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**INTEGRATING LOCAL RESIDENT'S PERCEPTION, ATTITUDE, AND SUPPORT
OF TOURISM DEVELOPMENT: THE CASE OF SUPER-PRIORITY DESTINATION
LIKUPANG**

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Abstract. *Tourism has an impact on the growth of a country. Indonesia has five super priority destination and Likupang is the one of super priority destination of tourism located in North Minahasa. The purpose of this study is to see the relationship between local residents' perception, attitude and support toward tourism development in Likupang. Through a quantitative survey involving 304 sample, the present study analyzes the relationship among variables using structural equation modelling (SEM) by the help of SmartPLS statistical software. The result of this study found that the local residents perceived benefits and perceived cost positively and significantly effect their attitude toward tourism development. Also, the local residents perceived benefits positively effect their support for tourism development. In contrast, the local residents perceived cost negatively effect their support for tourism development. However, these effects of perceived benefits and costs on support for tourism development turned out to be not significant. Furthermore, the local residents' attitude toward tourism development has a positive and significant effect on their support toward tourism development. Additionally, the local residents attitude fully mediates the perceived benefit variable and support tourism development. Lastly, the local residents attitude fully mediates the perceived cost and support for tourism development.*

Abstrak. *Pariwisata memiliki dampak terhadap pertumbuhan suatu negara. Indonesia memiliki lima destinasi super prioritas dan Likupang merupakan salah satu destinasi super prioritas pariwisata yang terletak di Minahasa Utara. Tujuan dari penelitian ini adalah untuk melihat hubungan antara persepsi, sikap dan dukungan warga setempat terhadap pengembangan pariwisata di Likupang. Melalui survei kuantitatif yang melibatkan 304 sampel, penelitian ini menganalisis hubungan antar variabel menggunakan model persamaan struktural (SEM) dengan bantuan perangkat lunak statistik SmartPLS. Hasil penelitian ini menemukan bahwa persepsi manfaat dan biaya yang dirasakan penduduk lokal berpengaruh positif dan signifikan terhadap sikap mereka terhadap pengembangan pariwisata. Selain itu, manfaat yang dirasakan penduduk setempat berdampak positif terhadap dukungan mereka terhadap pengembangan pariwisata. Sebaliknya, penduduk setempat menganggap biaya berdampak negatif terhadap dukungan mereka terhadap pengembangan pariwisata. Namun, efek dari manfaat yang dirasakan dan biaya dukungan untuk pengembangan pariwisata ini ternyata tidak signifikan. Selanjutnya, sikap penduduk lokal terhadap pengembangan pariwisata berpengaruh positif dan signifikan terhadap dukungan mereka terhadap pengembangan pariwisata. Selain itu, sikap warga setempat sepenuhnya memediasi variabel manfaat yang dirasakan dan mendukung pengembangan pariwisata. Terakhir, sikap penduduk setempat sepenuhnya memediasi biaya yang dirasakan dan dukungan untuk pengembangan pariwisata.*

INTRODUCTION

Economic growth is one of the primary goals of every country, with tourism being developed in each region that has the potential to impact that country positively. The tourism industry has grown to become one of the most significant sectors in the world economy, contributing significantly to local economic development and generating significant foreign exchange earnings. It contributes to economic growth by increasing foreign exchange earnings (Henry & Deane, 1997); (Ishikawa & Fukushige, 2009) leading external investment (Law, 1992; Sinclair, 2007), and stimulating local consumption (Divisekera, 2010; Lee & Hung, 2010), tax revenue (Archer, 1995; Hughes, 1981) and creating jobs (Janta et al., 2012).

Tourism also provides essential benefits to the local community. The research conducted by Abdillah et al. (2016) showed that tourism has crucial impacts on local communities, which can be seen from a social, cultural, and economic perspective. On the positive side, tourism generates substantial economic benefits to host gatherings, particularly as a source of income, employment, business opportunity, tax revenues, and foreign exchange (Andereck et al., 2005; Brida et al., 2011). Further, the impact of tourism on the local community can be seen in terms of increasing preservation and keeping local culture, cross-cultural communication, sympathy, arts, crafts, and traditions, and strengthening cultural values (Shahzalal, 2016). Additionally, the study conducted by Choiriyah (2017) explained that tourism provides social benefits to the local communities, namely the existence of tourism activities, more types of work, increment, and development in education. It will motivate the local communities to be more concerned with maintaining tourist areas.

This study explores local residents' perception, attitudes and support towards tourism development in the context of Likupang, North Minahasa, Province of North Sulawesi, Indonesia. The tourism in North Minahasa contains of artificial tourism, natural tourism and cultural tourism. Artificial tourism is includes of Kaki Dian, Lake Seper, and Raewayaya Hills. Natural tourism is waterfall Tunan, Lihaga island, Paal Likupang beach, Larata hill, Kinunang island, Gangga island, Nain Island, Talise Island, mountain of Klabat, Uluna Tondano, Pulisan beach, and Mangrove River, Bahoi Village. Cultural tourism consist of Waruga sawangan and Makam Pahlawan (Rompis, 2021; Wardani, 2021; Maressa, 2020; Antara, 2021).

Likupang is the main target in tourism development. The Likupang super-priority tourism is supported by tourist villages built through the Government Regulation Ministry budget, namely the Marinsow tourist village, Pulisan village, Kinunang village by provide them with homestay (Diah, 2021). In promoting tourism, the Likupang Tourism Festival 2021 activity has been carried out on October 30 – 31, 2021 at Paal Beach, Likupang, North Sulawesi (Ayu Nirala Marselly, 2021). Additionally, Wut et al. (2021) stated that from 1985 to 2020 spanning 36 years, only limited articles were published about tourism development.

Social Exchange Theory

Social exchange theory (SET) contains activities depending on the rewarding reactions and relationships of others from time to time (Cropanzano et al., 2005) and popular as the oldest theories Homans (1958) in Nunkoo (2016). The researcher Li et al. (2019) and (Paraskevaidis &

Andriotis, 2017) stated that to explain the residents' perceived effects and support for tourism development, SET has been extensively used for the study. Also, SET provides a solid theoretical basis for explaining tourism's positive and negative impacts, affecting the support for tourism development. An example of tourism development's positive impacts is jobs and income, while its negative impacts could be the increasing crime and pollution (Munanura et al., 2021). Moreover, Akira (2020) stated that SET assertion in residents would actively contribute in the exchange if the costs are less than perceived benefits from tourism development. Another relevant study noted that tourism development results in higher costs than benefits for the resident and would cause distrust (Sinclair-Maragh & Gursoy, 2015). Moreover, the social exchange describes that people's needs are fulfilled through gaining objects via interaction (Chen et al., 2020). Specifically, the study of Joo et al. (2021) revealed that SET is trendy to explain how the residents' support for tourism accompanies their economic or professional bonds to tourism. Also, the findings research about SET can be explained the perception of residents impacts toward tourism development (Huy, 2020).

SET has provided a theoretical construct for the investigation of the inter-relationships between positive and negative impacts, perceptions of costs and benefits, and support for tourism (Choi & Murray, 2010; Jurowski & Gursoy, 2004; Nunkoo & Ramkissoon, 2010a, 2010b; Perdue, Long, & Allen, 1990 inside of Ward & Berno, (2011)). A few researchers have examined residents' perceptions of tourism development using the power concept as an element of the SET (Nunkoo, 2016). Also, the study by González (2020) mentioned that SET has been valuable in understanding social relations in tourism destinations.

Perceived Benefits and Cost

The residents' perceptions affect tourism of development (Kusherdiana, 2021). Some favorable aspects impact local communities, such as socio-cultural, economic, and environmental (Iranomad Tours, n.d.). Also, the study from Alam (2020) stated that there are some benefits of tourism to local communities as economic benefits, conservation of cultural heritage. The study in Phuket about the perception of residents in tourism development that in Phuket has perceived changes concerning economic aspects as rising prices of goods, services, land, and housing. It caused the consumption of the tourist to exert greater purchasing power than residents; nevertheless, a few residents have benefited in the long term through increased job opportunities and income (Tuntipisitkul et al., 2021). Also, the residents got a negative impact from tourism cause of the socioeconomic condition in change and diversity (Alam, 2020). Also, economic impacts are reflected mainly in inflation, rising costs of living, and seasonality (Peters et al., 2018). In the local area of tourism development, the residents feel the negative impacts were the pollution of public spaces and the inappropriate behavior of tourists marked as the biggest threat (Linderová et al., 2021). They also assumed that residents perceived some negative impacts needed to enlarge the economic perspective, as they bring up the higher traffic load or increased noise. The residents, they do not see that as a problem.

Attitude toward Tourism Development

Alfaz del Pi is a town located in Spain that town already become a mature destination, and the attitude of residents found that they managed the multi-culture properly with festivities and their traditions, not only that also their quiet atmosphere has been preserved (Gonzalez et al., 2019). Shen et al., (2022) pointed out that the participation of the residents in the decision-making process, additional job opportunity, and higher income should be increased. Also, the residents are the primary role in decision-making in tourism development (Chan et al., 2021). Welcoming the tourists, the residents have an open attitude toward tourists (Linderová et al., 2021). Tourism is considered at the irritation stage, where people are not interested in participating in the tourism industry and feel disturbed by tourism development. The result will be a decline in the number of local people participating in the tourism industry, and the social problems of the industry resulting from tourism must be carefully considered in tourism development (Yusuf, 2020). The preservation of natural resources must be realized in the community (Jun et al., 2016). The more positive of residents attitude toward tourism will strengthen the industry further (Baker & Ramaprasad, 2021).

The attitude of the residents towards tourism development is not only seen from the perspective of economic, environment and social impact even though tourism is a good thing (Butler et al., 2021). The residents attitude showing with growing their community, the crucial of tourism in economic, proud when the tourist coming, and crucial to managing the growth of tourism in their community (Hanafiah et al., 2013). A more favorable attitude is that people who directly benefit from tourism are compared to residents who do not feel the benefits or do not feel the benefits at all (Akira, 2020). Nunkoo & So (2015) also found that lower personal benefits are associated with less tolerant attitudes to tourism. For instance, the study by Woo et al. (2015) found that if the present level of tourism development impacts residents' Quality of life undesirably, they may not support further tourism development in their community. On the other hand, the study by García et al. (2015) indicated that attitudes toward tourism impact economic, socio-cultural, and environmental.

Support for tourism development

Tourism's positive and negative impacts are significant determinants of residents' support for tourism (Su et al., 2016). Similarly, Moghavvemi et al. (2017) stated that forming the support for tourism development is based on the personality and perspective of the residents. For example, the study from Nunkoo & So (2015) revealed that personal benefits from tourism significantly influenced residents' perceptions of tourism's positive and negative impacts. Moreover, another study by Frleta et al. (2020) found that residents who feel the benefits of the tourism economy both directly and indirectly feel well-being personally and nationally and provide support for future tourism development. In the same vein, the study from Stylidis (2015) found that tourism development can improve socio-cultural activities such as more events, festivals, and the image of entertainment services.

Community, government, and even visitors are very important role in the process of tourism development by providing support that can increase this growth. The Austrian government

provides preferential finances or sponsorships to support rural tourism businesses (Shen et al., 2022). The residents also should be included and directly participate in the business so they will support the tourism development (Linderová et al., 2021). The research mentioned that the residents show support for tourism by interacting and sharing their local facilities, services, knowledge and talents with tourists (Roostika, 2017). Also, the locals will support when they directly positive impact as a financial benefit (Yusuf, 2020). Not only through financial but one of the factors that have an impact on local support for tourism is cultural pride (Neuts et al., 2021). The more incredible support from residents showed that more favorable perception of economic, socio-cultural, and environmental impact (Stylidis et al., 2014). To have effective tourism planning and management need support from the local community (Baker & Ramaprasad, 2021).

Hypothesis

The hypothesis was developed:

H1a: Residents' perception of the benefits of tourism has a direct positive effect on their attitude towards its development.

H1b: Residents' perception of the cost of tourism has a direct negative effect on their attitude towards its development.

H2a: Residents' perception of the benefit of tourism has a direct positive effect on their support towards its development.

H2b: Residents' perception of the cost of tourism has a direct negative effect on their support towards its development.

H3: Residents' attitude toward tourism development has a positive effect on their support towards it.

H4: Residents' attitude toward tourism positively mediates the relationship between their perceived benefits and support for tourism development.

H5: Residents' attitude toward tourism positively mediates the relationship between their perceived cost and support for tourism development.

Tourism in Likupang

Likupang is selected as a Special Economic Zone through Government Regulation (PP) No. 84/2019. The PP was approved on December 6, 2019, and disseminated on December 10, located on 197.4 hectares in the East Likupang District (Financial, 2019). The geoeconomics advantage rests on East Likupang in North Minahasa Regency, which has a geographical orientation of the area close to Sam Ratulangi International Airport and Bitung port. The Likupang super-priority destination is projected to attract an investment of IDR 5T and is projected to absorb 65,300 workers by 2040 (Sekretariat Dewan Nasional KEK, 2021). The target of regional development is through the development of new economic growth centers to balance development between regions. Also, realizing a breakthrough model for regional development for economic growth, including industry, tourism and trade so as to create jobs (MINISTRY OF INVESTMENT/BKPM, n.d.). In North Sulawesi Province, the Sarhunta Program was implemented in the Manado-Likupang destination super-priority by renovating and rehabilitating 263 housing units which were converted into houses with business functions in three villages, namely Marinsow, Pulisan, Kinunang and one village on Bunaken Island (Jay, 2021). Ministry of

Tourism and Creative Economy Sandiaga Uno admitted that he was impressed with the beauty and potential that exists in Likupang, East Minahasa. In his review, the Pulisan Beach area which became the first development project in the area (Diah, 2021).

METHODOLOGY

The method of this study is descriptive research. Zairjanovich and Xalmurzayevna (2022) stated that descriptive statistics are “statistics used to analyze data by describing the data that has been collected, because without intending to make general conclusions or generalizations” (p.98). The types of descriptive analysis are survey, observational, correlational, and developmental design (Williams, 2007). In particular, this study utilized quantitative and primary data, which were collected through a questionnaire. Furthermore, this research used the quantitative method as a beneficial foundation of data assortment directed through questionnaires, surveys, and polls Kumar & Kumar (2020).

The previous study stated that there are two types of population: finite and infinite. A limited population in which the member can easily be counted as the number of individuals or class; therefore, the endless, unlimited population cannot be measured or calculated, for instance, water, sands, and stars (Manna & Mete, 2021). In this study, the people used are finite, with limited characteristics. Furthermore, Taherdoost (2016) stated that population is usually linked to the number of individuals living in a particular state. The people in this study are the residents who are native of Likupang and directly involved or knowledgeable the development of tourism in that area.

This study was collected via a questionnaire survey with the locals and the method of snowball sampling. The respondents were approached in 3 villages, namely Marinsow, Pulisan, and Kinunang. The survey was implemented between April, May and July 2022. The sample consist of male and female age ranged above 13 and mostly are elderly who are above 45 years of age. These sample was chosen due to their familiarity with the priority destination where they currently reside. Next, the respondents were asked to indicate measurement items expressed in a seven-point Likert-type scale ranging from (1) strongly disagree to (7) strongly agree. The advantage of using a seven (7) scale is to strengthen the probability of meeting the objective reality of the people. This scale performs more varieties of choice (Joshi et al., 2015).

Data Analysis

The data analysis process begins with the descriptive statistics in SPSS statistics the purpose of descriptive statistics to find out the profile of the respondents by extracting demographic data such as age, gender, residents, and occupation, of the respondents. The next data analysis process is structural equation modeling (SEM). SEM allows the researchers to simultaneously model and estimate complex relationships between multiple exogenous and endogenous variables (Hair et al., 2021).

RESULT AND DISCUSSION

Analysis of Research Object Characteristics

Likupang is the one of super priority destination of tourism located in North Minahasa. There are 3 (three) villages that have a big impact on tourism development known as Marinsow, Pulisan and Kinunang. The local residents in three village have their own homestay, hut on the beach, bistro as the source of their income. The total of homestay 217 units spread over the area of Marinsow, Pulisan and Kinunang. The tourism workers comprise only for the local residents, other village not permitted to work in this area.

Respondent Demographic Analysis

Gender

Based on the respondents' background information on gender, the result can be shown in table 3. The total number of respondents who filled out the questionnaire was 304 residents. Out of this total sample, N= 127 (41.78%) respondents were male, and the female N=177(58.22%). From the demographic data related to this gender and the highest percentage are women. When the data was collected women were more easily to meet and they become a respondent in this study.

Age

Based on the respondents' background information on age, the result is shown in table 3. There are four age groups of respondents. These group ranging from 13 years to 25 years, ages from 26 years to 35 years, ages from 36 years to 45 years, and ages above than 45 years. Out of 304 total respondents, the largest age group is the age group above 45 N=150 (50.33%), followed by the age group 36 to 45 years N=53 (17.43%), age 13 to 25 years N= 50 (16.45%), and ages 26 to 35 years N=48 (15.79%). Based on table 3, the number of respondents is dominated by the age above 45 years. Based on the field, age above 45 years mostly work on the beach to support their families. and data collection is often done in coastal areas because people are mostly in coastal areas and those who understand the most about the growth of tourism are dominated by those age above 45 years.

Residence

Based on the respondents' background information on residences, the result can be shown in table 3. The residences of the respondents including Marinsow, Pulisan, and Kinunang. The largest number of residents from the data is Kinunang with the number of respondents N=111 (36.51%), followed by Marinsow N=110 (36.18%) and Pulisan N=83 (27.30%). Kinunang is a new tourist spot and local residents are many found in coastal areas and their become the most respondents in study.

Contribution to tourism

Based on the respondents' background information on their contribution on tourism, the result can be shown table 3. There are two criteria are the local resident based on their contribution to tourism. The contribution of local resident can be explained by their ownership on homestay,

hut on the beach, canteen, or their role in a tourism-related activities. Otherwise classified as no contribution. Table 3 shows that the largest portion of respondents are those with contribution to tourism N=266 (87.50%), while respondent with no contribution to tourism N=37 (12.50%). Also, only local residents can work in coastal areas. So, the local residents directly involved the activity of tourism development.

Jobs

Based on the respondents' background information on their job, the result can be shown in the table 3. There are many types of respondents' job in the data collection site. The respondent's job in this study was classified in three categories: jobs related to tourism, job not related to tourism and no job. Based on this classification, the largest portion of respondents' job is related to tourism with N= 216 (71.05%), the second is no jobs N=46 (15.13%), and the last is jobs not related to tourism N=42 (13.82%). Furthermore, the local residents must get involved to tourism development because only the local resident can have work in their place. They have hut beach, toilet, WC, water games, canteen, also some of them work as coast guard.

The detail demographic profile of the respondents is summarized in Tabel 3 below:

Table 1. Respondent Demographic Data

Variable	Level	n	%
Gender	Male	127	41.78
	Female	177	58.22
Age	13-25	50	16.45
	26-35	48	15.79
	36-45	53	17.43
	di atas 45	153	50.33
Residence	Marinsow	110	36.18
	Pulisan	83	27.30
	Kinunang	111	36.15
Contribution in tourism	Has Contribution	266	87.50
	No Contribution	38	12.50
Jobs	Jobs related to tourism	216	71.05
	Jobs not related to tourism	42	13.82
	No Job	46	15.13

Measurement Outer Model

The assessment of reflective outer model involves the examining of validity and reliability of each construct. The validity of the constructs was obtained through Convergent Validity and Discriminant Validity.

Convergent Validity

The convergent validity was evaluated in the form of Outer Loadings (Loading Factor) and AVE. Convergent validity is achieved if the Loading Factor (LF) > .7 and AVE > .5 (Hair Jr et al., 2010). The Loading Factor based on SmartPLS Algorithm result is shown in table 8. The result shows that there are several indicators that have a loading factor < .5. Therefore, the measurement model in the first stage does not meet convergent validity. To improve the convergent validity, measurement items with factor loading below .5 should be removed (Hamid et al., 2017). Therefore, the measurement model was respecified and re-run for several times after deleting items with poor factor loading. In this stage, 13 items were deleted one by one. Under variable perceived benefits, one item was deleted (PB5). Under variable perceived cost there are six (6) items were deleted (PC3, PC4, PC5, PC6, PC7, PC8). Furthermore, with regards to variable attitude toward tourism development, there are four (4) items were removed (AD1, AD4, AD5, AD8). Lastly, under variable support toward tourism development there are two items were removed (SD4, SD5). The remaining valid items after modification of the measurement model is shown in table 9. Under variable perceived benefits, indicator PB7 has the greater factor loading (0.725), followed by PB2 (0.681), PB4 (0.636), PB8 (0.633), PB3 (0.565), PB1 (0.564), PB6 (0.552). Next, variable perceived cost has two remaining valid items: PC1 (0.818) and PC2 (0.817).

Table 2. Convergent Validity

Indicators	First Model	First Modification	Second Modification	Third Modification	AVE	Explanation
Perceived Benefits					0.532	Valid
PB1	0.571	0.564	0.564			Valid
PB2	0.697	0.679	0.681			Valid
PB3	0.601	0.564	0.565			Valid
PB4	0.654	0.635	0.636	0.718		Valid
PB5	0.469					
PB6	0.519	0.556	0.552			Valid
PB7	0.708	0.725	0.725	0.744		Valid
PB8	0.603	0.632	0.633	0.726		Valid
Perceived Cost					0.668	Valid
PC1	0.757	0.815	0.818	0.820		Valid
PC2	0.668	0.820	0.817	0.815		Valid
PC3	0.281					
PC4	0.168					
PC5	0.261					
PC6	0.384					
PC7	0.369					
PC8	0.157					
Attitude toward Tourism Development					0.556	Valid
AD1	0.446					
AD2	0.786	0.831	0.846	0.876		Valid
AD3	0.606	0.607	0.599	0.586		Valid
AD4	0.259					
AD5	0.505					
AD6	0.731	0.758	0.762	0.747		Valid

Indicators	First Model	First Modification	Second Modification	Third Modification	AVE	Explanation
AD7	0.580	0.605	0.580			Valid
AD8	0.534	0.498				
Support toward Tourism Development					0.592	Valid
SD1	0.657	0.685	0.684	0.685		Valid
SD2	0.774	0.815	0.817	0.830		Valid
SD3	0.863	0.866	0.866	0.863		Valid
SD4	0.069					
SD5	0.438					
SD6	0.717	0.699	0.697	0.682		Valid

Discriminant Validity

To evaluate the discriminant validity, two criteria were used: Fornell-Larcker Criterion and Cross Loading. According to the Fornell-Larcker criteria, discriminant validity is satisfied if the square root of AVE is greater than the correlation coefficient between different variables. Table 9 shows the square root value of the AVE in the diagonal table is greater than the corresponding correlation coefficient between variables. For instance, in the second row, variable attitude towards tourism development (AD) has square root of AVE = 0.746, which is greater than the correlation coefficient between AD and other variables (0.309, 0.243 and 0.619). Furthermore, results in table 10 shows that the correlation between variables and their indicators is higher than the correlation between these variables and indicators of other variables. Therefore, it can be stated that discriminant validity is accepted.

Table 3. Fornell-Larcker Criterion

	AD	PB	PC	SD
AD	0.746			
PB	0.309	0.729		
PC	0.243	0.327	0.817	
SD	0.619	0.335	0.178	0.769

Table 4. Cross Loadings

	Attitude	Perceived Benefit	Perceived Cost	Support
AD 2	0.876	0.359	0.202	0.602
AD 3	0.586	0.193	0.117	0.275
AD 6	0.747	0.086	0.216	0.437
PB 4	0.246	0.718	0.155	0.226
PB 7	0.203	0.744	0.314	0.250
PB 8	0.224	0.726	0.249	0.257
PC 1	0.222	0.253	0.820	0.116
PC 2	0.175	0.283	0.815	0.176
SD 1	0.353	0.234	0.013	0.685
SD 2	0.559	0.424	0.123	0.830
SD 3	0.546	0.174	0.163	0.863

SD 6	0.403	0.151	0.243	0.682
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Reliability

The evaluation of Reliability in this study relies on Composite reliability (CR). CR is preferred as a measure of reliability because “Cronbach's alpha may over or underestimate scale reliability, usually the latter” (Garson, 2016, p 63). For this reason, composite reliability is preferred among researchers in PLS-based research. Furthermore, the author stated that “compared to Cronbach’s alpha, composite reliability may lead to higher estimates of true reliability; the acceptable cutoff for composite reliability is the same as for any measure of reliability, including Cronbach's alpha” (Garson, 2016, p 63). In a model adequate for exploratory purposes, composite reliabilities should be equal to or greater than .6 (Chin, 1998; Höck & Ringle, 2006: 15 in Garson, 2016); equal to or greater than .70 for an adequate model for confirmatory purposes (Henseler, Ringle, & Sarstedt, 2012: 269 in Garson, 2016); and equal to or greater than .80 is considered good for confirmatory research (for ex., Daskalakis & Mantas, 2008: 288 in Garson, 2016). The result of composite reliability as shown in the Table 11 indicates that all the constructs have CR greater than the cut of value (0.7), therefore, reliability is achieved.

Table 5. Composite Reliability

	Composite Reliability	Explanation
Perceived Benefit	0.773	Reliable
Perceived Cost	0.801	Reliable
Attitude	0.786	Reliable
Support	0.852	Reliable

Collinearity

In this study using two variables exogenous (i.e, attitude towards tourism development and support towards tourism development). Furthermore, to test collinearity on variables can be seen from the value of Variance Inflation Factor (VIF). Multicollinearity is flagged when tolerance is less than 10 (Garson, 2016). Based on the table 12, found that all indicators value VIF <10, thus there is no multicollinearity in the indicators of this study.

Table 6. Variance Inflated Factor (VIF)

	Attitude	Support
Attitude		1.134
Perceived Benefit	1.120	1.195
Perceived Cost	1.120	1.149

Measurement Inner Model

The next stage after performing the measurement (outer) model is the evaluation of the inner model, also known as the structural model. This analysis specifies the relationships between the endogenous and exogenous variables. To perform this analysis, PLS SEM was performed. The measurement of the PLS SEM can be assessed using the path coefficients and coefficient of determination (R^2) (Garson, 2016).

Figure 1 shows the result from a bootstrapping procedure in SmartPLS 3.2. In this procedure, a large number of subsamples are taken from the original sample with replacement to

give bootstrap standard errors, which in turn gives approximate T-values for significance testing of the structural path. The Bootstrap result approximates the normality of the data.

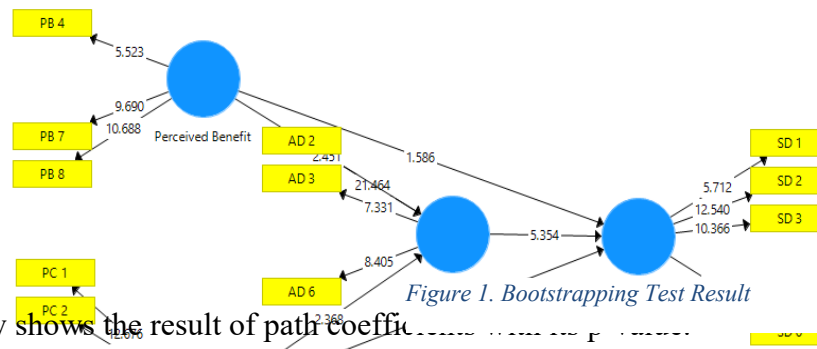


Table 13 below shows the result of path coefficient

Table 7. Path Coefficients

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> Support	0.572	0.566	0.107	5.354	0.000
Perceived Benefit-> Attitude	0.257	0.261	0.105	2.451	0.015
Perceived Benefit-> Support	0.163	0.164	0.103	1.586	0.113
Perceived Cost-> Attitude	0.159	0.161	0.067	2.368	0.018
Perceived Cost-> Support	-0.014	-0.013	0.050	0.277	0.782

Based on the analysis of the structural model, this examines the produces a structural equation that explains the effect of each exogenous variable on the endogenous variable. The structural equation is:

$$STD = \alpha + 5.354 (ATD) + e$$

$$ATD = \alpha_2 + 2.451 (PB) + 2.368 (PC) + e$$

Coefficient of Determination (R²)

Analysis of R² (R squares) and Adjusted R² can be seen in table 15 with R² values of 0.118 (11.8%) and 0.406 (40.6%). Where attitude can be explained by the variables of perceived benefit and perceived cost of 11.8% while other variables that are not included in this study are 88.2%. Then the result of (R²) support is explained at 0.406 which means 40.6% where the support variable can be explained by the attitude variable, perceived benefits and perceived cost and other variables not covered in this study of 59.4%.

Table 8. Coefficient of Determination

	R Square	R Square Adjusted
Attitude	0.118	0.112
Support	0.406	0.400

Effect size (F2)

The suggested effect size (F2) is 0.02 which is a small effect, 0.15 is a moderate effect, and 0.35 is a large influence with exogenous latent variables at the structural level Cohen (1988) in (Garson, 2016). The results in table 15 show that the magnitude of the effect of the variable of attitude on the variable of support gives a large effect > 0.35. However, the perceived benefit and

perceived cost to the variable of attitude have a small effect from 0.02-0.15. Also, the perceived benefit to the support variable has a small effect of 0.02-0.15. while the perceived cost to the support variable has no effect at all.

Table 9. Effect Size

	Attitude	Support
Attitude		0.487
Perceived Benefit	0.067	0.037
Perceived Cost	0.026	0.000

Model Fit

Normed Fit Index (NFI) represents an incremental fit measure. NFI results in values between 0 and 1; the closer the NFI to 1, the better the fit (Lohmöller, 1989). The result based on table 16 value of NFI (0.433). Furthermore, The RMS_theta is the “root mean squared residual covariance matrix of the outer model residuals” (Lohmöller, 1989). The measure should be close to zero to indicate good model fit, because it would imply that the correlations between the outer model residuals are very small (close to zero). The result on table 16 shows that rms theta (0.271) indicates good fit.

Table 10. Model Fit

Model Fit	Value
NFI	0.433
Rms Theta	0.271

Predictive Relevance Q²

The value of Construct Cross-Validated Redundancy (Q²) > 0 proves that the model has predictive relevance (Garson, 2016). In this research model, Table 17 shows that the endogenous variable has a Q² value > 0 (Attitude=0.045 and Support=0.201 so that the predictions made by the model are considered relevant.

Table 11. Predictive Relevance Q²

	SSO	SSE	Q² (=1-SSE/SSO)
Attitude	912.000	870.781	0.045
Perceived Benefit	912.000	912.000	
Perceived Cost	608.000	608.000	
Support	1216.000	971.872	0.201

Hypothesis Testing

a. Testing t-statistics

Hypothesis testing can be done in order to test whether the proposed hypotheses were supported or not supported. Hypothesis testing was done by using a Paired Sample t-test with 5% significance level ($\alpha = 0.05$). If p-value (Sig.) < 0.05, hence, the hypothesis was supported and if the pvalue (Sig.) > 0.05, the hypothesis was not supported. The summary of hypothesis testing is shown in Table 18.

Table 12. Hypothesis Testing

Hypothesis	Relationship	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
H1a	Perceived Benefit-> Attitude	0.257	2.451	0.015	Significance
H1b	Perceived Cost-> Attitude	0.159	2.368	0.018	Significance
H2a	Perceived Benefit-> Support	0.163	1.586	0.113	Not Significance
H2b	Perceived Cost-> Support	-0.014	0.277	0.782	Not Significance
H3	Attitude-> Support	0.572	5.354	0.000	Significance
H4	Perceived Benefit -> Attitude-> Support	0.147	2.358	0.019	Significance
H5	Perceived Cost -> Attitude-> Support	0.091	1.969	0.049	Significance

The results of hypothesis testing in this study are elaborated as follows:

H1a: Residents' perception of the benefits of tourism has a direct positive effect on their attitude towards its development.

Based on table 18 shows the perceived benefits on attitude shows the value of $T = 2.451 > 1.96$, and $p = 0.015 < 0.05$. Therefore, it can be concluded that perceived benefits have a positive and significant effect on attitude toward tourism development, which confirm H1a. Based on this result, this study explained that perceived benefits of local residents create effect on their attitude according to indicator that tourism development creates employment opportunities, provide opportunities for local business, increase standard of living, improves appearance of their area, improves infrastructure, provides more recreational activities for them, opportunities for socializing, and increase local resident's pride in the local culture. This study line with Moynul & Rahman (2016) that the local residents feel positive impact of tourism development. Along study with Alam (2020) that the local residents get some benefits as economic and conservation of culture heritage. Also, according to Baker & Ramaprasad (2021) the more positive of local residents it will impact their attitude that tourism sector will continue play a major role in the economy.

H1b: Residents' perception of the cost of tourism has a direct negative effect on their attitude towards its development.

Based on table 18 shows the perceived cost on attitude shows the value of $T = 2.368 > 1.96$, and $p = 0.018 < 0.05$, thus it can be concluded that perceived cost has a positive and significant effect on attitude toward tourism development. So, the second hypothesis (H1b) is rejected. Based on the result, this study explained with the item of perceived cost including increasing prices of goods and services, prices of rents, increasing noises, increasing congestions, tourist's hotspot, produces large of waste products, increasing pollution, increasing local crime. The local residents said that even increasing waste of products they have overcome known with TPS3R (*Tempat Pengelolaan Sampah*, Reduce, Reuse, Recycle) in other words the government provide the place for garbage to reduce, reuse and recycle. Also, for a few years ago they have experienced congestions and now it solved with wide highway provide by the government, their attitude toward tourist hotspot's mostly respondents comfortable. Instead, the local residents very welcome with the visitors as well as possible; they will make the visitors feel more comfortable so the visitors can sleep at their homestay. Furthermore, some of the local residents stated that they still have a good air even though their place is a tourist development. Also, increasing prices in goods, services and rent, they still present a good attitude toward tourism development. This study contrary with

Şorcaru et al., (2022) and Gursoy et al., (2019) mentioned that perceived cost and attitude has direct negative. There is no previous study to support the H1b.

H2a: Residents' perception of the benefit of tourism has a direct positive effect on their support towards its development.

Based on table 18 shows the perceived benefit on support shows the value of $T = 1.586 < 1.96$, and $p = 0.113 > 0.05$. Hence, it can be concluded that perceived benefit has positive and not significant effect on toward tourism development. Therefore, the hypothesis (H2a) is not supported. Based on the result, the indicators of support toward tourism development elaborate with 6 (six) items. The resident's perception on benefits toward tourism development with support new tourism facilities, support the government effort in promoting, support the government programs, and their community should try to attract more tourist. Also, they experienced that tourism development that is vital to their community and would like to become important. The result on this study opposed with Styliadis et al., (2014), Nugroho and Numata (2020), and Qin et al, (2021) that perceived benefits assumed significantly support toward tourism development.

H2b: Residents' perception of the cost of tourism has a direct negative effect on their support towards its development.

Based on table 18 shows the perceived cost of support shows the value of $T = 0.277 < 1.96$, and $p = 0.782 > 0.05$. This result indicates that perceived cost has a negative and not significantly effect on support toward tourism development. So, the hypothesis (H2b) is rejected. The local residents will still support even they have negative perception. Its line with the study of Jun et al., (2016) stated that though resident understand the negative impact they will support tourism development. PC 1 the most of local residents answered agree with the statement increasing price of goods and services; PC 2 the local residents neutral with the statement of increasing price in rents. PC 3 the local residents neutral with the statement increases noise. PC 4 disagree with the statement of increasing congestions, because they have high street, congestions happened few years ago and the government solved with high street. So, the visitors and local residents not having problem with congestion. PC 5 the interpretation of this item is the residents mostly agree with the tourist hotspot instead the residents very support to attract more tourist come into their place. PC 6 the respondents agree with the item that tourism development produces large quantities of waste products and they have a solution with TPS3R. PC 7 residents disagree with the statement of increased pollution because of tourism development; they said that they still have many trees and clean air. PC 8 the residents strongly disagree with the statement that tourism development increases local crime. Instead, they maintain security together for the convenience of visitors and hope that visitors can come back again. In fact, one respondent told that one visitor lost his handphone and the resident found it and give it back to the visitor.

H3: Residents' attitude toward tourism development has a positive effect on their support towards it.

Based on table 18 shows the residents' attitude toward tourism development on their support shows the value of $T = 5.354 > 1.96$, and $p = 0.00 > 0.05$. Therefore, it can be concluded that attitude has a positive and a significant effect on support toward tourism development. This result provide support for the hypothesis (H3). This study showed that the more they have positive

attitude the more they support the tourism development as in according to Peters et al., (2018). Local resident very welcome and support toward tourism as a host of community in tourism development because they feel the more advantage they have; as they believe that tourism its crucial to manage the growth, also tourism sector will continue to be main in the economy in their community. Next, when they support the tourism development, they feel proud because tourist come to their community. Lastly, they experienced more income. The local resident. This study confirm the previous study found that the residents will support when they have benefit on it (Harun et al., 2018).

H4: Residents' attitude toward tourism positively mediates the relationship between their perceived benefits and support for tourism development.

Based on table 18 shows the residents' attitude toward tourism mediate the relationship between their perceived benefits and support for tourism development the value of $T = 2.358 > 1.96$, and $p = 0.019 < 0.05$. Thus, it can be concluded that residents' attitude toward tourism positively mediate the relationship between their perceived benefits and support for tourism development. This result indicates that the hypothesis (H4) is supported. In this study, attitude its crucial because without variable attitude there is no significant effect between perceived benefit and support for tourism development. In other words, perceived benefits and variable support toward tourism development revealed higher direct effects for most influencing factors when compared to their indirect effects.

H5: Residents' attitude toward tourism positively mediates the relationship between their perceived cost and support for tourism development.

Based on table 18 shows the residents' attitude toward tourism mediate the relationship between their perceived cost and support for tourism development the value of $T = 1.96.9 > 1.96$, and $p = 0.049 < 0.05$. Therefore, it can be concluded that residents' attitude toward tourism positively mediate the relationship between their perceived cost and support for tourism development. So, the hypothesis (H5) is supported. This paper examined the attitude its crucial because without variable attitude there is no significant effect between perceived cost and support for tourism development. To measure the variable support and perceived is need of variable attitude because attitude full mediation as the defined by Mackinnon, (2019).

Total, Direct, dan Indirect Effects

Table 13. Total, Direct, Indirect

	Total	Direct	Indirect
Attitude-> Support	0.572	0.572	
Perceived Benefit-> Attitude	0.257	0.257	
Perceived Benefit-> Support	0.310	0.163	0.147
Perceived Cost-> Attitude	0.159	0.159	
Perceived Cost-> Support	0.077	-0.014	0.091

Table 19 shows the results of the total effect of attitude, perceived benefit, perceived cost toward support. The results show the largest total effect is the variable of attitude toward support (0.572) following with perceived benefit (0.310), and perceived cost (0.077). whereas, the total effect toward attitude the biggest effect is perceived benefit (0.257) and following with perceived cost (0.159). Table 19 also shows the results of the magnitude of the direct influence of each

variable. The highest magnitude of the direct effects is found in the variable of attitude toward support (0.572) following with perceived benefit toward attitude (0.257) and perceived benefit on support (0.163), perceived cost on attitude (0.159) the last is perceived cost on attitude (-0.014). Indirect effect table 19 also shows the results of the effects of perceived benefit on support towards tourism development (0.147) and perceived cost on support towards tourism development (0.091). Furthermore, based on the results in table 18, it can be concluded that attitude provides full mediation to the perceived benefit variable to support toward tourism development. Also, with the perceived cost to support toward tourism development that attitude provides full mediation effects.

CONCLUSION

Based on the findings of the research that has been done, the conclusions of this study are as follows:

1. Women are the dominant gender use of residence in three villages in this study. The age above 45 years dominates the number of respondents. Also, the most significant number of respondents is jobs related to tourism.
2. Perceived benefits, variable attitude, variable support had mean is very high level. Whereas the perceived cost has medium level.
3. Residents perceived benefits and perceive cost positively significantly effect their attitude toward tourism development.
4. Residents perceived benefits and perceived cost not significantly effect to support for tourism development.
5. Residents attitude fully mediates the perceived benefit variable and support tourism development. Also, residents attitude fully mediates between the perceived cost and support toward tourism development.

RECOMMENDATION

Based on the results of the research that has been done, the recommendations given are:

1. For academics and future researchers, hopefully this research can be used as an academic reference regarding the theory of perceived benefit, perceived cost, attitude and support toward tourism development; and can continue this scientific research using other theories. Reviewing the variables that have not been used to measure the attitude variable because it was found that the variables in this study only explained 11.8% while other variables that are not included in this study are 88.2%. Then the result of (R^2) support is explained at 0.406 which means 40.6% where the support variable can be explained by the attitude variable, perceived benefits and perceived cost and other variables not covered in this study of 59.4%.
2. For the further studies can be added for demographic information as the background of the local residents.
3. For the local residents, this study can give the residents some outlook of their perception as a large group of people with more unified voice when needed to push their agenda to support their well-being.

4. For the government, this research will give the information where can they improve in order to support the community which will eventually accelerate the tourism development.

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