THE INFLUENCE OF BUILDING QUALITY, ENVIRONMENTAL CONDITIONS OF HISTORICAL BUILDING AND COMMUNITY PARTICIPATION TO CULTURAL TOURISM IN MEDAN CITY

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ABSTRACT

As a regional government center of North Sumatra, Medan grew into a metropolitan city with a population of more than two million people. Now the city of Medan is the third largest city in Indonesia after Jakarta and Surabaya. As one of the largest cities in Indonesia, the city of Medan has a high cultural tourism potential to be developed because it is rich in historical heritage of the past that still exist in the form of historic buildings with customs that are still preserved. The preservation of these historical heritages, especially historic buildings and areas, can be done by taking care of and maintaining the quality of buildings, environmental conditions and community participation. This research will explain how the quality of historic buildings, environmental condition of historical buildings and community participation will affect the cultural tourism in the city of Medan.

Key words: building quality, environmental condition, community participation, cultural tourism

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1. INTRODUCTION

The development of historical buildings in Medan city related to the policy and concept of urban development in Indonesia. In the colonial era, urban development was more developed for the benefit of urban people only, especially the residents of Europeans living in the city. Therefore the city gained privileges in terms of providing facilities. This can be found in some areas that have the existence of historic buildings that the architectural value of the building depicts the condition of the glory of that era. The pattern of today's urban development policy is based on an insight that a city is inseparable from a wider region. Even a city should play...
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an important role as the foremost of regional progress behind it (Keyfitz & Nitisastro, 1960). The existence of buildings and historic areas in the city of Medan is considered to have potential in terms of architectural buildings, and in this area emerging activities that revive the atmosphere of the environment and surrounding areas such as business activities, entertainment facilities, railway station transportation and tours for the community. To preserve historical buildings various efforts have been made, such as inventory and documentation of buildings and community development and socialization of the importance of these buildings. Since 1988 has been done documentation, identification and registration of these buildings. Recorded more than 30 old building and the area of historical value that can still be saved and reused, if done renovation and rehabilitation of it.

From the legal aspect, efforts have been made to protect these inheritance. The existence of historic buildings in Medan City is regulated in Perda No. 6/1988 on the Preservation of Valuable Neighborhood Buildings of Architectural Archeology. In addition, to provide an understanding of the importance of heritage and culture to the community, established Badan Warisan Sumatera (BWS) which conducts socialization activities to the community. The conservation or preservation of cultural heritage is not an exact science but more like an art that cannot be determined by scientific and measurable criteria, but rather a reflection of an ever changing public order. According to Lewis Mumford in The Culture Of Cities (1961) the city has creative vocal points for the community, and the city is the maximum point of concentration for power and culture of the community. The city is shaped by culture, but instead the city is influenced by that culture. The city is formed together with its culture and is a "greatest work of art". Inside the city, with layers of the past that still survive on buildings monuments, and public ways. Max Weber with the cultural role of the city in The City (1950), said that the concept of the city emphasizes urbanity to keep the value contained therein.

2. LITERATURE REVIEW

2.1. Quality

Tjiptono (2004) defines quality as fitness for use. Another definition emphasizes customer satisfaction orientation. Quality is a continuous improvement (Gusnardi et al., 2016). Another definition by Taguchi which emphasizes the loss that must be paid by consumers due to the failure of a product or service. Quality is a function of cost where cost can be decreased by process improvement or reduction of variation in product or variation in process. Loh (2001) adds that quality has cumulative properties. Quality is not a standalone entity, but it includes the totality of all characteristics of a product or service that makes the product or service superior and good (Muda et al., 2018). Quality according to ISO (International Organization for Standardization) are: a. Healthy conditions for purpose or use; b. Alignment with specifications; c. Freedom from all shortcomings; d. Customer satisfaction; e. Credibility; f. Pride to has. According Darsono (1995) the environment is all things and conditions, including humans and their activities, contained in space and affect the survival and welfare of humans and other living bodies. Meanwhile, according to St. Munajat Danusaputra environment is all objects and conditions including human and its activities, contained in the space where humans are located and affect the survival and welfare of life and other microorganisms. According to Ach. Wazir Ws., et al., (1999) participation can be interpreted as a conscious involvement of a person into social interaction in certain situations. With that understanding, one can participate when he finds himself with or in a group, through various processes of sharing with others in terms of values, traditions, feelings, loyalty, obedience and shared responsibility.
2.2. Community Participation

The importance of participation was put forward by Conyers (1991) as follows: first, community participation is a tool for obtaining information about the conditions, needs and attitudes of local communities, without which development programs and projects will fail; secondly, that people will be more confident of a development project or program if they feel involved in the preparation and planning process because they will know more about the project and will have a sense of ownership of the project; third, that it is a democratic right when society is involved in the development of their own society (Sihombing et al., 2017 and Muda et al., 2018). Cultural Tourism, a journey undertaken on the basis of a desire to broaden one's view of life by making visits to other places or abroad, studying the people, their customs, their way of life, their culture and art (Pendit 2002).

Historical buildings is a building or group of buildings that have historical value both from the physical and function of the building. The historic building in Medan City has historical value which is very important for the development of the society culture which consists of various ethnic that is interesting and has value selling in tourism. Medan city has many building assets with historical value and cultural resources which as a whole shape the image of the city or the historical value of Medan. The existence of historic buildings in the city of Medan is enough to help the community around the building to generate income because the building is still well maintained and the object is still functioning well, therefore historic buildings can still be used as a very big tourist attraction in the world of tourism because its history has a selling value that is able stimulate the interest of tourists to know and develop it.

3. METHODS

This type of research is descriptive quantitative. Quantitative research method is one type of research that the specification is systematic, planned, and structured clearly from the beginning to the design of research (Syahyunan et al., 2017; Ferine et al., 2017; Dalimunthe et al., 2017; Marhaynie et al., 2017; Handoko et al., 2017; Sadalia et al., 2017; Yahya et al., 2017; Muda, 2017 & Nurzaimah et al., 2017). Another definition says quantitative research is a research that demands the use of numbers, ranging from data collection, interpretation of the data, and the appearance of the results. Similarly, at the conclusion of the study would be better when accompanied by images, tables, graphics, or other views. Quantitative research methods can be interpreted as research methods based on positivism philosophy, used to examine the population or a particular sample (Muda and Dharsuky, 2015; Lubis et al., 2016; Dalimunthe et al., 2016; Lutfi, et al., 2016 and Muda et al., 2018). Population is a generalization region consisting of objects/subjects that have certain qualities and characteristics. Determined by the researchers to be studied and then drawn conclusions. Population in this study were 3378 people from eight districts, namely Medan Petisah, Medan Maimun, West Medan, East Medan, Medan Kota, Medan Baru, Medan Perjuangan and Medan Polonia. A sample of 218 people using Slovin formula. Data collection techniques used are questionnaires given to each respondent whose results can be tabulated (Achmad et al., 2017 & Badaruddin et al., 2017). Data is processed using Statistical Product Service and Solution (SPSS) version 20.0 for windows. For identification problem 1 used multiple linear regression formula, as follows:

\[ Y = a_0 + b_1X_1 + b_2X_2 + b_3X_3 + e \]

Information:
\[ Y \] = Cultural Tourism
X₁ = Building Quality
X₂ = Environmental Condition
X₃ = Community Participation
a = Constants
b₁, b₂, b₃ = Regression Coefficients
e = Standard Error

To test the effect of these variables simultaneously, then use the F test, namely:

\[ F_{count} = \frac{r^2 / k}{(1 - r) / (n - k - 1)} \]

Information:
r² = Coefficient of Determination
n = Number of Samples
k = Free Degree of numerator
n - k - 1 = Free Degree of the denominator

With the criteria of hypothesis testing, are:
1. If \( F_{count} > F_{Tabel} \) then reject Ho or accept Ha (Hypothesis accepted).
2. If \( F_{count} < F_{Tabel} \) then accept Ho or reject Ha (Hypothesis rejected).

To test partially used T test with the formula, as follows:

\[ t_{count} = \frac{bi}{Se(bi)} \]

With the hypothesis test criteria are: (Erlina et al., 2017; Sirojuzilam et al., 2017; Nasir et al., 2017 and Azlina et al., 2017)

1. If \( t_{count} < t_{Tabel} \) then accept Ho and reject Ha (Hypothesis rejected).
2. If \( t_{count} > t_{Tabel} \) then accept Ha and reject Ho (Hypothesis accepted).

(Sudjana, 1992).

The classical assumption test is a statistical requirement that must be met in linear least square (OLS) linear regression analysis. So regression analysis that is not based on OLS does not require the requirements of classical assumptions, such as logistic regression or ordinal regression. Likewise, not all classical assumption assays should be performed on linear regression analysis (Lubis et al., 2017; Hasan et al., 2017; Tarmizi et al., 2017; Nurlina et al., 2017, Bongsu et al., 2018; Muda et al., 2018 & Situmorang et al., 2018). Multicolinearity tests cannot be used in simple linear regression analysis and autocorrelation tests need not be applied to cross sectional data. The classical assumption test is also not necessary for linear regression analysis which aims to calculate the value of a particular variable. For example stock return value calculated by market model, or market adjusted model. The calculation of the expected return value is done by the regression equation, but it does not need to be tested for classical assumptions. There are at least five classical assumption tests, namely multicolinearity test, heteroscedasticity test, normality test, autocorrelation test and linearity test (Tarmizi et al., 2016; Muda et al., 2016 & Sirojuzilam et al., 2017). There is no definite provision of which test sequence should be met. The analysis can be done depending on the existing data. For example, an analysis of all the classical assumption assumptions is performed, then see which ones do not meet the requirements. Then an improvement on the test, and after fulfilling the requirements, tested on another test.
4. RESULTS AND DISCUSSION

4.1. Result

To examine the influence of building quality, the environmental of building condition and public participation on cultural tourism in Medan City, the formula of Multiple Linear Regression equation is used.

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Coefficient</th>
<th>( t ) count</th>
<th>( t ) tabel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Constants</td>
<td>4.955</td>
<td>9.116</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Building Quality ((X_1))</td>
<td>0.221</td>
<td>2.649</td>
<td>1.777</td>
</tr>
<tr>
<td>3</td>
<td>Environmental Condition ((X_2))</td>
<td>0.238</td>
<td>2.484</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Community Participation ((X_3))</td>
<td>0.246</td>
<td>2.322</td>
<td></td>
</tr>
</tbody>
</table>

From the results of the tests performed, it can be obtained multiple linear regression equation as follows:

\[ Y = 4.955 + 0.221X_1 + 0.238X_2 + 0.246X_3 \]

Based on the calculation result, it is known that \( F_{\text{count}} > F_{\text{Tabel}} \) (14.680 > 2.754), \( H_0 \) is accepted and \( H_1 \) is rejected, it means that the independent variable \((X_1 \text{ and } X_2)\) have real effect on cultural tourism at 95% confidence level. Thus the hypothesis is accepted. This happens because the cultural tourism is influenced by the quality of the building \((X_1)\) of 2,649, the condition of the region \((X_2)\) of 2.484 and the community participation \((X_3)\) of 2,322. Coefficient of determination \((R^2)\) shows a value of 0.743 means that independent variables \((X_1, X_2 \text{ and } X_3)\) are able to provide explanation of cultural tourism for 74.3%, while the remaining 25.7% is explained by other variables not examined in this study.

4.2. Discussion

The Influence of Building Quality \((X_1)\) on Cultural Tourism

Based on the results of multiple linear regression, it can be determined that building quality \((X_1)\) has a positive influence on cultural tourism \((Y)\), where the coefficient shows as 2,649, meaning that if the quality of building increases 1 unit caters paribus (other factors are considered fixed) culture will increase by 2,649. By using statistical test \( t_{\text{count}} > t_{\text{Tabel}} \) (2,649 > 1.777), then \( H_0 \) is rejected and \( H_1 \) accepted, it means that building quality variable \((X_1)\) have real effect to cultural tourism at 95% confidence level. Thus the hypothesis is accepted.

The Influence of Environmental Condition \((X_2)\) on Cultural Tourism

Based on the results of multiple linear regression, it can be determined that environment condition variable \((X_2)\) has a positive influence on cultural tourism \((Y)\), where the coefficient shows as 2,484, meaning that if environmental condition increases 1 unit caters paribus (other factor is considered fixed) culture will increase by 2,484. By using statistical test \( t_{\text{count}} > t_{\text{Tabel}} \) (2,484 > 1.777), then \( H_0 \) is rejected and \( H_1 \) accepted, meaning that environment
condition variable ($X_2$) have real effect to cultural tourism at 95% confidence level. Thus the hypothesis is accepted.

**The Influence of Community Participation ($X_3$) on Cultural Tourism**

Based on the results of multiple linear regression, it can be determined that the community participation variable ($X_3$) has a positive influence on cultural tourism ($Y$), where the coefficient shows 2.484, meaning that if the community participation increases 1 unit cateris paribus (other factors are considered fixed) culture will increase by 2,322. By using statistic test $t_{\text{count}} > t_{\text{Tabel}} (2.322 > 1.777)$, then $H_0$ is rejected and $H_1$ accepted, it means that society participation variable ($X_3$) have real effect to cultural tourism at 95% confidence level. Thus the hypothesis is accepted.

5. CONCLUSIONS

Based on the results of multiple linear regression simultaneously and partially, the quality of buildings, environmental conditions of historical buildings and community participation significantly affect the cultural tourism in the city of Medan. Thus, maintaining the quality of buildings, maintaining environmental conditions and maximizing public participation will give an overall impact on cultural tourism. Cultural tourism will develop where its existence will continue and there is no quality degradation, until there is a totality of superiority characteristics of products and services. These developments will be marked by increased tourist visits to buildings and historic areas that will drive the economy of the people of Medan City in general and communities around the building site in particular. Any activity that takes place in the smallest form will benefit both economically, socially and culturally. The sustainable cultural tourism is also a direct benefit for the next generation. The next generation will know the history and development of the city of Medan so as to maintain a historical heritage preserved by cultural tourism.

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