

The Effect of English Capacity Building and Interest in English by Micro, Small and Medium Enterprises Managers on the Service Quality Tourist Destination in Simalungun Regency

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Abstract

This research is entitled the effect of English Capacity Building and Interest in English by Micro, Small and Medium Enterprises (MSME) managers on the quality of service in tourist destinations in Simalungun Regency. The purpose of this study was to determine how much influence English Capacity Building and Interest in English have on the quality of service in tourist destinations in Simalungun Regency. The research design used observation and quantitative research and the sample in this study was non-probability sampling, namely the accidental sampling technique. The number of samples was 109 respondents from MSME managers in Parapat, Simalungun Regency. Data collection techniques through direct observation. Data analysis was carried out in a quantitative descriptive manner using SPSS with the F test and t test. The results of the study show that firstly there is a significant effect of English Capacity Building for MSME managers on service quality, secondly there is a significant influence on the English language interest of MSME managers on service quality, and thirdly there is a significant influence on English Capacity Building and MSME managers' English interest in service quality. F significance value of 0.000 is smaller than 0.05 then H_0 is rejected or the proposed hypothesis is accepted and the partial t-test shows a significant effect as seen from the significance values of 0.005 and 0.003 respectively, which are smaller than 0.05. Concluded that simultaneously the independent variables have a significant effect on the dependent variable.

Keywords

English capacity building,
interest in English, service
quality



I. Introduction

English capacity building is the main capital in the development of the tourism industry, especially for the tourism industry targeting foreign tourists whose English is the main language of communication (Nomnian, et al., 2020). Efforts to increase visits are well realized that can occur by improving the quality of services such as the use of English. Language is important because it relates to the service image of a tourism industry (Jin, et al., 2015; Li, et al., 2017). The real problem for MSME managers in tourist destination in the Simalungun Regency is related to the lack of English language skills. Basically, it can be said as a problem in the human resources (HR) segment. Almost all agree that human resources (HR) are the main elements in tourism development. In particular, if the tourism sector is developed based on services, then the role of Human Resources occupies a key position in realizing the success of a performance (Bharwani & Butt, 2012; Baum, 2018). In the tourism industry, companies are bound by intangible

relationships with consumers (Wesener, 2017; El Gamil, 2017). Meanwhile, the cohesiveness of this intangible relationship is highly dependent on the ability of individual business actors to generate interest and create pleasure, comfort and satisfaction for their consumers (Al Halbusi, et al., 2020). Difficulty in communicating using English is not only a story for MSME managers in a tourist destination. This obstacle seems to be widespread in almost all tourist destinations.

II. Review of Literatures

2.1 English Capacity Building

The construction of English as a purchasable good then results in feelings of despair, hopelessness and resentment among individuals, especially young adults who need to survive in the precarious job market with rising unemployment rates and prolonged economic stagnation (Choi, 2021). The theory used to develop the approach in this research is the theory of motivation and the concept of self-development and reflection. There are several things to consider in developing an approach.

Achievement goal theory. In this theory it is explained that the target to be achieved affects the way a person completes a task (Urdu & Kaplan, 2020). For example, if the time to do an assignment is still long, there is a tendency for the task to be done later until before the task must be submitted. Another tendency, because the time to do the task is still long, then the task can be done little by little so as not to stress.

Expectancy value theory. This theory says that a person's motivation in doing a task will be influenced by the value contained in the task (Eccles & Wigfield, 2020; Berweger, et al., 2022). If the value contained in the task is very large, in the sense that it is very useful for future interests, then the tendency is to be motivated to do it, and vice versa.

Interest theory. Regarding to interest, this theory says that someone who is interested in something is usually characterized by paying serious attention, making great efforts to things that make him interested and not reluctant to linger in completing interesting tasks because there is a sense of pleasure (Roure & Lentillon-Kaestner, 2021; Pforr, et al., (2021).

2.2 English Interest

As known, English plays a very vital role in the tourism industry. Management of tourism without being supported by the skills and proficiency in English will hinder fluency in providing services to tourists who incidentally come from various parts of the world (Valkonen, 2009). For this reason, foreign language skills, especially English as an international language, are absolutely necessary for tourism actors, especially MSME managers in Simalungun Regency in general. Tourism English is classified as English for Specific Purposes (ESP) in this case for tourism purposes or English for Tourism (Goodrich, 2020; Iglesias, 2021). As with other sectors, English for Tourism has its own important terms and vocabulary that can and need to be studied specifically. Interest can be defined by the tendency to respond in a certain way around it. Interest can be interpreted as a condition that occurs when someone sees the characteristics or temporary meaning of situations that are associated with his own desires or needs. So that what someone has seen will certainly arouse someone's interest as far as what he has seen and has a relationship with his own interests. From some of the definitions above, it can be concluded that interest is a tendency of individuals who are full of mental activity, and efforts to manifest in a real attitude, are steady in their activities and feel the need to achieve them. Interest is

indicated by the presence of attention, liking, involvement and a sense of one's interest in something which is indicated by participation, the desire to learn actively and seriously. Interest has a great influence on activity.

2.3 Service Quality

It can be said that improving the quality and type of service quality around tourist destinations to visiting tourists is a logical consequence of increasing their ability in English which is obtained through education and training activities. Improving the quality of service to tourists is in accordance with the nature of results-oriented training. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021). Results-oriented training is training aimed at producing skilled workers according to job demands. This is also in accordance with the theory of Human Capital Investment (Bergman, 2021; Dai, at al., 2021).

The results showed significant relationships between customers' perceived service quality as independent variable and relationship satisfaction and trust as dependent variables. On the other hand, the relationship between customers' perceived service quality and relationship commitment is not supported in this study. Meanwhile, based on the results, there is significant relationship between relationship commitment, relationship satisfaction and trust and the customers buying behavior in a B2C relationship (Halimi, et al., 2011, February).

III. Research Methods

This type of research is a quantitative research using the ex post facto method by using accidental sampling (Etikan & Bala, 2017) to determine the influence of English Capacity Building and English Language Interest of MSME managers on the quality of service in tourist destinations in Simalungun Regency. This study was conducted to determine the effect of the independent variable, namely the influence of English Capacity Building (X1), Interest in English (X2) on the dependent variable (Y) namely the service quality of MSME managers in tourist destinations in Simalungun Regency. The case study technique is one of the data collection techniques needed by drawing samples from certain sample units that are related and studied in more depth (Welch, et al., 2020; Washington, at al., 2020).

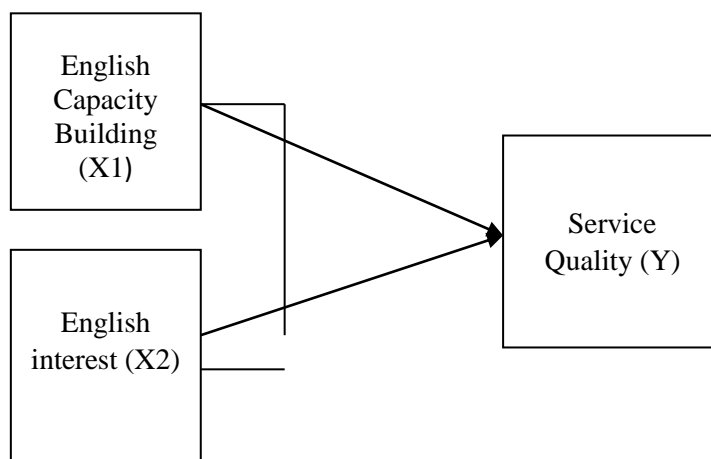


Figure 1. Research Design

Note:

X1 : independent variable of English Capacity Building

X2 : independent variable of Interest of English

Y : dependent variable of Service quality

→ : Effect of variable of X to variable of Y

The type of research used in this study is a quantitative research method. Quantitative research is a type of research that basically uses a deductive-inductive approach (Mallia, 2014). This approach departs from a theoretical framework, the ideas of experts, as well as the understanding of researchers based on their experiences, then developed into problems and their proposed solutions to obtain justification (verification) or assessment in the form of empirical data support in the field. Quantitative research methods can also be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses (Bhattacharjee, 2012). This method is called the positivistic method because it is based on the philosophy of positivism (Scotland, 2012). This method is a scientific method because it has met scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is called the quantitative method because the research data is in the form of numbers and the analysis uses statistics (Pandey & Pandey, 2021; von Grabe, 2020).

The population in this study were the micro, small, and medium enterprises in the tourist destination of Simalungun regency, totaling 109 managers. The data collection technique used questionnaires and documentation. The questionnaire used to collect data on the variables of English capacity building, English interest, and service quality. The alternative answers used in this questionnaire use a Likert scale of Strongly Agree (5), Agree (4), Uncertain (3), Disagree (2), and Strongly Disagree (1).

As some descriptions above, it can be concluded that the quantitative research method is a form of research method used to examine certain populations or samples, collecting data using instruments. Technical analysis of data using normality test, multicollinearity test, and heteroscedasticity test with the help of SPSS (Pasae, et al., 2021). To test the hypothesis using t-test analysis (partial) and simultaneous determination coefficient test (R²).

IV. Discussion

4.1 Validity and Reliability Test

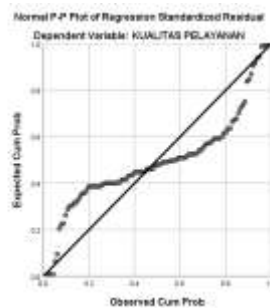
The results of the English Building Capacity reality test show that Alpha 0.772 > 0.300. This shows that the English Building Capacity is reliable and the corrected item > 0.300 is valid. The results of the English interest reliability test are 0.855 > 0.300. This shows that interest in English is reliable and corrected item > 0.300 indicates valid. Meanwhile, the results of the service quality reliability test, 0.898 > 0.300, and the corrected item > 0.300 which proves that the service quality is valid.

Table 1. Statistic Test**Statistic Description.**

	N	Minimum	Maximum	Mean	Std. Deviation
English Building Capacity	109	5	25	15.72	2.430
Interest	109	7	35	19.14	3.794
Service quality	109	6	30	15.68	3.941
Valid N (listwise)	109				

4.2 The Normality Test

The results of the normality test using the Normal P-P Plot show the points spread around the diagonal line and the distribution approaches the diagonal line. This graph shows that the regression model does not violate the normality assumption. This can be seen in the graph. Normal P-P Plot chart below:

**Figure 2.** Normality Test**4.3 The Multicollinearity Test**

The multicollinearity test is used to test whether in the regression model there is a strong correlation between independent variables which can be assessed by looking at the VIF (variance inflation factor) which does not exceed 10 (≤ 10) and the tolerance value is not less than 0.1 ($\geq 0,1$). The results of the multicollinearity test can be seen in the table below where all independent variables have a tolerance value of 0.1 and a VIF value of 10, meaning that the research data does not experience multicollinearity.

Table 2. The Multicollinearity Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.	Tolerance	VIF
1 (Constant)	3.768	2.717		1.387	.168		
English Building Capacity	.417	.146	.257	2.854	.005	.978	1.023
English Interest	.280	.094	.269	2.991	.003	.978	1.023

a. Dependent Variable: service quality

4.4 The Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Wiedermann, at

al., 2017). If the variance of the residuals from one observation to another is fixed, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. A good regression model is that which does not occur heteroscedasticity or homoscedasticity. Heteroscedasticity test can be done by means of Scatterplot Graph analysis:

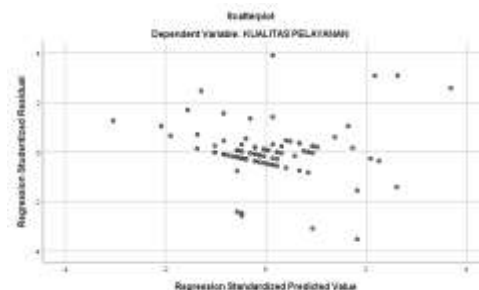


Figure 3. Heteroscedasticity Test

The heteroscedasticity test of the data concluded that in the regression model there was no heteroscedasticity. This can be seen from the scatterplot where the points spread randomly, do not form a clear particular pattern, and are spread both above and below the number 0 on the Y axis.

4.5 Coefficient Determination Test

The value of the coefficient of determination or the value of R square (R^2) essentially measures how far the model's ability to explain variations in the dependent variable is. The value (R^2) is between zero and one. The results of the measurement of the coefficient of determination can be seen in table 3. below:

**Table 3. Coefisien Determination Test
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.399 ^a	.159	.143	3.648

a. Predictors: (Constant), English Building Capacity, English Interest

b. Dependent Variable: Service Quality

In Table 3. it is known that the value of R square (R^2) is 0.143. If the independent variable is more than one, then the value used is the adjusted R^2 value. The adjusted R^2 value is 0.143 or 14.3%. This means that the influence of the independent variables (English Capacity Building (X1) and English Language Interest (X2) on the dependent variable Quality of service (Y) is small.

4.6 F Test

**Table 4. F Test
ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	267.167	2	133.583	10.038	.000 ^b
	Residual	1410.595	106	13.307		

Total	1677.761	108			
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- a. Dependent Variable: Service Quality
b. Predictors: (Constant), English Building Capacity, English Interest

Based on Table 4. above, it is known that the significance value of English Building Capacity (X1) and Interest in English (X2) on service quality (Y) is 0.000 which is smaller than $= 0.05$ ($0.000 < 0.05$) then H_0 is rejected or the hypothesis is proposed. received. It can be concluded that simultaneously the independent variables have a significant effect on the dependent variable.

4.7 t-Test (Partial)

Table 5. t-Test Partial Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.768	2.717		1.387	.168		
English Building Capacity	.417	.146	.257	2.854	.005	.978	1.023
English Interest	.280	.094	.269	2.991	.003	.978	1.023

- a. Dependent Variable: Service Quality

Table 5. above, it can be seen that the significant influence of English Building Capacity (X1) on service quality (Y) is $0.005 < 0.05$ and English Language Interest (X2) has a significant effect on service quality (Y) which is $0.003 < 0.05$. It can be concluded that English Building Capacity (X1) and Interest in English (X2) have a positive effect on service quality (Y).

4.8 The Influence of English Capacity Building on the Service Quality of MSME Managers in Tourist Destinations in Simalungun Regency

Partial t test results show that the effect of English Capacity Building (X1) on service quality (Y) is $0.005 < 0.05$, so H_0 is rejected. This means that English Capacity Building has a significant effect on the quality of service for MSME managers in tourist destinations in Simalungun Regency.

Testing the second hypothesis provides some information that English Capacity Building partially has a positive and significant effect on service quality. Therefore, English language skills and abilities to improve the English Capacity Building for MSME managers need to be carried out massively and measurably using methods and strategies.

4.9 The Influence of Interest in English on the Service Quality of MSME Managers in Tourist Destinations in Simalungun Regency

Based on the output of the t-test results partially indicate that the interest in English (X2) has a significant effect on the quality of service (Y), namely $0.003 < 0.05$. this confirms that H_0 is rejected. This means that English interest (X2) has a significant effect on service quality (Y).

Testing the third hypothesis shows some information that interest in English (X2) partially has a positive and significant effect on service quality (Y). Therefore, a high interest in English will be followed by a high quality of service as well. For this reason, it

is necessary to carry out strategies and motivation for MSME managers to grow interest in speaking English by providing programmed and planned training.

4.10 The Influence of English Capacity Building and Interest in English on the Service quality of MSME Managers in Tourist Destinations in Simalungun Regency

The results of the study prove that there is a significant influence between English Building Capacity (X1) and English Language Interest (X2) simultaneously on the service quality of MSME managers in tourist destinations in Simalungun Regency. This is evidenced by the F value of 0.000 which is smaller than $= 0.05$ ($0.000 < 0.05$) then H_0 is rejected or the proposed hypothesis is accepted. It can be concluded that simultaneously the independent variables have a significant effect on the dependent variable.

In the output results, the coefficient of determination also proves that the adjusted R^2 value is 0.143 or 14.3%. This means that the influence of the independent variable (English Capacity Building (X1) and Interest in English (X2) on the dependent variable Quality of service (Y) is small. This means that the quality of service can be influenced by the independent variables of English Capacity Building (X1) and Interest in English (X2) of 14.3%.

By testing the third hypothesis, it can provide information that English Capacity Building and interest in English simultaneously have a significant effect on the service quality of MSME managers. For this reason, the better the English Capacity Building ability, the higher the interest in English so that it can improve the quality of service for MSME managers in tourist destinations.

V. Conclusion

Based on the data obtained, it can be concluded that (1) there is a significant influence between English Capacity Building on the service quality of MSME managers in tourist destinations in Simalungun Regency, (2) there is a significant influence between English language interest on the service quality of MSME managers in tourist destinations in the Regency Simalungun, (3) there is a significant influence between English Capacity Building and interest in English on the service quality of MSME managers in tourist destinations in Simalungun Regency.

The suggestions in this study are (1) English language training and courses to improve English language skills more intensively, (2) Providing motivation to be able to trigger interest in English, especially the younger generation and by giving awards to MSME managers, (3) The researcher suggests that further research be carried out by adding other variables to sharpen and strengthen previous research.

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