Analysis of Labor Absorption in Art Shop Businesses in the Tourism Area of Kuta Village, Pujut District, Central Lombok Regency

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Article Info

ABSTRACT

This research aims to analyze the influence of wages, turnover and length of business on labor absorption in art shop businesses in the Kuta Village tourism area, Pujut District, Central Lombok Regency. This study employs quantitative methodologies. This research utilizes primary data collected through the census method. The population in the study were 34 art shop businesses in the Kuta Village tourism area. This research employs a multiple linear regression analytical approach. The data analysis conducted using IBM SPSS 29 indicates that the pay variable exerts a negative and significant effect on labor absorption, whereas the turnover variable demonstrates a positive and substantial influence on labor absorption. Simultaneously, the length of the business variable exerts a favorable albeit insignificant influence on labor absorption within the art store sector. The research findings indicate that wages, turnover, and business longevity positively and significantly influence labor absorption in art shop enterprises.

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1. INTRODUCTION

Economic development is one of the benchmarks for seeing economic improvement. The goals of economic development are improving people's lives, expanding employment opportunities, paying attention to the development of the education sector, expanding distribution of basic needs, the need for knowledge and understanding, and expanding the economic choices of the whole community [1].

Economic development is very dependent on the resources it has, such as natural resources, human resources and capital resources. In classical theory, Adam Smith considers that humans are the main production factor that determines prosperity who will manage other resources so that they are beneficial for life [2].

Labor is an important factor in development, without labor the production

process will not run smoothly. However, the increase in the number of the workforce and limited employment opportunities is related to unemployment, both directly and indirectly [3].

An increase in the workforce that is not balanced with the availability of jobs will result in low labor absorption and the unemployment rate will increase. This condition means that employment problems are directly or indirectly related to other problems such as income inequality, slowing economic growth and political stability [4].

Enhancements in the industrial sector can augment job availability and expand employment chances. Advancements in the industrial sector constitute a sustained endeavor to rectify the imbalanced economic framework [5]. According to [6], economic development tends to lead to the formation of an industrial sector that can produce goods and capital.

The development of the industrial sector in a region is prioritized on the basis of competitive and comparative advantages in accordance with the potential of the region and the industry developed must have a broad impact on the development of other economic sectors. Not only that, the industry being developed must be more efficient in order to be able to survive the economic changes that are occurring [7].

The tourist sector possesses significant development potential. Tourism is an emerging business that can stimulate economic growth by creating employment opportunities, enhancing individual incomes and living standards, and promoting productivity in other industries [8].

In essence, tourism development is an interaction between socio-economic and industrial processes. To support tourism development, of course it is necessary to increase the linkage of the tourism activity development function with other sectors to provide high efficiency values and accelerate regional economic growth. Therefore, cooperation between government and private parties and the community is needed to increase tourism [9].

As a region that has rich natural resources and cultural diversity, West Nusa Tenggara has the potential to develop the tourism industry so that it becomes an international standard tourist destination. One of the tourist destinations in West Nusa Tenggara Province is Central Lombok Regency. The tourism sector of Central Lombok Regency has contributed to regional economic development. This is aimed at several leading destinations in West Nusa Tenggara Province in Central Lombok Regency, such as maritime destinations, tourist villages, and also the Mandalika Tourism Special Economic Zone along with the MotorGP circuit (Central Lombok Regency Tourism Office, 2022).

One of the villages in Lombok Regency that is suitable for tourism is Kuta Village. Kuta Village is a buffer village in the development of the Mandalika Special Economic Zone (KEK Mandalika), which is in Pujut District in the southern region of Central Lombok Regency.

The existence of the Mandalika SEZ which is a tourism SEZ which has the potential to become a strong magnet to attract tourist arrivals, both domestic and foreign tourists.

The progress of tourism activities encourages the growth of various economic sectors, this is because tourism activities are linked to various other economic sectors. The development of tourism in Kuta Village has made Kuta Village experience changes in the economy and provided opportunities for the community to open businesses in the informal sector, especially micro, small and medium enterprises (MSMEs) which support tourism activities [9].

One of the MSMEs related to activities that support tourism which is the focus of this research is the art shop business. The existence of an art shop business in Kuta Village is one of the components supporting the success of the tourist area, namely as Aminities (facilities).

The art shop business is a souvenir shop business that provides various handicraft products and souvenirs that have regional characteristics and reflect local culture. These products are not only

souvenirs for visiting tourists, but also a means of promoting regional culture and uniqueness. This also adds to the attraction of tourists who travel [10].

In relation to labor absorption, there are various factors that influence an entrepreneur or business owner to determine the number of workers, including wages, turnover and length of business [11].

Based on the background description regarding labor absorption in art shop businesses in the Kuta Village tourism area, the formulation of this research focuses on "do the variables of wages, turnover and length of business influence labor absorption in art shop businesses in the Kuta Village tourism area, District Pujut, Central Lombok Regency."

2. THEORETICAL BASIS

2.1 Employment

Employment is everything related to workers involved in work activities, whether in the goods or services sector, for a certain period of time. [12], the workforce is defined as inhabitants who are currently employed or have been employed, those seeking employment, and residents engaged in other activities such as education and household management.

The Central Statistics Agency in Indonesia use the Labor Force Approach, as endorsed by the International Labor Organization (ILO), for the collection of employment data. This notion categorizes the population into two segments: the working-age population and the non-working-age population. Additionally, the working-age population is categorized into two groups according to employment parameters: the labor force and the non-labor force (BPS, 2023).

Of the large population included in the labor force, not all have employment opportunities, so the labor force is grouped into two, namely the labor force who are actively working and the labor force who are not working or unemployed (open unemployment).

A rapidly growing workforce will certainly be a problem for the economy, so it is necessary to create and expand job opportunities. If new job possibilities fail to match the influx of the workforce, meaning the additional demand for labor is less than the increased supply, a segment of the workforce will remain unemployed, leading to a rise in unemployment rates [13].

[14], states that employment opportunities are formed by an economy which depends on the growth and absorption capacity of each sector. Therefore, labor opportunities are influenced by labor demand and will also influence labor absorption [15].

2.2 Absorption of Labor

According to [16] labor absorption is the number of workers accepted or absorbed in a sector within a certain period of time. Basically, the size of absorption depends on the level of demand for labor itself. In general, labor absorption shows the extent of a company's ability to employ a number of workers in relation to production.

2.3 Labor Demand

According to [17], labor demand describes the relationship between the number of workers needed by companies and various wage levels in a certain time period.

The increase in demand for workers by companies also depends on market demand for the company's production. In this case, if demand for output products increases, companies (producers) will tend to increase their production capacity. With this aim, entrepreneurs will increase the use of labor to help increase output production [18].

2.4 Understanding Art Shop Business

An art shop business is an art shop business that provides various handicraft products and souvenirs that have regional characteristics and reflect local culture. These products are not only souvenirs for visiting tourists, but also a

means of promoting regional culture and uniqueness. This also adds to the attraction of tourists visiting [10].

2.5 *Wages*

According to Article 1, Paragraph 30 of Law Number 13 of 2003 concerning Employment in the Republic of Indonesia, wages are the entitlements of workers or laborers, received and expressed in monetary form as remuneration from the employer to the worker, determined and disbursed in accordance with agreements or statutory regulations, inclusive of benefits for workers and their families for work or services rendered or to be rendered.

According to [19], wages are payments obtained due to various forms of services provided and provided by workers to entrepreneurs.

2.6 *Turnover*

Turnover is the total money earned from sales of certain merchandise within a period of time [20]. Turnover is the total income obtained from the results of product sales activities, both goods and services, over a certain period of time continuously. Increasing turnover is an important issue for business owners, this is because the success and failure of a business really depends on the number of products successfully sold [21].

2.7 *Length of Business*

The length of business is the length of time the business owner has been running the business he has been involved in to date [22]. The length of time a business owner has been in the business field will affect his productivity capabilities, and can reduce his production costs so that he can maximize the profits obtained in the business. With greater profits, the business will develop more quickly and become bigger so that it can absorb a larger workforce.

2.8 *Hypothesis Formulation*

Based on the description of the background and formulation of the problem put forward, the following hypothesis can be formulated:

1. It is suspected that wages have a negative and significant effect on labor absorption in art shop businesses in the Kuta Village tourism area, Pujut District, Central Lombok Regency.
2. It is suspected that turnover has a positive and significant effect on labor absorption in art shop businesses in the Kuta Village tourism area, Pujut District, Central Lombok Regency.

It is suspected that the length of business has a positive and significant effect on labor absorption in the Kuta Village tourism area, Pujut District, Central Lombok Regency.

3. RESEARCH METHODS

The type of research used in this research is quantitative. According to [23], quantitative research is the collection and analysis of numerical data to elucidate, forecast, and regulate observed events.

The research location will be Kuta Village, Pujut District, Central Lombok Regency. The reason the researcher chose the location of Kuta Village as the research location is because the development of tourism in Kuta Village also encourages business development, especially those related to tourism, one of which is the art shop business which is part of the components supporting success in the tourist area, namely as Aminities (facilities) in the Village. Kuta, Pujut District, Central Lombok Regency.

This research utilized a population of 34 art shop business units located in the Kuta Village tourism region, Pujut District, Central Lombok Regency. This research use the census approach for data collection. The census method is a data collection technique that involves studying every aspect of the population.

This research employed interviews and observations as data collecting methodologies. In the course of this investigation, the investigators employed questionnaires to gather data. A questionnaire is a data gathering instrument that presents

questions or written statements pertinent to research for respondents to answer [23].

This research utilizes quantitative data. This research utilizes primary and secondary data sources. The principal data utilized in this study is sourced directly from respondents who operate art shop enterprises in the tourism region of Kuta Village, Pujut District, Central Lombok Regency, as determined by the researcher. Secondary data was acquired from websites pertinent to this research.

3.1 Identification and Classification of Variables

Based on the problems that have been raised, the variables used by researchers can be identified, namely as follows:

1. Wage (X1)
2. Length of Business (X2)
3. Turnover (X3)
4. Labor absorption (Y)

Based on the identification of the variables above, the variables can be classified as follows:

1. Independent Variable (X)

   Independent variables are variables that cannot be influenced by other variables. In this research, the independent variables are the variable wages (X1), turnover (X2), length of business (X3).

2. Dependent Variable (Y)

   The dependent variable is a variable that is influenced by other variables. The dependent variable in this research is labor absorption (Y) in art shop businesses in the Kuta Village tourism area, Pujut District, Central Lombok Regency.

The variable operational definition of the variables to be studied is as follows.

1. Labor absorption (Y) is the number of workers absorbed to work in art shop businesses in the Kuta Village tourism area, expressed in person units.
2. Wage (X1) is the wage earned by a worker without any additional benefits such as allowances or what is usually called the basic wage in rupiah units within a period of one month.
3. Omzet (X2) is the sales value of product sales from the art shop business, measured in rupiah units within a period of one month.
4. Length of Business (X3) is the length of time the art shop business unit in the Kuta Village tourism area has been operating or established, using units of years.

4. ANALYSIS RESULTS

4.1 Classic Assumption Test

a. Normality Test

The normality test in this study seeks to determine if the independent variable, dependent variable, or both variables in the regression equation have a normal distribution. The Kolmogorov-Smirnov normality test employed in this research is a statistical procedure for decision-making; if the Asymp.Sig value (2-tailed) exceeds 0.05 (sig > 0.05), the data is considered to be normally distributed [24].

Table 1. Kolmogrov-smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		34
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	.40421279
Most Extreme Differences	Absolute	,101
	Positive	,101
	Negative	-.054
Statistical Tests		,101
Asymp. Sig. (2-tailed)[c]		**,200[d]**

Source: SPSS 29 Output Results

According to the outcomes of the data normality assessment, as presented in Table 4.8, the one-sample Kolmogorov-Smirnov Test yielded an Asymp value. The two-tailed significance of 0.200 exceeds 0.05, indicating that the residual data value follows a normal distribution.

b. Multicollinearity Test

Multicollinearity testing seeks to identify the exact correlation among independent variables within the regression model.

Indicators of multicollinearity can be observed through the tolerance value and the Variance Inflation Factor (VIF) value. If the tolerance value for the independent variable exceeds 0.10 and the VIF calculation for the independent variable is less than 10. It can be concluded that the regression model is devoid of multicollinearity.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Wages	,938	1,066
Turnover	,811	1,233
Length of Business	,830	1,205

Source: SPSS 29 Output Results

Table 4.9 indicates that the two statistics employed to assess multicollinearity, specifically the tolerance value and the Variance Inflation Factor (VIF), reveal that each independent variable possesses a tolerance value beyond 0.10 and a VIF value below 10. Thus, it is evident The analysis determined that no signs of multicollinearity existed among the independent variables in this regression model.

c. Heteroscedasticity Test

The heteroscedasticity test evaluates whether there is a variance inequality among residuals or observations in the regression model, attributable to the magnitude of an independent variable or a variance differential as the independent variable's value escalates.

The heteroscedasticity test in this study was conducted by analyzing scatterplot graphs. If the data distribution is erratic and without a specific pattern, heteroscedasticity does not arise. The following are the results of the heteroscedasticity test for this research, which can be seen in Figure 4.2 below:
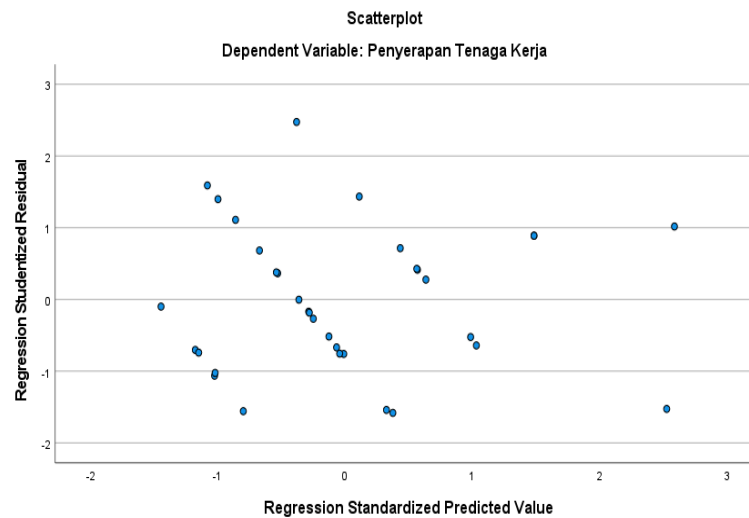
Scatterplot
Dependent Variable: Penyerapan Tenaga Kerja

Figure 1. Heteroscedasticity Test Results
Source: SPSS 29 Output Results

Figure 4.2 indicates that the point distribution in the scalerplot graph is irregular and lacks a discernible pattern, suggesting the absence of heteroscedasticity in this research. Consequently, the regression model is deemed appropriate for analyzing the variables of wages, turnover, and business duration.

Multiple Linear Regression Analysis is a statistical technique employed to examine and elucidate the relationship between a single dependent variable and two or more independent variables, with the objective of determining the degree to which the independent factors affect the dependent variable.

4.2 Multiple Regression Analysis

Multiple Linear Regression Analysis is a statistical technique employed to examine and elucidate the relationship between a single dependent variable and two or more independent variables, with the objective of determining the degree to which the independent factors affect the dependent variable.

Based on the results of the multiple linear regression analysis above, the equation can be seen as follows:

Table 3. Multiple Linear Regression Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.355	.500		2.710	.011
	Upah	-1.129E-6	.000	-.239	-3.062	.005
	Omzet	1.519E-7	.000	.775	9.228	.000
	Lama Usaha	.054	.030	.152	1.827	.078
a. Dependent Variable: Penyerapan Tenaga Kerja						
Sumber : Hasil Output SPSS 29						

Source: SPSS 29 Output Results

Based on the results of the multiple linear regression analysis above, the equation can be seen as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$
$$Y = 1.355 - 1.129E\text{-}6 + 1.519E\text{-}7 + 0.054$$

From the equation above it can be explained as follows:

1. The constant coefficient, a constant value of 1.353, shows that if the variables wages (X1), turnover (X2) and length of business (X3) have a value of 0, then the labor absorption value (Y) will remain the same as the constant value.
2. The wage coefficient is -1.129E-6 (0.000001129), this shows that labor absorption will decrease for every additional 1 unit of wages. This means that if wages increase, labor absorption will decrease by 1.129E-6 (0.000001129) units assuming other variables are considered constant.
3. Turnover coefficient namely 1.519E-7 (0.0000001519), this shows that labor absorption will increase for every additional unit of turnover. This means that if

turnover increases, labor absorption will decrease by 1.519E-7 (0.0000001519) units assuming the other variables are constant.

4. The coefficient for length of business is 0.054 with a significance level of 0.78 > 0.05, this shows that length of business has a positive and insignificant effect on labor absorption. This shows that there is no influence between the length of the sales business and employment.

4.3 Hypothesis Testing

1. Simultaneous Effect Test (F Test)

The F test findings are utilized to assess the appropriateness of the model in this study. Additional examination of hypothesis testing indicates that the model is deemed practical if the significance value is less than 0.05, but it is considered unsuitable for future study if the significance value exceeds 0.05. The F test results are as follows:

Table 4. F test results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.049	3	8.683	48.313	**.000**[b]
	Residual	5.392	30	.180		
	Total	31.441	33			

a. Dependent Variable: Penyerapan Tenaga Kerja

b. Predictors: (Constant), Lama Usaha, Upah, Omzet

Sumber : Hasil Output SPSS 29

According to Table 4.11, the computed F value is 48.313, exceeding the F table value of 2.92. A significant value of 0.000 indicates a value less than 0.05, thus concluding that the regression model in this research is deemed appropriate for future analytical testing. So the variables of wages, turnover and length of business

simultaneously have a significant effect on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency.

2. Partial Influence Test (T Test)

The T test is used to test the influence of the independent variable (X) individually on the dependent variable (Y).

Table 5. T Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.355	.500		2.710	.011
	Upah	-1.129E-6	.000	-.239	-3.062	.005
	Omzet	1.519E-7	.000	.775	9.228	.000
	Lama Usaha	.054	.030	.152	1.827	.078
a. Dependent Variable: Penyerapan Tenaga Kerja						
Sumber : Hasil Output SPSS 29						

Based on table 4.12 above, partial hypothesis testing to see the influence of the independent variable on the dependent variable is:

1. The effect of wages (X1) on labor absorption. The wage variable shows a calculated t value of -3.062, which means it is smaller than the table t value (-3.062 < -2.04) and the wage variable has a sig value. <0.005 is smaller than 0.05, meaning that the wage variable partially has a significant effect on labor absorption. Thus, the hypothesis that wages influence labor absorption is correct and proven.

2. The effect of turnover (X2) on labor absorption. The turnover variable shows a calculated t value of 9.228, which means it is greater than the t table value (9.228 > 2.04) and the sig value. < 0.000 is smaller than 0.05, and this means that the turnover variable partially has a significant effect on labor absorption. Thus the

hypothesis which states that turnover influences labor absorption is correct and proven.

3. The effect of length of business (X3) on labor absorption. The wage variable shows a calculated t value of 1,827, which means it is smaller than the t table value (1,827 < 2.04), and has a sig value. 0.078 which is greater than 0.05, meaning that the length of business variable has no partial effect on labor absorption. Thus, the hypothesis that the length of business has an effect on labor absorption is not proven.

3. Coefficient of Determination (R²)

This coefficient of determination is carried out with the aim of measuring the ability of the regression model to explain how far the influence of the independent variables together (simultaneously) influences the dependent variable. The following results of the coefficient of determination test (R²) can be seen in table 4.13 below:

Table 6. Test Results (R²)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[a]	.826	.809	.427

a. Predictors: (Constant), Lama Usaha, Upah, Omzet

b. Dependent Variable: Penyerapan Tenaga Kerja

Sumber : Hasil Output SPSS 29

Based on table 4.13, it shows that the coefficient of determination (R^2) test results on the data used in this research have a coefficient of determination or Adjusted R Square of 0.809 or 80.9%. This shows that the influence of the independent variables (wages, turnover and length of business) on the dependent variable (labor absorption) has a value of 80.9%. In other words, variations in the independent variables used in this model (wages, turnover and length of business are able to explain 80.9% of the dependent variable (labor absorption). And the remaining 19.1% is influenced or explained by other variables that are not included. input into this research.

4.4 Discussion

Based on the results of the analysis, the relationship between the independent variables (wages, turnover and length of business) and the dependent variable (labor absorption) can then be discussed.

1. The Influence of Wages on Labor Absorption

From the results of the analysis that has been carried out, wages have an influence on labor absorption, where in the results of the regression analysis the wage variable has a value of -1.129E-6 (0.000001129) with a significance value of 0.005 less than 0.05, which means that the wage variable has a significant influence on labor absorption. The coefficient value of the wage variable shows a negative value, which means that the influence of the wage variable on labor absorption is negative. This explains that when the art shop business owner in Kuta Village, Pujut District, Lombok Regency is increasing the wages of the workers he employs, this will increase expenditure costs. Increasing these costs will reduce profits for the owner of the art shop business.

The results obtained are in accordance with the labor demand theory which explains how entrepreneurs employ workers at different wage levels. When there is an increase in demand for labor, the wage level will decrease assuming production costs are fixed. Conversely, when demand for labor is low, the wages offered by employers will increase.

The results of this regression are in accordance with the research results of [25], [26] which stated that wages have a negative and significant effect on labor, where if there is an increase in wages, labor absorption will move the opposite is decreasing.

2. The Influence of Turnover on Labor Absorption

The results of the analysis on the turnover variable are known to have a regression coefficient value of 1.519E-7 (0.0000001519) and a significance value of 0.000, this means that

turnover has a positive and significant influence on labor absorption. This means that when there is an increase in turnover in the art shop business in Kuta Village, Pujut District, Central Lombok Regency, it will cause the number of workers employed in the business to increase assuming that other factors are constant. Apart from that, in this research the turnover variable is the variable that has the most dominant influence on labor absorption.

When turnover increases, it indicates that the profits of the art shop business owner increase, which indicates that the ability to finance the production of the business will also increase. Apart from that, with increasing turnover, business owners can also increase operational capital for the business.

The results of this regression are in line with the research results of [27] which stated that turnover has a positive and significant influence on labor absorption.

3. The Effect of Business Length on Labor Absorption

Based on the results of the regression carried out, length of business has a positive and insignificant influence on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency. This shows that the duration of the art shop business chooser does not affect labor absorption. This result is not in accordance with research by [11], [26] who stated that the length of business has an effect on labor absorption.

The length of business has no effect on labor absorption because the length of business

cannot be used as a benchmark for increasing labor absorption. Labor absorption is not determined by how long the business has been established, but rather by the quality of the business and strategies implemented. A new business or an old business, if it has a competitive advantage, such as product quality or business competitiveness, can experience an increase in demand for its products. So there will be an increase in labor absorption or the labor needed to produce more.

5. CONCLUSION

Based on the results of the previous analysis and discussion, the following conclusions can be drawn:

1. The wage variable partially has a significant negative effect on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency. Increasing wages in the art shop business will reduce the use of labor or employment. So, if the art shop business owner increases the wages of the workers he employs, then this will cause an increase in expenses so that this can reduce the profits obtained from the business. So art shop business owners will reduce the use of labor in their business.

2. The turnover variable partially has a positive and significant effect on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency. By increasing turnover in the art shop business, it will increase the use of labor or employment. When turnover increases, this indicates that the profits of the art shop business owner are increasing and this can become additional capital; operations for the business. So, with increasing capital, the business owner can increase his

products or open another branch of the art shop business in another place so that he can increase the use of labor in his business.

3. The length of business variable partially has a positive and insignificant effect on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency. This means that the length of time an art business owner has been in business has no effect on the absorption of labor in his business. This is because labor absorption is not determined by how long the business has been established, but rather by the quality of the business and strategies implemented.

4. Simultaneously, the variables wages, turnover and length of business have a significant effect on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency. This means that if there is an increase or decrease in the variables of wages, turnover and length of business, then this will affect the increase or decrease in labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency.

5. The influence of wages, turnover and length of business on labor absorption in art shop businesses in Kuta Village, Pujut District, Central Lombok Regency is 80.9% and the remaining 19.1% is influenced or explained by other variables not included in this research.

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