



The Contribution Of Marine Tourism To Msme Income, Community Welfare, And Tourists Revisit Intention In Pahawang Island

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Article received: 01 Januari 2026, Review process: 12 Januari 2026

Article Accepted: 22 Maret 2026, Article published: 06 Juni 2026

ABSTRACT

Marine tourism development has become one of the important sectors in promoting the economic growth of coastal communities through increased business activities and local economic opportunities. Pulau Pahawang, as a leading marine tourism destination in Pesawaran Regency, has significant potential to support the development of local Micro, Small, and Medium Enterprises (MSMEs) while maintaining the sustainability of tourist visits. This study aims to analyze the contribution of marine tourism to the income and welfare of local MSMEs, as well as the influence of tourist perceptions on revisit intention in Pulau Pahawang. The study employed economic contribution analysis, the Sajogyo Poverty Index, and Structural Equation Modeling-Partial Least Square (SEM-PLS). The results show that marine tourism in Pulau Pahawang contributes 100% of income for the majority of local MSMEs, and all MSME actors are classified as prosperous based on the Sajogyo Poverty Index classification. In addition, tourist attraction, facilities and accessibility, as well as service and interaction were found to have a positive and significant effect on tourists' revisit intention. These findings indicate that the sustainability of marine tourism not only contributes to the economic activities of local MSMEs, but is also influenced by tourists' perceptions of destination quality.

Keywords: Marine tourism, MSMEs, income, welfare, tourist perception, revisit intention, SEM-PLS.

ABSTRAK

Pengembangan wisata bahari menjadi salah satu sektor yang berperan penting dalam mendorong pertumbuhan ekonomi masyarakat pesisir melalui peningkatan aktivitas usaha dan peluang ekonomi lokal. Pulau Pahawang sebagai destinasi wisata bahari unggulan di Kabupaten Pesawaran memiliki potensi besar dalam mendukung perkembangan UMKM lokal serta menjaga keberlanjutan kunjungan wisatawan. Penelitian ini bertujuan untuk menganalisis kontribusi wisata bahari terhadap pendapatan dan kesejahteraan UMKM lokal, serta pengaruh persepsi wisatawan terhadap minat kunjungan ulang (revisit intention) di Pulau Pahawang. Penelitian menggunakan analisis kontribusi ekonomi, Indeks Kemiskinan Sajogyo, dan Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa wisata bahari Pulau Pahawang memberikan kontribusi sebesar 100% terhadap pendapatan pada sebagian besar UMKM lokal, dan seluruh pelaku UMKM termasuk dalam kategori sejahtera berdasarkan klasifikasi Indeks Kemiskinan Sajogyo. Selain itu, daya tarik wisata, fasilitas dan aksesibilitas, serta pelayanan dan interaksi terbukti berpengaruh positif dan signifikan terhadap minat kunjungan ulang wisatawan. Hasil ini menunjukkan bahwa keberlanjutan wisata bahari tidak hanya

berkontribusi terhadap aktivitas ekonomi UMKM lokal, tetapi juga dipengaruhi oleh persepsi wisatawan terhadap kualitas destinasi wisata.

Kata Kunci: Wisata bahari, UMKM. Pendapatan, kesejahteraan, persepsi wisatawan, revisit intention, SEM-PLS.

INTRODUCTION

The tourism sector is one of the key drivers of the economy, contributing to regional development and boosting local economic activity. The development of nature-based tourism, particularly marine tourism, has shown rapid growth as it is seen as capable of creating various business opportunities and expanding employment opportunities for communities in coastal areas (Rusyidi & Fedryansyah, 2018). The presence of marine tourism not only highlights the potential beauty of the sea and beaches as tourist attractions but also fosters the growth of local economic activities through culinary businesses, transportation services, lodging, and the sale of souvenirs managed by the local community. These conditions lead to economic circulation that increases community income while supporting the development of Micro, Small, and Medium Enterprises (MSMEs) (Hasibuan et al., 2023).

One of the rapidly developing marine tourism destinations in Lampung Province is Pahawang Island, located in Pesawaran Regency. This destination is known for its scenic beaches, underwater ecosystems, and mangrove areas, which are the main attractions for tourists (Panalaran & Pamungkas, 2024). These assets have positioned Pahawang Island as a premier destination that successfully made it into the top 50 of the 2022 Indonesian Tourism Village Awards (ADWI). The increase in tourism activities in the area has also spurred the development of various community-based businesses, such as homestays, snorkeling equipment rentals, marine transportation services, culinary businesses, and souvenir sales, most of which rely heavily on tourist visits (Jadesta, 2020).

The development of marine tourism on Pahawang Island demonstrates a link between tourism activities and the economic growth of the local community. The presence of tourists creates demand for goods and services provided by MSMEs, making the tourism sector a primary source of income for some members of the community. In addition to having a direct impact on income, tourism activities also generate a multiplier effect capable of driving other economic sectors, such as trade, transportation, and tourism support services (Adhiyaksa & Sukmawati, 2021). Nevertheless, economic growth from the tourism sector does not necessarily provide equitable benefits for the entire community. Welfare disparities may still occur if tourism management is not supported by quality human resources and sustainable tourism development (Kinseng et al., 2018).

In addition to affecting the local economy, the sustainability of a tourist destination is also influenced by tourists' perceptions of the quality of the destination they visit. Tourists' perceptions regarding tourist attractions, facilities and accessibility, as well as service and interactions, can influence their intention to revisit. This aligns with the Theory of Planned Behavior (TPB), which explains that individual perceptions can influence a person's behavioral intentions, including the

decision to revisit a tourist destination (Ajzen, 1991). The intention to revisit is crucial for the sustainability of tourist destinations as it relates to the stability of tourist visitation numbers, which ultimately supports the sustainability of local economic activities—particularly among MSMEs in tourist areas. The higher the tourists' interest in returning, the greater the opportunity for increased economic activity among the local community (Saragih et al., 2022). Additionally, positive travel experiences and a positive destination image also influence tourists' decisions to revisit a tourist destination (Makelew et al., 2019).

Several previous studies have shown that marine tourism contributes to increased income and well-being among coastal communities. Research by Adhiyaksa & Sukmawati (2021) and Bahukeling et al. (2019) found that tourism activities can create business opportunities and increase community income in coastal tourism areas. On the other hand, studies by Saber & Muna (2024) and Saragih et al. (2022) indicate that tourists' perceptions influence their interest in revisiting a tourist destination. However, previous research has generally focused only on coastal communities in general or has addressed tourist behavior in isolation. Studies linking the contribution of marine tourism to the income and well-being of local MSME actors with tourists' perceptions regarding repeat visit interest remain relatively limited, particularly in the Pahawang Island tourist destination.

Against this backdrop, this study aims to analyze the contribution of marine tourism to the income and well-being of local MSME operators and to examine the influence of tourists' perceptions on their intention to revisit Pahawang Island. This study is expected to provide insight into the role of marine tourism in supporting the economic well-being of the local community and to serve as a basis for consideration in the development of sustainable marine tourism.

METHODOLOGY

This study employs a quantitative approach with the aim of analyzing the contribution of marine tourism to the income and well-being of local MSME operators, as well as examining the influence of tourists' perceptions on their intention to revisit Pahawang Island, Pesawaran Regency, Lampung Province. The study was conducted in 2026 with research subjects consisting of local MSME actors and tourists visiting the marine tourism area of Pahawang Island. The data used in this study consists of primary data—obtained through observation, interviews, and the distribution of questionnaires to local MSME operators and tourists—as the main source of information. In addition, the study is supported by secondary data from the Central Statistics Agency (BPS), relevant agencies, and various relevant literature. The study population consisted of local MSME operators directly involved in marine tourism activities and tourists visiting Pahawang Island. The sample of MSME operators was selected using purposive sampling, with a sample size of 33 respondents calculated using the Lemeshow formula. Meanwhile, the number of tourist samples was determined based on the guidelines of Hair et al. (2017), which state that the minimum sample size in Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis can be adjusted according to the number of indicators and the complexity of the research model. Based on these guidelines, the number of

tourist respondents in this study was set at 40 respondents . Data analysis was conducted using contribution analysis to measure the extent of marine tourism's contribution to the income of local MSMEs. The welfare level of MSME operators was analyzed using the Sajogyo Poverty Index based on household expenditure over one year, converted to per capita annual rice consumption (Sajogyo, 1996). Furthermore, an analysis of the influence of tourists' perceptions on their interest in repeat visits was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method.

RESULTS AND DISCUSSION

Contribution of Marine Tourism to MSME Income

Type of MSME	Number of MSMEs	Range of Contribution	Highest Contribution
Snack stalls	4	78,94% - 100%	100%
Small shops/retail	3	83,3% - 100%	100%
Souvenir	5	100%	100%
Attraction rental services	4	100%	100%
Boat transportation services	6	100%	100%
Goods transportation services	3	26,47% - 100%	100%
Snorkeling equipment rental	5	43,85% - 100%	100%
Tourism attraction area providers	1	100%	100%
Shower facilities	2	100%	100%
Total	33		

Source: Primary data processed by the researcher, 2026

The research results in the table above show that most types of MSMEs on Pahawang Island derive a very high proportion of their income from marine tourism activities. Some business types, such as souvenir shops, attraction rental services, boat transportation services, and shower facilities, even show a contribution of up to 100%, indicating that these businesses are highly dependent on the sustainability of marine tourism on Pahawang Island. Meanwhile, some other MSMEs still have additional sources of income outside the tourism sector, although marine tourism remains their primary source of income.

Level of MSME Welfare

Welfare Criteria	Number of people	Percentage (%)	Category
181-240 kg rice per capita/year	0	0	Very poor
241-320 kg rice per capita/year	0	0	Poor
321-480 kg rice per capita/year	0	0	Nearly poor
481-640 kg rice per capita/year	0	0	Moderately prosperous
>640 kg rice per capita/year	33	100	Prosperous
Total	33	100	

Source: Primary data processed by the researcher, 2026

Based on the table above, all MSME operators fall into the “prosperous” category according to the Sajogyo Poverty Index classification, with annual expenditure equivalent to more than 640 kg of rice per capita per year. These results indicate that MSME operators in the marine tourism area of Pahawang Island enjoy a relatively high standard of living.

Influence of Tourist Perceptions on Revisit Intention

Relationship	Path Coefficient	t-statistics	p-values	Hasil
Tourist attraction-revisit intention	0,242	2,004	0,045	Significant
Facilities and accessibility-revisit intention	0,349	2,204	0,028	Significant
Services and interaction-revisit intention	0,391	2,626	0,009	Significant

Source: Primary data processed by the researcher, 2026

Based on the results of the hypothesis testing in the table above, tourists' perceptions – comprising tourist attractions, facilities and accessibility, as well as service and interaction – have a positive and significant effect on revisit intention on Pahawang Island. These results are indicated by p-values smaller than 0.05, so the research hypothesis is accepted. Additionally, an R-Square value of 0.694 indicates that all tourist perception variables explain 69.4% of revisit intention, while the remainder is influenced by other variables outside the scope of this study.

Contribution of Marine Tourism to MSME Income

The research findings indicate that marine tourism on Pahawang Island makes a significant contribution – as high as 100% – to the income of local MSMEs.

Most respondents even derive their primary income entirely from the marine tourism sector. This indicates that marine tourism plays a crucial role in supporting the economic activities of the community operating businesses in the Pahawang Island area. The increase in tourist visits has also driven demand for various goods and services provided by local SMEs, such as boat transportation, snorkeling equipment rentals, snack sales, and souvenir sales.

The research findings align with the concept of the multiplier effect, which explains that marine tourism activities can stimulate economic circulation and contribute to increased income for local SMEs. These findings also align with the study conducted by Reguna et al. (2025), which found that marine tourism activities generate economic impacts for the community through the multiplier effect – both directly, indirectly, and through secondary effects.

Level of MSME Welfare

The research results show that all MSME operators on Pahawang Island fall into the “prosperous” category based on the Sajogyo Poverty Index classification. These findings indicate that marine tourism activities play a role in supporting the well-being of local MSME operators. This relatively high level of well-being is linked to the marine tourism sector, which serves as the primary source of income for the majority of business operators. Income generated from marine tourism activities helps MSME operators meet their basic needs and improve the standard of living for the local community.

The results of this study align with research by Dewi & Meitriana (2024) and Fachry (2021) which state that the tourism sector can drive improvements in community well-being through increased income and the development of new business opportunities. Based on the research findings, it can be concluded that marine tourism on Pahawang Island not only provides economic benefits but also plays a role in improving the welfare of the local community, particularly SME operators directly involved in tourism activities.

Influence of Tourist Perceptions on Revisit Intention

The results of the study indicate that tourists’ perceptions have a positive and significant effect on their intention to revisit Pahawang Island. This is indicated by the p-values of each variable representing tourist perceptions, which are below 0.05, tourism attractiveness at 0.045, facilities and accessibility at 0.028, and service and interaction at 0.009. These results suggest that tourists’ positive perceptions of destination quality can increase their desire to return. Tourist attractions play a role in creating tourist interest through natural beauty and the travel experiences offered, while facilities, accessibility, service, and interaction contribute to creating comfort and positive travel experiences.

The results of this study align with the Theory of Planned Behavior (TPB), which explains that an individual’s perceptions can influence their behavioral intentions. These findings are also supported by the research of Saragih et al. (2022) and Saber & Muna (2024), which demonstrates that tourists’ positive perceptions influence their intention to revisit. Increased interest in repeat visits by tourists also

has the potential to drive growth in local economic activity through an increase in the number of tourists, which ultimately has a direct impact on the income and well-being of MSME operators. This aligns with the concept of the multiplier effect in the tourism sector, where tourist spending not only provides a direct impact but also creates a ripple effect capable of boosting economic activity .

CONCLUSION

This study aims to analyze the contribution of marine tourism to the income and well-being of local MSME operators, as well as the influence of tourists' perceptions on their interest in revisiting Pahawang Island. The results indicate that marine tourism plays a significant role in supporting the economic activities of the local community, particularly MSME operators, the majority of whom rely on the marine tourism sector for their income. Tourism activities not only contribute to increased income but also support the well-being of local MSME operators. Furthermore, tourists' perceptions of destination quality—including tourist attractions, facilities and accessibility, as well as service and interaction—have been shown to influence tourists' interest in returning. These conditions indicate that the sustainability of marine tourism on Pahawang Island is not only influenced by the quality of the tourist destination but also plays a role in maintaining the continuity of economic activities and the well-being of the local community.

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