ABSTRACT

Tourism is one of so many sectors make the largest contribution or foreign exchange in Indonesia. Effort to increasing foreign exchange from tourism sector, could be done by increasing number of tourist arrival it is directly proportional to income foreign exchange. Singapore is first major tourist contributor in Indonesia. However, the number of Singapore tourist visiting to Indonesia is still quite enough fluctuating. This research attempts to study examine the effect of per capita income, Singapore Dollar exchange rate, and travel agency factor to number Indonesia tourism demand among Singapore tourist.

This research used to Ordinary Least Square (OLS), in 1994-2013. Type of data used to secondary data obtained from Indonesia Statistic Agency (BPS), Department of Tourism and Creative Economy, Economic report of Bank Indonesia and other literature such as books and economicjournals.

The result of regression analysis showed that variable Singapore Dollar exchange rate, and travel agency factor influence significantly to number Indonesia tourism demand among Singapore tourist. Which is income per capita variable had no significant effect. Simultaneous test result showed that overall variable Singapore Dollar exchange rate, income per capita, and travel agency factor together indicate effect to number Indonesia tourism demand among Singapore tourist. R-square value of 0,67 which mean 33 percent of Singapore tourist arrival can be explain from fourth variation of the independent variables (Singapore Dollar exchange rate, income per capita and travel agency), whereas the remaining 26 percent is explained by other factor beyond themodel.

Keywords: *Singapore tourist, Singapore Dollar exchange rate, Travel agency, Income per capita*