

The Effects of Entrepreneurial Orientation on The Resilience of Tourism Actors with The Support of Government Policies on Rural Tourism in Jambi Province

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Abstract. One of the most popular places in the world is a tourist destination. The tourism industry sector is a sector that is in great demand by consumers who are often called tourists. One of the attributes in rural tourism or nature tourism is often called rural tourism. This study aims to analyze the effect of Entrepreneurship Orientation on the resilience of rural tourism actors in Jambi Province which is mediated by government policy. Respondents in this study were tourism actors consisting of homestay owners, Tourist guides, Bumdes Wisata, MSMEs, Tourism Communities and Tourism Observer Groups in Jambi Province by specializing in research in Kerinci Regency. The total number of respondents are 100 people. The results of this study found that Government Policies are variables that can mediate The Impact of Entrepreneurial resilience of tourism of rural tourism actors in Jambi Province. The results of the study were obtained from Squared Multiple Correlations Resilience of Tourism of 81.3%. Squared Multiple Correlations Government Policies 66.8%.

Keywords: Entrepreneurial Orientation; Resilience of Tourism; Government Policies; Rural Tourism

1 Introduction

This sector of the tourism industry is a sector that is much in demand by consumers who are called tourists, proven by the number of visits to countries that have many tourist attractions. Indonesia is a country that has tourist destinations. This sector of the tourism industry is a sector that is much in demand by consumers who are called tourists, proven by the number of visits to countries that have many tourist attractions. With the increase in visits to tourism activities in places where tourism destinations certainly have a significant impact on economic development [1]. Then when viewed in terms of tourism economy in addition to being income (foreign exchange) from a destination country, tourism can make many benefits such as increasing the income of local people and even can create jobs.

The Covid-19 pandemic has markedly impacted global social and economic life. Tourism is one of the sectors most affected for the first time by the covid-19 pandemic. Travel restrictions and cancellations and reductions in flight frequency, hotel closures have reduced the supply and demand for domestic and international tourism. Covid 19 resulted in changes in economic

activity across the country, and in particular had a negative impact on tourism [2]. With the negative impact of covid 19 resulting in a decrease to the sector in tourism such as a decrease in travel so as to reduce hotel occupancy rates, tourism transportation and MSMEs in tourism businesses, the exposure to tourism makes the tourism sector must be able to survive [3] [4].

Covid 19 is a pandemic, pandemics can have a lasting time be it to individuals, businesses or communities and countries, so it takes how all aspects can survive the situation. Organizational resilience is a level of how organizations can be able to recover in unpredictable situations, stress, bring losses and take advantage of the activities they do, by emphasizing the preparation of strategies to adjust and continue their work activities [5]. Resilience is defined as how to build a system that is resistant to change and with that change continues to grow and develop [6]. Resilience is the act of the ability to learn quickly, manage themselves and the ability to adapt and adapt to a system, when faced with unexpected situations and circumstances [7] [8][1].

Tourism Resilience is defined as a major factor in the core of tourism that has the toughness to be utilized as a strength in the market, stakeholders and all elements in tourism organizations, where they are able to adapt to changes that occur and take advantage of these weaknesses [9]. Tourism businesses that are able and can survive are in tourism entrepreneurship actors who have a strong entrepreneurial orientation, then tourism actors are expected to have a strong tourism entrepreneurship orientation. The linkage between resilience in tourism entrepreneurship is to be able to develop the potential that exists in the potential and new boundaries of innovation in the tourism sector.

While in particular, the application of innovation adoption does not work well, especially in MSMEs whose ownership is familial in the field of tourism [10][11]. In the tourism sector, the innovation applied to survive is rather complicated, because innovation in tourism occurs in the form of a service system, process, managerial, marketing and institutional innovation [12]. A tourism entrepreneur must have resilience and toughness must be able to adjust to changes that occur, an entrepreneur who survives has high confidence, self-controllable and not afraid of failure [13].

2 Research Methods

The study was conducted in September 2021 and completed in November 2021. The design of this study outlines the influence of Entrepreneurial Orientation on Resilience Of Tourism Actors With The Support Of Government Policies On Rural Tourism In Jambi Province. Respondents in this study were tourism actors consisting of homestay owners, Tourist guides, Village Owned Enterprises (BUMDES) in the Tourism sector, MSMEs, Tourism Communities and Tourism Observer Groups in Jambi Province by specializing in research in Kerinci Regency. The total number of respondents are 100 people. This method of sampling is used by sampling quota, with a sample withdrawal technique where the sample is considered suitable and has certain desired characteristics [14].

Structural Equation Modeling (SEM) was used in this study to test the accuracy of the model used. The Structural Equation Modeling (SEM) was tested using the AMOS Version 21 analysis tool. Structural Equation Modeling (SEM) is a statistical analysis tool that serves to build and test models on statistical analysis. Structural Equation Modeling (SEM) is an amalgamation of factor analysts, path analysis and regression. The static approach to this method provides the benefit of hypothesizing the influence and relationship between endogenous and exogenous variables [15].

3 Results and Discussion

Model Match Index.

To find out whether the model created is based on observational data in accordance with the theoretical model or not a reference index match model is needed. The following are the model match index values that are often used in Structural Equation Modeling (SEM), including:

1. Chi Square value: the smaller the model, the more appropriate the model is between the theory model and the sample data. Ideal value of <3
2. Critical Ratio: A certain deviation ratio of the standard deviation average value. This value is derived from the parameter estimate divided by the standard error. The cr value is 1.96 for regression weighting with significance of 0.05 for path coefficients
3. Goodness of fit index (GFI), Adjusted Goodness of Fit Index (AGFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Residual (RMR) Parsimony Based Indexes of Fit (PGFI) Normed Fit Index (NFI): The size ranges from 0 - 1. If the magnitude value is close to 0 then the model has a low match while the value is close to 1 then the model has a good match.

Full Model-Structural Equation Model (SEM) Test Results.

The results of the testing model in this study using AMOS processing. The figures of Full Model-Structural Equation Model (SEM) Test Results as follows :

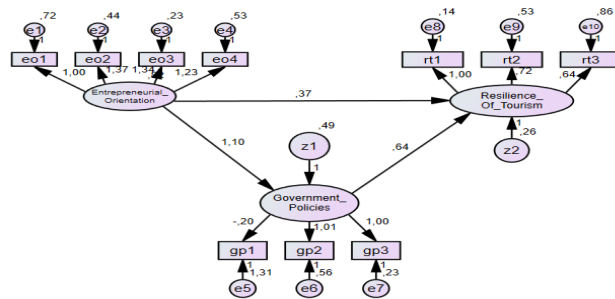


Fig. 1. Full Model-Structural Equation Model (SEM) Test Results

Goodness of fit Result.

The result of data processing using AMOS with its output is a good result. This means that the concept model applied to this research has been based on theory and supported by results that meet the criteria, as follows:

Table 1. Goodness of fit Result.

Criterion	Results	Index	Results Model
Chi Square	2,247	< 3	Appropriate
GFI	0,803	0-1	Appropriate
AGFI	0,799	0-1	Appropriate
TLI	0,923	0-1	Appropriate

Criterion	Results	Index	Results Model
CFI	0,945	0-1	Appropriate
NFI	0,907	0-1	Appropriate
PGFI	0,914	0-1	Appropriate

Based on the results of the study in table 1 showed that the results showed that the model can be accepted.

Hypothesis Test Analysis

The estimated criteria for the goodness of fit structural model can be met, so the next stage is an analysis of the structural relationship of the model (hypothesis testing) as shown in Figure 1 earlier. The relationship between constructs in the hypothesis is indicated by the regression weight value. To analyze more clearly the hypothesis testing can be seen in Table 2:

Table 2. Regression Result.

Description	Estimate	S.E.	C.R.	P
Government Policies <--- Entrepreneurial Orientation	1,101	,145	7,576	***
Resilience Of Tourism <--- Entrepreneurial Orientation	,365	,168	2,175	,030
Resilience Of Tourism <--- Government Policies	,635	,130	4,895	***

- Based on the results of research it is known that there is a CR value of 7.576 ($p = 0.000 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning there is a positive influence between Entrepreneurial Orientation and Government Policies. The H1 hypothesis is acceptable.
- Based on the results of research it is known that there is a CR value of 2,175 ($p = 0.030 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning there is a positive influence between Entrepreneurial Orientation and Resilience Of Tourism. The H2 hypothesis is acceptable
- Based on the results of research it is known that there is a CR value of 4,895 ($p = 0.000 \leq 0.05$) then H_0 is rejected and H_a is accepted, meaning there is a positive influence between Government Policies Place and Resilience Of Tourism. The H3 hypothesis is acceptable

A Direct Effect, Indirect Effect and Total Effect.

Analysis of Direct Influence, Indirect Influence and Total Influence is used to see how the influence between each construct. Direct effect is an influence by using one-end arrows. Indirect effect or indirect effect is an influence that arises due to the impact of variable influences among others. Total effect or total effect is the influence and effect of various relationships that exist in the research model. Matrik Koefisien Jalur

Table 3. Path Coefficient Matrix of Total Effect, Direct Effect and Indirect Effect.

Description	Direct Effect	Indirect Effect	Total Effect
The Impact of Entrepreneurial Orientation on Government Policies	0,281	0,537	0,818-
The Impact of Entrepreneurial Orientation on Resilience Of Tourism	0,817	-	0,817
The Impact of Government Policies on Resilience Of Tourism	0,658	-	0,658

Table 3 explains that the indirect influence is The Impact of Entrepreneurial Orientation on Resilience Of Tourism is 0.537. This means that direct influence < indirect influence (0.281 < 0.537). So it can be interpreted in this study that Government Policies are variables that can mediate The Impact of Entrepreneurial resilience of tourism.

Squared Multiple Correlations

In the output of this study in finding the results of Squared Multiple Correlations obtained results in accordance with table 4 below :

Table 4. Squared Multiple Correlations.

Squared Multiple Correlations	Estimate
Government Policies	,668
Resilience Of Tourism	,813

From table 4 above, the results of the study found that the magnitude of the influence Entrepreneurial Orientation on Government Policies is 66.8%, while for the magnitude of the influence Government Policies on Resilience Of Tourism is 81.3%.

4 Conclusion

In this study, we can conclude that Government Policies are variables that can mediate The Impact of Entrepreneurial resilience of tourism of rural tourism actors in Jambi Province. The entire hypothesis in this study consisting of 3 hypotheses is all acceptable. The results of the study were obtained from Squared Multiple Correlations Resilience Of Tourism of 81.3%. Squared Multiple Correlations Government Policies 66.8%.

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