

Determination of Business Opportunities and Implications for the Level of Community Welfare

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ABSTRAK

Peluang usaha yang besar dapat dimanfaatkan oleh masyarakat dan pemerintah dalam meningkatkan pendapatan negara dan meningkatkan kesejahteraan masyarakat khususnya usaha pariwisata. Penelitian ini bertujuan untuk menganalisis pengaruh dukungan dan aktivitas keluarga terhadap peluang usaha dan tingkat kesejahteraan masyarakat serta pariwisata. Metode yang digunakan adalah deskriptif. Penelitian ini melibatkan komunitas wisata bahari sebagai subyek. Penelitian ini menggunakan data primer (kuesioner) dari 209 responden komunitas pariwisata. Metode yang digunakan adalah Structural Equation Modeling Analysis dengan Partial Least Square (PLS). Studi ini menunjukkan dukungan keluarga, kegiatan pariwisata, peluang bisnis, dan tingkat kesejahteraan sebagai konstruk valid dan reliabel loading factor terendah 0,6 dan alpha Cronbach lebih dari 0,7. Temuan penelitian ini menunjukkan bahwa secara parsial dukungan dan aktivitas keluarga berpengaruh signifikan terhadap peluang usaha masyarakat. Temuan lebih lanjut mengungkapkan bahwa tingkat kesejahteraan dipengaruhi secara signifikan oleh kegiatan pariwisata, tetapi tidak dipengaruhi secara signifikan oleh dukungan keluarga. Mengenai variabel mediasi, peluang bisnis secara signifikan memediasi dukungan keluarga pada tingkat kesejahteraan tetapi tidak secara signifikan memediasi aktivitas dan beberapa hasil. Penelitian ini bertentangan dengan teori dan penelitian sebelumnya, karena fenomena dan objek yang diteliti berbeda.

ABSTRACT

Great business opportunity can be utilized by the community and the government in increasing state income and improving the welfare of the community, especially the tourism business. This study aims to analyze the effect of family support and activities on business opportunities and the level of community welfare and tourism. The method used is descriptive. This research was involving the marine tourism community as subject. The study used primary data (questionnaires) from 209 respondents from the tourism community. The method used is Structural Equation Modeling Analysis with Partial Least Square (PLS). This study shows family support, tourism activities, business opportunities, and welfare levels as valid and reliable constructs lowest loading factor 0.6 and Cronbach alpha more than 0.7. The findings of this study indicate that partially family support and activity have a significant effect on community business opportunities. Further findings reveal that the level of welfare is significantly influenced by tourism activities, but not significantly influenced by family support. Regarding the mediating variable, business opportunities significantly mediate family support on welfare levels but do not significantly mediate activities and some results. This study is contradictory with previous theories and research, because of the different phenomena and objects studied.

1. INTRODUCTION

Tourism is a good selling point for economic growth in Indonesia, and it can explore the rural tourism potential of this country. It is important for the Indonesian tourism industry to increase its contribution to gross domestic product (GDP) as this will trigger more foreign exchange earnings for the country (Andiani & Widiastini, 2017; Setyawan & Trisna, 2018). Moreover it also provides job opportunities for the people of Indonesia (based on the latest data from the Central Statistics Agency, the unemployment rate in this country reached 5.81 % in February 2015). It is estimated that almost 9% of the total national

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workforce is employed in the tourism sector. This tourism is a leading sector in an area that contributes well to national income in Indonesia (Baiev et al., 2019; Sukriah, 2014).

The development of the tourism industry shows a very interesting phenomenon. The business opportunities that exist in the tourism industry represent tremendous economic potential (Cuomo et al., 2021; Jiang & Gao, 2019). Chairman of the Central Executive Board of the Indonesian Young Entrepreneurs Association (BPP HIPMI) said that the number of entrepreneurs in Indonesia was only 3.4 percent. Compared to Malaysia and Singapore, Indonesia is far behind in terms of the number of entrepreneurs. Malaysia is at the 5 percent level and Singapore 6 percent. Meanwhile, to become a developed country, it takes 12 percent of entrepreneurs from the total population. The current phenomenon is that we are far behind from neighboring countries, which have a smaller population than Indonesia, said Maming after inaugurating the board of BPD HIPMI Papua for the 2021-2024 term.

This is also the basis of the phenomenon in the field that shows the gap between the conditions and reality seen, that Indonesia is rich in natural resources, which are actually raw materials in opening or making businesses, including tourism. This tourism can be used but will never run out (Mulyadi & Sunarti, 2019; Prabhawati, 2018; Simatupang & Sukmadi, 2020). So this great business opportunity can be utilized by the community and the government in increasing state income and improving the welfare of the community, especially the tourism business. In welfare there is a family support factor that is received by one family member from another family member in order to carry out the functions contained in a process of achieving the desired family towards family welfare. Family support will have an impact on increasing a person's self-confidence in dealing with the process of behavior patterns related to the environment they occupy in carrying out activities (Edelman et al., 2016; Purba & Sucipto, 2019).

In addition, in tourism the most important one is tourism activity, namely what tourists do, or what motivates tourists to come to destinations, namely their presence there within half a day to weeks. Tourism activities are driven by the presence of tourist attractions, especially unique ones such as: beaches, parks, historical buildings, distinctive topography, cultural characteristics, unique local events, and others (Andiani & Widiastini, 2017; Isman et al., 2020; Shen et al., 2020). This is what can affect the business opportunities of the community in the currently developing world of tourism to improve the welfare of the community itself. The focus of this research is on the marine tourism community of Padang City which is currently faced with rapidly growing tourism. The existence of business opportunities can be the spearhead of the community in improving welfare with family support variables and tourism activities which are a measure of the community's success in achieving it (Auster et al., 2020; Pajriah, 2018; Wirawan et al., 2020).

Previous research showed that the quality of parent-child interaction in the family is considered to play an important role in achieving family welfare, in addition to the perceived social support in the family (Dewi & Ginanjar, 2019). Family welfare is the result of the dynamics of interaction in the family which consists of cooperation, acceptance, trust, rituals, family vision and mission, and mutual love. Previous study state the number of dependents will affect the level of family welfare if it is not balanced with sufficient income (Purwanto & Taftazani, 2018), so that the number of dependents will continue to be directly proportional to the amount of income. Previous research shows that the development of tourism has an impact on the social structure, namely the growth of social organization, social stratification, migration and population composition, as well as livelihoods and income (Pratama & Kinseng, 2015).

This study is interested in examining the relationship between family support, tourism activities on the level of welfare with business opportunities as mediation. In particular, the author also wants to know how the welfare of coastal communities close to marine tourism in the city of Padang is. The aim of this study is to analyze the effect of family support and activities on business opportunities and the level of community welfare and tourism in the city of Padang.

2. METHODS

The method used in this study is a quantitative method, which describes the causal relationship between variables (Sugiyono, 2014). This study analyze the causal relationship between the variables of family support, tourism activities, business opportunities and the level of welfare of the marine tourism community in the city of Padang. In the current development of marine tourism in the city of Padang, the community has great business opportunities to be able to develop business and income in order to improve the welfare of the community. This study is looking at the driving factors that influence, namely family support and tourism activities.

This research was conducted on the marine tourism community of Padang city with a focus on the marine tourism community of Padang City in North Padang District, Koto Tengah District, West Padang District, South Padang District, Lubuk Begalung District and Bungus Teluk Kabung District until 2021. The criteria participants have income from business/business/UMKM Padang City Maritime Tourism. The

sample used is 209 people. Questionnaires were used as a data collection technique with a Likert Scale of 1-5. Prior to data analysis, reliability and validity tests will be carried out, the reliability value standard will use the composite standard reliability and Cronbach's Alpha (0.70) as well as validity test by comparing the correlation value (r count) with r-table.

The data analysis technique uses SEM (Structural Equation Modeling) analysis with the PLS (Partial Least Square) method (Santoso et al., 2014). The stages of data analysis are: The first stage is evaluating the measurement model (outer model). Test the validity and reliability by performing Convergent Validity, Discriminant Validity Composite Reliability, Cronbach's Alpha and AVE. Formative indicators were tested with significance weight and multicollinearity. The second stage is evaluating the structural model (inner model). Evaluation of this model will be seen from the coefficient of determination (R²), predictive relevance (Q²), goodness of fit index (GOF). Hypothesis testing is seen from the value of t-statistics and probability values. Hypothesis testing uses statistical values, so for alpha 5% the statistical t value used is 1.960.

3. RESULTS AND DISCUSSIONS

Results

This research consists of 2 types of variables, namely exogenous variables and endogenous variables. Exogenous variables include: 1.) Family support consisting of 4 indicators, namely instrumental support, informational support, emotional support and appraisal or appreciation support. 2.) Tourism activities consist of 8 indicators, namely the welfare (well being) of the host community, protection of cultural assets, community participation, health and safety insurance, economic benefits, protection of natural assets, management of rare natural resources, development planning and control. 3.) Business Opportunities consist of 7 indicators, namely the ability to imitate existing business ideas, innovate from other people's business ideas, have knowledge of market supply and demand, be able to see changes in technology, be able to see regulatory changes, be able to see economic conditions, and be able to see consumer needs. Meanwhile endogenous variables include: 1.) Welfare level consists of 8 indicators, namely income, expenditure, living conditions, housing facilities, health of family members, ease of obtaining health services, ease of entering children into education levels, ease of obtaining transportation facilities.

Assess the Outer Model or Measurement Model

A construct can be declared to have high reliability if the composite reliability value is 0.70, Cronbach's Alpha value is above 0.60, Rho_A is above 0.70, and AVE is above 0.50. Table 1 presents Cronbach's Alpha, Rho_A, Composite Reliability and Average Variance Extracted (AVE) values for all variables.

Table 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Opportunities	0.922	0.924	0.936	0.648
Family Support	0.974	0.975	0.977	0.781
Prosperity Level	0.947	0.950	0.953	0.592
Tourism Activities	0.900	0.903	0.921	0.625

Based on the Table 1, it can be seen that all constructs in this study showed a composite reliability value above 0.70 and Cronbach's Alpha value above 0.60. The lowest Composite Reliability and Cronbach's Alpha values are in the tourism activity construct, which are 0.921 and 0.900 respectively. It can be concluded that the construct in this study is reliable. Next to the Average Variance Extracted (AVE) value, all constructs in the waiting model are above 0.5. The lowest AVE value of 0.592 lies in the Welfare Level construct, so it can be concluded that the construct in this study is valid. And for the value of rho_A all constructs are above 0.70. Measurement of the magnitude of the correlation between constructs and latent variables can also be seen in the path diagram in Figure 1.

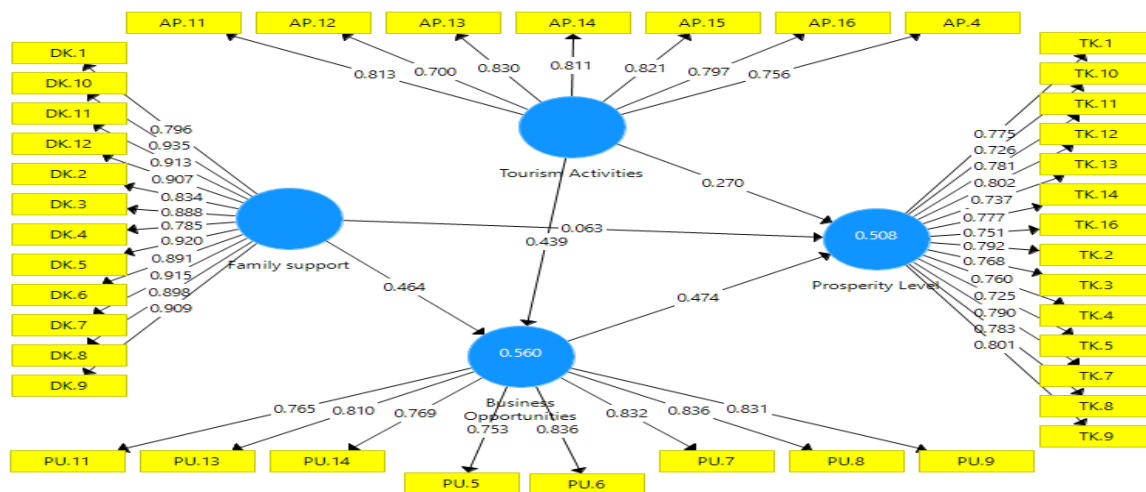


Figure 1. Algorithm

Figure 1 shows that all variable indicators have a loading factor value above 0.5, this proves that all variable indicators are valid.

Structural Model Testing (Inner Model)

Structural model testing was conducted to determine the relationship between latent constructs in the research model. The assessment of the inner model can be seen from R Square for all dependent latent variables. Table 2 presents the value of R Square.

Table 2. R-Square Value

	R Square	R Square Adjusted
Business Opportunities	0.560	0.555
Prosperity Level	0.508	0.501

In the value of R Square there is a range of values used as an assessment construct, namely 0.67 (strong), 0.33 (moderate) and 0.19 (weak). Based on the Table 2, there are two constructs contained in the R-Square value, namely Business Opportunities and Welfare Levels. From Table 2 it can be seen that the r-square value of Business Opportunities reaches 0.560 or 56%, meaning that 56% of the Business Opportunity construct can be explained by the variables of Family Support and Tourism Activities, 44% is explained by other variables. The Welfare Level variable has an r-square value of 0.508 or 50.8%, this shows that 50.8% of the Welfare Level construct can be explained by the variables of Family Support, Tourism Activities and Business Opportunities, another 49.2% is explained by other variables.

Hypothesis Test

The main basis used to test the hypothesis is the value contained in the output output for the inner weights. Table 3 explains the results of hypothesis testing (next page).

Table 3. Result for Inner Weight

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Family support -> Business Opportunities	0.464	0.463	0.063	7.330	0.000
Tourism Activities -> Business Opportunities	0.439	0.444	0.068	6.429	0.000
Family support -> Prosperity Level	0.063	0.063	0.055	1.145	0.253
Tourism Activities -> Prosperity Level	0.270	0.271	0.110	2.451	0.015
Business Opportunities -> Prosperity Level	0.474	0.478	0.106	4.474	0.000

Based on [Table 3](#), it can be seen that the first relationship, Family Support has a significant effect on Business Opportunities in accordance with the results shown, namely the parameter coefficient value of 0.464 with a t-statistic value of 7.330 which is greater than the t-table value of 1.960 ($7.330 > 1.960$). The relationship between the two Tourism Activities has a significant effect on Business Opportunities in accordance with the results shown, namely the parameter coefficient value of 0.439 with a t-statistic value of 6.429 which is greater than the t-table value of 1.960 ($6.429 > 1.960$). The third relationship of family support has no significant effect on the level of welfare in accordance with the results shown, namely the parameter coefficient value of 0.063 with a t-statistic value of 1.145 which is greater than the t-table value of 1.960 ($1.145 < 1.960$). The fourth relationship, tourism activity has a significant effect on the level of welfare according to the results shown, namely the parameter coefficient value of 0.270 with a t-statistic value of 2.451 which is greater than the t-table value of 1.960 ($2.451 > 1.960$). And the fifth relationship, Business Opportunities have a significant effect on Welfare Levels according to the results shown, namely the parameter coefficient value of 0.474 with a t-statistic value of 4.474 which is greater than the t-table value of 1.960 ($4.474 > 1.960$). Then Specific indirect effects is show in [Table 4](#).

Table 4. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Family support -> Business Opportunities-> Prosperity Level	0.220	0.223	0.064	3,440	0.001
Tourism Activities -> Business Opportunities-> Prosperity Level	0.208	0.210	0.051	4.103	0.000

Based on [Table 4](#), it can be seen that the mediation relationship is the first relationship, Family Support has a significant effect on the Level of Welfare with Business Opportunities as a mediating variable according to the results shown, namely the parameter coefficient value of 0.220 with a t-statistic value of 3,440 which is greater than the t-table value. of 1.960 ($3.440 > 1.960$). The original sample value of indirect influence is $0.220 >$ direct influence is 0.063, then the business opportunity variable mediates Family Support on Welfare Levels. The relationship between the two Tourism Activities has a significant effect on the Level of Welfare with Business Opportunities as a mediating variable according to the results shown, namely the parameter coefficient value of 0.220 with a t-statistic value of 3.440 which is greater than the t-table value of 1.960 ($3.440 > 1.960$). The original sample value of indirect influence is $0.208 <$ direct influence is 0.270, then the business opportunity variable does not mediate tourism activities on the level of welfare.

Discussion

The Effect of Family Support on Business Opportunities

Based on the results of the study, family support has a significant effect on business opportunities. This proves empirically that the first hypothesis which states that family support has an effect significant to the business opportunity is accepted. Positive path coefficient value shows that the better the family support, the better the business opportunities for the marine tourism community of Padang City.

For the family support variable, the results of the measurement model test and perception respondent show that appraisal or award support most dominant in reflect family support. Respondent's perception stated that appraisal support or award more dominant mirrored by my family motivates me to always be patient and steadfast in dealing with problems. From the test results of the measurement model show that focused assessment or award support on my family gives positive praise or appreciation when there is progress in my work. Family support can be an encouragement for family members so attention to appraisal support or rewards must still be maintained and increased. However, so that the assessment or appreciation support can be more optimal, in its application it is more focused on the family, it motivates me to always be patient and steadfast in dealing with problems, the family gives positive praise or appreciation when there is progress in my work, and the family fully supports the actions take ([Kunskaja, 2019](#); [Nurhayati et al., 2022](#)). In work, business opportunities, the existence of family support will increase the willingness of the community to achieve their business or business. But if there is no family support, business opportunities can still be achieved by someone.

Research result explains and shows that Family Support has a significant influence on Business Opportunities. This could be because the marine tourism community of Padang City pays attention to or expects direct family support in increasing their business opportunities. There are other things that need

to be improved but without ignoring the family's support. The results of this study are in line with several previous studies state that Family Support had a significant influence on Business Opportunities (Kusmulyono & Faizal, 2020; Marwanti & Astuti, 2012; Yanto & Efendi, 2021).

The Influence of Tourism Activities on Business Opportunities

Based on the results of the model test, tourism activities have a significant effect on business opportunities. This proves empirically that the second hypothesis which states that tourism activity has an effect significant to the business opportunity is accepted. Positive path coefficient value shows that the better the tourism activity, the better the business opportunities for the marine tourism community of Padang City.

For the tourism activity variable, the results of the measurement model test and perception respondent show that cultural assets are protected. Meanwhile, based on the results of the measurement model test, the most important indicator is dominantly reflecting tourism activities is the management of rare natural resources. Management of rare natural resources must become priority main in application and implementation tourism activities in the marine community of Padang city. Improvements that can be made on the indicators of management of rare natural resources, namely: the community must develop natural resources in the environment so that they are not damaged, then the community is always looking for new things in the management of natural resources in their environment (Ifeoma Obidile, 2018; Rieckhof & Guenther, 2018). This will later increase tourism activities. Tourism is getting stronger, developing and superior, so it must be give attention main on management of rare natural resources, especially the community must develop natural resources in the environment so that they are not damaged. From this it can be seen that the achievement of good business opportunities when good natural resource management and keeping the environment clean and undamaged in the marine tourism of Padang City.

The results of this study are in line with several previous studies. Research result This explains and shows that tourism activities have a significant influence on business opportunities (Auster et al., 2020; Edison et al., 2019; Pratama & Kinseng, 2015; Widya Setiyanti & Sadono, 2011). This could be because a business opportunity arises due to increased tourism activities and is well maintained. Therefore, the community must pay attention in terms of managing natural resources that are neatly arranged so that they are not damaged. And other indicators that must be considered are the protection of cultural assets, protection of natural assets and development planning and control in the marine tourism of Padang city.

The Effect of Family Support on Welfare Level

Based on the results of the model test, family support has no significant effect on the level of welfare. This proves empirically that the third hypothesis which states that family support has no effect significant to the level of welfare is rejected. A positive path coefficient value indicates that the better the family support, the better the welfare level of the marine tourism community in Padang city.

For the family support variable, the results of the measurement model test and perception respondent show that appraisal or award support most dominant in reflect family support. Respondent's perception stated that appraisal support or award more dominant mirrored by my family motivates me to always be patient and steadfast in dealing with problems. From the test results of the measurement model show that focused assessment or award support on my family gives positive praise or appreciation when there is progress in my work. Family support can be an encouragement for family members so attention to appraisal support or rewards must still be maintained and increased (Padgett & Galan, 2010; Sukmana et al., 2018). However, so that the assessment or appreciation support can be more optimal, in its application it is more focused on the family, it motivates me to always be patient and steadfast in dealing with problems, the family gives positive praise or appreciation when there is progress in my work, and the family fully supports the actions in work. In the level of welfare, the existence of family support will increase a person's enthusiasm in realizing the welfare of his family. However, if there is no family support, the level of welfare can still be achieved by someone.

Research result explains and shows that Family Support has no significant effect on the Level of Welfare. This could be because the marine tourism community of Padang City does not pay much attention to or expect direct family support in increasing their level of welfare. There are other things that need to be improved but without ignoring the family's support. The results of this study contradict several previous studies who actually said that family support had a significant influence on the level of Welfare (Dewi & Ginanjar, 2019; Marwanti & Astuti, 2012; Purwanto & Taftazani, 2018).

The Effect of Tourism Activities on Welfare Level

Based on the results of the model test, tourism activities have a significant effect on the level of welfare. This proves empirically that the fourth hypothesis which states that tourism activities have an effect significant to the level of welfare received. Positive path coefficient value shows that the better the tourism activity, the better the welfare level of the marine tourism community in Padang City.

For the tourism activity variable, the results of the measurement model test and perception respondent show that cultural assets are protected. Meanwhile, based on the results of the measurement model test, the most important indicator is dominantly reflecting tourism activities is the management of rare natural resources. Management of rare natural resources must become priority main in application and implementation tourism activities in the marine community of Padang City. Improvements that can be made on the indicators of management of rare natural resources, namely: the community must develop natural resources in the environment so that they are not damaged, then the community is always looking for new things in the management of natural resources in their environment. This will later increase tourism activities. Tourism is getting stronger, developing and superior, so it must be give attention main on management of rare natural resources, especially the community must develop natural resources in the environment so that they are not damaged (Edison et al., 2019; Kusumajanti et al., 2021; Oka, I, M et al., 2021). From this, it can be seen that the achievement of a good level of welfare when good natural resource management and keeping the environment clean and undamaged in the marine tourism of Padang city. Then tourists will feel at home enjoying the marine tourism of Padang city which is well managed and healthy. This is what makes an increase in welfare in business opportunities that are run from existing tourism activities.

The results of this study are in line with several previous studies (Oberholzer et al., 2010; Purba & Sucipto, 2019). Research result This explains and shows that tourism activities have a significant influence on the level of welfare. This could be because a level of community welfare arises due to increased and well-maintained tourism activities. Therefore, the community must pay attention in terms of managing natural resources that are neatly arranged so that they are not damaged. And other indicators that must be considered are the protection of cultural assets, protection of natural assets and development planning and control in the marine tourism of Padang City.

The Influence of Business Opportunities on Welfare Level

Based on the results of the model test, Business Opportunities have a significant effect on the Level of Welfare. This proves empirically that the fifth hypothesis which states that Business Opportunities have an effect significant to the Level of Welfare received. Positive path coefficient value shows that the better the Business Opportunities, the better the level of welfare of the marine tourism community in Padang City. The results of this study are in line with several previous studies (Anggakara, 2021; Marwanti & Astuti, 2012; Samsiana et al., 2020; Yanto & Efendi, 2021).

For the Business Opportunity variable, the results of the measurement model test and perception respondent show that Having knowledge about market supply and demand , Meanwhile, based on the results of the measurement model test, the most important indicator is The dominant reflection of business opportunities is being able to see technological changes. Technological change must Becomes priority main in application and implementation Business Opportunities in the maritime community of Padang City. Improvements that can be made to the Able to see technological change indicator, namely: with technology, it is easier for people to get and provide information to many people, and further changes in technology can help people to create something new that is needed by many people (Koe et al., 2021; Kunsaja, 2019). From this it can be seen that the business opportunities taken by the community in tourism can improve the welfare of the community.

The Effect of Family Support on Welfare Levels Through Business Opportunities

Based on the results of the model test, Family Support has an effect significant to level of welfare through business opportunities. This proves empirically that the sixth hypothesis which states that Family Support has an effect significant to welfare levels through business opportunities are accepted. Positive path coefficient value shows that the better the family support, the better the level of welfare of the marine tourism community in Padang city with business opportunities that have been obtained or developed by the community to be more prosperous. This shows based on statistical testing that business opportunities are proven to be able to mediate the relationship between family support and welfare levels. The results of this study are in line with several previous study where it is stated that business opportunities are able to mediate family support to the level of welfare (Yanto & Efendi, 2021).

The Effect of Tourism Activities on Welfare Levels Mediated by Business Opportunities

Based on the results of the model test, tourism activity has an effect significant to level of welfare through Business opportunities. This proves empirically that the seventh hypothesis which states that tourism activity has an effect significant to welfare levels through business opportunities are accepted. Positive path coefficient value shows that the better the tourism activity, the better the business opportunities in the marine tourism community of Padang City. The results of this study contradict several previous studies (Kusumajanti et al., 2021; Pratama & Kinseng, 2015). When business opportunities have been adopted properly and correctly and dare to take risks this will improve the welfare of the marine tourism community of Padang City. However, this shows that based on statistical testing, the original sample value of the indirect effect is smaller than the direct effect, so the business opportunity variable does not mediate tourism activities on the level of welfare.

4. CONCLUSION

This study found several things, including proving that family support has a significant effect on business opportunities. Family support has no significant effect on the level of welfare. Then tourism activities have a significant effect on the level of welfare. Moreover business opportunities have a significant effect on welfare levels. Family support has a significant influence on welfare levels through business opportunities. And the last one tourism activities have a significant influence on the level of prosperity through business opportunities.

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