



Location, Infrastructure, Promotion: Determining Factors of Tourism-Driven Income Growth in Dua Island

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ABSTRACT

Purpose of the study: This study aims to analyze the influence of three key tourism development variables location, infrastructure, and promotion on increasing community income in the Dua Island area, East Bakongan, South Aceh. A central objective is to identify which of these factors exerts the most significant impact on local economic improvement.

Methodology: Employing a quantitative explanatory approach, this research collected primary data through a survey method. A structured questionnaire was distributed to 92 respondents engaged in tourism-related activities around Dua Island. Data analysis was performed using multiple linear regression with IBM SPSS Statistics 23. Classical assumption tests (normality, multicollinearity, heteroscedasticity) were conducted prior to hypothesis testing via t-test (partial) and F-test (simultaneous).

Main Findings: The results confirm that location, infrastructure, and promotion each have a positive and significant partial effect on local community income. The analysis identifies promotion as the most dominant influencing variable. Simultaneously, the three variables collectively have a significant positive impact on income ($F\text{-count} = 43.57 > F\text{-table}$), with the model explaining a substantial proportion of the variance in economic outcomes.

Novelty/Originality of this study: This study offers novel insights by integrating an Islamic economic perspective (*maslahah*/public benefit) into the analysis of tourism-led rural development. Its primary contribution lies in empirically demonstrating the hierarchical influence of development factors within a small-island context, providing evidence that strategic promotion, coupled with accessibility and infrastructure, is crucial for optimizing tourism's economic benefits for local communities in emerging coastal destinations.

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1. INTRODUCTION

Tourism has solidified its position as a pivotal engine for socioeconomic advancement in developing nations, extending beyond mere revenue generation to act as a catalyst for holistic community transformation [1]-[3]. As a multidimensional sector, it interweaves social dynamism, cultural exchange, and economic activity, fostering not only direct employment but also stimulating ancillary local enterprises and necessitating critical infrastructure upgrades. This synergistic effect can lead to improved living standards, skills development, and enhanced public services in host communities [4]. Within the Indonesian archipelago, endowed with unparalleled

natural and cultural wealth, tourism is enshrined in national policy as a strategic priority for equitable development. It is championed as a potent instrument to bolster regional GDP, diversify local economies away from traditional sectors, and mitigate persistent economic disparities between urban centers and remote hinterlands [5], [6]. Against this backdrop, Pulau Dua in Bakongan Timur, Aceh Selatan, emerges as a microcosm of this potential. This nascent island destination, with its compelling scenic allure and relative accessibility, stands at a critical juncture. However, its trajectory from a site of potential to a conduit for sustained community prosperity is not predetermined; it is inextricably linked to the efficacy and inclusivity of its tourism development model, which must be intricately woven into the fabric of local resources and social structures to avoid superficial growth [7].

The philosophical and legal foundation for such integrative development in Indonesia is articulated in *Undang-Undang No. 10 Tahun 2009* on Tourism, which mandates that tourism management must prioritize the amplification of national income, the elevation of regional welfare, and the expansion of dignified employment, explicitly through community-based frameworks. Coastal and island destinations like Pulau Dua epitomize the target of this legislation, offering a viable pathway to economic revitalization for often-marginalized peripheral areas. Nevertheless, the translation of tourist footfall into tangible, widespread community benefit is not an automatic process. Empirical evidence suggests that the distribution of tourism's economic rewards is heavily mediated by the presence and quality of key developmental enablers [8]-[10]. Critical among these are factors such as the physical and perceived accessibility of the location, the adequacy and reliability of supporting infrastructure (including sanitation, utilities, and connectivity), and the strategic coherence of promotional activities. When these pillars are underdeveloped or misaligned, tourism's promise often results in limited, leaky economic benefits, where income accrues to external investors rather than local residents, thereby failing to fulfill its legislated role as a tool for inclusive welfare improvement [11].

Several previous studies have explored the relationship between tourism development and local economic growth. Zaim Mukaffi [12] found that well-managed tourist destinations can significantly boost local entrepreneurship and employment opportunities. Similarly, Agnesia Berlina Oktaviani [13] illustrates that the development of tourism zones can engender multifaceted improvements, enhancing not just household income but also social cohesion and access to services. However, a conspicuous gap persists in the literature concerning the specific mechanics of tourism-driven income generation in unique socio-geographical contexts, particularly small island communities in emerging regions like Aceh. These settings present distinct challenges and opportunities: fragile ecosystems, limited resource bases, defined social structures, and unique cultural assets that necessitate a tailored analytical lens. Existing studies often focus on mainstream destinations or analyze development factors in isolation, leaving a deficit of integrated, quantitative evidence on how specific, controllable variables like location, infrastructure, and promotion collectively and differentially impact resident income in such vulnerable yet promising island contexts. This study, therefore, is designed to address this precise gap.

The specific context of Pulau Dua offers a compelling case study. Its development is fundamentally shaped by its distinctive geographic identity: a twin-island formation surrounded by rich marine biodiversity which forms the core of its attraction for both regional and intranational visitors. Initial steps towards leveraging this asset have been taken by local community leaders and government units, manifesting in basic promotional efforts. Yet, substantial impediments remain, acutely observed in the realm of infrastructure readiness and seamless accessibility [14], [15]. Deficiencies in reliable transportation links, a lack of diverse and quality accommodation, and the absence of a coordinated, strategic marketing plan currently act as brakes on the sector's growth potential. These bottlenecks directly constrain the volume of visitors, their length of stay, and their per-capita expenditure, thereby limiting the upward flow of income to local households [16]. Consequently, a rigorous investigation into the magnitude and mechanism of influence these specific factors exert on community earnings is not merely academic but a practical imperative for formulating targeted, effective, and sustainable policy interventions.

The novelty of this study lies in its integrated approach, examining location, infrastructure, and promotion simultaneously as determinants of community income [17], [18]. This approach allows for the measurement of both the unique contribution (partial effect) and the combined force (simultaneous effect) of each factor, moving beyond anecdotal evidence to provide actionable, data-driven insights. Furthermore, this study deliberately incorporates the lens of Islamic economics, interpreting tourism development through principles such as *maslahah* (public benefit) and equitable wealth distribution (*'adl*). This integration seeks to bridge the often-separate discourses of empirical economic analysis and normative, value-based development, proposing a model where economic growth is consciously aligned with ethical imperatives of social justice and community empowerment, resonating deeply with the local sociocultural context of Aceh.

This research contributes both theoretically and practically. Theoretically, it expands existing literature on tourism economics by validating the significant role of structural and promotional variables in determining local welfare outcomes [19]. Practically, it aims to furnish local policymakers, community planners, and development agencies with an empirical blueprint. By identifying which levers be it improving dock facilities, enhancing digital promotion, or streamlining access have the greatest impact on local income, the findings can guide more efficient and impactful resource allocation. Ultimately, this study seeks to strengthen the evidence-based argument that sustainable, well-managed tourism, underpinned by ethical considerations, can function as a

powerful and inclusive driver of prosperity for coastal and island communities across Indonesia and similar regions globally.

2. RESEARCH METHOD

This research applies a quantitative explanatory design aimed at analyzing the causal relationship [20] between tourism development variables location, infrastructure, and promotion and community income in Pulau Dua, Bakongan Timur, Aceh Selatan. The study was conducted in a sequential process beginning with the identification of tourism potential, followed by data collection from respondents directly involved in tourism-related activities. The research model was structured to determine both partial and simultaneous effects of independent variables on the dependent variable using multiple linear regression analysis.

The population of the study consisted of residents living in the vicinity of the Pulau Dua tourism area, most of whom are engaged in local tourism-related occupations such as transportation, accommodation, and food services. Based on the Slovin formula with a 10% error tolerance, a total of 92 respondents were selected through purposive random sampling to ensure representation of different economic activities. Data were gathered through structured questionnaires measured on a five-point Likert scale, ranging from “strongly disagree” to “strongly agree,” to evaluate perceptions related to tourism location, infrastructure, promotion, and income.

The research procedure followed a systematic sequence beginning with the definition of research objectives and determination of variables (X_1 : Location, X_2 : Infrastructure, X_3 : Promotion, and Y : Community Income). The process continued by developing and validating questionnaire instruments through pilot testing to ensure clarity and accuracy of measurement. Primary data were then collected from respondents using structured questionnaires. Data screening and reliability testing were performed using Cronbach’s Alpha, where values greater than 0.70 indicated acceptable reliability. Subsequently, classical assumption tests—including normality, multicollinearity, and heteroskedasticity were conducted to verify model validity. The next stage involved executing multiple linear regression analysis to assess the strength and direction of relationships among variables. Finally, statistical outputs such as the t-test, F-test, and coefficient of determination (R^2) were interpreted to evaluate the research hypotheses and formulate relevant policy implications.

Data processing and hypothesis testing were performed using *IBM SPSS Statistics version 23*, which enables the computation of regression coefficients, significance values, and model fit indicators. The analytical model can be expressed in the following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad \dots(1)$$

where Y denotes community income, X_1 location, X_2 infrastructure, X_3 promotion, a the constant, β_i regression coefficients, and ε the error term. Descriptive statistical analysis was first conducted to categorize respondents’ perceptions regarding each variable. The classification results are shown in Table 1.

Table 1. Respondents’ Perception on Tourism Development Variables

Variable	Category	Percentage (%)
Location	Good	42.5
Infrastructure	Sufficient	37.0
Promotion	Good	45.6
Community Income	Improved	48.9

Through this methodological framework, the study provides a scientific, replicable, and statistically robust approach to assessing the contribution of tourism development factors to community economic welfare in Pulau Dua, Aceh Selatan.

3. RESULTS AND DISCUSSION

This section presents the empirical results of the statistical analysis and discusses their implications in relation to the objectives of the study. Quantitative analysis was conducted using the *IBM SPSS Statistics version 23* software. The research tested the partial and simultaneous effects of location (X_1), infrastructure (X_2), and promotion (X_3) on community income (Y) through multiple linear regression analysis. Before hypothesis testing, the classical assumption tests normality, multicollinearity, and heteroskedasticity confirmed that the model met the statistical prerequisites for regression analysis.

3.1. Regression Equation and Hypothesis Testing

Based on the results of the regression analysis, the following equation was obtained:

$$Y_p = 6.215 + 0.245X_1 + 0.178X_2 + 0.322X_3 + \epsilon \quad \dots (2)$$

where Y represents community income, X_1 location, X_2 infrastructure, and X_3 promotion. All independent variables showed positive coefficients, indicating that improvements in location accessibility, infrastructure quality, and promotional activities contribute to higher community income levels. The regression model demonstrated a coefficient of determination (R^2) of 0.712, meaning that 71.2% of the variation in community income can be explained by the three variables, while the remaining 28.8% is influenced by other factors not included in the model.

The results of the t -test indicated that location ($t = 3.56$), infrastructure ($t = 2.23$), and promotion ($t = 8.61$) each had a significant partial effect on community income since all t -count values were greater than the t -table value (1.663). Similarly, the F -test showed that the three variables simultaneously had a significant effect on community income with an F -count of 43.57, exceeding the F -table value of 2.71. These results confirm that the proposed hypotheses are accepted, demonstrating the positive and significant influence of tourism development components on the economic welfare of the Pulau Dua community.

Tabel 2. Results of Multiple Linear Regression Analysis

Variable	Coefficient (β)	t-count	Sig.	Interpretation
Location (X1)	0.245	3.56	0.001	Significant
Infrastructure (X2)	0.178	2.23	0.028	Significant
Promotion (X3)	0.322	8.61	0.000	Highly significant
Constant (α)	6.215	—	—	—
R^2	0.712	—	—	Good model fit

3.2. Discussion of Findings

The findings demonstrate that location plays a crucial role in determining the level of community income around Pulau Dua. The strategic accessibility of tourism sites enhances business opportunities, transportation services, and visitor inflows. This supports the theory of spatial economics proposed by Manulang, which emphasizes that accessibility is a determinant of economic activity concentration. Improved location accessibility in Pulau Dua allows local communities to engage in diverse tourism-related activities, such as boat rentals, food stalls, and souvenir sales.

Infrastructure also significantly contributes to income improvement. Adequate infrastructure, including transportation facilities, communication networks, and sanitation, directly supports the convenience and satisfaction of tourists. This finding aligns with Kodoatie's view that infrastructure serves as a backbone of social and Promotion emerged as the most influential variable in this study. Effective tourism promotion through social media, local events, and community-based marketing increases tourist awareness and visitation rates. G.N. Bifulco [21] emphasized that promotional strategy is a vital element of the marketing mix, particularly in the tourism industry where consumer decisions rely heavily on information exposure. In Pulau Dua, the use of digital platforms for promotional campaigns has attracted both domestic and inter-regional visitors, leading to higher economic turnover and income diversification [22]. Economic systems that fosters interconnectivity among communities. In the context of Pulau Dua, the development of basic facilities such as docks, rest areas, and electricity access has improved the quality of tourism services and encouraged entrepreneurial activities among residents.

The overall results highlight that tourism development in Pulau Dua has a measurable and substantial impact on community income. However, sustainable progress requires continuous coordination among local government, community leaders, and private stakeholders [23]. Future development should focus on maintaining environmental balance, cultural preservation, and equitable income distribution. Integrating these principles into tourism management aligns with the Islamic economic perspective of *maslahah*, ensuring that tourism growth contributes to the collective welfare and not solely individual profit [24].

The findings of this research reinforce that tourism, when supported by proper planning and management, serves as an effective catalyst for rural and coastal economic development [25]. The empirical results from Pulau Dua can serve as a model for other small-island destinations in Indonesia seeking to strengthen their local economies through sustainable and inclusive tourism initiatives.

This study directly addresses a significant gap in the tourism development literature concerning small island destinations in emerging economies. While extensive research exists on the macroeconomic benefits of tourism and case studies of major resorts, there is a pronounced scarcity of empirically rigorous, quantitative studies that dissect the specific mechanisms through which development inputs translate into local household income within constrained island ecosystems. Previous work, such as that by Indah Permatasari [26] and Mardhiah [27], establishes general correlations but often lacks granularity in measuring the differential weight and interaction of foundational variables like accessibility, infrastructure, and promotion. Furthermore, most models are derived from mainland or established destinations, failing to account for the unique vulnerabilities and socio-cultural dynamics of small islands like Dua, where resource limitations, environmental sensitivity, and community

structure critically mediate development outcomes. This research fills this void by constructing and testing a localized model that quantifies the precise contributions of these three pillars, moving beyond descriptive accounts to provide predictive insights for similar contexts.

The novelty of this research is threefold, establishing its unique scholarly contribution. First, it introduces and validates an integrated analytical framework that concurrently evaluates location, infrastructure, and promotion, moving beyond the siloed examination common in prior studies [28]. This approach reveals their synergistic and hierarchical relationship, demonstrating that promotion acts as a critical force multiplier for infrastructure and accessibility investments. Second, it pioneers the application of an Islamic economic lens (*maslahah*) to a quantitative tourism impact assessment [29]. This integration bridges normative ethical principles focusing on equitable wealth distribution and communal welfare with positivist economic modeling, offering a holistic development paradigm that resonates deeply in culturally specific settings like Aceh. Third, the study provides micro-level, empirical evidence from a nascent destination. By employing regression analysis on primary data from local stakeholders, it captures the ground-level economic realities often missed by top-down analyses, thereby offering a replicable methodology for assessing community-centric tourism development in other underserved regions [30], [31].

The implications of these findings are substantial for both academic discourse and on-the-ground practice. Theoretically, the study challenges and refines existing tourism development theory by demonstrating that in small-island contexts, market creation (via promotion) may be a more immediate driver of income than physical development alone. It suggests a potential revision to traditional staged models of development, advocating for parallel investment in visibility and infrastructure. The strong explanatory power of the integrated model ($R^2 = 0.712$) also supports more complex, multi-variable frameworks for understanding community-level tourism impacts. Practically, the findings offer a clear, actionable roadmap for policymakers, community leaders, and development agencies. The identified dominance of promotion implies that strategic marketing and digital storytelling are not secondary luxuries but primary investments for unlocking economic value. Recommendations include: 1) Allocating dedicated resources for community-led digital content creation and destination branding; 2) Designing infrastructure projects (e.g., pier upgrades, waste management) with direct input from local businesses to maximize income-generating potential; and 3) Establishing formal governance structures, such as a Tourism Management Board with community representation, to ensure equitable benefit-sharing and align growth with the *maslahah* principle. For similar destinations, the Dua Island case serves as a proof-of-concept that integrated, community-focused planning can yield significant economic returns without requiring massive initial capital investment.

While providing valuable insights, this study is not without limitations, which also chart a course for future inquiry. The primary limitation is its cross-sectional design, which captures a snapshot in time and cannot definitively establish causality or observe long-term evolution and potential cyclical effects. Second, the geographical specificity and sample size limit the immediate generalizability of the findings; the "Dua Island model" requires testing and adaptation in other socio-environmental contexts to verify its robustness. Third, the research focuses on quantifiable economic income and may not fully capture important qualitative dimensions such as social capital formation, cultural erosion, or subjective well-being, which are integral to sustainable development. Future research should therefore pursue several promising avenues. Longitudinal studies tracking the same community over 5-10 years are essential to understand the sustainability of income gains and the long-term impacts of tourism development. Comparative multi-case analyses across different types of small islands (e.g., volcanic, coral atoll, near-urban) would help identify context-dependent variables and refine the model. Furthermore, expanding the research framework to include mediating variables such as local leadership quality, social network strength, and access to financial capital could explain *how* and *why* the primary variables (location, infrastructure, promotion) affect outcomes. Finally, employing mixed-methods approaches that combine quantitative surveys with in-depth ethnographic interviews would provide a richer, more nuanced understanding of the socio-economic transformation driven by tourism, ensuring that development strategies are both effective and culturally congruent.

4. CONCLUSION

This study concludes that tourism development through location, infrastructure, and promotion significantly influences community income in Pulau Dua, Bakongan Timur, Aceh Selatan. The research findings confirm the initial expectation that improved accessibility, adequate infrastructure, and effective promotional activities contribute positively and simultaneously to local economic growth, with promotion having the strongest impact. These results validate that integrated and community-based tourism can enhance welfare while supporting sustainable development. The study further highlights that tourism fosters job creation, entrepreneurship, and empowerment rooted in Islamic economic values. Future research is encouraged to incorporate social, environmental, and digital innovation factors to strengthen the understanding of tourism's multidimensional

impact, while policymakers are advised to apply these findings in developing inclusive and sustainable tourism strategies for similar rural and coastal destinations in Indonesia.

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