

THE ROLE OF INDIVIDUAL CHARACTERISTICS AND SOCIAL CAPITAL ON COMMUNITY INCOME IN SERANGAN TOURISM VILLAGE

Putu Sindy Riananda Puteri

Faculty of Economics and Business, Udayana University
Correspondensi author email: riananda1238@gmail.com

Ni Made Tisnawati

Faculty of Economics and Business, Udayana University

Abstract

This study is motivated by the importance of understanding the factors that influence community income in Serangan Tourism Village. The objective of this research is to analyze the role of social capital in moderating the effect of individual characteristics on community income. This study is expected to provide deeper insight into the dynamics occurring within this sector and to support the development of more effective policies. The research employs a quantitative approach using the Moderated Regression Analysis (MRA) method. Data analysis was conducted to examine the effect of the independent variable (individual characteristics) on the dependent variable (community income), and the moderating role of social capital in altering the strength or direction of the relationship between individual characteristics and community income. The results reveal that individual characteristics (X) have a significant effect on the income of the community in Serangan Tourism Village (Y). The MRA test indicates that social capital, acting as a moderating variable, weakens the effect of individual characteristics on income. This finding highlights the importance of developing strong social networks, trust, and collaboration to improve access to information that can enhance income generation. Nevertheless, individual characteristics remain essential as a fundamental basis for individuals to earn income.

Keywords: Social Capital, Individual Characteristics, Community Income

INTRODUCTION

Income is one of the most essential factors in human life and plays a critical role in sustaining business operations. It represents the ability of a business or an individual to finance various activities and is typically derived from transactions, especially buying and selling activities based on mutual agreements (Sadan Madji et al., 2019). Income is a key indicator in measuring societal welfare. Rising income levels do not only improve individual living standards but also stimulate the overall economic growth of a region. In areas with sufficient resources, economic growth often relies heavily on the tourism sector to support local community welfare.

Tourism serves as a major source of income and foreign exchange in Indonesia. It also contributes significantly to employment generation and the empowerment of