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AL-AMWAL

## Influence of Religious Culture, Tourism Revitalization, Visitor Interest, and BUMDES Empowerment to Welfare of Business Operators in Benowo Park

Fitri Mukarromah,<sup>1\*</sup> Nur Ilyas Subakti,<sup>2</sup> Amalliyah<sup>3</sup>  
*Corresponding Author\**

Islamic Economic UIN KH. Abdurrahman Wahid Pekalongan<sup>1,2</sup>

Islamic Banking IAIN Syekh Nurjati Cirebon<sup>3</sup>

E-mail: [fitrimukarromah@mhs.uingusdur.ac.id](mailto:fitrimukarromah@mhs.uingusdur.ac.id),<sup>1</sup> [nurilyassubakti@mhs.uingusdur.ac.id](mailto:nurilyassubakti@mhs.uingusdur.ac.id),<sup>2</sup>  
[amalliyahfebi28@gmail.com](mailto:amalliyahfebi28@gmail.com)<sup>3</sup>

### Abstract

*Since the pandemic and the enactment of various regulations ranging from PSBB to PPKM, a number of tourist attractions are not operating. This has an impact on the tourism industry and the welfare of business actors in various tourism. This research is a type of quantitative research. The data collection method in this study was a questionnaire method using a sample of 45 respondents. Sampling technique with saturated sample method. This study uses the method of data analysis multiple linear regression test with the help of SPSS 25. The results of the study show that partially the revitalization of religious cultural tourism has no effect on the welfare of business actors. Meanwhile, mountaineers' interest and BUMDes empowerment affect the welfare of business actors. Then simultaneously, tourism revitalization, visitor interest, and BUMDes empowerment affect the welfare of business actors.*

**Keywords:** *Tourism Revitalization, Visitor Interest, BUMDes Empowerment*

### Abstrak

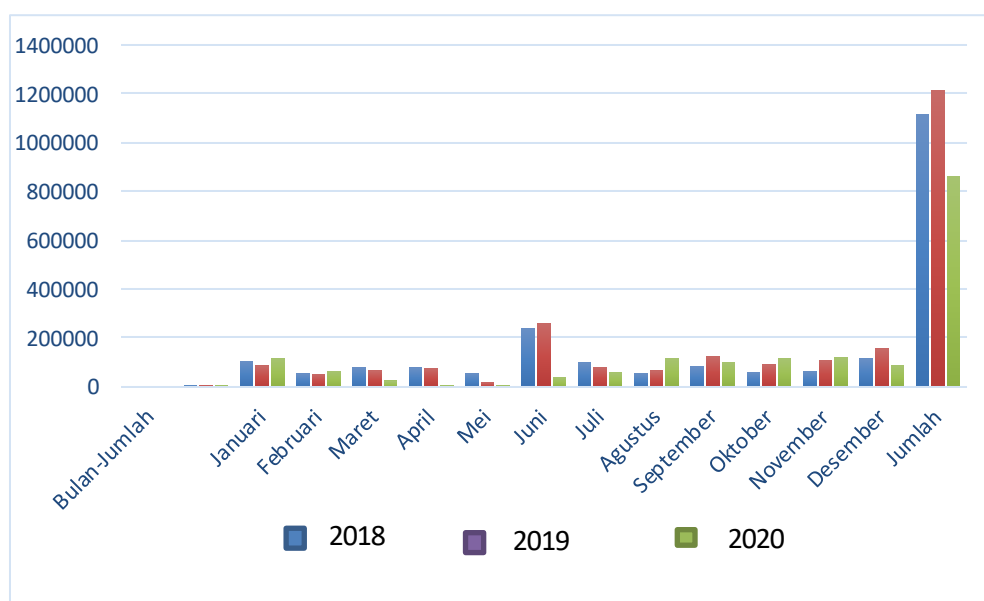
Sejak adanya pandemi dan diberlakukannya berbagai aturan mulai dari PSBB hingga PPKM sejumlah tempat wisata tidak beroperasi. Hal tersebut berdampak pada industri pariwisata dan kesejahteraan pelaku usaha diberbagai pariwisata. Penelitian ini termasuk jenis penelitian kuantitatif. Metode pengumpulan data dalam penelitian ini adalah metode kuesioner dengan menggunakan sampel sebanyak 45 responden. Teknik pengambilan sampel dengan metode sampel jenuh. Penelitian ini menggunakan metode analisis data uji regresi linier berganda dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwa secara parsial revitalisasi pariwisata budaya religi tidak berpengaruh terhadap kesejahteraan pelaku usaha. Sedangkan minat pengunjung dan pemberdayaan BUMDes berpengaruh terhadap kesejahteraan pelaku usaha. Kemudian secara simultan, revitalisasi pariwisata, minat pengunjung, dan pemberdayaa BUMDes berpengaruh terhadap kesejahteraan pelaku usaha.

Kata kunci: *Revitalisasi Pariwisata, Minat Pengunjung, Pemberdayaan BUMDes.*

## INTRODUCTION

Tourism is not only a tertiary or secondary need, but has become a primary need. This is evidenced by the development of diverse tourism. However, since the pandemic and the enactment of various regulations ranging from PSBB to PPKM, a number of tourist attractions are not operating. In Central Java, of the 690 registered tourism objects, there are 20 tourism objects that are permanently closed because they cannot adapt to the pandemic, resulting in a downturn in the world of tourism. The tourism object is tourism managed by the private sector and dominated by water rides. This has an impact on the tourism industry and the welfare of business actors in various tourism (Kulsum, 2021).

**Graphic. 1**



*Source: pemalangkab.bps.go.id, 2022*

The decline in the number of tourists also occurred in Pemalang Regency. If you pay attention to the diagram above, it shows the number of visitors in various tours in Pemalang from 2018-2020. Based on the data above, it shows that there has been a decrease in the number of visitors from 2018-2020, especially in 2020. Where that year was the peak due to the Covid-19 pandemic.

In recent years, the areas and way of life of rural communities in developing countries have been under threat of losing traditional culture through urbanization and modernization. However, in the modern era, rural areas are more than just villages; in theory, their functions extend to recreation, production, consumption, commerce and the arts (Rahmini, 2021). According to Arismayanti (2019) the dynamics of accelerating tourism growth increases the demand for alternative forms of tourism, strengthening the diversity of tourism products and destinations. In pursuing the target number of tourists, the Government of Indonesia through the Ministry of Tourism, rural areas have started to develop. This initiative was carried out in collaboration with the Ministry of Tourism and the Ministry of Villages of the Republic of Indonesia which began in 2019. This government movement inspired policy makers at the provincial and district/city levels to make activities to develop tourism in their respective areas (Nugraha, 2021).

Rural development is the foundation of national expansion. Each village is expected to be able to develop its village independently through tourism development. The existence of tourism opens business opportunities for the surrounding community. Thus, the welfare of business actors around tourism objects is easily realized (Iqbal & Fridayani, 2021). In addition, the tourism development revitalization policy has had an impact on the development of beautiful and livable rural areas with natural resources and beautiful scenery which has become a trending topic on social media (Zhao & Zhang, 2021).

Revitalizing tourism development as an alternative development approach that aims to increase economic growth, overcome unemployment, eradicate poverty, and improve people's welfare (Setyaningrum Nugraheni et al., 2020). Tourism revitalization involves the community as an important component, because the community has great authority and responsibility for tourism management. Tourism can be used as a strategic media in empowering the economy by providing opportunities for the community to develop and empower tourism (Alfiah, 2021).

Community empowerment is one of the pillars of the tourism destination development strategy. Efforts to increase community empowerment include activities to increase tourism awareness and community business potential in the tourism sector. Increasing public awareness of the importance of tourism indirectly encourages the growth of new jobs (Cahyaningrum, 2017).

Every development of a tourist destination must be able to provide welfare for the community. The community certainly feels happy if the communities around tourist destinations are treated as subjects rather than objects in these tourism activities. How to treat local people as subjects, such as considering the opinions of local people in various decision-making and involving them in developing tourist destinations (Pramanik & Ingkadjaya, 2018).

The tourism industry not only has a positive influence, but also causes a loss of sustainability in economic, environmental and social terms if it is not planned properly. Tourism can revitalize the local economy, strengthen identity in some areas and can change the structure of the economy. Therefore, this paper explains how the revitalization of tourism development, visitor interest, and BUMDes empowerment affects the welfare of business actors. This writing uses a case study in the Benowo Park tour.

Tourist villages in Central Java continue to emerge with a variety of potentials, one of which is Benowo Park religious cultural tourism. This tour is called cultural tourism because it offers a variety of traditional foods with transaction tools using clitic money, which is money made of wood. In addition, this tour also features various regional dances accompanied by traditional musical instruments that can pamper visitors. This tour is called religious tourism because this tour is also close to the tomb of Mbah Benowo who is one of the sons of Jaka Tingkir or the sultan of the Kingdom of Pajang. Its strategic location and easy access make this tour an alternative destination for the community, especially the people of Pemalang. This tourist location is 8.6 kilometers from the center of Pemalang City.

Since the pandemic, the Benowo Park tour has been temporarily closed. The impact of the pandemic has made it difficult for traders to find income. The Benowo Park tour has been closed since July 3, 2020, this is because the number of positive victims of Covid-19 continues to increase. BUMDes as the Benowo Park tourism manager, decided to close tours to anticipate the spread of the Covid-19 virus. As long

as the Benowo Park tour is closed, the manager puts up banners so that no visitors come. During the closure of the tour, cleaning and spraying of disinfectants are routinely carried out with the aim of keeping the tourist spots clean.

Based on data from Benowo Park, that after the pandemic passed and the revitalization of tourism, Benowo Park experienced an increase in the number of visitors with an average of 7,537 visitors per month. That is, religious cultural tourism is an alternative solution to relieve fatigue. With an increase in visitors, business actors are also affected, so that the income of business actors through tourism has increased significantly. The majority of business actors in Benowo Park consist of housewives. Before the Benowo Park tour, the women of the residents around the tour were unemployed and only relied on their husband's salary, so that their daily needs were often not fulfilled. However, since the existence of the Benowo Park tour, especially for housewives, they have opened a business on this tour, so that their income can meet the needs of their household.

Benowo Park has been a tour managed by BUMDes Penggarit since 2017. What is unique is the market which is held every Thursday Wage. At the Kamis Wage market, visitors reminisce about old school snacks and use klitik coins. There are 45 traditional hawker stalls and traditional souvenirs can be found at Benowo Park. Transactions used in the Wage Market use click money. Visitors are encouraged to exchange money with the click money that has been provided. The value of one click coin is equivalent to Rp. 2000-,. Benowo Park also offers other rides such as a rabbit park, fishing ground, river crossing, shooting rides, even archery rides.

This writing is motivated by the emergence of community-based tourism in villages in Indonesia. The diversity of ethnic groups in Indonesia and some of them still maintain traditions, thus attracting tourists to learn about this culture. This aims to find out whether tourism revitalization, visitor interest, and BUMDes empowerment affect the welfare of business actors in Benowo Park tourism. It is hoped that this will help tourism-based rural communities to improve and protect their tourism activities and income from unexpected social or environmental changes that impact the welfare of business actors through economic activities in locations around tourism.(Sara et al., 2021).

Penggarit Village, Taman District, Pemalang Regency offers a cultural tour with a religious nuance. This tour has been developed by BUMDes since 2017. The various attractive tourist rides available are considered to be able to pamper tourists. The Governor of Central Java, Ganjar Pranowo emphasized that Benowo Park is one of the tourist destinations that has an aura of wow-effect that is the mainstay of Pemalang Regency. This is the reason the author is interested in researching the "Effect of Tourism Revitalization. Visitor interest, and BUMDes Empowerment for the Welfare of Business Actors in Benowo Park Tourism, Penggarit Village, Taman District, Pemalang Regency.

## **LITERATURE REVIEW**

Research conducted by Dini Yulianti shows that tourism development has an impact on the welfare of the people of Pekon Tanjung Setia who are around tourist objects. The significant impact felt by the Pekon Tanjung Setia community is the opening of various business opportunities, so that the income received by the community from the results of the business being carried out can meet family needs, education costs and health costs. In contrast to the research conducted by Irhamna

(2018) which shows that the development of the Dieng tourist attraction increases tourist object facilities and increases people's income, but the condition of tourist attractions is getting dirtier and security at tourist objects is decreasing.

Reza Fahlevy and Reza Tiara Saputri (2019) in his research entitled *The Effect of Social Change and Tourism Development on the Economy of the People of West Kurau Village, Koba District, Central Bangka Regency* explained that the negative impacts that would be caused by tourism development were first, local workers often did not receive large wages with poor working conditions, p. this causes the local community's income to decrease, so they cannot meet their daily needs. Second, people's behavior is increasingly consumptive and social inequality is getting higher. Traditional values are increasingly being eroded. Degraded environmental conditions. Third, the large number of tourists who enter adds to the environmental damage, especially from waste. The development of tourism in Kurau is indeed very easy to find because various people in other villages often visit charming and interesting tourist attractions to visit.

Unlike the research conducted by (2020) The tourism sector has a positive impact on the welfare of traders around Siring Sungai Martapura Park, Banjarmasin City. From the results of the research, it shows that increased tourist visits lead to an increase in people's income because more and more people buy their wares so that people's needs are met due to increased income so that welfare also increases. . The increased welfare of traders can be seen from the income before and after the development of tourism in Siring Sungai Martapura Park, Banjarmasin City and the increased quality of life such as health levels, living conditions and education levels.

Nasir Rulloh (2017) stated regarding the effect of tourist visits on the welfare of the community around the Lumbok Resort tourist attraction in the Lumbok Seminung sub-district, it can be seen that the visit variable has a positive but not significant effect on community welfare. In contrast to the research conducted by Muhammad Arfan Harahap et al. based on the results of an analysis of research data regarding the effect of tourist visits on the welfare of the community around the religious tourism object of Besilam Babussalam Village, it can be concluded that the variable tourist visits has a significant effect on the welfare of the community around the tourist attraction (Harahap et al., 2020).

Kadek Sumiasih (2018) showed that the existence of BUMDes in Bali can be accepted as a means of increasing welfare, but there are still villages in Bali including villages that have tourism potential that have not yet formed BUMDes. This is caused by obstacles such as a lack of understanding of village officials regarding BUMDes, limited human resources managing BUMDes, lack of knowledge and ability of the community to manage businesses, not yet maximal socialization, guidance and supervision by the government, not optimal capital allocation and lack of exploration of village potential. The management of the tourism sector through BUMDes Pakse Bali is carried out by taking into account management elements such as the type of tourism sector, capital, managers, management patterns, marketing strategies, accountability and profit sharing in an effective and structured manner so that it can be used as an example by other villages that have not been able to manage their tourism potential.

The research entitled *The Impact of the Existence of a Tourism Village on Increasing the Economy and Social Life of the Community* was researched by Faj'ri Nugraheni Atma Wulandari and Nugraheni Rintasari (2019) \explained that the tourism aspect had not yet supported the village economy, this was because BUMDes had not

yet been implemented and there had been no coordination committee and a lack of special attention from the local village government. Unlike the research conducted by Jufri Jacob and Murdiyanti (2021) proves that the existence of the Tarakan BUMDes has brought significant changes in the economic field of the people of Bobanehena Village. Through a pattern of partnership and cooperation with the community, agricultural, fishery and other community businesses can be sold through BUMDes, and there is an increase in income received by the community.

### **Welfare of Business Actors**

Welfare is defined as the fulfillment of basic needs in the form of livable housing, clothing and food needs, adequacy, affordability, and quality education and health costs (Nur Andina et al., 2020). The legal basis for welfare is Law Number 13 of 2003, which explains that welfare is the fulfillment of spiritual and physical needs, both inside and outside the employment relationship, which can increase work productivity (Anwar et al., 2018).

Abraham Maslow, a clinical psychologist, introduced a tiered theory of needs known as Maslow's Theory which put forward five human needs based on their level of importance. Humans try to meet the needs of the lowest level, namely physiological needs, then they will level up after the previous needs have been met, and so on until they reach the highest need, namely self-actualization.

According to Ratnasari and Rijanta (2020) in his research entitled Spatial Dimensions of the Relationship Between Agricultural Exports and Farmers Exchange Rates and Agricultural Business Exchange Rates as Indicators of Farmer Welfare in Indonesia, he argued that indicators of minimum needs can be classified as follows: food, clothing, housing, health, income and expenses.

### **Tourism Revitalization**

According to Nurin Fitriana (2020) Revitalization is a process or act of reviving something that was previously empowered to become vital. Revitalization can also be interpreted as a product development process in various ways, including through: Revitalization, namely the process, method, act of reviving something to make it useful; Rejuvenation, namely the process of rejuvenation, reduction to eliminate physical signs of aging; Reformulation is making drastic changes (Pambudi et al., 2020). The development of tourism revitalization includes product analysis consisting of (Pambudi et al., 2020): Attraction Revitalization is a change in one of the components contained in the tourism product component and becomes a magnet for visitors; Amenity Revitalization is a supporting component of tourism activities, where the services provided are in the form of facilities available at each destination for the convenience of visitors; Accessibility Revitalization includes available supporting facilities, with the aim of shortening travel time from tourist attractions, making it easier.

### **Visitor interest**

According to Rizka Fitri Annisa (2023) Interest is a psychological activity that sticks out caused by feelings and thoughts towards a desired product or service. Interest sticks out from within a person when considering a product or service. In addition, the form of interest can also be in the form of simply comparing a product or service. The explanation above underlines that actually "intention to visit" is not the same as "decision to visit". The reason is because interested does not necessarily have made a decision to take action on those interested. Elements of Tourism Objects and Tourist

Attractions According to Edward Inskip in M. Akrom K., said that a tourist object must have 5 important elements, namely: tourist attraction, tourist facilities and infrastructure, infrastructure, community, environment, and regional culture (Puspitasari et al., 2021).

**BUMDes Empowerment**

BUMDes is an agency owned by the village to manage the village's potential (Arindhawati & Utami, 2020). In management there are functions that are used to achieve goals. According to George R Terry there are 4 management functions, among others (Peter Joharry Matakana et al., 2021): Planning, Organizing, and Actuating. From the description above it can be concluded that in the management system there are management principles, namely planning, organizing, implementing, controlling until the realization of a desired goal. BUMDes management principles consist of 6 principles in their management, namely as follows: cooperative, participatory, emancipatory, all components involved in BUMDes must be treated equally regardless of class, ethnicity and religion. transparent, accountable, and sustainable (Nurwahidah et al., 2020).

**METHOD**

This paper is a type of field research research. These writes are done by mining the data supplied from the write location. For this article, the author collects data by visiting tourist attractions in Benowo Park. The approach used in this research is a quantitative research approach (Firmansyah et al., 2021). The research was conducted by researchers located in Benowo Park Tourism, Penggarit Village, Taman District, Pecalang Regency. This research was conducted in the period from November 2022 to April 2023. The population describes an ideal. The population in this study are all business actors who are in the Benowo Park tour. Based on the data the author obtained from BUMDes by conducting interviews with a member of Penggarit BUMDes, stated that the number of business actors in the Benowo Park tour was 45 business actors. Considering that the population of this paper is only 45 people or less than 100 people, the sample taken is the entire population of 45 people. Thus, using the entire population without having to take a writing sample is called a census technique. The data source is everything that is the subject of where the data comes from. The data in this paper uses primary data sources obtained from all business actors in the Benowo Park tourism area, Penggarit Village. The data collection technique used by the author is a questionnaire or survey technique.

**RESULT**

**Result of Partial test (t-test)**

**Tabel.1 Result of t-test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.052	.924		2.220	.032
	X1	-.324	.216	-.185	-1.505	.140
	X2	1.395	.125	.918	11.148	.000
	X3	.213	.086	.253	2.495	.017

In testing the t test, it is known that  $k = 4$ ,  $n = 45$ , so that  $t \text{ table} = (a/2; n-k-1) = (0.05/2; 45-4-1) = (0.025; 40) = 2.021$ . The results of the t test from table 4.13 obtained the following results: The significance level of the Tourism Revitalization variable (X1) was  $0.14 > 0.05$  and the t value was  $-1.505 < t \text{ table } 2.021$  then  $H01$  was accepted and  $Ha1$  was rejected, so that the Tourism Revitalization variable (X1) had no effect on the Welfare of Business Actors (Y); The significance level of the Visitor Interest variable (X2) is  $0.000 < 0.05$  and t count  $11,148 > t \text{ table } 2.021$  then  $H02$  is rejected and  $Ha2$  is accepted, so that the Visitor Interest variable (X2) has a positive and significant effect on the Welfare of Business Actors (Y); The significance level of the BUMDes Empowerment variable (X3) is  $0.017 < 0.05$  and t count  $2,495 > t \text{ table } 2.021$  then  $H03$  is rejected and  $Ha3$  is accepted, so that the BUMDes Empowerment variable (X3) has a positive and significant effect on the Welfare of Business Actors (Y).

**Simultan test (F test)**

**Tabel. 2 Result of F test**

**Anova<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	277.895	3	92.632	174.618	.000 <sup>b</sup>
	Residual	21.750	41	.530		
	Total	299.644	44			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

With a probability of 0.05, we get an f table of 2.83. Because the calculated f value (174.618) > f table (2.83) and with a significance level of  $0.000 < 0.05$ , it can be concluded that  $Ha4$  is accepted and  $H04$  is rejected which means tourism revitalization, visitor interest and BUMDes empowerment together are significant have a positive influence on the welfare of business actors.

**Determination Coefficient Test Results**

**Tabel. 3 Result of R test**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963 <sup>a</sup>	.927	.922	.72834

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on table 4.15 above, it can be seen that the coefficient of determination is 0.927. This means that 92.7% of the welfare of business actors is influenced by the variables of tourism revitalization (X1), visitor interest (X2) and BUMDes empowerment (X3). While the remaining 7.3% is explained by other factors not included in this study.



## **DISCUSSION**

Revitalizing tourist attractions for the economy is a strategic sector that can help increase national economic recovery, move the wheels of the local economy through the tourism sector which will have an impact on the national economy, increase awareness of local residents to develop the potential of their region. Preserving and publishing local culture, with the revitalization of tourist attractions, creates a neat, clean and comfortable impression for visiting tourists, including preserving the environment to increase the economic productivity of the community and these 24 objects can become one of the city destinations free from slum areas (Noviza, 2022).

The results of tourism revitalization in this research have no influence on the welfare of business actors. This is different from the reality that occurred, revealing that while the Benowo Park tourist attraction was closed, the management put up banners so that no visitors would come. During tourist closures, regular cleaning and disinfectant spraying is carried out with the aim of maintaining the cleanliness of tourist attractions.

This proves that even though the tourist attraction was closed, the management still controlled it, both in terms of environmental health and the health of the buildings, facilities and infrastructure at Benowo Park Tourism. This is in line with research conducted by Irhamna (2018) showing that the development of the Dieng tourist attraction improves tourist attraction facilities and increases people's income, but the condition of the tourist attraction is getting dirtier and security at the tourist attraction is decreasing.

Visitor interest has a positive effect on the welfare of business actors. These results are in accordance with the theory in this research. Visitor interest is the main component that causes the welfare of business actors, because the more visitors are interested in visiting tourism, the more business actors can sell their merchandise, which causes their income to increase, thereby increasing the welfare of business actors around tourism objects.

This is in line with Muhammad Arfan Harahap's research entitled *The Influence of Tourist Visits on Community Welfare: Case Study of the Besilam Babussalam Religious Tourism Object*. States that the tourist visit variable has a significant effect on the welfare of the community around the tourist attraction. The tourist visit variable has a significant effect on the welfare of the community, this can strengthen the research conducted by the author that there is a significant relationship between visitor interest and the welfare of business actors, the more visitors, the more income they will earn. This can have a positive impact on business actors.

BUMDes empowerment has a positive effect on the welfare of business actors. These results are in accordance with the theory in this research. If human resources are well empowered through BUMDes then villages can be well organized. Without good human resource management, tourism will not be created which can be beneficial for the village, especially in the economic sector.

This is in accordance with research conducted by Jufri Jacob and Murdiyanti (2021) proving that the existence of BUMDes Tarakan brought significant changes in the economic sector of the Bobanehena Village community. Through a pattern of partnership and cooperation with the community, agricultural, fisheries and other community businesses can be sold through BUMDes, and there is an increase in income received by the community.

Research conducted by Dini Yulianti shows that tourism development has an impact on the welfare of the people of Pekon Tanjung Setia who are around tourist

objects. The significant impact felt by the Pekon Tanjung Setia community is the opening of various business opportunities, so that the income received by the community from the results of the business being carried out can meet family needs, education costs and health costs. In contrast to the research conducted by Irhamna (2018) which shows that the development of the Dieng tourist attraction increases tourist object facilities and increases people's income, but the condition of tourist attractions is getting dirtier and security at tourist objects is decreasing.

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Research conducted by Kadek Sumiasih (2018) shows that the existence of BUMDes in Bali can be accepted as a means of increasing welfare, but there are still villages in Bali including villages that have tourism potential that have not yet formed BUMDes. This is caused by obstacles such as a lack of understanding of village officials regarding BUMDes, limited human resources managing BUMDes, lack of knowledge and ability of the community to manage businesses, not yet maximal socialization, guidance and supervision by the government, not optimal capital allocation and lack of exploration of village potential. The management of the tourism sector through BUMDes Pakse Bali is carried out by taking into account management elements such as the type of tourism sector, capital, managers, management patterns, marketing strategies, accountability and profit sharing in an effective and structured

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## **CONCLUSION**

Based on analysis this study concluded the significance level of the Tourism Revitalization variable (X1) is  $0.14 > 0.05$  and the calculated t value is  $-1.505 < t$  table 2.021, which means that the service variable partially has no effect on the welfare of business actors so that H01 is accepted and Ha1 is rejected. The results of this research can be interpreted as meaning that the welfare of business actors will still be said to be prosperous even if there is no tourism revitalization. The significance level of the Visitor Interest variable (X2) is  $0.000 < 0.05$  and t count is  $11,148 > t$  table 2.021, so H02 is rejected and Ha2 is accepted, so that the Visitor Interest variable (X2) has a positive and significant effect on the Welfare of Business Actors (Y), which means the variable Visitor interest partially has a positive effect on the welfare of business actors, so that Ha2 is accepted and H02 is rejected. It can also be concluded that as visitor interest increases, the welfare of business actors will also increase.

The significance level of the BUMDes Empowerment variable (X3) is  $0.017 < 0.05$  and t count is  $2,495 > t$  table 2.021, so H03 is rejected and Ha3 is accepted, so that the BUMDes Empowerment variable (X3) has a positive and significant effect on the Welfare of Business Actors (Y), which means the empowerment variable BUMDes partially has a positive effect on the welfare of business actors so that Ha3 is accepted and H03 is rejected. It can also be concluded that the increasing empowerment of BUMDes, the welfare of business actors will also increase. Based on the results of the f test in table 4.15, it can be seen that the calculated f value is 174.618. With a probability of 5%, the f table is 2.83. Because the calculated f value ( $174.618 > f$  table (2.83) and with a significance level of  $0.000 < 0.05$ , it can be concluded that Ha4 is accepted and H04 is rejected, which means that tourism revitalization, visitor interest and BUMDes empowerment together have a significant influence. positive impact on the welfare of business actors.

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