

ABSTRACT

The tourism sector in Badung Regency exerts a very significant influence, particularly on regional revenue. As an international tourism hub in Bali, Badung Regency has a high economic dependency on the tourism industry. The tourism sector plays a crucial role as the largest contributor to the Regional Original Revenue (PAD) through hotel taxes, restaurants, entertainment, and various other tourism-related levies. Therefore, any fluctuations in tourism activity, whether increases or decreases, have a direct impact on the amount of PAD collected by the region. This condition becomes particularly evident when Badung Regency faces external events that disrupt tourism, such as the Bali Bombings II in 2005, the Mount Agung eruptions from 2017 to 2019, and the COVID-19 pandemic in 2020..

This study aims to analyze the influence of Tourist Arrivals, Room Occupancy Rate, Length of Stay, and GRDP Per Capita Income on the Regional Original Revenue (PAD) of Badung Regency. The research utilizes secondary data obtained from the Central Bureau of Statistics (BPS), covering the period from 2004 to 2024. The study employs a multiple linear regression analysis method using the Ordinary Least Squares (OLS) technique.

The results of the study indicate that the variables Tourist Arrivals and Per Capita Income have a positive and significant effect on PAD in Badung Regency. Meanwhile, the variables Room Occupancy Rate and Length of Stay exhibit a positive but statistically insignificant effect on PAD in Badung Regency.

Keywords: Regional Original Revenue, Tourist Arrivals, Room Occupancy Rate, Length of Stay, Per capita income, Ordinary Least Square

