TANJUNG PINANG WATERFRONT BUSINESS CENTER FOR SMES: WHAT FACTORS INFLUENCE THE DECISION TO VISIT?

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ABSTRACT

This research aimed to test several hypotheses regarding the influence of events and culinary variants on the interest of the people of the Riau Islands to visit Tanjung Pinang Waterfront. The research findings demonstrate that both events and culinary variants play a significant role in influencing the interest of the people of the Riau Islands to visit the Tanjung Pinang Waterfront. The research population consists of Riau Islands residents, and a sample of 100 individuals was selected using quota sampling. The correlation analysis revealed a strong positive relationship between events and interest in visiting, with a correlation coefficient of 0.718. Similarly, the correlation between culinary variants and interest in visiting was strong, with a coefficient of 0.753. Multiple linear regression analysis indicated that approximately 65.1% of the variance in visiting interest can be explained by these two factors, while the remaining 34.9% may be influenced by other unexamined variables. Based on these findings, it is recommended that stakeholders, including local authorities and business owners, focus on enhancing and promoting events and culinary options at the Tanjung Pinang Waterfront to attract more visitors from the Riau Islands community and potentially broaden their appeal to a wider audience.

Keywords: Tanjung Pinang Waterfront, Riau Islan Community, SMEs, Visitor Interest, Tourism Promotion

INTRODUCTION

Indonesia is an archipelagic country with stunning natural beauty. This beauty attracts visitors from all over the world, and marine tourism is one of the country's most popular tourist destinations. Marine tourism has a positive impact on the economy, increasing state income and creating jobs and opportunities for businesses such as the culinary industry. The government is therefore committed to promoting tourism and industry in order to attract more visitors to the region. The Tanjungpinang City Regional Government is one of the city working hard to achieve this goal.

The city of Tanjungpinang continues to experience an increase in the tourism sector, as evidenced by the increasing number of visitors from both within and outside the Riau Islands. This is because the City of Tanjungpinang continues to develop tourist attractions to attract visitors to Tanjungpinang. One example is Tanjungpinang Waterfront, which utilizes the open space on the beach as a recreation area..

Source: sijoritoday.com

Figure 1. Seaside view of Tanjung Pinang City

Tanjungpinang Waterfront is a popular recreation area where visitors can enjoy a variety of amenities. The local community has taken advantage of the high volume of visitors to establish a thriving SME sector. SMEs sell a variety of goods, including food, drinks, toys, and other necessities, to enhance the visitor experience. Visitors appreciate the convenient and scenic location of Tanjungpinang Waterfront, while SMEs benefit from the steady stream of customers. As the number of visitors to Tanjungpinang Waterfront increases, so too does the demand for food and drinks, attracting more SMEs to the area. The number of traders carrying out economic activities on the Tanjung Pinang seafront can be seen in Table 1.1

Table 1.1 SMEs at Tanjung Pinang Waterfront Area

No	Type	Number Of SMEs
1	Foods	60
2	Drinks	35
3	Toys	10
Number of people		**105 people**

Source : repositori.umrah.ac.id

Data shown that, there are 105 SMEs at Tanjungpinang Waterfront, of which 60 traders sell food, 35 people sell drinks and 10 people sell toys. Various cheap and delicious food menus are the main attraction at Tanjungpinang Waterfront. The following are the types of food and drinks sold at Tanjungpinang Waterfront.

Table 1.2 Culinary Variants on the Tanjungpinang Waterfront

Food	Drink
1. Martabak Telur (Egg Martabak)	1. Es Coklat (Chocolate Iced)
2. Jagung Susu Keju (Cheese and Milk Corn)	2. Jeruk Peras (Squeezed Orange)
3. Tahu Crispy (Crispy Tofu)	3. Pop Ice (Pop Ice Drink)
4. Otak-Otak (Steamed Fish cake)	4. Minuman Boba (Pearl Milk Tea)
5. Bakso Bakar (Grilled meatballs)	5. Es Kiyamboy (a shaved ice dessert)
6. Waffle	6. Es Bandung (a shaved ice dessert)
7. Crepes	7. Es Tebu (Sugarcane juice)
8. Sempol (Fish Noodle Balls)	8. Kopi (Coffe)
9. Jagung Bakar (Grilled Corn)	9. Milo Susu (Milo Milk)
10. Takoyaki (Japanese Octopus Balls)	10. Air Mineral (Mineral Water)

Source : Data processed by authors

The availability of a variety of culinary variants at Tanjungpinang Waterfront can influences people's interest in visiting. As Soegiarto (2018) defines, culinary can be referred to as food, drinks, and snacks that can be found in a place. In addition to culinary variants, the occurrence of events at Tanjungpinang Waterfront also affects the number of visitors. People's interest in visiting when there is an event and when there is not an event is certainly not the same. Other factors that are no less

important in attracting people's interest in visiting Tanjungpinang Waterfront are the weather, facilities and natural beauty and atmosphere.

Scope of problem

The research conducted at the Tanjung Pinang Waterfront presents certain limitations that are important to acknowledge. Firstly, it should be noted that the study primarily centers on visitors hailing exclusively from the Riau Islands community. This restriction in the sample might not provide a comprehensive representation of diverse backgrounds, preferences, and behaviors of visitors from various regions. Additionally, the research is confined to exploring only two variables, events and culinary options. While these factors are undoubtedly influential in attracting visitors, other variables that might contribute to the overall experience at the Tanjung Pinang Waterfront, such as the natural beauty of the surroundings, cultural attractions, or infrastructural elements, have not been extensively examined. Hence, these limitations should be considered when interpreting the findings and assessing the broader implications for the waterfront's appeal to a more diverse and international audience.

Theory Review

According to Slameto, interest is a feeling of preference and attachment to a thing or activity, without anyone telling you to. There is also another opinion which states that interest is a feeling of liking or disliking something. Meanwhile, visiting, according to the Big Indonesian Dictionary (KBBI), visiting means going (coming) to visit (see & so on). Interest in visiting generally leads to a feeling of interest in visiting an interesting place. Visitors usually visit a destination based on tourist experiences.

To measure interest in visiting Wilopo & Pangestuti (2017), Ferdinand stated that buying interest can be measured using the following indicators:

1. Transactional interest, namely interest in making transactions by purchasing products.
2. Referential interest is an interest in recommending to other people the products they buy or use.
3. Preferential interest, namely a person's interest in a product because the product has preferences that suit him. However, if something happens to the product, the product will be replaced.
4. Exploratory interest, namely interest in exploring information related to a product.

According to Allen (2002), an event is a ritual appointment, appearance, or celebration that is planned to achieve common goals such as social and cultural goals. Events or events usually take the form of performances or performances of art, culture, and so on. Events are also often held in the form of competitions or tournaments which will attract public interest in visiting the location where the event is held.

According to Soegiarto (2018), culinary is food that is the result of the cooking process. Culinary can also be said to be something that can be eaten in the form of food, drinks, including snacks found in a place. There are many culinary delights in every region. Each region certainly has superior or distinctive culinary delights with its own taste. A tourist spot serves many of these culinary delights with the aim that visitors who come can eat the culinary delights sold there. So when you visit a place you don't only enjoy the facilities of the tourist destination, but you can also enjoy culinary delights after exploring the tourist attractions.

Hypothesis

The aim of this research is to test several hypotheses as follows:

1. Simultaneous research hypothesis
   There is an influence of events and culinary variants on the interest of the people of the Riau Islands to visit Tanjungpinang Waterfront.
2. Partial research hypothesis

a. There is an influence of the event on the interest of the people of the Riau Islands to visit the Tanjungpinang Waterfront.
b. There is an influence of culinary variants on the interest of the people of the Riau Islands to visit the Tanjungpinang Waterfront.

METHOD, DATA, AND ANALYSIS

Population

The population is all the subjects being researched, where these subjects are elements that have something in common so that research can be carried out. These similarities can be in the form of a group, an event or a certain region. The population that is the subject of this research is the people of the Riau Islands.

Sample

Determining the number of samples uses the quota sampling technique. The number of quotas taken is 100 people. Random sampling was used using a questionnaire distributed online to all communities in the Riau Islands. Research instruments are used as tools by researchers in conducting research so that they are effective and systemized, so that data is easy to process.

Research Instrument

Researchers used a questionnaire method containing 15 questions regarding the influence of events and culinary variants on the interest of the people of the Riau Islands to visit the Tanjungpinang Waterfront. The questionnaire created and distributed to respondents was measured using a Likert scale containing five answer options

Researchers tested the instrument from primary data obtained through questionnaires. The questionnaires that have been distributed and then received responses from the respondents are then processed and tested. To test it, researchers carried out validity and reliability tests.

Validity test

Researchers tested validity using computer devices via SPSS version 26. Tests on 30 respondents were carried out to test validity. Decisions taken are based on the calculated r-value at a significance level of 0.05%. If the r-count exceeds the r-table (>0.361), it means that the items in that variable are declared valid. However, on the other hand, if the r-count is below the r-table value (<0.361), it means that the item in that variable is declared invalid.

Table 3.2 Valiidty Testing For X1=Events

No	Statement Items	r_{stat}	Sig.	r_{table}	Criteria
1	Questions 1	0,773	0,000	0,361	Valid
2	Questions 2	0,882	0,000	0,361	Valid
3	Questions 3	0,832	0,000	0,361	Valid
4	Questions 4	0,844	0,000	0,361	Valid
5	Questions 5	0,859	0,000	0,361	Valid

Source : Data processed by the Author

Through table 3.2, it can be proven that all items in the event variable are valid, because all the values in r-Count are higher than r-Table.

Table 3.3 Validity Test Results for Culinary Variant Variables (X2)

No	Statement Items	r_{stat}	Sig.	r_{table}	Criteria
1	Questions 1	0,801	0,000	0,361	Valid
2	Questions 2	0,888	0,000	0,361	Valid
3	Questions 3	0,854	0,000	0,361	Valid
4	Questions 4	0,834	0,000	0,361	Valid

5	Questions 5	0,801	0,000	0,361	Valid

Source : Data processed by the author

Through table 3.3, it can be proven that all items in the culinary variant variable are valid, because all values in r-Calculation are higher than r-Table.

Table 3.4 Validity Test Results of the Visiting Interest Variable (Y)

No	Statement Items	r_{hitung}	Sig.	r_{tabel}	Criteria
1	Pernyataan 1	0,807	0,000	0,361	Valid
2	Pernyataan 2	0,777	0,000	0,361	Valid
3	Pernyataan 3	0,837	0,000	0,361	Valid
4	Pernyataan 4	0,618	0,000	0,361	Valid
5	Pernyataan 5	0,842	0,000	0,361	Valid

Source : Data processed by the author

Reliability Test

Through table 3.4, it can be proven that all items in the visiting interest variable are valid, because all the values in r-Calculated are higher than r-Table. The reliability test on the questionnaire questions asked obtained the following results:

Tabel 3.5 Hasil Uji Reliabilitas

No	Variable	R-*Alpha*	R-Kritis	Criteria
1	Event	0,815	0,600	Reliabel
2	Culinary Variants	0,814	0,600	Reliabel
3	Interested In Visiting	0,798	0,600	Reliabel

Source : Data processed by the author

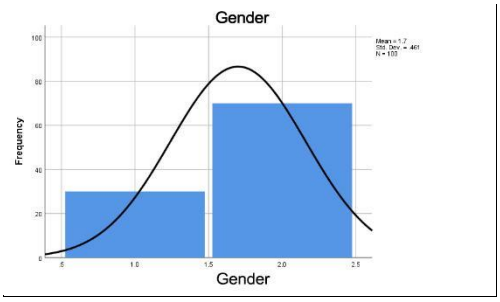
Researchers conducted reliability tests on valid questions in the validity test. In table 3.5, it shows that the R-Alpha for the event is 0.815, the R-Alpha value of the culinary variant variable is 0.814, the R-Alpha value of the interest in visiting variable is 0.796, of which the three R-Alphas have a value greater than R-Critical (0.600). This means that the research instrument is declared reliable.

RESULT AND DISCUSSION

Frequency Analysis

Researchers conducted reliability tests on valid questions in the validity test. In table 3.5, it shows that the R-Alpha for the event is 0.815, the R-Alpha value of the culinary variant variable is 0.814, the R-Alpha value of the interest in visiting variable is 0.796, of which the three R- Alphas have a value greater than R-Critical (0.600). This means that the research instrument is declared reliable.

Frequency Distribution Based on Gender

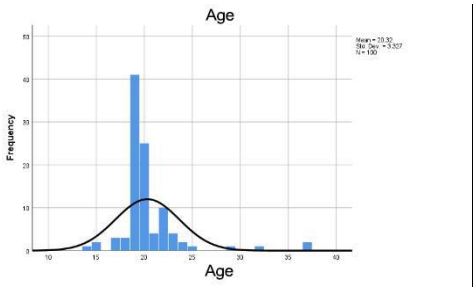


Source : Data processed by the author

Figure 4.2 Gender Histogram

Through the analysis above, of the 100 respondents, 30% or 30 respondents were male and 70% or 70 respondents were female. From this the researcher can conclude that the majority of female respondents participated in the survey.

Frequency Distribution by Age



Source : Data processed by the author

Figure 4.4 Age Histogram

Through the analysis above, of the 100 respondents, 1% of respondents are 14 years old, 2% of respondents are 15 years old, 3% of respondents are 17 years old, 3% of respondents are 18 years old, 41% of respondents are 19 years old, 25% of respondents are 20 years old , 4% of respondents are 21 years old, 10% of respondents are 22 years old, 4% of respondents are 23 years old, 2% of respondents are 24 years old, 1% of respondents are 25 years old, 1% of respondents are 29 years old, 1% of respondents are 32 years old and 2% of respondents were 37 years old. From this the researcher can conclude that the majority of respondents aged 19 years participated in the survey.

Frequency Distribution Based on Regional Origin

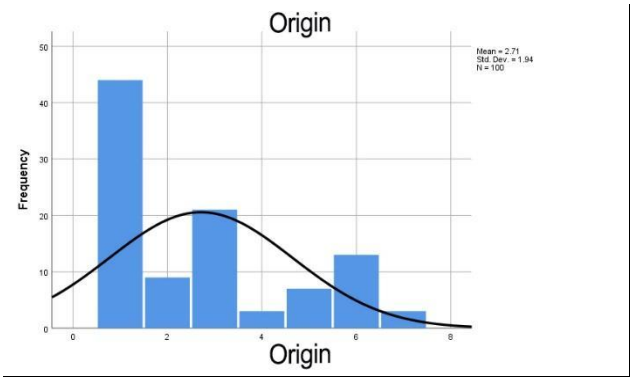


Figure 4.6 Regional Origin Histogram

Through the analysis above, of the 100 respondents, 44% or 44 people came from Tanjungpinang, 21% or 21 people came from Karimun, 13% or 13 people came from Bintan, 9% or 9 people came from Batam, 7% or 7 people came from Anambas, 3% or 3 people came from Natuna and 3% or 3 people came from Lingga. The majority of respondents came from Tanjungpinang, namely local people who unwind in the Tanjungpinang Waterfront area.

Frequency Distribution by Job

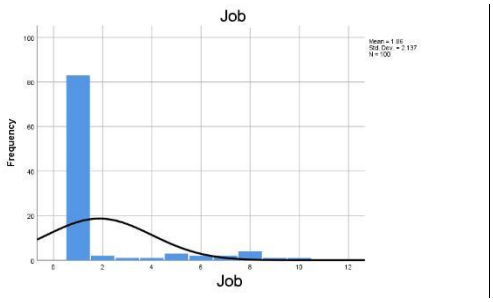


Figure 4.8 Job Histogram

Through the analysis above, of the 100 respondents, 83% of respondents are students, 2% of respondents are ASN, 1% of respondents are freelancers, 1% of respondents are POLRI, 3% of respondents are self-employed, 2% of respondents are honorary, 2% of respondents are private employees, 4% of respondents have not/don't worked, 1% work as PTTs and 1% work as housewives. From this the researcher can conclude that the majority of respondents who participated in the survey were students.

Frequency Distribution Based on Institutions

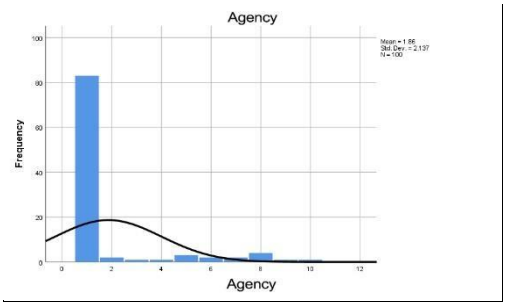


Figure 4.10 Institution Histogram

Through the analysis above, of the 100 respondents, 54% or 54 people came from the Raja Ali Haji Tanjungpinang Maritime University Institution, 18% or 18 people came from Campus Institutions, 7% or 7 respondents from School Institutions and 21% or 21 respondents from Community Institutions. General. From this the researcher can conclude that the majority of respondents from the Raja Ali Haji Maritime University Institution participated in the survey.

Frequency Distribution Based on Salary Per Month

Figure 4.12 Monthly Salary Histogram

Through the analysis above, out of 100 respondents, 8% earned salaries below Rp. 1,000,000, 12% get a salary of around Rp. 1,000,000-Rp. 3,000,000, 6% get a salary of around Rp. 3,000,000-Rp. 5,000,000, 2% get a salary of around Rp. 5,000,000-Rp. 7,000,000, 1% get a salary of around Rp. 7,000,000-Rp. 10,000,000, 1% earn a salary above Rp. 10,000,000 and 70% have no income. From

this the researcher can conclude that the majority of respondents who participated in the survey were those who had no income because they did not work.

Descriptive Analysis

This descriptive analysis is used to describe the data collected. In this analysis, you can find out the minimum and maximum values, range, total, average and kurtosis test. Following are the results of the analysis:

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Event	100	12	13	25	2090	20.90	.185	.478
Culinary Variants	100	11	14	25	2063	20.63	-.095	.478
Interested In Visiting	100	10	15	25	2102	21.02	-.284	.478
Valid N (listwise)	100							

Source : Data processed by the author

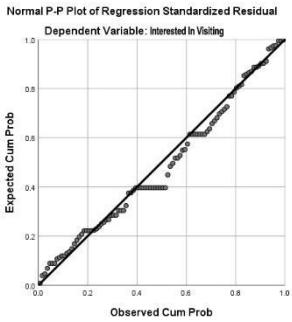
Figure 4.13 Descriptive Analysis

From the output, for the event variable, the amount of data is 100, the range is 12, the minimum value is 13, the maximum value is 25, the number of values is 2090, the average value is 20.90, and the statistical kurtosis value is 0.185 and the standard error is 0.478. In the culinary variant variable, the amount of data is 100, the range is 11, the minimum value is 14, the maximum value is 25, the total value is 2063, the average value is 20.63, and the kurtosis statistic value is -0.095 and the standard error is 0.478. In the variable interest in visiting, the amount of data is 100, the range is 10, the minimum value is 15, the maximum value is 25, the total value is 2102, the average value is 21.02, and the statistical kurtosis value is -0.284 and the standard error is 0.478.

The classical assumption test is carried out to determine the consistency of the regression equation and detect classical assumption problems in regression.

Normality Test

The test was carried out using the Normal P-Plot graphic method. The model can be said to be good if the residual values are normally distributed. The test results are displayed as follows:



Source : Data processed by the author

Figure 4.17 Residual Normality Test Results

From the graph, the residual value is normal because the points spread along the diagonal line and the regression is said to be normal

Multicollinearity Test

Multicollinearity test, an analysis is carried out which aims to find out whether there is a relationship with each independent variable by looking at the Tolerance and VIF values. The model can be said to be good if it does not experience multicollinearity. The test results are displayed as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.703	1.305		2.837	.006		
	Event	.377	.078	.389	4.830	.000	.556	1.798
	Culinary Variants	.458	.074	.494	6.143	.000	.556	1.798

a. Dependent Variable: Interested In Visiting

Figure 4.18 Multicollinearity Test Results

From the output, the Tolerance value for both variables exceeds 0.100 and the VIF value for both variables is not close to 10. So, the independent variables do not experience multicollinearity

Autocorrelation Test

Auto correlation analysis to see whether there is interference between one sample and the previous sample using the Durbin-Watson test. The model can be said to be good if it does not experience autocorrelation. The decision is determined as follows:

1. If the DW value is above DU and below 4-DU, then autocorrelation does not occur
2. If the DW value is below DL or above 4-DL, then autocorrelation occurs.
3. If the DW value is above DL and below DU or DW is above 4-DU and below 4-DL, then it cannot be confirmed.

The test results are displayed as follows:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807[a]	.651	.644	1.496	1.994

a. Predictors: (Constant),Culinary Variants, Event

b. Dependent Variable: Interested In Visiting

Figure 4.19 Autocorrelation Test Results

Based on Figure 4.19, the Durbin-Watson value is 1.994 which is in the area of "no evidence of autocorrelation" or no autocorrelation.

Heteroscedasticity Test

The heteroscedasticity test is carried out with the aim of detecting heteroscedasticity through graphs. If the points look like a regular shape or pattern, then they experience heteroscedasticity. If the points are spread evenly without forming a pattern, then there is no heteroscedasticity. The test results are displayed as follows:

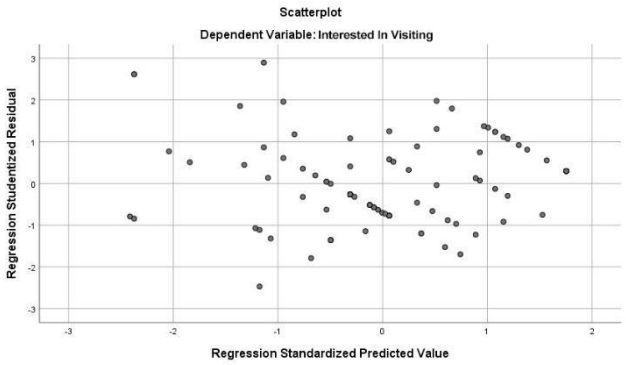


Figure 4.20 Heteroscedasticity Test Results

The graph shows that there is no heteroscedasticity because the points are scattered without showing a regular pattern.

Correlation Analysis

The test was carried out using Pearson correlation analysis with 2-sided significance with the aim of seeing the strength of the relationship between events and culinary variants on visiting interest. The decision to make a significance test between variables is that if the significance value shows greater than 0.05, it means that a correlation was not found. However, when the significance value shows less than 0.05, then correlation occurs in the data. The test results are displayed as follows:

Correlations

		Event	Varian Kuliner	Minat Berkunjung
Event	Pearson Correlation	1	.666**	.718**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Culinary Variants	Pearson Correlation	.666**	1	.753**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Interested In Visiting	Pearson Correlation	.718**	.753**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 4.21 Correlation Analysis Results

From the analysis above, the coefficient obtained from the relationship between events and interest in visiting is 0.718, which means that the relationship between events and interest in visiting is strong because the coefficient is at a value of 0.600-0.799.

The coefficient obtained from the relationship between culinary variants and interest in visiting is 0.753, which means that the relationship between culinary variants and interest in visiting is strong because the coefficient is at a value of 0.600-0.799.

Because the coefficient value is positive, if events increase, interest in visiting will also increase and if culinary variety increases, interest in visiting will also increase.

The test results show a significance value that is below 0.05, namely 0.000. So it is concluded that there is a relationship between events and interest in visiting and there is also a relationship between culinary variants and interest in visiting.

Multiple Linear Regression Analysis

This Multiple Linear Regression Test aims to find out the linear relationship between events and culinary variants with interest in visiting. The analysis was carried out using multiple linear, not simple linear because it has two influencing variables. In research on the influence of events and culinary variants on the interest of the people of the Riau Islands to visit the Tanjungpinang Seashore, the following data was obtained:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.703	1.305		2.837	.006		
	Event	.377	.078	.389	4.830	.000	.556	1.798
	Culinary Variants	.458	.074	.494	6.143	.000	.556	1.798

a. Dependent Variable: Interested In Visiting

Figure 4.25 Coefficients

Unstandardized Coefficients are coefficient values that have no benchmark. Coefficient B consists of constant values and regression coefficients. Standard Error is the maximum value of an error that can occur. Standardized Coefficients are coefficient values that have certain benchmarks. If the coefficient is close to 0, then the relationship between variable X and Y is weak.

Collinearity Statistics is used to show a perfect linear relationship in the independent variables by looking at the Tolerance and VIF values. The test results show that multicollinearity does not occur because the tolerance value is greater than 0.1 and the VIF is below 10. The multiple linear regression equation with 2 independent variables is as follows:

$$\mathbf{Y' = a + b1X1 + b2X2}$$

Y' : Predictive value of the visiting interest variable
a : Konstanta
b1,b2 : Regression coefficient
X1 : Event variables
X2 : Culinary variant variable

These values are then input into the following multiple linear regression equation:

$$\mathbf{Y' = 3{,}703 + 0{,}377X1 + 0{,}458X2}$$

Information:

- The value of constant (a) is 3.703. If the event and culinary variants have a value of 0, then interest in visiting the value is 3.703.
- The regression coefficient value of the event variable (b1) is positive, namely 0.377. This means that if events increase by 1 unit, then interest in visiting will increase by 0.377 units.
- The regression coefficient value of the culinary variant variable (b2) is positive, namely 0.458. This means that if the culinary variety increases by 1 unit, then interest in visiting will increase by 0.458 units.

T Test (Partial)

From table 4.25, it can be seen that the event variable obtained a coefficient value of 0.389. It can be seen that the Sig value. The result obtained was 0.00 <0.05 and the calculated t value was 4.830 > t table 1.660. The results of this test can be concluded that the first hypothesis is accepted, in this case there is a partial influence of event variables on visiting interest.

In the culinary variant variable, a coefficient value of 0.494 was obtained with a Sig value. of 0.000 < 0.05 and the calculated t value is 6, 143 > t table 1.660. These results can be concluded that the second hypothesis is accepted, in this case there is an influence of culinary variant variables on visiting interest.

F test (Simultan).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	404.856	2	202.428	90.443	.000[b]
	Residual	217.104	97	2.238		
	Total	621.960	99			

a. Dependent Variable: Interested In Visiting

b. Predictors: (Constant), Culinary Variants, Event

Figure 4.24 ANOVA

ANOVA (F test) is useful for testing the significance of the influence of variable X on variable Y with a significance of 0.05. The calculated F was obtained at 90.443 with a significance of 0.000 and the F

table was 3.09. Because the calculated F is more than the F table and the significance is below 0.05, it is stated that events and culinary variants both influence interest in visiting.

Coefficient of Determination Test (Adjusted R Square)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807[a]	.651	.644	1.496	1.994

a. Predictors: (Constant),Culinary Variants, Event

b. Dependent Variable: Interested In Visiting

Source : Data processed by the Author

Figure 4.23 Model Summary

R is multiple correlation, namely the relationship between two or more variables X with variable Y, which if the value is close to 1, means the correlation is close/strong. In the test, a value of 0.807 was obtained, which means that the correlation between events and culinary variants on visiting interest is close.

R Square (R2), which shows the percentage influence of events and culinary variants on interest in visiting. Because R2 = 0.651, the percentage influence of events and culinary variants on visiting interest is 65.1%, the remaining 34.9% is influenced by other variables.

Adjusted R Square also shows the influence of events and culinary variants on visiting interest, but has been adjusted. The value obtained was 0.644. Standard Error of the Estimate, namely to measure the error in predicting interest in visiting, is 1.496.

Durbin-Watson, is a value to determine whether autocorrelation occurs. The DW value in the table is 1.994. The DL value is 1.634 and dU is 1.715. The value of 4-DU = 2.285 and 4-DL = 2.366. This shows that the DW value (1.994) is between DU and 4- DU, which means there is no autocorrelation

CONCLUSION

Based on the research findings, it is evident that both events and culinary variants play a significant role in influencing the interest of the people of the Riau Islands to visit the Tanjung Pinang Waterfront. The research population, comprised of Riau Islands residents, showed a strong correlation between these factors and their interest in visiting, as indicated by the high correlation coefficients. Specifically, the correlation between events and interest in visiting was found to be 0.718, while the correlation between culinary variants and interest in visiting was 0.753, both suggesting a substantial positive relationship.

The multiple linear regression analysis further strengthens these findings. The model, which included events and culinary variants as independent variables and interest in visiting as the dependent variable, produced an R Square (R2) value of 0.651. This means that approximately 65.1% of the variance in visiting interest can be explained by these two factors, while the remaining 34.9% may be influenced by other variables not examined in this study. Additionally, the F-test indicated that both events and culinary variants significantly influence visiting interest. The regression equation derived from the analysis can be represented as Y' = 3.703 + 0.377X1 + 0.458X2, where Y' is the predicted interest in visiting, 3.703 is the constant value, 0.377 represents the regression coefficient for the Event variable, and 0.458 represents the regression coefficient for the culinary variant variable.

In light of these findings, it is recommended that stakeholders, such as local authorities and business owners, focus on enhancing and promoting events and culinary options at the Tanjung Pinang Waterfront. By doing so, they can further attract visitors from the Riau Islands community and potentially expand their appeal to a broader audience. Additionally, future research should explore other variables that could contribute to the remaining 34.9% of the variance in visiting interest to gain a more comprehensive understanding of the factors at play.

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