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THE EFFECT OF TRAVEL DESTINATION PRICES AND INCOME ON SEA TRANSPORTATION CROSSINGS (CASE STUDY OF MANADO PORT ROUTE - TALAUD ISLANDS REGENCY)

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Abstract

This study aims to determine the effect of travel destinations and income on the demand for inter-island crossing transportation services on the Manado-Talaud Islands Regency route. This study uses a quantitative approach with a survey method through a questionnaire to 60 respondents who are passengers who often travel by ship from Manado to Talaud. The results of the study indicate a partial effect on price, travel destination, income and price variables that occur in sea transportation crossings at Manado Port to Talaud Islands Regency
Keywords: *influence of travel destinations and income, transportation services*

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh tujuan perjalanan dan pendapatan terhadap permintaan jasa transportasi penyeberangan antar pulau rute perjalanan Manado - Kabupaten kepulauan Talaud. Penenelitian ini menggunakan pendekatan kuatitatif dengan metode survey melaui kuisioner terhadap 60 responden yang menjadi penumpang yang sering melakukan perjalanan dengan kapal dari Manado ke Talaud. Hasil penelitian menunjukkan adanya pengaruh secara parsial terhadap harga, tujuan perjalanan , pendapatan serta variabel harga yang terjadi pada penyeberangan transportasi laut di Pelabuhan Manado ke Kabupaten Kepulauan Talaud
Kata Kunci: pengaruh tujuan perjalanan dan pendapatan, jasa transportasi

I. INTRODUCTION

As part of a maritime country, North Sulawesi province borders the Maluku Sea and the Pacific Ocean to the east, the Maluku Sea and Tomini Bay to the south, the Sulawesi Sea and Gorontalo province to the west, and Davao del Sur province (Philippines) to the north. The population of North Sulawesi in 2019 was 2,506,981 people. The area of North Sulawesi is 15,271 km2. North Sulawesi has an archipelago with 287 islands, 59 of which are inhabited. The administrative area of North Sulawesi is divided into 4 cities and 11 districts with 1,664 villages/sub-districts. North Sulawesi is divided into two zones, namely the southern zone which is in the form of lowlands and highlands and the northern zone which includes the islands. The exclusive economic zone of North Sulawesi reaches 190,000 km2 with a coastline of 2,395.99 km and a forest area of 701,885 hectares. Of the 289 islands in

North Sulawesi and the number of inhabited islands of 59 islands, the development of sea transportation facilities that can connect one island to another is greatly needed so that the economic distribution to each island is more even.

Manado Port as a port that connects Manado City with the islands in North Sulawesi province even to Ternate and Halmahera and Ambon, of course has a central role in connecting the islands in North Sulawesi province.

Talaud Islands Regency is a maritime area with a sea area of around 37,800 km² (95.24%) and a land area of 1,251.02 km². There are three main islands in Talaud Islands Regency, namely Karakelang Island, Salibabu Island, and Kabaruan Island. As well as other small islands that are included in the 3T (underdeveloped, outermost, foremost) area criteria, including Miangas Island, Kakorotan, Marampit Karatung, Mangupun, Malo, Intata, Garat, Saraa, and Karang Napombalu Island as the economic pillars of the three existing large islands.

II. THEORETICAL STUDIES

According to Abdul Darmanto (2018) The purpose of departure can be interpreted as the facilities and infrastructure available in the environment or within the company, intended to provide maximum service so that consumers feel comfortable and satisfied. The purpose of departure is closely related to the formation of consumer perception. Consumer perception of a service can be influenced by the atmosphere formed by the exterior and interior of the service facility concerned. It can be concluded that by providing a lot of departure intensity, it can provide a positive perception for consumers so that demand increases, while if the intensity of departures given is lacking, it will provide a negative perception so that demand will decrease which results in consumers switching to other competitors.

According to Ardiansyah (2019) basically the demand for transportation services is derived from:

a. The need for someone to walk from one location to another to do an activity
b. The demand for certain goods transportation to be available at the desired location.

In terms of passenger transportation, the derived character of needs is reflected in the trip held to achieve a certain destination, such as going to work, swimming to the beach, and so on. So the factors that influence the number of trips to a particular place are the types of activities that can be done or the level of achievement of the trip's goals, and the cost to reach the destination. In other words, travel arises because of activities in society. The more and more important the activities are, the higher the level of travel.

The forms of travel destinations that are usually used by transportation planners are:

a. Work Travel

b. School Travel

c. Shopping Travel

d. Business Travel

e. Social Travel

f. Travel for Eating

g. Recreational Travel.

The amount of demand for transportation is related to the socio-economic activities of the community, namely the activity system that can usually be measured through land use intensity.

The definition of income according to Kartikahadi, et al. (2022) is: Income is an increase in economic benefits during an accounting period in the form of income or additional assets or a decrease in liabilities resulting in an increase in equity that does not come from investor contributions. Income is also defined as an inflow of economic benefits from normal business activities.

Transportation according to Nasrudin (2019) is the movement of goods and people from a place to a destination using transportation or transportation. Transportation by land, sea, and air. Land transportation for passengers and is general, for example buses and trains. While sea transportation for passengers is usually called a passenger ship and for cargo is called a cargo ship called a roro ship. The function of transportation is to move or move people and/or goods from one place to another using a certain system for a certain purpose. Transportation is carried out because the value of the people or goods transported will be higher in another place (destination) compared to the place of origin (Morlok, 2015)

III. RESEARCH METHODS

1. Primary data

Primary data is a direct source of data from the research object in this case, passengers at Manado port with a travel route from Manado to Talaud district and provide data to data collectors (Sugiyono, 2018). In this study, the primary data collection method used was a questionnaire.

2. Secondary data

Secondary data is data collected second-hand or from other sources that were available before the research was conducted (Sugiyono, 2018) in this study secondary data obtained from journals, theses and reference books and the results of browsing the Internet and related parties in this study such as BPS, Manado Syabandar Office and Melonguane.

3.4 Data Collection Techniques

The data collection techniques used in this study are:

1. Observation

The observation technique is a method of collecting data by observing directly in the field. This process takes place with observations that include seeing, recording, calculating, measuring, and recording events.

2. Interview

The interview technique is a way of finding data by asking questions directly or verbally to the research object, namely passengers at Manado port with a travel route from Manado to Talaud district.

3. Questionnaire

This is a research data collection technique carried out by distributing leaflets containing several questions addressed to passengers at Manado port with a travel route from Manado to Talaud district.

IV. RESEARCH RESULTS

a. The magnitude of the relationship (correlation) between the income variable and the demand for sea travel at Manado Port

Furthermore, to see how strong or close the relationship is between the income variable and the demand for sea travel at Manado Port, it can be seen in the Correlation table table 4.20 which measures the level of closeness of the relationship below.

Table 4.20
Correlations

		Permintaan Perjalanan Y	Pendapatan X3
Pearson Correlation	Permintaan PerjalananY	1.000	.565
	PendapatanX3	.565	1.000
Sig. (1-tailed)	Permintaan PerjalananY	.	.000
	PendapatanX3	.000	.
N	PermintaanPerjalananY	100	100
	PendapatanX3	100	100

Based on the data in table 4.20 where the correlation value or level of closeness of the relationship between the Income variable and the Demand for Sea Travel at Manado Port is r

= 0.565 and the value of 0.565 if converted with table 3.1 regarding the interpretation table of correlation values, the correlation value or relationship between the Income variable and the Demand for Sea Travel at Manado Port has a moderate relationship.

b. The magnitude of the influence (determination) of the Income variable and the Demand for Sea Travel at Manado Port.

Furthermore, to see the influence between the Income variable and the Demand for Sea Travel at Manado Port, it can be seen in table 4.21 below

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565[a]	.319	.312	1.54288

a. Predictors: (Constant), PendapatanX3

b. Dependent Variable: PermintaanPerjalananY

Based on table 4.21, the Determination value or influence of the Income variable on Sea Travel Demand is 0.319 or 31.9%, which means that the Income variable partially influences the Sea Travel Demand variable by 31.9%, and 68.1% is influenced by other factors outside of the Income variable.

The value of 31.9% if converted with the Determination assessment table in table 3.2 means that the influence of the personality variable on Sea Travel Demand is weak.

c. Hypothesis Testing 3

Hypothesis testing of hypothesis 3 uses the t-test with the following hypothesis:

Ho: There is no influence of the Income variable and Sea Travel Demand at Manado Port

Ha: There is an influence of the Income variable and Sea Travel Demand Performance at Manado Port

The basis for making Hypothesis decisions according to (Ghozali, 2005) is to use the probability significance figure, :

1. If the probability significance figure> 0.05, then Ho is accepted and Ha is rejected.
2. If the probability significance number <0.05, then Ho is rejected and Ha is accepted.

And based on table 4.19, the significance value of the Income Variable with Sea Travel Demand is 0.000, which means it is smaller than the α value of 0.05, this means rejecting the observation hypothesis (Ho) which states that there is no Effect of Income Variable on Sea Travel Demand at Manado Port and accepting the alternative hypothesis (Ha) which states that there is an Effect of Income Variable on Sea Travel Demand at Manado Port.

4.3.4 Effect of Price, Travel Purpose and Income on Sea Travel Demand at Manado Port

To see the effect of Price, Travel Purpose and Income on Sea Travel Demand together or simultaneously at Manado Port, several analysis tools are used, namely

a. Multiple Regression Equation between Price, Travel Purpose and Income on Sea Travel Demand at Manado Port

The Multiple Regression Equation between Price, Travel Purpose and Income on Sea Travel Demand at Manado Port simultaneously can be seen in table 4.22 below:

Table 4.22
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.418	1.033		.405	.687
	HargaX1	.325	.074	.284	4.386	.000
	TujuanPerjalananX2	.479	.040	.804	11.966	.000
	PendapatanX3	.163	.082	-.149	-1.979	.051

a. Dependent Variable: PermintaanPerjalananY

Based on the data in table 4.22 above, the multiple regression equation can be derived as follows:

Y = 0.418 + 0.325X1 +0.479X2 + 163X3

Where

Y = Sea Travel Demand

X1 = Price

X2 = Travel Purpose

X3 = Income

From the multiple regression equation Y = 0.418 + 0.325X1 + 0.479X2 0.163X3

Shows that the value of 0.418 is a constant value, which means that when the Price variable, Travel Purpose variable and Income variable, the Sea Travel Demand variable is equal to zero (0), then the value of Sea Travel Demand is 0.418 and if there is an increase of 1 unit for the Price, Travel Purpose, and Income variables, it will increase the Sea Travel Demand variable by 0.325 because the Price variable is 0.479 by the Travel Purpose variable and 0.163 by the Travel Purpose variable. Likewise, if there is a decrease of 1 unit from the independent variables above, it will also decrease the Sea Travel Demand variable equal to the increase.

b. The magnitude of the relationship (correlation) between the variables Price, Travel Purpose and Income to the Demand for Sea Travel at Manado Port

In seeing the magnitude of the relationship between the variables Price, Travel Purpose and Income together or simultaneously to the variable Demand for Sea Travel at Manado Port, it can be seen in table 4.23 below:

Table 4.23
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873[a]	.763	.755	.92043

a. Predictors: (Constant), PendapatanX3, HargaX1, Tujuan PerjalananX2

b. Dependent Variable: PermintaanPerjalananY

Based on the data in table 4.23, the correlation value or relationship between the variables Price, Travel Purpose and Income together or multiple with the variable Demand for Sea Travel is 0.873 which shows a very strong relationship, this means that the variables Price, Travel Purpose and Income variables together have a relationship of 0.873 and this relationship if converted with the correlation interpretation table in table 3.1 then this relationship is included in a very strong relationship.

c. The magnitude of the influence (determination) of the variables Price, Travel Purpose and Income on the Demand for Sea Travel at Manado Port

To see the magnitude of the influence or determination of Price, Travel Purpose and Income together on the Demand for Sea Travel at Manado Port, it can be seen in table 4.23 above.

And based on the data in table 4.23 above, the determination value or influence of the independent variables consisting of the variables Price, Travel Purpose and Income together have a determination or influence on the Seller performance variable of 0.763 or 76.3%, which means that together the variables Price, Travel Purpose and Income have an influence on Sea Travel Demand of 76.3% while 23.7% is influenced by other variables outside of the variables Price, Travel Purpose and Income.

And this relationship if we compare it with table 3.2, regarding the interpretation table of determination values, the value of 91.9% falls into the category of strong influence.

d. Hypothesis Testing 4

For testing hypothesis 4 or multiple hypotheses, the F Test is used with the following acceptance requirements:

Ho: There is no influence of the Price, Travel Purpose and Income Variables on the Demand for Sea Travel at Manado Port

Ha: There is an influence of the Price, Travel Purpose and Income Variables on the Demand for Sea Travel at Manado Port

The basis for making decisions on the Hypothesis according to (Ghozali, 2005) is to use the probability significance figure,:

3. If the probability significance figure> 0.05, then Ho is accepted and Ha is rejected.
4. If the probability significance figure <0.05, then Ho is rejected and Ha is accepted.

And based on table 4.24 as below which states that

Table 4.24
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261.179	3	87.060	102.762	.000[b]
	Residual	81.331	96	.847		
	Total	342.510	99			

a. Dependent Variable: PermintaanPerjalananY

b. Predictors: (Constant), PendapatanX3, HargaX1, TujuanPerjalananX2

Based on table 4.24, the significance value of the Price, Travel Purpose and Income Variables with Sea Travel Demand is 0.000, which means it is smaller than the α value of 0.05. This means rejecting the observation hypothesis (Ho) which states that there is no influence of the Price, Travel Purpose and Income Variables on Sea Travel Demand at Manado Port and accepting the alternative hypothesis (Ha) which states that there is an influence of the Income Variable on Sea Travel Demand at Manado Port.

V. CONCLUSION

a. There is a partial influence of price on the demand for inter-port transportation services at Manado port, a case study on the Manado-Talaud Islands Regency travel route.
b. There is a partial influence of travel destination on the demand for inter-port transportation services at Manado port, a case study on the Manado-Talaud Islands Regency travel route.
c. There is a partial influence of income on the demand for inter-port transportation services at Manado port, a case study on the Manado-Talaud Islands Regency travel route.

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