

The test overall regression model showed significantly with an F statistic of 39.228 with a determination coefficient of 32.9% which means that the independent variables together can explain 32.9% variation on the dependent variable data.

4. Conclusion

The results of this study described the impact of shopping tourism in Surabaya. The rapid growth of shopping centers in accordance with the policy of the Surabaya city government who consistently grow the tourism potential shopping was also perceived positively by the people of Surabaya that has a business in the shopping center and surrounding areas. Especially in the economic aspect, because the shopping center is perceived to create more employment opportunities for people of Surabaya. Support to develop a shopping tour also provided by the city of Surabaya, which has businesses in the shopping center and surrounding areas.

Principal component analysis results obtained 4 factors from the impact of shopping tourism in Surabaya, these factors include socio-environment factors, economic factors, negative impact, and socio-economic factors. But from the results of multiple regression analysis showed that socio-environment factors and economic factors provide a positive influence on support for the development of shopping tourism in Surabaya, Surabaya city means people who have businesses in the shopping center and surrounding support for the development of shopping experience a positive impact on business environment and the city of Surabaya in general, nor feel the impact of the economic benefits by increasing employment opportunities so more increased living standards. Crowds of tourists in the shopping center does not make society as a nuisance, as well as traffic congestion, noise and pollution does not become a barrier to support the development of shopping tourism. Socio-economic factors are not proven to affect support for the development of shopping tourism in Surabaya, this means rising prices of goods and services not only caused by a shopping tour, but may also be due to other external factors, as well as various cultural events held in shopping mall not be a major supporting factor for tourism spending.

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