

The Relationship of the Beautiful Malino Event as an Effort to Increase the Tourist Visits

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ABSTRACT

Tourism is one of the new styles of an industry that can provide rapid economic growth in terms of employment opportunities, income, standard of living, and activating other production sectors in tourist-receiving countries. to be of monetary value. This study aims to determine the relationship between implementing strategies in tourism events to increase the number of tourist visits. This study uses a descriptive quantitative approach with regression analysis to answer the hypothesis. This study takes data from a questionnaire distributed to 100 visitors, who are also the sample. The study's results stated that the beautiful Malino event positively and significantly affected tourist visits to Malino, Gowa Regency. Tourist visits increase from year to year, and this is due to the existence of several exciting activities held at the Beautiful Malino Event.

ABSTRAK

Pariwisata merupakan salah satu gaya baru dari sebuah industri yang dapat memberikan pertumbuhan ekonomi yang cepat dalam hal kesempatan kerja, pendapatan, standar hidup, dan mengaktifkan sektor-sektor produksi lainnya di negara penerima wisatawan. Penelitian ini bertujuan untuk mengetahui hubungan penerapan strategi dalam event pariwisata terhadap peningkatan jumlah kunjungan wisatawan. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan analisis regresi untuk menjawab hipotesis. Penelitian ini mengambil data dari kuesioner yang disebarkan kepada 100 orang pengunjung yang sekaligus menjadi sampel. Hasil penelitian menyatakan bahwa event Beautiful Malino berpengaruh positif dan signifikan terhadap kunjungan wisatawan ke Malino, Kabupaten Gowa. Kunjungan wisatawan meningkat dari tahun ke tahun, dan hal ini disebabkan oleh adanya beberapa kegiatan menarik yang diadakan pada Event Beautiful Malino.

INTRODUCTION

Tourism development in Indonesia has advanced so rapidly that it can contribute to economic life. The government is determined to increase the development of national tourism as a reliable development sector to increase foreign exchange earnings, expand job opportunities and business fields, encourage regional development, and boost economic activities, and introduce nature and the nation's cultural values and love for the homeland and nation. This determination is also carried out to spur the development of national tourism to help strengthen

the basic framework in welcoming the take-off era. The South Sulawesi region, which has considerable potential in the tourism sector, has tried to develop tourist objects and attractions as other tourist destinations (DTW) and become a prima donna that can compete with other DTWs. This prima donna can attract tourists. Both domestic and foreign visited South Sulawesi. Especially in the tourist attractions of Malino, Gowa Regency. Malino is an area in the highlands within the fertile and historical coverage of Gowa Regency; three years ago, the Regency Government implemented and is determined to continue to develop its tourism potential in an annual program called Beautiful Malino. Malino is a village in the Tinggimoncong sub-district, Gowa Regency, 90 km from Makassar city center. In 2017 this event was carried out as a basis or milestone in the design of Malino as a tourism destination that has natural potential and a long history as a tourism capital that is feasible to be developed as an attraction for local, national, and foreign tourists and as a benchmark for evaluating the Beautiful Malino event to be included in the list. National event calendar. In the concept of tourism development in Malino, community participation is also needed in supporting government programs and preserving the surrounding environment to create a fertile environment, maintain healthy water sources, and maintain the survival of the forest and some of its elements. In 2017 the Beautiful Malino event was held, and the number of visitors to this event reached 20,000 people; in 2018, it increased to 60,000. Entering its third year, Beautiful Malino was held again to attract domestic and foreign tourists to Gowa Regency. The tourist event, which will be held on July 12-14, began to be designed to become a brand and give a new face to the area nicknamed Historic Gowa.

Visitors will be presented with various activity items during the event located in the Malino Pine Forest area, Tinggimoncong District, Gowa. Different from the previous year, this time, Beautiful Malino 2019 will invite visitors to get to know Gowa better through a development exhibition. With the theme "Romantic," visitors will also be treated to various activity items. Acting Head of Public Relations and Cooperation of the Gowa Regency Government, Abdullah Sirajuddin, said he was optimistic that the 2019 Beautiful Malino visitors would increase significantly compared to the previous year. This can be seen from the trend of rising visitors since the year Beautiful Malino was held. The South Sulawesi Provincial Government, through the South Sulawesi Culture and Tourism Office, continues to encourage the Beautiful Malino event to be included in the 100 Wonderful Events of Indonesia. The objectives of the Beautiful Malino event are Introducing Malino as a comfortable and beautiful historical city for all Indonesian people; Strengthening the position of Gowa Regency as an area with a rich and diverse culture; Providing a choice of tourist destinations in South Sulawesi in addition to previously known places and regions; Increase the creativity and strengthen the sense of responsibility for residents to preserve nature in Malino, for the sustainability of water, air, and land; Increase the volume of transactions for superior local products of SMEs; As a campaign event for the community about awareness of environmental care for the sustainability of water sources, fertile soil and pollution-free air.

The activities held in the beautiful malino event are: cross-country running; cross-country running (trail run) can be a refreshing exercise choice for those bored with work routines and activities amidst the city's noise and the hustle and bustle. Cross-country running in beautiful Malino will offer a more significant challenge, a distance of 25 km with open nature and diverse landscapes: forests, hills, mountains, rice fields, meadows, and rivers. All runners who finish successfully will receive a medal necklace. This mountain bike challenge has the potential to be developed to attract many riders from outside to come to Malino and try out challenging tracks and relax-natural charm. There will be more and more mountain bike communities in Indonesia, and it is from this kind of championship that the cycling community will gather. Many foreign tourists choose to travel by bicycle to better enjoy the natural atmosphere on the Island of the Gods. If tourists usually cycle through the streets in villages or rice fields during this time,

through this bicycle race, we invite them to the mountains and forests to provide an even more exciting, adventurous experience. During the cultural carnival, Malino is entirely known as the city of flowers; various kinds grow in this region. The beauty of Malino is quite influenced by the presence of beautiful flowers that mature to refresh the eyes. Therefore, the visitors of Beautiful Malino will be presented with a cultural carnival with the concept of a flower parade featuring various types of flowers in the Gowa Regency. This flower parade will feature vehicles decorated with flowers and tour the Malino area with a route that will be determined later; in addition to cars decorated with flowers, devil participants will also wear costumes decorated with flowers. Summer Camps; The concept of the activity is camping in the pine forest by presenting three hundred nature lovers who want to feel togetherness in the pine forest. Each participant must bring and build a tent for lodging. Music Arts & Festivals; Activities with the concept of a concert in the middle of a pine forest featuring various national artists and local bands of Makassar City. Based on the formulation of the problem above, the purpose of this study was to determine the effect of the beautiful Malino event on tourist visits to Malino, Gowa Regency.

LITERATURE REVIEW

Marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return (Kozielski et al., 2017); (Saraswati, 2022); (Saraswati, 2022). Child et al. (2002) define marketing as a total system of business activities designed to plan, price, promote, and distribute want-satisfied goods and services to current and potential consumers (Child et al., 2022). Based on the above definition, it can be concluded that marketing is a business activity designed to plan, determine prices, and promote and distribute goods that create value for customers, build strong relationships with customers, and satisfy customer desires. Child et al. (2002) define marketing as a social and managerial process by which individuals or groups obtain what they need and want by creating and exchanging products and value (Child et al., 2022). This definition of marketing is based on core concepts: needs, wants, and demands; product; utility, value, and satisfaction; exchanges, transactions, and relationships; market; marketing and marketers. To understand the market and customer needs and wants. They were designing a customer-driven marketing strategy (Nurhilalia et al., 2019). Build a marketing program that delivers superior value (Suandi et al., 2022)—builds profitable relationships, and creates customer satisfaction (Tegambwage & Kasoga, 2022). Capture value from customers to make profits and customer equity. The core marketing concept consists of 6 (six) concepts, namely as follows (Kotler et al., 2016):

1. Needs, Wants, and Demands. Human needs are a state of feeling the absence of certain basic satisfactions. A desire is a solid will to satisfy a need. Demand is the desire for a product backed by the ability and willingness to buy it.
2. Product. A product is anything that can be offered to someone to satisfy a need or want.
3. Utility, Value, and Satisfaction. The utility is a consumer's estimate of the overall capacity of a product to satisfy his needs.
4. Exchanges, Transactions, and Relationships. An exchange is obtaining the desired product from someone by offering something else in return. A transaction is a trade-in value between two parties.
5. Market: The market consists of all potential customers with specific needs or wants who may be willing and able to engage in exchange to satisfy those wants and needs.

6. Marketing and marketers. Marketing is all human activities carried out concerning the market. A marketer seeks resources from others and is willing to offer something of value in return.

A marketing strategy is a plan designed to influence exchanges in achieving organizational goals (Child et al., 2022). Usually, marketing strategies are directed at increasing the likelihood or frequency of consumer behavior, such as increasing visits to stores or purchasing products. This can be achieved by developing and presenting a marketing mix directed at the selected target market (Nguyen et al., 2019). Customer satisfaction is the primary key to the marketing concept and strategy, so every company has its way of carrying out the marketing process. To achieve customer satisfaction, companies need to apply the idea of a marketing strategy according to (Haming et al., 2019):

1. Market segmentation. Every consumer has different needs and habits. Companies must classify heterogeneous markets into a single market unit that is homogeneous (Jayaram et al., 2015).
2. Market Position. Companies must have a specific pattern to get a strong position in the market, namely choosing the most profitable segment (Geissinger & Laurell, 2018).
3. Market Entry Strategy. The company's strategy is to enter specific market segments at this stage. Some ways to do this are buying other companies, internal development, and cooperation with other companies (Vila et al., 2015).
4. Marketing Mix Strategy. The marketing mix collects several variables companies have used to influence consumer responses. These variables are product, price, place, promotion, people, process, and physical evidence (7P) (Kotler et al., 2016).
5. Time Strategy. Companies need to make time selection. So companies must make good preparations in the field of production and determine the right time to distribute products to the market (Azizah et al., 2022; Mashur et al., 2020).

Most companies use the services of a trusted sales promotion company to develop and manage activities in sales promotion. Many large advertising companies have built their section that specifically handles sales promotion activities or has subsidiaries engaged in this field (Morissan, 2010). However, each company has its own strategy for delivering product information to consumers. To do the promotion, we can choose the most effective method. The following are 5 (five) types of promotional activities (Hasrat & Rosyadah, 2021):

1. Advertising is a non-personal promotion using various media to stimulate purchases (Simanjuntak, 2021).
2. Personal Selling is a form of promotion between sellers and potential customers to introduce a product to potential customers and form customer understanding of the product so that customers will then try and buy it (Zephaniah et al., 2020).
3. Direct marketing is a form of personal selling directly intended to influence consumer purchases (Marpaung et al., 2021).

Publicity is a form of non-personal promotion of certain services or business entities by reviewing information or news about products. Sales Promotion is a form of promotion aimed at stimulating buyers.

RESEARCH METHOD

The location in this study is the Office of Tourism, Arts & Culture, Gowa Regency. This research was carried out on October 30 to November 30, 2021. In the data collection method, the researcher used several data collection techniques in obtaining data related to the theme of research writing, namely research field, with data sources, namely questionnaires; In addition, the data used in this study are informants or existing research subjects, in reports of tourist visits at the Beautiful Malino Event in Gowa Regency. The sample selection for this study was carried out by probability or random sampling; namely, the population being sampled was a sample collection technique that provided opportunities for all members of the people to become samples. The sample in this study is all data on tourist visits to the Beautiful Malino Event in Gowa Regency (2018-2020).

Table 1. Sample Input Data

Years	Visit
2018	30.000
2019	60.000
2020	100.000

As for the determination of the sample using the Slovin formula, below is how to determine the elements/ members of the sample from a population as follows:

$$n = \frac{N}{1+(N \times e^2)}$$

Description:

n = Number of sample elements/members

N = Number of elements/ population members

E = Error level (error rate), generally used 1% or 0.01, 5% or 0.05, and 10% or 0.1. And in this study the researchers used 0.1 or 10%. Population element (N) = 190,000

$$n = \frac{190.000}{1+(190.000 \times 0,1^2)} = 99.94 \text{ or rounded up to 100 respondents.}$$

To analyze the variables and test and prove the hypothesis proposed in this study, several data analyzes were used, including:

- 1) Validity test. According to (Aditya, 2012); (Ahmed et al., 2022) validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statement on the questionnaire can reveal something that will be measured by the questionnaire. The validity test was calculated by comparing the r-count value (*correlated item – total correlation*) with the r-table value. If r-count > t-rabel and the value is positive, then the item or question is declared valid.
- 2) Reliability Test. According to (Hair et al., 2017) the reliability of measurements using *Cronbach's Alpha* is a reliability coefficient that shows how well the items/evidence in a collection are positively correlated with each other. The results of the reliability test if the Cronbach alpha value states the alpha value > 0.60.

- 3) Simple Linear Regression Analysis. To determine the effect of *the beautiful Malino event* on tourist visits in Malino, Gowa Regency, a simple linear regression analysis was used, using the formula as proposed by (Ghozali, 2013), namely:

$$Y = \alpha + bX + e$$

Description:

Y: Tourist Visits

X: Event beautiful malino

α : Constant

- 4) Coefficient of Determination Test (R^2). The coefficient of determination aims to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable.
- 5) Partial Statistical Test (Test Statistical T). The t-test is intended to see whether the independent variable individually an influence on the dependent variable has, assuming the other independent variables are constant. The t-test was used to test the significant effect of the independent variable (X) on the dependent variable (Y). Does the X1 variable have a significant effect on the Y variable, namely the quality separately. This test is carried out in several steps as follows:
- 6)
- Ho: there is no significant effect on each independent variable on the dependent variable.
 - Ha: there is a significant effect on each independent variable on the dependent variable.
 - Determine t-estimated and t-calculated:
 - t-estimated with a significance of 5%
 - t-calculated obtained from computer calculations
 - Decision making based on t-value
 - If t-calculated > t-estimated then Ho is rejected and Ha is accepted
 - If t-calculated < t-estimated then Ho is accepted and Ha is rejected.
 - Decision making based on probability
 - If the probability < 0.005 then Ho is rejected and Ha is accepted
 - If the probability > 0.005 then Ho is accepted and Ha is rejected

Operational Definition according to Sugiyono (2010; 58) operational definition is needed to determine the types and measurements of the variables in the study. The operational definitions in this study are as follows:

Table 2. Measurement

No.	Variables	Definition	Indicators	Measurement
1.	Event Beautiful Malino (X)	It is an effort made by the Gowa tourism office to develop tourist attractions in Gowa district, especially	1. Entertainment 2. Excitement 3. Enterprise (Kose, 2011: 3)	Skala Likert

No.	Variables	Definition	Indicators	Measurement
		in Malino. These efforts are festivals, carnivals, exhibition parades.		
2.	Tourist Visits (Y)	It is an effort to attract tourists to visit Malino.	1. Service Factor. 2. Facilities and Infrastructure Factors. 3. Factors of Objects and Tourist Attractions. 4. Safety Factor.	Skala likert

RESULT AND DISCUSSION

Characteristics of Respondents

Table 3. Characteristics of Respondents by Age

No	Age (Years)	Frequency	Percentage
1	< 20	18	18%
2	21 - 30	32	32%
3	31 - 40	21	21%
4	41 - 50	17	17%
5	> 51	12	12%
Total		100	100%

Based on table 3, it is known that the respondents with the most visitors in the Beautiful Malino Event are aged 21-30 years, as many as 32 people, ages 31-40 years as many as 21 people, ages under 20 years as many as 18 people, ages 41-50 years as many as 17 people, and 12 people over 51 years old. Most of them are 21-30 years old because at the Beautiful Malino event, there are prevalent activities, such as music concerts, summer camps, and other exciting activities.

Table 4. Classification of Respondents by Gender

Gender	Frequency	Perctange
Men	63	63%
Women	37	37%
Total	90	100%

Table 4 shows that of the 100 respondents most respondents were male, namely 63 people, and the remaining 37 were female. Most respondents were male because at the Beautiful Malino event, there were cross-country running, mountain bike competitions, and trail runs where most of the participants were male.

Table 5. Classification of Respondents Based on Education Level

No	Level of education	Frequency	Percentage
1	Primary School	0	0%
2	Junior High School	2	2%
3	Senior High School	48	48%

No	Level of education	Frequency	Percentage
4	Bachelor	43	43%
5	Magister	6	6%
6	Doctoral	1	1%
Total		100	100%

Table 5 shows that out of 100 respondents, it is known that many respondents have SMA/SMK education, namely 48 people, 43 people have undergraduate education, 6 people have master's education, 2 people have junior high school education, and 1 person has doctoral education. Based on the level of education, the highest number is SMA/SMK because at the Beautiful Malino event, a flower festival/parade is held which is mostly attended by students.

Table 6. Classification of Respondents Based on Profession

Profession	Total	Percentase
Student	34	34%
Government employees	19	19%
Private sector employee	25	25%
Businessman	22	22%
Total	100	100

Table 6 shows that the characteristics of respondents by profession, namely, many respondents are 34 students, 22 private employees, 22 entrepreneurs, and 19 civil servants. Respondents based on profession are mostly students because at the Beautiful Malino event several activities were held that were favored by students.

Description of Research Variables

To find out the results of the respondents' research on each statement on each variable, the answers to the questionnaire will be described after which the average value of each statement on the variables X and Y will be determined, then each average score is assessed using a questionnaire with a Likert scale. To get the tendency of respondents' answers to the statements of each variable will be based on the range of answer scores as shown in the following description:

Table 7. Description of Research Variables

Descriptive Statistics							
	N	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Event Beautiful Malino	100	35	50	4033	40.33	.369	3.687
Tourist Visits	100	27	40	3214	32.14	.277	2.771
Valid N (listwise)	100						

Statistical Result

1. Validity Test

Validity test is used to determine whether the statements made in the questionnaire are appropriate. The validity test should be carried out on each statement indicator, where $r_{\text{estimated}} = 0.196$. If $r_{\text{calculated}} > r_{\text{estimated}}$, then the indicator is said to be valid. The test results are obtained as follows:

Table 8. Validity Test Results

<i>Variables</i>	<i>Item</i>	<i>R-calculated</i>	<i>R-estimated</i>	<i>Result</i>
Event Beautiful Malino (X)	Item 1	0,519	0,196	Valid
	Item 2	0,439	0,196	Valid
	Item 3	0,562	0,196	Valid
	Item 4	0,472	0,196	Valid
	Item 5	0,669	0,196	Valid
	Item 6	0,541	0,196	Valid
	Item 7	0,345	0,196	Valid
	Item 8	0,665	0,196	Valid
	Item 9	0,663	0,196	Valid
	Item 10	0,646	0,196	Valid
Tourist Visit (Y)	Item 1	0,651	0,196	Valid
	Item 2	0,581	0,196	Valid
	Item 3	0,447	0,196	Valid
	Item 4	0,428	0,196	Valid
	Item 5	0,625	0,196	Valid
	Item 6	0,437	0,196	Valid
	Item 7	0,700	0,196	Valid
	Item 8	0,303	0,196	Valid

Based on the table of validity test results above, all r -count values are greater than the r -table values, which means that all questionnaire items are declared valid and can be used as data collection tools in the research conducted.

2. Reliability Test

Decision-making reliability of a variable is determined by comparing the value of Cronbach's alpha with a value of 0.6. If Cronbach's alpha > 0.6 then the questionnaire items used are declared reliable or consistent, on the contrary if the alpha value is smaller than r -table then the items used are declared unreliable or inconsistent. The following are the results of processing reliability test data using IBM SPSS Statistics 26:

Table 9. Reliability Test Results

<i>Variables</i>	<i>Cronbach's alpha</i>	<i>Value</i>	<i>Result</i>
Event Beautiful Malino	0,747	0,60	Reliable
Tourist Visits (Y)	0,614	0,60	Reliable

From table 9 it is known that each of the Cronbach's alpha values for the above variables is greater than 0.60. Based on these data which shows the reliable value of all variables above

0.6 then all questionnaires from the variables are declared reliable and can be used as a data collection tool in the research conducted.

3. Linear Regression Analysis

This analysis is used to determine the direction of the relationship between the independent and the independent variable, whether the independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The results of data processing using SPSS 26 IMB are as follows:

Table 10. Results of Linear Regression Analysis

Variables	Regression Coefficient	t-calculated	significant	Result
Event Beautiful Malino (X)	0,578	11,929	0,000	Significant
Constant	8,819	4,493	0,000	Significant
R	0,770			
R-square	0,592			

Table 10 explains, the value of constant (a) is 8.819, while the coefficient value of Event Beautiful Malino is 0.578 so that the regression equation can be written as follows:

$$Y = 8,819 + 0,578 (X) + e$$

Based on the results above, the equation can be translated in the following way:

1. The constant of 8.819 states that if the value of the Event Beautiful Malino variable is constant (0) then Tourist Visits is 8.819.
2. The X regression coefficient is 0.578, meaning that if the value of the Event Beautiful Malino variable increases by 1, it will have an impact on the increase in Tourist Visits by 0.578. And if the Event Beautiful Malino variable is reduced by 1, it has an impact on a decrease in Tourist Visits by 0.578.

4. T-Test

The t-test is known as the partial test, which is to test how the independent variables influence the dependent variable individually. This test can be done by comparing t count with t table or by looking at the significance column in each t count. The results of the partial test using the IBM SPSS 26 are as follows:

Table 11. T-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.819	1.963		4.493	.000
	Event Beautiful Malino	.578	.048	.770	11.929	.000

a. Dependent Variable: Tourist Visits

Based on the partial test, the value of the price coefficient (b_1) is positive, which is 0.578, the t-calculated is 11.929 and the sig value is 0.000. This means that the t-estimated is greater than t-estimated ($11.929 > 1.984$) and the sig value is less than 0.05 ($0.000 < 0.05$), thus H_0 is rejected and H_1 is accepted. It can be concluded that there is a positive and significant effect of the Beautiful Malino Event on Tourist Visits in Malino, Gowa Regency, it also means that the hypothesis is accepted.

5. Coefficient of Determination (R^2)

The coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable is. The following table 12 shows the results of the coefficient of determination from SPSS 26:

Table 12. Coefficient of Determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.770 ^a	.592	.588	1.778	.592	142.312	1	98	.000
a. Predictors: (Constant), Event Beautiful Malino									
b. Dependent Variable: Tourist Visit									

After calculating the value of the coefficient of determination (R^2) of 0.592 or 59.2%. This value indicates that 59.2% of tourist visits are influenced by the implementation of the Beautiful Malino Event, while the remaining 41.8% is influenced by other independent variables not examined in this study. The other variables not examined in this study are service factors, tourist attraction factors, and tourist attractions safety factors.

Discussion

In testing the research instrument using the validity and reliability tests, it is known that the research questionnaire has met the test criteria; in the validity test, the value of $r_{count} > r_{estimated}$. In reliability testing, it was found that Cronbach's Alpha $>$ Boundary value. Based on the results of these tests, it is stated that the research instrument can be used as a data collection tool in the research conducted. The study results show that tourist visits are influenced by the Beautiful Malino event, which has several activities such as cultural carnival, development exhibition, music concert, cross-country running, trail run, summer camp, and mountain bike. Based on the respondents' responses, positive results were obtained regarding the enthusiasm of the visitors towards the beautiful Malino event.

Beautiful Malino event this time influences tourist visits in Malino with the concept of an event that presents one of the musicians who tourists currently favor. The number of tourists who attended reached 100,000 in the third year of the Beautiful Malino event. This Beautiful Malino event is an annual program of the Gowa Regency Government that focuses on developing Tourism Destinations in Malino, Gowa Regency. In testing the simple linear regression analysis that has been carried out, it is known that the regression coefficient value of the Event Beautiful Malino (X) is positive, which means it can predict or predict the increase and decrease in its influence on Tourist Visits (Y). The results of the regression coefficients show a prediction level of 0.578. If there is an increase of 1, then Tourist Visits will increase by 0.578, and if there is a decrease of 1, then Tourist Visits will decrease by 0.578.

The results of the partial test show that the t-count value of the Beautiful Malino Event (X) variable is $11.929 > 1.984$, which means that Beautiful Malino Event (X) has a positive effect

on Tourist Visits (Y) in Malino, Gowa Regency. Furthermore, it is known that the significant value resulting from partial validation is $0.000 < 0.005$, which means that the Beautiful Malino Event (X) has a significant effect on Tourist Visits (Y) in Malino, Gowa Regency.

Furthermore, in the testing results, the coefficient of determination produces an r square value of 0.592 or 59.2%, which means that the Beautiful Malino Event (X) has an effect of 59.2% on Tourist Visits (Y) in Malino, Gowa Regency. The remaining 41.8% is influenced by other variables not examined in this study. The variables that become the leading indicators of tourist visits are service factors, tourist attraction factors, and tourist attractions safety factors. This study's results align with several other research results, such as that conducted by Chaeranni (2017) entitled "Analysis of Factors Affecting Tourism Sector Income in Gowa Regency." The results showed that the variable number of tourist visits and hotel occupancy rates did not significantly affect the income of the tourism sector in Gowa Regency. At the same time, the varying number of restaurants/restaurants and food stalls significantly affects the payment of the tourism sector in the Gowa Regency.

Another study is also in line with research conducted by Simanjunta, Fauzi, and Irawan (2018) under the title "The Influence of Tourism Events on Visiting Decisions (Survey of Domestic Tourists Visiting Tourism Events in Banyuwangi Regency)." The results of this study indicate that the variables of Tourism Events have a simultaneous and significant effect on Tourist Visiting Decisions. The variables of Tourism Events have a partial and considerable impact on Tourist Visiting Decisions. Based on the study results, the Banyuwangi Regency Government should maintain the variable of the Tourism Event, which is an essential factor in making the event special. The Banyuwangi Regency Government can support the Authenticity variable used in this study and dig deeper into the authenticity of the Banyuwangi Regency. It can apply it to the events held so that it has unique features and attracts the attention of tourists.

CONCLUSION

Based on the results of research and discussion, it is concluded that this research is "Event beautiful Malino has a positive and significant effect on Tourist Visits in Malino, Gowa Regency". Tourist visits increase from year to year, this is due to the existence of several interesting activities held at the Beautiful Malino Event such as Cultural carnivals, building fairs, music concerts, cross country runs, trail runs, summer camps, mountain bikes. Based on the results of the research in the previous chapter, the author suggests that the Gowa Regency Government can maximize the Beautiful Malino Event so that tourist visits can increase and have an impact on Regional Revenue. In addition to maximizing the Beautiful Malino Event, the Gowa Regency Government can also make other activities that can attract tourist visits in Malino.

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