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ANALYSIS OF THE EFFECT OF EDUCATION LEVEL, WAGES, AND HOTEL OCCUPANCY RATES ON EMPLOYMENT IN THE HOTEL SUB-SECTOR IN KUTA VILLAGE

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ABSTRACT

Research with the title of the education level impact analysis, wages and hotel rate on the deployment of labor in the resort sub in kuta village in order to analyze how much such variables affected the deployment of the hotel's sub labor sector in kuta village.

This research suggests that: Partial and simultaneous education rate variables have a positive and significant impact on the deployment of the labor force of the hotel's sub in kuta village, a partial and significant impact on the deployment of the hotel's sub infrastructure labor in kuta village, and a simultaneous positive and significant civil-sector residence variable in kuta village.

Keywords: *level of education, wages, hotel residences, job absorption, hotel*

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INTRODUCTION

The workforce is a population that is of working age. According to Law No.13 of 2003 Chapter 1 article 1 paragraph 2, labor is everyone who is able to do work to produce goods and services both to fulfill their own lives and for the community (Basuki, 2014). The size of the population and also the increase in the labor force every year make employment increasingly narrow to have an impact on increasing unemployment. According to the Central Bureau of Statistics, West Nusa Tenggara Province itself has a population of 5,560,287 people consisting of 2 cities and 8 regencies in it. One of the districts that has the second largest population after East Lombok is Central Lombok Regency with a population of 1,391,382 people divided into 12 districts, 12 villages and 127 villages, One of the famous tourism destinations in Central Lombok itself is Seger Beach and Kuta Beach as well as the international Motor Racing Circuit in the Kuta area. Kuta has now officially become one of the Special Economic Zones (SEZ), supported by the development of lodging facilities in the form of hotels, star hotels with adequate facilities, and neatly arranged beach tourist areas. The development of the tourism industry will accelerate economic growth, create demand in the form of consumption and investment, and ultimately generate demand for goods and services. As long as tourists travel, they shop naturally then directly increase the market demand for goods and services and to meet the demand for tourism, we need to enter the handicraft industry, consumer goods industry, service industry and Hotel/restaurant and so on.

In the potential profile report, Kuta Village explained about the number of accommodations in the tourism sector in 2022, in the form of Transportation tourism businesses, Hotel tourism businesses, Homestay tourism businesses, Villa tourism businesses, Massage/Spa tourism businesses, Restaurant/Restaurant tourism businesses experiencing a significant increase in units. The growth and development of hotels and restaurants is very dependent on the length of stay and the number of tourist visits visiting, counting 192,829 domestic and foreign tourists with an average length of stay for 3 days (Central Lombok Tourism Office Statistics 2022). Overall, the number of businesses in Kuta's tourism sector in 2022 has experienced a significant increase when compared to 2021, one of which is due to the transition period from the covid pandemic in the transition period where tourism businesses that were vacant during the pandemic have resumed operations or reopened, supported by the holding of an international event, namely MOTO GP which will be held in early 2022 which will encourage it Increasing employment in various economic sectors, one of which is the tourism economic sector in Kuta Village. (Kuta Village Office 2022)

The spread of labor absorption in various economic sectors, one of which is in the tourism sector where the economic aspect of tourism can be directly related to tourism activities, hospitality, restaurant transportation, and so on. Tourism is a means to achieve goals in the economy. In Kuta Village itself, there has been a significant increase in employment in the tourism sector in 2022. Along with the development of tourism, accommodation and restaurant facilities have increased significantly, this can be seen from the availability of hotels and resorts within the tourist area and outside

the tourist area. The development of tourism accommodation facilities will be in line with the creation of many jobs needed by business actors in order to run a business optimally by absorbing labor.

Employment is influenced by several factors, one of which is the minimum wage. The wage rate affects the amount of labor to be used. The Provincial Minimum Wage is the fulfillment of decent needs in each different province. Minimum Wage is a minimum standard used by employers or industry players to provide wages to workers in their business or work environment. In the Decree (SK) of the Governor of NTB no 561-793 of 2022 concerning NTB UMP in 2023, it is determined that the amount of NTB UMP in 2023 increased by 7.44 percent or Rp. 164,195 so that it became Rp. 2,371,407 from UMP in 2022, which is Rp. 2,207,212. (Disnakertrans NTB).

Based on the background description described above, showing the phenomenon of labor absorption in the hotel tourism sector in Kuta, a research will be conducted with the title "Analysis of the Effect of Education Level, Wages, and Hotel Occupancy Rate on Employment in the Hotel Tourism Sector in Kuta".

LITERATURE FIST

1. Workforce

   According to Gatiningsih in his book (2017), Manpower contains an understanding of the number of people who are and ready to work and the understanding of the quality of work efforts given. From the definition above, it contains the understanding that labor is a group of people from society who are able to carry out activities and are able to produce goods and services to meet the needs of the community. Physically, ability is measured by age in other words people who are in a short working age are referred to as residents in working age. Labor according to the Big Dictionary Indonesian is a person who works or does something, a person who is able to do work, both inside and outside the employment relationship.

2. Employment

   Absorption of labor is the acceptance of labor actors to perform tasks properly or the existence of a situation that describes the availability of workers or jobs to be filled by job seekers According to Todaro (2011) Labor absorption can be interpreted as the ability of employment to absorb labor that meets the criteria for employment. The absorption of the working population is caused by the demand for labor. Therefore, the absorption of labor can be said to be a demand for labor. The working population is absorbed and scattered in various sectors, but each sector experiences different growth as well as each sector is different in absorbing labor.

3. Labor Demand

According to Simanjutak (2005) Demand for labor is a theory that explains how much a business will employ workers with various levels of wages in a certain period. Employers' demand for labor is different from society's demand for goods and services. People buy goods because they provide usefulness to consumers. But for entrepreneurs, hiring someone aims to help produce goods and services to sell to the community. In other words, the increase in employers' demand for labor depends on the increase in public demand for the goods they produce. Therefore, the demand for labor is a derivative demand. The demand function of labor is usually based on neoclassical economic theory, where in a market economy it is assumed that entrepreneurs cannot influence market prices (pricetaker). In terms of maximizing profits, employers can only regulate how much labor can be employed. Demand for labor is related to the amount of labor needed by certain companies or agencies, where the business profits obtained will provide maximum results

4. Wages

According to article 1 number 30 of Law number 13 of 2003, wages are workers' rights received and expressed in the form of money in return from companies or employers to workers or employees and paid according to a work agreement, agreement, or legislation, including benefits for workers and their families for a job or service that has been or will be performed. The wage earner is a laborer, there are two possibilities for wage payment, namely employers and employers.

5. Education

According to Noviendri (2021), education is a fundamental means needed to get a job. Education seeks to improve skills, knowledge, and independence. There is an increase in the field of education, with maximum productivity efforts, there will be changes in improving the quality of labor. Education is a way to improve welfare by taking advantage of existing job opportunities based on the level of intelligence. The purpose of education is to prepare learners to work in various fields. Education is one of the important human resource (HR) investments. To get a decent job with high wages, a person needs adequate skills. Adequate skills can be acquired through education. Education is also an important element in the fight against poverty, empowering women, and saving children from exploitation (UNICEF).

6. Tourism

According to KBBI, tourism is an activity related to recreational travel, tourism, tourism. Tourism is a very multidimensional concept like the understanding of tourists. It is inevitable that some notions of tourism are used by practitioners with different goals and perspectives according to the goals to be achieved. According to Sinaga (2010) Tourism is a planned trip, which is carried out individually or in groups from one place to another with the aim of obtaining a form of satisfaction and pleasure alone.

7. Hotel

   Hotel according to the Decree of the Minister of Tourism, Post and Telecommunications No. KM 37/PW. 340/MPPT–86 in Sulastiyono (2011: 6) is a type of accommodation that uses part or all of the building to provide lodging services, food and beverages, and other supporting services for the public that are managed commercially. Hotels are a form of tool to find and benefit from the capital invested.

8. Hotel Occupancy Rate

   According to Bujung, et al (2019) Hotel occupancy rate is a condition to the extent to which the number of rooms sold, when compared to the entire number of rooms available for sale.

RESEARCH METHODS

1. Types of Research

The research method used in conducting this research is quantitative research method. According to Creswell (2009; By Adhi Kusumastuti in his book 2020) Quantitative methods are methods for testing certain theories by examining relationships between variables. The variables are usually measured with research instruments so that data consisting of numbers can be analyzed based on statistical procedures.

This type of research is causal associative research. According to Sugiyono (2016: 37 in Hasibuan 2017), causal associative research is a study that aims to determine the presence and absence of influence or relationship between independent variables on dependent variables and if there is how close the influence or relationship is and whether or not the influence or relationship means.

2. Location and Time of study

The research will be carried out in Kuta Village, Central Lombok Regency, this research will be carried out on the hospitality sub-sector workforce.

3. Population and Sample

According to Sugiyono (2016: 80, in Hasibuan 2017) Population is a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population to be used in the study is all workers in the hotel tourism sector in the Kuta tourism area as many as 422 people with sample calculations using the slovin formula with a 10% error rate obtained as many as 80 people.

4. Data Collection Method

1. Method Survei

   The survey method is a method of collecting data by obtaining directly from research field sources. Usually, the collection of data or information and field facts directly through questionnaires (questionnair) and interviews (interviews) both orally and in writing which requires face-to-face contact between researchers and respondents (subjects).

2. Study book

   Literature study is a process carried out by investigating various references relevant to the research topic. This includes examination of books, journals, reports published by government and private agencies, and related articles.

3. Documentation

   Documentation is carried out by reviewing existing data, including data from the Central Statistics Agency (BPS), Kuta Village Office, Central Lombok Regency Tourism Office and other relevant sources.

5. Data Collection Techniques and Tools

Data collection techniques in this study are interviews Interview is a data collection technique if researchers want to conduct preliminary studies to present problems that must be examined in interaction and question and answer with the aim of collecting information relevant to important aspects investigated. Interviews allow researchers to dig deeper into the research topic and understand respondents' perspectives and experiences.

Furthermore, literature studies are carried out by investigating literature sources related to the research subject, such as books, journals, reports from various government and non-government institutions, and articles. The last data collection technique is documentation Documentation data collection technique is a way used to obtain data and information in the form of books, archives, documents, writing numbers and images in the form of reports and information that can support research.

The data collection tool in this study used questionnaires, which are data collection techniques carried out by giving a set of questions or written statements to respondents to answer (Sugiyono 2016; in Dewi Junita 2022). This data can then be quantitatively analyzed to identify patterns, relationships, or trends in the data. The questionnaire in this study was addressed to workers working in the hotel tourism sector in Kuta village.

6. Data Analysis Techniques

The data analysis technique in this study is regression of panel data processed using Eviews-13 as for the analysis methods used as follows:

$$Y = a+b1X1 + b2X2 +b3 X3 + e$$

Information:

Y = Employment

a = Konstanta

b1 = Regression Coefficient of variable X1 (Education Level)

b2 = Regression Coefficient of the variable X2 (Wage)

b3 = Regression Coefficient of variable X3 (Hotel Occupancy Rate)

X1 = Education Level

X2 = Wages

X3 = Hotel Occupancy Rate

e = error term

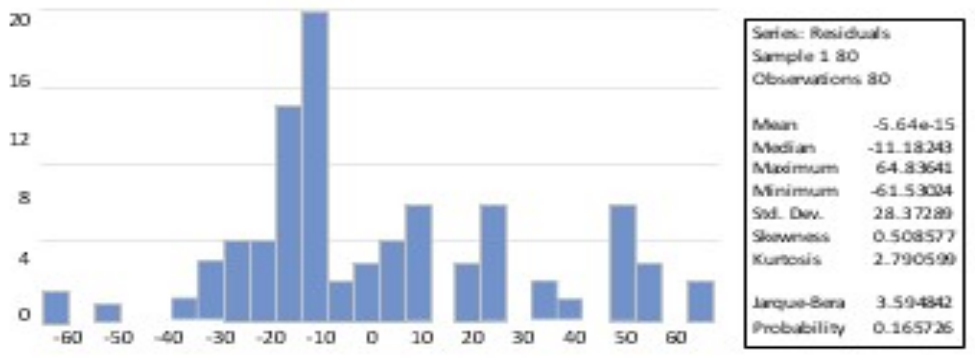
RESULTS AND DISCUSSION

A. Classical Assumption Test

a. Normality Test

According to Alni (2014) the normality test aims to test whether in a regression model, the dependent variable, independent variable or both have a normal distribution or not. A good regression model is a normal or near-normal data distribution. The data will be normally distributed if the significance value is >0.05

Figure 1 Normality Test Result



Based on the picture of the test results above, it can be known that the probability value of the fallow jarque is 0.165726, this value is greater than the significance standard used in the study, which is 0.05 so that it can be concluded that all data from research variables are normally distributed.

b. Multicollinearity Test

According to Ghozali (2016), the multicolonineарity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have correlations among independent variables. If independent variables correlate with each other, then these variables are not orthogonal. orthogonal means that it does not affect each other or does not interfere with each other. If correlation occurs, then there is a problem of multicolonicity. A good regression model should have no correlation between independent variables. The presence or absence of multicolonicity in the regression model is seen from the magnitude of VIF (Variance Inflation Factor) and tolerance

Table 1 Multicolinearity Test Result

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
Penyerapan Tenaga Kerja_C	521,8931	49,89428	NA
Tingkat Pendidikan_X1	2,466553	44,09032	1,114196
Upah_X2	6,411112	6,093124	1,038869
Tingkat Hunian Hotel_X3	5,848459	1,729288	1,119145

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Based on the multicollinearity test above, all variables have a VIF value of less than 10, so it can be concluded that the variable variables in the study are free from multicollinearity.

c. Heteroskesdesticity Test

The heteroscedasticity test is used to determine the presence or absence of deviations from the classical assumption of heteroscedasticity , that is, the presence of variance inequalities of confounding or residual variables for all observations in regression models. Heteroscedasticity occurs when there is a disturbance variable that has a variance that is not constant in each observation (Gujarati, 2006).

The heterokedasticity test aims to test whether in the regression model there is an inequality of variance from residual observations to one another. If the

variance from residual one observation to another observation is fixed, then it is called homokedasticity and if different it is called heterokedasticity. this test uses the pagan godfrey Breusch test.

Table 2 Heteroscedasticity Test Result

Obs*R-squared	0,291587	**Prob. Chi-Square(3)**	**0,9616**

Based on the table above, it can be known the probability chi square value of obs. R squared by 0.9616 where the value is greater than 0.05 then it can be concluded that the variable data is free from heteroscedasticity.

B. Statistical Test

1. T-Test (partial)

Partial tests are used to determine the partial significance of the influence of independent variables on dependent variables to test the effect of each independent variable with partially bound variables (Gujarati, 2006). Decision Making with Hypotheses:

1. If the sig value < 0.05, it means that the independent variable has a significant effect on the dependent variable.
   a. If the sig value > 0.05, it means that the independent variable has no significant effect on the dependent variable.

Table 3 t Test

Variable	Coefficient	Std.Error	t-Statistic	Prob.
Penyerapan Tenaga Kerja_C	**45,97639**	17,92153	2,565428	0,0125
Tingkat Pendidikan_X1	3,160614	1,244952	2,538744	**0,0134**
Upah_X2	1,350005	1,980006	6,807969	**0,0000**
Tingkat Hunian Hotel_X3	1,726115	1,967177	8,774579	**0,0000**

Based on the regression results above, the regression equation model used in this study is as follows:

Y= 45,97639 + 3,160X1+1,350X2 + 1,726X3 + e

In this study the level of significance to be used is at the level of 5% (α= 0.05). If the significance level of the variable is below the specified significance level, then the variable has a significant influence on the dependent variable.

1. The constant (c) means that if all independent variables have a value of (0) then the value of the bound variable (beta) is 45.97639
2. Based on the regression results above, the education level variable has a coefficient of 3.160 with a significance level of 0.0134 < 0.05 It can be interpreted that the level of education has a positive and significant effect on labor absorption. This shows that every increase in the level of education for 1 year, the application of the workforce will increase by 3,160 people.
3. Based on the results of the above regesi variable wages have a coefficient of 1.350 with a significance level of 0.000 < 0.05 it can be interpreted that wages have a positive and significant effect on labor absorption. This shows that every increase of 1 rupiah in wages, the employment rate will increase by 1,350 people.
4. Based on the regression results above, the hotel occupancy rate variable has a coefficient of 1.726 with a significance level of 0.000 < 0.05, it can be interpreted that the hotel occupancy rate has a positive and significant effect on labor absorption. This shows that every 1 percent increase in hotel occupancy rates, the employment rate will increase by 1,726 people.

2. F-Test (Simultaneous)

To test together or simultaneously the regression coefficients of the independent variable used have a significant or no effect on the dependent variable.

Table 4 F Test Result

F-statistic	12,26597
Prob(F-statistic)	**0,000000**

Based on the table above shows the p-value of the f-statistic of 0.0000 where the value is smaller than the significance standard of 0.05 used in this study, the variables of education level, wages, and hotel occupancy rates together (simultaneously) have a significant effect on the variable of labor absorption.

3. Coefficient of Determination

The Coefficient of Determination (R^2) aims to determine the ability of the independent variable to explain the dependent variable to see it used Adjusted R square indication. A small R2 value means that the independent variable's ability to describe the dependent variable is limited, but conversely if the value approaches 1 and moves away from 0 it means that the independent variable has the ability to provide the information needed to predict the independent variable (dependent).

Table 5 Coefficient of Determination Test Result

R-squared	0,664902
Adjusted R-squared	**0,610695**

Based on the table above, the R-squared value is 0.610 which means that the three independent variables used in the model are able to explain the dependent variable by 61% while the other 39% are influenced by other variables that are not studied in this study

CONCLUSION AND SUGGESTION

1. Conclusion

Based on the results of the discussion above, it can be concluded that:

1. The variable level of education partially has a positive and significant effect on the absorption of the hospitality sub-sector workforce in Kuta.
2. The variable Wage partially has a positive and significant effect on the absorption of the hospitality sub-sector in Kuta.
3. Variable Hotel occupancy rate partially has a positive and significant effect on the employment of the hotel sub-sector in Kuta.
4. The variables of education level, wages and hotel occupancy rates simultaneously affect the labor productivity of the hotel sub-sector in Kuta.

2. Suggestion

As for the suggestions from the results of this study

1. For the Tourism Industry, it must promote a lot both at regional, national, and international levels through events and social media and can become an institution that continues to provide services to tourists so that its tourism potential is better known by tourists, the number of tourists who come will increase the need for accommodation facilities which will have an impact on increasing employment.
2. Local governments must further optimize their regional potential in efforts to absorb labor such as, improving the quality of human resources with training and education so that they are ready to enter the world of employment, utilization of natural resources that have the potential to attract tourists, so as to reduce the number of unemployed.
3. For future research, it is hoped that the development of research either from the addition of variables or time series will obtain more varied research results.

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