

ANALISIS PENGARUH SEKTOR PARIWISATA TERHADAP PENINGKATAN PENDAPATAN ASLI DAERAH (PAD) DI KAWASAN BANDUNG RAYA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis perkembangan sektor pariwisata serta menguji pengaruh jumlah kunjungan wisatawan, tingkat hunian kamar hotel, jumlah restoran, jumlah destinasi wisata, dan inflasi terhadap Pendapatan Asli Daerah (PAD) di wilayah Bandung Raya. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Data yang digunakan merupakan data panel periode 2014–2024 yang diperoleh dari Badan Pusat Statistik (BPS), Open Data Jabar, dan Direktorat Jenderal Perimbangan Keuangan (DJPk). Hasil penelitian menunjukkan Secara parsial, tingkat hunian kamar hotel dan jumlah destinasi wisata berpengaruh positif dan signifikan terhadap PAD pada model awal, namun pengaruh tersebut menjadi tidak signifikan setelah dimasukkan variabel kontrol. Sementara itu, jumlah kunjungan wisatawan, jumlah restoran, dan inflasi tidak berpengaruh signifikan terhadap PAD. Variabel kontrol berupa PDRB per kapita dan kontribusi sektor akomodasi serta makan minum terhadap PDRB terbukti berpengaruh positif dan signifikan terhadap PAD. Secara simultan, seluruh variabel independen berpengaruh signifikan terhadap PAD. Hasil penelitian menunjukkan bahwa peningkatan PAD di wilayah Bandung Raya lebih dipengaruhi oleh kapasitas ekonomi daerah dibandingkan faktor pariwisata secara langsung.

Kata Kunci: Pendapatan Asli Daerah (PAD), sektor pariwisata, destinasi wisata, inflasi, Bandung Raya.

ANALYSIS OF THE IMPACT OF THE TOURISM SECTOR ON INCREASING LOCAL OWN-SOURCE REVENUE (PAD) IN THE BANDUNG RAYA REGION

ABSTRACT

This study aims to analyze the development of the tourism sector and examine the effect of the number of tourist arrivals, hotel room occupancy rates, the number of restaurants, the number of tourist destinations, and inflation on Local Own-Source Revenue (PAD) in the Bandung Raya Region. The research employed a quantitative approach using descriptive and verificative methods. The data used were panel data for the 2014–2024 period obtained from Statistics Indonesia (BPS), Open Data Jabar, and the Directorate General of Fiscal Balance (DJPK). The results indicate that, partially, hotel room occupancy rates and the number of tourist destinations had a positive and significant effect on PAD in the initial model; however, their effects became insignificant after control variables were included. Meanwhile, the number of tourist arrivals, the number of restaurants, and inflation did not have a significant effect on PAD. The control variables, namely GRDP per capita and the contribution of the accommodation and food service sector to GRDP, were found to have a positive and significant effect on PAD. Simultaneously, all independent variables significantly affected PAD. The findings suggest that the increase in PAD in the Bandung Raya Region is influenced more by regional economic capacity than by tourism factors directly.

Keywords: Local Own-Source Revenue (PAD), tourism sector, tourist destinations, inflation, Bandung Raya Region.