

INTISARI

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi kedatangan wisatawan mancanegara ke DIY. Variabel yang digunakan adalah variabel ekonomi maupun nonekonomi, antara lain GDP per kapita, jarak, keterbukaan perdagangan, harga relatif, nilai tukar mata uang destinasi alternatif, stabilitas politik, bencana alam, dan krisis ekonomi global.

Metode analisis yang digunakan adalah analisis regresi data panel 15 negara asal wisatawan mancanegara yang berkunjung ke DIY dalam kurun waktu 2006-2015 melalui teknik estimasi *Fixed Effect Model* (FEM) dan prosedur *robust Driscoll-Kraay Standard Error*. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara variabel GDP per kapita, jarak, keterbukaan perdagangan, harga relatif, stabilitas politik, dan krisis ekonomi global terhadap kedatangan wisatawan mancanegara di DIY.

Kata Kunci: Permintaan Pariwisata, Jumlah Kedatangan Wisatawan Mancanegara, *Fixed Effect Model*, *Driscoll-Kraay Standard Error*

ABSTRACT

The objective of this study is to identify the determinant factors affecting international tourist arrivals in Daerah Istimewa Yogyakarta by using economic variables and some related variables. Literatures on a wide range of aspects of the economics of tourism are used to provide reviews of those determinant factors included in the model. International tourism demand in this study is proxied by “number of tourist arrivals”. The determinant factors included in this study are GDP per capita, distance, trade openness, exchange rate, exchange rate of competing destination, political stability, calamity, and global economic crisis. For the empirical analysis, a panel data set of 15 countries is used over the period 2006–2015.

The model is specified as single equation model in a static form. Fixed Effect Model estimation method and Driscoll-Kraay Standard Error robustness procedure is generated to estimate the model. The main conclusion further shows that tourism demand is income elastic, therefore it means that tourism demand is heavily depend on the tourist’s income. Meanwhile, other determinants found to have significant result are distance, trade openness, relative price, political stability, and global economic crisis.

Keywords: Tourism Demand, Tourist Arrival, Fixed Effect Model, Driscoll-Kraay Standard Error