

Social Capital and Local Economy for Traditional Dance Sustainability in Cultural Tourism

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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. Instead, its influence becomes significant only when mediated by the local community economy. This suggests that social capital contributes to cultural sustainability not on its own, but through its ability to enhance local economic participation and entrepreneurship. This research provides a fresh viewpoint by linking social capital with efforts to preserve culture through community-driven economic initiatives. The findings suggest that empowering local economies can serve as an effective approach to support cultural heritage conservation through targeted policies and programs.

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 tari tradisional dalam konteks pariwisata budaya. Permasalahan penelitian berangkat dari menurunnya minat terhadap seni

tradisional dan kebutuhan akan 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 tari tradisional. Dengan menggunakan pendekatan kuantitatif dan analisis SEM-PLS, data dikumpulkan dari 150 responden yang dipilih berdasarkan metode rule of thumb. Hasil temuan mengindikasikan bahwa ekonomi komunitas lokal berkontribusi positif signifikan pada keberlanjutan tari tradisional, sementara jaringan sosial dan kepercayaan sosial secara signifikan memperkuat ekonomi komunitas. Namun, pengaruh langsung modal sosial terhadap keberlanjutan tari tidak signifikan. Sebaliknya, pengaruh tersebut menjadi signifikan ketika dimediasi oleh ekonomi komunitas lokal. Ini menunjukkan bahwa kontribusi modal sosial terhadap pelestarian budaya tidak terjadi secara langsung, melainkan melalui penguatan partisipasi ekonomi dan kewirausahaan lokal. Penelitian ini memberikan kontribusi teoretis dengan menawarkan perspektif baru yang mengintegrasikan modal sosial dan pelestarian budaya dalam kerangka pemberdayaan ekonomi komunitas. Secara praktis, hasil ini 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

INTRODUCTION

Cultural tourism is increasingly regarded as a vital strategy for sustainable development because it integrates economic growth, social cohesion, and cultural preservation within a single framework (Park et al., 2020). In Indonesia, the relevance of cultural tourism is underscored by the continued threat of erosion in traditional arts (Gürlek & Kılıç, 2021). For example, data from UNESCO, (2018) reports a declining rate of intergenerational transmission of intangible heritage, particularly in urban regions, while regional cultural agencies have noted decreasing youth participation in traditional dance communities. In the city of Tangerang, where this study is situated, local government reports highlight both the richness of cultural assets and the challenges of sustaining them in the face of modernization and limited economic incentives.

This study is conceptually grounded in four interrelated constructs: social capital, local community economy, sustainability of traditional dance, and cultural tourism. Social capital encompasses the relationships, trust, and common values that enable individuals in a community to work together effectively. It reflects the quality of social interactions that promote mutual support, coordination, and collaboration toward shared goals (Woolcock & Narayan, 2000). In the context of cultural heritage, social capital enhances community cohesion and supports cultural continuity by promoting participation and mutual support (Santoso, 2020).

The local community economy involves economic structures driven by local participation, entrepreneurship, and informal markets, which are central to sustaining livelihoods and reinforcing cultural engagement (Prasandha & Susanti, 2022).

Sustainability of traditional dance pertains to the ongoing preservation and intergenerational transmission of intangible cultural expressions in response to challenges such as modernization, youth disengagement, and commodification (Huang et al., 2025). Cultural tourism emphasizes the mobilization of local cultural assets, such as traditional performances, for tourism purposes. When managed inclusively, it can generate financial incentives while maintaining cultural integrity (Li & Hunter, 2015)

Traditional dance, categorized as intangible cultural heritage, is increasingly threatened by reduced youth engagement and the potential loss of authenticity due to commercial exploitation. These issues undermine its sustainability and cultural significance within local communities (UNESCO, 2018; Huang et al., 2025). The reduced involvement of youth often stems from the perception that traditional arts are outdated or lack economic relevance in the modern world. This generational shift has contributed to the erosion of intergenerational transmission of cultural knowledge, which is vital for sustaining heritage practices over time.

Simultaneously, the commercialization of traditional dance, particularly when adapted for mass tourism, can result in the dilution of its cultural meaning, where performances are altered to meet tourist expectations rather than preserving their original context and function (Gaonkar & Sukthankar, 2025). When managed appropriately, cultural tourism can provide local communities with both financial incentives and platforms to showcase their heritage in authentic ways (Yanti et al., 2024). This includes integrating traditional performances into community-based festivals, educational programs, and heritage events that maintain cultural integrity while enhancing public appreciation.

Research on social capital and cultural tourism has been extensive, particularly in highlighting their economic dimensions. (Woolcock & Narayan, 2000) argue that social capital significantly contributes to community economic empowerment, especially through social networks that improve access to resources. (Marr & Howley, 2019) Similarly, emphasize that social trust and community collaboration reinforce rural economies and enhance resilience to external challenges.

In the tourism sector, arts and culture are frequently regarded as strategic assets that not only stimulate local development but also serve as instruments for preserving cultural identity (Alamineh et al., 2023). Several studies also show that community involvement in cultural tourism can strengthen the social legitimacy of intangible heritage preservation (Banda et al., 2024; He et al., 2025; Li & Hunter, 2015). However, much of the existing literature focuses predominantly on the economic benefits of cultural tourism, such as destination development and income generation through creative industries (Park et al., 2020), while giving less attention to the underlying social mechanisms.

While community involvement is widely recognized as vital for preserving culture, limited research has examined how the local economic activities of communities mediate the relationship between social capital and the long-term sustainability of traditional dance. Many earlier studies tend to emphasize the influence of governments or formal institutions, while the role of grassroots communities has received comparatively little attention. In fact, local communities are essential actors in the intergenerational transmission of traditional arts and active

contributors to cultural festivals (Nam & Thanh, 2024). For instance, studies on cultural festivals in Europe confirm the importance of community involvement yet often overlook the economic conditions that support such engagement (Lopes & Hiray, 2024).

Moreover, while social capital has been shown to enhance participation and collaboration, few studies have directly examined its relationship with the sustainability of traditional dance as a form of intangible cultural heritage ((Huang et al., 2025). These shortcomings point to the importance of investigating how social capital can function both as a catalyst for strengthening local economic resilience and as a key element in maintaining cultural traditions over time.

To address these gaps, the research introduces an integrated framework that connects the concepts of social capital, local community economy, and traditional dance sustainability within a comprehensive analytical framework key contribution lies in positioning the local community economy as a mediating factor that links social capital to the long-term viability of traditional dance practices. Unlike previous studies that focused either on economic development (Suryahadi et al., 2024) or viewed traditional arts primarily as tourism commodities (Alamineh et al., 2023; Richards & Wilson, 2006).

This study conceptualizes traditional dance as a cultural expression rooted in community life. Data were collected from 150 respondents actively involved in traditional dance communities. The findings aim to offer theoretical insights that enrich existing scholarly discussions and expand the conceptual understanding within the relevant literature (Marr & Howley, 2019), while also offering practical implications for policies aimed at empowering communities and sustaining cultural heritage through economic participation.

Given this context, the study seeks to address the following central research question: How does social capital influence the sustainability of traditional dance in cultural tourism, and to what extent is this relationship mediated by the local community economy? To address this question, a quantitative explanatory approach is employed using SEM-PLS analysis. This method is appropriate for testing complex causal relationships among latent variables and is particularly suited for exploratory models involving mediation structures and constructs measured with multiple indicators. SEM-PLS is also robust to non-normal data distribution and small to medium sample sizes, making it suitable for cultural field contexts where data collection is constrained (Hair et al., 2021). Data were collected using purposive sampling from 150 respondents who met the criteria of active involvement in traditional dance communities. The analysis examines both direct and indirect effects to assess how social capital influences cultural sustainability through the mediating role of the local community economy.

RESEARCH METHOD

This research adopts a quantitative method using an explanatory design to analyse the relationships among variables because it aims to test causal relationships among latent variables within a structured conceptual model. The explanatory design

is appropriate as it allows for empirical validation of theoretical assumptions, particularly the mediating role of the local community economy in the relationship between social capital and traditional dance sustainability. SEM-PLS is applied to measure the magnitude and direction of relationships among variables, allowing for the evaluation of both direct and mediated effects. This method supports robust, data-driven inferences that enhance theoretical understanding in cultural tourism and community-based development. 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.

In Table 1 the variables 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 during the period of June to August 2025 in the city of Tangerang. The site was purposively selected due to its strong reputation as a regional centre of traditional performing arts and its active involvement in community-based cultural preservation initiatives. Tangerang also represents a relevant case for examining the relationship between social capital, economic participation, and intangible cultural heritage, given its growing integration of traditional arts within local tourism programs and its demographic diversity, which allows for variation in community dynamics. In addition, field observations and documentation were employed to support the quantitative data and provide contextual insights. Secondary data were

gathered from scholarly journals, official documents issued by cultural institutions, and regional government reports related to cultural preservation and community development.

The analysis focuses on individuals directly involved in traditional dance practices within their local communities. Participants were chosen for their active contribution to cultural preservation, aligning with the study's emphasis on enhancing the local community economy. Purposive sampling was applied, selecting respondents who are actively involved in traditional dance communities. The sample included performers, studio managers, and local cultural leaders, all of whom have direct relevance to cultural preservation efforts. To determine an appropriate sample size for SEM-PLS and apply the rule of thumb proposed by (Hair et al., 2021). The sampling guideline recommends a minimum of ten respondents for each indicator tied to the latent variable with the most indicators in the measurement model. This criterion is commonly used in exploratory research involving reflective constructs, particularly when the research model includes multiple paths and mediating variables.

In this study, the variable with the most indicators is composed of 5 items. Based on the formula:

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

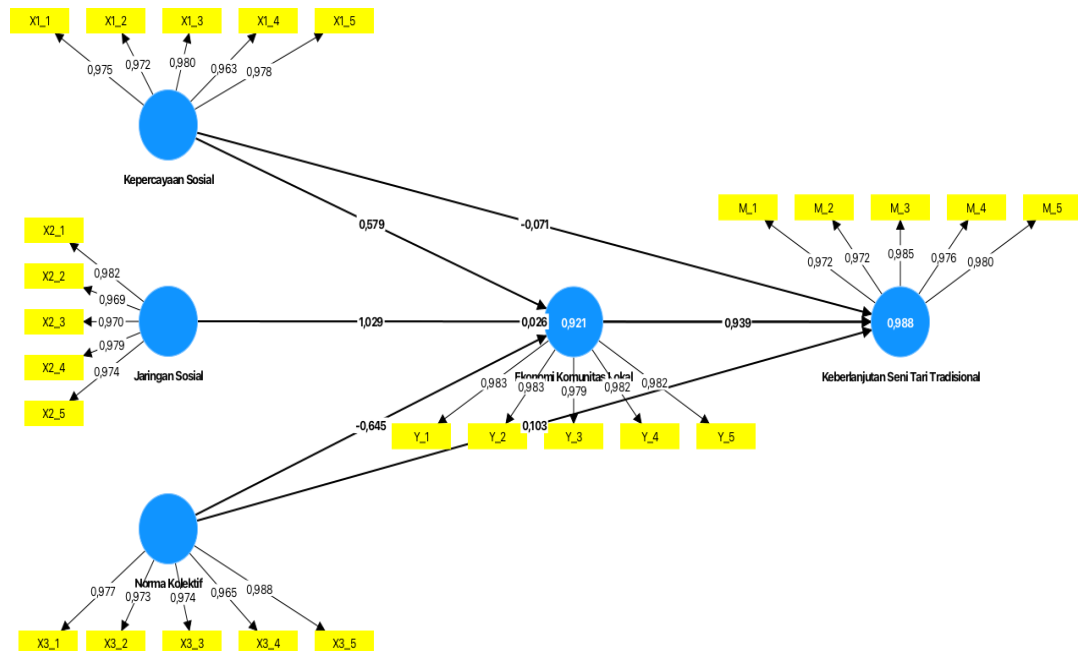
Accordingly, the minimum sample size required is 50. However, to improve the statistical power, reduce estimation bias, and enhance the generalizability of results, the actual number of respondents was increased to 150. This exceeds the minimum threshold and ensures the robustness of the SEM-PLS estimation, especially given the model's complexity and the inclusion of multiple latent constructs.

However, to increase reliability, generalizability, and accuracy of parameter estimates, the number of samples 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

Figure 1 displays the core results generated through the PLS algorithm, emphasizing path coefficients and R^2 values to evaluate the intensity and explanatory power of relationships among latent constructs.



Source: SmartPLS, 2025

Figure 1. The Main Findings of The PLS (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 labelled with path coefficient values, reflecting the strength and direction of the relationships. 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.

Table 2 reports the outer loading values for each indicator relative to its associated latent variable. These values reflect the strength of each indicator's correlation with the construct it represents. Loadings above 0.70 indicate that all indicators demonstrate good convergent validity and are reliable in measuring their respective constructs.

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 indicators in the model show loading values above 0.963, demonstrating a strong association with their respective latent constructs. Since SEM-PLS considers loadings above 0.70 as acceptable, these confirm that the measurement model has solid convergent validity. The uniformly high values also indicate that the measurement instrument is consistently reliable and well-defined. Notably, indicator M_3, which measures the Local Community Economy, recorded the highest loading factor at 0.985, reflecting its strong representational capacity. Likewise, indicator X2_5 for Social Trust achieved a high value of 0.988, further underscoring the indicator's effectiveness in capturing the essence of its latent construct.

Table 3 shows that all constructs meet the required thresholds for Cronbach's alpha and composite reliability, with values exceeding 0.70. This demonstrates strong internal consistency across the measurement model. All constructs have AVE values exceeding 0.50, which confirms that each latent variable accounts for more than 50% of the variance in its indicators. This meets the criterion for convergent validity within the SEM-PLS framework. Among these, the construct representing Local Community Economy achieved the highest AVE value at 0.964, reflecting its particularly strong explanatory power within the model.

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

Source: SmartPLS, 2025

As shown in Table 3, all constructs have Cronbach's alpha and Composite Reliability (rho_C) values above 0.70, confirming strong internal reliability. The rho_C values approaching 1.00 further indicate that the indicators within each construct are highly consistent and measure the same underlying concept effectively.

In addition, the 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, 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.

Table 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

Source: SmartPLS, 2025

Table 4 indicates that all constructs demonstrate adequate discriminant validity based on the Fornell-Larcker criterion. The square roots of the AVE values (shown as diagonal values in bold) are consistently higher than the correlations between constructs, confirming that each variable is conceptually distinct. For example, the AVE square root for the Social Network construct (0.975) exceeds its correlations with Social Trust (0.972) and Collective Norms (0.990). Although some correlations are relatively high, such as between Social Network and Collective Norms, their respective AVE square roots remain larger, satisfying the condition for discriminant validity. This indicates that no substantial overlap exists among the latent constructs in the model.

Hypothesis testing results were evaluated using path coefficients, including original estimates, means, standard deviations, t-statistics, and p-values. A relationship is deemed significant when the t-statistic is greater than 1.96 and the p-value is less than 0.05, indicating a statistically reliable effect at the 5 percent 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

Source: SmartPLS, 2025

Based on Table 5 the relationship is considered significant when the t-value exceeds 1.96 and the p-value is below 0.05. The analysis identified three statistically significant paths: from Local Community Economy to Sustainability of Traditional Dance ($t = 12.961$, $p = 0.000$), from Social Network to Local Community Economy ($t = 3.152$, $p = 0.002$), and from Social Trust to Local Community Economy ($t = 2.020$, $p = 0.043$). These findings provide empirical support for the proposed model, confirming that the tested constructs are meaningfully associated within the structural framework.

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 concluding relationships among constructs in the model.

R^2 shows how much variance in a dependent variable is explained by its predictors, while Adjusted R^2 accounts for the number of predictors to provide a more accurate measure. Both metrics assess the model's explanatory power, especially 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

Source: SmartPLS, 2025

Table 6 shows that the Local Community Economy construct has an R^2 of 0.921, indicating that Social Network, Social Trust, and Collective Norms together explain 92.1% of its variance. The Adjusted R^2 of 0.919 confirms the model's robustness, even when accounting for the number of predictors. For the Sustainability of Traditional Dance construct, the R^2 reaches 0.988, suggesting that nearly all of its variance is captured by the model. The Adjusted R^2 of 0.987 reinforces the model's high predictive accuracy, demonstrating strong explanatory power despite the structural complexity.

The f-square (f^2) values measure the effect size of each exogenous variable on the dependent variables by showing how much the R^2 would decrease if a predictor were removed. According to Cohen's guidelines, f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. This helps evaluate the relative contribution of each predictor in the model.

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		

Source: 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 was assessed using indices from both the Saturated and Estimated Models in the SEM-PLS framework. Key indicators included SRMR and NFI to evaluate overall fit, while d_ULS, d_G, and Chi-square served as supporting metrics to further validate the model's structure.

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

Source: SmartPLS, 2025

Based on Table 8, the SRMR 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 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.

Based on Table 9, 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:

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

Where Q^2 is calculated by comparing the sum of squared prediction errors (SSE) with the sum of squared observations (SSO). When Q^2 is greater than zero, it indicates

that the model has predictive relevance for the construct. In contrast, a Q^2 value of zero or below suggests that the model lacks predictive accuracy for the variable being evaluated.

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

Source: SmartPLS, 2025

Based on 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.

Table 10 presents the results of the indirect effect analysis, which evaluates the mediating role of the Local Community Economy in the relationship between exogenous variables (Social Network, Social Trust, and Collective Norms) and the Sustainability of Traditional Dance. Mediation effects were assessed using t-statistics and p-values, where values of $t > 1.96$ and $p < 0.05$ indicate statistically significant indirect relationships within the PLS-SEM framework.

When managed appropriately, cultural tourism can provide local communities with both financial incentives and platforms to showcase their heritage in authentic ways. This includes integrating traditional performances into community-based festivals, educational programs, and heritage events that maintain cultural integrity while enhancing public appreciation.

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.

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

Source: SmartPLS, 2025

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.

Table 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

Source: SmartPLS, 2025

The SEM-PLS analysis results on Table 11 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.

The Local Community Economy has a highly significant effect on the Sustainability of Traditional Dance ($t = 12.961$; $p = 0.000$). Consistent with the 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 indirect effect analysis reveals 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 ($t = 1.956$; $p = 0.050$).

The insignificant and negative relationship between Collective Norms and the Local Community Economy indicates that excessive adherence to traditional values can sometimes hinder innovation and economic adaptation within cultural communities. While collective norms are generally expected to promote cooperation and shared responsibility, overly rigid or conservative cultural expectations may restrict creative expression and limit openness to new economic opportunities. According to Kashwan et al., (2019), deeply entrenched social norms can create institutional inertia that discourages experimentation and the adoption of new practices, particularly in contexts where tradition is equated with authenticity.

In traditional dance communities, this dynamic often manifests as reluctance to modify performances, collaborate with external stakeholders, or integrate modern entrepreneurial models, all of which are essential for sustaining the art in a competitive cultural tourism market. Such cultural conservatism can therefore function as a barrier to innovation, preventing the translation of social solidarity into productive economic outcomes. This finding reinforces the theoretical understanding that not all forms of social capital uniformly generate positive impacts. When collective norms prioritize preservation over adaptation, they may unintentionally weaken the economic foundation needed for long-term cultural sustainability.

Overall, these findings reinforce the literature by highlighting that the Local Community Economy is the key variable mediating the relationship between social capital and cultural sustainability. Theoretically, the rejection of Collective Norms as a significant predictor of the Local Community Economy, and the observation of its negative coefficient, suggests that certain aspects of traditional cultural values may inadvertently constrain economic dynamism at the community level. While collective norms are often associated with social cohesion and shared identity, they can also reflect rigid cultural expectations that resist change and limit the community's adaptability to market-driven or innovative practices.

Kashwan et al. (2019) argue that strong normative structures can inhibit experimentation and risk-taking, both of which are essential for entrepreneurship and local economic development. In the context of traditional dance communities, adherence to strict cultural codes may discourage commercialization or modern reinterpretation of performances, which are often necessary to attract broader audiences and sustain livelihoods. Such cultural conservatism, while protective of heritage, may unintentionally act as a barrier to economic participation, especially when new forms of engagement are viewed as threats to authenticity. Therefore, not all dimensions of social capital uniformly promote economic outcomes, and Collective Norms, in particular, may hinder local economic empowerment when overly rigid or exclusionary in nature.

CONCLUSION

This study confirms that the local community economy plays a central role in sustaining traditional dance within the context of cultural tourism. While social capital components such as social networks and trust significantly influence the strength of the local economy, they do not directly impact cultural sustainability. Instead, their effects become meaningful through economic mediation. This finding highlights that social cohesion alone is insufficient to ensure the continuity of intangible heritage; rather, it must translate into tangible economic structures that support cultural practices.

Beyond summarizing empirical results, the study contributes to the understanding that cultural sustainability cannot be detached from local economic conditions. It challenges conventional assumptions that strong social bonds are inherently sufficient for preserving traditional arts. By empirically validating the mediating role of the local economy, the study offers a conceptual refinement that positions economic participation as the mechanism through which social capital becomes culturally productive. This has direct implications for policy design, indicating that strengthening social structures must be accompanied by community-based economic strategies to ensure the long-term viability of cultural heritage.

RECOMMENDATIONS

Several limitations should be acknowledged in this research. First, the analysis was limited to three dimensions of social capital, namely social networks, social trust, and collective norms. It did not include other potentially influential factors such as institutional support, government policies, or the presence of cultural infrastructure. Future research is encouraged to incorporate these contextual variables to develop a more comprehensive model of cultural sustainability.

Second, the study was conducted only in the city of Tangerang. Although the area is culturally active, the findings may not be fully generalizable to regions with different social and economic characteristics. Comparative studies involving multiple locations would help to identify how contextual differences influence the relationship between social capital, economic structures, and cultural heritage.

Third, the study relied solely on a quantitative approach using SEM-PLS. While this method is appropriate for testing causal relationships, it may not adequately capture the depth of community perceptions and cultural dynamics. Future researchers should consider using qualitative or mixed-method approaches to explore lived experiences, local narratives, and community-based interpretations of cultural practices. Lastly, the negative and insignificant effect of collective norms suggests the need for further examination of how strong cultural values may inhibit or facilitate innovation. This opens up key avenues for further investigation, particularly on how traditional arts can maintain cultural integrity while adapting to economic pressures within tourism-based settings.

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