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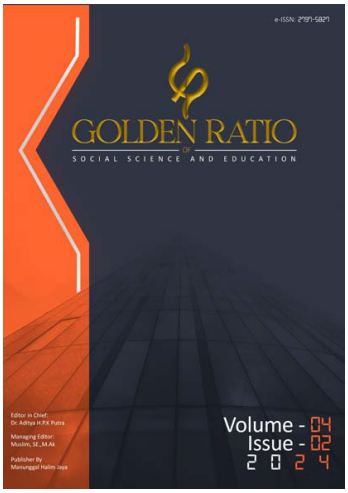

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SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

The Influence of SME Tuing-Tuing Fish Culinary Tourism on the Level of Community Welfare: Case Study from Sendana Sub-District, Majene Regency, Indonesia

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Abstract: The objectives of this study are to examine the partial effect of Tuing-Tuing Fish Culinary Tourism SME on the level of community welfare in Parabaya Hamlet, Onang Village, Sendana District, Majene Regency, and to analyze the correlation between Tuing-Tuing Fish Culinary Tourism SME and community welfare in the same area. This research adopts a quantitative approach with one independent variable and one dependent variable. The test tools used in this study include validity tests, reliability tests, multiple linear regression tests, t-tests (partial tests), and R^2 tests.The sample for this study consisted of 30 respondents. Research data was processed using simple linear regression analysis with SPSS version 24.0 software to determine the direction and strength of the independent variable's influence on the dependent variable, as well as to conduct the t-test (partial test) and R^2 test. The results indicate that Tuing-Tuing Fish Culinary Tourism SME have a partial effect on the level of community welfare in Parabaya Hamlet, Onang Village, Sendana District, Majene Regency. Furthermore, the findings show a strong correlation between Tuing-Tuing Fish Culinary Tourism SME and the level of community welfare in the studied area.

Keywords: SME, Culinary Tourism, Community Welfare.

1. INTRODUCTION

The role of Micro, Small, and Medium Enterprises (SME) in the national economy is highly significant. This is evident in national economic development, as SME contribute not only to economic growth and employment but also to the equitable distribution of development benefits. The economic crisis, which began with the monetary crisis in Indonesia, demonstrated that SME were relatively more resilient in facing the crisis compared to large-scale businesses, many of which went bankrupt (Safaat, 2022). The current development of SME is crucial and requires substantial attention from both the government and society to enhance their competitiveness with other economic actors. The growth of SME, particularly through a business empowerment approach, must consider the social and cultural aspects of each region, given that small and medium enterprises typically emerge directly from local communities.

The economic structure of Majene Regency relies on four main sectors that have traditionally supported the economy, with the culinary tourism sector being one of the largest sources of employment. According to Handrina et al. (2024), culinary tourism refers to tourism activities related to food and beverage services. A growing trend among tourists is their desire to visit destinations specifically to experience local delicacies, often willing to pay a premium for an authentic culinary experience. Lifestyle changes have also influenced this trend, as people now seek more than just food to satisfy hunger—they also look for ambiance and service as integral parts of their dining experience.

Sulastri, as cited in Sari et al. (2023), defines community welfare as a social, material, and spiritual life and livelihood system characterized by a sense of security, decency, and inner and outer peace,

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enabling every citizen to fulfill their best physical, spiritual, and social needs for themselves, their households, and society.

Parabaya Hamlet is one of the nine hamlets in Onang Village, Sendana Sub-District, Majene Regency. It is a mountainous and coastal area where most residents work as farmers and fishermen. One of Parabaya Hamlet's key natural resources is its marine and fisheries sector, which plays a vital role in national economic development by providing protein-rich food, generating foreign exchange, and creating employment opportunities, particularly for the maritime community.

Despite these resources, the community involved in Tuing-Tuing fish culinary tourism in Parabaya Hamlet still falls into the low-income category. Fishing alone does not generate sufficient income to meet their daily needs. Given the hamlet's geographical advantages and natural resources, its residents should be able to achieve a decent and prosperous standard of living. However, in reality, their welfare levels remain relatively low. To improve their economic condition, residents should maximize their participation in existing tourism activities and capitalize on business opportunities. By supporting each other and involving their family members, they can foster creativity and develop new businesses, leveraging digital technology to expand their reach. Additionally, they must effectively manage the Pokdarwis (Tourism Awareness Group), which was established by the Majene Regency Tourism Office. Pre-survey data reveals that 65% of the Tuing-Tuing fish culinary tourism community in Parabaya Hamlet earns between Rp.1,500,000 and Rp.2,500,000 per month, indicating a low level of community welfare. Another crucial aspect to consider is that many community members are heads of households or primary breadwinners responsible for meeting their families' needs, including daily expenses, education, and other necessities. These financial demands highlight the importance of recognizing the significant business opportunities within the Tuing-Tuing fish culinary tourism sector in Parabaya Hamlet. Family support is essential in fostering creativity and achieving sustainable economic growth in the community. Based on the phenomena described earlier, the researcher formulated the research questions for this study as follows: (1) Does the MSME-based culinary tourism of Tuing-Tuing fish affect the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency? (2) Is there a correlation between the MSME-based culinary tourism of Tuing-Tuing fish and the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency?

2. LITERATURE REVIEW

2.1. Economic Development

According to Arsyad (2019), economic development is a strategy for developing the potential of individuals in a region so that they can obtain jobs to meet their needs. Similarly, Halim (2020) defines economic development as an activity aimed at developing a region's potential by considering various aspects to be improved, resulting in positive development within a specific area. A similar perspective was also expressed by Sukirno (2019), who defines economic development as a process of enhancing a region's production capacity while implementing a structured system of modern and progressive economic management. Furthermore, Halim (2022) states that the creative economy is a governance system focused on improving the modern economy by developing the potential of SME and creating an environment where individuals can optimize production in line with their business operations.

2.2. Culinary Tourism

Culinary tourism is a broad term used to describe a form of tourism that emphasizes the relationship between host and guest through the experience of food as an integral part of culture. The term culinary tourism originates from foreign languages, specifically Voyages Culinaires (French) and Culinary Travel (English), both of which refer to tourist journeys focused on cooking and enjoying food (Kadir, 2022). In the context of culinary tourism, food is considered a medium for gaining a unique cultural experience. According to Sumantri, as cited in Kadir (2022), food is an essential human need that must be consistently met and properly processed to provide nutritional benefits.

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Thus, food is regarded as a fundamental necessity. Generally, the types of food consumed are influenced by the availability of raw materials in the surrounding environment, resulting in unique and distinctive culinary characteristics in each region. Meanwhile, according to Harmayani et al., as cited in Hartati (2024), traditional food refers to dishes made from local ingredients and prepared using techniques mastered by the local community. These traditional food products have distinctive tastes, shapes, and serving methods that reflect the cultural identity of a particular group (Kadir, 2022).

2.3. Micro, Small, and Medium Enterprises (SME)

Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (SME), Article 1, Sections (1), (2), and (3):

1. Micro Businesses are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Businesses as stipulated in this law.
2. Small Businesses are independent, productive economic enterprises operated by individuals or business entities that are not subsidiaries or branches of a company owned, controlled, or affiliated—either directly or indirectly—with a medium or large business, and that meet the criteria for Small Businesses as defined in the MSME Law.
3. Medium-Sized Enterprises are independent, productive economic enterprises operated by individuals or business entities that are not subsidiaries or branches of companies owned, controlled, or affiliated—either directly or indirectly—with Small or Large Enterprises. These enterprises must also meet the net worth or annual sales criteria as regulated in the MSME Law.
4. The Business Sector includes Micro, Small, Medium, and Large Businesses that engage in economic activities and are domiciled in Indonesia.

2.4. Community Welfare Level

According to Anjelita (2024), community welfare consists of two interrelated terms: welfare and society. Welfare refers to a social, material, and spiritual system of life and livelihood characterized by a sense of security, decency, and inner and outer peace. This enables every citizen to make efforts to fulfill their physical, spiritual, and social needs for themselves, their households, and society. Meanwhile, Rahman, as cited in Aliyah (2022), defines community welfare as the condition of an individual who is able to fulfill their physical, spiritual, and social needs in accordance with their dignity as a living being. A similar perspective is shared by Telaumbanua (2024), who states that the welfare and prosperity of a society is a condition that must be fulfilled both materially, spiritually, and socially, ensuring that every citizen can live properly, develop themselves and their families, and effectively perform their social functions.

3. RESEARCH METHOD AND MATERIALS

3.1. Data Type and Source

Data is categorized into two types based on its nature: qualitative data and quantitative data:

1. According to Sugiyono (2019), Quantitative data refers to data in the form of numbers or qualitative data that has been graded.
2. According to Sugiyono (2019), Qualitative data is data presented in the form of words, sentences, diagrams, or images.

Based on the explanations above, the author concludes that quantitative data consists of numerical data or data derived from statistical analysis. Meanwhile, qualitative data consists of words, documents, and descriptions related to the research object.

Data can also be categorized based on its source into primary data and secondary data:

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1. According to Sugiyono (2019), Primary data refers to data that is directly obtained by the researcher from the source.
2. According to Sugiyono (2019), Secondary data is data that is not directly collected by the researcher but obtained from other sources.

Based on the explanations above, the researcher concludes that primary data is collected and processed directly by the researcher, whereas secondary data is obtained from external sources or third parties.

3.2. Population and Sample

According to Sugiyono (2019), population is a generalization area consisting of objects or subjects that possess certain qualities and characteristics determined by researchers for study, from which conclusions are drawn. This study uses a limited population, meaning a population with clearly defined quantitative boundaries. In this research, the population consists of all consumers who use the Mamuju Branch Damri Bus transportation service, with an unknown or unlimited total number. According to Sugiyono (2019), a sample is a subset of a population that possesses characteristics deemed truly representative by the researcher. Furthermore, Sugiyono (2019) defines total sampling as a sampling technique in which all members of the population are used as samples. Based on this theory, the sample in this study consists of 30 respondents.

3.3. Data Collection Methods

The data collection method is a crucial aspect of research, as it serves as the strategy or approach used by researchers to gather the necessary data for their study. In this research, data and information were obtained through the following methods:

1. Observation – According to Sugiyono (2019), Observation involves directly observing the research object to closely examine ongoing activities. In this study, observations were conducted by monitoring and recording employee behavior, work habits, and movements, as well as examining objects, attributes, or equipment used by employees in their workplace.
2. Interviews – Sugiyono (2019) defines an interview as a method of data collection used to obtain information directly from the source. The purpose of interviews is to gather initial insights into existing issues or problems within the research subject, enabling researchers to precisely identify the key problems or variables that should be studied.
3. Questionnaire – According to Sugiyono (2019), A questionnaire is a data collection technique conducted by distributing a set of questions or written statements to respondents for them to answer. In this study, the questionnaire used a Likert scale, which, as defined by Sugiyono (2019: 200), is used to measure individuals' attitudes, opinions, and perceptions regarding research-related phenomena.

3.4. Data Processing and Analysis Techniques

Data analysis is a process or strategy used to manage information obtained from research, transforming it into meaningful data. This process helps in understanding the nature of the information and using it to provide answers to emerging research problems. The research approach used in this study is quantitative research with an associative method approach, aimed at examining the relationship between research variables, specifically the independent and dependent variables. To facilitate data management and analysis, Microsoft Excel is used for data tabulation, while IBM SPSS is utilized for data processing.

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3.5. Testing the Quality of Research Instruments

Testing the quality of research data is crucial, as a researcher's initial perception heavily depends on the quality of the questionnaire statements used for data collection. In this study, two methods were employed to assess data quality:

1. Instrument Validity Testing
   According to Sugiyono (2019: 331), The validity test is used to determine the accuracy and precision of a measuring instrument in performing its function. This test is conducted by comparing the calculated r-value (r count) with the critical r-value (r table) at a significance level of 0.05. The r count is obtained from the Pearson correlation output in SPSS, while the r table is referenced from the r-distribution table. However, before determining the r table, the Degree of Freedom (df) must be identified using the following formula:

   $$df=N-2$$

   Description:
   N = Number of samples
   2 = Number of independent variables

   Validity test decision criteria:
   If r count > r table, the research instrument items are valid.
   If r count < r table, the research instrument items are invalid.

2. Reliability Testing
   According to Sugiyono (2019), Reliability testing measures the extent to which the results of a measurement can be trusted. A measurement is considered reliable if repeated measurements on the same subject produce relatively consistent results, provided the measured aspects remain unchanged. In other words, a questionnaire is deemed reliable if respondents' answers to statements remain consistent and stable over time.

   Reliability test decision criteria:
   If Cronbach's Alpha > 0.60, the instrument is reliable.
   If Cronbach's Alpha < 0.60, the instrument is unreliable.

3.6. Data Analysis Testing

In this study, simple linear regression analysis was used as the data analysis method because there is one independent variable and one dependent variable. According to Ghozali (2018: 46), The simple linear regression model is used to test the effect of the independent variable on the dependent variable. In simple regression, the independent variable is assumed to influence the dependent variable. The multiple regression equation is formulated as follows:

$$\mathbf{Y=\alpha+bX+e}$$

Description:

- Y = Community Welfare
- α = Constant (the state when not influenced by other variables)
- b = Regression Coefficient (Direction of Influence)
- X = Culinary Tourism SME
- e = Error term (variables not included in the model)

3.7. Research Hypothesis Testing

1. Partial Test (t-Statistic Test)
   According to Ghozali (2018), t-statistical testing is conducted to assess the ability of each independent variable individually (partially) in explaining the behavior of the dependent variable. The

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individual test is performed by comparing the t-count with the t-table value. The t-count is obtained from the regression coefficient analysis results, while the t-table value is determined based on the degree of freedom (df), using a 5% (0.05) error rate and referring to the t-distribution table. The t-table is calculated using the formula:

$$t\text{table} = \frac{a}{2} : N - K - 1$$

Description:

- a = Confidence level
- N = Sample size
- K = Number of independent variables

Decision Parameters for Partial Test:

- If t-count > t-table, there is a partial effect.
- If t-count < t-table, there is no partial effect.

Decision Parameters for Significance:

- If significance < 0.05, the effect is significant.
- If significance > 0.05, the effect is not significant.

2. Coefficient of Determination (R^2 Test)

According to Ghozali (2018: 98), The coefficient of determination is used to measure the extent to which the independent variables contribute to explaining the dependent variable, either partially or simultaneously. The coefficient of determination ranges between 0 and 1.

- When R^2 is close to 0, the independent variable has a weak explanatory power, meaning its contribution to explaining the dependent variable is minimal.
- When R^2 is close to 1, the independent variable has a strong explanatory power, meaning it provides almost all the necessary information to explain the dependent variable, indicating a stronger relationship between the variables.

4. Results and Discussion

4.1. Data Quality Testing Results

1. Validity Test Results

According to Ghozali (2018), Validity testing is used to measure whether each statement item in the questionnaire is valid or not. This test is conducted by comparing the r-calculated value with the r-table value. To determine the r-calculated value, refer to the Pearson Correlation column in the SPSS output. Meanwhile, to find the r-table value, follow these steps:

1. Determine the significance level of the research.
2. Identify the degree of freedom (df) using the formula:

$$df = N - 2$$
$$df = 30 - 2 = 28$$

3. Refer to the Product Moment Distribution Table to find the corresponding r-table value at a 0.05 significance level, which is 0.361.

Table 1. Validity Test Results

No.	Item Response	rcount	rtable	Description
1	X.1	0,718	0,361	Valid
2	X.2	0,551	0,361	Valid
3	X.3	0,700	0,361	Valid

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No.	Item Response	rcount	rtable	Description
4	X.4	0,688	0,361	Valid
5	X.5	0,726	0,361	Valid
6	X.6	0,714	0,361	Valid
7	Y.1	0,599	0,361	Valid
8	Y.2	0,531	0,361	Valid
9	Y.3	0,646	0,361	Valid
10	Y.4	0,638	0,361	Valid
11	Y.5	0,510	0,361	Valid
12	Y.6	0,556	0,361	Valid

The results of the validity test presented in Table 1 indicate that each instrument item used in this study has an r-calculated value greater than the r-table value (0.361). This confirms that all instrument items in the research variables are valid and meet the requirements for reliability testing.

2. Reliability Test Results

According to Ghozali (2018), Reliability testing is a method for assessing the consistency of a questionnaire as a measurement tool for each variable indicator. A questionnaire is considered reliable if respondents' answers to the statements remain consistent or stable over time. This test is conducted by comparing the Cronbach's Alpha value with the standard Cronbach's Alpha threshold (0.60).

Decision Parameters:

- If Cronbach's Alpha > 0.60, the instrument is considered reliable.
- If Cronbach's Alpha < 0.60, the instrument is considered unreliable.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Figures	Conclusion
Culinary Tourism SME (X)	0,764	0,60	Reliable
Community Welfare (Y)	0,607	0,60	Reliable

The results of testing table 2 related to the results of reliability testing, it is concluded that all variable statements in this study show a Cronbach's alpha value greater than the standard Cronbach's alpha value (0.60), so it is said that all statements in the proposed variables are considered reliable or fairly reliable and consistent, meaning that they are eligible for data analysis.

4.2. Simple Linear Regression Analysis Results

Ghozali (2018) suggests that a simple linear regression model is used to test the effect of an independent variable on a dependent variable. In simple regression, the independent variable considered has an impact on the dependent variable. This study employs simple linear regression analysis because it involves one independent variable (Culinary Tourism SME) and one dependent variable (Community Welfare). The simple linear regression equation is formulated as follows:

$$Y=a+bX$$

Table 3. Simple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,539	2,153		3,502	0,002
	SME Culinary Tourism	0,686	0,091	0,819	7,545	0,000
a. Dependent Variable: Community Welfare						

Table 3 presents the results of the simple linear regression analysis, yielding the following equation:

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$$Y=7.539+0.686X$$

The interpretation of the regression equation is as follows:

1. Constant (a) = 7.539
   This represents the baseline value of the community welfare variable (Y) when the culinary tourism MSME variable (X) has no influence. In other words, if there is no change in the culinary tourism MSME variable, the community welfare value in Parabaya Hamlet, Onang Village, Sendana District, Majene Regency remains at 7.539.
2. Regression Coefficient (b) = 0.686
   The positive coefficient indicates that culinary tourism SME have a positive influence on community welfare. This means that for every unit increase in the culinary tourism MSME variable, community welfare in Parabaya Hamlet, Onang Village, Sendana District, Majene Regency increases by 0.686.

4.3. Research Hypothesis Testing

1. Partial Hypothesis Testing Results (t Statistical Test)
   Ghozali, (2018) , suggests partial testing is used to determine the ability of independent variables to describe the behavior of the dependent variable individually. Partial testing or t statistical test is done by comparing the t calculated value with the t table value.

   When the number t count > t table is considered a partial effect
   When the tcalculated number< t(tabe)(l) is considered to have no partial effect

   Determination of significance:
   When significance < 0.05 considered Significant
   When significance > 0.05 considered Not Significant

   To find out the value of t calculate by looking at the SPSS output table coefficients column t. Meanwhile, to find out the value of t table, first determine the probability / significance of the research, then determine the degree of freedom, after that see the distribution table t student one-sided test (one tailed test).

   Formulation of t table formula a/2 = ; N - K - 1
   0,05/2 ; 30 - 2 - 1
   0,025 ; 27
   Value ttable= 2.052

Table 4. The results of testing the first research hypothesis

Coefficients[a]				
Model	t count	t table	b1X1	Sig.
Culinary Tourism SME (X)	7,545	2,052	0,686	0,000
a. Dependent Variable: Community Welfare (Y)				

The results of the partial test for the culinary tourism MSME variable in Table 4 indicate that the t-calculated value (7.545) > t-table value (2.052), which means the variable has a partial effect. Additionally, the significance value (0.000) < 0.05, indicating that the effect is statistically significant. Based on this analysis, it can be concluded that the Tuing-Tuing Fish culinary tourism MSME has a partially significant effect on the level of community welfare in Parabaya Hamlet, Onang Village, Sendana District, Majene Regency. This finding confirms the researcher's initial perception, meaning that the first hypothesis proposed in this study is accepted.

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Table 5. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819a	0,670	0,659	1,58360
a. Predictors: (Constant), Culinary Tourism SME				

Referring to Table 5, the Model Summary Output shows a coefficient of determination (R) value of 0.819. This indicates that the independent variable (culinary tourism SME) in this study has a strong influence on the dependent variable (community welfare). The R-square value is 0.670 (67%), meaning that 67% of the variation in community welfare is explained by culinary tourism SME, while the remaining 33% is influenced by other variables not examined in this study.

4.4. Discussion

Based on the results of this study, there is a significant influence of Tuing-Tuing Fish culinary tourism SME on the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Subdistrict, Majene Regency. This is supported by the t-count value (7.545) > t-table value (2.052), indicating a partial effect, and a significance value (0.000) < 0.05, which confirms the significance of the effect. Additionally, the R-square value is 0.670 (67%), meaning that 67% of the variation in community welfare is explained by culinary tourism SME, while the remaining 33% is influenced by other variables not examined in this study.

5. CONCLUSION

Referring to the discussion presented earlier, the conclusion of this research is based on the results of data analysis in relation to the formulated research problems. Therefore, the researcher concludes the following: (1) The Tuing-Tuing Fish culinary tourism SME have a significant effect on the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency. This is supported by the t-count value (7.545) > t-table value (2.052), indicating a partial effect, and a significance value (0.000) < 0.05, confirming statistical significance; (2) The Tuing-Tuing Fish culinary tourism SME have a strong correlation with the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency. This is reflected in the R-square value of 0.670 (67%), meaning that 67% of the variation in community welfare is explained by these SME, while the remaining 33% is influenced by other untested variables in this study.

Based on the research findings, the researcher provides the following suggestions as input for consideration in improving the level of community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency: (1) For Tuing-Tuing Fish Culinary Tourism MSME Actors It is recommended that MSME actors in Parabaya Hamlet use the findings of this research as a basis for enhancing their income and cooperative management in running their businesses. Strengthening financial management skills is essential to maintain a balance between income and business finances, ensuring sustainability and the ability to meet daily needs; (2) Future researchers are encouraged to explore additional variables to provide a broader perspective on the challenges and impact of Tuing-Tuing Fish culinary tourism SME on the community welfare in Parabaya Hamlet, Onang Village, Sendana Sub-District, Majene Regency.

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Law No. 20/2008 on Micro, Small and Medium Enterprises (SME) Article 1 point (1), (2), and (3)