

Confirmatory Factor Analysis (CFA) of Tourismpreneurship Based on Village Index Dimensions in Enhancing Tourism Competitiveness

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Abstract

Village-based tourism plays an important role in promoting inclusive and sustainable local economic development, particularly in rural areas with strong natural and cultural potential. However, tourism development in many villages is constrained by uneven entrepreneurial capacity and limited supporting economic infrastructure. This study aims to develop and validate a tourismpreneurship measurement model based on Village Index dimensions, focusing on the economic dimension, using Confirmatory Factor Analysis (CFA). The research was conducted in Kerinci Regency, Indonesia, involving 285 villages through a full sampling approach. Data were collected using structured questionnaires with a five-point Likert scale and analyzed using IBM SPSS AMOS. The economic dimension was operationalized through two latent constructs: Village Production (four indicators) and Economic Support Facilities (eight indicators). The CFA results indicate an acceptable model fit (CMIN/DF = 2.439; GFI = 0.928; RMSEA = 0.071). Village Flagship Products ($\lambda = 0.866$) and Postal and Logistics Services ($\lambda = 0.616$) emerge as the most influential indicators. The moderate correlation between constructs ($r = 0.403$) confirms discriminant validity. These findings support the use of the Village Index framework to strengthen tourismpreneurship and village tourism competitiveness. This study contributes theoretically by integrating tourismpreneurship within the Village Index framework and methodologically by validating a multidimensional economic model using CFA.

Key words: CFA; Tourismpreneurship; Tourism; Village Index; Village Potential

INTRODUCTION

Village-based tourism has increasingly been recognized as a strategic driver of inclusive and sustainable local economic development, particularly in rural regions endowed with natural and cultural resources. The success of village tourism development depends not only on the availability of attractions and infrastructure but also on the presence of capable tourism entrepreneurs (tourismpreneurs) who can innovate, manage resources efficiently, and respond to dynamic market demands (Aires et al., 2025; Sørensen et al., 2025; Xiang, 2025). Tourismpreneurs play a central role in transforming local potential into competitive tourism products while ensuring community participation and long-term sustainability (Dar & Bashir, 2024; Khoo et al., 2024).

In many rural tourism destinations, however, entrepreneurial capacity remains uneven due to limitations in human capital, institutional support, accessibility, and governance quality. These challenges often result in suboptimal tourism performance despite high resource potential (Hallak et al., 2023). Kerinci Regency exemplifies this condition, as it possesses rich natural landscapes, cultural heritage, and village-based attractions, yet still faces difficulties in achieving consistent tourism competitiveness (Haryono et al., 2022; Haryono & Albetris, 2024; Haryono & Lova, 2025; Sari et al., 2024a). This indicates that tourism development challenges in rural areas are multidimensional and closely linked to broader village development conditions.

A tourismpreneur refers to an individual or a group of entrepreneurs in the tourism sector who identify, manage, and develop tourism potential, whether natural, cultural, or creative economy-based through innovative, adaptive, and sustainable entrepreneurial approaches. Tourismpreneurs are not solely oriented toward economic value creation but also toward empowering local communities, preserving the environment, strengthening cultural identity, and enhancing destination competitiveness (Cheng et al., 2018; Czernek-Marszałek et al., 2024; Dias & Silva, 2021; Phuanpoh & Ketsomboon, 2023). In the context of village-based tourism, tourismpreneurs act as local development agents who integrate village resources, governance, and accessibility to produce value-added and sustainable tourism products and services (Cheng et al., 2018; Matusin et al., 2020; Rodriguez-Sanchez et al., 2019). In addition, tourismpreneurs are required to possess managerial capabilities, digital literacy, and collaborative networks to respond effectively to the increasingly competitive tourism market (Kramvig & Førde, 2020). This role positions tourismpreneurs as strategic actors in supporting the transformation of tourism toward an inclusive, resilient, and sustainable development model.

To address disparities in rural development, the Indonesian government has introduced the Village Index as a standardized policy instrument for assessing village

progress and independence. The Village Index comprises six key dimensions: basic services, social conditions, economic capacity, environmental sustainability, accessibility, and governance, which collectively reflect the structural capacity of villages to support development initiatives (Haryono et al., 2024). These dimensions are highly relevant to tourismpreneurship, as they influence business readiness, service quality, environmental management, and institutional coordination within tourism destinations (Sari, 2023; Sari et al., 2022; Sari & Maryanto, 2025).

Despite its policy relevance, the Village Index has rarely been employed as an analytical framework in tourismpreneurship research. Most existing studies examine tourismpreneurship through isolated entrepreneurial attributes or firm-level performance indicators (Dias & Silva, 2021; Nompumelelo & Ezeuduji, 2024; Potjanajaruwit, 2022; Sixaba & Rogerson, 2023), without linking them to village development dimensions. Consequently, there is limited empirical evidence explaining how village development conditions shape tourismpreneur capacity and, ultimately, tourism competitiveness. This gap underscores the need for a comprehensive and empirically validated model that integrates tourismpreneurship with village development indicators.

This study aims to develop and empirically validate a tourismpreneur model based on Village Index dimensions using Confirmatory Factor Analysis (CFA). The research seeks to identify and validate latent constructs of tourismpreneurship, examine the relative contribution of each Village Index dimension to tourism competitiveness, and construct a robust measurement model that can inform village-based tourism development strategies. By applying CFA, the study ensures statistical rigor in validating the structure of tourismpreneurship as a multidimensional construct.

The research gap addressed in this study is threefold. Conceptually, there is a lack of integration between tourismpreneurship theory and the Village Index as a nationally standardized development framework. Methodologically, prior studies predominantly rely on descriptive or regression-based approaches, with limited use of Confirmatory Factor Analysis to validate tourismpreneur constructs as latent variables. Empirically, village-level tourism studies in regions with strong ecological and cultural characteristics, such as Kerinci Regency, remain scarce, particularly those linking entrepreneurial capacity to village development dimensions and tourism competitiveness outcomes.

The novelty of this research lies in its integrative and methodological contributions. First, it introduces a holistic tourismpreneur construct grounded in the six dimensions of the Village Index, aligning entrepreneurship analysis with national development policy instruments. Second, it applies Confirmatory Factor Analysis (CFA) to rigorously validate the tourismpreneur model, producing a statistically robust and empirically tested factor

structure. Third, the study offers contextual novelty by developing a region-specific tourismpreneur model tailored to village tourism characteristics in Kerinci Regency. Finally, the findings provide evidence-based insights to support policy formulation, strengthen village tourism governance, and enhance sustainable tourism competitiveness.

METHODOLOGY

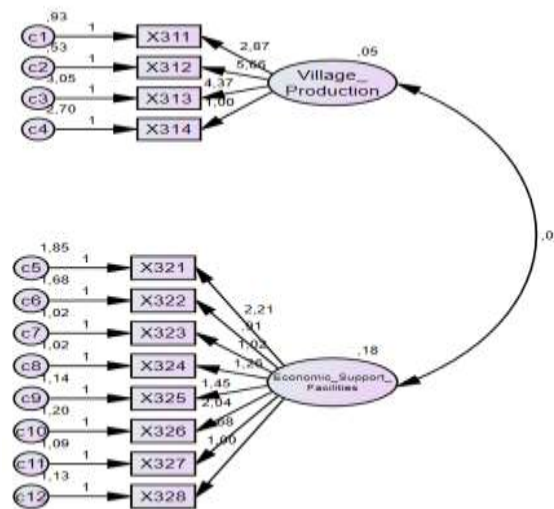
This research is conducted in Kerinci Regency, Jambi Province, focusing on villages that have tourism activities and potential, such as nature-based, cultural, and creative economy-oriented tourism villages. The study area is selected due to the diversity of tourism destinations and village characteristics that are highly relevant for examining tourismpreneurship based on Village Index dimensions. The economic dimension is systematically structured into two main sub-dimensions, namely village production and economic support facilities, which conceptually complement each other in shaping village economic capacity. The village production sub-dimension represents the internal capability of a village to generate economic value through the diversity of economic activities, the existence of village flagship products, the development of the creative economy, and inter-village or institutional cooperation. These four indicators reflect the level of economic self-reliance and innovation that forms the fundamental basis for the growth of entrepreneurial activities, including tourismpreneurship. Meanwhile, the economic support facilities sub-dimension reflects the enabling environment that allows village economic activities to develop sustainably. The indicators include access to non-formal education or skills training centers, the availability of traditional markets and retail shops, the presence of food stalls or restaurants, accommodation facilities, postal and logistics services, village economic institutions, and financial services. These indicators function as enabling factors that support the enhancement of village entrepreneurs' capacity to manage, market, and develop tourism-related products and services.

The population of this study includes all villages in Kerinci Regency, with a total of 285 villages. The sample extraction technique in the study is full sampling so that the total sample is 285 villages. Data are collected using a structured questionnaire with a five-point Likert scale developed based on the Village Index dimensions. The collected data are analyzed using a quantitative approach with Confirmatory Factor Analysis (CFA) through IBM SPSS AMOS. The analysis procedures include descriptive analysis, data screening, estimation of the measurement model, and evaluation of model fit using indices such as CMIN/DF, CFI, TLI, and RMSEA. Furthermore, construct validity and reliability are assessed through factor loadings, Construct Reliability (CR), and Average Variance Extracted (AVE). The CFA results are used to validate the tourismpreneurship model based on Village Index

dimensions and to formulate strategic recommendations for enhancing tourism competitiveness in Kerinci Regency in a sustainable manner.

RESEARCH AND RESULTS

The figure illustrates a Confirmatory Factor Analysis (CFA) measurement model that validates two latent constructs, namely Village Production and Economic Support Facilities, each measured by multiple observed indicators. The model depicts factor loadings and the correlation between both constructs within the village economic dimension.



Picture 1. Confirmatory Factor Analysis

Model Fit Analysis

The CFA results indicate that the proposed model demonstrates an acceptable and statistically adequate fit, providing strong empirical support for the validity of the measurement structure. The goodness-of-fit indices confirm that the observed indicators appropriately represent their respective latent constructs. These findings confirm the robustness of the measurement model and its suitability for further structural analysis.

Table 1. Goodness-of-Fit Indices of the CFA Model

Fit Index	Recommended Cut-off	Result	Model Evaluation
Chi-square (χ^2)	Small / non-significant	129.289	-

Fit Index	Recommended Cut-off	Result	Model Evaluation
Degrees of Freedom (df)	–	53	–
CMIN/DF	≤ 3.00	2.439	Acceptable
GFI	≥ 0.90	0.928	Good Fit
AGFI	≥ 0.90	0.895	Marginal
CFI	≥ 0.90	0.819	Acceptable (Moderate)
TLI	≥ 0.90	0.775	Acceptable (Moderate)
IFI	≥ 0.90	0.825	Acceptable (Moderate)
RMSEA	≤ 0.08	0.071	Acceptable
RMSEA (90% CI)	–	0.056 – 0.087	Acceptable

The model fit indices presented in the table indicate that the CFA model demonstrates an overall acceptable level of fit. Although the chi-square value ($\chi^2 = 129.289$, $df = 53$) is statistically significant, this result is commonly observed in models with moderate sample sizes and therefore does not solely determine model adequacy. The relative chi-square value (CMIN/DF = 2.439) falls within the recommended threshold, indicating satisfactory model parsimony. The Goodness of Fit Index (GFI = 0.928) shows a good absolute fit, while the Adjusted Goodness of Fit Index (AGFI = 0.895) is slightly below the recommended cut-off, suggesting a marginal but acceptable fit. Incremental fit indices, including CFI (0.819), TLI (0.775), and IFI (0.825), indicate a moderate level of fit, reflecting that the model performs substantially better than the null model. Furthermore, the RMSEA value of 0.071, along with its 90% confidence interval (0.056–0.087), confirms an acceptable approximation error. Overall, these results support the adequacy and validity of the proposed measurement model.

Regression Weights

The results of the Confirmatory Factor Analysis (CFA) demonstrate that all observed indicators load significantly on their respective latent constructs, namely Economic Support Facilities and Village Production. For the construct Economic Support Facilities, all indicators exhibit statistically significant critical ratios (C.R. > 1.96) with p-values below 0.05, indicating strong empirical support for their inclusion in the model.

Table 2. The Regression Weight

Indicator	Code	Estimate	S.E.	C.R.	p-value	Interpretation
Village Cooperation	X314	1.000	–	–	–	Reference indicator
Creative Economy	X313	4.368	2.205	1.981	0.048	Significant
Village Flagship Products	X312	5.658	2.849	1.986	0.047	Significant
Diversity of Economic Activities	X311	2.869	1.437	1.997	0.046	Significant

The regression weight results presented in Table 2 show that all indicators load significantly on the latent construct Village Production, confirming the adequacy of the measurement model. Village Cooperation (X314) is used as the reference indicator to scale the construct. The remaining indicators—Creative Economy, Village Flagship Products, and Diversity of Economic Activities—all exhibit critical ratio (C.R.) values close to or exceeding the threshold of 1.96 and p-values below 0.05, indicating statistical significance. Among these indicators, Village Flagship Products (X312) shows the highest estimate, suggesting that the presence and development of distinctive local products play a central role in shaping village production capacity. Creative Economy (X313) and Diversity of Economic Activities (X311) also contribute significantly, reflecting the importance of innovation and economic diversification in strengthening village productivity. Overall, the results confirm that the Village Production construct is well-represented by its indicators and demonstrates satisfactory convergent validity within the economic dimension.

Table 3. Regression Weights Economic Support Facilities

Indicator	Code	Estimate	S.E.	C.R.	p-value	Interpretation
Financial Services	X328	1.000	–	–	–	Reference indicator
Economic Institutions	X327	0.682	0.218	3.124	0.002	Significant
Postal & Logistics Services	X326	2.044	0.432	4.732	< 0.001	Significant
Accommodation	X325	1.455	0.329	4.419	< 0.001	Significant
Food Stalls / Restaurants	X324	1.260	0.293	4.301	< 0.001	Significant
Shops / Retail Stores	X323	1.019	0.257	3.967	< 0.001	Significant
Traditional Market	X322	0.910	0.278	3.271	0.001	Significant
Access to Non-formal Education & Skills Training	X321	2.206	0.478	4.618	< 0.001	Significant

The regression weight results presented in Table 2 indicate that all indicators significantly contribute to the latent construct Economic Support Facilities, confirming the strength and validity of the measurement model. Financial Services (X328) is used as the reference indicator to scale the construct. All remaining indicators show statistically significant regression weights, with critical ratio (C.R.) values exceeding the recommended threshold of 1.96 and p-values below 0.05. Among the indicators, Access to Non-formal Education and Skills Training (X321) demonstrates the highest estimate (2.206) and a strong C.R. value (4.618), highlighting its dominant role in supporting the village economic environment. Postal and Logistics Services (X326) and Accommodation (X325) also exhibit high estimates and strong significance, indicating their critical importance in facilitating economic activities and tourism-related services. Other indicators, including Economic Institutions, Traditional Markets, Retail Shops, and Food Stalls/Restaurants, show consistent and significant contributions, reflecting a well-balanced economic support system. Overall, these findings confirm that Economic Support Facilities is a robust construct, with all indicators effectively capturing the enabling infrastructure and institutional conditions necessary for strengthening village-based economic and tourism development.

Analysis of Standardized Regression Weights

The standardized regression weights indicate the relative contribution of each observed indicator to its latent construct. For the Economic Support Facilities construct, all indicators exhibit positive standardized loadings, ranging from moderate to strong. The strongest contributions are observed for Access to Non-formal Education and Skills Training (X321) and Postal and Logistics Services (X326), indicating that human capital development and logistics infrastructure are the most influential components of economic support facilities. Other indicators, such as accommodation, food stalls/restaurants, and retail shops, also show meaningful contributions, reflecting a balanced supporting environment for village economic activities.

For the Village Production construct, Village Flagship Products (X312) demonstrates the highest standardized loading, highlighting its central role in shaping village production capacity. Diversity of Economic Activities (X311) and Creative Economy (X313) also contribute substantially, while Village Cooperation (X314) shows a relatively lower loading, suggesting that although collaboration is important, tangible production outputs and diversification play a more dominant role in defining village production. Overall, the standardized loadings confirm that all indicators adequately represent their respective constructs and support the convergent validity of the measurement model.

Table 4. The Standardized Regression Weight Village Production

Indicator	Code	Standardized Loading	Interpretation
Village Cooperation	X314	0.135	Weak contribution
Creative Economy	X313	0.488	Moderate contribution
Village Flagship Products	X312	0.866	Very strong contribution
Diversity of Economic Activities	X311	0.553	Strong contribution

Table 5. The Standardized Regression Weight Economic Support Facilities

Indicator	Code	Standardized Loading	Interpretation
Financial Services	X328	0.367	Moderate contribution
Economic Institutions	X327	0.264	Moderate contribution
Postal & Logistics Services	X326	0.616	Strong contribution
Accommodation	X325	0.495	Moderate–strong contribution
Food Stalls / Restaurants	X324	0.463	Moderate contribution
Shops / Retail Stores	X323	0.390	Moderate contribution
Traditional Market	X322	0.282	Moderate contribution
Access to Non-formal Education & Skills Training	X321	0.563	Strong contribution

The standardized CFA results demonstrate that Economic Support Facilities are primarily driven by education and logistics-related indicators, while Village Production is dominantly shaped by flagship products and economic diversification. All indicators show acceptable standardized loadings, confirming that the measurement model reliably captures the economic dimension within the village tourism and entrepreneurship context.

Analysis of Covariances

The covariance results between Economic Support Facilities and Village Production illustrate the magnitude and statistical significance of the relationship between the two latent constructs within the economic dimension.

Table 5. Covariances

			Estimate	S.E.	C.R.	P
Economic Support Facilities	<-->	Village Production	,038	,023	1,619	,105

The covariance results indicate that the relationship between Economic Support Facilities and Village Production is positive but not statistically significant. The estimated covariance value is 0.038 with a standard error of 0.023, resulting in a critical ratio (C.R.) of 1.619 and a p-value of 0.105. Since the p-value exceeds the conventional significance threshold of 0.05, the covariance does not reach statistical significance.

This finding suggests that, within the proposed CFA measurement model, Economic Support Facilities and Village Production operate as relatively distinct constructs within the economic dimension. Although both constructs contribute to village economic capacity, their association is weak, indicating that improvements in economic support infrastructure do not automatically translate into higher levels of village production. This result reinforces the conceptual validity of modeling these constructs separately and supports the multidimensional structure of the economic dimension.

Analysis of Correlations

The correlation coefficient between Economic Support Facilities and Village Production indicates the strength and direction of their association within the economic dimension of the measurement model.

Table 6. Correlations

			Estimate
Economic Support Facilities	<-->	Village Production	,403

The correlation results show a positive relationship between Economic Support Facilities and Village Production, with a correlation coefficient of 0.403. This value indicates a moderate level of association, suggesting that villages with better economic support facilities tend to have higher levels of production capacity. Although the two constructs are conceptually distinct, the magnitude of the correlation implies that improvements in supporting infrastructure, services, and institutions are meaningfully related to the strengthening of village production activities.

This finding supports the theoretical assumption that economic support facilities function as enabling factors for village production, particularly in the context of local

economic development and tourismpreneurship. At the same time, the correlation value below 0.85 confirms that the two constructs maintain adequate discriminant validity, justifying their treatment as separate but related components within the economic dimension.

Analysis of Squared Multiple Correlations

The squared multiple correlations (R^2) for each indicator show the proportion of variance explained by its latent construct and indicate the relative strength of each measurement indicator.

Table 7. Analysis of Squared Multiple Correlations

Code	Indicator	Squared Multiple Correlation (R^2)	Interpretation
X311	Diversity of Economic Activities	0.306	Moderate explanatory power
X312	Village Flagship Products	0.750	Very strong explanatory power
X313	Creative Economy	0.238	Moderate explanatory power
X314	Village Cooperation	0.018	Very weak explanatory power
X321	Access to Non-formal Education & Skills Training	0.316	Moderate explanatory power
X322	Traditional Market	0.080	Low explanatory power
X323	Shops / Retail Stores	0.152	Low explanatory power
X324	Food Stalls / Restaurants	0.214	Moderate explanatory power
X325	Accommodation	0.245	Moderate explanatory power
X326	Postal & Logistics Services	0.380	Strong explanatory power
X327	Economic Institutions	0.070	Low explanatory power
X328	Financial Services	0.135	Low explanatory power

The Squared Multiple Correlations (SMC) results indicate the proportion of variance in each observed indicator that is explained by its corresponding latent construct. For the Village Production indicators, Village Flagship Products (X312) shows the highest explained variance (SMC = 0.750), indicating that this indicator is very well explained by the latent construct and represents its most dominant component. Diversity of Economic Activities (X311) also demonstrates a moderate level of explained variance (SMC = 0.306), while Creative Economy (X313) shows a lower but acceptable value (SMC = 0.238). In contrast, Village Cooperation (X314) has a very low SMC value (0.018), suggesting that this indicator is

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weakly explained by the Village Production construct and may require further theoretical or empirical reconsideration.

For the Economic Support Facilities construct, Postal and Logistics Services (X326) exhibits the highest explained variance ($SMC = 0.380$), followed by Access to Non-formal Education and Skills Training (X321) with an SMC of 0.316, indicating that these indicators are the strongest reflections of the construct. Indicators such as Accommodation (X325), Food Stalls/Restaurants (X324), and Retail Shops (X323) show moderate explanatory power, while Traditional Markets (X322), Economic Institutions (X327), and Financial Services (X328) display relatively low SMC values. Overall, these findings suggest that while most indicators are adequately explained by their latent constructs, several indicators contribute more strongly than others, highlighting priority areas for strengthening the economic dimension in village-based tourism development.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study confirms that tourismpreneurship within the village context can be empirically measured and validated through the Village Index-based economic dimension using Confirmatory Factor Analysis. The CFA results demonstrate that the economic dimension consists of two distinct yet complementary constructs: Village Production and Economic Support Facilities. Village Production is dominantly shaped by village flagship products, economic diversification, and creative economy activities, while Economic Support Facilities are primarily driven by access to non-formal education and skills training, postal and logistics services, and accommodation facilities. The model fit indices indicate that the measurement model is statistically acceptable and reliable, supporting its use for further analysis and policy formulation.

The findings also reveal that although Village Production and Economic Support Facilities are moderately correlated, they function as separate constructs, reinforcing the multidimensional nature of village economic development. Overall, the results confirm that strengthening tourismpreneurship requires not only productive economic activities but also adequate supporting infrastructure and institutional environments. This study provides empirical evidence that tourism competitiveness in rural areas is closely linked to the quality of village economic structures.

Recommendations

Based on the research findings, several strategic recommendations can be proposed. First, local governments should prioritize the development of village flagship products and

economic diversification as core drivers of village-based tourism competitiveness. Second, investment in human capital development, particularly through non-formal education and skills training for tourism actors, should be strengthened to enhance entrepreneurial capacity. Third, improving logistics, accommodation, and supporting economic facilities is essential to create an enabling environment for tourismpreneurship growth. Fourth, villages should be encouraged to strengthen collaboration through BUMDes, cooperatives, and inter-village partnerships to improve economic resilience. For future research, it is recommended to expand the model by incorporating other Village Index dimensions, such as governance, accessibility, and environmental sustainability, and to apply structural equation modeling (SEM) to examine causal relationships between tourismpreneurship and tourism competitiveness. Longitudinal studies are also suggested to capture dynamic changes in village tourism development over time.

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