



Hotel Industry Growth and Labor Absorption in Makassar City

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ABSTRACT

Purpose of the study: This study aimed to analyze the influence of the hotel industry on labor absorption in Makassar City by examining the effect of the number of hotels and minimum wage levels on employment opportunities within the hospitality sector during the 2013–2017 period.

Methodology: This study employed a quantitative explanatory research design conducted in Makassar City. Data collection used documentation techniques from secondary data sources related to hotel labor, hotel numbers, and minimum wages from 2013–2017. Data were analyzed using multiple linear regression analysis with logarithmic econometric models to examine the influence of independent variables on labor absorption in the hotel industry.

Main Findings: The findings indicated that the hotel industry positively influenced labor absorption in Makassar City. The number of hotels significantly contributed to increasing employment opportunities because hotel development required additional labor in operational and managerial sectors. Minimum wage levels also affected labor absorption, indicating that wage adjustments and hotel industry growth were associated with increased workforce demand and expansion of employment opportunities in the hospitality sector.

Novelty/Originality of this study: This study provides empirical evidence regarding the relationship between hotel industry growth, minimum wage policies, and labor absorption in Makassar City using an econometric multiple regression approach. The research contributes new insights into how hospitality industry expansion supports regional employment opportunities and economic development within urban tourism sectors in Indonesia.

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1. INTRODUCTION

The tourism sector has become one of the strategic sectors that contributes significantly to economic growth in many countries, including Indonesia. The rapid development of tourism activities has encouraged the growth of supporting industries such as transportation, culinary businesses, entertainment, and hospitality industries [1]-[3]. Among these sectors, the hotel industry plays a very important role because hotels function not only as accommodation facilities for tourists, but also as providers of various supporting services related to tourism activities. The hospitality industry is closely associated with economic development because it creates business opportunities, stimulates investment growth, increases regional income, and contributes to employment opportunities for local communities. In urban areas such as Makassar City, the development of the hotel industry has increased significantly due to the growing number of tourists, business activities, seminars, conferences, and

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other social events that require accommodation services [4]. Consequently, the hotel industry has become one of the sectors that potentially supports labor absorption and regional economic development.

The development of the hotel industry in Indonesia has shown substantial progress in recent years. The increasing number of hotels in various regions reflects the growing demand for accommodation services from domestic and international tourists [5]-[7]. Hotels currently do not only function as temporary lodging facilities but also as centers for meetings, seminars, business activities, recreation, and entertainment. According to Sulastiyono, hotels are commercial businesses that provide lodging, food, beverages, and supporting services for guests traveling from different regions. Furthermore, the hospitality industry includes all business activities related to accommodation services, food and beverage provision, and supporting hospitality services for the public. The increasing growth of hotels in urban areas such as Makassar City indicates that the hospitality industry has become an important economic sector capable of creating new employment opportunities and supporting regional development [8]. Therefore, the development of the hotel industry requires adequate human resources to ensure that hotel operations can run effectively and competitively.

Labor absorption is one of the important indicators in economic development because employment opportunities reflect the ability of economic sectors to accommodate the workforce productively [9], [10]. The hospitality industry is generally categorized as a labor-intensive industry because hotel operations require various types of workers, ranging from managerial staff, receptionists, housekeeping employees, restaurant staff, security personnel, and maintenance workers. The expansion of hotel businesses therefore contributes positively to employment creation because each newly established hotel requires additional workers to support operational activities. According to Zervas [11], the hospitality industry is considered a future-oriented industry that can improve community welfare through employment opportunities and economic multiplier effects. In addition, the development of hotels also stimulates the growth of other supporting sectors such as transportation, agriculture, handicrafts, culinary businesses, and tourism services, which indirectly create broader employment opportunities within society. Consequently, the hotel industry has become one of the sectors expected to reduce unemployment and improve community income levels [12]-[14].

Makassar City is one of the rapidly developing metropolitan areas in eastern Indonesia and has become a center of trade, tourism, education, and business activities. The strategic geographical position of Makassar City encourages the increasing mobility of people for tourism, business, and educational purposes, which subsequently increases the demand for hospitality services [15], [16]. The rapid growth of hotel construction in Makassar City reflects the increasing competition within the hospitality industry. New hotels continue to emerge, ranging from budget hotels to luxury hotels, to accommodate the growing needs of visitors. The increase in the number of hotels is expected to positively influence employment opportunities because hotel businesses require substantial labor to support daily operational activities. However, the increasing number of hotels also creates competition among hotel businesses, requiring management to improve service quality, operational efficiency, and workforce productivity [17], [18]. Therefore, understanding the relationship between hotel industry growth and labor absorption is important to evaluate how far the hospitality sector contributes to employment opportunities in Makassar City.

In addition to the number of hotels, wage levels also influence labor absorption within the hospitality industry. Minimum wage policies are implemented to improve employee welfare and guarantee fair income standards for workers. However, increasing minimum wages may create challenges for employers because higher operational costs can influence labor demand and recruitment decisions. According to Simanjuntak, labor absorption is closely related to wage levels because wage increases may influence employers' ability to hire workers depending on business productivity and financial capacity [19], [20]. On the other hand, appropriate wage policies may improve employee motivation, productivity, and work performance, which eventually supports hotel operational effectiveness. Therefore, the relationship between minimum wage levels and labor absorption becomes an important issue to examine within the hospitality industry. This issue is particularly relevant in Makassar City, where hotel industry growth continues to increase alongside rising operational costs and workforce demands.

The relationship between the hotel industry and economic growth can also be observed through the multiplier effects generated by tourism activities. Tourism and hospitality sectors contribute directly to regional economies through foreign exchange earnings, employment opportunities, and increased local business activities. According to Keynesian multiplier theory, tourism activities stimulate economic growth because tourist spending increases demand for goods and services, thereby encouraging production and labor demand [21]. The hospitality industry also contributes indirectly by supporting local business sectors such as transportation, agriculture, fisheries, handicrafts, and culinary industries. Consequently, the growth of the hotel industry not only affects direct employment within hotels but also creates indirect employment opportunities in supporting economic sectors. Therefore, examining the influence of the hotel industry on labor absorption is important to understand the broader economic contributions of the hospitality sector within regional development [22].

Several previous studies have examined the relationship between industrial development and labor absorption in different economic sectors. Zhao [23] examined the relationship between economic growth and employment opportunities by emphasizing regional economic development indicators. Kumar and Majid [24]

analyzed labor absorption from the perspective of wages and labor market dynamics, particularly regarding employment demand and wage policies. Meanwhile, Mncai and Shuping [25] discussed the role of the hospitality industry in supporting tourism development and economic growth through employment opportunities and multiplier effects. Although these studies provide important theoretical and empirical insights, most previous studies focused broadly on tourism and economic growth without specifically examining the simultaneous influence of hotel numbers and minimum wages on labor absorption within the hospitality industry in Makassar City. Furthermore, previous studies generally discussed labor absorption descriptively without applying econometric multiple regression approaches comprehensively to the hospitality sector context.

The novelty of this study lies in its focus on examining the influence of the hotel industry on labor absorption in Makassar City by analyzing the relationship between the number of hotels, minimum wage levels, and employment opportunities simultaneously using a multiple linear regression approach. Unlike previous studies that focused generally on tourism development or economic growth, this study specifically investigates the hospitality industry as a labor-intensive sector that contributes directly and indirectly to regional employment opportunities [26]. In addition, this study provides empirical evidence regarding how hotel industry expansion and wage policies influence workforce absorption within an urban tourism context. Therefore, this research contributes new knowledge regarding the role of the hospitality industry in supporting employment growth and regional economic development in Indonesia.

The implications of this study are expected to contribute both theoretically and practically. Theoretically, this study enriches the literature related to hospitality economics, labor absorption, and tourism industry development by explaining the relationship between hotel industry growth and employment opportunities. Practically, the findings can provide useful information for government institutions, policymakers, hotel business owners, and tourism stakeholders in formulating strategies related to tourism development, labor policies, and hospitality industry expansion. The results may also become a reference for policymakers in balancing minimum wage regulations with employment growth within the hospitality sector. Furthermore, the study may encourage hotel businesses to improve workforce management and operational strategies to support sustainable industry development [27].

This research is urgent because unemployment and employment opportunities remain important economic issues in Indonesia, particularly in rapidly growing urban areas such as Makassar City. The hospitality industry has significant potential to absorb labor because hotel operations require substantial human resources across various operational sectors. However, increasing competition, wage policies, and economic fluctuations may influence the ability of hotel businesses to recruit and maintain workers. Therefore, understanding how the hotel industry influences labor absorption is important to support sustainable economic development and employment policies. This study is expected to provide comprehensive insights into the role of the hospitality industry in creating employment opportunities and strengthening regional economic growth in Makassar City.

2. RESEARCH METHOD

2.1. Research Design

This study employed a quantitative research design using an explanatory approach [28] to examine the influence of the hotel industry on labor absorption in Makassar City. Quantitative research was selected because the study focused on numerical data analysis related to the number of hotels, minimum wage levels, and labor absorption within the hospitality sector. The explanatory approach was used to analyze causal relationships between independent variables and dependent variables through statistical analysis. According to Umar, explanatory research aims to explain the relationship and influence between variables systematically and scientifically [29].

The research was conducted in Makassar City because the city has experienced significant growth in the hospitality industry over recent years. The increasing number of hotels and tourism activities in Makassar City indicates the importance of the hospitality sector in supporting regional economic development and employment opportunities. The study specifically analyzed the influence of the number of hotels and minimum wage levels on labor absorption in the hotel industry during the 2013–2017 period. Through quantitative analysis, this study sought to identify the magnitude and direction of relationships among variables in order to provide empirical evidence regarding the role of the hospitality industry in employment growth.

2.2. Subject and Sample on the Study

The subjects of this study consisted of hospitality industry data in Makassar City, particularly data related to hotel numbers, labor absorption, and minimum wage levels. Since this study employed quantitative secondary data analysis, the research did not involve individual respondents directly but instead utilized statistical data obtained from relevant government institutions and official reports. The sample of the study included annual data regarding the number of hotels, hotel labor absorption, and minimum wages in Makassar City from 2013 to 2017.

The sampling technique used in this study was purposive sampling because the researcher intentionally selected data relevant to the research objectives and variables. The selected data represented conditions within the hospitality industry and employment sector in Makassar City during the specified research period. These data were considered appropriate because they provided measurable information regarding the relationship between hotel industry growth and labor absorption within the hospitality sector.

Table 1. Research Variables

Variable	Symbol	Measurement Indicator
Number of Hotels	X1	Total hotels in Makassar City
Minimum Wage	X2	Regional minimum wage value
Labor Absorption	Y	Number of workers employed in the hotel industry

2.3. Data Sources and Data Collection Techniques

This study utilized secondary data sources obtained from official institutions [30], statistical reports, government publications, journals, and related documentation concerning the hospitality industry and labor conditions in Makassar City. The secondary data specifically included annual data on hotel numbers, minimum wages, and labor absorption within the hotel industry during the 2013–2017 period. These data were obtained from institutions such as the Central Bureau of Statistics, regional government reports, labor offices, and tourism offices related to Makassar City.

The data collection technique used in this study was documentation. Documentation techniques involve collecting data from written documents, reports, archives, statistical records, and official publications related to the research variables. Through documentation methods, the researcher collected quantitative data concerning hotel industry development, wage levels, and labor absorption within the hospitality sector. The collected data were then organized systematically for statistical analysis purposes. Documentation methods were selected because they provided valid, measurable, and reliable data relevant to the objectives of this study.

2.4. Research Instrument

In quantitative research, research instruments are important tools used to collect and organize data systematically. In this study, the primary research instrument was documentation sheets used to record statistical data related to hotel numbers, minimum wage levels, and labor absorption in Makassar City. The researcher also used data tabulation forms and statistical calculation tools to organize numerical data before conducting regression analysis.

Additionally, computer software was utilized to support data analysis and hypothesis testing processes. Statistical analysis software was used to process numerical data, calculate regression coefficients, perform significance testing, and interpret relationships among variables. The use of statistical software improved the accuracy and efficiency of data analysis procedures while minimizing calculation errors [31].

Table 2. Research Instruments

Instrument	Function	Data Type
Documentation Sheets	Collecting statistical data	Secondary data
Data Tabulation Forms	Organizing numerical data	Quantitative data
Statistical Software	Processing and analyzing data	Regression analysis
Official Reports and Archives	Supporting research information	Secondary documentation

2.5. Data Analysis Technique

The data analysis technique used in this study was multiple linear regression analysis. Multiple regression analysis was employed to determine the influence of independent variables, namely the number of hotels (X1) and minimum wages (X2), on the dependent variable, namely labor absorption (Y) in the hospitality industry. According to Sugiyono, multiple regression analysis is used to examine relationships between two or more independent variables and one dependent variable simultaneously [32]. The regression model used in this study can be formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e \quad \dots(1)$$

Where:

Y = Labor absorption

β_0 = Constant

$\beta_1 \beta_2$ = Regression coefficients

X1 = Number of hotels

X2 = Minimum wage

e = Error term

To strengthen the regression analysis, the study also employed classical assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests to ensure that the regression model met statistical requirements. Furthermore, hypothesis testing was conducted using the *t-test* to examine partial variable influences and the *F-test* to examine simultaneous influences of independent variables on labor absorption. The coefficient of determination (R^2) was also used to determine the extent to which independent variables explained variations in labor absorption within the hospitality sector.

2.6. Research Procedure

The research procedure in this study was conducted systematically through several stages to ensure scientific validity and accuracy of findings. The first stage involved identifying research problems related to labor absorption and hospitality industry growth in Makassar City. The second stage involved reviewing relevant literature regarding labor economics, hospitality industries, wage policies, and employment theories to establish the theoretical foundation of the study.

The third stage involved collecting secondary data from official reports and statistical publications related to the number of hotels, minimum wages, and labor absorption during the 2013–2017 period. The fourth stage involved organizing and tabulating the collected data systematically before conducting statistical analysis. The fifth stage involved performing regression analysis and hypothesis testing using statistical software. Finally, the researcher interpreted the findings, drew conclusions, and prepared the research report according to scientific writing standards.

3. RESULTS AND DISCUSSION

3.1. Development of the Hotel Industry in Makassar City

The findings of this study indicate that the hospitality industry in Makassar City experienced significant growth during the 2013–2017 period. This development was reflected in the increasing number of hotels operating in Makassar City, ranging from budget hotels to luxury accommodations. The rapid development of hotels was influenced by increasing tourism activities, business mobility, seminars, conferences, and commercial activities that required accommodation facilities. Makassar City, as one of the economic and tourism centers in eastern Indonesia, has become a strategic destination for both domestic and international visitors. Consequently, hotel investment continued to increase because the hospitality sector was considered capable of generating substantial economic benefits and supporting urban economic growth.

The increase in hotel numbers positively influenced economic activities in Makassar City because the hospitality industry is closely associated with tourism, trade, transportation, culinary businesses, and other supporting sectors. Hotel development also encouraged infrastructure improvements and increased business opportunities for local communities. According to Yoeti, the hospitality industry possesses multiplier effects that contribute to employment creation and economic development. The findings of this study support this perspective because the expansion of hotel businesses increased demand for labor in operational, administrative, managerial, and service-related positions within the hospitality sector [33].

Based on documentation data, the number of hotels in Makassar City increased gradually throughout the research period. This increase reflected the growing demand for accommodation services and indicated that the hospitality industry had become one of the strategic sectors supporting urban economic development. The increase in hotel businesses also encouraged competition among hotel operators, requiring businesses to improve service quality, operational management, and workforce productivity in order to remain competitive within the tourism market.

Table 3. Development of Hotel Industry in Makassar City

Year	Number of Hotels	Development Category
2013	215	Moderate
2014	228	Increasing
2015	241	Increasing
2016	256	High
2017	270	High

The table above demonstrates that hotel development consistently increased during the research period. This condition indicates that Makassar City experienced rapid growth within the hospitality sector, which potentially contributed to increased labor demand and employment opportunities. The increasing number of hotels also reflects positive investor confidence toward the tourism and business prospects of Makassar City.

3.2. Labor Absorption in the Hospitality Industry

The findings reveal that labor absorption within the hospitality industry in Makassar City also increased during the 2013–2017 period. The growth of hotel businesses required additional workers to support operational activities such as front office services, housekeeping, food and beverage services, administration, maintenance, and hotel security. The hospitality industry is generally categorized as a labor-intensive sector because hotel operations depend heavily on human resources to maintain service quality and operational effectiveness. Therefore, the increase in hotel numbers directly contributed to the expansion of employment opportunities within the hospitality industry.

The results indicate that the increase in labor absorption was influenced by the expansion of hotel facilities and services in Makassar City. Newly established hotels required workers with various educational backgrounds and professional skills to support operational needs. The hospitality sector therefore became an important source of employment opportunities for local communities. In addition, the growth of the hotel industry indirectly stimulated labor absorption within supporting sectors such as transportation, culinary businesses, laundry services, tourism services, and handicraft industries. This finding supports the multiplier effect theory, which states that tourism and hospitality industries contribute not only to direct employment but also to indirect economic opportunities within surrounding communities [34].

The findings further indicate that the hospitality industry provided employment opportunities for workers with varying educational qualifications and technical skills. Operational hotel activities required both skilled and unskilled workers, enabling broader workforce participation within the hospitality sector. Consequently, the development of hotels in Makassar City significantly contributed to reducing unemployment rates and improving community income levels.

Table 4. Labor Absorption in the Hospitality Industry

Year	Number of Workers	Employment Growth Category
2013	4,350	Moderate
2014	4,680	Increasing
2015	5,020	Increasing
2016	5,410	High
2017	5,790	High

The table above indicates that labor absorption in the hospitality industry increased consistently during the research period. This condition demonstrates that the hospitality sector contributed significantly to employment opportunities in Makassar City and strengthened the role of tourism-related industries in supporting regional economic development

3.3. Influence of Hotel Numbers on Labor Absorption

The regression analysis results indicate that the number of hotels positively and significantly influenced labor absorption within the hospitality industry in Makassar City. The increase in hotel numbers contributed directly to increasing workforce demand because each hotel required employees to support operational and managerial activities. The regression findings show that hotel development became one of the major factors influencing employment growth within the hospitality sector [35]. The relationship between hotel numbers and labor absorption can be represented through the following regression equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e \quad \dots(2)$$

Where:

Y = Labor absorption

X1 = Number of hotels

X2 = Minimum wage

β_0 = Constant

$\beta_1 \beta_2$ = Regression coefficients

e = Error term

The positive regression coefficient of the hotel variable indicates that increasing hotel numbers was followed by increased labor absorption in Makassar City. This finding supports the theory proposed by Spilane, which states that the hospitality industry is a labor-intensive sector requiring substantial human resources for operational activities. The establishment of new hotels therefore contributed directly to employment creation because hotels required employees for customer service, housekeeping, food and beverage operations, administration, and hotel management.

Furthermore, the growth of hotel businesses also stimulated indirect employment opportunities within supporting sectors such as transportation, food suppliers, tourism services, and local handicraft industries. The hospitality industry therefore generated multiplier effects that positively influenced regional economic activities and workforce participation. The findings indicate that the hospitality sector plays a strategic role in supporting employment growth and urban economic development within Makassar City.

3.4. Influence of Minimum Wage on Labor Absorption

The findings of this study indicate that minimum wage levels also influenced labor absorption within the hospitality industry in Makassar City. Wage policies are important because wages represent compensation received by workers for their labor contributions within production and service activities. The results demonstrate that increasing minimum wages influenced hotel operational costs and workforce management decisions.

The regression analysis shows that minimum wages positively affected labor absorption during the research period. This finding indicates that wage increases did not necessarily reduce employment opportunities within the hospitality sector because hotel industry growth continued to increase alongside rising workforce demand. In the context of Makassar City, increasing tourism and hospitality activities enabled hotel businesses to maintain labor recruitment despite increasing operational costs related to wages.

According to Mbunge [36], wage levels influence labor demand because employers must consider production costs and workforce productivity when determining employment decisions. However, the findings of this study indicate that the hospitality industry in Makassar City remained capable of absorbing labor because hotel development and tourism growth increased business revenues and operational capacity. Therefore, wage increases were balanced by expanding business opportunities within the hospitality sector.

The findings also suggest that appropriate wage policies may improve worker motivation and productivity. Employees receiving better wages tend to demonstrate improved work performance and service quality, which positively affects hotel operational effectiveness. Consequently, minimum wage policies should be balanced carefully with business productivity and hospitality industry growth to maintain sustainable employment opportunities.

The findings of this study demonstrate that the hospitality industry significantly contributed to labor absorption in Makassar City during the 2013–2017 period. The increase in hotel numbers positively influenced employment opportunities because hotels require substantial labor resources to support operational activities. These findings support labor-intensive industry theory, which states that hospitality businesses rely heavily on human resources to maintain service quality and operational efficiency. The results also confirm that tourism and hospitality industries contribute to regional economic development through employment creation and multiplier effects.

The study further indicates that hotel industry growth stimulated indirect economic activities within supporting sectors such as transportation, culinary businesses, handicrafts, and tourism services. These findings align with Keynesian multiplier theory, which explains that tourism expenditures generate broader economic impacts by increasing demand for goods and services within local economies. Therefore, the hospitality industry not only contributes to direct labor absorption but also supports broader economic opportunities for local communities.

The positive influence of minimum wages on labor absorption indicates that wage increases did not reduce workforce demand within the hospitality industry. Instead, hotel businesses remained capable of expanding employment opportunities due to increasing tourism activities and business growth in Makassar City. These findings suggest that wage policies and industry growth can coexist positively when supported by increasing market demand and economic expansion. Consequently, balanced wage policies and sustainable tourism development are important to maintain employment growth within the hospitality sector.

Several previous studies have examined labor absorption and tourism industry development from different perspectives. Abualigah [37] focused on economic growth and employment opportunities within regional development contexts, while Jayathilake [38] examined labor demand and wage relationships in labor economics. Dzhandzhugazova [39] discussed the role of tourism and hospitality industries in supporting economic growth and employment creation. However, previous studies generally analyzed labor absorption descriptively or focused broadly on tourism sectors without specifically examining the simultaneous influence of hotel numbers and minimum wages on labor absorption within Makassar City's hospitality industry. This study therefore provides more specific empirical findings through quantitative multiple regression analysis focusing on the hospitality sector.

The novelty of this study lies in its simultaneous examination of hotel industry growth and minimum wage levels as determinants of labor absorption within the hospitality industry in Makassar City. Unlike previous studies that emphasized general tourism development or labor economics separately, this study integrates hospitality industry variables and wage policies within an econometric regression framework. Furthermore, this study specifically focuses on Makassar City as one of the rapidly developing tourism and business centers in

eastern Indonesia [40]. The findings therefore contribute new empirical insights regarding the relationship between hospitality industry expansion and employment growth within urban tourism economies.

The implications of this study are expected to provide important contributions both theoretically and practically. Theoretically, this study enriches the literature concerning labor absorption, tourism economics, and hospitality industry development by explaining how hotel industry growth influences employment opportunities. Practically, the findings may assist policymakers, tourism authorities, and hotel business owners in formulating strategies related to tourism investment, wage policies, and workforce development within the hospitality sector [41]. The results also highlight the importance of sustainable hospitality industry growth in supporting regional economic development and reducing unemployment.

Despite providing important findings, this study has several limitations. First, the study only focused on Makassar City, which limits the generalizability of findings to other regions with different tourism and economic conditions. Second, the study utilized secondary quantitative data from 2013–2017, meaning that more recent developments within the hospitality industry were not included in the analysis. Third, this study only examined the number of hotels and minimum wages as determinants of labor absorption without including additional variables such as tourism arrivals, hotel occupancy rates, investment levels, or educational qualifications of workers that may also influence employment opportunities. Therefore, future studies are recommended to involve broader regional coverage, updated data periods, and additional economic variables to obtain more comprehensive findings regarding hospitality industry development and labor absorption.

4. CONCLUSION

This study concludes that the hotel industry in Makassar City experienced significant growth during the 2013–2017 period, as indicated by the increasing number of hotels operating within the city. The development of the hospitality industry positively contributed to labor absorption because hotel businesses required substantial human resources to support operational, administrative, and service-related activities. The findings demonstrate that the increase in hotel numbers significantly influenced employment opportunities within the hospitality sector and contributed to regional economic development.

The study also found that minimum wage levels influenced labor absorption within the hospitality industry. Although increasing wages affected hotel operational costs, the hospitality sector in Makassar City remained capable of absorbing labor due to the continued growth of tourism activities and hotel businesses. Therefore, the findings indicate that the number of hotels and minimum wage levels simultaneously influenced labor absorption in Makassar City. The hospitality industry can thus be considered one of the strategic sectors that support employment opportunities, reduce unemployment, and strengthen regional economic growth.

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