

## THE INFLUENCE OF CULTURAL VALUES AND INDIVIDUAL SELLER BEHAVIOR ON TOURISTS' INTEREST IN VISITING THE LOK BANTAN FLOATING MARKET

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### ABSTRACT

*This study aims to determine the effect of cultural values and individual seller behavior on tourist interest in visiting the Lok Baintan Floating Market. The population in this study were Nusantara visitors in 2023 and a sample of 100 respondents. Data was collected by questionnaire and analyzed by multiple linear regression using spss027 for window. The results showed that cultural values, such as the uniqueness of floating market traditions and local experiences, have a significant positive influence on tourist interest. In addition, individual seller behaviors, such as friendliness, selling skills, and knowledge of local products, also have a positive effect on tourist interest. These findings underscore the importance of maintaining cultural values and improving the quality of individual seller behaviors as strategies to increase tourist interest in Lok Baintan Floating Market. The practical implication of this study is the importance of developing training programs for sellers to improve service quality and introduce cultural values to tourists. This research contributes to the understanding of the factors that influence tourist interest in traditional markets such as the Lok Baintan Floating Market.*

**KEYWORDS** Cultural Value, Vendor Individual Behavior, Tourist Interest in Visiting



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### INTRODUCTION

Cultural value in tourism, the cultural wealth of a tourist destination can affect marketing in the field of tourism and comfort where tourists feel at home in tourist locations. Some cultural values that can attract visitors where tourist destinations are historical sites or ways that motivate tourists to visit again. The uniqueness of one of the tourist attractions itself attracts visitors so that tourists are interested in visiting and uniqueness as a characteristic for visitors to return to visit the place. In

How to cite: Tarisa Qathrinada et al. (2024). The Influence of Cultural Values and Individual Seller Behavior on Tourists' Interest in Visiting the Lok Baintan Floating Market. *Journal Eduvest*. 4 (8): 7243-7256  
E-ISSN: 2775-3727  
Published by: <https://greenpublisher.id/>

the development, development, application of culture in life, the values inherent in society that regulate harmony, harmony, and balance where there are many tourist destinations and the uniqueness of each tourist destination becomes a characteristic. Indonesia is a country rich in culture, one of which is the Floating Market located in South Kalimantan.

Sales behavior is about doing the right thing by the customer, but this can mean many different things based on who is buying. Sales behavior can take the entire merchant to the next level, by setting the foundation for customer loyalty, higher morale, to make this happen it is necessary to take some specific steps. Sales behavior refers to a set of behaviors that ensure that every prospect, prospect, and customer is treated with respect, fairness, honesty, and integrity. That is, as a salesperson puts the person who is buying first. Respecting their choices and opinions instead of imposing.

Tourists' interest in visiting a place is certainly based on several reasons, where the visit can provide value benefits that will have an impact on the satisfaction of these tourists. Interest in visiting again shows a person's desire to make a return visit at a future time. Interest in visiting again is formed from a person's attitude towards belief in the services provided as a driving force for tourists to make a return visit to a tourist attraction.

Floating market is a traditional market where the trading activities are carried out on the river using a boat or local people call it jukung. Using jukungs they sell a variety of fruits, vegetables, handicrafts, and foods such as soto banjar and yellow rice which are often found when visiting floating markets. The floating market has attracted tourists from outside the region to abroad who visit to see the cultural diversity that is still maintained from the past to the present. For this reason, so that the existence of the Floating Market can be maintained and can continue to bring in tourists, a quality attraction is needed which will serve as a differentiator from other tourist destinations. The culture contained in the floating market is said to be well preserved and the behavior of sellers needs to be considered.

This research focuses on identifying the influence of Cultural Values and Individual Seller Behavior on tourist interest in the Lok Baintan Floating Market. This study aims to determine whether the two variables have a significant influence both simultaneously and partially, and identify which variable is the most dominant in influencing tourist interest. The benefits of this research include academic aspects as a reference for further research, the development of related science, and providing practical information that is useful for solving problems at the Lok Baintan Floating Market.

### **Theoretical Foundation**

Cultural values are the main driver for individuals in achieving goals, serving as guidelines for action and behavior in society. Cultural values influence the way individuals view, think and interact in society, including the beliefs, norms and expectations held by a particular society. (Putra, 2022). For example, in certain cultures, the values of simplicity, honesty, and hard work are highly emphasized, while other cultures prioritize wealth, power, and social esteem. (Novia, 2023).

The behavior of individual sellers includes a variety of actions and activities, including significant behavioral ethics in establishing relationships with customers. (Nathania, 2020). Unethical behavior, such as providing misinformation or using manipulative tactics, can damage long-term relationships with customers. Therefore, it is important for companies to instill a code of ethics in their sellers in order to maintain good relationships with customers. (Ratnasari, 2021).

Tourist interest in visiting is an impulse that arises from within to take an action, influenced by internal and external factors. (Irawan, 2021). This interest can be measured through components such as information seeking, considering buying, wanting to try, and finally, wanting to own a product or visit a certain place. (Nurbaeti, 2020). Interest in visiting is also influenced by the attractiveness and image of tourism, as well as the cultural values that exist in these tourist destinations. (Yandi.A et al., 2023)..

Lok Baintan Floating Market is a traditional market located on the Martapura River, South Kalimantan, where traders sell goods from boat to boat. (Pratiwi, 2021). This market is one of the tourist destinations that offers a unique experience and the beauty of local culture, with hundreds of boats that gather every day selling various products such as fruits, vegetables, regional cakes, and handicrafts. (Suherman et al., 2022)..

Previous research has explored various factors that influence tourists' interest in visiting. (Yulia, 2021)(Pura, 2020). For example, research on tourist attraction, promotion, and service quality shows that these factors have a positive influence on interest in revisiting in several tourist destinations. (Irianto, 2020). Other studies have also highlighted the importance of ethical seller behavior and the quality of cultural attractions in influencing visit interest (Widjianto, 2019). (Widjianto, 2019)(Harap, 2020). The results of this study provide a deeper understanding of the factors that influence tourist interest, which can be used as a reference in future research.

### **Hypothesis**

H1: Cultural Values and Individual Seller Behavior simultaneously have a significant effect on visiting interest in the Lok Baintan Floating Market.

H2 : Cultural Values and Individual Seller Behavior have a significant effect partially on visiting interest in the Lok Baintan Floating Market.

H3 : Cultural values have a dominant effect on visiting interest in the Lok Baintan Floating Market.

## **RESEARCH METHOD**

This study uses a quantitative approach with a type of correlational research that focuses on hypothesis testing to produce structured information. (Putri, 2024). The operational definitions of variables are explained in detail, including the variables of cultural values, individual seller behavior, and tourist interest in visiting, which are measured on a Likert scale. (Sudarmanto, 2021).

The research population is tourists visiting the Lok Baintan Floating Market in 2023, with a sample of 100 people calculated using the Slovin formula. (Niswah, 2023) (Irawan, 2021). Data collection was carried out through interviews, observations, questionnaires, and literature research. (Sanaky, 2021) (Irawan, 2021). The

data collected was analyzed using various techniques such as validity, reliability, classical assumption tests, and multiple linear regression to test the relationship and influence between the independent and dependent variables. (Azizah, 2022) (Romer, 2020).

Hypothesis testing is carried out by partial test (t), simultaneous test (F), and coefficient of determination test to see the significance of the influence of the independent variable on the dependent variable. (Lubis, 2021). The research location is at the Lok Baintan Floating Market, Banjar Regency, South Kalimantan, with a research schedule that includes the preparation, implementation, and report preparation stages taking place from February to June 2024.

## **RESULT AND DISCUSSION**

### **Overview of the Object of Research**

Lok Baintan floating market is one of the traditional markets located on the Martapura River, Banjar Regency, South Kalimantan, Indonesia. Lok Baintan floating market has a long history rich in trade and cultural traditions in South Kalimantan. The market is believed to have existed since the 17th century and has become one of the oldest and largest floating markets in Indonesia. The Lok Baintan floating market was originally a meeting place for people around the Martapura River to conduct trading activities. Villagers along the river would use floating boats or rafts to bring their wares to the market and exchange goods. The market became the main trading center for locals, selling a wide range of products such as agricultural produce, fisheries, handicrafts and other daily necessities. Over the centuries, the Lok Baintan floating market has continued to thrive and become an integral part of the economic and cultural life of the people of South Kalimantan. Despite undergoing changes in scale and infrastructure along with the times, the Lok Baintan floating market has retained its rich cultural heritage and trading traditions. Today, the Lok Baintan floating market is not only a place to trade, but also a popular tourist attraction for travelers interested in the traditional river life of South Kalimantan and looking to experience the unique market atmosphere.

This market has unique characteristics that set it apart from other markets. Floating markets are usually located on a river or lake, where vendors trade from floating boats or rafts. This creates a unique atmosphere and allows easy access for traders and buyers using water transportation. Vendors sell merchandise from their floating boats or rafts, which are often decorated with traditional colors and decorations. These boats are iconic to the floating market and are an integral part of the shopping experience. Floating markets offer a wide range of products, from agricultural produce, fisheries, handicrafts, traditional food and beverages, to daily necessities. This reflects the cultural diversity and economic life of the local community. The atmosphere at a floating market is often filled with social activities, music and the bustling bustle of commerce. This creates a lively and engaging experience for visitors, who can experience local life first-hand. Floating markets are often part of a region's cultural heritage, passed down from generation to generation.

Lok Baintan floating market has become part of the tradition Lok Baintan floating market is an integral part of the cultural traditions of the people of South

Kalimantan. Trading traditions at the Lok Baintan floating market often still follow the barter system, which is an ancient practice that has existed since ancient times. Although most transactions today use cash, elements of barter can still be found in some cases. At the Lok Baintan floating market, one will find a variety of local handicrafts made by the local community. These include pandanus weaving, wood crafts, and traditional carvings, which are an important part of South Kalimantan's cultural heritage. Lok Baintan floating market is also the place to find traditional food and drinks that reflect the richness of the local cuisine. Visitors can enjoy specialty dishes such as soto banjar, ketupat, and other traditional pastries. Vendors and visitors are often dressed in traditional South Kalimantan traditional clothing, such as clothing with Dayak motifs or Banjar traditional clothing. This adds a sense of color and beauty to the local culture at Lok Baintan floating market.

## Research Results

### *Respondent Characteristics*

#### 1. Number of Respondents

**Table 4.1 Number of Respondents**

N Valid	100
Missing	0

Source: Processed by Researcher, 2024

Based on valid statistical data totaling 100 respondents, and missing 0, the entire tabulation data has been processed in SPSS27.

#### 2. Characteristics Based on Gender of Respondents

**Table 4.2 Gender of Respondents**

	Total	Percent
Valid Male	<b>28</b>	28%
Female	<b>72</b>	72%
Total	100	100%

Source: Processed by Researchers, 2024

Based on the gender table, respondents with male gender were 28 people or 28%, and respondents with female gender were 72 people or 72%, it can be concluded that respondents in this study were more dominant with female gender as much as 72%.

#### 3. Characteristics Based on Respondent's Age

**Table 4.3 Age of Respondents**

	Total	Percent
Valid Under 20 years old	10	10%
20-25 years old	39	39%

26-30 years old	23	23%
31-35 years old	9	9%
Above 35 years old	19	19%
Total	100	100%

Source: Processed by Researchers, 2024

Based on the age table, respondents with ages under 20 years were 14 people or 14%, respondents with ages 20-25 years were 74 people or 74%, respondents with ages 26-30 years were 6 people or 6%, respondents, respondents 30-35 years were 5 people or 5%, and respondents over 35 years were only 1 person or 1%, so it can be concluded that the very dominant are respondents with ages 20-25 years and the smaller ones are respondents with ages over 35 years.

#### 4. Characteristics Based on Number of Respondent Visits

**Table 4.4 Number of Visits by Respondents**

	Total	Percent
Valid 1 time	53	53%
2 times	25	25%
3 times	9	9%
4 times	3	3%
Above 4 times	10	10%
Total	100	100%

Source: Processed by Researchers, 2024

Based on table 4.4, the number of respondents' visits to the floating market of lok baintan was dominated by the number of 1x visits, namely 69 respondents or 69%, 2x visits as many as 15 respondents or 15%, 3x visits as many as 3 respondents or 3%, 4x visits as many as 5 respondents or 5%, and above 4x as many as 8 respondents or 8%.

#### 5. Results of Respondent Answer Tabulation Data

**Table 4.5 Respondent Answer Tabulation Data**

Statement	Total	Average
<b>Cultural Value Variable</b>		
Lok Baintan Floating Market a Tradition	423	4,23
Lok Baintan Floating Market has morals	413	4,13
Lok Baintan Floating Market has norms	397	3,97
Lok Baintan Floating Market has a habit of buying and selling contracts (Ulun tukar - Ulun jual).	419	4,19
Lok Baintan Floating Market is very ethical	388	3,88
<b>Individual Vendor Behavior Variables</b>		
I like the communication skills of the Lok Baintan Floating Market sellers	425	4,25

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I like the negotiation skills of the Lok Baintan Floating Market vendors	419	4,19
I like the confidence of the Lok Baintan Floating market vendors	413	4,13
I like the way the Lok Baintan Floating Market vendors adapt to the market.	412	4,12
I like the friendly service of the Lok Baintan Floating Market vendors.	401	4,01
<b>Tourist Interest Variables</b>		
Lok Baintan Floating Market is safe to visit	417	4,17
Lok Baintan Floating Market has its own charms	431	4,31
Lok Baintan Floating Market is a must-visit when in Banjarmasin.	414	4,14
The location of Lok Baintan Floating Market is easily accessible	407	4,07
Lok Baintan Floating Market actors are friendly to tourists	405	4,05

Based on table 4.5, it can be seen that the 3 variables studied are Cultural Values, Individual Seller Behavior, and Tourist Interest. By looking at the average respondent's answer to the Cultural Value variable with an average value of 4, it means that the tendency is to agree and have an effect on Tourist Interest in Visiting the Floating Market of Lok Baintan. This indicates that the indicators of Tradition, Morals, Norms, Customs, and Ethics are approved by respondents. The Tradition indicator is the statement most chosen by respondents, which amounted to 4.23 because Tradition refers to practices, beliefs, norms, and customs that are passed down from generation to generation in a society. This includes everything from language, art, religion, to daily ways of life. Tradition plays an important role in shaping the identity of a group or nation. And the lowest average statement is in the Ethics indicator statement, namely 3.88, this is because some respondents have unpleasant experiences from the ethics of the Lok Baintan Floating Market business actors. Lack of ethics can damage the reputation of the market as a whole. To overcome this problem, it is important to raise awareness of the importance of trade ethics, provide education on fair trade practices, and implement strict supervision to ensure compliance with market rules and regulations.

In the Behavior of Individual Sellers, it shows that the average value of 4 means that the tendency to agree and influence the Interest of Tourists Visiting the Floating Market of Lok Baintan. This indicates that the indicators of Communication, Negotiation, Confidence, Adaptation, Service are agreed by the respondents. The Communication indicator is a statement that is mostly chosen by respondents, which amounts to 4.25 because effective communication can have a big impact on sellers in the Lok Baintan floating market. With good communication, sellers can build strong relationships with buyers, increase trust, and promote products more effectively. In addition, good communication also helps sellers to understand the needs and preferences of buyers, so they can adjust their sales strategies more effectively. And the lowest statement is on the Service

indicator statement with a total of 4.01 some respondents may have unpleasant experiences regarding service That makes the shopping experience less enjoyable there may be ways to manage the Lok Baintan Floating Market to improve their services.

Tourist Interest in Visiting shows that the average value of 4 means that the tendency agrees and has an effect on Tourist Interest in Visiting the Floating Market of Lok Baintan. This indicates that the indicators of Safety, Attractiveness, Icon of a city, Access, Friendliness are agreed by the respondents. The Attractiveness indicator is a statement that is mostly chosen by respondents, which amounts to 4.31 because the Lok Baintan floating market offers a unique experience in shopping on the river by boat. Tourists can enjoy the traditional atmosphere and buy a variety of local products such as agricultural products, handicrafts, and specialty foods. In addition, this market is also part of South Kalimantan's cultural heritage that should be saved and promoted. And the lowest statement is on the Friendliness indicator statement totaling 4.05 because visitors have an unpleasant experience when visiting the Lok Baintan Floating Market. The lack of hospitality from traders at the Lok Baintan floating market can be an obstacle to the visitor experience. There is scope to increase training or awareness of the importance of hospitality in customer service. Promoting a friendly and empathetic approach can create a more pleasant environment for everyone visiting the market.

### **Research Instrument Test Results**

#### **1. Validity Test Results**

**Table 4.6 Validity Test**

Variables	Item	r <sub>count</sub>	r <sub>table</sub>	Description
Cultural Value (X1)	X1.1	0,703	0,165	Valid
	X1.2	0,854	0,165	Valid
	X1.3	0,825	0,165	Valid
	X1.4	0,714	0,165	Valid
	X1.5	0,750	0,165	Valid
Individual Seller Behavior (X2)	X2.1	0,788	0,165	Valid
	X2.2	0,855	0,165	Valid
	X2.3	0,884	0,165	Valid
	X2.4	0,895	0,165	Valid
	X2.5	0,763	0,165	Valid
Interest in Visiting (Y)	Y1	0,683	0,165	Valid
	Y2	0,788	0,165	Valid
	Y3	0,861	0,165	Valid
	Y4	0,784	0,165	Valid
	Y5	0,824	0,165	Valid

Source: Processed by Researchers, 2024

The questionnaire is said to be valid if the value of  $r_{count} > r_{table}$ .  $r_{table}$  in this study is 0.165. From the X1, X2, and Y tables above with a significance level of 10%, it is obtained that  $r_{count} > r_{table}$ , so the questionnaire is declared valid.

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## 2. Reliability Test Results

**Table 4.7 Reliability Test**

Variables	Cronbach's alpha	Description
X1	0,828	Reliable
X2	0,891	Reliable
Y	0,857	Reliable

Source: Processed by Researcher, 2024

These variables are said to have Cronbach Alpha values  $> 0.70$ , which means that the instrument can be used as reliable data collection.

### *Classical Assumption Test Results*

#### 1. Normality Test Results

**Table 4.8 Normality Test**

		Unstandardized Residual
		100
N		.0000000
Normal Parameters <sup>a,b</sup> Mean		2.40109011
	Std. Deviation	.076
Most extreme Absolute Differences		.037
	Positive	-.076
	Negative	.076
Test Statistic		.173
Asymp. Sig. (2-tailed) <sup>c</sup>		

Source: Processed by Researchers, 2024

Kolmogorov-Smirnov formula with the provision of normally distributed data if Asym. Sig. (2-tailed)  $> 0.10$ . Obtained Asym.Sig. (2-tailed) with a value of 0.173 means greater than 0.10, so it can be stated that the data is normally distributed.

#### 2. Multicollinearity Test Results

**Table 4.9 Multicollinearity Test**

Variables	VIF	Tolerance	Description
Cultural Value (X1)	1.000	1.000	No multicollinearity
Individual Seller Behavior (X2)	1.000	1.000	No multicollinearity

Source: Processed by Researcher, 2024

It is said to be free from Multicollinearity if it has a tolerance value of the independent variable more than 0.10 with VIF less than 10.

3. Heteroscedasticity Test Results

**Table 4.10 Heteroscedasticity Test**

Variables	Significant	Description
Cultural Value (X1)	0.197	No heteroscedasticity
Individual Seller Behavior (X2)	0.483	No heteroscedasticity

Source: Processed by Researchers, 2024

Data does not occur Heterokedastisitas if the significance value > 0.10, the data does not occur Heterokedastisitas because the significance value obtained is greater than 0.10 (statistical confidence level of 90% or 0.10).

**Multiple Linear Regression Test Results**

1. Partial Test Results (t Test)

**Table 4.11 Partial Test (t test)**

Mode	B	Unstandardized coefficients std.error	Standardized coefficients Beta	t	Sig.
(Constant)	8.570	2.256		3.817	<,001
Total_X1	.238	.078	.269	3.039	.003
Total_X2	.353	.076	.409	4.623	<,001

Source: Processed by Researchers, 2024

The value of  $t_{count} < t_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. (Partially the independent variable has no significant effect on the dependent variable).

The value of  $t_{count} > t_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted. (partially the independent variable has a significant effect on the dependent variable).

$(a/2:n-k-1)$

$(0,10/2 : 100-2-1)$

$(0,05 : 97)$

$T_{table} = 1.984$

2. Simultaneous Test Results (F Test)

**Table 4.12 Simultaneous Test (F Test)**

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	182.482	2	91.241	15.506	<,001 <sup>b</sup>
Residuals	570.758	97	5.884		
Total	753.240	99			

Source: Processed by Researchers, 2024

$F_{count} < F_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted. (independent variables have no simultaneous effect on the dependent variable)

$F_{count} > F_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected (the independent variables simultaneously affect the dependent variable).

( $k : n-k$ )

2 : 98) (df 2: 98 f table)

$F_{table} = 2.36$

### 3. Determination Coefficient Test

**Table 4.13 Test Coefficient of Determination**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.492 <sup>a</sup>	.242	.227		2.426

Source: Processed by Researcher, 2024

The R Square value in this result shows 0.242 or 24.2%, that the effect of cultural values and individual seller behavior on tourist interest is 24.2%, the remaining 75.8% is influenced by other variables.

## Discussion

### *The Effect of Cultural Values on Tourist Interest in Visiting*

Based on the results of multiple linear regression analysis in table 4.11 for the t test, the  $t_{count}$  value is 3.039 and the  $t_{table}$  is 1.984,  $t_{count} > t_{table}$ , then Cultural Value (X1) has a significant effect on tourist interest in visiting (Y).

Cultural values are guidelines and instructions for behavior and action, whether individually, in groups or in society as a whole about good or bad, right or wrong, appropriate or inappropriate (Subiyakto, 2015) in (Putra, 2022). Cultural Value Variables have a significant effect on tourist interest in visiting this because cultural value in tourist attractions is a memorable traditional experience, tourists often seek experiences that enrich and enliven local cultural values. Through a visit to the Lok Baintan floating market, tourists have the opportunity to experience local traditions, taste traditional cuisine, and engage in typical cultural activities. These cultural values provide a memorable and immersive experience for tourists.

This is in line with research (Irianto, 2020) in his research entitled "The Influence of Tourism Attractiveness, Tourism Image, and Cultural Values on Interest in Revisiting Gunung Selok Tourism in Cilacap Regency". Where the results of this study are cultural values have a positive and significant effect on visiting interest.

### *The Effect of Individual Seller Behavior on Tourist Interest in Visiting*

Based on the results of multiple linear regression analysis in table 4.11 for the t test, the  $t_{count}$  value is 4.623 and the  $t_{table}$  is 1.984.  $t_{count} > t_{table}$ , then the Individual Behavior of the Seller (X2) has a significant effect on tourist interest in visiting (Y). This study shows that the Individual Behavior of the Seller (X2) can affect tourist interest.

Individual behavior is reflected in a person's actions in solving problems, thinking processes, communication, listening, observing and behavior that support

the achievement of performance produced in the organization. (Cronpanzano & Dasborough. 2015) in (Ratnasari, 2021). In this study, the variable of Individual Seller Behavior has a significant effect on Tourist Interest in Visiting. This is because with friendly, professional behavior, good product knowledge, effective communication skills, and willingness to help and flexibility, sellers at the Lok Baintan floating market can play a significant role in increasing tourist interest in visiting, creating memorable experiences, and building a good reputation for the destination.

This is in line with research (Suherman et al., 2022) in his research entitled "E-Servqual Analysis and Ethical Seller Behavior Towards Shopee E-Satisfaction" Where the results of this study The ethics of seller behavior have good criteria and have a significant effect on Shopee E-Satisfaction.

### ***The Effect of Cultural Values and Individual Seller Behavior on the Interest of Tourists to Visit***

Based on the results of multiple linear regression analysis in table 4.12 for the calculation of the F test, the effect of Cultural Values (X1) and Individual Seller Behavior (X2) on Tourist Interest in Visiting the Floating Market of Lok Baintan obtained Fhitung of 15,506 and Ftabel of 2.36. Fhitung > Ftabel, it can be concluded that Cultural Value (X1) and Individual Seller Behavior (X2) simultaneously have a significant effect on tourist interest in visiting the Lok Baintan Floating Market.

According to (Kotler and Keller, 2014) in (Nurbaeti, 2020). In this study, the variables of Cultural Value and Individual Seller Behavior simultaneously have a significant effect on Tourist Interest in Visiting. By combining rich cultural values, friendly, informative, and professional individual seller behavior, tourist destinations can offer an in-depth and comprehensive experience for tourists. Cultural values and seller behavior not only influence tourists' interest in visiting, but also create a memorable impression and build a sustainable relationship between tourists and tourist destinations.

This is in line with research (Pura, 2020) in his research entitled "The influence of tourist attractions, tourist facilities, and services on visiting interest (case study at Kalibiru tourist attraction, Kulon Probo Regency)" it was concluded that there was a simultaneous influence between the independent variables (tourist attractions, tourist facilities, and services) on tourist interest in visiting tourists to Kalibiru tourist attraction, Kulon Progo Regency.

## **CONCLUSION**

Based on the results of the discussion regarding the influence of Cultural Values and Individual Seller Behavior on Tourist Interest in Visiting the Lok Baintan Floating Market, it can be concluded that the results of the study show that cultural values and individual seller behavior have a significant influence on tourist interest in visiting the Lok Baintan Floating Market. Simultaneously, these two variables contribute significantly, with individual seller behavior as the most dominant factor. This influence can be seen from the higher beta coefficient, indicating that good seller behavior increases tourist interest.

Suggestions include the importance of preserving the cultural value of the Lok Baintan Floating Market by the government and market players to pass on to future generations. In addition, friendly and professional behavior from vendors is suggested to create a positive experience for tourists, which may encourage them to return or recommend the market. To increase tourist interest, improvements to accessibility and supporting facilities are also suggested.

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