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JURISMA: Jurnal Riset Bisnis dan Manajemen

Volume XX Nomor X (Bulan Tahun)

E-ISSN: 2338-292X (Online) P-ISSN: 2086-0455 (Print)

E-mail: Jurisma@email.unikom.ac.id



Social Capital as the Foundation for Strengthening Community Economy through the Sustainability of Traditional Dance in Cultural Tourism

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Received Date

Revised Date

Accepted Date

ABSTRACT

This study examines the role of social capital in strengthening local community economy and its impact on the sustainability of traditional dance in the context of cultural tourism. The research problem is rooted in the declining interest in traditional arts and the need for community-based strategies to ensure their continuity. The objective of this study is to analyse how social networks, social trust, and collective norms influence the local community economy, which in turn supports the sustainability of traditional dance. Using a quantitative approach with SEM-PLS analysis, data were collected from 150 respondents selected based on the rule of thumb method. The findings reveal that local community economy has a significant positive effect on the sustainability of traditional dance, while social networks and social trust significantly strengthen the community economy. However, direct effects of social capital on dance sustainability were not significant, indicating the mediating role of local economy. This study contributes to the literature by offering a new perspective that integrates social capital and cultural preservation within community-based economic empowerment. Practically, the results highlight the need for policies and programs that strengthen community economy as a strategy for preserving cultural heritage.

Keywords

: Social capital; community economy; cultural tourism; traditional dance sustainability; SEM-PLS

ABSTRAK

Penelitian ini mengkaji peran modal sosial dalam memperkuat ekonomi komunitas lokal serta dampaknya terhadap keberlanjutan seni tari tradisional dalam konteks pariwisata budaya. Permasalahan penelitian berangkat dari menurunnya minat terhadap seni tradisional serta kebutuhan strategi berbasis komunitas untuk menjamin kelestariannya. Tujuan penelitian ini adalah menganalisis bagaimana jaringan sosial, kepercayaan sosial, dan norma kolektif memengaruhi ekonomi komunitas lokal yang selanjutnya mendukung keberlanjutan seni tari tradisional. Dengan menggunakan pendekatan kuantitatif dan analisis SEM-PLS, data dikumpulkan dari 150 responden yang dipilih berdasarkan metode rule of thumb. Hasil penelitian menunjukkan bahwa ekonomi komunitas lokal berpengaruh positif signifikan terhadap keberlanjutan seni tari, sementara jaringan sosial dan kepercayaan sosial berpengaruh signifikan terhadap ekonomi

JURISMA: Jurnal Riset Bisnis dan Manajemen

Volume XX Nomor X (Bulan Tahun)

E-ISSN: 2338-292X (Online) P-ISSN: 2086-0455 (Print)

E-mail: Jurisma@email.unikom.ac.id



komunitas. Namun, pengaruh langsung modal sosial terhadap keberlanjutan tari tidak signifikan, sehingga menegaskan peran mediasi ekonomi komunitas. Kontribusi penelitian ini terletak pada penyajian perspektif baru yang mengintegrasikan modal sosial dan pelestarian budaya melalui pemberdayaan ekonomi masyarakat. Secara praktis, hasil penelitian menekankan pentingnya kebijakan dan program yang memperkuat ekonomi komunitas sebagai strategi pelestarian warisan budaya.

Kata Kunci	:	Modal sosial; ekonomi komunitas; pariwisata budaya; keberlanjutan tari tradisional; SEM-PLS
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INTRODUCTION

Cultural tourism is increasingly regarded as a vital strategy for sustainable development, as it is capable of integrating economic, social, and cultural preservation dimensions (Park et al., 2020). The success of culture-based tourism is not solely determined by the cultural assets themselves but also by the engagement of local communities and the strengthening of social capital that underpins the continuity of traditions (Gürlek & Kılıç, 2021).

Social capital, encompassing social networks, trust, and collective norms, has been demonstrated as a key determinant in enhancing community participation. Strong social networks foster collaboration among local actors and reinforce the economic resilience of communities (Marr & Howley, 2019). Within the context of cultural arts, social trust has been recognized to strengthen collective responsibility, although in some cases, rigid collective norms may hinder innovation by overly preserving traditions (Kashwan et al., 2019; Nyamari, 2024)).

Traditional dance, as an intangible cultural heritage, faces pressing challenges such as the declining interest of younger generations and the risk of excessive commercialization. Several studies have emphasized that cultural tourism may serve as a medium for revitalizing traditional dance by transforming it into an economic attraction without diminishing its symbolic significance (Gaonkar & Sukthankar, 2025). However, most previous research has predominantly highlighted the economic benefits of cultural tourism rather than the role of social capital in sustaining traditional dance (Prayitno et al., 2024).

In addition, earlier studies have tended to focus on the role of government or formal institutions, while the contribution of grassroots communities has not been widely explored. In fact, local communities serve as key actors in intergenerational transmission of the arts and in participation within cultural festivals (Nam & Thanh, 2024). This gap highlights the need for research on the role of social capital as both a driver of the economy and a guardian of traditional dance sustainability.

The novelty of this study lies in its integration of social capital with community economy to explain the sustainability of traditional dance in the context of cultural tourism. By positioning the local community economy as a mediating variable, this research aims to contribute theoretically to the literature on social capital and cultural tourism, as well as practically to strategies for community empowerment and cultural preservation (Torres & Augusto, 2021).

Research on social capital within the context of economic development has been widely conducted. For instance, (Woolcock & Narayan, 2000) argue that social capital significantly contributes to community economic empowerment, particularly through social networks that expand access to resources. Other studies have found that social trust and community networks reinforce rural economies, especially in building resilience against external shocks (Marr & Howley, 2019).

In the tourism domain, art and culture are often positioned as major attractions that stimulate local development. Research in the Asian context highlights that traditional performing arts hold strategic value as tourism assets while simultaneously serving as a means of preserving cultural identity (Alamineh et al., 2023). Other studies also show that community involvement in cultural tourism can enhance social legitimacy for the preservation of intangible heritage (Banda et al., 2024; He et al., 2025; Li & Hunter, 2015)

Nevertheless, prior research has largely emphasized the economic benefits of cultural tourism, focusing on destination development and community welfare

improvement through the creative industries. For example, recent studies on heritage-based destinations have primarily addressed economic sustainability aspects rather than the social mechanisms underpinning them (Park et al., 2020). This leaves a research gap in understanding how social capital functions as both an economic driver and a cultural guardian.

Several studies also underline the importance of community participation in cultural preservation, yet the role of the local community economy as a mediating factor remains underexplored. For instance, research on cultural festivals in Europe indicates that community engagement is crucial for the success of such events, yet the economic dimension of communities was not treated as a key variable (Lopes & Hiray, 2024). Accordingly, this study seeks to fill the gap by investigating the interlinkages between social capital, community economy, and the sustainability of traditional dance.

Based on prior studies, a research gap can be identified concerning the relationship between social capital, community economy, and traditional dance sustainability. Most earlier works have emphasized the economic dimension of cultural tourism (Park et al., 2020) or community involvement in cultural preservation without linking it to the mediating role of community economy. On the other hand, studies on social capital have established its role in strengthening participation and collaboration, yet few have directly connected it with the sustainability of traditional dance as an intangible cultural heritage (Huang et al., 2025). Thus, this research introduces novelty by integrating social capital theory, community economy, and traditional dance preservation into a comprehensive analytical framework.

The main contribution of this study lies in its effort to integrate the concept of social capital with the local community economy to explain the sustainability of traditional dance in cultural tourism. Whereas previous research mostly discussed social capital in community economic development (Suryahadi et al., 2024) or highlighted traditional arts merely as tourism attractions without linking them to the underlying social mechanisms (Alamineh et al., 2023; Richards & Wilson, 2006), this study offers a new perspective by positioning the local community economy as a mediating variable that bridges the relationship between social capital and dance sustainability. Accordingly, this research not only enriches the literature on the role of social capital in culture-based development (Marr & Howley, 2019) but also provides a more comprehensive understanding of strategies for preserving traditional arts through community economic empowerment.

RESEARCH METHOD

This study employs a quantitative approach with an explanatory design. The design is used to examine causal relationships among variables based on the conceptual model developed. Data collection was conducted through surveys using structured questionnaires. The aim of this research is to analyse how social capital consisting of Social Network, Social Trust, and Collective Norms affects the Local Community Economy and the Sustainability of Traditional Dance within the context of cultural tourism.

The variables in this study comprise five latent variables: Social Network, Social Trust, Collective Norms, Local Community Economy, and Sustainability of Traditional Dance. Each variable consists of one or two dimensions that are further elaborated into several indicators. All indicators are measured using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” Indicator validity is tested using outer loading

values, while instrument reliability is assessed through composite reliability and Cronbach's alpha.

Table 1. Operationalization of Variables

No.	Variable	Dimension/Aspect	Indicator (Item)
1	Social Network (X1) (Gelderblom, 2018)	1. Social Relations 2. Network Access	2 3
2	Social Trust (X2) (Santoso, 2020)	1. Horizontal Trust 2. Social Commitment	2 3
3	Collective Norms (X3) (Opp, 2018)	1. Cultural Values 2. Social Solidarity	2 3
4	Local Community Economy (M) (Prasandha & Susanti, 2022)	1. Economic Participation 2. Local Entrepreneurship	2 3
5	Sustainability of Traditional Dance (Y) (United Nations Educational, 2018)	1. Cultural Preservation 2. Community Support and Innovation	2 3

Source: Author, 2025

Primary data were obtained through questionnaire distribution among respondents who are part of traditional dance communities, including dancers, art studio managers, and local cultural figures. Data collection was conducted both in person and online. In addition, field observations and documentation were employed to support quantitative data. Secondary data were obtained from scholarly journals, cultural institution documents, and regional government reports.

The unit of analysis in this study is individuals actively engaged in traditional dance activities within their communities. Respondents were selected based on their role in cultural preservation, which is relevant to strengthening the Local Community Economy. Sampling in this study used a purposive sampling technique, with the criteria that respondents must be individuals actively involved in traditional dance communities, such as performers, studio managers, and local community leaders. Determination of the sample size referred to the rule of thumb approach by (Hair et al., 2021), which states that the minimum sample size required for SEM-PLS analysis is ten times the maximum number of indicators in a single variable:

$$n = 10 \times \text{largest number of indicators within a single variable} = 10 \times 5 \quad (1) \\ = 50$$

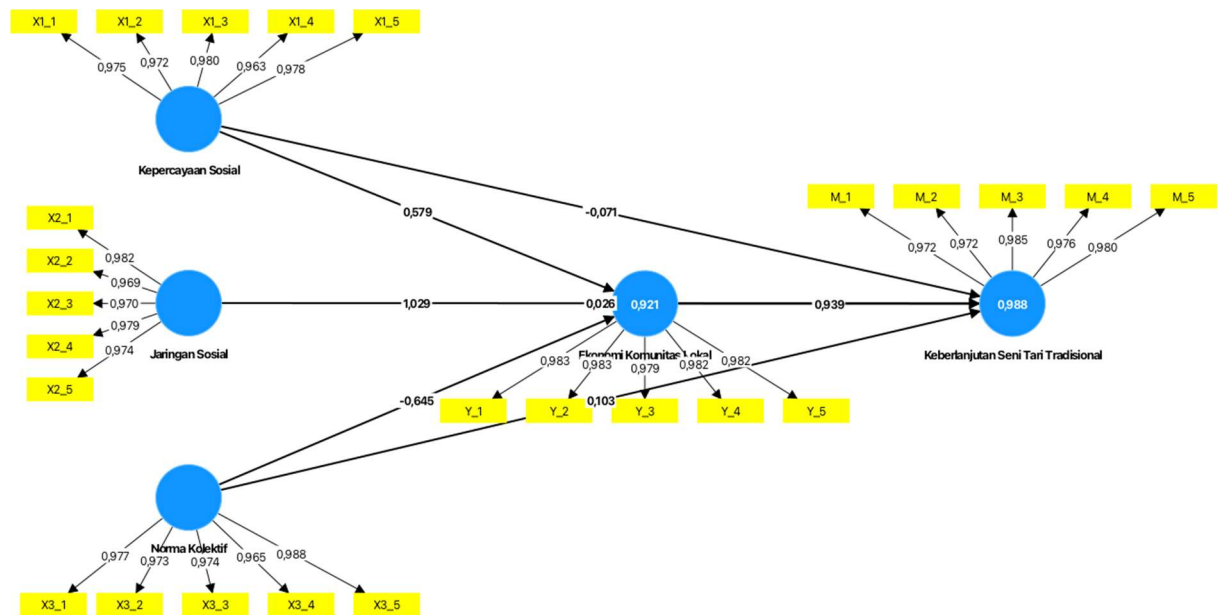
However, to increase reliability, generalizability, and accuracy of parameter estimates, the number of samples in this study was deliberately raised to 150 respondents. This decision also considered the structural model's complexity, which involves five latent variables and more than two paths among them. With a sample size exceeding the minimum threshold, the analysis achieves higher stability and reduces the potential for bias in model estimation.

Hypothesis testing was conducted using SEM-PLS with the latest version of SmartPLS software. Relationships among variables were tested based on path coefficients, t-statistics, and p-values. The criteria for acceptance state that a hypothesis is supported when $t > 1.96$ and $p < 0.05$ at a 5% significance level. In addition, R^2 testing was used to measure the explanatory power of independent variables on dependent variables, while effect size (f^2) and predictive relevance (Q^2) were employed to evaluate the overall strength of the model.

RESULTS AND DISCUSSION

Outer Model

Figure 1 presents the main findings of the analysis using the Partial Least Squares (PLS) algorithm, focusing on path coefficients and the coefficient of determination (R^2) to measure the strength of relationships among latent variables in the model.



Sumber: SmartPLS, 2025

Fig 1. The main findings of the partial least squares algorithm are the reporting of path coefficients and R^2 values

In the visualization, blue nodes represent latent variables, while yellow blocks indicate the indicators used to measure each latent construct. The paths among latent variables are labeled with path coefficient values, reflecting the strength and direction of the relationships. For instance, the coefficient value of 0.939 for the path from Local Community Economy to Sustainability of Traditional Dance demonstrates a very strong and significant positive effect.

The R^2 values are displayed inside the blue nodes, showing the proportion of variance explained by the independent variables in relation to the dependent variables. In this model, the highest R^2 value of 0.988 was recorded for Sustainability of Traditional Dance, meaning that 98.8% of the variance in this variable can be explained by the predictors in the model.

Overall, the model indicates a stable configuration, with almost all paths showing positive effects, although some paths display weak or even negative coefficients. These aspects are discussed further in the following sections.

Loading Factor

Table 2 shows the loading factor values of each indicator on its respective latent variable. The loading factor represents the degree of correlation between each indicator and the latent construct. The closer the value is to 1.00, the stronger the indicator represents its construct.

Table 2. Loading Factor

	Local Community Economy	Social Network	Sustainability of Traditional Dance	Social Trust	Collective Norms
M_1			0,972		
M_2			0,972		
M_3			0,985		
M_4			0,976		
M_5			0,980		
X1_1				0,975	
X1_2				0,972	
X1_3				0,980	
X1_4				0,963	
X1_5				0,978	
X2_1		0,982			
X2_2		0,969			
X2_3		0,970			
X2_4		0,979			
X2_5		0,974			
X3_1					0,977
X3_2					0,973
X3_3					0,974
X3_4					0,965
X3_5					0,988
Y_1	0,983				
Y_2	0,983				
Y_3	0,979				
Y_4	0,982				
Y_5	0,982				

Source: SmartPLS, 2025

All loading factors in this model exceed 0.963, which means that every indicator strongly represents its corresponding latent construct. In SEM-PLS, loading factors greater than or equal to 0.70 are considered acceptable, thereby confirming the convergent validity of the indicators.

For example, the indicator M_3, measuring Local Community Economy, achieved the highest loading factor of 0.985, demonstrating its strong representational power. Similarly, indicator X2_5 for Social Trust scored 0.988, underscoring its relevance in the model.

The consistency of high values across all indicators also indicates that the research instrument is well-structured and statistically reliable.

Composite Reliability (CR) & AVE

The reliability and validity test results confirm that all constructs meet the thresholds for Cronbach's alpha and composite reliability, with values above 0.70, demonstrating strong internal consistency. The Average Variance Extracted (AVE) values for all constructs are above 0.50, which means that more than half of the variance in the indicators is explained by the constructs. The highest AVE was recorded for Local Community Economy (0.964), indicating its robust explanatory power.

Table 3. Composite Reliability (CR) & AVE

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Local Community Economy	0,991	0,991	0,993	0,964
Social Network	0,987	0,987	0,990	0,950
Sustainability of Traditional Dance	0,988	0,988	0,991	0,955
Social Trust	0,986	0,987	0,989	0,948
Collective Norms	0,987	0,988	0,990	0,951

Sumber: SmartPLS, 2025

The results in Table 3 show that all constructs in the model have Cronbach's alpha and Composite Reliability (rho_C) values greater than 0.70, indicating that the constructs meet the criteria for good internal reliability. The Composite Reliability (rho_C) values are even close to 1.00, demonstrating a very high level of internal consistency among the indicators of each construct.

In addition, the Average Variance Extracted (AVE) values for all constructs exceed the minimum threshold of 0.50, which indicates that each construct explains more than 50% of the variance of its indicators. The highest AVE value was recorded for the Local Community Economy construct at 0.964, showing that this variable has a very strong ability to explain the variance of its indicators.

Therefore, it can be concluded that all constructs in the model have met the requirements of convergent validity and construct reliability, making them suitable for use in testing structural relationships among latent variables in the next stage.

Discriminant Validity

The Fornell-Larcker table is used to assess discriminant validity, which refers to the extent to which a construct is truly distinct from other constructs in the model. Good discriminant validity is demonstrated when the square root of the Average Variance Extracted (AVE) of a construct is greater than its correlations with other constructs within the same column or row.

Tabel 4. Fornell Larcker

	Local Community Economy	Social Network	Sustainability of Traditional Dance	Social Trust	Collective Norms
Local Community Economy	0,982				
Social Network	0,953	0,975			
Sustainability of Traditional Dance	0,994	0,954	0,977		
Social Trust	0,946	0,972	0,943	0,974	
Collective Norms	0,941	0,990	0,943	0,981	0,975

Sumber: SmartPLS, 2025

The results in Table 4 show that the diagonal values (in bold), which represent the square root of the AVE for each construct, are consistently greater than the correlations among constructs in the same row or column. For example, the Social Network construct has a square root of AVE of 0.975, which is greater than its correlation with Social Trust (0.972) and Collective Norms (0.990). Similarly, the Sustainability of Traditional Dance construct has a square root of AVE of 0.977, which is higher than its correlations with other constructs.

Although there are relatively high correlations among some constructs, such as between Collective Norms and Social Network (0.990), this is still acceptable because the square root of AVE remains larger. Therefore, discriminant validity is confirmed.

Accordingly, all constructs in this model demonstrate adequate discriminant validity based on the Fornell-Larcker criterion, and it can be concluded that each construct stands independently without experiencing statistical overlap issues..

Path Coefficients

Table 5 presents the results of testing the relationships among latent constructs in the research model through the path coefficient values (original sample), mean coefficient values (sample mean), standard deviations, t-statistics, and p-values. Hypothesis testing was conducted to assess the significance of the effects among variables, where an effect is considered significant if the t-statistic > 1.96 and the p-value < 0.05 at the 5 percent significance level.

Table 5. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Local Community Economy → Sustainability of Traditional Dance	0,939	0,947	0,072	12,961	0,000
Social Network → Local Community Economy	1,029	1,051	0,326	3,152	0,002
Social Network → Sustainability of Traditional Dance	0,026	0,013	0,141	0,186	0,852
Social Trust → Local Community Economy	0,579	0,607	0,287	2,020	0,043
Social Trust → Sustainability of Traditional Dance	-0,071	-0,078	0,136	0,522	0,602
Collective Norms → Local Community Economy	-0,645	-0,696	0,436	1,479	0,139
Collective Norms → Sustainability of Traditional Dance	0,103	0,115	0,199	0,517	0,605

Sumber: SmartPLS, 2025

Hypothesis testing in this model was carried out by examining the t-statistic and p-value for each path between latent variables. In general, the criteria for determining statistical significance require that the t-statistic exceed 1.96 and the p-value be less than 0.05. Based on the analysis results, three relationships were found to be statistically significant: (1) Local Community Economy to Sustainability of Traditional Dance with a t-value of 12.961 and a p-value of 0.000; (2) Social Network to Local Community Economy with a t-value of 3.152 and a p-value of 0.002; and (3) Social Trust to Local Community Economy with a t-value of 2.020 and a p-value of 0.043.

Meanwhile, the other four paths were not statistically significant, as their t-statistics were below 1.96 and their p-values exceeded 0.05. The path from Social Network to Sustainability of Traditional Dance had a t-value of 0.186 and a p-value of 0.852, indicating insignificance. Similarly, Social Trust to Sustainability of Traditional Dance yielded a t-value of 0.522 and a p-value of 0.602. The path from Collective Norms to Local Community Economy produced a t-value of 1.479 and a p-value of 0.139, while Collective Norms to

Sustainability of Traditional Dance resulted in a t-value of 0.517 and a p-value of 0.605. These four relationships did not meet the significance criteria, and thus the hypotheses for these paths were rejected.

These findings underscore the importance of statistical interpretation as the basis for drawing conclusions about relationships among constructs in the model

R-Square

The following table presents the R-square (R^2) and Adjusted R-square values, which are used to evaluate the predictive ability of independent variables on dependent variables in the structural model. R^2 indicates the proportion of variance in the endogenous variable that can be explained by the exogenous constructs influencing it. Meanwhile, the Adjusted R^2 value provides an adjustment for the number of predictor variables used, thereby offering a more accurate measurement of the predictive power in complex models.

Table 6. R-square

	R-square	R-square adjusted
Local Community Economy	0,921	0,919
Sustainability of Traditional Dance	0,988	0,987

Sumber: SmartPLS, 2025

Based on the results in Table 6, the Local Community Economy variable has an R^2 value of 0.921, which means that 92.1 percent of the variance in this construct can be explained by Social Network, Social Trust, and Collective Norms. Its Adjusted R^2 value of 0.919 indicates high consistency of the model even after accounting for the complexity of relationships. Meanwhile, the Sustainability of Traditional Dance variable recorded a very high R^2 value of 0.988, showing that nearly all of its variability is explained by the predictor variables in the model, namely Local Community Economy, Social Network, Social Trust, and Collective Norms. The Adjusted R^2 value of 0.987 further confirms that the explanatory power of this model remains very strong even after adjusting for the number of input variables.

Overall, the R^2 values for these two dependent variables demonstrate that the research model has excellent predictive ability, and the relationships among constructs can substantially explain the endogenous variables.

F-Square

The following table presents the f-square (f^2) values, or effect sizes, which are used to evaluate the magnitude of influence exerted by each exogenous variable on the endogenous variables in the structural model. The f^2 values help explain the extent of change in the R-square of a dependent variable when a particular construct is removed from the model. According to Cohen (1988), the interpretation of f^2 values is generally classified as follows: 0.02 = small effect, 0.15 = medium effect, and 0.35 = large effect.

Table 7. F-Square

	Local Community Economy	Social Network	Sustainability of Traditional Dance	Social Trust	Collective Norms
Local Community Economy			5,717		
Social Network	0,277		0,001		

Sustainability of Traditional Dance		
Social Trust	0,155	0,013
Collective Norms	0,072	0,011

Sumber: SmartPLS, 2025

Based on Table 7, the Local Community Economy variable has a very large influence on the Sustainability of Traditional Dance, as indicated by an f^2 value of 5.717. This value far exceeds the highest threshold in Cohen's classification, suggesting that this variable is highly important in explaining the dependent construct.

Furthermore, the Social Network variable exerts a medium effect on Local Community Economy, with an f^2 value of 0.277, but only a very small effect on Sustainability of Traditional Dance with a value of 0.001. The Social Trust variable shows a medium effect on Local Community Economy ($f^2 = 0.155$) and a small effect on Sustainability of Traditional Dance ($f^2 = 0.013$). Meanwhile, Collective Norms demonstrate small effects on both variables, namely on Local Community Economy ($f^2 = 0.072$) and on Sustainability of Traditional Dance ($f^2 = 0.011$).

These results indicate that, within the context of this study, Local Community Economy is the strongest determinant influencing the sustainability of traditional dance, while the direct contributions of social capital, particularly Collective Norms and Social Trust, to cultural sustainability are relatively weak and become more effective when mediated by the economic dimension of the community.

Model Fit

The following table presents several model fit indices based on the estimation of the Saturated Model and the Estimated Model in SEM-PLS analysis. Model fit is used to assess the extent to which the empirical data support the theoretical model structure that has been developed. The indicators employed include the Standardized Root Mean Square Residual (SRMR), the Normed Fit Index (NFI), as well as other measures such as d_{ULS} , d_G , and Chi-square.

Table 8. Model Fit

	Saturated model	Estimated model
SRMR	0,021	0,021
d_{ULS}	0,146	0,146
d_G	6,885	6,885
Chi-square	3164,375	3164,375
NFI	0,748	0,748

Sumber: SmartPLS, 2025

Based on the results in Table 8, the SRMR (Standardized Root Mean Square Residual) value of 0.021 indicates that the model has a very low level of residual error, as this value is far below the common threshold of 0.08. This suggests that the model demonstrates a very good fit between the observed data and the theoretical structure developed.

The NFI (Normed Fit Index) value was recorded at 0.748, which, although it does not reach the ideal threshold of ≥ 0.90 , still indicates that the model has an adequate level of fit, considering that the PLS-SEM approach emphasizes predictive capability rather than absolute model fit.

Meanwhile, the values of d_{ULS} , d_G , and Chi-square are used as supplementary measures in evaluating model fit. These values are meaningful when compared across models but, in the context of PLS-SEM, they are not considered primary criteria for rejecting or accepting a model.

Overall, the very low SRMR value serves as the main indicator that this model can be categorized as fit, making it suitable for hypothesis testing and further interpretation..

Q-Square

The following table presents the Q^2 values (Stone-Geisser's Q-square), which are used to evaluate the predictive relevance of the model for the endogenous variables. The Q^2 values are calculated using the blindfolding procedure, with the formula:

$$Q^2 = 1 - \left(\frac{SSE}{SSO} \right) \quad (1)$$

Where SSE represents the sum of squared prediction errors and SSO represents the sum of squared observations. A Q^2 value greater than 0 indicates that the model has predictive relevance, whereas a Q^2 value less than or equal to 0 indicates that the model does not have predictive capability for the construct being tested.

Table 9. Q^2

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Local Community Economy	750,000	88,641	0,882
Social Network	750,000	750,000	0,000
Sustainability of Traditional Dance	750,000	47,862	0,936
Social Trust	750,000	750,000	0,000
Collective Norms	750,000	750,000	0,000

Sumber: SmartPLS, 2025

Based on the results in Table 9, the Local Community Economy and Sustainability of Traditional Dance constructs have Q^2 values of 0.882 and 0.936, respectively, indicating that the model possesses very strong predictive relevance for these two endogenous variables. These high Q^2 values demonstrate that the predictor variables in the model are substantially capable of predicting changes in these constructs.

Conversely, the Social Network, Social Trust, and Collective Norms constructs have Q^2 values of 0.000, since these constructs are independent variables rather than predicted variables in the model, and thus no predictive relevance calculations are performed for them.

Overall, the Q^2 values in this model support the earlier findings, showing that Local Community Economy serves as a highly important mediating variable in bridging the influence of social capital on the sustainability of traditional dance, while also confirming the strong predictive power of the model developed..

Indirect Effect

The following table presents the results of testing the indirect effects among latent variables, calculated based on the estimation of mediation paths in the PLS-SEM model. This analysis serves to determine whether exogenous constructs such as Social Network, Social Trust, and Collective Norms contribute to the Sustainability of Traditional Dance indirectly through the mediating variable Local Community Economy. The significance test was conducted by examining the t-statistics and p-values, with the criteria of $t > 1.96$ and $p < 0.05$ to indicate significance.

Table 10. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Social Network → Sustainability of Traditional Dance	0,965	0,990	0,305	3,165	0,002
Social Trust → Sustainability of Traditional Dance	0,543	0,576	0,278	1,956	0,050
Collective Norms → Sustainability of Traditional Dance	-0,605	-0,655	0,412	1,467	0,142

Sumber: SmartPLS, 2025

Based on Table 10, the path from Social Network to Sustainability of Traditional Dance through Local Community Economy has a t-statistic of 3.165 and a p-value of 0.002, indicating statistical significance. This result shows that although Social Network does not have a direct effect, it contributes substantially to cultural sustainability through the strengthening of the community economy.

Meanwhile, the path from Social Trust to Sustainability of Traditional Dance recorded a t-statistic of 1.956 and a p-value of 0.050, which lies exactly at the threshold of significance. This suggests that its indirect effect is marginal and may still be considered practically significant, although statistically weaker.

Conversely, the path from Collective Norms to Sustainability of Traditional Dance produced a t-statistic of 1.467 and a p-value of 0.142, which indicates insignificance. Thus, Collective Norms do not exert a meaningful indirect effect in this model.

Tabel 11. SEM-PLS Result Summary Analysis

Hypo	Path	Type of Effect	Original Sample (O)	T-statistic	P-value	Significance
H1	Local Community Economy → Sustainability of Traditional Dance	Direct Effect	0,939	12,961	0,000	Significant
H2	Social Network → Local Community Economy	Direct Effect	1,029	3,152	0,002	Significant
H3	Social Network → Sustainability of Traditional Dance	Direct Effect	0,026	0,186	0,852	Not Significant
H4	Social Trust → Local Community Economy	Direct Effect	0,579	2,020	0,043	Significant
H5	Social Trust → Sustainability of Traditional Dance	Direct Effect	-0,071	0,522	0,602	Not Significant
H6	Collective Norms → Local Community Economy	Direct Effect	-0,645	1,479	0,139	Not Significant
H7	Collective Norms → Sustainability of Traditional Dance	Direct Effect	0,103	0,517	0,605	Not Significant
H8	Social Network → Sustainability of Traditional Dance	Indirect Effect	0,965	3,165	0,002	Significant
H9	Social Trust → Sustainability of Traditional Dance	Indirect Effect	0,543	1,956	0,050	Marginally Significant
H10	Collective Norms → Sustainability of Traditional Dance	Indirect Effect	-0,605	1,467	0,142	Not Significant

The SEM-PLS analysis results indicate that not all relationships among variables are statistically significant. Three direct paths were found to be significant, namely the relationship of Local Community Economy to Sustainability of Traditional Dance ($t = 12.961$; $p = 0.000$), Social Network to Local Community Economy ($t = 3.152$; $p = 0.002$), and Social Trust to Local Community Economy ($t = 2.020$; $p = 0.043$). These findings suggest that aspects of social networks and social trust make a tangible contribution to strengthening the community economy, while a strong local economy directly supports the sustainability of traditional dance.

In contrast, other paths did not show significant effects, either directly or indirectly, with the exception of two relationships mediated by the community economy. The path from Social Network to Sustainability of Traditional Dance through the mediation of Local Community Economy was significant ($t = 3.165$; $p = 0.002$), while the path from Social Trust to Sustainability of Traditional Dance was only marginally significant ($t = 1.956$; $p = 0.050$). Meanwhile, the influence of Collective Norms, both direct and indirect, was not found to be significant.

These results underscore that the role of the Local Community Economy is central in mediating the influence of social capital on cultural sustainability.

Discussion

The findings of this study show that Local Community Economy has a highly significant effect on the Sustainability of Traditional Dance ($t = 12.961$; $p = 0.000$). This result is consistent with community-based development theory, which emphasizes that the strength of the community economy forms the foundation for local cultural preservation. In the literature, culture-based tourism can be sustained only if it generates tangible economic benefits for local communities, as improved community welfare strengthens their motivation to continue preserving traditions (Gelderblom, 2018; United Nations Educational, 2018). Thus, traditional dance is not merely viewed as a form of cultural expression but also as an economic asset that supports community sustainability.

Furthermore, this study finds that Social Network and Social Trust significantly influence Local Community Economy, with $t = 3.152$ ($p = 0.002$) and $t = 2.020$ ($p = 0.043$), respectively. These findings are consistent with (Woolcock & Narayan, 2000), who assert that social capital in the form of networks and trust facilitates community access to economic resources, strengthens collaboration, and enhances bargaining power in the cultural tourism market. With strong social networks, traditional dance communities are able to establish partnerships with local governments, tourism stakeholders, and private institutions to develop culture-based economic activities.

However, the results also show that Social Network, Social Trust, and Collective Norms do not directly affect the Sustainability of Traditional Dance. This suggests that cultural sustainability is not automatically determined by the presence of networks or trust, but is instead largely mediated by the condition of the community economy. This finding differs from several earlier studies that considered social capital to directly contribute to cultural preservation (Opp, 2018). Such differences underscore that, in the context of cultural tourism, the sustainability of traditional dance depends more on the extent to which cultural activities provide real economic benefits to the community.

In addition, the results of the indirect effect analysis reveal that Social Network has a significant influence on the Sustainability of Traditional Dance through the mediation of Local Community Economy ($t = 3.165$; $p = 0.002$). Meanwhile, Social Trust demonstrates a marginally significant mediating effect ($t = 1.956$; $p = 0.050$), and Collective Norms show no significant effect. These results strengthen the argument that social capital operates

indirectly, first by reinforcing the community economy, which in turn contributes to cultural sustainability. In other words, social strength will only impact traditional dance if it can be converted into tangible economic value for the community.

Overall, these findings reinforce the literature by highlighting that Local Community Economy is the key variable mediating the relationship between social capital and cultural sustainability. This study contributes to theoretical development by demonstrating that social capital alone is insufficient to ensure cultural preservation; it must be accompanied by integrated economic empowerment.

CONCLUSION

This study affirms that Local Community Economy plays a highly important role in sustaining traditional dance. The analysis shows that this variable has a significant and dominant influence on maintaining the existence of traditional arts, as community welfare serves as the primary driving factor for preserving cultural heritage.

Social capital, consisting of Social Network and Social Trust, is shown to significantly strengthen the community economy, which in turn has a positive impact on the sustainability of traditional dance. However, the direct effects of Social Network, Social Trust, and Collective Norms on cultural sustainability were not significant, leading to the conclusion that social capital operates indirectly by first reinforcing the community economy.

Theoretically, this study extends the understanding that cultural preservation cannot be explained solely by social factors, but must be integrated with economic dimensions. Practically, it provides insights that strategies for preserving traditional dance should prioritize community-based economic empowerment, so that communities have tangible incentives to protect and further develop their cultural arts.

Accordingly, the novelty of this study lies in positioning Local Community Economy as a mediating variable that links social capital with the sustainability of traditional dance. This demonstrates that culture-based development can only be sustainable if social and economic aspects are managed synergistically within the framework of local community empowerment.

RECOMMENDATIONS

Based on the research findings, several recommendations can be proposed. From an academic perspective, future studies are encouraged to expand the model by incorporating additional variables such as government support, the role of the tourism industry, or dimensions of the creative economy, in order to provide a more comprehensive understanding of the relationship between social capital, community economy, and the sustainability of traditional dance.

From a practical perspective, local communities need to be empowered through the strengthening of business networks, collaboration with tourism stakeholders, and training in cultural arts management, so that they can obtain tangible economic benefits and be motivated to continue preserving traditional dance. In addition, dance festivals can be developed not only as cultural performances but also as instruments for increasing community income.

From a policy perspective, local governments and tourism stakeholders need to formulate strategies that emphasize synergy between social capital and the strengthening of community economy through financial support, cultural promotion, and legal

protection of cultural works. With these measures, traditional dance can not only survive as cultural heritage but also become an integral part of sustainable regional economic development.

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