

The Influence of Social Motives and Leadership on Youth Participation in the Development of Educational Tourism in Kediri Regency

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Abstract. Tourism is one of the fastest growing industries in Indonesia, through various development plans and tourism development which carried out by the government, tourism is expected to continue to grow significantly. Tourism development requires a supporting component to attract visitors that can affect the comfort of visitors in visiting tourist attractions. Kediri Regency has a potential sector to be developed, namely education-themed tourism such as educational villages, guava agro-education tours, pumpkin education villages and honey education villages. This research is aimed at determining the influence of social motives local leadership in the development of educational tourism in Kediri. This research was a quantitative study with multiple regression analysis using *SPSS for windows*. The population in this research were young people aged 16-30 years with a total sample of 120 youths spread over 3 districts in Kediri Regency. The results indicates $t_{count} > t_{table}$ ($3.246 > 1.657$) so H_0 is rejected, it means that there is significant influence between social motives (achievement, avoiding conflict and power) on youth participation, local leadership $t_{count} < t_{table}$ ($1.374 < 1.657$) so H_0 is accepted, it means that local leadership there is no a significant influence on youth participation in developing educational tourism in Kediri. The results of the F test show a significant value (0.000) < of (0.05) meaning that simultaneously social motives and local leadership have a significant influence on youth participation in developing educational tourism in Kediri.

Keywords: Social Motives; Leadership; Youth; Participation; Educational Tourism

1 Introduction

Educational tourism is a concept that combines tourism activities with learning activities. Educational tourism is intended as a program in which tourism activity participants take a tour of a certain place in a group with the main aim of gaining a learning experience directly related to the location visited [1]. Based on the number of tourist visitors, Kediri Regency ranks 9 out of 38 districts in East Java Province. The amount of regional potential in Kediri Regency is directly proportional to the number of unemployed in Kediri Regency on the age scale of 15 and above. However, if the regional potential is developed optimally, it can increase youth independence in the material, intellectual and management aspects. Based on

the Central Statistics Agency, it was noted that in the last six years there was only one reduction in the number of unemployed, namely in 2017.

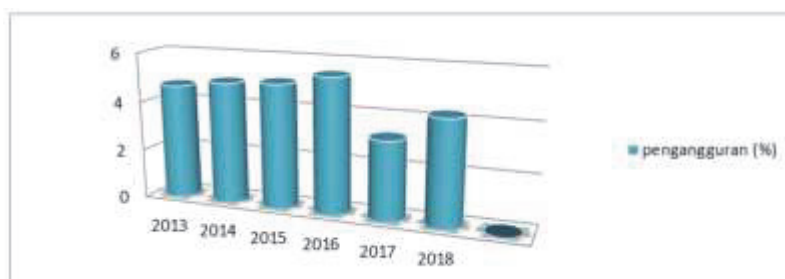


Fig. 1. The Number of Unemployed (Pengangguran) in Kediri in 2013-2018
Source: Badan Pusat Statistik (Central Statistics Agency) 2019

The development of regional potential is one of the alternatives to reduce unemployment through the direct involvement of youth in tourism development. Kediri has a potential sector that attracts visitors such as developing educational village themed tours, guava agro-education tours, pumpkin education villages and honey education villages. In accordance with the Kediri Tourism Development Master Plan which focuses on natural, artificial and cultural tourism. There are three districts that are currently developing educational tourism-based tourism, namely Badas, Ngasem and Keyen Kidul district. According to Cooper in Sunaryo [2] explained that the framework for developing a tourism destination consists of main components, namely tourist attractions, amenities, accessibility and public facilities.

Table 1. The Main Components in the Educational Tourism Area of Kediri Regency in 2019

Characteristics According to (Cooper, 1995):	Availability of Characteristics		
	Honey Villages	Educational Agro Tourism	Pumpkin Education Village
Tourist attraction object			
Uniqueness	√	√	√
Accessibility			
Local Transportation	√	√	√
Terminal	-	-	-
Amenities			
Accommodation (lodging)	-	-	-
Provision of food and beverages	√	√	√
Supermarkets / Department stores	-	√	√
Open public spaces / entertainment venues	-	-	-
Ancillary Service			
Service organization	-	√	-
Visit package	-	√	-

Source: authors' analysis in 2020

Based on the table, there are several components that have not been fulfilled in the three districts. This phenomenon is interesting to research as an evaluation and assessment of youth participation in the aspect of opportunity viewed from the social motives and leadership of local leaders in the development of educational tourism so far.

2 Method

This research uses a quantitative approach. Quantitative research aims to explain, examine the relationship between variables, determine the causality of the variables, test theories and look for generalizations that have predictive value for predicting a phenomenon with statistical methods. The population of this research were youths who live in Bringin village, Toyoresmi village and Jambu village aged 16-30 years with 1,200 youths. The sample will be representative if the sample size is 10% of the population [3]. The research sample of 120 people was selected using a proportional sampling technique. *Proportional random sampling* is a technique of taking the number of samples based on the consideration of the number of each group of subjects. The research method used is a survey method using a structured questionnaire that contains a number of questions related to the research variables to be carried out and to obtain relevant information. Answering the influence of social motives and local leadership on youth participation in the development of educational tourism in Kediri Regency was carried out using multiple linear regression analysis, determinant coefficient, T test and F test.

3 Result and Discussion

3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis to measure the magnitude of the influence between two or more independent variables on one dependent variable [4]. Regression analysis in this study was used to analyze the influence of social motives (X1) and the leadership of local leaders (village heads) (X2) on youth participation (Y) in the development of educational tourism.

Table 2. The Results of Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,599	2,201		,272	,786
MOTIVE	,463	,143	,313	3,246	,002
LEADER	,191	,139	,132	1,374	,172

a. Dependent Variable: PARTISIPASI

Source: Primary data processed, 2020

Based on the results of data analysis, it can be seen that the multiple linear regression equation

$$Y' = a + b_1X_1 + b_2X_2 \quad (1)$$

Community participation = 0.599 + 0.463 + 0.191. This equation explains that:

- The constant of the equation is 0.599; it means that the social motive and leadership of local leaders if the value is 0, then the youth participation is 0.599.
- The regression coefficient for the social motive variable is 0.463, which means that if the social motive increases by one percent, the participation will increase by 0.463 units, assuming the other independent variables have a fixed value.

- c. The regression coefficient for the social motive variable is 0.191, which means that if the local leadership increases by one percent, the participation will increase by 0.11 units, assuming the other independent variables are fixed.

3.2 T Test

The t test is used to partially determine the influence of social motives on participation and leadership of local leaders on participation. The step to find out the t test results begins with determining the hypothesis and comparing the t count and t table.

Ho: There is no partial level influence of social motives on youth participation in the development of educational tourism in Kediri Regency

Ha: There is a partial leadership influence on youth participation in the development of educational tourism in Kediri Regency

Tabel 3. The result of T test
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,599	2,201		,272	,786
	MOTIVE	,463	,143	,313	3,246	,002
	LEADER	,191	,139	,132	1,374	,172

a. Dependent Variable: PARTICIPATION

Source: Primary data processed, 2020

Based on the table above, it shows that the t value for social motives is 3.246 and the t table is 1.657 with a probability of 0.05 and df 117. So that the results of the comparison t count > t table, then Ho is rejected and Ha is accepted. There is an influence between social motives on youth participation in the development of educational tourism. This happens because the educational tourism environment still has characteristics and habits of working together and upholding the principle of togetherness so that it affects the motive for achieving or gaining social recognition. The emergence of motives is influenced by several things, namely cultural characteristics or habits that are already believed to be true so that the motives are able to encourage individual attitudes. [5].

Local leadership has a value of 1.374 and t table of 1.657 with a probability of 0.05 and df 117. So that the comparison results t count < t table, then Ho is accepted. The meaning is that there is no influence between local leadership (village head) on youth participation in the development of educational tourism. The leadership of pokdarwis is considered to have a more active role in the development of educational tourism so that local leaders (village heads) do not have a significant influence on the development of educational tourism.

3.3 F Test

The t test is used to determine simultaneously the influence of social motives and leadership leadership on local participation on participation. The F test can determine the effect between variables through the ANOVA results at significant numbers. The hypothesis in the F test is as follows:

Ho: There is no influence of social motives and leadership leadership simultaneously on youth participation in the development of educational tourism in Kediri Regency.

Ha: There is an influence of social motives and leadership leadership simultaneously on youth participation in the development of educational tourism in Kediri Regency.

Table 4. Test Results of Simultaneous Significance (F)
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	402,134	2	201,067	10,655	,000 ^b
	Residual	2207,833	117	18,870		
	Total	2609,967	119			

a. Dependent Variable: PARTISIPATION

b. Predictors: (Constant), LEADER, MOTIVE

Source: Primary data processed, 2020

Based on the F test shows that the value of Sig. <0.05, which is equal to 0.000, so Ho is rejected and Ha is accepted. This means that there is an influence of social motives (X1) and the leadership of local leaders (village heads) (X2) simultaneously on youth in the development of educational tourism in Kediri Regency.

4 Conclusions

- The result on the social motive variable produces $t_{count} > t_{table}$ ($3.246 > 1.657$), so Ho is rejected, meaning that there is a significant influence between social motives (achievement, avoiding conflict and power) on youth participation.
- Local leadership shows $t_{count} < t_{table}$ ($1.374 < 1.657$) so Ho is accepted, meaning that local leadership (village head) does not have a significant influence on youth participation in developing educational tourism in Kediri Regency.
- The result of the F test shows a significant value (0.000) < of (0.05) meaning that simultaneously social motives and local leadership (village head) have a significant effect on youth participation in developing educational tourism in Kediri Regency.

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