



## An Analysis Quality of Business Workers as Tourism Supporters in Padang City

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### ABSTRACT

Tourism as the Vision of the Padang City Government provides opportunities for business units in the tourism industry to grow. However, it has challenges where the city of Padang is a city for disaster mitigation. All of this is due to the dynamics of opportunities and threats from the influence of external environmental factors. This study aims to analyze the quality of tourism support business workforce in the city of Padang. The population in this study were Padang City Tourism Support Business Workforce. The method of taking the research sample of 100 business workers using *quota sampling*. Data processing with SmartPLS 3.0

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## 1. Introduction

Indonesia has made tourism an important economic sector. As an important economic sector, tourism must get serious attention, especially on the quality of the business workforce as supporting tourism. The government provides tourism for the community as an effort to meet the physical, spiritual and intellectual needs of the community and to increase state income to create community welfare (Suwanto, 2012). The existence of human resources plays an important role in tourism development. Tourism human resources include tourists / tourist actors or as workers (Hastuti, Yuliati, & Dadtun, 2019). The role of human resources as workers can be in the form of human resources in government institutions, human resources who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling and improving the quality of tourism and, no less important, society around tourist areas that are not included in the above categories, but also determine the comfort and satisfaction of tourists visiting the area (Setiawan, 2016).

The Padang Tourism Office, West Sumatra (West Sumatra) estimates that there are 3,571 workers in the tourism sector affected by the Corona Virus Disease (COVID-19) pandemic in the local area. "Based on the data, it is estimated that there are 3,571 workers in the tourism sector who have been affected by either layoffs or being laid off for the period from February to May 2020," he detailed that there were 1,268 workers in the hospitality sector, 1,428 people in the sector, and 875 in entertainment. However, several preparatory steps have been prepared. One of them is business capital assistance for affected business actors. Then prepare the Technology Factor. In improving the tourism sector, the Ministry executed the TOP 3 A program, namely Attractions: Digital Tourism, Amenities: Homestay, Tourism Village and finally Access: Air Connectivity. Related to technology, namely Digital Tourism (Rimet, 2019). What is meant by Digital Tourism is the delivery of information on the quality of tourism in the form of a Customer Information System (Arafat, 2018). So that the role of quality tourism support business workers is needed so that conditions return to normal (Sunarti, 2020). As a result of the COVID-19 pandemic, the City of Padang, West Sumatra (West Sumatra), has lost around IDR 174 billion in revenue from the tourism sector. It is known, the tourism sector is one of the largest contributors to income in the city of Padang. Meanwhile, from February to May 2020, almost no more people traveled to Padang. The tourism sector is a major contributor to regional revenue in the city of Padang and he hopes that by entering normal, it can start to grow again.

Based on the above research background, illustrated that the quality of labor greatly affect the business of tourism so that the interest travelers to visit back to the object travel in the city of Padang can return to normal even increased than before. This has strengthened researchers to conduct research related to the quality of the workforce in supporting tourism businesses in the city of Padang.

## 2. Study of Learning Outcomes Theory

### 2.1 Human Resource Management

By referring to Law Number 10 of 2009 concerning Tourism, the definition of HR can be related to tourism which is "various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government and local governments" (Setiawan, 2016). The HRM element is human and is based on the concept that every employee is a human being, not a machine and not merely a business resource (Dra. Sumarsih, 2014). The HRM study combines several fields of science such as psychology, sociology, and others. HRM also concerns the design and implementation of planning systems, employee arrangement, employee development, career management, job evaluation, employee compensation and good employment relations (Latupapua, 2015). Human resource management involves all management decisions and practices that directly affect human resources (Setiani, 2013). Human resources are Human Capital, therefore the implementation of HRM must be linked to organizational strategies to improve performance, develop corporate culture by implementing innovation. The function of the company is to mobilize all internal resources (HR) or capabilities to face market interests. HR capability is a competitive advantage of the company. Thus, in terms of resources (HR), business strategy is to get maximum added value that can optimize competitive advantage (Larasati, 2018).

### 2.2 Quality Of Business Workers

Quality or quality is the level of good or bad level or degree of something. This term is widely used in business, engineering and manufacturing in relation to techniques and concepts to improve the quality of the product or service



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produced (Ariani, 2016) . Efforts to improve the quality of labor are not only the responsibility of the government, but individuals and private parties are also obliged to participate in improving the quality of the workforce. Therefore, there are 3 parties that are obliged to participate in the Efforts to Improve the Quality of Manpower, namely the efforts of: 1. *Individuals* 2. *Private* 3. *Government* (Daraba, Subianto, & Salam, 2018). The labor problem is a very complex and large problem. Good working conditions, high quality output, decent wages and quality of human resources are problems that always arise in discussions about labor in addition to industrial relations between workers and the business world. It can be said that employment in Indonesia is still facing several imbalances, both structural and sectoral then one of the targets that need to be pursued is to increase the usability of labor (Sholeh, 2012) .

## 2.3 Digital Tourism

The development of technology is very influential on changes in all aspects of human life which have unwittingly changed the pattern of human relations. In the past, interactions had to be done in person, technology reduced it to an ease with just screen to screen in real time. This is because the technological updates on previous inventions responded quite well. The Industrial Revolution 4.0 is said to be the era of digitalization because it develops artificial intelligence that makes everything simply operated through personal gadgets (Lupiyoadi, 2020). *Digital Tourism* is the delivery of information on tourism quality in the form of a Customer Information System (Arafat, 2018). Digital tourism is one of the main weapons of the Ministry of Tourism (Kemenpar) to achieve the target of visiting 20 million foreign tourists (tourists). Apart from digital tourism, the homestay program and air connectivity are among the supports to realize this target. However, the key to the success of national tourism development cannot be separated from the participation of all stakeholders (Hojeghan & Esfangareh, 2011) . Digital tourism is the government's effort to adjust to changing market conditions. Because currently tourists travel from searching and browsing information (look), then ordering tour packages that are of interest (book) to paying online. In other words, now foreign tourists are doing search and share using digital media (Yanti, 2020). *Digital tourism* is one of the effective strategies to promote the superior potential of a region through technology-based *platforms* that target the millennial generation .

## 2.4 Tourism

Menurut (Presiden, 1990); tourism is everything related to tourism, including the business of ojets and tourist attractions as well as related businesses in that field. Thus, tourism includes the following: 1) all activities related to travel, 2) exploitation of tourist objects and tourist attractions, such as tourist areas, recreational parks, historical heritage areas, museums, reservoirs, art and cultural performances, life systems community, and of a natural nature such as natural beauty, volcanoes, lakes, beautiful beaches and so on, 3) business of tourism services and facilities, namely tourism service businesses, tourism facilities (accommodation, restaurants, bars, tourist transportation, regional crafts) and business - business related to tourism (Besra, 2012). If there is a lot of tourism in the regions, if they are able to take advantage of the existing potentials, the government and local communities help each other in its development so that it will raise the economic , cultural and educational aspects of the area. Tourism is very capable in overcoming welfare problems if it is developed professionally (Prasetya & Rani, 2014) .

## 3. Research Methods

This research was conducted to analyze the quality of tourism support business workforce in the city of Padang. Research is a research explanatory that is research which tested the hypothesis that there is. The method that is used in research this is a method of quantitatively using the survey method. Quantitative research is research that emphasizes the use of formal standardized questions and pre-set answer choices in questionnaires distributed to respondents. The data collection technique with this survey uses a *self administered survey* in which each questionnaire is filled in directly by the respondent. The population in this study were Padang City Tourism Support Business Workforce. The research sampling method was 100 which were distributed to various areas in the city of Padang which had tourist areas using *quota sampling* . Data processing with SmartPLS 3.0.

The data collection technique was carried out by the survey method, namely the primary data collection method by providing or distributing a list of questions / statements to respondents in the hope of providing a response to the list of questions. The list of questions / statements can be open if the answer is not previously determined, it is closed if the alternative answers have been provided. The instrument in the form of a list of questions can be in the form of a questionnaire. Each question has 5 answers, starting from strongly agree, agree, neutral, disagree and strongly disagree.

## 4. Results and Discussion

### 4.1 Evaluation of *Measurement ( Outer ) Model*

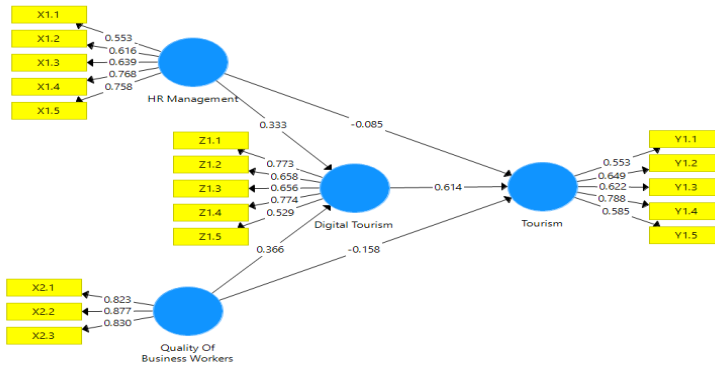
#### a. Validity test

An indicator declared invalid if it has a *loading factor* on top of 0.5 to construct the destination. The following is a diagram of the *loading factor* for each indicator in the research model:



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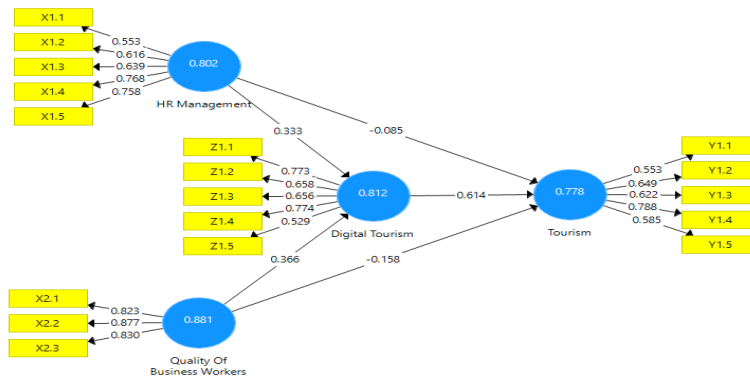


**Fig 1 Loading Factor Value**

The validity test for the reflective indicators uses the correlation between the item scores and the construct scores. Measurements with reflective indicators indicate a change in an indicator in a construct if other indicators of the same construct change (or are removed from the model). Reflective indicators are suitable for measuring perceptions, so this study uses reflective indicators. Figure 1 shows that the *loading factor* value above the suggested value that is equal to 0, 5. The smallest value is 0.529 for the Z1.5 indicator. It means that the indicators used in this study are valid or have met the *convergent validity*.

**b. Reliability Test**

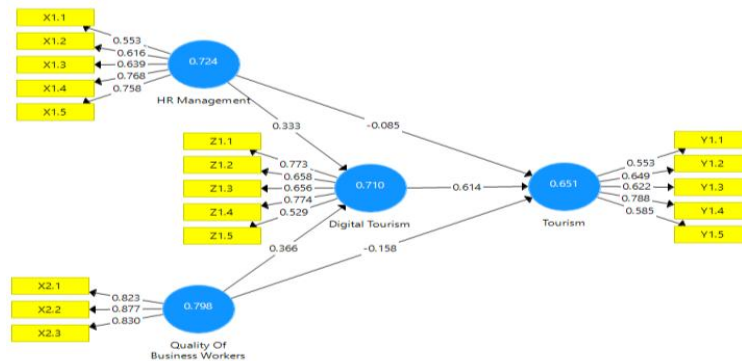
Reliability test is done by looking at the *composite reliability* value of the indicator block that measures the construct. Results *composite reliability* will show a satisfactory value if above 0, 7. Here is the *composite reliability* value for the output:



**Fig 2 Composite reliability**

Figure 2 shows that the *composite reliability* for all constructs is above 0, 7 which show that all constructs in the model estimated meet the criteria of *discriminant validity*. The lowest *composite reliability* value is 0.778 in the Y construct (Tourism).

The reliability test can also be strengthened with *Cronbach's Alpha* where the SmartPLS Version 3 output gives the following results:



**Fig 3 Cronbach's Alpha**

The recommended values are above 0.6 and the table above shows that the *Cronbach's Alpha* values for all constructs are above 0.6. The lowest value is 0.651 (Y).

**4.2 Structural Model Testing ( Inner Model)**

After the estimated model meets the *Outer Model* criteria, the next step is testing the structural model (*Inner model*). Here are the R- Square values of the construct:



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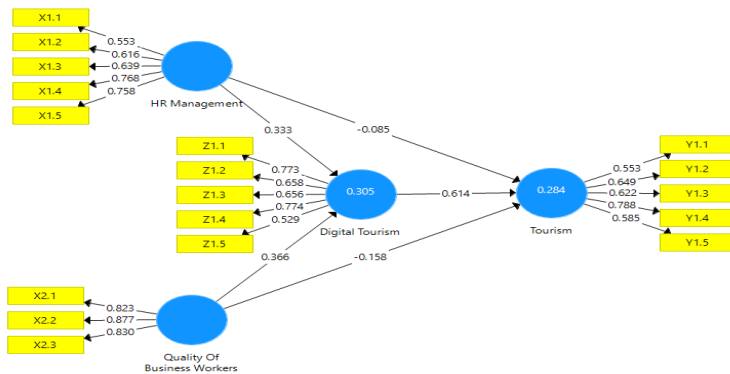


Fig 4 R-Square

Figure 4 gives a value of 28, 4 % to construct Y which means that the Z capable of explaining the variance of Y 30.5%. Hypothesis testing is as follows:

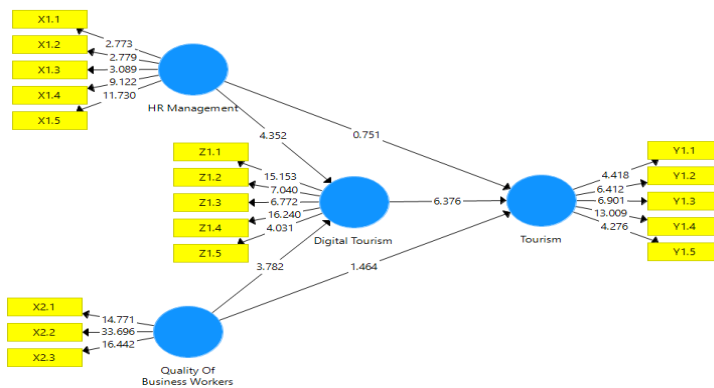


Fig 5 Hypothesis testing

Figure 5 shows that the relationship between X1 with Y is positive but not significant with T-statistic of 0.751 (< 1, 96 ). Thus the hypothesis H1 in this study which states that 'Human Resource Management berpengaruh on Tourism' was rejected

Figure 5 shows that the relationship between X2 and Y is positive but not significant with T-statistic of 1.464 (< 1, 96 ). Thus the hypothesis H2 in this study that states that the 'Quality of Labor berpengaruh on Tourism' was rejected.

Figure 5 shows that the relationship between X1 with Z is a significant positive T-statistic of 4.352 (> 1, 96 ). Thus the hypothesis H3 in this study which states that ' HR management affects digital tourism' is accepted.

Figure 5 shows that the relationship between X2 with Z is a significant positive T-statistic of 3.782 (> 1, 96 ). Thus the hypothesis H4 in this study which states that 'Quality of Workforce affects Digital Tourism' is accepted.

Figure 5 shows that the relationship between the Z and Y is a significant positive T-statistic of 6.376 (> 1, 96 ). Thus the hypothesis H5 in this study which states that 'Digital Tourism has an effect on Tourism' is accepted.

## 5. Conclusions

Based on the results of the analysis and discussion that has been presented, it can be concluded that HR Management has a positive effect on tourism . Increasingly higher HR Management that will increase tourism. The quality of the workforce has a positive effect on tourism . The more high-quality workforce that will increase tourism. And HR Management has a positive effect on *Digital Tourism* . Increasingly higher then the Human Resource Management will improve the *Digital Tourism* . Then the quality of the workforce has a positive effect on *Digital Tourism* . The more high-quality workforce that will improve the *Digital Tourism* . *Digital Tourism* has a positive effect on tourism . The higher the Digital Tourism , the higher the Tourism. The indirect effect is greater than the direct effect, so it can be said that the *Digital Tourism* variable is perceived as an intervening variable between the HR Management variable and the perception of the quality of the workforce.

A tourism business is an activity that aims to provide tourism services or provide or manage tourist objects and attractions , tourism goods businesses and other businesses related to the said sector. The tourism industry is an organizational structure, both public and private, that is involved in the development, production and marketing of a service product to meet the needs of people who are traveling . The behavior of tourists who come to Padang to *look, book and pay* has been done digitally. This lifestyle changes the strategy from conventional to go digital. Fifty percent of Indonesia's *inbound* tourism is the millennial generation, therefore the millennial generation is the main tourism target in the city of Padang . Millennial generation is obliged to control the market, either the current market or the future market. In addition, the millennial generation must also be *open minded* with digital because the key is *the more digital, the more global*, so they are demanded to be more interactive, *mobile* , and *persona* .

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