

## Determinants of Public Participation in The Development of Priority Halal Tourism

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### ARTICLE INFO

**Keywords:** *Economic Factors, Leaders, Motivation, Education, Socio-Cultural.*

### Article history:

Received: : 2025-03-03

Revised 1 : 2025-03-12

Revised 1 : 2025-03-23

Accepted : 2025-03-24

Available online : 2025-03-27

### ABSTRACT

*This study aims to determine the factors that influence community participation in the development of halal tourism in Puncak Koto Panjang, Pasaman Regency.*

*This study uses a quantitative method with multiple linear regression analysis methods. using SPSS 25 software. The population in the study were stakeholders of Puncak Koto Panjang in 2024. The data collection technique used primary data obtained by distributing questionnaires to 383 stakeholder respondents. While secondary data was taken through journals, books, or previous research related to this study.*

*The results of the study showed that the Economic factor (X1) has a significant influence on the development of halal tourism in Puncak Koto Panjang ( $t$  count 1.830 >  $t$  table 0.675), the educational factor has a significant influence on the development of halal tourism in Puncak Koto Panjang ( $t$  count 5.998 >  $t$  table 0.675), socio-cultural factors have a significant influence on the development of halal tourism in Puncak Koto Panjang ( $t$  count 5.303 >  $t$  table 0.675) while the leader factor and social motivation factors do not affect the development of Puncak Koto Panjang tourism. This research is expected to provide practical contributions to the development of halal tourism at Puncak Koto Panjang so that it can develop further, and visitors can feel satisfied with their visit.*

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## Introduction

The province of West Sumatra has been designated as a halal tourism destination, offering a unique blend of rich traditions and cultures that are deeply rooted in Islamic principles. The Minangkabau people, the majority ethnic group in the region, uphold the philosophy of Adat Basandi Syara', Syara' Basandi Kitabullah—a way of life in which customs are guided by Islamic law outlined in the Quran and Hadith. The strong integration of sharia and Minangkabau tradition has shaped many aspects of daily life, including tourism. As a result, West Sumatra's tourism industry is tailored to local customs and culture while adhering to Islamic principles, making it a prominent halal tourism destination (Andespa et al., 2020).

West Sumatra has won several awards, highlighting its success in developing halal tourism. At the 2016 World Halal Tourism Awards (WHTA) in Abu Dhabi, United Arab Emirates, the province received three prestigious awards: World's Best Halal Tour Operator (Ero Tour), World's Best Halal Destination, and World's Best Halal Culinary Destination. In addition, in the 2019 Indonesia Muslim Travel Index (IMTI), West Sumatra scored 59.2, placing it as one of the five priority halal tourism destinations in Indonesia.

Located on the slopes of Rowan Hill, Wisata Puncak Koto Panjang is the only settlement in Nagari Lansek Kodok that has a forest area. However, forest management increasingly ignores local wisdom and ecological principles, thus creating challenges in preserving the forest as an important part of community life. Issues such as logging and forest fires are almost unavoidable. Realizing the importance of managing natural tourism objects innovatively to support the local economy, the youth of Koto Panjang took the initiative to hold a community meeting on May 27, 2020. This meeting culminated in the formation of the Beringin Sakti Tourism Awareness Group (POKDARWIS). The discussion concluded that utilizing the forest as a tourist destination can help prevent forest fires and reduce juvenile delinquency, as well as provide environmental and social benefits (Nurfaizah et al., 2023).

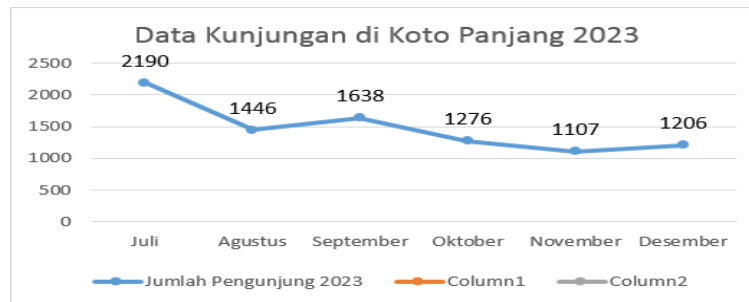
Motivation, education, socio-cultural aspects, economic considerations, and leadership are key factors influencing community involvement in halal tourism development (Setiawan et al., 2024). However, previous studies have shown a negative correlation between community involvement and two factors: leadership and education. According to (Ali et al., 2019) education influences community participation in tourism development, as more educated people tend to be more aware and willing to participate in the initiative. Thomas, (2024) finds highlight how tourism education serves as an impetus for community development by instilling necessary abilities, expertise, and perspectives in residents. In contrast, (Fridolend et al., (2023 and Mardi & Chandrasekar, (2025) did not find a significant relationship between education and community participation in tourism development.

The role of leaders is another important aspect. According to Fridolend Sianturi et al., (2022) leaders play a key role in organizing, directing, and influencing communities in tourism development (Fridolend Sianturi et al., 2022). Likewise, research conducted by (Habibie et al., 2022; Helmita et al., 2022) found the same results that leadership has a positive influence in building communities in tourism development. However, some studies have found results that are different from the results of the above study. They did not find any significant influence between leadership and community involvement in tourism

development such as research conducted by (Fridolend et al., 2023; Mardi & Chandrasekar, 2025).

Therefore, the high number of tourists is inseparable from community participation in the Puncak Koto Panjang area of Pasaman Regency, one of the halal tourist attractions is Puncak Koto Panjang Tourism, Pasaman Regency. Based on data from the Lansek Kodok Pasaman community, the number of visits to tourist locations is as follows:

**Graph 1.1 Data on the number of visits to Koto Panjang**



Source: Data from the Koto Panjang Peak tourist management

The graph shows that the number of visitors to the Koto Panjang tourist destination fluctuates and even decreases in certain months. To investigate this issue, the author conducted a pre-observation on February 26, 2024, to assess the condition of the site. Interviews were conducted with 12 visitors who had used ATVs and visited the site. Five of them expressed concerns about safety, while seven highlighted security issues and inadequate facilities provided by the management. Specific complaints included broken stairs in the prayer room and the lack of adequate prayer facilities, which discouraged visitors from using the prayer room during their visit.

Puncak Koto Panjang in Pasaman Regency is an area famous for its natural beauty, especially the views of the mountains and forests. Its history is related to the development of local communities and agricultural activities. In addition, this location is often used as a place for tourism and environmental research. Puncak Koto Panjang also has high cultural value, with the rich traditions of the Minangkabau people. This area is often a destination for tourists because it offers activities such as hiking and enjoying the natural panorama. In addition, this peak plays an important role in the development of the local economy through agriculture and tourism. With its natural and cultural wealth, Puncak Koto Panjang not only attracts tourists, but is also important in preserving the environment and local culture.

Tourism can be a combination of several types of tourism. According to (Zhang et al., 2023), there are several types of artificial tourism. First, artificial tourism is based on history and culture. This artificial tourism has a relationship with the culture of the community and the history that occurred in a region. For example, art galleries, museums, and historical monuments.

Second, tradition-based artificial tourism. This artificial tourism is more directed at introducing and strengthening local culture through unique traditions that are owned, with certain religious elements. In addition, it is also related to myths in a region, for example pilgrimages, arts and culture festivals, folklore performances, music performances (Fridolend Sianturi et al., 2022). Entertainment based artificial tourism. Offering a

combination of experience, learning, contact with Nature, sensation. Business-based Artificial Tourism. Emphasizing on tourism that arises due to tourism that arises due to business activities that occur. Examples of this tourism are conferences, competitions, and others. Based on this background, it is interesting to conduct related research halal tourism development.

## **Literature Review**

### **Halal Tourism**

The description of halal tourism is in the form of a standard form of Islamic values which refers to halal and haram regulations which are the main determinants, so that everything included in tourism must comply with the Shari'a which is the benchmark for every business actor. So, in general, organizing halal tourism is very complex and everything must be in accordance with Islamic teachings, laws and values (Khairunnisa, 2022). Islamic Tourism (Islamic Tourism/Syariah Tourism), Halal Friendly Tourism Destinations, Halal Tourism Destinations, Muslim Friendly Tourism Destinations, Halal Lifestyle and others. (Maharani, 2022). Based on the fatwa of the National Sharia Council-Indonesian Ulama Council DSN-MUI Number 108/DSN-MUI/X/2016). Regarding the provision of halal tourism with the sharia concept, it is stated that halal tourism is a tourist activity that is facilitated by various services provided by entrepreneurs, government, communities and local governments that comply with sharia provisions. Based on this fatwa, halal tourism businesses must be able to fulfill the conditions that support the concept of halal tourism itself. There are 3 (three) components that a tourist attraction must have, namely 1) Attractions such as attractive nature, charming regional culture, and performing arts; 2) Accessibility such as local transportation and terminals; 3) Amenities or facilities such as the availability of accommodation, restaurants and travel agents.

### **Strategic Management**

According to (Purwadi et al., 2023) strategic management is a flow of actions and decisions that lead to development to achieve something effective to help company goals. Types of Business Development Strategies include Vertical Integration Strategy, Intensive Strategy, Diversification Strategy, Survival Strategy. According to Rangkuti (2014) in (Farhan et al., 2023), principal strategies can be grouped based on three types, namely management strategy, investment strategy and business strategy.

(Prananda et al., 2018) said that development is a part of management that focuses on the implementation of cultural potential which must be implemented over a period of time, several systematic steps that can lead to achieving results, and is expected to be a management plan with very specific activities to achieve the vision, goals and objectives of the plan. Putri et al., (2024) said that an appropriate strategy is needed to optimize existing tourism potential. Strategy is several decisions and actions aimed at achieving goals and adapting organizational resources to the opportunities and challenges faced in the industrial environment (Putri et al., 2024). To realize this vision, one of the missions related to regional tourism is to strengthen the superiority of agropolitan areas, regional tourism and other leading sectors, increase environmentally friendly investment and improve regional facilities and infrastructure (Alfiona et al., 2023).

## Method

This study is a type of descriptive quantitative approach, because this study is presented with numbers and calculations using statistical methods. The data were then analyzed using multiple linear regression and factor analysis. The population of this study consisted of residents living in the Puncak Koto Panjang Halal Tourism area, Pasaman Regency. The number of samples in this study was 383 respondents, by drawing samples using the Slovin formula:  $n = \frac{8,863}{1 + 8,863 (0.05)^2} = 382.72 = 383$  respondents

The sampling technique used was accidental sampling. This technique is a method of sampling by chance, where every individual who is met or obtains information about the research can be used as a sample, if they meet the criteria as a source of relevant information. This research instrument uses a Likert scale.

**Table 1. Likert Scale**

Evaluation	Score
Strongly Agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

This study uses independent variables and dependent variables. Independent variables in this study include perceived benefits, perceived ease, and perceived trust. The dependent variable in this study is user preference. The data analysis method applied in this study is multiple linear regression analysis. Mathematically, the multiple linear regression equation in this study can be expressed as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$  using SPSS 25 software.

Information:

Y = E-wallet user preferences

$\beta_0$  = Constant coefficient

$\beta_1 \beta_2 \beta_3$  = Regression coefficient

X1 = economic factors

X2 = leader factor

X3 = motivation factors

X4 = education factor

X5 = socio-cultural factors

$\epsilon$  = Error

## Results and Discussion

### Research result

Based on the research results, a description of the respondents is obtained, which is presented in the following table:

### Research result

#### Descriptive Test

Descriptive test is a method to describe the characteristics of data without making inferences. Such as averages and graphs, to provide an overview of patterns and tendencies. Table 1 is in the form of gender, age, and occupation as follows:



**Table 1 Frequency Distribution of Respondent Characteristics At Puncak Koto Panjang Pasaman Tourism**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	190	49.6	49.6	49.6
	Woman	193	50.4	50.4	100.0
	Total	383	100.0	100.0	

*Source: Data processed by researchers 2024*

Table 1 characteristics of respondents, it is known that from 383 respondents who have female gender as many as 193 people (50.4%) and male as many as 190 people (49.6%). Then respondents who are aged 15-20 years as many as 48 people (12.5%), 21-25 years as many as 204 people (53.3%), 26-30 years as many as 97 people (25.3%), Furthermore, on the characteristics of work, civil servants as many as 30 people (7.8%), self-employed as many as 100 people (26.1%), students as many as 165 people (43.1%), farmers as many as 45 people (11.7%) and those who do not work as many as 43 people (11.2%).

### Data Quality Test

#### Validation Test

The validity of the questionnaire was assessed through a validation test to ensure that the questionnaire measures what it is intended to measure. In this study, the Pearson product-moment correlation method was used to evaluate the quality of the instrument items. The validity criteria were determined by comparing the calculated correlation coefficient ( $r$  count) with the critical value ( $r$  table) at a significance level of 0.05. If  $r$  count  $>$   $r$  table, then the item is considered valid; otherwise, the item is invalid. IBM SPSS Statistic 25 software was used to facilitate statistical calculations in this investigation. (Rohani, 2021). The formula  $df = n - 2$  is used to calculate the degrees of freedom (DF) in this context, where  $n$  represents the sample size. For a sample size of 383, the degrees of freedom are calculated as  $df = 383 - 2 = 381$ . Based on this calculation, the  $r$  value of the table is 0.098. The results of the validity test of the research instrument are presented in the following table:

**Table 2. Validity test results**

question	R count	R table	Information
Economic Indicators (X1)			
X1.1	0.940	0.1966	R count > R table (Valid)
X1.2	0.951		
X1.3	0.266		
Leader indicator (X2)			
X2.1	0.711	0.1966	R count > R table (Valid)
X2.2	0.903		
X2.3	0.737		
Motivation Indicator (X3)			
X3.1	0.701	0.1966	R count > R table (Valid)
X3.2	0.906		

<b>X3.3</b>	0.695		
<b>Education Indicator (X4)</b>			
<b>X4.1</b>	0.658	0.1966	R count > R table (Valid)
<b>X4.2</b>	0.745		
<b>X4.3</b>	0.697		
<b>Socio-Cultural Indicators (X5)</b>			
<b>X5.1</b>	0.712	0.1966	R count > R table (Valid)
<b>X5.2</b>	0.721		
<b>X5.3</b>	0.755		
<b>Tourism Development Indicator (Y)</b>			
<b>Y1</b>	0.722	0.1966	R count > R table (Valid)
<b>Y2</b>	0.721		
<b>Y3</b>	0.691		

*Source: Data processed by researchers 2024*

The results of the validity test show that each item in the independent and dependent variables has a calculated *r* value that is greater than the table *r* value. Therefore, it can be concluded that all research instruments used in the survey are valid.

### Reliability Test

Reliability testing aims to assess the consistency and dependability of a measuring instrument in producing reliable results. In this study, reliability testing was conducted using Cronbach's Alpha method with the help of IBM SPSS Statistics 25 software. The results of the reliability test are presented as follows:

**Table 3. Reliability Test**

Variables	Cronbach's Alpha	Critical Value	Information
<b>economic indicators (X1)</b>	0.684	0.6	Reliable
<b>leader indicator (X2)</b>	0.559		Not Reliable
<b>motivation indicator (X3)</b>	0.477		Not Reliable
<b>education indicator (X4)</b>	0.479		Not reliable
<b>socio-cultural indicators (X5)</b>	0.560		Not Reliable
<b>tourism development indicator (Y)</b>	0.515		Not Reliable

*Source: Data processed by researchers 2024*

Based on the table, the results of the Cronbach's Alpha coefficient for the economic indicator variable (X1) shows a Cronbach's Alpha value > 0.6, so it can be said that this variable is reliable. While for the leader indicator variables, motivation indicators, education indicators, socio-cultural indicators and tourism development indicators show a Cronbach's Alpha value < 0.6 so it is not reliable.

### Classical assumption test

#### Normality Test

The normality test is used to determine whether in the regression model, residuals or confounding variables follow a normal distribution (Santoso, 2024). In this study, the

Kolmogorov-Smirnov test was performed using IBM SPSS Statistics 25 software to assess data normality. The test results are presented in the following table:

**Table 4. Normality Test**

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			383
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.10637549
Most Extreme Differences	Absolute		.078
	Positive		.058
	Negative		-.078
Test Statistics			.078
Asymp. Sig. (2-tailed)			.000 <sup>c</sup>
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

According to the table, normality testing is carried out using the Kolmogorov-Smirnov technique with the benchmark that the value of Asymp.sig. (2-tailed) >  $\alpha$  (0.05) indicates a normal distribution. Based on the data, the value of Asymp.sig. (2-tailed) = 0.000 > 0.05 indicates that the data has a normal distribution pattern.

### Multicollinearity Test

Multicollinearity test is conducted to determine whether the independent variables in a regression model are correlated with each other, because multicollinearity can have a negative impact on the accuracy of model predictions. In this study, multicollinearity test was conducted using IBM SPSS Statistics 25 software. The test results are presented in the following table:

**Table 5. Multicollinearity Test**

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	Vif
1	(Constant)	5,940	.696		8,538	.000		
	Economic Factors	.057	.031	.132	1,830	.068	.381	2.626
	Leader Factor	-.034	.045	-.092	-.761	.447	.135	7,429
	Motivation Factors	-.044	.046	-.118	-.973	.331	.134	7,458
	Education Factor	.318	.053	.326	5,998	.000	.668	1,496
	Socio-Cultural Factors	.270	.051	.289	5.303	.000	.666	1,502

Dependent Variable: Tourism Development

Source: Data processed by researchers 2024

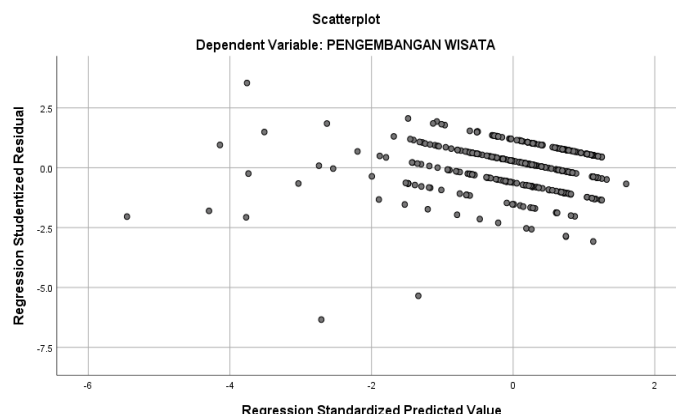
Based on the results of the Multicollinearity test, it can be concluded that there is no multicollinearity between the economic, leadership, motivation, education and socio-cultural variables in the estimated regression model. This is indicated by the tolerance figure exceeding 0.10 and the Variance Inflation Factor (VIF) value below 10. For the economic variable, the VIF value was recorded at 2.626; the leadership variable was 7.429; the motivation variable was 7.458; the education variable was 1.496; and the socio-cultural



variable was 1.502. Thus, this regression model avoids the problem of multicollinearity, thus allowing for valid interpretation of the regression coefficients.

### Heteroscedasticity Test

The heteroscedasticity test is used to evaluate whether the regression model produces uneven residual variations between observations. In this study, the heteroscedasticity test was conducted using IBM SPSS Statistics 25 software, and the results are shown in the following table:



The results of the heteroscedasticity test shown by the scatterplot between the standardized residuals and the standardized predicted values show a random pattern and do not form a particular pattern, so it can be concluded that there is no heteroscedasticity problem in this regression model.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict changes in dependent variables based on two or more independent variables as predictor factors (Sari, 2023). In this study, multiple linear regression analysis was performed using IBM SPSS Statistics 25 software, and the results are displayed in the following table:

**Table 6. Multiple Linear Regression Analysis**

#### Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,940	.696		8,538	.000
	Economic Factors	.057	.031	.132	1,830	.068
	Leader Factor	-.034	.045	-.092	-.761	.447
	Motivation Factors	-.044	.046	-.118	-.973	.331
	Education Factor	.318	.053	.326	5,998	.000
	Socio-Cultural Factors	.270	.051	.289	5.303	.000

Dependent Variable: Tourism Development

Based on the table, the regression equation value is obtained as follows:

$$Y = 5.940 + 0.057 X_1 - 0.034 X_2 - 0.044 X_3 + 0.318 X_4 + 0.270 X_5$$

Based on the results of multiple linear regression obtained, it can be interpreted as follows:

First, the constant value ( $\beta$ ) is 5.940. This indicates that if the value of the economy, leadership, motivation, education, and socio-cultural variables is 0, the level of tourism development will reach 5.940. Second, the regression coefficient for the economic variable is 0.057. This means that if the assessment score for the economic factor increases by 0.057. The economic variable has a positive influence on tourism development. Third, the regression coefficient for the leader variable is -0.034. This means that if the assessment score for the leader factor decreases by 0.034. The leader variable has no influence on tourism development. Fourth, the regression coefficient for the motivation variable is -0.044. This means that if the assessment score for the motivation factor decreases by 0.044. The motivation variable has no influence on tourism development. Fifth, the regression coefficient for the education variable is 0.318. This means that if the assessment score for the education factor increases by 0.318. The education variable has a positive effect on tourism development. Sixth, the regression coefficient for socio-cultural variables is 0.270. This means that if the assessment score for socio-cultural factors increases by 0.270. Socio-cultural variables have a positive effect on tourism development.

### Hypothesis Testing

Hypothesis testing is a decision-making method based on data analysis. In statistics, a result can be said to be significant that has been determined in advance.

#### T-test

**Table 7. T-test**

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,940	.696		8,538	.000
	Economic Factors	.057	.031	.132	1,830	.068
	Leader Factor	-.034	.045	-.092	-.761	.447
	Motivation Factors	-.044	.046	-.118	-.973	.331
	Education Factor	.318	.053	.326	5,998	.000
	Socio-Cultural Factors	.270	.051	.289	5.303	.000

A. Dependent Variable: Tourism Development

By using the formula  $DK = n - k$ , which is  $383 - 6 = 377$ , the value of the degree of freedom (DF) is 377. This value is used to determine the t table at a significance level of 0.05. Based on this calculation, the t table value is 0.675:

First, the results of the economic factor test (X1) on tourism development show a significant value of 0.068, smaller than 0.05, with a t-value of 1.830, greater than 0.675. This means that economic factors have a significant effect on the development of Koto Panjang peak tourism. Second, the results of the Leader factor test (X2) on tourism development showed a significant value of 0.447, smaller than 0.05, with a t-value of -761, smaller than 0.675. This means that the leader factor does not have a significant effect on the development of Koto Panjang peak tourism.

Thirth, the results of the motivation factor test (X3) on tourism development showed a significant value of 0.331, smaller than 0.05, with a t-value of -973, smaller than 0.675. This means that the motivation factor does not have a significant effect on the development of

Puncak Koto Panjang tourism. Fourth, the results of the education factor test (X4) on tourism development showed a significant value of 0.000 greater than 0.05 with a t-value of 5.998 greater than 0.675. This means that the education factor has a significant effect on the development of Koto Panjang peak tourism. Fifth, the results of the socio-cultural factor test (X5) on tourism development showed a significant value of 0.000 greater than 0.05 with a t-value of 5.303 greater than 0.675. This means that socio-cultural factors have a significant effect on tourism development.

### F Test (Simultaneous)

In multiple linear regression analysis, the F test is used to determine the simultaneous effect of independent variables on the dependent variable. The calculation of the F table value is done by determining dfl (N1) as the numerator and df2 (N2) as the denominator. The formula is  $dfl = k - 1$ , where k is the number of independent and dependent variables  $df2 = n - k$ , so  $df2 = 383 - 6 = 377$ . Based on the calculation, the F table value is 3.087. The results of the F test from this study are shown in the following table:

**Table 8. F Test**

Anova						
Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	160,809	5	32.162	25,931	.000b
	Residual	467,593	377	1,240		
	Total	628,402	382			
A. Dependent Variable: Tourism Development						
B. Predictors: (Constant), Socio-Cultural Factors, Economic Factors, Education Factors, Leader Factors, Motivation Factors						

*Source: Data processed by 2024 research*

The results of the F test in the ANOVA table show that the independent variables—economic factors (X1), leadership (X2), motivation (X3), education (X4), and socio-cultural (X5)—have a significant influence on the dependent variable, namely tourism development (Y). The calculated F value is 25.931 with a significance level of 0.000. Because the calculated F (25.931) is greater than the F table (3.087) and the significance value is less than 0.05, it can be concluded that the regression model used in this study is significant. Thus, tourism development is influenced by a combination of socio-cultural, educational, motivational, economic, and leadership factors.

### Coefficient of Determination Test

**Table 9. Determination Coefficient Test**

#### Model Summary

Model	R	R Square	Adjusted Square	RStd. Error Of The Estimate
1	.506a	.256	.246	1.114

A. Predictors: (Constant), Socio-Cultural Factors, Economic Factors, Education Factors, Leader Factors, Motivation Factors

*Source: Data processed by 2024 research*

Based on the results of the determination coefficient test (R Square), the R Square value in the summary model is 0.256. This shows that changes in the independent variables—economic factors, leadership, motivation, education, and socio-cultural—can explain 25% of the variation in the dependent variable, namely tourism development. The remaining 75% is explained by the influence of other applications outside this research model.

### Test of Influential Variables (Dominant)

The dominance test aims to determine the variable that has the greatest significant influence on the dependent variable, namely Tourism Development, by looking at the highest Standard Coefficient B value for each variable:

**Table 10. Most Influential (Dominant) Test**

coefficientsa

model		unstandardized coefficients b	std. error	standardi zed coefficie nts beta	t	sig.
1	(constant)	5,940	.696		8,538	.000
	economic factors	.057	.031	.132	1,830	.068
	leader factor	-.034	.045	-.092	-.761	.447
	motivation factors	-.044	.046	-.118	-.973	.331
	education factor	.318	.053	.326	5,998	.000
	socio-cultural factors	.270	.051	.289	5.303	.000

a. dependent variable: tourism development

Based on the results of the dominant test by looking at the standardized coefficients beta value, it can be interpreted that the Economic Factor variable (X1) has the greatest influence on tourism development, with a beta value of 0.132. And the Motivation Factor variable with a beta value of 0.118, the Leader Factor with a beta value of 0.092, the Socio-Cultural Factor with a beta value of 0.289, and the education factor has the smallest influence on tourism development, with a beta value of 0.326. This shows that the Economic Factor is the factor that most influences tourism development.

## Discussion

### The Influence of Economic Factors on the Development of Puncak Koto Panjang Tourism

The results of the Economic Factor (X1) test on the Development of Puncak Koto Panjang Tourism showed a significant value of 0.068 (less than 5% or 0.05) with a t-count value of 1.830. This means that the Economic Factor has a significant positive influence on Tourism Development, so that the H1 hypothesis is accepted. This indicates that the higher the level of economic factors in tourism development, the greater the opportunity for the business to survive and grow in the long term. Based on the results of empirical research presented by (Suparmini, 2018) the tourism industry has a positive impact on the welfare of traders around tourist attractions in Banjarmasin City. Similar results were also conveyed by (Suryani, 2021), who found that the growth of educational tourism in Kampung Coklat had a positive impact on the local economy. These impacts include increasing community income, expanding job opportunities, easy access for job seekers, developing business opportunities, and encouraging community entrepreneurship.

As the most dominant variable, economic factors show that this factor has a greater role compared to other variables such as leadership factors, motivation factors, education factors, and socio-culture in influencing the development of Puncak Koto Panjang tourism. Communities around tourism that can compete well tend to have a more adaptive and responsive business strategy to tourism development, they are not only able to face

challenges from visiting tourists but can also take advantage of competition as an opportunity to increase competitiveness.

The impact of regional economic development based on the results of a survey conducted on researchers at several tourist destinations in Pekanbaru City, Kampar Regency, Rupat Island, Bengkalis Regency, and Siak Regency are as follows:

The local economy is growing due to the arrival of tourists who also increase the entrepreneurial spirit of the community in providing service facilities for visitors. Based on direct research, various types of businesses were found around tourist locations, such as restaurants, bars, and land-based and water-based game services (for example AVP, Banana Boat, Swing, Decorative Vehicles, and others).

Job opportunities are created for local people, such as becoming tour guides, security guards, or hotel and restaurant employees. Researchers found that many residents created new jobs by providing motorized transportation services to access tourist locations in Kampar Regency, such as in District XIII Koto Kampar.

Development of better infrastructure and facilities to attract visitors. For example, the construction of the Pekanbaru-Dumai toll road aims to facilitate access to the port and industrial areas. However, tourists also use this route to go to Rupat Island via Dumai. As a national tourist destination, Rupat Island is one of the most popular tourist destinations in Riau Province.

### **The Influence of Leadership Factors on the Development of Puncak Koto Panjang Tourism**

The results of the Leadership Factor (X2) test for the Development of Puncak Koto Panjang Tourism showed a t-value of -0.761 and a significance value of 0.447, which is smaller than 5% or 0.05. Therefore, the H2 hypothesis is accepted because the Leadership Factor significantly and positively influences the development of the tourism industry.

This is in line with research According to (M.Pd & Sukardi, 2018) communities with a certain level of leadership tend to be more actively involved in development initiatives. In other words, the greater the involvement of the community to participate, the higher the level of leadership they have. A leader must be able to motivate and influence his followers, be open to other points of view, understand the needs of his followers, and encourage the implementation of new ideas.

Research on the influence of leadership on the level of service provided to visitors at the Sriwijaya Kingdom Archaeological Park by the South Sumatra Province Culture and Tourism Office was conducted by (Lidya et al., 2020). Based on this study, leadership can have a positive impact on the quality of service, which has a major influence on it. More specifically, this is part of the service provided by the South Sumatra Province Culture and Tourism Office to visitors to the Sriwijaya Kingdom Archaeological Park.

Leaders have an important role in running the government, especially in managing the tourism sector. As a legitimate power holder, a leader can manage his government in various ways, one of which is by implementing a mission-oriented government. Of course, this is in line with the vision and mission of the Puncak Koto Panjang development plan in Pasaman Regency. To realize this, a competent, firm, and reliable leader is needed. In addition, leaders in the Puncak Koto Panjang tourist area of Pasaman Regency and its surroundings need support from all members of society.



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### **The Influence of Motivational Factors on the Development of Puncak Koto Panjang Tourism**

The results of the Motivation Factor (X3) test for the Development of Puncak Koto Panjang Tourism showed a t-count value of -0.973 and a significance value of 0.331, which is smaller than 5% or 0.05. This indicates that the H3 hypothesis is accepted because the Motivation Factor significantly and positively influences the growth of Puncak Koto Panjang tourism. Several previous studies have also revealed that tourist motivation, defined as an internal drive that drives someone to do an activity or achieve a certain goal, has a major influence on their choice of travel location (Safii et al., 2019). According to (Damayanti & Mulyono, 2024) tourist motivation plays an important role in determining their decision to visit a particular location. When a person is motivated, he or she will act in a way that helps him or her achieve his or her goals. Motivation includes the traits and desires of individuals that are the primary drivers of the activities they undertake. Motivation in tourism has the function of fostering greater tourist loyalty. By understanding and following up on tourist motivation, the tourism industry can provide more personal and creative propositions. Motivation plays an important role in tourism development, and many experts have expressed their views on this. Here are some functions of motivation according to experts:

First, push and pull theory: according to (Kusherdiana et al., 2023), tourism motivation can be divided into two categories: push (internal factors such as needs and adventure) and pull (external factors such as natural beauty). This helps tourism development by designing appropriate attractions. Second, experience and emotion: (Purwadi et al., 2023) stated that strong motivation can create a deep emotional experience, which contributes to visitor satisfaction. This is important to increase loyalty and repeat visits. Third, well-being and Learning: (Alfiona et al., 2023) emphasize the importance of motivation in the context of well-being and learning. Tourism designed to meet these needs can enhance the experience and provide added value to visitors. Fourth, sustainable tourism: According to (Ichsan, 2025), motivations that focus on sustainability can encourage the development of more responsible tourism. Tourists are increasingly interested in experiences that support environmental and cultural sustainability. Motivation not only influences tourist decisions, but also development and marketing strategies must be adapted by stakeholders and the tourism industry.

### **The Influence of Education Factors on the Development of Puncak Koto Panjang Tourism**

The test results of the Education Factor (X4) on the Development of Puncak Koto Panjang Tourism showed a significant value of 0.000 (less than 5% or 0.05) with a t-count value of 5.998. This means that the Education Factor has a significant influence on the Development of Puncak Koto Panjang Tourism, so that the H4 hypothesis is accepted. There are several factors that influence community participation. Education level is one important factor, where the higher a person's education level, the greater their ability to accept, filter, and understand programs initiated in the village. In addition, income level also plays a role in community participation. Individuals with low incomes tend to be more motivated to acquire new knowledge and skills that can increase their chances of getting better jobs. Conversely, individuals with permanent jobs that take up a lot of time are less



likely to be involved in such programs compared to those who have jobs with more flexible schedules. (Priyatmoko & Maulana, 2022) also emphasized the importance of education in a person's life. The higher a person's education, the greater their ability to solve problems and improve the quality of life. In other words, education is the main requirement for individuals to improve their abilities, especially in carrying out certain tasks or responsibilities. Education itself includes a series of formal and informal activities designed to provide certain information, skills, and talents, as well as shape a person's attitude and personality in the long term.

### **The Influence of Socio-Cultural Factors on the Development of Puncak Koto Panjang Tourism**

The results of the Socio-Cultural Factor (X5) test on the Development of Puncak Koto Panjang Tourism showed a significant value of 0.000 (less than 5% or 0.05) with a t-count value of 5.303. This means that Socio-Cultural Factors have a significant influence on the Development of Puncak Koto Panjang Tourism, so that the H4 hypothesis is accepted.

Community participation in tourism development is influenced by social and cultural factors. Social and cultural values in the community encourage unity and cooperation, which are reflected in various collaborative activities, such as cultural festivals, traditional celebrations, and community service to clean the environment. Involvement in tourism-related activities is also seen to strengthen a sense of togetherness and shared responsibility for village progress. In addition, the presence of community leaders who act as informal leaders also encourages community involvement. These figures, as role models, often inspire residents to participate in tourism development initiatives. UNESCO (2021) The UNESCO report emphasizes the importance of preserving cultural heritage in tourism development. Responsible tourism must respect local cultural values and promote their preservation.

Depending on the benefits gained from tourism development, social interactions between visitors and residents can produce a variety of positive and negative responses. Communities that benefit will respond positively and encourage tourism growth in their areas. Communities that do not benefit from tourism tend to reject and be indifferent to the growth of this industry. Therefore, research on how local communities react to tourism development must continue to be conducted. According to (Haryanto et al., 2022), local community reactions to tourism development show how important it is to understand and evaluate local tourism development to maintain the sustainability and long-term prosperity of the tourism sector. Involving communities is also seen as a fundamental component in developing sustainable tourism.

### **The Influence of Economic Factors, Leaders, Motivation, Education, Socio-Cultural Factors on the Development of Puncak Koto Panjang Tourism**

Based on the results of the F test in the ANOVA table, the F value is 25,931 with a significance of 0.000 indicates that the regression model used in this study is significant. This high F number indicates that the independent variables including Economic Factors (X1), Leaders (X2), Motivation (X3), Education (X4), and Socio-Cultural (X5) jointly influence the dependent variable, namely Tourism Development (Y).

This means that the combined influence of these five variables on business sustainability cannot be considered trivial, and the contribution of each factor in the regression model

plays an important role in achieving significant results. A significant value smaller than 0.05 supports the conclusion that the relationship between independent variables and tourism development is real and not coincidental. In this context, if the significance value is greater than 0.05, then we may not be able to conclude that the variables collectively influence tourism development. However, with a much smaller significance value, we can be confident that the regression model used in this study is accurate in capturing the relationships that exist between these factors. Overall, the results of this F test confirm that the five independent variables contribute significantly to tourism development. This shows that the analysis carried out is valid and factors such as Economic Factors, Leaders, Motivation, Education, Socio-Culture, interact with each other and have an important impact on tourism development can survive and thrive in the Puncak Koto Panjang area. Therefore, the West Sumatra Community of Pasaman Regency should consider all these factors in their strategy to ensure sustainable Puncak Koto Panjang tourism development.

### Conclusion

In conclusion, this study shows that t-value of 1.830 and a significance value of 0.068, the test findings indicate that Economic Factors (X1) significantly and positively affect tourism development. This indicates that tourism growth is influenced by economic reasons. The contribution of the tourism industry to the local economy must be consistently increased. Local communities can benefit from new economic prospects that can be developed together by the government and tourism managers, including accommodation, food stalls, handicrafts, and tour guide services. To support communities in developing their businesses, access to financial resources and business capital assistance must be provided. To improve community capacity and readiness, training and skills development initiatives related to the tourism industry must also be carried out continuously.

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