

Confirmatory Factor Analysis (CFA) To Measure Competitive Advantage in Tourism Village From Supply Tourism Perspectives

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Abstract

The competitiveness of the tourism sector is the capacity of tourism businesses to attract foreign and domestic visitors visiting a particular tourist destination. Increasing competitiveness can be achieved by utilizing existing resources, improving management capabilities so that they have competitiveness. The purpose of this study is to analyze Competitive Advantage in Tourism Village From Supply Tourism Perspectives using Confirmatory Factor Analysis (CFA) analysis. The population in this study is visitors from tourist attractions in the tourist village of Apar, with the number of samples is 100 respondents. Analysis of the Confirmatory factor analysis (CFA) method was performed using AMOS 25. The result of the construct reliability (CR) value of the latent variable natural resources and environment with the result is 0.7296. The result of the construct reliability (CR) value of the latent built environment variable with the result is 0.7018. The result of the construct reliability (CR) value of the latent variable Operating Sectors with the result is 0.81006 and the result of the construct reliability (CR) value of the latent variable of hospitality and cultural resources produces a value of 0.9558.

Keywords: AMOS, Confirmatory Factor Analysis (CFA), Competitive Advantage, Supply Tourism, Tourism Village.



INTRODUCTION

Rural areas that have tourism potential need to be managed and developed integrated and sustainable tourism development. Rural tourism is a new driving force for the development of a sustainable tourism industry (He et al., 2021). Rural tourism with rural life is intended to enjoy the beauty of rural areas, such as agrotourism, unspoiled rural environments, and culture owned by rural communities (Saaidin and Ahmad 2021). In addition, rural tourism is usually based on nature, wildlife and scenery, as well as resources from tourism derived and sourced from nature (Yachin and Ioannides 2020). Štastná et al (2020) stated that rural tourism is located in rural areas, functionally with rural activities, small scale by carrying out traditional and diverse activities. The development of rural tourism is intended to develop natural, social and cultural potential that can contribute economically to the local community (Oka et al., 2021).

Rural areas have a unique opportunity to attract tourists by building links between rural areas and their culture, history, ethnicity and geography. However, the importance of rural tourism for rural development is not only measured in terms of money, but also by the creation of new jobs that add productivity to the economy. However, rural tourism also has some negative effects such as the seasonal nature or character of rural tourism (Leonandri and Rosmadi, 2018). The skills possessed by local rural communities to develop tourism villages are limited (Wijaya, 2021).

A number of other studies have provided the concept of the development of a focus tourism village with one or the development of several tourism villages using the interview method of tourism village stakeholders (Idziak et al., 2015; Polo and Frias, 2010; Widhianthini, 2017; Permatasari et al., 2019). The difference between this study compared to previous research lies in the perspective of analysis used. In this study, researchers focused on analyzing the determinants of tourism development of tourism villages from the perspective of Supply.

Furthermore, based on the explanation above, it is the right step to plan, develop, increase the potential of rural tourism in tourist villages, as well as improve the performance of tourist destinations at the village level. For this reason, in tourism villages throughout Indonesia, a model strategy for developing regional competitiveness in the perspective of tourism that has the ability to be competitive, sustainable and strategies to improve the performance of tourist destinations, with the hope that in the future it can improve and develop tourism areas for rural areas in Indonesia.

Discussion from the background and from the focus of research the objectives of this study are to: Confirmatory Factor Analysis (CFA) To Measure Competitive.

111



LITERATUR REVIEW

Tourism can be said to be a competitive product if the destination is attractive, competitive, and has rarity and uniqueness when compared to other destinations and tourist attractions. The competitiveness of tourism destinations is the ability of these tourist destinations to attract tourists, be it from domestic or foreign tourists. Increasing the competitiveness of tourist destinations can be achieved by utilizing available natural resources (Dwyer et al., 2012). The competitiveness of the tourism sector is the ability of tourism actors to be able to attract visitors to tourist destinations (Crouch, 2011). The competitiveness of tourism destinations that reflect the main characteristics of these tourist destinations that create a competitive advantage (Majidli, 2020). The competitive advantages possessed by these tourist destinations are local acceptance, accessibility, uniqueness, support, and image sustainability (Li et al., 2020).

A competitive advantage in destination tourism is the ability to utilize tourism resources effectively (Rahmiati et al., 2020). To achieve the competitive position of tourism destinations, comparative advantage and competitive advantage are needed, for comparative advantage is not easily improved or changed (for example: natural resources) so that tourist destinations are needed to focus on competitive advantage (Lesmana and Sugiarto, 2021b). Tourism competitiveness is the ability of tourist destinations to be able to compete profitably and effectively in providing products or services that are better than other tourist destinations (Sari, et al. 2022), So that for tourists provide an unforgettable travel experience (Bu et al., 2020). To achieve the goal of tourism competitiveness, tourism actors can understand how to measure the level of competition so as to increase their competitiveness (Algieri, Aquino, and Succurro, 2018; Chen and Chiu, 2018).

Therefore, it is necessary for every tourism development plan to be more strategic to meet the needs of tourists, tourism actors work in a very complicated environment and it becomes more competitive (Alabadi et al., 2019). The competitiveness of tourism destinations is always in a state of continuous change (Seguí et al., 2019). Competitiveness refers to the ability of a destination to create and integrate value-added products that sustain its tourist resources and have the relative ability to meet the needs of tourists on different aspects of the tourism experience (Sari, Abdallah, et al. 2022; Sari, Taifur, et al. 2022). Nature-sourced tourist destinations provide greater opportunities in the area of competitive advantage, and ensure the competitiveness of sustainable tourist destinations (Seguí et al., 2019). Dwyer and Kim state that competitiveness is a complex concept due to various factors that explain it, the importance of competitiveness is that it



allows the goal to create value-added products that allow to maintain or improve their market position against competition (Murayama et al., 2022).

Tourism competitiveness for tourist destinations is based on the ability to compete in the tourism sector by finding new sources of competitive advantage, focusing on the needs of tourists who combine culture, natural tourism and adding innovations that differentiate their tourism services from competitors and to increase their attractiveness to visitors (Selim et al., 2021). The competitiveness of a tourism destination refers to the readiness of a region for development, improvement, or adaptation, which is largely based on the attractiveness or potential attractiveness it has for tourists (Phuthong et al., 2022). At this time, tourists prioritize the fulfillment of their expectations in a highly competitive environment, namely satisfaction or absence of complaints (Ryglová et al., 2018).

Research on tourism competitiveness has been carried out by many researchers. The researchers examined and discussed indicators of tourism competitiveness (Webster and Ivanov, 2014; Claver et al., 2007; Cracolici et al., 2008; Gooroochurn and Sugiyarto 2005). Hassan (2000) who researches the impact of tourism competitiveness and the impact on the environment. The competitiveness of tourist destinations can be increased by combining the natural resources owned by the destination, the attractions owned and the strategic planning (Sari, 2023). Thus, tourist destinations must explore and know the competitive advantages they have, so as to increase the competitiveness of tourist destinations (A. Sari 2022; Sari, Munir, et al. 2022).

In research using Confirmatory factor analysis (CFA). Confirmatory factor analysis (CFA) aims to be used in analyzing confirmatory factors (CFA) by measuring a predetermined model and in accordance with the observed data set.

RESEARCH METHOD

Data Analysis Techniques

Diana and Suhr (2006) stated Confirmatory factor analysis (CFA) is a method used to test how well the measured factor can be used to represent a construct or preconceived factor. Analysis of the Confirmatory factor analysis (CFA) method was carried out using AMOS 25 with First order confirmatory factor analysis (Diana and Suhr, 2006). With the equation used is :

$$x = B (\Lambda \xi + \delta) + \varepsilon = B \Lambda \xi + B \delta + \varepsilon$$

Keterangan :

B and Λ = Loading factor matrix



- ξ = Latent variable latent random vector
 ε and δ = Residual
 x = Vector sized indicator modifier

Population and Sample

The population in this study is visitors from tourist attractions in the tourist village of Apar. The non-probability sampling method is used in research sampling, arguing that the population number is unknown. Purposive sampling is a sampling technique, is a sampling technique using considerations that are in accordance with the criteria desired by the researcher, so that with this method, the criteria of the sample obtained can really be in accordance with the research conducted (Banerjee and Chaudhury 2010). The number of populations is large and unknown in number, so researchers use the Cochran formula to determine and determine the number of samples from the study obtained the results of respondents are 100 respondents.

RESULT AND DISCUSSION

Natural Resources and Environment

Natural resources and environment variables are measured using five indicators, including NR1, NR2, NR3, NR4 and NR5. Confirmatory Factor Analysis (CFA) First Order Natural Resources and Environment test results :

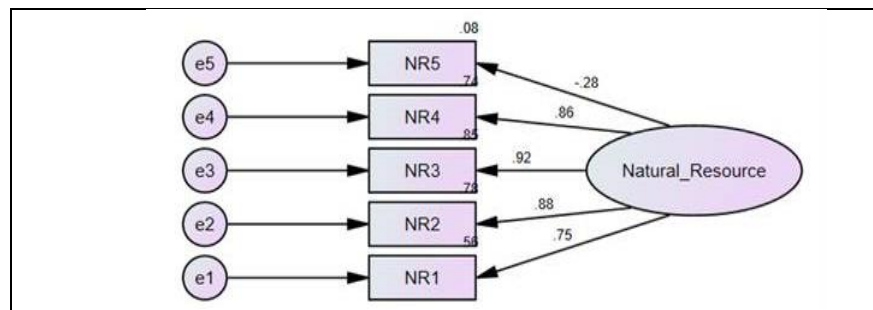


Figure 1. CFA Natural Resources and Environment

Evaluation in the research construct by conducting model testing, to see the undimensional variables of each indicator in explaining latent variables, with model suitability criteria :

Table 1. Goodness of Fit Evaluation of Natural Resources and Environment

Criteria from GOF	Cut-off Value	Result	Criteria
χ^2 (Chi-Square)	As small as possible is better than $\leq 2,56$	1.599	Good
Probability	$\geq 0,05$	0,156	Good
GFI	$\geq 0,90$	0,970	Good
RMSEA	$\leq 0,08$	0,078	Good
AGFI	$\geq 0,90$	0,909	Good
TLI	$\geq 0,90$	0,980	Good
CFI	$\geq 0,90$	0,990	Good

The evaluation results of Goodness of Fit serve to determine the goodness and feasibility of the model in the study. If one of the terms and criteria of the model has met the criteria of the cut-off value, it can be concluded that the model of natural resources and the environment is appropriate or fit. The next assessment is loading factor value and testing the significance of each indicator against the variable.

Table 2. Significance of the Indicator Natural Resources and Environment

Indicator variables	t _{count}	P-value	R ²	Result	Estimation ei = 1-Li ²	
NR1<--- Natural Resource		0,000	.564	Significant	0.751	0.325
NR2<--- Natural Resource	9.109	0,000	.777	Significant	0.882	0.561
NR3<--- Natural Resource	9.721	0,000	.853	Significant	0.994	0.753
NR4<--- Natural Resource	8.897	0,000	.740	Significant	0.86	0.539
NR5<--- Natural Resource	-2.646	0,008	.076	Significant	-0.226	-0.266
Sum					3.261	1.912

The results of significance in research indicators can be seen with a value of tcount > t (1.98) or P-value < α 5% or 0.05. In Table 2 it can be seen that the five indicators are significant to the variables of natural resources and environment. The value of Construct Reliability (CR) is better if it is greater than 0.7.

$$CR = \frac{\left[\sum_{i=1}^n L_i \right]^2}{\left[\sum_{i=1}^n L_i \right]^2 + \left[\sum_{i=1}^n e_i \right]}$$

$$CR = \frac{(3,261)^2}{(3,261)^2 + (1.912)}$$

$$CR = 0.729637$$



The result of the construct reliability (CR) value of the latent variable natural resources and environment with the result is 0.7296. The result of a construct reliability (CR) value greater than 0.7 means that the latent variable of natural resources and environment has good reliability.

Built environment

Built environment variables are measured using six indicators, including BE1, BE2, BE3, BE4, BE5 and BE6. Confirmatory Factor Analysis (CFA) First Order Built environment test results :

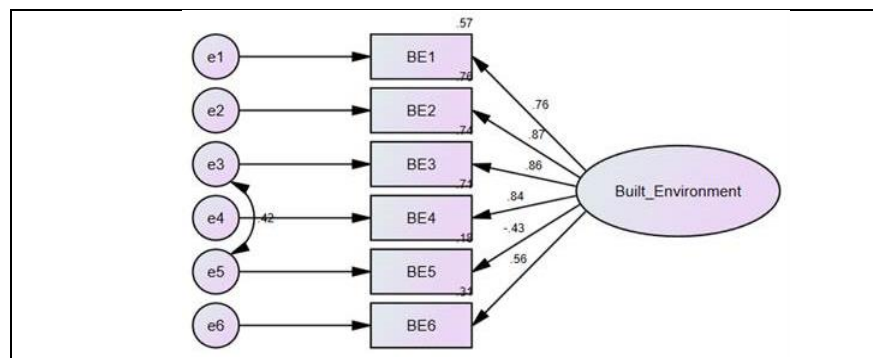


Figure 2. CFA Built environment

Evaluation in the research construct by conducting model testing, to see the undimensional variables of each indicator in explaining latent variables, with model suitability criteria :

Table 3. Goodness of Fit Evaluation of Built environment

Criteria from GOF	Cut-off Value	Result	Criteria
χ^2 (Chi-Square)	As small as possible is better than $\leq 2,56$	1,238	Good
Probability	$\geq 0,05$	0,272	Good
GFI	$\geq 0,90$	0,964	Good
RMSEA	$\leq 0,08$	0,049	Good
AGFI	$\geq 0,90$	0,905	Good
TLI	$\geq 0,90$	0,988	Good
CFI	$\geq 0,90$	0,994	Good

The evaluation results of Goodness of Fit serve to determine the goodness and feasibility of the model in the study. If one of the terms and criteria of the model has met the criteria of the cut-off value, it can be concluded that the model of Built environment is appropriate or fit. The next assessment is loading factor value and testing the significance of each indicator against the variable.

Table 4. Significance of the Indicator Built environment

Indicator variables	t _{count}	P-value	R ²	Result	Estimation	ei = 1-Li ²
BE1<--- Built Environment		0,000	0,572	Significant	0,756	0,748
BE2<--- Built Environment	5,555	0,000	0,761	Significant	0,872	0,505
BE3<--- Built Environment	6,003	0,000	0,740	Significant	0,86	0,537
BE4<--- Built Environment	5,940	0,000	0,713	Significant	0,844	0,56
BE5<--- Built Environment	5,906	0,000	0,185	Significant	-0,430	1,195
BE6<--- Built Environment	-3,653	0,000	0,314	Significant	0,561	1,55
Sum					3.261	1.912

The results of significance in research indicators can be seen with a value of tcount > t (1.98) or P-value < α 5% or 0.05. In Table 3 it can be seen that the six indicators are significant to the variables of Built environment. The value of Construct Reliability (CR) is better if it is greater than 0.7.

$$CR = \frac{\left[\sum_{i=1}^n L_i \right]^2}{\left[\sum_{i=1}^n L_i \right]^2 + \left[\sum_{i=1}^n e_i \right]}$$

$$CR = \frac{(3,463)^2}{(3,463)^2 + (5,095)}$$

$$CR = 0.7018$$

The result of the construct reliability (CR) value of the latent variable Built environment with the result is 0,7018. The result of a construct reliability (CR) value greater than 0.7 means that the latent variable of Built environment has good reliability.

Operating Sectors

Operating Sectors variables are measured using seven indicators, including OS1, OS2, OS3, OS4, OS5, OS6 and OS7. Confirmatory Factor Analysis (CFA) First Order Operating Sectors test results :



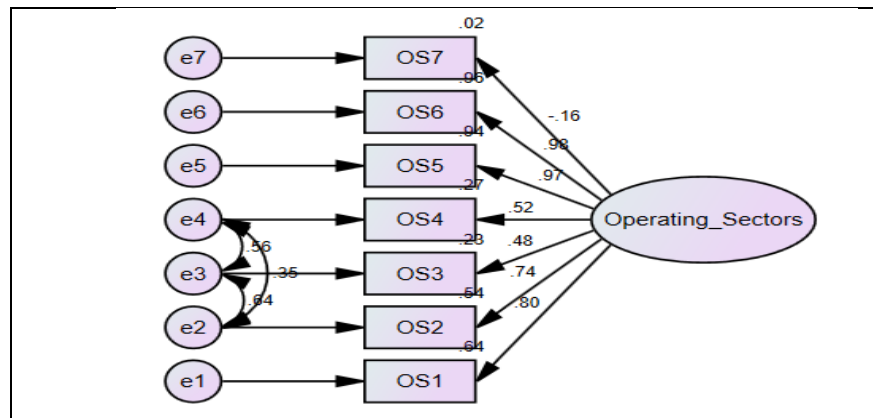


Figure 3. CFA Operating Sectors

Evaluation in the research construct by conducting model testing, to see the undimensional variables of each indicator in explaining latent variables, with model suitability criteria :

Table 5. Goodness of Fit Evaluation of Operating Sectors

Criteria from GOF	Cut-off Value	Result	Criteria
χ^2 (Chi-Square)	As small as possible is better than $\leq 2,56$	2,226	Good
Probability	$\geq 0,05$	0,011	Good
GFI	$\geq 0,90$	0,937	Good
RMSEA	$\leq 0,08$	0,111	Good
AGFI	$\geq 0,90$	0,841	Good
TLI	$\geq 0,90$	0,953	Good
CFI	$\geq 0,90$	0,975	Good

The evaluation results of Goodness of Fit serve to determine the goodness and feasibility of the model in the study. If one of the terms and criteria of the model has met the criteria of the cut-off value, it can be concluded that the model of Operating Sectors is appropriate or fit. The next assessment is loading factor value and testing the significance of each indicator against the variable.

Table 6. Significance of the Indicator Operating Sectors

Indicator variables	t _{count}	P-value	R ²	Result	Estimation	ei = 1-Li ²
OS1<--- Operating Sectors		0,000	0,637	Significant	.798	.709
OS2<--- Operating Sectors	8,274	0,000	0,544	Significant	.738	.727
OS3<--- Operating Sectors	4,999	0,000	0,233	Significant	.483	.994
OS4<--- Operating Sectors	5,460	0,000	0,273	Significant	.522	1.063
OS5<--- Operating Sectors	12,243	0,000	0,938	Significant	.968	.160
OS6<--- Operating Sectors	12,393	0,000	0,958	Significant	.979	.092
OS7<--- Operating Sectors	-1,551	0,121	0,025	Insignificant	-.157	.653
Sum					4,3331	4,398

The results of significance in research indicators can be seen with a value of tcount > t (1.98) or P-value < α 5% or 0.05. In Table 6 it can be seen that the OS7 indicator is not significant to the operating sectors variable. The value of construct reliability (CR) is better if it is greater than 0.7.

$$CR = \frac{\left[\sum_{i=1}^n L_i \right]^2}{\left[\sum_{i=1}^n L_i \right]^2 + \left[\sum_{i=1}^n e_i \right]}$$

$$CR = \frac{(4,3331)^2}{(4,3331)^2 + (4,398)}$$

$$CR = 0.81006$$

The result of the construct reliability (CR) value of the latent variable Operating Sectors with the result is 0.81006. The result of a construct reliability (CR) value greater than 0.7 means that the latent variable of Operating Sectors has good reliability.

Hospitality and Cultural Resources

Hospitality and Cultural Resources variables are measured using eight indicators, including HCS 1, HCS 2, HCS 3, HCS 4, HCS 5, HCS 6, HCS 7 and HCS 8. Confirmatory Factor Analysis (CFA) First Order Hospitality and Cultural Resources test results :



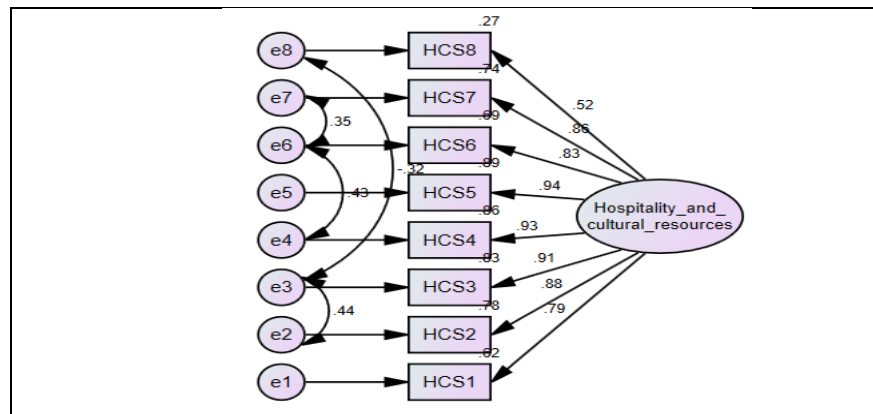


Figure 4. CFA Hospitality and Cultural Resources

Evaluation in the research construct by conducting model testing, to see the undimensional variables of each indicator in explaining latent variables, with criteria :

Table 7. Goodness of Fit Evaluation of Hospitality and Cultural Resources

Criteria from GOF	Cut-off Value	Result	Criteria
χ^2 (Chi-Square)	As small as possible is better than $\leq 2,56$	1.790	Good
Probability	$\geq 0,05$	0,026	Good
GFI	$\geq 0,90$	0,931	Good
RMSEA	$\leq 0,08$	0,089	Good
AGFI	$\geq 0,90$	0,844	Good
TLI	$\geq 0,90$	0,974	Good
CFI	$\geq 0,90$	0,985	Good

The evaluation results of Goodness of Fit serve to determine the goodness and feasibility of the model in the study. If one of the terms and criteria of the model has met the criteria of the cut-off value, it can be concluded that the model of Hospitality and Cultural Resources is appropriate or fit. The next assessment is loading factor value and testing the significance of each indicator.

Table 8. Significance of the Indicator Hospitality and Cultural Resources

Indicator variables	t _{count}	P-value	R ²	Result	Estimation ei = 1-Li ²
HCS1<--- Hospitality and cultural resources		0,000	0,618	Significant	0.786
HCS2<--- Hospitality and cultural resources	10.184	0,000	0,775	Significant	0.88
HCS3<--- Hospitality and cultural resources	10.683	0,000	0,828	Significant	0.91
HCS4<--- Hospitality and cultural resources	10.961	0,000	0,857	Significant	0.925
HCS5<--- Hospitality and cultural resources	11.223	0,000	0,885	Significant	0.941
HCS6<--- Hospitality and cultural resources	9.434	0,000	0,694	Significant	0.833
HCS7<--- Hospitality and cultural resources	9.900	0,000	0,742	Significant	0.861
HCS8<--- Hospitality and cultural resources	5.331	0,000	0,269	Significant	0.519
Sum					6.655
					2.045

The results of significance in research indicators can be seen with a value of tcount > t (1.98) or P-value < α 5% or 0.05. The value of construct reliability (CR) is better if it is greater than 0.7.

$$CR = \frac{\left[\sum_{i=1}^n L_i \right]^2}{\left[\sum_{i=1}^n L_i \right]^2 + \left[\sum_{i=1}^n e_i \right]}$$

$$CR = \frac{(6,655)^2}{(6,655)^2 + (2,045)}$$

$$CR = 0,9558$$

The result of the construct reliability (CR) value of the latent variable Hospitality and Cultural Resources with the result is 0,9558. The result of a construct reliability (CR) value greater than 0.7 means that the latent variable of Hospitality and Cultural Resources has good reliability.

CONCLUSION

In measuring the Competitive Advantage Tourism (CAT) of tourism villages (case study of Apar tourism village) obtained from 4 tourism offers using the calculation of Competitive Advantage Tourism (CAT) it was found that the four results of the construct reliability (CR) value of the latent variable resulted in a value of more than 0.7. So that the four variables have good reliability and have a major contribution in measuring the Competitive Advantage Tourism (CAT) of tourism villages with case studies in Apar tourism villages.

The implication in the study is in Competitive Advantage Tourism using Confirmatory Factor Analysis (CFA), the findings of this study provide practical



implications that provide a deeper understanding of the components that most contribute to Competitive Advantage Tourism tourism villages. The results of this study gave birth to the formulation of the Competitive Advantage Tourism (CAT) component of tourism villages by offering 25 items formulated from the perspective of supply tourism. So that the results of these 25 items can be a reference material for other tourism villages for the development and management of tourism villages. The strategy applied will be a competitiveness in increasing tourism, especially in the management of tourist villages.

For further research that will analyze tourism villages, the author can suggest the following: This study uses primary data that has been analyzed, the next researcher is expected to use more comprehensive data such as the results of FGD (Focus Group Discussion). This study analyzes from the tourism supply side, the next researcher is expected to examine from the demand side.

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