# Constructing of Business Competency Models and Entrepreneurial Spirit based on Tourism Support Services Community Participation in Creative Industries

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*Abstract*-The tourism sector as a leading sector has caused socio-economic impacts on the community environment. Socio-economic impact is a form of economic agglomeration in several regions. Job opportunities also accumulate in only a few regions, such as Denpasar, Badung, Gianyar and Tabanan. Inequality between regions causes the development of tourism to be concentrated in only a few regions. To parse these problems, a research study needs to be done. The purpose of this study was to formulate a business competency model and entrepreneurial spirit based on tourism support services based on community participation in the creative industry. Data was collected by questionnaire instrument. The questionnaire was prepared with a Rating Scale consisting of 20 indicators. Testing the normality of the questionnaire data was analyzed by K-S One Sample. The construction of the model is carried out by a two-stage analysis with factorial tests. Model results the first stage shows that there are 5 indicators that do not meet factorial standards. The results of the second stage model show that 15 indicators have values according to factor standards analysis.

*Keywords: model, business competence, tourism support services, community participation, creative industry*

## I. INTRODUCTION

The growth of the tourism sector in Bali was caused by structural transformation from the agriculture sector to the tourism sector. Structural transformation also causes concentration of the economic sector in the service sector, the absorption of labor in the economic sector is not balanced. Bali tourism as the leading economic sector of Bali shows an increase seen from the GRDP of Bali province in 2011 6.66% to 6.72% in 2014. Bali's GRDP per capita ratio with national GDP in 2010 was 83.37%, increasing to 89.82% year 2014. The tourism sector is growing rapidly and requires a thorough and integrated study of aspects of social, economic and environmental studies [1]. The social and economic impacts of the service sector develop and can motivate creativity, employment opportunities, industrial crative and involve the community. Findings related to socio-economic studies have been successfully carried out in several countries such as Sweden, Africa and other countries. [2].

The results show that the development of the creative economy can increase national GDP by 2.5%. Furthermore, similar findings are shown by [3], creative and innovative development of society can create productive competition [3]. Economic sectors such as the developing tourism sector are supported by creative industries. Currently the creative industry has become a barometer of technological progress and the involvement of young people who contribute to economic performance. Economic agglomeration occurs in several districts, such as Denpasar, Badung, and Gianyar. As a result of economic agglomeration in some of these areas, it has an impact on high per capita income with uneven distribution. [4] found the most effective model for alleviating new poverty and economic agglomeration in certain regions can be improved business competence and entrepreneurial spirit of human resources and build creative industries. human power and creativity. It can cause socio-economic and cultural problems

that cannot be avoided. In addition, economic concentration only in certain regions will require the provision of infrastructure and land for built-up areas to increase rapidly[5]. Economic convergence in only one sector is seen by some researchers as being able to improve "networks" between individuals by utilizing information and will influence community decisions to create employment opportunities [6]. The participation of the government and related institutions needs to be done through policies, so that it can motivate creative thinkers.[7]. An analysis report on the Bali region in 2015, the tourism sector contributed to Bali's largest GRDP, but the growth of tourism support services was not significant. [8] mention the creative era in East Asia (China) as measured by a comprehensive change in culture, knowledge and technology. The creative industry can be seen from the utilization of space area resources that exist, so that it can develop and increase economic value. The elements of the creative industry are formed by a social management system that applies to the community to be better. [9] mention that the creative era will occur social, cultural and industrial harmonization, so that each individual idea experiences the transfer of technology into creative products.

Tourism support services are economic activities carried out by the community by offering the value of benefits to buyers (tourists). Economic activity in tourism support services is formed through a creative and competative social management system. Therefore, it is necessary to make efforts to create quality community-based tourism support services to make them better and more competitive. Tourism support services can function properly, if carried out with community participation development. This is confirmed by [10] that the concept (community development) is the opponent with welfare-State. One way to test the role of community-based tourism support services can be done by measuring the dimensions of business competence and the entrepreneurial spirit of community-based tourism support services in the creative industry. [11] found that entrepreneurs will be able to eliminate business problems by balancing competency appropriately and thinking positively. [12] states that entrepreneurial experience significantly influences the functional quality of human resources, cooperation and networks and can reduce business transactional costs. Differences in findings and views of experts in competency studies in the business, the purpose of this study is to find dimensions of business competence and entrepreneurial spirit in the creative industry. The benefits of this research are to provide guidance to people who want to develop business potential and opportunities that can be formed from a young age and understand the competence and spirit of each individual.

## II. RESEARCH METHODS

The research design used is qualitative and quantitative approaches. The reasons for choosing this research design are (1) to describe, summarize the condition of the community in various situations, or various phenomena of social reality that exist in the community, (2) try to explore business competencies and entrepreneurial spirit as a trait, character,

model, social phenomenon with measure of business competency dimensions, entrepreneurial spirit, to carry out activities in the creative industry. Qualitative data in the form of investigative / search data directly to data sources to informants using an instrument in the form of a questionnaire. Validity and reliability of the questionnaire were tested with Confirmatory Factor Analysis. The results of the Confirmatory Factor Analysis show the results of measurements of the dimensions / indicators forming business competencies and entrepreneurial spirit in the creative industry. A summary of the research design can be described in TABLE I

### TABLE 1. RESEARCH DESIGN

| Research subjects | Dimensions measurement | Data collection method | Analytical techniques Data | Outcome |
|---|---|---|---|---|
| Communities in the area of economic concentration<br><br>economic actors in the tourism sector | business competence dimensions, entrepreneurial spirit dimensions, tourism support services dimensions, community participation dimensions, creative industries dimensions. | Interview, questionnaire, survey, Documentation | *Testing normality to the questionnaire data*<br><br>*Factor testing/Confirmatory Factor Analysis: nilai KMO (>0,50), TVE/Loading Factor (>60%), nilai Comunilities (>0,50), Rotation Matrics (>0,50).* | The results of the construction of the Dimension Model of business competence and entrepreneurial spirit of tourism support services based on community participation in the creative industry |

## III. RESULTS AND DISCUSSION

### A. Testing the Normality of Questionnaire Data

Testing normality Business competence factor with K-S One Sample which has a standard value exceeding the value of 0.05 (5%). If the results of testing the questionnaire data in the field have a value of asmp.sig. (2.tailed) exceeding 0.05 (5%). Cognitive competence has an Asmp.Sig. (2-tailed) value of 0.254. Organizational competence has an Asmp.Sig. (2-tailed) value of 0.275. Social competence has a value of asmp.Sig. (2-tailed) 0.315. Individual competence has a value of Asmp.Sig. (2-tailed) 0.164. Work competency has an Asmp.Sig. (2-tailed) value of 0.253.Testing the normality of Entrepreneurial Spirit Factors with the K-S One Sample which has a standard value exceeding the value of 0.05 (5%), two indicators, namely creativity of 0.119 and leadership of 0.163. An indicator that has an Asmp.Sig. (2-tailed) value of less than 0.05 (5%) three indicators are imagination (imagination) of 0.014, alertness of 0.002, and discovery or inquiry of 0.041.

Testing for normality factors of tourism support services with K-S One Sample which have a standard value of Asmp. Sig (2-tailed) exceeding the value of 0.05 (5%), Three indicators, namely the provision of transportation facilities) of 0.397 and souvenir shops of 0.056, and traditional market is 0.063. One indicator has an Asmp. Sig (2-tailed) value below 0.05 (5%), ie a recreation area of 0.015.Test for normality the

factor of community participation service with K-S One Sample has a standard value of Asmp. Sig (2-tailed) exceeds the value of 0.05 (5%), Three indicators, namely mindset of 0.108, physical resources of 0.120, and provides facility of 0.248.

Testing the normality of creative industrial factors with K-S One Sample which has a standard value of Asmp. Sig. (2-tailed) exceeding the value of 0.05 (5%), one indicator, namely the craft of 0.166. Two indicators have Asmp. Sig (2-tailed) values below 0.05 (5%), namely culinary 0.006, and fashion of 0.007. All normality test values can be shown in TABLE II.

TABLE II. NORMALITY TEST DATA WITH K-S ONE SAMPLE

| Factor | Asmp.Sig.(2-tailed) | Criteria |
|---|---|---|
| X1-1 (cognitive competency | 0,254 | Normal |
| X1-2 (organisational competency | 0,275 | Normal |
| X1-3 (social competency) | 0,315 | Normal |
| X1-4 (individu competency) | 0,164 | Normal |
| X1-5 (job competency) | 0,253 | Normal |
| X2-1(Imagination) | 0,014 | Not normal |
| X2-2(creativity) | 0,119 | Normal |
| X2-3(vigilance) | 0,002 | Not normal |
| X2-4(discovery) | 0,041 | Not normal |
| X2-5(leadership) | 0,163 | Normal |
| X3-1(provides of transportation fasilities) | 0,397 | Normal |
| X3-2(recreation area) | 0,015 | Not normal |
| X3-3( souvenir shop) | 0,056 | Normal |
| X3-4 (traditional market) | 0,063 | Normal |
| Y1-1 (mindset) | 0,108 | Normal |
| Y1-2 (physical resources) | 0,120 | Normal |
| Y1-3 (provides of fasilities) | 0,248 | Normal |
| Y2-1 (culinary) | 0,006 | Not normal |
| Y2-2 (fashion) | 0,007 | Not normal |
| Y2-3 (craft) | 0,166 | Normal |

TABLE II shows the results of testing the normality of questionnaire data with K-S One Sample on five factors, namely business competence, entrepreneurial spirit, tourism support services, community participation, and creative industries with twenty (20) indicators. There are 14 indicators that meet the standard values above 0.05 (5%). Business competencies include: cognitive competencies, organizational competencies, social competencies, individual competencies and workplace competencies. The entrepreneurial spirit includes creativity and leadership. Tourism support services include: provision of transportation facilities, and traditional markets. Community participation include: mindset, physical resources, and provision of facilities. Creative industry, which is craft. Thus, eight (8) indicators that can be tested further, while 6 (six) indicators below the standard value will be tested for further normality.

*B. Factor Testing of Business Competence, Entrepreneurial Spirit, support for tourism, community participation, and the Creative Industry*

Subsequent testing for the formation of business competency factors, entrepreneurial spirit, tourism support services, community participation, and creative industries is carried out with Confirmatory Factor Analysis. Standard testing values can be used: KMO values greater than 0.50), TVE / Loading Factor greater than 60%, Communalities values greater than 0.50. Testing the dimensions of business competence, entrepreneurial spirit, tourism support services, community participation, and creative industries with the IBM SPSS program can be shown in TABLE III.

TABLE III FACTOR TESTING OF CONFIRMATORY FACTOR ANALYSIS

| Factor | KMO >0,50 | Loading factor >60% | communalities values >0,50 |
|---|---|---|---|
| X1-1 (cognitive competency | 0,771 | 80,24% | 0,870 |
| X1-2 (organisational competency | | | 0,769 |
| X1-3 ( social competency) | | | 0,792 |
| X1-4 ( individu competency) | | | 0,807 |
| X1-5 (job competency) | | | 0,779 |
| X2-1(imagination) | 0,895 | 78,65% | 0,804 |
| X2-2(creativity) | | | 0,823 |
| X2-3(vigilance) | | | 0,825 |
| X2-4(discovery) | | | 0,735 |
| X2-5(leadership) | | | 0,745 |
| X3-1(provides of transportation fasilities ) | 0,844 | 85,67% | 0,809 |
| X3-2(recreation area) | | | 0,922 |
| X3-3( souvenir shop) | | | 0,885 |
| X3-4 (traditional market) | | | 0,811 |
| Y1-1 (mindset) | 0,695 | 86,51% | 0,928 |
| Y1-2 (physical resources) | | | 0,761 |
| Y1-3 (provides of fasilities) | | | 0,907 |
| Y2-1 (culinary) | 0,661 | 75,63% | 0,863 |
| Y2-2 (fashion) | | | 0,818 |
| Y2-3 (craft) | | | 0,924 |

TABLE III shows the results of the analysis of business competency factors with CFA seen from the KMO value of 0.771 exceeding 0.50, loading factor of 80.24% greater than 60%, and the value of communalities greater than 0.50. Therefore business competency factors can be formed from cognitive, social, organizational, individual, and work competencies, so that business competence can be used as a variable for further research. The results of the analysis of factors of entrepreneurial spirit also with CFA seen from KMO of 0.895 exceeding 0.50, a loading factor of 85.67% is greater than 60%, and the value of communalities is greater than 0.50. Thus the entrepreneurial spirit can be shaped by imagination, creativity, alertness, discovery, leadership. The dimensions of the entrepreneurial spirit can be used in further research. Testing of tourism support service factors with CFA is seen from the KMO value of 0.844 greater than 0.50, a loading factor of 85.67% greater than 60%, the communalities value greater than 0.50. The dimensions that form tourism services include: the

fprovision of facilities, recreation places, souvenir shops, and traditional markets. Testing of community participation factors with CFA is seen from the KMO value of 0.695 greater than 0.50, a loading factor of 86.51% greater than 60%, the communalities of value greater than 0.50. Thus community participation can be shaped by mindset, physical resources, and the provides of facilities can be used for a broader analysis of research. Creative industrial factor testing with CFA is seen from the KMO value of 0.661 greater than 0.50, loading factor of 73.63%, the value of communalities used includes: culinary of 0.863, fashion of 0.818, and crafts of 0.924 greater than 0.50 . In line with the results of such research as expressed by [13] intellectual skills, life skills, and developing attitudes will be able to build a better social life.The distribution of measurement values of each factor used as a research variable can be seen from the scree plot image. Factors used in research such as business competency, entrepreneurial spirit, tourism support services, community participation, and creative industries can be depicted in scree plot images shown in Figures 1a, 1b, 1c, 1d, and 1 e. Scree plot image 1f shows the distribution of overall factor measurement values.



Figure 1a.Distribution of measurement values from the dimensions of business competence

Figure 1b.Distribution of measurement values from the dimensions of entrprenurial *spirit*

Figure 1c.Distribution of measurement values from the dimensions of business competence Tourism Support Services

Figure 1d.Distribution of measurement values from the dimensions Community Participation

Figure 1e.Distribution of measurement values from the dimensions Creative Industries

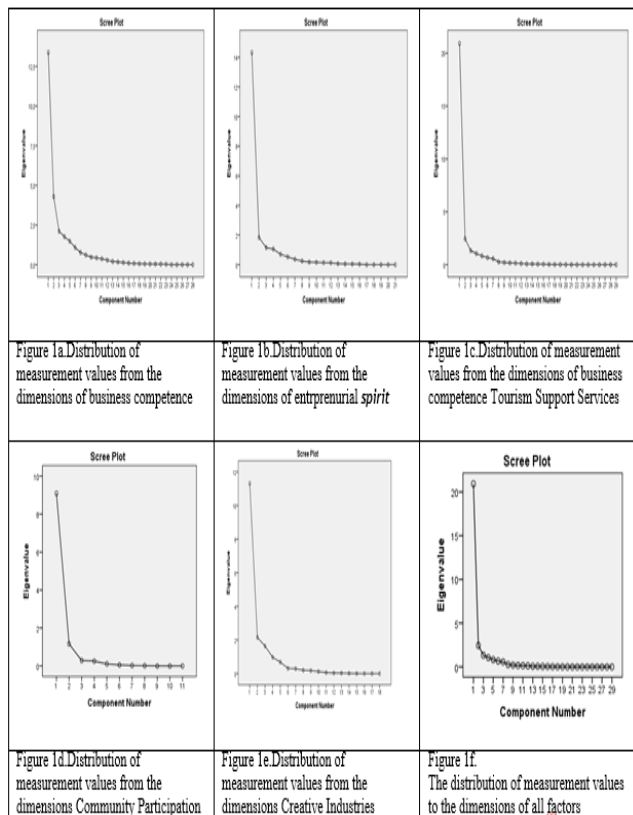Figure 1f. The distribution of measurement values to the dimensions of all factors

Figure 1a. is the distribution of score scores measuring business competency dimensions formed by cognitive, organizational, social, individual and work competencies showing normal distribution, seen from eigenvalue. Figure 1b. is the distribution of score scores measuring dimensions of entrepreneurial spirit formed by imagination, creativity, alertness, discovery, leadership shows normal distribution, seen from eigenvalue. Figure 1c is a distribution of measurement scores of tourism support services formed by the provision of facilities, recreation places, souvenir shops, and traditional markets. Figure 1d is a distribution of score scores measuring dimensions of community participation formed by mindset, physical resources, and provision of facilities. Figure 1e is the distribution of score scores for the measurement of creative industry dimensions used include: culinary, fashion, and crafts. The score distribution of dimensions of business competence, entrepreneurial spirit, tourism support services, community participation, and creative industries shows normal distribution down from the top left to bottom right. By paying attention to the scree plot image all the factors used in the study, it can be formulated that the results of factor analysis with CFA can be used in multidimensional research and the use of more complex variables. Based on the results of normality test, factor analysis, the scree plot of verification shows that the results of research the linked of a business competency, an entrepreneurial spirit, a supporting services tourism based partcipation community in creativity industry is still a analyze in the semi-quantitative-quantitative stage. Thus it is necessary to conduct qualitative-quantitative analysis with structural equation model based covariance. This is in line with research [14] which reveals that the need for effective learning in the business field is caused by the demand for qualitative-quantitative skills and innovative changes to life learning improvement. [15],[16] Therefore, in the development of the business field, it is necessary to support competency, intellectual abilities and internal motivation from school education, so that measurement of knowledge, responsibility for work that is the choice of life is very important as a result of this research.

## IV. CONCLUSION

Measurement of business competency dimensions, entrepreneurial spirit in the creative industry is very important to do with Confirmatory Factor Analysis. The normality test of the dimension measurement questionnaire data can be done by testing the Asmp.Sig. (2-tailed) a value which is not limited by certain assumptions. The dimensions of business competence can be shaped by cognitive, organizational, social, individual, and workplace competencies. The dimensions of the entrepreneurial spirit can be shaped by imagination, creativity, alertness, discovery, and leadership. Factors of tourism support services are shaped by the dimensions of providing facilities, recreation places, souvenir shops, and traditional markets. Factors of community participation are shaped by the dimensions of mindset, physical resources, and provision of facilities. Creative industry factors can be shaped by culinary, fashion and craft dimensions. Testing the dimensions in this study is an initial stage testing, so that to obtain more complete outputs it is necessary to test more complex fields at the next research stage.

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