

Faktor internal pertumbuhan industri perhotelan serta implikasinya terhadap PAD, lapangan kerja dan kesejahteraan masyarakat di Provinsi DKI Jakarta

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Abstrak

The core of the problem in the hotel service industry, as an important part of tourism industries, was a big gap between the hotel potential as service industries and the macro and micro economic condition in Indonesia.

The research objective was to study and analyze the simultaneous as well as partial effects of accommodation condition, occupancy rate, supply specification of the rooms, domestic guest services, foreign guest services, facilities and security on the revenue of the hotel industries. Besides, the research studied and analyzed the effects of hotel revenues on the Regional Natural Revenue, job creation and the public welfare.

The nature of the research was a survey using descriptive and inferential analyses. The model was of hypothesis testing that applied statistical techniques of simple and multiple linear regression. The design of the research employed causal relationship in which several independent variables were served as the causes of the independent variables.

The results of this research indicated that there was simultaneous significant effects of accommodation, occupancy rate, domestic guest service and facilities on the hotel industry revenue. Partially, each of the four variables of accommodation, occupancy rates, domestic guest services and facilities had significant effect. The remaining three (supply specification of the rooms, foreign guest services and security) did not have significant effect on the hotel industry revenues. Likewise, the effect of the hotel revenues on the Regional Natural Revenue DKI Jakarta was not significant. And yey, the effects of hotel industry revenues on the job creation DKI Jakarta as well as on the public welfare were significant.

The results of this research brought about implication that there were some internal factors which affected the growth of the hotel service industry; there were accommodation, occupancy rate, domestic guest services and facilities. Necessarily, it was recommended that the governmental and hotel businessman increase the four factors which induced the positive impact on Regional Natural Revenue, job creation and public welfare.