THE INFLUENCE OF COMMUNITY-BASED CORPORATE SOCIAL RESPONSIBILITY (CSR) ON TISKA BEACH TOURISM VISITS IN LAMPUNG PROVINCE

Richa Hesti Dewi [1*], Iskandar Ali Alam [2]

[1,2] Faculty of Economics and Business, Bandar Lampung University
E-mail: [1] Richa.20011178@gmail.com, [2] Iskandar@ubl.ac.id

Abstract

This research delves into an exploration of the intricate interplay between social responsibility, community-based initiatives, and sustainable tourism practices within the picturesque landscape of Lampung province. The focal point of this study revolves around Tiska Beach, a captivating destination that beckons travelers seeking a harmonious blend of nature and recreation. The overarching objective is to unravel the nuanced influence of these factors on visitor loyalty, thereby contributing to the sustainable development of Tiska Beach and its surrounding communities. The research population comprises the diverse array of visitors gracing the shores of Tiska Beach in Lampung, with a meticulously chosen sample size of 100 individuals. Employing the robust analytical tool of multiple linear regression analysis, the study seeks to dissect the multifaceted dynamics at play within the realm of social responsibility, community-based tourism, and the sustainable practices that underpin Tiska Beach's allure. One pivotal facet of this investigation lies in the acknowledgment of corporate social responsibility (CSR) as a driving force shaping the visitor experience. The essence of CSR resonates with the fundamental notion that organizations, particularly businesses, bear a profound responsibility not only towards their patrons but also to the broader environment encompassing all facets of their operations.

Keywords: Corporate Social Responsibility, Community Based, Tourism Visitors

1. INTRODUCTION

Social Responsibility or Corporate Social (Okado et al., 2003) is a ceaseless company deal to do ethically and help the progress in the economy by improve the life's Quality for employees also their family like the local groups and the general public. Tourism is (Susanti, 2017) a dynamic activity that involves many people and generates various types of business. As we live in the modern era of globalization, tourism will become an important part of the global economy and become a global sector. Tourism will generate income for statisticries that realize the potential of tourism. Indonesian tourism originates from (Mardani et al., 2018) that in tourism development planning, local communities around tourist destinations must be involved because they better understand the potential conditions of tourist destinations and the available facilities. This will help develop the potential to improve community welfare. Marine tourism is currently an important part of regional economic growth because it helps tourists get the opportunity to experience the natural and social

environment and teaches the community about the potential of local natural resources available, located at AH25 No.32, Srengsem, Panjang District,

The unit area that can be utilized (Bloom, N., & Reenen, 2013) is the facilities and infrastructure at Tiska Beach consisting of bathrooms, gazebos, canoes, food court, outbound, prayer room, accommodation, sports fields and parking lots with very good conditions that can used by tourists. The land area for beach recreation is 10,000 m2 with an area carrying capacity of 8,000 people/day for beach recreation activities. The land area that can be used for swimming activities is 1,600 m2, with an area carrying capacity of 1,332 people/day for swimming activities. The city of Bandar Lampung is in Lampung Province, and has several areas (Amalia Yunia Rahmawati, 2020) that can be developed into tourism. The tourism sector cannot be avoided from cleanliness and beauty. As part of the ten charms, which means safe, orderly and clean, cool, beautiful, pleasant and leaving memories, environmental cleanliness is very important to (Sutrisnawati & Purwahita, 2018) create comfort for tourists through this sector (Gunawan et al., 2016) a number of problems can be solved, such as poverty alleviation and unemployment reduction. The Indonesian community as a whole, as well as communities around Tourist Destination Areas (DTW), can greatly benefit from tourism development and development. Tourism drives the economy and can improve people's welfare by providing more jobs, more opportunities for business, and more income for the community and the country, especially for the provincial government. The aim of this research is to identify and explain the impact of social responsibility on visitor performance, community-based impacts on visitors, and the impact of tourism on visitors to Tiska Beach, Lampung.

2. THEORETICAL FOUNDATION

(Mardikanto, 2014) claims that Corporate Social Responsibility (CSR) is a form of corporate environmental obligation. by considering the company's capabilities while carrying out social and environmental concerns. Apart from that, Corporate Social Responsibility (CSR) is the responsibility shown by the company towards welfare. Business, customers, shareholders, communities and the environment. CSR and the company's external environment, such as society, are both dependent on each other for profit. Companies want to gain public trust, which has a positive effect on the company and people outside the company, who feel appreciated for their happiness in life (Arienanda & Nelliyaningsih, 2019). CSR indicators are economic, improving the local tourism sector and increasing income as well.

(Nurhajati, 2018), the environment must be maintained and not damaged, because it is very important for the survival of living things. (Harahap, 2015), the workforce provides salaries that comply with applicable standards, benefits and insurance, salary increases, and training that is appropriate to the work of the company's CSR program, especially the sales division, aimed at improving employee health and increasing employee productivity. (Wibowo, 2017), basic human rights of workers and ensuring that everyone has the same opportunity to be treated fairly, so that workers and their families feel good, while taking into account the progress of the times. (Alam & Arif, 2020).

Community-based tourism's rapid growth raises concerns about negative environmental and social impacts. The economic impact has ignored this impact (Chaudhary & Lama,

2014). This is what has led to the emergence of new types of tourism. The concept of community-based tourism, also known as community-based tourism (CBT) has been developing since the 1990s (Pawson et al., 2018). Community-based is a type of tourism where community involvement is prioritized (Ernawati et al., 2017). (Pribadi et al., 2021) Community-Based Indicators are being able to have the skills to have a professional and conscientious attitude towards work (Ahmad, 2018), an attitude of having the ability to apply tolerance in society, help each other, and encourage deliberation (Arifin & Lestari, 2019).

All matters relating to tourism visits, including the exploitation of tourist objects and their attractions, are created by Law 9/1990 concerning Tourism, together with businesses related to them; According to Tourism Law 10/2009, it is the state of nature, flora and fauna. which was given by God the Almighty Creator, together with ancient knowledge, history, art and Indonesian culture. Tourism is one of the economic sectors that has the ability to improve the economic welfare of society.

The government's current focus is on increasing local tourist attractions throughout the country. The goal is to improve the economy by utilizing every aspect of the tourism sector. (Kemenparekraf, 2021) TANJUNG, M. O. W., & BAHARI, B. K. B. Sel\TiBu. Tourism Indicators are culture and history. Lampung is a vibrant city with a lot of history, such as the Lampung museum, the Krakatau volcano monument, and many beaches in Bandar Lampung (Saputro et al., 2020), the lifestyle of the local community communicates with visitors to Tiska Beach. Lampung (Septianto et al., 2020), arts and cultural products have abundant natural resource capacity. Lampung is famous for its extraordinary cultural richness compared to other provinces on the island of Sumatra. The culture includes traditional dances, traditional houses, traditional clothing and unique culinary delights (Mukhtar, 2015), hospitality, quality of tourism services which influences satisfaction (Prawiranata & Kusumawati, 2016), authentic climate, cool and clean weather (Okado et al., 2003), the natural scenery of this beach is suitable for sunbathing, swimming or relaxing, and visitors can enjoy the beautiful sunset. (Novianr et al., 2019).

2.1. Hypothesis

Functions as an estimate or initial answer to the questions asked in the research problem formulation (Juliandi & Manurung, 2014). Based on the problem formulation and conceptual framework that has been described, the researcher determined the following hypothesis:

H1 : CSR has a significant and positive impact on tourism at Tiska Beach, Lampung

H2 : Community-based has a positive and significant influence on tourism at Tiska Beach, Lampung

H3 : CSR and Community Based have a significant and positive impact on Tiska Beach, Lampung

3. RESEARCH METHODS

Research Method (Kurniawan et al., 2023) This is a type of quantitative research that involves the use of probability methods (Arianto & Muhammad, 2018). To collect data, questionnaires or questionnaires are used. To collect samples, a simple random sampling method was used, more precisely, a randomly determined sample from a predetermined

population (Sugiyono, 2019) in (Arlinda & Sulistyowati, 2021) using the Lameshow (1997) formula in (Nanincova, 2019) and calculations as follows:

$$n = \frac{(Z2\ P\ (1-P))}{d2}$$

$$n = \frac{(1,96\ x\ 0,5\ (1-0,5))}{0,102}$$

$$n = 96,04$$

Where :
n : S ample Size
Z : Z score obtained from the normal distribution table which has a confidence level of
   95%, then the z score is 1.96
P : Maximum estimated proportion 0.5
D : Maximum sampling error 10%

By using this formula, the N obtained is 96.04 rounded up to 100 respondents. At least the researcher must take data from a sample of at least 100 respondents. This research was conducted at Tiska Lampung beach which is located at AH25 No.32, Srengsem, Panjang District, Bandar Lampung City. The research variables are divided into independent variables, namely CSR (X1), and community-based (X2), the dependent variable is tourism (Y). All tourists who have visited tourist destinations with a total of 100 samples are calculated using the Lameshow formula according to (Sugiyono, 2019). The number of samples selected was 100 randomly from Tiska Beach, Lampung.

Data was collected through an online questionnaire used via Google Form. The research scale used is Likert 5 to 1 with points 5 being strongly agree to 1 being strongly disagree. The amount of data collected viz. The amount of data collected was 30 questions. To answer the hypothesis because both partial hypotheses and simultaneous hypotheses have been proposed, the data will be processed in this research using a statistical package related to social sciences or SPSS on a computer. Carried out implementing the analysis to first prove the validity of the research questionnaire.

a. Analysis of Corporate Social Responsibility (X1), Community Based (X2) and Tourism (Y) Variables

The results of the Corporate Social Responsibility (X1), Community Based (X2) and Tourism (Y) variable statements can be seen in the table below:

High score   = 50
Low value   = 10
Category   = 5

$$I = \frac{(NT-NR)}{K}$$

$$I = \frac{(50-10)}{5}$$

$$I = 8$$

This means that it can be concluded that the distribution scores are:

Table 1. Interval Data

Interval	Category
43-50	Strongly agree
35-42	Agree
27-34	Neutral
19-26	Disagree
10-18	Strongly Disagree

b. Frequency Distribution of Corporate Social Responsibility Scores (X1) Based on Respondent Statements

Based on the table data above from 100 research respondents who stated that the CSR variable showed "strongly agree" 33 people or approximately 33% said "agree" 65 people or approximately 65%, 2 people or around 2% said "neutral". then there were no people who chose "disagree" and "strongly disagree". These results are dominated by the agreement value of the CSR variable with a percentage of 65%.

Table 2. Frequency Distribution

Intervals	Category	F	Percentage
43-50	Strongly agree	33	33
35-42	Agree	65	65
27-34	Neutral	2	2
19-26	Disagree	0	0
10-18	Strongly disagree	0	0
	Total	100	100

Source: Processed Result Data 2023

Based on the results of the questionnaire answers, the grouping scores are obtained, namely:

Table 3. Intervals

Interval	Category
86-100	Strongly agree
70-85	Agree
54-69	Neutral
38-53	Disagree
20-37	Strongly disagree

Source: Processed Result Data, 2023

c. Recapitulation of Research Based on Corporate Social Responsibility Indicators (X1)

Table 4. Indicator Research Results

No	Statement	Max Score	Real Score	Percentage	Criteria
1.	Tiska Beach has a strategic location and is close to the city center.	500	406	81,2%	Agree

No	Statement	Max Score	Real Score	Percentage	Criteria
2.	Tiska beach entrance ticket prices are affordable.	500	414	82,8%	Agree
3.	Prepare everything you need for a visit to Tiska Beach.	500	421	84,2%	Agree
4.	The surrounding environment is clean and well-organized by Tiska Beach.	500	404	80,8%	Agree
5.	Tiska Beach provides a playground for free.	500	408	81,6%	Agree
6.	Tiska Beach provides a large parking area.	500	421	84,2%	Agree
7.	Tiska Beach provides facilities in accordance with an environmentally friendly concept.	500	415	83%	Agree
8.	To get diligent and honest workers.	500	421	84,2%	Agree
9.	There are worship facilities available in a spacious and clean place.	500	418	83,6%	Agree
10.	Can the surrounding environment influence the process of implementing human rights enforcement?	500	412	82,4%	Agree

Source: Processed Result Data, 2023

d. Frequency Distribution of Community Based Scores (X2) Based on Respondent Statements

Table 4. Frequency Distribution

Intervals	Category	F	Percentage
43-50	Strongly agree	34	34
35-42	Agree	64	64
27-34	Neutral	1	1
19-26	Disagree	1	1
10-18	Strongly disagree	0	0
	Total	100	100

Source: Processed Result Data, 2023

Based on the Community Based variable in the table above, 100 research respondents stated that the CSR variable showed "strongly agree" with 34 people or approximately 34% who stated "agree with 64 people or approximately 64%, who stated "neutral" with 1 person or approximately 1%, then 1 person chose "disagree" or 1% and none "strongly disagree".

These results are dominated by the agreement value of the Community Based variable with a percentage of 64%.

e.   Recapitulation of Research Based on Community Based Indicators (X2)

Table 5. Indicator Research Results

No	Statement	Max Score	Real Score	Percentage	Criteria
1.	Employees at Tiska Beach are skilled at talking to visitors.	500	414	82,8%	Strongly agree
2.	Are the employees there responsive when someone is confused?	500	406	81,2%	Agree
3.	Ease of service procedures at Tiska Beach, Lampung.	500	410	82%	Strongly agree
4.	Speed of service to visitors	500	405	81%	Strongly agree
5.	Officer's ability to provide services	500	416	83,2%	Strongly agree
6.	The attitude of the employees at Tiska Beach is very friendly and polite.	500	421	84,2%	Strongly agree
7.	Tiska Beach employees show sincerity in solving problems experienced by visitors.	500	412	82,4%	Agree
8.	Tiska Beach pays attention to visitor safety.	500	417	83,4%	Agree
9.	Do the employees there maintain the facilities and infrastructure well.	500	410	82%	Strongly agree
10.	Are the employees there able to coordinate with co-workers well.	500	418	83,6%	Agree

Source: Processed Result Data, 2023

f.   Frequency Distribution of Tourism Visitors Scores (Y) Based on Respondent Statements

Table 6. Frequency Distribution

Intervals	Category	f	Percentage
43-50	Strongly agree	35	35
35-42	Agree	61	61
27-34	Neutral	4	4
19-26	Disagree	0	0
10-18	Strongly disagree	0	0
Total		100	100

Source: Processed Result Data, 2023

Based on the table data above from 100 research respondents who stated that the Tourism variable showed "strongly agree" 35 people or approximately 35% said "agree with 61 people or approximately 61% who said "neutral" 4 people or around 4%, then there were no people who chose "disagree" and "strongly disagree". From these results, the agreement value of the Tourism variable is dominated by a percentage of 61%.

g.   Recapitulation of Research Based on Tourism Visitors Indicators (Y)

Table 7. Indicator Research Results

No	Statement	Max Score	Real Score	Precentage	Criteria
1.	I want to revisit Tiska Beach in Lampung with the people closest to me if I have the opportunity.	500	406	81,2%	Strongly agree
2.	I was very happy with the service at Tiska Beach in Lampung.	500	417	83,4	Strongly agree
3.	The water quality in the bathing area is still maintained and clear.	500	410	82%	Agree
4.	After the tourism object existed, there were no issues of infectious diseases in the tourism object.	500	414	82,8%	Agree
5.	In social life it is very important to have faith	500	430	86%	Agree
6.	Cultural ethics reflect a person's character.	500	436	87,2%	Strongly agree
7.	Tiska Beach is always willing to help visitors by providing fast service.	500	414	82,8%	Strongly agree
8.	What do you think about the competence of officers in service?	500	411	82,2%	Agree
9.	Is hot weather suitable for the beach?	500	399	79,8%	Strongly agree
10.	It has a beautiful mountain panorama and cool air	500	426	85,2%	Agree

Source: Processed Result Data, 2023

4.   RESULTS AND DISCUSSION
4.1. Result
A. Validity Test
1) CSR Variable Validity Test (X1)

Based on the value of df = 98 and a probability of 5%, it is known that the rtable value is 0.1966. The validity test results prove that all items measuring the CSR variable (X1) are valid. This text can be seen based on the fact that the rstatistic value for all items > r table (rstatistic > rtable).

Table 8. Validity Test Results for the Corporate Social Responsibility Variable (X1)

Items	r statistic	r table	Decision
X1_1	.696**	0.1966	Valid
X1_2	.652**	0.1966	Valid
X1_3	.677**	0.1966	Valid
X1_4	.763**	0.1966	Valid
X1_5	.673**	0.1966	Valid
X1_6	.661**	0.1966	Valid
X1_7	.740**	0.1966	Valid
X1_8	.815**	0.1966	Valid
X1_9	.697**	0.1966	Valid
X1_10	.757**	0.1966	Valid

Source: processed with SPSS 26

2) Variable Validity Test X2

Based on the value of df = 98 and a probability of 5%, it is known that the value is 0.1966, where the results from the validity test prove that all items that measure community-based (X2) are valid as media through the rstatistic for each item which exceeds the r table (rstatistic > r table).

Table 9. Community Based Variable Validity Test Results (X2)

Items	r statistic	r table	Decision
X2_1	.798**	0.1966	Valid
X2_2	.842**	0.1966	Valid
X2_3	.864**	0.1966	Valid
X2_4	.851**	0.1966	Valid
X2_5	.860**	0.1966	Valid
X2_6	.828**	0.1966	Valid
X2_7	.783**	0.1966	Valid
X2_8	.784**	0.1966	Valid
X2_9	.824**	0.1966	Valid
X2_10	.803**	0.1966	Valid

Source: processed with SPSS 26

3) Y Variable Validity Test

According to the value of df = 98 and the probability of 5%, it is known that the value from the table is 0.1966 and the results from this test prove that all items measuring the Tourism variable (Y) are valid. What is reviewed is based on the rstatistic value exceeding r table (rstatistic > rtable).

Table 10. Tourism Visitors Variable Validity Test Results (Y)

Items	r statistic	r table	Decision
Y1	.719**	0.1966	Valid
Y2	.838**	0.1966	Valid
Y3	.842**	0.1966	Valid
Y4	.746**	0.1966	Valid

Items	r statistic	r table	Decision
Y5	.675**	0.1966	Valid
Y6	.585**	0.1966	Valid
Y7	.797**	0.1966	Valid
Y8	.678**	0.1966	Valid
Y9	.546**	0.1966	Valid
Y10	.759**	0.1966	Valid

Source: processed with SPSS 26

4) Reliability Test

Based on the results of this test using Cronbach's Alpha, the results show that the research instrument measuring CSR (X1), Community Based (X2), and Tourism Visitors(Y) variables has high and very high reliability.

Table 11. Reliability Test Result

Variable	A	Information
Corporate Social Responsibility (X1)	0,891	High Reliability
Community Based (X2)	0,947	Very High Reliability
Tourism Visitors (Y)	0,889	High Reliability

Source: processed with SPSS 26

5) Partial T Test

Table 12. Partial T Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.713	1.976		1.879	.063
	Corporate Social Responsibility (XI)	.413	.091	.391	4.510	.000
	Community Based (X2)	.505	.081	.540	6.235	.000

a . Dependent Variable: Tourism Visits (Y)

Source: processed with SPSS 26

Based on the T Test results table above, it is known:
1. Corporate Social Responsibility (X1) has a significant effect on Tourism (Y). This can be seen from the Sig value. of 0.000 which means Sig. < 0.05 so Ha is accepted and Ho is rejected.
2. Community Based (X2) has a significant effect on Tourism (Y). This can be seen based on the Sig value. of 0.000 which means Sig. < 0.05 proves that Ha is accepted and Ho is rejected.

6) Simultaneous F Test

As stated on the result shows that sih value founded of 0,000 that means SIG is less than 0,05 it prove that there is an acceptance of Ha and rejection of Ho that means CSR (X1) and Community Based (X2) influencing together the Tourism Visitor (Y).

Table 13. Simultaneous F Test Result

ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1589.106	2	794.553	199.702	.000[b]
	Residual	385.934	97	3.979		
	Total	1975.040	99			

a. Dependent Variable: Tourism Visits (Y)
b. Predictors: (Constant), Community Based (X2), Corporate Social Responsibility (XI).

Source: processed with SPSS 26

7) Multiple Linear Regression Analysis

Table 14. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.713	1.976		1.879	.063
	Corporate Social Responsibility (XI)	.413	.091	.391	4.510	.000
	Community based (X2)	.505	.081	.540	6.235	.000

a. Dependent Variable: Tourism visits(Y)

Source: processed with SPSS 26

$$Y = 3.713 + 0.413X1 + 0.505X2$$

This equation means that:
1. If all independent variables (X) have a constant value or 0, that means the value of the dependent variable (Y) is 3,713.
2. If the Corporate Social Responsibility variable (X1) is one unit then the Tourism Visitors variable (Y) will increase by 0.413. So the better the Corporate Social Responsibility variable (X1), the better the Tourism Visitors variable (Y).
3. If the Community Based variable (X2) increases by 1 unit, it means that the Tourism Visitors variable (Y) will increase by 0.505. This means that the higher the Community Based variable (X2), the higher the Tourism Visitors variable (Y).

4.2. Discussion

4.2.1. Corporate Social Responsibility (CSR) influences tourism visits

As stated on the result shows that Sig value founded of 0,000 that means SIG is less than 0,05 it probe that there is an acceptance of Ha and rejection of Ho that means CSR (X1) and Community Based (X2) influencing together the Tourism Visitor (Y), this is relevant to

(Siwi, 2017) which explains that the influence of Corporate Social Responsibility (CSR) on Tourism Visits has a positive and significant effect.

4.2.2. Community Based influences Tourism Visits

Based on the results of testing community-based variables, a Sig value was obtained. equal to $0.000 < 0.05$. So it can be concluded that Ha is accepted and Ho is rejected, which means that the tourism visit variable (Y) is affected by the Corporate Social Responsibility (CSR) (X1) and Community Based (X2) variables. The results of this research are in line with research (Hermawan, 2016) which explains that the influence of Corporate Social Responsibility (CSR) on Tourism Visits has a positive and significant effect.

5. CONCLUSIONS

From the research above, it can be concluded that: (1) Corporate Social Responsibility has a significant and positive effect on tourism at Tiska Beach, Lampung. (2) Community-based has a significant and positive influence on tourism at Tiska Beach, Lampung. (3) Corporate Social Responsibility and Community Based have a positive and significant effect on tourism at Tiska Beach, Lampung, which means that both corporate social responsibility and community based have a big influence on tourism.

Suggestions that can be conveyed in this research are: (1) Increase public awareness, especially visitors, regarding cleanliness by providing direct advice to people around the object and by adding existing trash bin facilities. (2) The administration and development of tourism objects will be better if the local government is responsible. And it is directly supervised by the tourism office, so that everything can be managed well from planning to implementation and have a greater positive impact on the surrounding community. (3) Researchers can use the results of this research to expand their knowledge about tourism.

REFERENCES

Ahmad, A. N. W. B. (2018). Kemahiran Dan Teknologi Dalam Menghasilkan Sumber Manusia Yang Mampu Meningkatkan Mutu Kerja Dan Produktiviti (Skills and Technology in Producing Capable and Productive Work Force). *Trends in Undergraduate Research*, *1*(1), h45-49.

Alam, S., & Arif, M. (2020). Perlindungan Hukum Terhadap Pekerja: Perspektif Tanggung Jawab Konstitusional Negara. *Kalabbirang Law Journal*, *2*(2), 123–133.

Amalia Yunia Rahmawati. (2020). *Pemetaan Sebaran Objek Wisata Alam Di Kota Bandar Lampung.* 1–23.

Arianto, N., & Muhammad, J. (2018). Pengaruh fasilitas dan pelayanan terhadap kepuasan pengunjung pada hotel dharmawangsa. *Jurnal Semarak*, *1*(1), 107–115.

Arienanda, D. W., & Nelliyaningsih, N. (2019). Pengaruh Corporate Social Responsibility (Csr) Di Taman Cikapayang-Dago Terhadap Citra Perusahaan (Studi Pada Pt Tiki Jalur Nugraha Ekakurir (Jne)-Cabang Bandung Tahun 2019). *EProceedings of Applied Science*, *5*(2).

Arifin, R., & Lestari, L. E. (2019). Penegakan dan Perlindungan Hak Asasi manusia di Indonesia dalam konteks implementasi sila kemanusiaan yang adil dan beradab. *Jurnal

Komunikasi Hukum (JKH), *5*(2), 12–25.

Arlinda, F., & Sulistyowati, R. (2021). Pengaruh penerapan program adaptasi CHSE (Cleanliness, Health, Safety, Environment) terhadap kepuasan pengunjung destinasi wisata Kabupaten Kediri di era new normal serta dampaknya pada pengembangan ekonomi pariwisata & industri kreatif. *Jurnal Pendidikan Tata Niaga (JPTN)*, *9*(3), 1404–1416.

Bloom, N., & Reenen, J. V. (2013). 済無*No Title No Title No Title. NBER Working Papers, 89.*

Chaudhary, M., & Lama, R. (2014). Community based tourism development in Sikkim of India—A study of Darap and Pastanga villages. *Transnational Corporations Review*, *6*(3), 228–237.

Gunawan, A. S., Hamid, D., & Endang, M. G. W. (2016). Analisis Pengembangan Pariwisata terhadap Sosial Ekonomi Masyarakat. *Universitas Brawijawa Malang*, *32*.

Harahap, R. Z. (2015). Etika Islam dalam Mengelola Lingkungan Hidup. *EDUTECH: Jurnal Ilmu Pendidikan Dan Ilmu Sosial*, *1*(01).

Hermawan, H. (2016). Dampak pengembangan Desa Wisata Nglanggeran terhadap ekonomi masyarakat lokal. *Jurnal Pariwisata*, *3*(2), 105–117.

Juliandi, A., & Manurung, S. (2014). *Metodologi Penelitian Bisnis, Konsep dan Aplikasi: Sukses Menulis Skripsi & Tesis Mandiri*. Umsu Press.

Kurniawan, P. C., Khilmiana, N., Arifin, S., & Maisaroh, A. (2023). Pengaruh Pertumbuhan Ekonomi dan Pertumbuhan Angkatan Kerja terhadap Tingkat Pengangguran di Kota Pekalongan. *Journal of Economics and Management (JECMA)*, *5*(1), 95–103.

Mardani, A., Purwanti, F., & Rudiyanti, S. (2018). Strategi pengembangan ekowisata berbasis masyarakat di Pulau Pahawang Propinsi Lampung. *Management of Aquatic Resources Journal (MAQUARES)*, *6*(1), 1–9.

Mardikanto, T. (2014). CSR: Corporate Social Responsibility: Tanggungjawab Sosial Korporasi. In *Alfabeta*. Bandung: Alfabeta.

Mukhtar, R. (2015). Hubungan Motivasi Belajar dengan Hasil Belajar pada Mata Pelajaran Seni Budaya Bidang Seni Musik Siswa Kelas X SMA Piri 1 Yogyakarta. *Skripsi Sarjana Tidak Diterbitkan. Yogyakarta: Fakultas Bahasa Dan Seni UNY [Universitas Negeri Yogyakarta]. Tersedia Secara Online Juga Di: Https://Eprints. Uny. Ac. Id/18297/1/SKRIPSI% 20RADINAL% 20MUKHTAR*, *20*(2809208241033), 29.

Nanincova, N. (2019). Pengaruh kualitas layanan terhadap kepuasan pelanggan noach cafe and bistro. *Agora*, *7*(2).

Novianr, W., Hafiz, A., & EfrizaL. (2019). Pemandangan Alam Sumatera Barat dalam Seni Lukis Naturalis. *Serupa The Journal of Art Education*, *7*(3).

Nurhajati, N. (2018). Dampak Pengembangan Desa Wisata Terhadap Peningkatan Kesejahteraan Masyarakat (Studi di Desa Mulyosari Kecamatan Pagerwojo Kabupaten Tulungagung). *Publiciana*, *11*(1), 1–13.

Okado, J., Ai, B., Bashan, Y., Sakurai, N., Fujiwara, Y., & Hoshi, T. (2003). 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析. 総合都市研究, *81*, 19–30.

Pawson, S., Richardson, S., & D'Arcy, P. (2018). Temples, Tuk-Tuks and Orphanages: A Contemporary Examination of Tourism Development, Management and Community-Based Tourism in Cambodia. *Managing Asian Destinations*, 125–140.

Prawiranata, A., & Kusumawati, A. Y. (2016). *Pengaruh keramahtamahan dan kualitas pelayanan terhadap kepuasan pelanggan (Survei pada pelanggan villa Agrowisata Kebun Teh Wonosari Lawang, Malang)*. Brawijaya University.

Pribadi, T. I., Suganda, D., & Saefullah, K. (2021). Pariwisata Berbasis Masyarakat dan Dampaknya Terhadap Sosial, Ekonomi, dan Lingkungan: Tinjauan Pustaka. *Jurnal Sosial Dan Sains*, *1*(2), 107–114.

Saputro, R. A., Idris, M., & Suryani, I. (2020). Sejarah Dan Budaya Palembang Barat Sebagai Sumber Buku Saku Sejarah. *Kalpataru: Jurnal Sejarah Dan Pembelajaran Sejarah*, *6*(1), 6–17.

Septianto, A., Wahyu, W., Nurmutia, S., Feblidiyanti, N., & Junaenah, J. (2020). Sosialisasi pentingnya pola hidup sehat guna meningkatkan kesehatan tubuh pada masyarakat desa kalitorong kecamatan randudongkal kabupaten pemalang provinsi jawa tengah. *Dedikasi Pkm*, *1*(2), 55–62.

Siwi, M. (2017). Kontestasi pengetahuan negara, swasta dan masyarakat dalam pengelolaan program Corporate Social Responsibility. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat [JSKPM]*, *1*(1), 115–128.

Sugiyono. (2019). Metode Penelitian Kuantitatif Kualitatif dan R&D. *Bandung: Alfabeta*.

Susanti, M. (2017). *Strategi Promosi Pariwisata Guna Meningkatkan Jumlah Pengunjung dalam Perspektif Ekonomi Islam (Studi di Pantai Batu Lapis Kalianda Lampung Selatan)*. UIN Raden Intan Lampung.

Sutrisnawati, N. K., & Purwahita, A. A. R. M. (2018). Fenomena Sampah dan Pariwisata Bali. *Jurnal Ilmiah Hospitality Management*, *9*(1), 49–56.

Wibowo, A. A. (2017). Komitmen dan Kompensasi terhadap Prestasi Kerja di PT Somit Karsa Trinergi Jakarta. *Jurnal Ekonomi Dan Bisnis*, *1*(1), 1–19.

Copyrights