

SURVEY OF THE POTENTIAL DEVELOPMENT OF SAND RECREATIONAL SPORTS IN INDONESIA AND MALAYSIA

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ABSTRACT

This research aims to know the potential for the development of sand recreational sports in Indonesia and Malaysia as seen from environmental factors, access/transportation factors, infrastructure factors, promotion factors and service factors. This research is a descriptive research with a quantitative approach. The sample of this research is 100 subjects with random sampling technique. The research instrument used a closed questionnaire which was distributed to visitors to sand recreational sports in Indonesia and Malaysia. The data analysis technique uses path analysis with the SmartPLS version 3.3.2 application. The results showed that the validity and reliability were met more than 0.7 consecutively with the Aiken and Cronbach formulas. Therefore, an in-depth analysis of the data shows that: (1) the potential for developing sand recreational sports in Indonesia and Malaysia is significantly influenced by environmental factors, (2) the potential for developing sand recreational sports in Indonesia and Malaysia is significantly influenced by access/transportation factors, (3) the potential for developing sand recreational sports in Indonesia and Malaysia are significantly affected by infrastructure factors, (4) the potential for developing sand recreational sports in Indonesia and Malaysia is significantly influenced by promotion factors, and (5) the potential for developing sand recreational sports in Indonesia and Malaysia is significantly influenced by service factors. Based on the results of the study, it can be concluded that the potential for the development of sand recreational sports in Indonesia and Malaysia is influenced by factors of environmental, factors of access/transportation, factors of infrastructure, factors of promotion, and factors of service are significantly in good category.

Kata Kunci: The potential of development , sand recreational sports, factors of environmental, access/transportation, infrastructure, promotions, services