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## ANALYSIS OF MERCHANT INCOME AND BUSINESS SUSTAINABILITY OF TOURISM SECTOR IN KERINCI REGENCY

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### ABSTRACT

This study aims to determine the socio-economic characteristics of traders in the tourism sector of Kerinci Regency, to analyze the factors that affect the income of traders in the tourism sector of Kerinci Regency and see the prospects for the sustainability of the tourism sector business in Kerinci Regency (case study of Kerinci Lake, Semurup Hot Water and Smoky Telun Waterfall). The research method used is quantitative descriptive analysis with multiple linear regression analysis tools with processing using eviews and multidimensional scalling methods using rapfish analysis tools. The results showed that the influence of capital variables, working hours and length of business had a significant effect on the income of traders in the tourism sector of Kerinci district, but the labor variable had no significant effect on the income of traders in the tourism sector of Kerinci district. While the sustainability of the ecological dimension, economic dimension, social dimension, technological dimension and institutional dimension has a fairly sustainable sustainability index. In order for the value of this index in the future can be maintained and improved with a very sustainable status, it is necessary to improve the sensitive attributes that affect the value of ecological, economic, social, technological and institutional indices. ]

### ARTICLE INFO

*Keywords:*

Capital, Working Hours, Length of Business, Labor, Income and Business Sustainability of the Tourism Sector.]

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## 1.0 INTRODUCTION

The tourism sector is one of the strategic sectors in the development of the Indonesian economy. This fast-growing sector is one of the sectors that has a contribution in income receipts and employment so that it can reduce unemployment and can improve the economy of the community around tourist attractions. Historically, the purpose of the government and industry associations in terms of their efforts to develop potential in the tourism sector is to make the tourism sector a source of foreign exchange and state revenue, and be able to create jobs. As stated by Gustya, (2020) that tourism is a very complex social symptom concerning the whole person and has various aspects both sociological, psychological and so on.

In Law Number 10 of 2009 tourism is a variety of tourism activities and is supported by various facilities and services provided by asyarakat, entrepreneurs, Government, and Local Government. Tourism is a term given when a tourist travels itself, or in other words activities and events that occur when a visitor travels. Currently, the development of tourism optimally focuses mostly on Java, Bali and Eastern Indonesia because it is considered to have natural potential and high market value. While the Sumatran region that carries out maximum tourism and is known by the public is North Sumatra which is famous for Lake Toba. Jambi Province, which is part of Sumatra Island, is an area that is less heard in the tourism sub-sector but is known as an area rich in dense forests, mines, and oil palm. However, the input from that is the fact that Jambi has diverse and beautiful tourism potential.

The area in Jambi Province that is dominant in the tourism sub-sector is owned by Kerinci Regency which is famous for the slogan "Bumi Sakti Alam Kerinci" which is believed that Kerinci Regency is a magic area that attracts visitors. Kerinci's leading tourism attractions include Lake Kerinci, Mount Kerinci, Kayu Aro Tea Plantation, Smoky Telun Waterfall, Semurup Hot Spring, Kaco Lake, Gunung Seven Lake, and Kerinci Seblat National Park. The superior tourism power above is an interesting potential and has become the main magnet for the world of tourism in Jambi Province. Kerinci Regency, which has tourism potential, must of course take advantage of this situation to build its regional economy. The strategic geographical location of Kerinci Regency makes it very profitable, because this area is one of the areas that has many natural attractions in Jambi Province. One of the economic potentials of Kerinci Regency is in the tourism sector. It is hoped that the local government of Kerinci Regency will be able to develop and utilize the potential in this tourism sector. Increasing customer competitiveness and confidence to continue to innovate to create flagship products. But in fact, the provision of infrastructure in Kerinci Regency is an obstacle for tourists visiting Kerinci Regency, road access that is fairly far and circling as well as air infrastructure which until now has not been activated, making Kerinci Regency less known because access is difficult to reach. Kerinci Regency's leading tourism competitiveness such as Kerinci Lake, Mount Kerinci, Kayu Aro Tea Plantation, Smoky Telun Waterfall, Semurup Hot Spring, Kaco Lake, Gunung Seven Lake, and Kerinci Seblat National Park. At least able to develop community potential with the development of the community's ability to sell food, drinks or souvenirs typical of Kerinci.

The development of Micro, Small and Medium Enterprises (MSMEs) in Indonesia is one of the aspects that the government pays attention to in the national economic community. This is in addition to the fact that these efforts are the foundation of the people's economy which is not only aimed at reducing the problem of income inequality between groups and between communities, or the problem of poverty and employment. In addition to having strategic significance for the community, small and medium enterprises also function as facilities and infrastructure to distribute community results that have been achieved (siagian, 2019). In the development of micro, small and medium enterprises many factors influence their growth. Problems that often arise in MSMEs are usually related to limited capital. Therefore, the capital factor is important but not the main thing in carrying out business activities (Rosmadi, 2019). Capital is used to support the ability of the community both the quality and quantity of production results to have a competitive advantage and to improve the performance of MSME traders supported by determination, experience, courage, knowledge and good networking (Anggraini, 2019). Increased capital invested in a business can increase production capacity and the ability to provide larger quantities of goods or services. This can contribute to an increase in merchant income.

In addition to capital, the factor that affects income is that working hours are the most common part that must exist in a business. The higher the working hours spent to open a business, the higher the probability of net income received by

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entrepreneurs. More working hours in some cases, can increase production and services, potentially increasing revenue. However, there is because working hours that are too high can also lead to fatigue and decreased productivity. Furthermore, the length of business factor is the length of time that has been lived by traders in running their business, in this study are traders around Kerinci Regency tourist attractions. The longer a trader goes through his business, the more experience he gains. The length of business or the length of experience can affect reputation, customer network, and business knowledge. Traders who have been in operation longer may have an edge in understanding the market and customer needs, which can support increased revenue. Another factor that can affect a trader's income is the amount of labor. According to Fatin, (2020) Labor is said to be the most important resource in the context of developing the quality of an MSME's products and services to consumers with the aim of making a significant contribution to the economic society of a country and the production process of the community itself. The number and quality of labor can also affect the income of traders. A skilled and efficient workforce may increase productivity, while additional labor may be required to cope with increased demand.

Lake Kerinci, Semurup Hot Spring and Smoky Telun Waterfall have been found by many traders or business people around the road to the tourist attraction, Lake Kerinci has a special food power of semah fish, Semurup Hot Spring with boiled eggs that can be cooked directly from the steam of Gao Semurup Hot Spring, and Smoky Telun Waterfall with typical Kerinci souvenirs certainly have a positive effect on the trader's own income. Results of the Kerinci Regency tourism sector merchant income survey. From the 12 people met, it shows that the total income of Kerinci Regency tourism sector traders on weekdays reaches Rp. 35,000,000 within one month and on Eid al-Fitr can reach Rp. 132,000,000 within one week. From the 12 people met, the average income of Kerinci Regency tourism sector traders on weekdays was Rp. 2,917,667 in one month and the average income on Eid al-Fitr could reach Rp. 11,000,000 in one week. The problems in the field found the phenomenon that there is a very significant difference between income on weekdays and Eid al-Fitr, from this phenomenon it becomes an interesting thing what is a factor in the difference in income and then whether with income on weekdays in the future MSMEs can still survive for sustainability in the long term.

The phenomenon that occurs in the sustainability process of traders in the tourism sector of Kerinci Regency is seen from the Economic Dimension has not been able to increase the income of surrounding traders is considered that the income obtained is only seasonal, for example on certain days such as Eid al-Fitr and Festival activities are also not much able to absorb labor, seen from the Social Dimension of the community The education taken by business actors on average is still low as well as established communication between traders and buyers is not so friendly in service, Judging from the Ecological Dimension of Environmental Cleanliness there is still a lot of garbage scattered around the tourist attraction so that it makes people not interested in visiting other occasions also tourism care is still considered not well maintained tend to tourism care must wait for the budget from the government, judging from the Technology Dimension lack of facilities and infrastructure provision and use social media traders in the tourism sector and the last seen from the Institutional Dimension that the lack of involvement of residents around the tourist attraction to manage tourism, tourism managers are usually directly appointed from the Dinas so as to reduce the love of the surrounding community to build facilities at tourist attractions. In the future, it is hoped that the tourism sector business will be able to survive and become the foundation of the Indonesian economic community. And being the center of attention of the community around the tourist attraction to welcome a sustainable economy in the tourism sector of Kerinci Regency, the researcher is interested in examining a thesis entitled "Analysis of Trader Income and Business Sustainability of the Tourism Sector of Kerinci Regency.

## 2.0 LITERATURE REVIEW

### Tourism Definition

Tourism is any activity related to travel for entertainment and tourism purposes. Prayogo, (2018) Tourism can simply be defined as the journey of a person or group of people from one place to another making plans within a certain period of time, for recreational purposes and getting entertainment so that their desires are fulfilled. Various notions of tourism are very much explained by tourism experts, such as the World Tourism Organization (*World Tourism*

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Organization) which put forward the definition of tourism as saying: "*The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes,*" (Sudiarta, 2018).

### **Definition of Revenue**

Income is income arising from the normal implementation of an entity's activities and is known by different designations, such as sales, service income, interest, dividends, and rent. Income is important because income is an object of community activity. Income has various meanings depending on which side to review the definition of income. (Salinger, 2013) So that someone who has done business and worked will have income in the form of money and services.

### **Definition of Capital**

All forms of wealth that can be applied directly or indirectly to manufacturing processes to increase output are considered capital. In running a business, especially trading, capital is very important. All forms of wealth that can be applied directly or indirectly to the manufacturing process to increase output are referred to as capital (Hentiani, 2011).

### **Definition of Business Time**

The length of business is the length of time the trader works in his trading business that is currently being undertaken. The length of an effort can give rise to business experience, experience can affect a person's observation in behavior. In other words, the longer a business person pursues the field of trading business, the more knowledge about consumer behavior and market behavior will increase. The length of business is the length of time traders work in the trading business that is currently being undertaken. The length of an effort can give rise to business experience, experience can affect a person's observation in behavior. The length of business opening can affect 4 the income requirement, the length of time a business person pursues his business field will affect his productivity (professional ability / expertise), so that it can increase efficiency and be able to reduce production costs smaller than sales results. The longer you pursue the trading business, the more knowledge about consumer tastes or behavior will increase (Fadhilani, 2017).

### **Definition of Labor**

One of the factors used in the production process to produce goods or services is labor. The definition of labor according to Ningsih (2021) is the total population of a country that produces and non-produces goods and services, if there is a demand for their labor and if they want to participate in these activities. Viewed from the aspect of quality and quantity, human resources have two meanings. In terms of quality, human resources are a work effort or services that can be provided during the production process. Meanwhile, in terms of quantity, the understanding of human resources tends to lead to human aspects that are able to work to provide services or work efforts. The definition of being able to work here is being able to carry out activities that have economic value, namely these activities can produce goods and services to meet the needs of the community.

### **Definition of Working Hours**

According to the Big Dictionary Indonesian, working hours are scheduled times for employees and so on to work. Working hours are the time required in the process of producing or producing goods and services. Working hours are related to work productivity and labor welfare. This means that the length of time used is one of the factors that affect work results and income. In general, the more time a person spends working, the higher his productivity will then increase income.

### **Quality of Service**

Quality always starts with the consumer and ultimately returns to the consumer. Therefore, companies are required to adopt the mindset that quality must be oriented to consumer needs (Walujo et al., 2020). According to Tjijtono & Candra (2011), service quality is determined by the company's ability to meet customer needs and desires in accordance with their expectations. Service quality is the impression that consumers have of the services provided by a company

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(Kurniasih, 2021). This can be interpreted as an effort to meet the needs and desires of consumers appropriately, while conveying them in a way that is in accordance with their expectations (Anim and Indiani., 2020).

### Belief

According to Kholid & Soemarso (2018), the concept of trust refers to customer confidence in the reliability of the bank in ensuring the security and confidentiality of customer accounts. Security refers to the assurance that the use of the account is secure, with a very low risk of data or information loss, and minimal risk of theft. Meanwhile, confidentiality confirms that all users' personal information is kept confidential, without any third party being able to access it.

## 3.0 METHODOLOGY

The research method uses qualitative descriptive analysis and quantitative descriptive analysis, with primary data types on the object of research of business actors in the tourism sector in Kerinci Regency, the sampling technique used is a census technique with a sample of 50 respondents, an analytical tool using multiple linear regression analysis with hypothesis testing statistical f test, statistical t test, and coefficient of determination. Meanwhile, in determining sustainability analysis using the *Multidimensional Scaling* (MDS) method. This study used the Rapfish (*Rapid Apraissal for Fisheries*) technique developed by the University of British Columbia.

## FINDINGS AND DISCUSSION

In this study using multiple regression analysis tools to determine the magnitude of the influence of variables of capital, labor, length of business and working hours on the income of traders in the tourism sector of Kerinci Regency (Case Study of Lake Kerinci, Semurup Hot Spring, and Smoky Telun Waterfall) using eviews, the following results were obtained :

Table 1 results of multiple linear regression analysis

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-3301265.	1363565.	-2.421055	0.0194
MDL	0.303276	0.101876	2.976913	0.0046
JK	144.9236	42.80202	3.385906	0.0014
LU	196457.4	68387.49	2.872710	0.0061
TK	-875797.1	435849.8	-2.009401	0.0503
R-squared	0.574351	Mean dependent var		3605769.
Adjusted R-squared	0.538125	S.D. dependent var		4335599.
S.E. of regression	2946532.	Akaike info criterion		32.72137
Sum squared resid	4.08E+14	Schwarz criterion		32.90899
Log likelihood	-845.7556	Hannan-Quinn criter.		32.79330
F-statistic	15.85489	Durbin-Watson stat		1.314894
Prob(F-statistic)	0.000000			

Based on the table above, the results of the estimation of the main model of multiple linear equations obtained the following results:

$$PDPT = -3301265 + 0.303276 MDL + 144.9236 JK + 196457.4 LU - 875797.1 TK$$

(0.0194) (0.0046) (0.0014) (0.0061) (0.0503)

From the results above, it can be interpreted that the Rsquare value of the research model is 0.574531, which means that the independent variable in the study can explain the dependent variable by 57 percent and the remaining 43 percent is influenced by other variables outside the model. Then individually capital has a probability value of 0.0046 < 0.05 (smaller than 0.05), which means capital has a significant effect on income. Furthermore, working hours have a

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probability value of  $0.0014 < 0.05$  (smaller than 0.05), which means that working hours have a significant effect on income. Furthermore, the length of business has a probability value of  $0.0061 < 0.05$  (smaller than 0.05), which means that the length of business also has a significant effect on revenue. Meanwhile, labor has a probability value of  $0.0503 > 0.05$  (greater than 0.05), which means that labor does not have a significant effect on the income of traders in the tourism sector of Kerinci Regency.

The economic interpretation of the equation obtained is the value of the constant coefficient of -3301265 the value is negative which indicates that if the independent variables are considered constant, then the trader's income decreases by 3301265 Rupiah. The coefficient of the capital variable is 0.303276 with a probability of 0.0046 which means capital has a positive and significant effect on trader income, it can be interpreted if capital increases by 1 rupiah then trader income will increase by 0.303276 rupiah. The coefficient of the working hour variable is 144.9236 with a probability value of 0.0014 which means working hours have a positive and significant effect on trader income, it can be interpreted if working hours increase by 1 hour then trader income will increase by 144.9236 hours. The coefficient of the business length variable is 196457.4 with a probability of 0.0061 which means that the length of business has a positive and significant effect on merchant income, it can be interpreted that if the length of business increases for 1 year then the trader's income will increase by 196457.4 rupiah. The coefficient of the labor variable is - 875797.1 with a probability value of 0.0503 which means that labor has a negative and insignificant effect on the trader's income.

### **Simultaneous Hypothesis Testing (Statistical F Test)**

The statistical F test was conducted to see the effect of independent variables, namely capital, working hours, length of business and labor together on the dependent variable, namely the income of traders in the tourism sector of Kerinci Regency. Based on the results simultaneously, the value of  $\text{sig} = 0.000000 < 0.05$  means that together the variables of capital, working hours, length of business, and labor have a significant effect on the income of farmers in the tourism sector of Kerinci Regency.

### **Partial Hypothesis Testing (Statistical t Test)**

The t test is performed to determine whether individually (partially) the independent variable affects the dependent variable significantly or not. If the level of significance is below 5%, then partially capital, working hours, length of business and labor have a significant effect on the income of traders in the tourism sector of Kerinci Regency, the following can be explained testing the hypothesis of each variable, which is as follows. Capital variable, from the test results, obtained a capital variable sig probability value of 0.0046 with a ratio of  $0.0046 < 0.05$ , meaning that  $H_0$  was rejected  $H_a$  was accepted, meaning that capital has a significant effect on the income of traders in the tourism sector of Kerinci Regency. Thus, the hypothesis that states capital has an effect on the income of traders in the tourism sector of Kerinci Regency is proven and accepted. The variable working hours, from the test results, obtained the probability value of the sig variable working hours of 0.0014 with a ratio of  $0.0014 < 0.05$  meaning that  $H_0$  was rejected and  $H_a$  was accepted meaning that working hours had a significant effect on the income of traders in the tourism sector of Kerinci Regency. Thus, the hypothesis that states working hours affect the income of traders in the tourism sector of Kerinci Regency is proven and accepted. The variable length of business, from the test results, obtained a probabilita sig value of the length of business variable of 0.0061 with a ratio of  $0.0061 < 0.05$ , meaning that  $H_0$  was rejected and  $H_a$  was accepted, meaning that the length of business had a significant effect on the income of traders in the tourism sector of Kerinci Regency. Thus, the hypothesis that states the length of business has a significant effect on the income of traders in the tourism sector of Kerinci Regency is proven and accepted. The labor variable, from the test results, obtained a labor variable sig probability value of 0.0503 with a ratio of  $0.0503 > 0.05$ , meaning that  $H_0$  was accepted and  $H_a$  was rejected meaning that labor did not have a significant effect on the income of traders in the tourism sector of Kerinci Regency. Thus, the hypothesis that labor has a significant effect on the income of traders in the tourism sector of Kerinci Regency is not proven and rejected.

### Coefficient of Determination

The coefficient of determination is used to test *the goodness-fit* of the regression model which can be seen from the value of R Square. To find out the income of traders in the tourism sector of Kerinci Regency, which is caused by several factors including capital variables, working hours, length of business and labor can be seen through the magnitude of the coefficient of determination. From the calculation the value of R Square is 0.574531. This means that 57 percent of the income of traders in the tourism sector of Kerinci Regency can be explained by the independent above, while the remaining 43 percent is explained by other factors that were not included in this study.

### Analysis of Business Sustainability Prospects of Tourism Sector in Kerinci Regency

The Sustainability Analysis was conducted using the multi-dimensional scale (MDS) method using the Rap-Tourism program. The data used for the analysis came from interviews from various agencies in Kerinci Regency. Business Sustainability Research is focused on five dimensions: (1) Ecology; (2) Economics; (3) Social; (4) Technology; and (5) Institutional. To determine the sustainability index for each dimension, given each dimension has five attributes, each attribute has been assessed and analyzed. The index is divided into four categories, according to Fauzi and Anna (2005) as table 2 below:

Table 2 sustainability status categories based on Rap-tourism index results

Nilai Indeks	Kategori
0 – 25	Tidak Berkelanjutan
26 – 49	Kurang berkelanjutan
50 – 75	Cukup berkelanjutan
76 – 100	Sangat berkelanjutan

### Sustainability Status of Ecological Dimension

The attributes that are expected to influence the level of sustainability on the ecological dimension consist of five attributes (1) the impact of high rainfall; (2) the intensity of the implementation of the service work program; (3) concern for waste management; (4) handling damage to historical spots; (5) prevention of environmental damage.

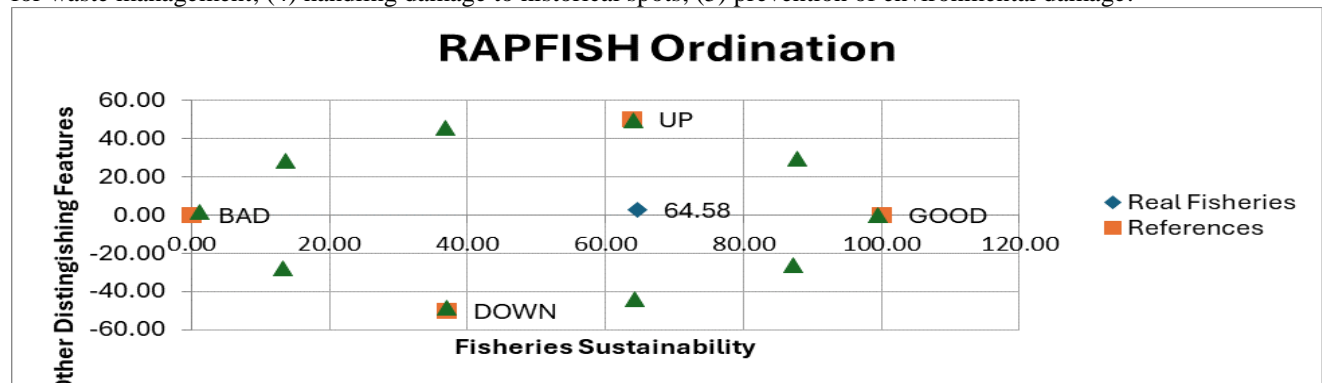
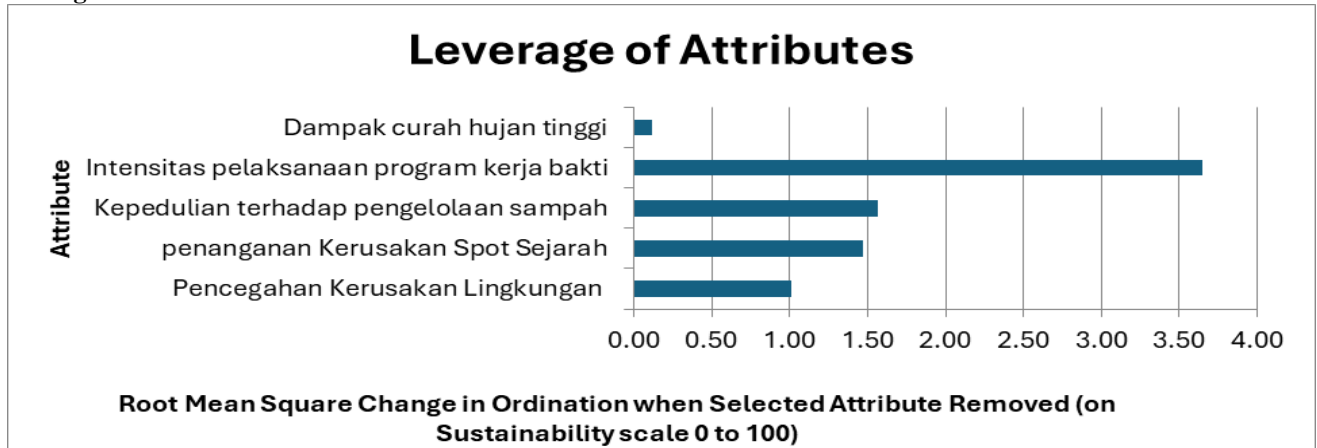


Figure 1 Dimensional Sustainability Status Index

**Ekologi**

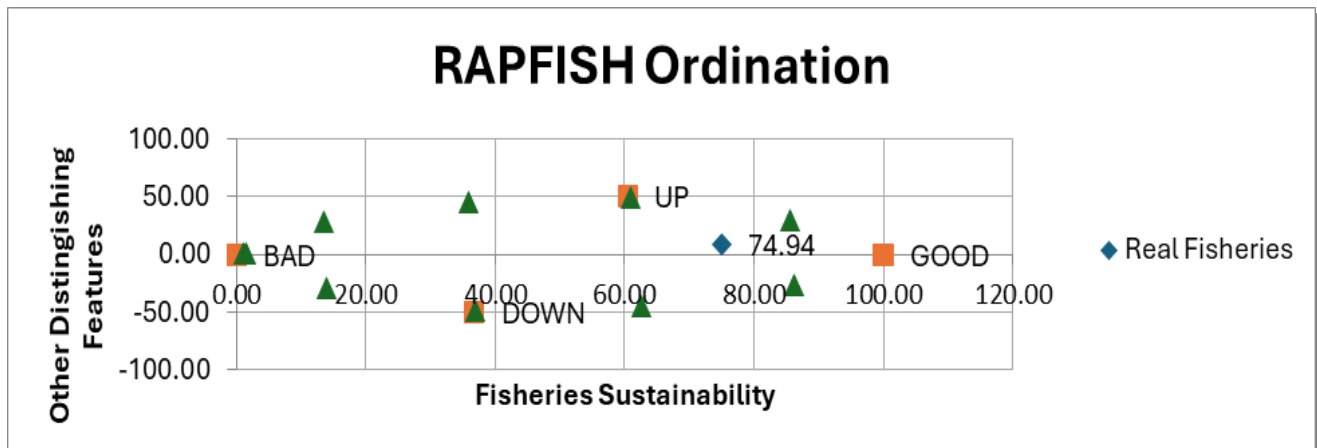


**Figure 2 Ecological Dimension Leverage analysis graph**

The results of the MDS analysis conducted using Rap-tourism in Kerinci district have an ecological dimension sustainability index value of 64.58%. Based on the classification of sustainability status, this value is quite continuous. The results of MDS analysis using Rap-tourism ecological dimensions are shown in figure 1. based on the results of *Lverage* 's analysis of the attributes in the ecological dimension in figure 2, an attribute that is considered sensitive to the sustainability index of the ecological dimension is obtained, namely the Intensity of Implementation of the service work program.

**Sustainability Status Economic Dimension**

The attributes that are estimated to have an influence on the level of sustainability on the ecological dimension consist of five attributes (1) labor; (2) economic improvement; (3) government assistance; (4) non-governmental assistance; (5) tourist interest.



**Figure 3 Economic Dimension Sustainability Status Index**



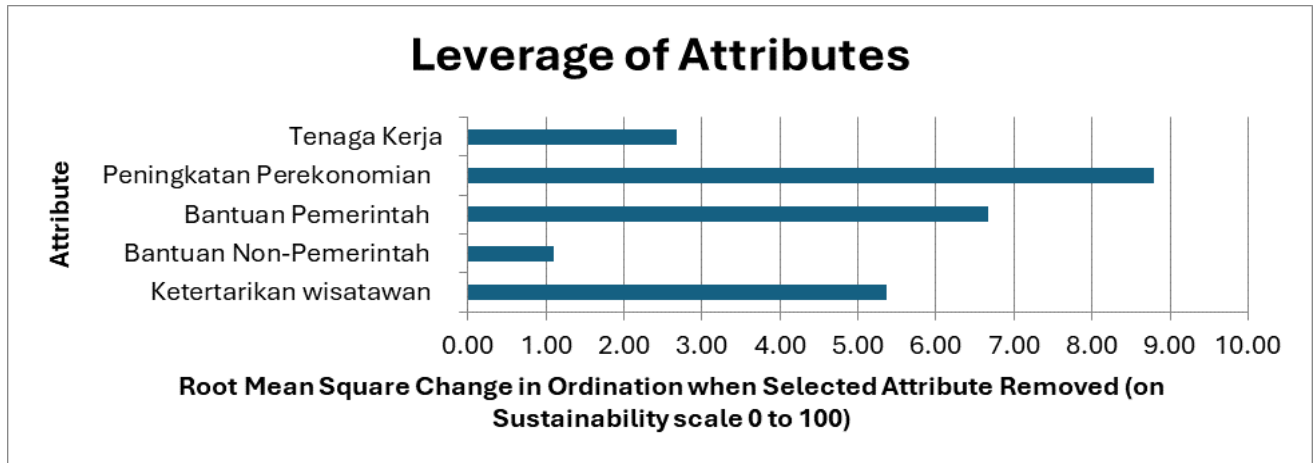


Figure 4 Economic Dimension Leverage Analysis Chart

The results of the MDS analysis conducted using Rap-tourism in Kerinci district have an economic dimension sustainability index value of 74.94%. Based on the classification of sustainability status, this value is quite continuous. . The results of MDS analysis using the economic dimension of Rap-tourism are shown in figure 3. based on the results of *the Leverage analysis* of the attributes in the economic dimension in figure 4, an attribute that is considered sensitive to the sustainability index of the economic dimension is obtained namely Economic Improvement.

#### Social Dimension Sustainability Status

Attributes that are expected to influence the level of sustainability on the social dimension consist of five attributes (1) intensity of gathering between managers; (2) the intensity of the manager's gathering with the community; (3) government involvement; (4) community involvement; (5) communication patterns between managers.

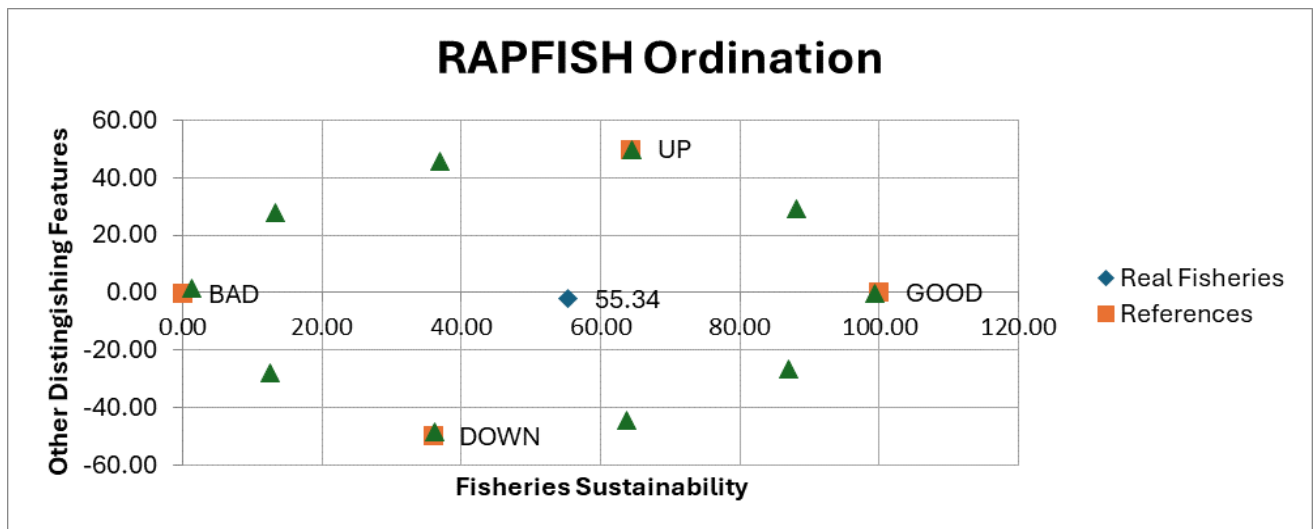


Figure 5 Social Dimension Sustainability Status Index

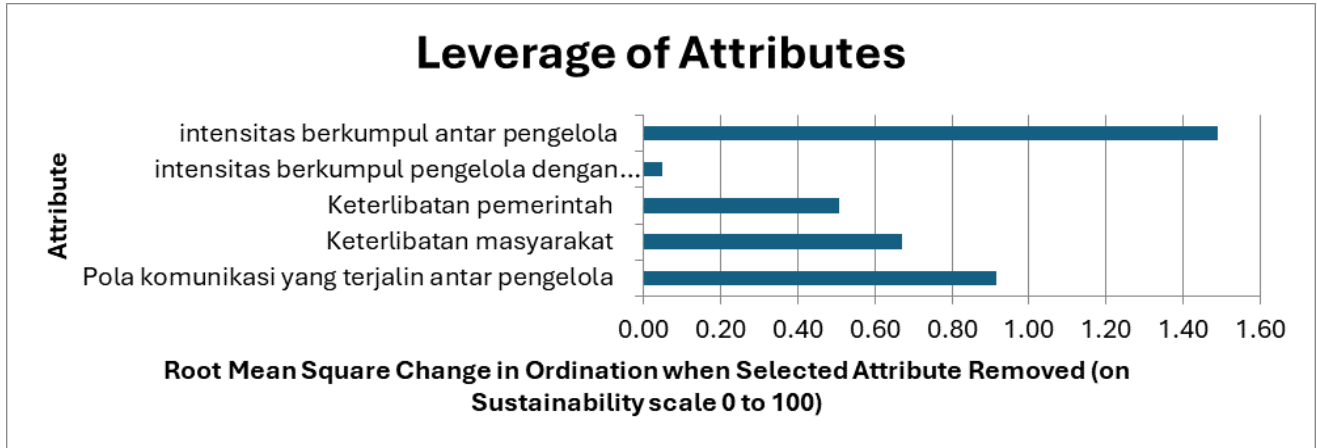


Figure 6 Social Dimension Leverage Analysis Graph

The results of the MDS analysis conducted using Rap-tourism in Kerinci district have a social dimension sustainability index value of 55.34%. Based on the classification of sustainability status, this value is quite continuous. The results of MDS analysis using Rap-tourism economic dimensions are shown in figure 5.5. based on the results of the *Leverage analysis* of attributes in the economic dimension in figure 5.6, obtained attributes that are considered sensitive to the sustainability index from the social dimension, namely the intensity of gathering between managers.

**Sustainability Status of Technology Dimension**

Attributes that are expected to influence the level of sustainability in the technology dimension consist of five attributes (1) the application of quality standards; (2) online travel notices; (3) advice and retirement support; (4) the effectiveness of technology application (5) availability of accessible technology.

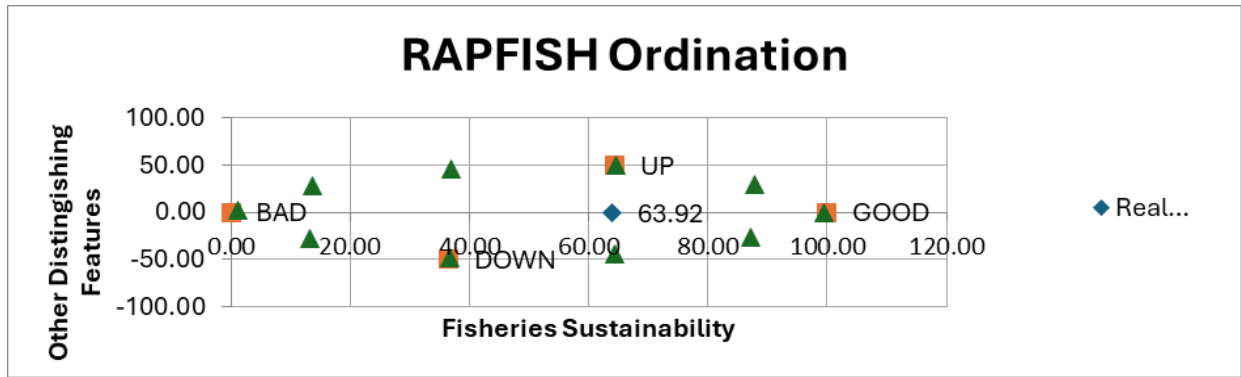


Figure 7 Technology Dimension Sustainability Status Index

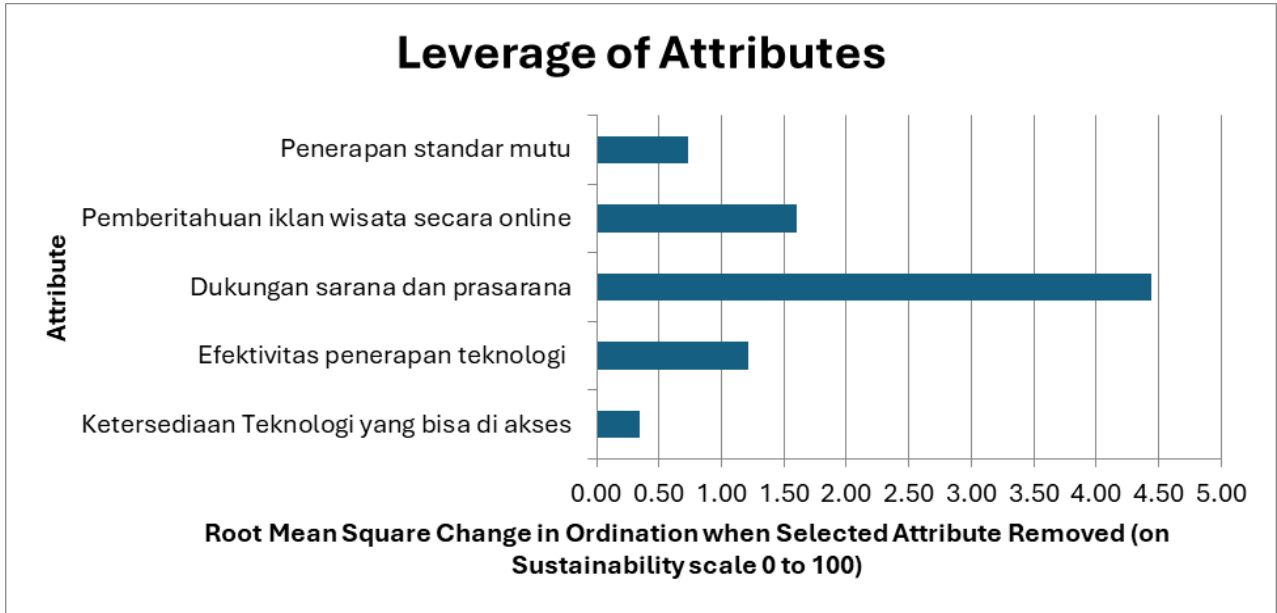


Figure 8 Technology Dimension Leverage Analysis Chart

The results of the MDS analysis conducted using Rap-tourism in Kerinci district have a technology dimension sustainability index value of 63.92%. Based on the classification of sustainability status, this value is quite continuous. The results of MDS analysis using Rap-tourism technology dimensions are shown in figure 5.7. based on the results of the *Leverage analysis* of attributes in the economic dimension in figure 5.8, attributes that are considered sensitive to the sustainability index from the technological dimension are obtained namely the support of facilities and infrastructure.

**Status of Sustainability Institutional Dimension**

Attributes that are estimated to have an influence on the level of sustainability on the institutional dimension consist of five attributes: (1) CBT-based tourism development, (2) the role of the government in empowerment, (3) cooperation of government institutions, (4) community cooperation in development, (5) problem solving:.

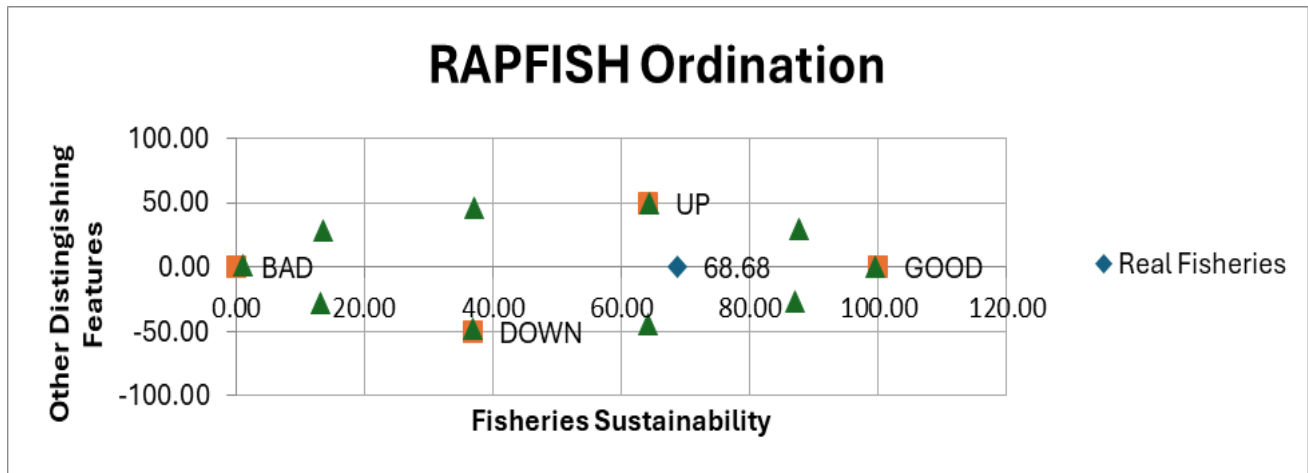


Figure 9 Institutional Dimension Sustainability Status Index

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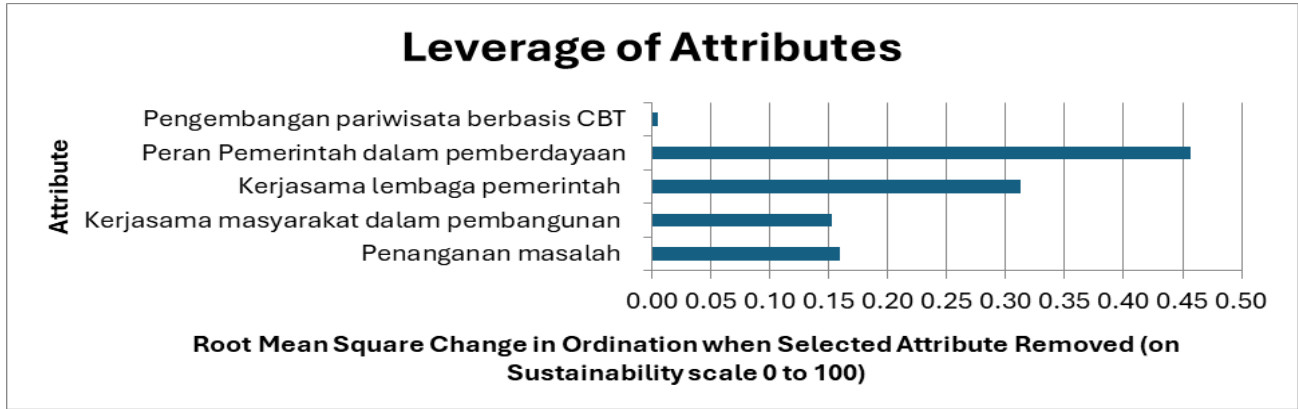


Figure 10 Institutional Dimension Leverage Analysis Chart

The results of the MDS analysis conducted using Rap-tourism in Kerinci district have an institutional dimension sustainability index value of 68.68%. Based on the classification of sustainability status, this value is quite continuous. The results of MDS analysis using Rap-tourism institutional dimensions are shown in figure 9. based on the results of *the Leverage analysis* of attributes in the economic dimension in figure 10. Obtained attributes that are considered sensitive to the sustainability index from the institutional dimension, namely the role of government in empowerment.

#### Multi-Dimensional Analysis of Sustainability Status

Business sustainability in Kerinci district tourism has a good sustainability status, according to multi-dimensional analysis, with a sustainability index value of 65.49%. This moderately sustainable status is reflected by the sustainability index value of each dimension. The sustainability index values are as listed in table 5. The following 17

Table 3 Kerinci Regency Tourism Business Sustainability Index Value 2024

No.	Sustainability dimension	Index	Indicator
1	Ecology	64,58	Quite sustainable
2	Economy	74,94	Quite sustainable
3	Social	55,34	Quite sustainable
4	Technology	63,92	Quite sustainable
5	Institutional	68,68	Quite sustainable

The sustainability index value to the five dimensions can be visualized in the form of a *web spider* diagram which can be seen in figure 11. This shows that the average index value is in a fairly sustainable status. In order for the value of this index in the future to be maintained and improved with a very sustainable status, it is necessary to improve attributes that are sensitive to affect the value of ecological, economic, social, technological and institutional indices.

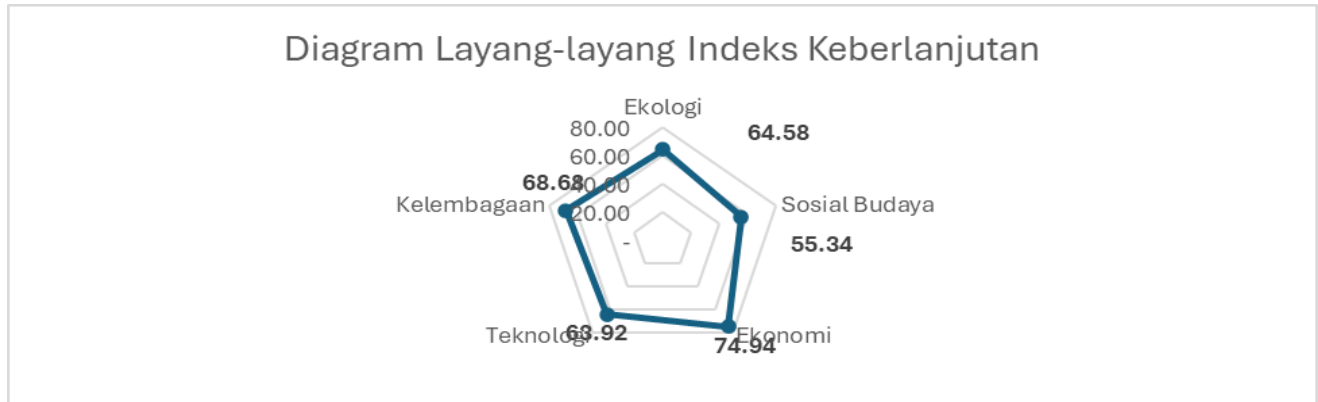


Figure 11 Spider Web Diagram of Business Sustainability Index of Tourism Sector in Kerinci Regency

## 5.0 CONCLUSION

In this study, the variables of capital, working hours and length of business have a significant effect on the income of traders in the tourism sector of Kerinci Regency, but the variables of labor do not have a negative and insignificant effect on the income of traders in the tourism sector of Kerinci Regency. The results of the business sustainability analysis of the tourism sector of Kerinci Regency using MDS (Multi-Dimensional Scalling) analysis were obtained in a multidimensional manner with a fairly sustainable category, which indicates the need for quality improvement in each dimension of sustainability.

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