn.

CONCLUTION

The conclusion from the research above is that the typical souvenirs of the city of Bandung significantly affect the city of Bandung and the level of domestic tourist visits also affects the city of Bandung. these

two variables, it can be seen what can be improved and things that can be reduced to make the city of Bandung even better in the future, with the promotion of Bandung's special food, it will be able to increase domestic and international tourism visits to the city of Bandung. Therefore, with a good promotion, the wheels of the economy of the city of Bandung can spin optimally so that the level of the city of Bandung will be much better, therefore future research is how to find out other variables that can affect the city of Bandung, West Java, so that it can develop better again.

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