

Analysis of The Influence of Interpersonal Communication and Community Behavior on Tourist Security and its Impact on Tourist Visits to Samosir Island, North Sumatra - Indonesia

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Abstract

Samosir Island is a beautiful island where Samosir Island is surrounded by Lake Toba which is very beautiful by its lake and nature. The beauty of Lake Toba should contribute to the income of the community and the region, but the facts explain that the beauty of Lake Toba has not contributed to the income of the community and the region. This can be seen from the lack of tourists coming to Samosir Island for tourism. This is not comparable to the beautiful island of Bali which is visited by many local and foreign tourists so that it can contribute to the income of the community and the region. Based on this condition, it can be observed that there are several causes of the lack of tourists coming to Samosir Island such as interpersonal communication, community behavior, facilities and infrastructure so that they affect the comfort of tourism and have an impact on the number of tourist visits to Samosir Island. The type of research is quantitative research and the object of research is Samosir Island. The research respondents are the community around the tourist attractions on Samosir Island. The number of samples is 460 people taken based on random sampling. The research instrument used to collect data is a questionnaire that is distributed to the community randomly in the tourist area of Samosir Island. To process the data, a Structural Equation analysis model is used (SEM). The results of the study explain that there is an influence between interpersonal communication on tourist comfort where the coefficient influence value is greater than the p-value or $0.398 > 0.000$, there is an influence between community behavior on tourist comfort where the coefficient influence is greater than the p-value or $0.207 > 0.002$, there is an influence between interpersonal communication on tourist visits where the coefficient influence is greater than the p-value or $0.287 > 0.000$, there is an influence of community behavior on the number of tourist visits where the coefficient influence is greater than the p-value or $0.401 > 0.000$, there is an influence between interpersonal communication on the number of tourist visits through tourist comfort where the coefficient influence is greater than the p-value or $0.265 > 0.000$, there is an influence between community behavior on the number of tourist visits where the coefficient influence is greater than the p-value or $0.105 > 0.00$ and there is an influence between tourist comfort on the number of tourist visits where the coefficient influence is greater than p-value or $0.055 > 0.003$.

Keywords: *Interpersonal Communication, Community Behavior, Tourist Security and Tourist Visits.*

Introduction

In contemporary times, because of technological progress and the widespread availability of information, consumers have acquired greater expertise, influence, and heightened expectations, leading to an increased desire for customized services. As a result, the tourism industry is experiencing a rapidly changing and highly competitive environment, necessitating ongoing endeavors by tourism companies to ensure customer satisfaction and establish a distinctive market position relative to their competitors (Cronjé & du Plessis, 2020). According to Uysal and Song (2018), a customer who is content with their experience is more inclined to prolong their stay at a particular destination, allocate a higher budget, engage in promotion, consider revisiting the destination in the future.

The destination attribute holds equal significance to service quality. The inclusion of the destination attribute is considered a crucial component within the realm of marketing requirements. The examination of destination attributes allows for an analysis of market perceptions when selecting a destination (Reisinger, Mavondo, & Crotts, 2009). Singh and Singh (2019) conducted additional research which found that the intention to revisit a destination is influenced by various dimensions of destination attributes.

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Indonesia boasts numerous tourism destinations that have the potential to contribute significantly to the country's foreign exchange earnings. However, it is worth noting that the Island of Bali currently stands out as the most prominent and popular among these destinations.

The beauty of regional tourists in Sumatera is equally remarkable when compared to that of Bali. The absence of viable enhancements to tourist attraction offerings implemented by the Local Government may be a contributing factor. This study examines the conditions for tourism promotion in an area where the community possesses significant assets that directly cater to the needs of tourists visiting the destination.

The rise in tourist influx to Lake Toba is expected to have a positive impact on the development of the surrounding regencies and communities in the area. Based on empirical observations, it can be inferred that most foreign tourists visiting Lake Toba obtain information from diverse sources. To enhance the influx of foreign tourists, it is imperative for the local government of the regency to actively engage the public in efforts to boost the number of both foreign and domestic visitors.

In addition to showcasing the charm of Lake Toba, the cultural heritage in Samosir and Simalungun Regencies also needs to be highlighted. The tourism sector, although considered important, is expected to contribute to the country's foreign exchange earnings through the influx of tourists visiting various destinations abroad, especially those who focus on certain tourist attractions. Tourism has emerged as an important contributor to the national economy, facilitating job creation on a global scale. According to the World Tourism Organization (2018, 2019), the industry's revenue has increased significantly from USD 1340 billion in 2017 to USD 1451 billion in July 2019.

The increase in tourism revenue was driven by various factors, including a favorable economic climate, strong demand for air travel, advances in digital technology, and improvements in visa procedures (World Tourism Organization, 2019). The global tourism sector has become a significant source of employment, offering a total of 319 million jobs, according to the World Travel and Tourism Council (WTTC, 2019). The realization of the Samosir Regency tourism vision in 2010 depends on effective coordination between various stakeholders involved in tourism development, especially the active participation of local communities in attracting domestic and international tourists. The local governments of Samosir Regency and Simalungun Regency are actively committed to promoting and improving Lake Toba tourism with a focus on attracting more tourists to the area.

The tourism industry plays an important role in the economic development of a region. Several studies have proven the significant influence of domestic and international tourist visits on increasing state revenues. Several studies have shown the importance of destination image in encouraging repeat visits among tourists. However, several research models offer varying explanations regarding the impact of destination image on tourist loyalty to revisit. This study aims to determine the influence of destination image on tourists' intention to revisit various cities in Indonesia. This study uses quantitative methodology to achieve the research objectives.

Indonesia is a country that has very rich natural resources that are bestowed by the Creator to the Indonesian nation with the hope that these natural resources can bring prosperity to the people of Indonesia.

There are several beautiful natural resources in Indonesia such as the island of Bali, Raja Ampat, Borobudur Temple, etc., but one of the beautiful natural resources in Indonesia is Lake Toba which is located in North Sumatra Province where these natural resources are the mainstay of Indonesian tourism icons known to the world. foreign countries.

Lake Toba is expected by the people around Lake Toba and the districts around Lake Toba, including: Simalungun Regency, Karo Regency, Dairy Product Regency, Samosir Regency, Humbang Hasundutan Regency and North Tapanuli Regency will have an impact on the income of the people around Lake Toba and the districts around Lake Toba because they have direct access to Lake Toba.

Lake Toba should be used as a source of income for the people around Lake Toba through the tourism sector and also as a contributor to regional income for Samosir Regency and other districts around Lake Toba.

In increasing economic growth, the government must focus on economic policies through promoting tourism as a source of income and potential for economic growth (Ekanayake, 2012).

The tourism sector can have a direct influence on several things, including:

The tourism sector as a foreign exchange earner to obtain goods and capital used in the production process (McKinnon, 1964).

Tourism development affects infrastructure development (Sakai, 2006).

Tourism development affects other economic sectors through direct, indirect, and induced effects (Sourr, 2006).

The tourism sector has an effect on increasing employment opportunities (Lee & Chang, 2008).

The tourism sector produces positive economies of scale (Weng & Wang, 2004).

The tourism sector produces the dissemination of technical knowledge, encourages research and development and the accumulation of human resources (Blake, et al, 2006).

The beauty of Lake Toba is expected to increase community income and regional income for Samosir Regency and other regencies around Lake Toba and can create jobs and increase regional economic growth and the community around the area in Samosir Regency and other regencies around Lake Toba through tourism. This sector is a mainstay sector in order to increase regional income and community income.

If a region or a country can manage the tourism sector well through integrated management planning, it will be able to contribute to regional income and state foreign exchange because many tourists who come to a region or a country spend their money while in the tourist area.

Then Samosir Island which has an administrative area called Samosir Regency which is surrounded by Lake Toba is one of the tourist destinations in Indonesia because of the beauty of its beaches, therefore the beauty of Lake Toba deserves to be used as a mainstay sector of income in Samosir Regency.

However, in reality, it can be seen that the original regional income in Samosir Regency is very small every year so it is difficult to help the region in carrying out development in Samosir Regency.

However, in reality, it can be seen that the original regional income in Samosir Regency is very small every year so it is difficult to help the region in carrying out development in Samosir Regency. This can be explained that the tourism sector has not contributed much to regional income and its people because this can be seen from the minimal number of tourist visits to Samosir Island.

The regional income of Samosir Regency can be seen in the following table 1.

Table 1. Local Revenue of Samosir Regency 2015-2019

| NO | YEAR | TOTAL ROI (Rp) |
|----|------|---------------------|
| 1. | 2015 | 34. 295. 000. 000,- |
| 2. | 2016 | 39. 207. 000. 000,- |
| 3. | 2017 | 46. 463. 000. 000,- |
| 4. | 2018 | 47. 423. 000. 000,- |
| 5. | 2019 | 58. 823. 000. 000,- |

Source: Regional Financial And Asset Management Agency, SamosirRegency, 2020.

Judging from the large amount of Local Original Income per year in Samosir Regency, the Samosir Regency government has not been optimal in managing regional potential and especially in managing the potential of Lake Toba as a tourist attraction in Samosir Regency which is very large and has not had a big influence on people around Lake. Toba and to the district area around Lake Toba.

It can be seen that the people around Lake Toba do not really depend on the beauty of Lake Toba for their livelihoods so that the people around Lake Toba are less interested in developing the economic sector around Lake Toba, especially the tourism sector. This condition is also felt by the people in Samosir Regency where the Lake Toba tourism sector has not been developed for the people in Samosir Regency and the Samosir Regency Government.

One of the keys to the success of developing the tourism sector in various regions is building development synergies with parties that can help develop the tourism sector professionally.

The small regional income is due to the small number of tourist visits to Samosir Island as can be seen in the following table :

Table 2. Number of Tourist Visits to Samosir Island

| Year | Number of Tourists To Samosir Island | | | | Total | % |
|------|--------------------------------------|-------|---------|--------|---------|--------|
| | Indonesia | % | Foreign | % | | |
| 2015 | 141.215 | - | 34.248 | - | 175.463 | - |
| 2016 | 154.905 | 9,69 | 35.823 | 4,59 | 190.728 | 8,69 |
| 2017 | 222.288 | 43,49 | 55.771 | 58,06 | 278.059 | 45,78 |
| 2018 | 312.925 | 40,77 | 65.724 | 17,84 | 378.649 | 36,17 |
| 2019 | 367.301 | 17,37 | 50.970 | -22,44 | 148.271 | -60,84 |

Source: BPS Samosir, 2020, Processed.

With the beauty of Lake Toba and other tourist attractions, it is expected to contribute income to the community and region with the arrival of domestic and foreign tourists to Samosir.

Currently we can see very few foreign tourists coming to Samosir, as well as domestic tourists, thus affecting the income of the community and region.

A tourist attraction will be said to be interesting if the tourist attraction is visited by many tourists (Kuntowijoyo, 2006).

If we compare it with other tourist destinations such as Bali Island in Indonesia and Hat Yai, Phuket and Pattaya in Thailand and Genting Highland in Malaysia, Langkawi which relies more on the tourism sector can increase the income of the community and the region so that it has an impact on accelerating the economic growth of the community and the region.

The tourism conditions on Samosir Island are very different from the tourism conditions on Bali Island, where the tourism sector on Bali Island provides great benefits to the economy of the community and the region, which can be seen from the number of tourist visits to Bali Island and the large regional income of Bali Island, as in the following table:

Table 3. Number of Tourist Visits on the Island of Bali in 2020 – 2021

Source: Ministry of Tourism and Creative Economy Data Center and Information System, 2021.

In Table 3 it can be seen that the number of tourist visits in December on the island of Bali was 163.619 people while in 2020 there were 164.079 people so that there was a decrease in visits of 0.28% where this was due to the fear of visitors from various countries coming to the island. Bali with the excuse of Covid 19.

Then it can be explained that the number of tourist visits to Bali Island during 2020 totaled 4,052,923 people while in 2021 tourist visits to Bali Island were 1,557,530 people.

If you look at the total number of tourist visits to the island of Bali in 2020 and 2021, there will be a very drastic decrease, but this decrease is caused by Covid 19 which has not subsided so that many countries are still giving warnings for visits abroad, including to the island of Bali, Indonesia.

With so many tourist visits to the island of Bali, it will be able to bring in a source of income for the island of Bali and increase people's income so that it will create an increase in community and regional income. This is in accordance with the opinion of Wijaya, 2014, saying that the number of tourist visits is an indicator used in measuring the achievement of the tourism industry and is able to have an impact on society and the government.

The tourism sector can contribute to a large foreign exchange earner on the island of Bali which can be seen in Table 4

Table 4. Regional Origin Income (ROI) Bali Province Tourism Sector Year 2020 – 2021

| NO | YEAR | TOTAL ROI (Million Rupiah) |
|----|------|----------------------------|
| 1. | 2020 | 41.117.007, 88 |
| 2. | 2021 | 36.624.152, 48 |

Source: BPS Bali Province, 2021

Based on these data in Table 4 it can be explained that Regional Original Income (ROI) from the tourism sector is quite large where the large contribution of the tourism sector comes from tourist spending during visits to the island of Bali.

Research Questions

In formulating the problem in a study based on the phenomena that occur in the research object obtained after the researcher goes directly to the field to see the real facts.

The phenomena that occur in the field are then searched for the root of the problem and explained in the research background in detail and well structured so that it will facilitate the formulation of the problem.

After collecting from the field about the existing problems, then the factors that cause problems that occur in the field are collected as the cause of the lack of tourist visits to Samosir Island.

After collecting from the field about the factors that cause problems regarding the lack of tourist visits to Samosir Island, the results obtained include: interpersonal communication, community behavior, level of public education, facilities and infrastructure, less clean environment, etc.

In this study the authors only conducted research on how the influence of interpersonal communication and community behavior on the number of tourist visits to Samosir Island.

Based on the background that has been stated, it can be concluded that the formulation of the problem is as follows :

- Does interpersonal communication have a significant effect on tourist security ?.
- Does community behavior have a significant influence on tourist security ?.
- Does interpersonal communication have a significant effect on tourist visits ?.
- Does community behavior have a significant effect on tourist visits ?.
- Does interpersonal communication have a significant effect on tourist visits through tourist security ?.
- Does community behavior have a significant effect on tourist visits through tourist security ?.
- Does tourist security have a significant effect on tourist visits ?.

Research Objectives

Based on the problem formulation that has been explained, the research objectives can be formulated as follows:

- To find out the significance of interpersonal communication on tourist security.
- To find out the significance of community behavior towards tourist security.
- To find out the significance of interpersonal communication on tourist visits.
- To find out the significance of community behavior towards tourist visits
- To determine the significance of the influence of interpersonal communication on tourist visits through tourist security.

- To determine the significance of the influence of community behavior on tourist visits through tourist security.
- To determine the significance of the influence of i touristsecurityontourist visits.

Review of Literature

Interpersonal Communication

From these various factors, it can be explained that interpersonal communication and community knowledge are something that can be felt directly by tourists because there is direct dialogue between the community and tourists, especially the community that offers tourism services and traders who sell tourist needs on Samosir Island. so that the impression is created that there is a relationship between the community and tourists.

Many tourists feel disappointed after visiting Samosir for various reasons where communication between the community and tourists has not made tourists feel comfortable coming to Samosir Island.

The interpersonal communication that tourists expect is information obtained from the community does not provide a message that tourists can understand so that the meaning of the expected message does not answer the meaning of the message expected by tourists.

Interpersonal communication occurs face to face directly and indirectly which expects both parties, namely the communicator and the communicant who are communicating, to be able to capture the message being discussed. This is supported by the opinion of Onong Uchjana Efendi, 2000 who said that interpersonal communication is communication between the communicator and the communicant.

Mulyana, 2000, said that interpersonal communication is communication between people who meet face to face, allowing each participant to capture the reactions of others directly, both verbally and non-verbally. With communication, an interesting discussion will be formed between two or more people so that the message delivered reaches the target who hears it.

Community Behavior

The good and bad of the environment is reflected in the pattern of behavior and attitudes of society towards the environment, where the impact of the behavior and attitudes of society towards the environment is formed by the behavior and attitudes of society towards the human environment so that it will become a climate of behavior and attitudes of society.

Notoatmodjo, 2012 said that behavior is an action or activity of humans themselves which has a very wide range including: walking, talking, crying, laughing, working, lecturing, writing, reading, singing, running etc.

Community behavior arises because of certain stimuli and stimuli that are seen directly or indirectly which can result in changes in a person's actions on their behavior and attitudes.

This is in line with the opinion of Darho, 2012 who said that behavior or activities in individuals or organisms do not arise by themselves, but rather due to stimuli or stimuli on the individual or organism.

Soekidjo, 2011, said that human behavior is a series of activities carried out daily such as walking, talking, reacting, how to dress, traditions and others. This theory explains that human behavior will affect the behavior of other humans so that the impact of human behavior affects the condition of the surrounding environment. in the world of tourism, human behavior or local communities will affect the tourist environment, namely the comfort of tourists who come to tourist attractions.

Tourist Security

The comfort and safety of tourism will make the hearts of tourists happy, where the beauty of nature will touch their hearts, where this condition should be maintained and even improved by tourism managers everywhere.

According to Kovari and Zimanyi, 2011, the comfort and safety aspects are very big issues and have a very big impact on the sustainability of tourism activities.

Many things cause the comfort of tourism to be disturbed so that tourists no longer want to visit tourist attractions that have been visited because they feel unsafe.

According to UNWTO, 2004: pp. 11-12, explains that developing countries must think about how to create tourism by providing safety and comfort services for tourists during tourist visits.

Tourist Visits

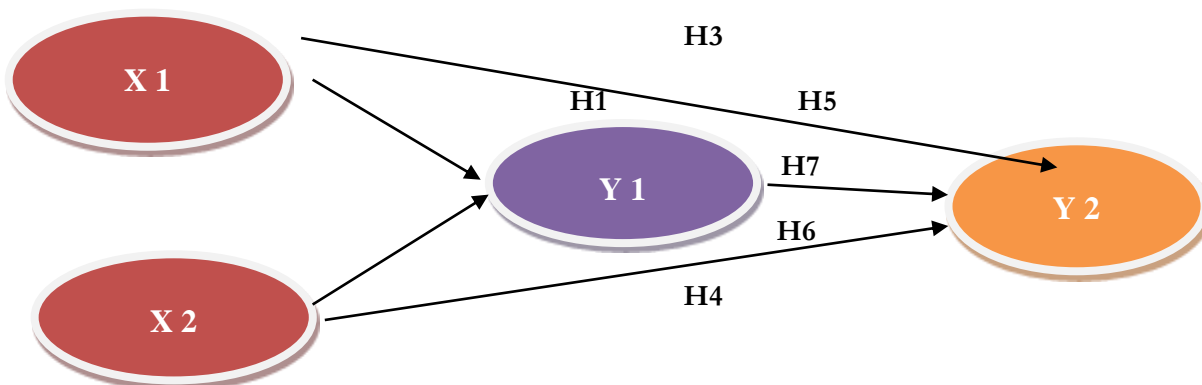
Tourist visits are a term often used for people. Aprilia et al. (2015:14) also analogize the decision to visit with a purchasing decision. A purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that arise about what products or services will be purchased, Buchari (2011:96).

Theoretical And Analytical Framework

The research paradigm is very helpful for the researcher in completing his research because there is a good way of thinking and will help in solving the problem being solved.

To support an easy understanding of this research starting from the background of the research and theory, the research paradigm can be formulated as follows:

Figure 1. Proposed Conceptual Framework



X 1 : Interpersonal Communication

X 2 : Community behavior

Y1 : Tourist Security

Y2 : Tourist Visits

Opposing Viewpoints in The Previous Research

Euis Nuruh Bahria, 2013, the results of his research explained that interpersonal communication expertise that was able to create an interactive and interpretive atmosphere in educational activities and educational and informative abilities to all visitors of the visit.

Yeerik Afrianto Singgalen, 2020, where the results of this study explain that the communication of the Meti Village community is formed from habitat as a society that lives in the Meti Village where each individual lives communally is a family-based manner known as "Soa" which then forms tribal identity known as "Hoana" and each "Hoana" lives in the universal value of Hibualamo as the identity of the relationship between tribes (Muller, 2018).

Suharsono, 2020, said that interpersonal communication carried out by homestay entrepreneurs with tourists and between homestay managers can improve the quality of services in tourists.

Annur Hanafih Ahmad, 2020, explained that tourist arrivals obtained the value of t count of 3.444 and the significance value ($0.003 < 0.05$) means that the variable of the number of tourist visits affects the original revenue of the region.

Falery Esther Bujung, Debby Ch. Rotinsulu, Audie O. Niode, 2019, explained that the number of tourist visits and hotel occupancy rates affected the revenue of the tourism sector of R^2 which was 0.537 or 53.7 % and the rest was influenced by other factors.

Hypothesis

Based on the phenomenon that occurs described in the background of the problem, the theory support, the framework of thinking and previous research and the premise, it can be concluded the following hypotheses :

- The influence of interpersonal communication on tourist security is significant.
- The influence of community behavior on tourist security is significant.
- The influence of interpersonal communication on tourist visits is significant.
- The influence of human behaviour on tourist visit is significant.
- There is a significant influence between interpersonal communication on tourist visits through tourist security.
- There is a significant influence between community behavior on tourist visits through tourist security.
- There is a significant influence between tourist security on tourist visit.

Research Methodology

Location and Time of Research

This research was conducted on Samosir Island and the time of this study was conducted in January 2022 –September 2024.

Population

The participants in this study were people who were at tourist locations on Samosir Island and were used as the population.

HD. Melva Sitanggang and Togu Harlen Lbn. Raja (2011) noted that the population is a collection of study-related objects or subjects that have naturally been adapted to the underlying causes of the issues at the research site.

Sample

In order to facilitate the collection of samples from the research population, which is the local population at the Samosir Island tourist destination.

The sample is one of the traits that the population under study possesses, according to Wiratna Sujarweni (2018).

This study's sample strategy combines a basic random sampling approach with probability sampling approaches.

According to Sugiyono in HD. Melva Sitanggang and Togu Harlen Lbn. Raja, 2011, explained that probability sampling is a sampling technique that provides equal opportunities for all members of the population to be selected as sample members.

As stated by Hair et al. (2014), the sample size should be 100 or more. The sample size need to be five or ten times the total number of research question items that will be examined.

In this study there were 47 question items so that the number of samples that must be in the study was 10 times 47 items, namely 235 to 470 samples, however there were 10 respondents who did not return the questionnaire so the number of respondents in this study was 460 people.

Instrument of Data Collection

Data collection techniques in this study were carried out in the following ways:

Observation is a preliminary method by conducting a field trunk e to see the problems that are occurring so that problem identification can be carried out.

Interviews are a research process using interview instruments where a dialogue occurs between the researcher and the person being studied to reveal the problems that are occurring.

Questionnaires are data collection tools through a list of questions distributed to respondents who know the problem.

Literature research is the researcher's effort to collect research materials from various sources that will support the results of the research later.

Variable Measurement Scale

The Likert scale must be utilized to impose the items of questions or statements in order to measure them for the current questioners.

The Likert scale is used to gauge an individual's or a group's attitudes, views, and perceptions on social phenomena, according to Sugiyono (2012).

For the purposes of quantitative analysis, the value of the question or statement is given the following score, namely:

Table 5. Likert Scale Instrument

| Information | Skor |
|------------------------|------|
| Strongly Agree (SA) | 5 |
| Agree (A) | 4 |
| Disagree (D) | 3 |
| No Agree (NA) | 2 |
| Strongly Disagree (SD) | 1 |

Source: Sugiyono 2012.

Data Analysis and Discussion of Findings

Analysis Of Respondents' Answers Based on Respondent Characteristics

The respondents in this study were people who were at tourist locations on Samosir Island who were drawn by random sampling through questionnaires distributed to respondents where the results of the processing were displayed through numbers.

This analysis was carried out through respondents' answers to questionnaires which were distributed to respondents and then filled in by respondents and collected back to the researcher.

The results of the analysis of respondents' questions can be seen in table 6

Table 6. Analysis of Respondents' Answers Based on Respondent Characteristics

| Attributes | Choice | Variable | | | |
|------------|---------------------------------|----------|------|------|------|
| | | KI | PM | KW | KU |
| Gender | Male | 4.08 | 4.07 | 4.09 | 4.12 |
| | Female | 4.07 | 4.08 | 4.10 | 4.07 |
| Education | Middle School | 4.08 | 3.99 | 4.10 | 4.05 |
| | Senior High School | 4.06 | 4.07 | 4.06 | 4.09 |
| | Diploma | 4.08 | 4.09 | 4.08 | 4.10 |
| | Undergraduate | 4.07 | 4.08 | 4.10 | 4.12 |
| | Master | 4.10 | 4.11 | 4.15 | 4.13 |
| Jobs | Civil Service | 4.08 | 4.05 | 4.03 | 4.06 |
| | Private Employees | 4.07 | 4.05 | 4.11 | 4.09 |
| | Self Employed | 4.07 | 4.11 | 4.11 | 4.13 |
| Origin | North Sumatera Province | 4.07 | 4.08 | 4.10 | 4.10 |
| | Outside North Sumatera Province | 4.08 | 4.07 | 4.08 | 4.10 |
| Age (Year) | 30-34 | 4.08 | 4.09 | 4.12 | 4.10 |
| | 35-39 | 4.08 | 4.03 | 4.06 | 4.05 |
| | 40-44 | 4.11 | 4.13 | 4.17 | 4.19 |

| Attributes | Choice | Variable | | | |
|------------|--------|----------|------|------|------|
| | | KI | PM | KW | KU |
| | 45-49 | 4.08 | 4.06 | 4.10 | 4.09 |
| | 50-54 | 4.04 | 4.05 | 4.03 | 4.10 |
| | 55-59 | 4.07 | 4.08 | 4.09 | 4.11 |
| | 60-64 | 4.05 | 4.07 | 4.06 | 4.04 |
| | 65-69 | 4.09 | 4.08 | 4.12 | 4.11 |
| | 70-74 | 4.07 | 4.28 | 4.15 | 4.06 |

Source: Processed Data, 2024.

Where:

KI: Interpersonal Communication

PM: Community Behavior

KW : Tourist Security

KU: Tourist Visits

Analysis of Interpersonal Communication Variables

From table 4.6 it can be seen that in terms of gender, the score obtained for men is 4.08 and for women it is 4.07. Meanwhile, in terms of education, the highest to lowest scores were Master's (4.10), Diploma (4.08), Middle School (4.08), Bachelor's Degree (4.07), and High School (4.06). Then in terms of employment, the highest to lowest scores were civil servants (4.08), private employees (4.07), and entrepreneurs (4.07).

Meanwhile, in terms of origin, the highest to lowest scores were those from outside North Sumatra Province (4.08) and North Sumatra Province (4.07). Then in terms of age, the highest to lowest scores were 40-44 years (4.11), 65-69 years (4.09), 30-34 years (4.08), 35-39 years (4.08), 45-49 years (4.08), 55-59 years (4.07), 70-74 years (4.07), 60-64 years (4.05), and 50-54 years (4.04).

Analysis of Community Behavior

From table 4.6 it can be seen that in terms of gender, the score obtained for women is 4.08 and for men it is 4.07. Meanwhile, in terms of education, the highest to lowest scores were Master's (4.11), Diploma (4.09), Bachelor's (4.08), High School (4.07), Middle School (3.99). Then in terms of employment, the highest to lowest scores were Entrepreneur (4.11), Civil Servant (4.05), and Private Employee (4.05).

Meanwhile, in terms of origin, the highest to lowest scores were from North Sumatra Province (4.08) and outside North Sumatra Province (4.07). Then in terms of age, the highest to lowest scores were 70-74 years (4.28), 40-44 years (4.13), 30-34 years (4.09), 55-59 years (4.08), 65-69 years (4.08), 60-64 years (4.07), 45-49 years (4.06), 50-54 years (4.05), and 35-39 years (4.03).

Community Security Analysis

From table 4.6 it can be seen that in terms of gender, the score obtained for women is 4.10 and for men it is 4.09. Meanwhile, in terms of education, the highest to lowest scores were Master's (4.15), Bachelor's (4.10), Middle School (4.10), Diploma (4.08), High School (4.06). Then in terms of employment, the highest to lowest scores obtained were Private Employees (4.11), Entrepreneurs (4.11), and Civil Servants (4.03).

Meanwhile, in terms of origin, the highest to lowest scores were from North Sumatra Province (4.10) and outside North Sumatra Province (4.08). Then in terms of age, the highest to lowest scores were 40-44 years (4.17), 70-74 years (4.15), 30-34 years (4.12), 65-69 years (4.12), 45-49 years (4.10), 55-59 years (4.09), 35-39 years (4.06), 60-64 years (4.06), and 50-54 years (4.03).

Analysis of Community Visits

From table 4.6 it can be seen that in terms of gender, the score obtained for men is 4.12 and for women it is 4.07. Meanwhile, in terms of education, the highest to lowest scores were Master's (4.13), Bachelor's (4.12), Diploma (4.10), High School (4.09), Middle School (4.05). Then in terms of employment, the highest to lowest scores were Entrepreneur (4.13), Private Employee (4.09), and Civil Servant (4.06).

Meanwhile, in terms of origin, the same score was obtained for those from North Sumatra Province (4.10) and outside North Sumatra Province (4.10). Then in terms of age, the highest to lowest scores were 40-44 years (4.19), 55-59 years (4.11), 65-69 years (4.11), 30-34 years (4.10), 50-54 years (4.10), 45-49 years (4.09), 70-74 years (4.06), 35-39 years (4.05), 60-64 years (4.04).

Hypothesis Test Answers

Based on the results of data processing and analysis that has been carried out, answers to the research hypotheses are obtained as presented in Table 7.

Table 7. Research Hypothesis Answers

| | Hipotesis | Influence Coefisien | p-value | Conclusion |
|----|---|---------------------|---------|------------|
| H1 | There is an influence of interpersonal communication on tourist safety | 0,398 | 0.000 | Accepted |
| H2 | There is an influence of community behavior on tourist safety | 0,207 | 0.002 | Accepted |
| H3 | There is an influence of interpersonal communication on tourist visits | 0,287 | 0.000 | Accepted |
| H4 | Influence of human behavior on tourist visits | 0,401 | 0.000 | Accepted |
| H5 | There is a significant influence between interpersonal communication on tourist visits through tourist security | 0,265 | 0.000 | Accepted |
| H6 | There is a significant influence between community behavior on tourist visits through tourist security | 0,105 | 0.000 | Accepted |
| H7 | There is a significant influence between tourist security and tourist visit | 0,055 | 0,003 | Accepted |

Source: Processed Data, 2024

Conclusion

With this research, we can answer well the phenomena that exist in the research object so that the conclusions of this research can be formulated follows :

- There is an influence of interpersonal communication on tourist safety where the coefficient influence value is $>$ the p-value or $0,398 > 0.000$ so it can be accepted.

- There is an influence of community behavior on tourist safety where the coefficient influence value is $> p$ -value or $0.207 > 0.002$ so it can be accepted.
- There is an influence of interpersonal communication on tourist visits where the coefficient influence value is $> p$ -value or $0.287 > 0.000$ so it can be accepted.
- The influence of human behavior on tourist visits where the coefficient influence value is $> p$ -value or $0.401 > 0.000$ so it can be accepted.
- There is a significant influence between tourist safety and tourist visits where the coefficient influence value is $> p$ -value or $0.265 > 0.000$ so it can be accepted.
- There is a significant influence between interpersonal communication and tourist visits through tourist security where the coefficient influence value is $> p$ -value or $0.105 > 0.000$ so it can be accepted.
- There is a significant influence between community behavior towards tourist visits through tourist security where the coefficient influence value is $> p$ -value or $0.055 > 0.003$ so it can be accepted.

Recommendation

The results of this study can be used as recommendations for further research to other researchers to conduct research in the future in the same place or in other places so that it can be used as a comparison for other areas.

The condition of Lake Toba does not provide economic benefits to the area and local communities so that tourists who are expected to come to Samosir Island are very far from expectations. Therefore, as a recommendation for the results of this study, namely:

The community around the tourist area should give polite greetings to tourists who come to Samosir Island so that they can provide comfort to tourists.

Community behavior is also expected to provide a sense of comfort to tourists while they are on Samosir Island.

The local government should provide socialization to the community about services to tourists who come to Samosir Island

Suggestion

Furthermore, suggestions can be given in this research as follows:

The role of interpersonal communication needs to be increased further so that it can increase tourist safety on Samosir Island.

Community behavior can also be expected to continue to improve in the tourist area on Samosir Island so that tourist security can be conducive to Samosir Island.

The role of interpersonal communication needs to be increased further so that it can increase tourist visits to Samosir Island.

Community behavior is also expected to be improved in order to increase tourist visits to Samosir Island.

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