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The Influence of Safarwadi Pamijahan Religious Tourism on the Improvement of the Economy of Pamijahan MSMEs

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Abstract

Keywords:

Religious
Tourism, MSME
Economy,
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This study is motivated by the rapid growth of the tourism sector in Indonesia, particularly religious tourism, which plays a vital role in driving local economic development. In Kampung Pamijahan, Tasikmalaya Regency, religious tourism—centered around the tomb of Sheikh Abdul Muhyi—has attracted a significant influx of visitors. This phenomenon has created economic opportunities for local micro, small, and medium enterprises (MSMEs), notably kolang-kaling traders, whose products represent a regional specialty. The objective of this research is to analyze the influence of Safarwadi Pamijahan religious tourism on the economic improvement of these traders. A quantitative approach was employed using a descriptive analysis method. The study utilized a saturated sample of 40 respondents, representing the entire population of kolang-kaling traders in the area. Data collection was conducted

through a field research approach with structured instruments, while hypothesis testing was performed using the t-test. Findings reveal that religious tourism significantly influences MSME economic performance, indicated by a significance value of 0.004 (<0.05) and a t-count of 3.033 (>1.686). The coefficient of determination shows that tourism contributes 19.5% to traders' economic growth, while 80.5% is affected by other external factors. These results confirm that Safarwadi Pamijahan religious tourism serves as an essential but not exclusive driver of local MSME development. The contribution of this study lies in providing empirical evidence of the partial role of religious tourism in enhancing community-based economies, which can inform regional tourism and economic policies.

Abstrak

Kata Kunci: Wisata Religi, Ekonomi UMKM, Safarwadi Pamijahan.

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan sektor pariwisata di Indonesia, khususnya pariwisata religi yang memiliki peran penting dalam mendorong pertumbuhan ekonomi masyarakat. Di Kampung Pamijahan, Kabupaten Tasikmalaya, pariwisata religi yang berpusat pada makam Syekh Abdul Muhyi telah menarik kunjungan wisatawan dalam jumlah signifikan. Fenomena ini menciptakan peluang ekonomi bagi usaha mikro, kecil, dan menengah (UMKM) setempat, khususnya pedagang kolang-kaling yang menjadi salah satu produk khas daerah. Penelitian ini bertujuan untuk menganalisis pengaruh wisata religi Safarwadi Pamijahan terhadap peningkatan ekonomi para pedagang tersebut. Pendekatan yang digunakan adalah kuantitatif dengan metode analisis deskriptif. Sampel penelitian ini merupakan sampel jenuh, yaitu seluruh populasi yang berjumlah 40 orang pedagang kolang-kaling. Pengumpulan data dilakukan melalui penelitian lapangan dengan instrumen terstruktur, sedangkan pengujian hipotesis menggunakan uji t. Hasil penelitian menunjukkan bahwa wisata religi berpengaruh signifikan terhadap kinerja ekonomi UMKM dengan nilai signifikansi 0,004 ($<0,05$) dan t-hitung sebesar 3,033 ($>1,686$). Koefisien determinasi menunjukkan bahwa wisata religi memberikan kontribusi sebesar 19,5% terhadap peningkatan ekonomi pedagang, sedangkan 80,5% dipengaruhi oleh faktor lain di luar penelitian ini. Temuan ini menegaskan bahwa wisata religi Safarwadi Pamijahan merupakan salah satu faktor penting namun bukan satu-satunya penggerak ekonomi UMKM lokal. Kontribusi penelitian ini adalah memberikan bukti empiris mengenai peran parsial pariwisata religi dalam meningkatkan ekonomi berbasis masyarakat yang dapat menjadi acuan kebijakan pariwisata dan ekonomi daerah.

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Introduction

Tourism is a sector that is a mainstay for Indonesia in improving the economy of a region that has very rapid development and becomes a job opportunity for the community. Tourism is also part of the industrial sector in Indonesia which has very bright prospects and has great potential and opportunities to be developed. These opportunities are supported by natural conditions, such as geographical location and conditions (sea, nature, and land around the equator), very fertile soil layers, and natural panoramas (due to geological ecology (Widya, 2022: 1). People all over the world can now access various forms of tourism, one form of tourism that is increasingly popular is religious tourism (Sartika et al., 2021: 1). Religious tourism is a religious journey carried out to fulfill a person's religious needs and is carried out in certain places that have religious value (Prastio et al., 2021: 1).

The arrival of visitors to tourist attractions results in interactions with local residents that can change patterns or ways of life (Dinar & Hasan, 2018: 7). Tourism is distinguished based on the motivation of tourists to come to visit a tourist spot. One of them is religious tourism, which is tourism that is connected to the customs and beliefs of a people or group in a society. This activity is usually carried out individually or in groups by visiting places that are considered sacred or sacred to the graves of great people, and the burials of legendary leaders who are considered sacred humans. It can be said that religious tourism is a special tourism, because tourists have different motivations and goals and lead to things that smell of myth (Hamid & Topowijono, 2017).

Religious tourism of Sheikh Abdul Muhyi Safarwadi Pamijahan often attracts many visitors, both from West Java and outside the region. This can increase the number of tourists visiting to do pilgrimage activities to a sacred tomb in Pamijahan village, Tasikmalaya Regency, one of the factors causing the development of religious tourism, especially pilgrimage tourism, is to synergize, remember Allah through the saints, and also want to get blessings. The main goal of tourists who come is to the sacred tomb of Sheikh Abdul Muhyi or to the

tourist location of Goa Safarwadi Pamijahan. Number of visitors to religious tourism per year.

The economy around tourism can also drive other fields such as house rentals, services, and traders, especially sugar palm fruit traders in Pamijahan village as a micro or medium economy to continue to grow. Sugar palm fruit sellers as part of the micro economy can feel the impact of increasing tourist visits and sales, both positive and negative, sugar palm fruit is known as a local specialty or food in Pamijahan. Sugar palm fruit is sold small starting from the bus parking area lined with traders to the cemetery area, sugar palm fruit has a very good selling power for traders in Pamijahan religious tourism. sellers and visitors who come provide benefits to each other, sellers as producers of goods and visitors as consumers or buyers, both are bound to fulfill each other's needs.

So it is not surprising that the Pamijahan community is known to the outside community as a location for religious tourism as well as its sugar palm fruit sellers. The Pamijahan community who work as sellers are very dependent on the arrival of tourists who usually come in certain months such as Sawal, Mulud, Rajab, Rewah, and during long holidays. The uncertainty of the income of sugar palm fruit sellers in Kampung Pamijahan, Tasikmalaya Regency is greatly influenced by the number of tourists visiting, the more visitors, usually the income increases. In addition, the availability of sugar palm fruit both at the retailer and collector level also affects the selling price.

Method

The research method is a series of systematic or structured procedures or steps carried out by a researcher with the aim of answering questions from the existing problem formulation. The type of research used in this study is field research with quantitative methods. Data obtained through the distribution of questionnaires and interviews conducted with MSME actors. The analysis tool used in the study is simple linear regression using SPSS.

Result and Discussion

Religious tourism is a form of tourism that describes a journey with religious activities, usually visiting holy places or historical sites that have spiritual meaning. Religious tourism can be a profound experience for many people, both for religious and cultural purposes. Religious tourism (pilgrimage) is a journey that emphasizes spiritual and educational aspects by visiting places that have historical relevance in Islam. The main goal is to get closer to Allah through reflection on the struggles of Islamic figures (Ma'ruf, 2018). Religious tourism with the economy has a good relationship in economic growth, development sectors, employment, and increasing regional income.

Tourism objects or also known as religious tourism, are basically geographical areas that are in a larger administrative tool, where there are interrelated communities, tourist attractions, facilities, and accessibility, which complement tourism objectives. Places of tourist objects, tourist attractions, and available facilities are some of the components of tourism. accessibility of the community that has an impact on religious tourism and the local economy. If there have been previous tourism activities, tourist attractions can be developed. Efforts to improve or develop tourist attractions to become good and attractive tourist attractions when viewed from the objects and locations are called tourism development (Suryani, 2021: 7).

The tourism indicators include:

Worship Facilities: In religious tourism destinations, there are facilities that make it easier for tourists to worship, such as mosques or prayer rooms in public places, the call to prayer can be heard at all times, supporting the direction of the Qibla, and there are prayer tools such as sarongs, mukena, and the Al-Quran which are available in the mosque.

Halal products: Muslim tourists will find it easier to enjoy halal food in religious places, and halal kitchens can convince Muslims of the halalness of the food they consume. Halal labels or halal certificates from the MUI are also

important so that tourists feel more confident about their food or drinks. (Ela, 2024)

Historical value: Having important historical value related to a particular religion or influential religious figures.

Religious activities: The existence of routine religious rituals, ceremonies, or grand religious tabligh events that can be witnessed or followed by tourists or visitors.

Environmental cleanliness: Maintenance of well-maintained, clean, and continuously preserved site conditions and improvements in tourism management are continuously maintained and well-maintained.

Micro, Small, and Medium Enterprises (MSMEs) are business activities that can expand employment opportunities and play an important role in the process of equalizing and increasing community income, encouraging economic growth, and realizing national economic stability. Micro businesses are the smallest part of MSMEs, with very limited capital and income.

The results of the study showed that Safarwadi Pamijahan Religious Tourism has a positive influence on the economy of MSMEs of palm fruit traders in Pamijahan Village, Tasikmalaya Regency. This can be seen from the test results below:

Table 1.2
Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,362	6,690		1,997	,032
X	,599	,198	,441	3,033	,004

a. Dependent Variable: y

Source: primary data processed by SPSS 25

From table 1.2 shows the t-value of 3.033 while the t-table value obtained from the t-distribution table is sought at a significance of 5% = 0.05 (two-sided

test) degrees of freedom (df) $n-k-1$ or $40-1-1 = 38$ then the t-table is 1.686. Therefore, the t-value > t-table $3.033 > 1.686$ and the significance level value of $0.004 < 0.05$, it can be concluded that H_a is accepted and H_0 is rejected, meaning that the Safarwadi Pamijahan religious tourism has an effect on increasing the economy of MSMEs of sugar palm fruit traders in Pamijahan Village, Tasikmalaya Regency.

This study reveals that the Safarwadi Pamijahan Religious Tourism has a positive impact on the economy of MSMEs of sugar palm fruit traders in Pamijahan Village. This finding confirms that Safarwadi Pamijahan Religious Tourism has a significant influence on the economic growth of MSMEs of palm fruit traders. There is a positive relationship between the number of tourist visits and the volume of palm fruit sales. Traders reported an increase in the number of customers, especially on big days or during the holiday season. Some traders even reported that palm fruit sales doubled on busy days compared to normal days.

Table 1.3
Determinant Coefficient Test
Model Summary

Mod el	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,441 ^a	,195	,174	3,003

a. Predictors: (Constant), x

b. Dependent Variable: y

Source: primary data processed by SPSS 25

This finding is in line with the coefficient of determination (R^2) value of 0.195, which shows that Safarwadi Pamijahan Religious Tourism contributes 19.5% to improving the economy of sugar palm fruit traders in Pamijahan Village, Tasikmalaya Regency.

Based on the findings in the field, that:

Tourism indicators in the form of Worship facilities in Pamijahan Tourism, there are adequate mosques and prayer facilities in the Safarwadi Pamijahan Religious Tourism area, making it easier for visitors to perform worship during pilgrimages. The existence of complete and well-maintained worship facilities is a special attraction for pilgrims who want to carry out their religious obligations. The ease of worship in the midst of pilgrimage activities provides comfort for visitors, so they tend to stay longer in the Safarwadi Pamijahan Tourism area.

Tourism indicators based on Products in Pamijahan tourism, there are also many halal food and beverage products available around the Pamijahan Tourism area, meeting the needs of visitors who are mostly Muslim. Sugar palm fruit traders also provide sugar palm fruit products that are guaranteed to be halal. The availability of halal products provides a sense of security and comfort for visitors, so they tend to be more free to spend their money.

Historical Value of Religious Tourism Safarwadi Pamijahan also has a strong historical background and spiritual value for the Muslim community. Visitors are interested in learning the history and spiritual meaning of the place, as well as conducting pilgrimages and religious rituals. The historical and spiritual value of Pamijahan Tourism is a special attraction for religious tourists, encouraging their interest in visiting the location.

Religious Activities that are always held include various activities and big events at Safarwadi Pamijahan Religious Tourism such as religious studies, commemoration of Islamic holidays, and others. Sugar palm fruit traders take advantage of the momentum of these religious activities to offer their products to visitors who come. The dense religious activities attract many Muslim visitors to come, thus opening up opportunities for sugar palm fruit traders to increase their sales and income.

The environmental conditions around the Safarwadi Pamijahan Religious Tourism are also well maintained and clean, providing comfort for visitors. Sugar palm fruit traders also help maintain the cleanliness and tidiness of their trading

place. A clean and comfortable environment makes visitors feel at home for a long time at the location, allowing them to shop more, including buying sugar palm fruit products.

Economic growth in Pamijahan is evident from the spread of trade, having their own businesses, education and health activities running well. In terms of buildings, almost every individual has a multi-storey house and adequate facilities. The number of unemployed is small because the Pamijahan community has their own business stalls. Overall, the five indicators of religious tourism studied have had a positive influence on improving the economy of the community, especially the sugar palm fruit traders in Pamijahan Village. The existence of worship facilities, halal products, historical value, religious activities, and environmental cleanliness are attractions for visitors, thus encouraging increased sales and income of sugar palm fruit traders. Traders admit that in addition to the positive contribution of tourism, factors such as general economic conditions, weather, and harvests also affect their income. Several traders stated that although tourism plays a role in increasing sales, they still rely on loyal customers from the local community. The impact of tourism on the income of individual traders varies, depending on their location in strategic areas, which tend to provide greater benefits.

Most respondents (75%) in this study agreed that the management of Pamijahan tourism in general was considered good in terms of cleanliness, security, and comfort. As many as 67.5% of respondents also agreed that access to this location was easy to reach. Traders appreciated the efforts of tourism management in maintaining the cleanliness of sales areas and public facilities. However, several traders highlighted the need to improve security aspects, including the presence of security posts and routine patrols, especially to support night trading activities.

Improvements to the road to the tourist location in recent years were considered positive by traders because they increased accessibility for visitors and supported an increase in the number of tourists. As many as 60% of

respondents believed that religious tourism in Pamijahan had a positive impact on goods and services in their area, while 52.5% agreed that religious tourism could increase their income.

Some vendors responded to the demand from tourists by providing a variety of products, including palm fruit, as well as other souvenirs and snacks. Demand for facilities such as public toilets and parking areas also increased, creating new business opportunities for local communities. Vendors noted that shop rental costs had increased, but they saw a higher economic value from their locations. While most responses were positive, 5% of respondents stated that the increase in the number of customers or visitors to their businesses was not significant. Some vendors reported that they did not experience a substantial increase in revenue, especially those operating in less strategic locations. Some also expressed concerns about increased competition due to the increase in tourists, as well as large fluctuations in their revenue between peak and low seasons, which resulted in challenges in financial planning.

Conclusion

The relationship between Safarwadi Pamijahan Religious Tourism and the economic growth of MSMEs of kolang-kaling traders has a significant positive correlation, with a moderate correlation degree (0.441). This relationship is reflected in the increase in the number of customers, especially during big days and holiday seasons, as well as the correlation between the number of tourist visitors and the increase in sales of kolang-kaling. The majority of traders (75%) appreciate the good management of tourism management, which has a positive impact on sales of kolang-kaling. Economic benefits have not been evenly distributed among traders, only 5% of traders still believe that the increase in customers is not significant.

Religious tourism in Safarwadi Pamijahan has a positive and significant influence on the economic growth of UMKM traders of palm fruit by 19.5%. The sale of palm fruit in Pamijahan has proven to be less effective in growing the local

economy. However, there are several other economic factors that have the potential to have a positive impact on economic growth in the area, including, Sales of clothes, mukena, Sales of food, Sales of calligraphy frames and other economic activities that have not been specifically mentioned. Although the sale of palm fruit does not make a significant contribution, diversification of economic activities through the sale of other products can be an alternative to improve the economy of the Pamijahan community. However, there are still challenges that need to be overcome, such as increased competition, income fluctuations, and the need for training programs and financial assistance for traders. To maximize tourism potential and improve the economic welfare of local communities evenly, good management and inclusive development strategies are needed.

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