Digital Capability and Communication Skill for Empowering Self-Efficacy in Tourism Industry

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Abstract—The people's shifting perspective from buying products to buying "experience" has been phenomenon these days. This phenomenon brings positive effects on the tourism service industry which is potential and prospective to be developed. Indonesia has great potentials to develop the tourism industry. However, the question about distributing the number of travelers more evenly is still bothersome. Thus, the needs to educate conventional tourism industry players into digital marketing and to increase the supporting role for the tourism industry are essential. This article proposes the concept of building a destination competitive advantage which emphasizes the development of tourism in communication skills and self-efficacy through enhancing e-digital capability in sharia hotels. This study applies SEM AMOS analysis with 107 respondents working as employees of sharia hotel in Semarang city. The results showed that digital capability had a positive and significant effect on communication skills and on self-efficacy. Communication skills had a positive and significant effect on self efficacy as well. Furthermore, communication skills mediate the effect of digital capability on self-efficacy. The results of this proposed model are hoped to contribute to social identity theory and social exchange theory in the context of digital-based tourism marketing and development strategies.

Keywords: concept of e-digital capability, hotel, SEM AMOS, tourism

I. INTRODUCTION

To face the era of "leisure economy" where the trend of people is shifting from buying products to buying "experience", tourism becomes a very prospective sector to be developed [1]. Tourism is one of the drivers of business in the service sector [2]. The progress of the tourism sector is also one thing that needs to be targeted in accordance with the government's mission [3] and developed into something which has high potential for sale [4].

The Telegraph recorded that Indonesia is one of the 20 countries with the fastest growth in tourism and has four times higher tourism growth compared to regional and global growth.

Indonesia's tourism growth in the last few years has reached 25.68 percent, while the tourism industry in the ASEAN region has only grown 7 percent and in the world only 6 percent. According to the World Economy Forum (WEF), Indonesia's tourism competitiveness index also showed encouraging developments. Indonesia's ranking rose eight points from rank 50 in 2015, to rank 42 in 2017 [5].

In 2017 Indonesia's tourism sector growth rose up the second place with its growth rate of 22 percent. The first place was Vietnam with 29 percent. The growth rate was far above the average where in the world the growth rate was 6.4 percent and 7 percent in ASEAN. Meanwhile, the contribution of foreign exchange from the tourism sector increased from USD 12.2 billion in 2015 to USD 13.6 billion in 2016 and rose again to USD 15 billion in 2017 and in 2018 earned USD 17 billion and is targeted to reach USD 20 billion in 2020.

The tourism industry is emerging as one of the service industry sectors which is quite rocketing in progress. The growth can support the economic percapita income around destinations and PAD. The tourism sector is one of the development sectors that continues to be promoted by the government due to its highly important role in the development of Indonesia, especially as a foreign exchange products among the oil and natural gas sector and become the largest contributor in international trade from the service sector [5].

Marketing strategy of tourism destination is very important to study considering the tourism sector has a very high multiplyer effects in the development of industries related to it, such as hotels, restaurants, souvenirs, travel agencies, and photography businesses to event-based communities. The Indonesia tourism industry in 2018 contributes approximately 4% of the total economy and will be increased in 2019 to 8% of GDP. Research on tourism marketing in the 4.0 era becomes an interesting research area to study. Recently, the number of researches in the field of digital transformation in tourism has increased but is still very limited to research into digital

transformation triggered by e-commerce and the ability of individuals to utilize the digital era [6].

Digital transformation involves fundamental changes in business processes [7], operational routines [8], and organizational capabilities [9], as well as entering new markets or leaving current markets [10]. Although organizational transformation requires changes in the strategy, structure, and domain of power distribution [10], digital transformation highlights the impact of technology information on organizational structure, routines, information flow [11], and the ability of organizations to accommodate and adapt to technology information [9].

The digital era 4.0 requires digital workers and the power of technological progress and opportunities for radical organizational change [12]. The information technology, however, will not play a big role if it is not followed by the ability of individuals to utilize technology for the service of organizational goals [13].

II. RESEARCH METHODS

This study presents digital capability as an independent variable, measured by indicators which include; 1) information and data literacy, 2) communication and collaboration, 3) digital content creation, 4) safety and 5) problem solving [14].

The dependent variable in this study was communication skill and measured by the ability to understand messages. Communication skill is the ability to listen to sounds / instructions or see action, the ability to process messages and store them in memory and the ability to respond to messages or instructions shown in verbal form, gestures, actions or body language while self-efficacy is measured by feeling very competent, welcoming challenges, and feeling confident in dealing with his ability to manage change [15].

The data collection was obtained through a questionnaire and carried out by using interval measurements with the provisions of Likert scale, scoring from 1 to 5. The data obtained were analyzed by using SEM AMOS software.

III. RESULTS

This study can provide better insight on the factors which have potentials to influence self-efficacy through digital capability and communication skills for Syariah hotels in Semarang city.

The results of the confirmatory factor analysis of exogenous variables can be presented as follows.
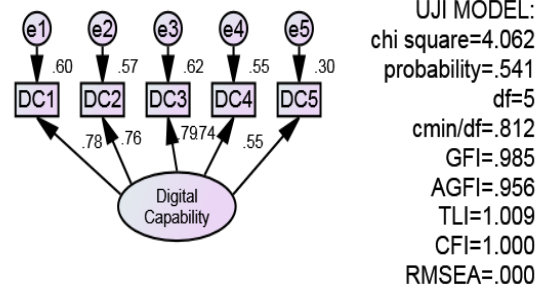

Fig. 1. The results of the confirmatory factor analysis for exogenous variables.

(Source: The results of SEM-AMOS 22, 2019)

The second stage of confirmatory factor analysis was the measurement of the forming indicators for endogenous variables consisting of two variables with 6 indicators.
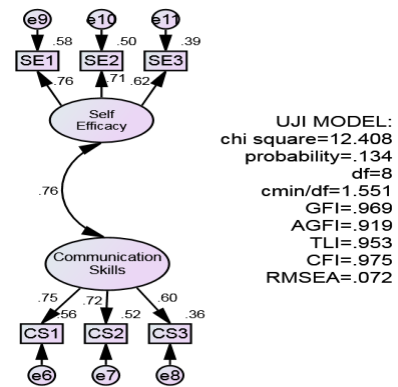

Fig. 2. The results of the confirmatory factor analysis for endogenous variables.

(Source: the results of SEM-AMOS 2019)

These results indicate that there was no difference between the predicted model and the observational data. Thus, the compatibility of the predicted model with observational values meets the requirements. The reliability test results for this research variable can be presented in table 1.

TABLE I.   THE RESULTS OF THE CONSTRUCT RELIABILITY TEST

Variable	construct reliability
Digital Capability	0.848
Communication skills	0.733
Self-efficacy	0.740

Source : The results of SEM 2019

The previous reliability test results indicated that the three research variables such as digital capability, communication skills, and self-efficacy were above 0.70. Thus, the reliability test of all variables in this study can be accepted.
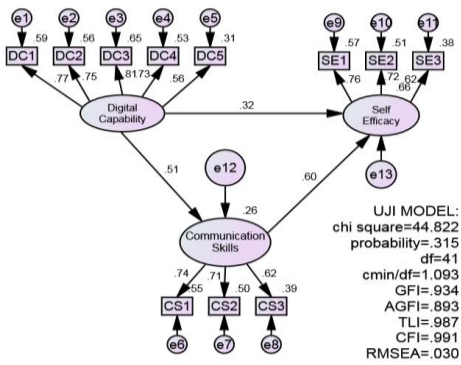
Fig. 3. Analysis of the full model.

(Source: The results of SEM-AMOS 22, 2019)

The results of the goodness of fit in the SEM full model of this research can be presented in table 2.

TABLE II. THE RESULTS OF THE GOODNESS OF FIT IN THE SEM FULL MODEL

Goodness of Fit Index	Cut off Value	Estimation Results	Model Evaluation
Chi-Square (df=41)	Small (<56,94)	44,822	Fair
Probability	≥ 0,05	0.315	Fair
CMIN/DF	< 2,00	1.093	Fair
GFI	> 0,90	0.934	Fair
AGFI	> 0,90	0.893	Marginal
TLI	> 0,95	0.987	Fair
CFI	> 0,95	0.991	Fair
RMSEA	< 0,08	0.030	Fair

Source: The results of SEM 2019

Based on the results of the feasibility test for the endogenous variable confirmatory model, it is known that the feasibility criteria for the model of chi-square value, probability, cfi, tli, cmin/df, gfi, and rmsea are in the expected range of values (included in the good category). Therefore, the criteria for the suitability of the model have been met. Due to this condition, the analysis can be proceeded to hypothesis testing.

The normality test results of the data used in the research model can be seen in the following table.

TABLE III. NORMALITY TEST RESULTS

Variable	min	Max	skew	c.r.	kurtosis	c.r.
SE3	1.000	5.000	-1.026	-4.333	.768	1.622
SE2	1.000	5.000	-.881	-3.722	-.150	-.316
SE1	2.000	5.000	-.596	-2.517	-.933	-1.969
CS3	1.000	5.000	-.632	-2.671	-.135	-.286
CS2	1.000	5.000	-.363	-1.534	-.476	-1.006
CS1	1.000	5.000	-.183	-.773	-.659	-1.391
DC5	1.000	5.000	-.135	-.569	-.471	-.994
DC4	1.000	5.000	-.365	-1.541	-.904	-1.910
DC3	1.000	5.000	-.361	-1.523	-.960	-2.026
DC2	1.000	5.000	-.293	-1.237	-.960	-2.028
DC1	1.000	5.000	-.248	-1.047	-.899	-1.898
Multivariate					.857	.262

Source : The results of SEM 2019

Based on the results of the normality test in table 3, it appears that the value of CR multivariate for kurtosis was 0.262. This value is in the range ± 2.58, thus it can be concluded that the research data used were in the normal distribution.

TABLE IV. THE RESULTS OF MULTIVARIATE OUTLIERS

Observation number	Mahalanobis d-squared	p1	p2
24	26.919	.005	.398
86	22.803	.019	.601
74	22.328	.022	.418
...	...	....	....
104	5.968	.875	.129
43	5.948	.877	.078
69	5.931	.878	.042

Source : The results of SEM 2019

In table 4 it can be seen that there is no d-squared Mahalanobis value above the mahalanobis distance value. So, it can be concluded that no research data is considered as an outlier.

TABLE V. SUMMARY OF HYPOTHESIS TEST RESULTS

	Hypothesis	Conclusion
H1	*Digital capability* has positive and significant effects to the *communication skills*	**Accepted** CR = 4,023 > 1,96 P = 0,000 < 0,05
H4	*Digital capability* has positive and significant effects to *self-efficacy*	**Accepted** CR = 2,584 > 1,96 P = 0,010< 0,05
H7	*Communication skills* has positive and significant effects to *self-efficacy*	**Accepted** CR = 3,989 > 1,96 P = 0,000 < 0,05
H8	*Communication skills* mediate the effects of digital capability to *self-efficacy*	**Accepted** CR = 2,832 > 1,96 P = 0,004 < 0,05

Source : The results of SEM 2019

Based on the results of testing for the overall model, then the mathematical model equation can be written in the form of Structural Equation Model (SEM) as follows:

$$Y_1 = 0,509 \ X + \varsigma_1 \qquad R^2 = 0,259 \qquad (1)$$

$$Y_2 = 0,322 \ X + 0,599 \ Y_1 \ \ R^2 = 0,659 \qquad (2)$$
$$+ \varsigma_2$$

Based on the SEM analysis results, it can be seen that the value of the critical ratio (CR) was 4.023 with a probability of 0,000 and a CR value was 1.96 with a probability value of <0.05, so it can be concluded that the first hypothesis of digital capability has a positive and significant effect on communication skills and can be accepted. Digital capability was found to have a positive and significant effect on self-efficacy as well. This is proven from the CR value of 2.584 with a probability of 0.010. Because the value of CR was > 1.96 and probability was <0.05, it can be concluded that the second hypothesis can be accepted. Furthermure, communication skills have a positive and significant effect on self-efficacy as evidenced by the value of CR was 3,989 with a probability value was 0,000. Because the value of CR was >

1.96 and probability was <0.05, then it can be concluded that the third hypothesis can be accepted too.

In addition, based on the results of the Sobel test, it can be seen that communication skills have a significant effect on the relationship between digital capability variable to self-efficacy. It is shown by the evidence with the CR value was 2.832 (CR > 1.96) and probability was 0.004 (p <0.05).

IV. DISCUSSION

Digital capability has a positive and significant effect on communication skills. These results support the research of Ul Hameed [16] which states that the ability of individuals to operate digital technology will greatly assist the process of communication which is technologically mediated.

Furthermore, digital capability has a positive and significant effect on self-efficacy of which we can conclude that digital capability has a positive and significant effect on self-efficacy. Communication skills have also a positive and significant effect on self-efficacy. Therefore, it can be concluded that communication skills have a positive and significant effect on self-efficacy. Ferreira, et.al [17] explain that self-efficacy is very important to develop digital capability in the context of Tourism e-Microentrepreneurial Self-Efficacy (TeMSE). Along with self-efficacy, digital capability has also been very important to meet the challenges to compete in the hospitality sector [14].

V. CONCLUSION

The enhancement of digital capability will affect one's ability to communicate and individuals who succeed in communication generally have confidence and tend to be open-minded to sharing and cooperation.

Self-efficacy is not related to one's own skills, but with one's own beliefs about the possibility of someone's achievement in different conditions. Self-efficacy refers to the ability a person feels. It is different from functional abilities. It functions to perform certain actions. A person's thought, emotion, and action are greatly influenced by one's judgment of his abilities, regardless of whether the judgment is true or not.

Examining the influence of other factors that give impacts on self-efficacy, besides digital capability on broader tourism marketing, is very necessary. This research has not considered the achievement of destination competitive advantage. The addition to creativity or social trust elements can be one of considerations for the future possible researches.

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