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Local Wisdom, Resilience, and Technology Acceptance Model (TAM) based Augmented Reality (AR) on tourism performance in Ngerangan Village, Klaten

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ABSTRACT

From 2019-2022 Ngerangan Village, Klaten, experienced developments in the tourism industry. The development of the tourist village is in line with the rural landscape as a tourist destination. The sustainability of the tourist village begins with the motivation to develop local wisdom by maintaining the traditional ancestral culture and environmental sustainability in increasing business value, where local wisdom influences business resilience and performance. This study used 100 samples from 32 business units in Ngerangan Village, Klaten. Data analysis uses PLS-SEM. The data analysis result showed that local wisdom did not affect local wisdom performance but gave a large impact of around 60.5% on the resilience level of MSMEs (Medium and Small Enterprises) in running their business. The local wisdom influence on TAM (Technology Acceptance Model) is 55.1%, while the effect of TAM on performance is 42.7%. The effect of resilience on performance is 33.5%, and the effect of resistance to TAM is 22.2%. Local wisdom to its full effect with the mediating variable resilience of 20.3%. The results explained that local wisdom affects performance if the resilience of 20.3% mediates it. The influence of local wisdom on performance is also fully influenced by the mediating variable TAM of 23.6%. In contrast, the simultaneous influence between local wisdom and resistance to performance through full mediation of TAM is 5.7%. The influence of local wisdom and resilience on TAM is 13.4%. This study Findings Local Wisdom has a very big influence on TAM, therefore local wisdom needs to be maintained, developed and can be imitated by other businesses because good TAM can improve business performance

Keywords: local wisdom; resilience; TAM; performance; Indonesia

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role and are the primary support of the economy and national development (Novianti, 2020). MSMEs prove to withstand the crisis and absorb more workers so that they have the resilience to all the turmoil, including the Covid-19 pandemic that hit Indonesia from the beginning of 2020 until now. Ngerangan Village is included in the Bayat District, Klaten Regency, which is a village bordering Jambakan Village, Karangasem Village, and Tancep Village, Ngawen,

Gunungkidul. Ngerangan Village is located in the southeast of Mount Merapi. Ngerangan Village has the advantages of beautiful nature as a tourist village, and its people have a high entrepreneurial spirit in developing MSMEs.

One of the local economic efforts in the MSME category in Ngerangan Village is the Village-owned Enterprises (BUMDes) with its efforts to promote regional tourism through tourism development, mostly based on culinary and nature tourism. The BUMDes in Ngerangan Klaten Village is the Bumdes "Nerang Jaya". In 2019, this BUMDes had seven business units, but in 2022

with strong local wisdom, the number of business units reached thirty-two types of businesses. There are several obstacles to running a business: having difficulty marketing their products due to the lack of information and marketing aspects. Technological developments are growing, which requires the tourism business in Ngerangan Village to adapt to technology use such as digital marketing to reach a wider market share (Setijaningsih and Suryaningrum, 2015; Akmal, Humairani and Zulfahmi, 2019).

Digital marketing is marketing that is done digitally via the internet (Jasmani, Maduningtias and Irmal, 2019; Abdurrahman et al., 2020; Munarsih et al., 2020; Susanti, 2020; Wijoyo et al., 2020). Digital marketing is all marketing efforts using electronic/internet devices with various marketing tactics and digital media where sellers can communicate with potential consumers online, increasing business turnover (Urmila Dewi et al., 2018). Furthermore, digital marketing affects 78% of the competitive advantage of MSMEs in marketing their products (Syifa et al., 2021). Therefore, digital marketing is indispensable for the marketing process in the 4.0 era and is one of the media that can increase the sales value of a product.

Technology Acceptance Model (TAM) marketing application based on Augmented Reality (AR), one of the modern technologies used by sellers to promote goods to consumers to potential buyers, is a recent marketing development to address the issue of tourism marketing in Ngerangan Village, Klaten. Augmented Reality (AR) is the process of enhancing a real-world object or area by incorporating computer-generated virtual three-dimensional features (Altinpulluk, 2017). Due of its connectivity to mobile devices, augmented reality (AR) is currently one of the technologies that is frequently used in society. Because AR is disruptive or can replace a variety of human tasks, which increases efficiency and effectiveness, it is also one of the technologies that help usher in the Fourth Industrial Revolution (Altinpulluk, 2017).

AR is a digital technology that is utilized for a number of purposes, one of which is product marketing (Gallardo et al., 2018). When compared to other digital media, the technology is thought to be able to give users an enjoyable digital content experience about a product. AR has numerous advantages for a variety of tasks, including marketing. AR is a useful technology for carrying out marketing messaging because it can be

accessible via mobile devices. In addition to making people more likely to purchase goods, augmented reality (AR) technology on mobile devices is regarded as a communication tool that offers solutions depending on client demands. It also encourages a competitive advantage from customers and is portable.

As one of the technologies supported by mobile devices, AR can support marketing and IMC communication activities on a product. In the case of the AR technology adapted by IKEA, through a mobile application, the company can provide detailed information about its products, from prices to attributes. By using AR, consumers will be more interested in buying a product. In fact, AR application users can comment in the review column on the Apps Store, which functions as a Word of Mouth (WoM).

Sayekti and Turnta (2016) employ the TAM theory by Venkatesh (1999) and Davis (1996) to support their claim that TAM is the most effective theory to explain user behaviour toward new IT systems. The best model for describing how people interact with a system is TAM. Perceived utility and perceived ease of use make up the TAM component in this study, which is in line with Davis's (1996) notion that these two factors are fundamental predictors of user acceptance. Technology's perceived utility is a gauge of how much users think it helps them. Conversely, a person's perception of how simple it is to understand and operate a computer is measured by their perceived ease of technology use (Davis, 1996).

Technology in marketing is not the only aspect of improving business performance. However, resilience and local wisdom factors affect the tourism industry's performance in Ngerangan Village. Applying local wisdom impacts business positively (Hakimah, 2016; Fauji, Wahyuningsih & Wardani, 2016; Aditya, 2018). According to Sartini (2004), local wisdom is wise local ideas that have good values and are embedded and followed by community members. Local wisdom is also defined as the superiority of local culture as a unique potential. Local wisdom is a cultural product of the past that should be used as a savior. Although local wisdom is applied locally, it has high value.

In Indonesia, several researchers have analysed local wisdom and its influence on a business (Hanif, Rahman & Zaki, 2013; Wibowo, 2014;

Eferin, 2015; Adhiputra, 2016; Budiasni and Dharma, 2016; Supatmi, 2019). The results show that local wisdom positively influences business. Local wisdom implementation in a community will continue to grow in public awareness (Wibowo, 2014).

2. Literature Review

2.1 Local Wisdom and Business performance

Due to the importance of preserving the nation's character development, local wisdom—a local culture owned by certain communities and in specific locations—can endure in the face of globalization (Yunus, 2013). As a result, a fact that has persisted in a society as a tradition is known as local wisdom. The significance of local wisdom is great and should be investigated, promoted, and conserved as the opposite of modernity and socio-cultural change. Local knowledge has been used continually as a way of life and is a cohesive cultural product of the past. The principles are universal even when they are applied locally. Furthermore, local wisdom refers to the distinctive ideas, customs, and values that define a particular region. These values, which are rooted in religion and social conventions, are maintained, transmitted from one generation to the next, and withstand the force of societal change. According to Pattinama (2009), the performance of the tourism business is also influenced by the presence of local wisdom. Business benefits from applying local wisdom (Hakimah, 2016; Fauji, Wahyuningsih & Wardani, 2016; Aditya, 2018). Sartini (2004) defined local knowledge as morally sound, astute local concepts that are ingrained in and adhered to by community members. Another definition of local wisdom is the superiority of the local culture as a special potential. A cultural holdover from the past, local wisdom can be a great asset. Local wisdom has great value even when it is only used locally.

Numerous scholars in Indonesia have studied the impact of local wisdom on businesses (Hanif, Rahman & Zaki, 2013; Wibowo, 2014; Eferin, 2015; Adhiputra, 2016; Budiasni and Dharma, 2016; Supatmi, 2019). The findings demonstrate how local knowledge enhances corporate success. Public awareness of local wisdom implementation in a community will keep rising. (2009, Wikantiyoso).

H1: Local wisdom affects business performance

2.2. Resilience and Performance

Resilience is a positive adaptation to the system during chaos/ disturbance (Masten et al. 2008). In stressful conditions, resilience is a power to counteract the negative effects on mental health. Luthar et al. (2000) explain that resilience is a positive outcome found by individuals even though they are in miserable or risky conditions. Resilience can protect a person from adversity during difficult times (Yu & Zhang, 2007). Resilience is crucial for individuals because it helps to build self-esteem (Engel, 2007). Individuals who have high resilience have high self-esteem. In addition to self-esteem, resilience is a protective factor and an internal and external source for coping with stress, resolving conflicts, and mastering all developmental tasks (Dankonski et al., 2006).

Highly resilient people, according to Maddi and Khosaba (2005), will see challenges as chances to grow, become motivated, and be able to finish their work even under pressure. High-resilience workers are typically adaptive, fast to adjust to new circumstances, thrive in change, hopeful, and have faith in their ability to recover (Siebert, 2005). Conversely, workers who lack resilience often behave in a strict, haphazard, and sometimes even maladaptive manner while under pressure (Siebert, 2005). Employees with low resilience, according to Maddi and Koshaba (2005), will view challenges as obstacles to completing their work and feel pessimistic. They will also give up easily in difficult situations and withdraw from those around them because they lack confidence in stressful conditions. Resilience and successful organizational performance are positively correlated, according to Orthman, Ghazali, and Ahmad (2013). According to Medhurst and Albrecht (2011), resilience enhances sales performance by fostering a high level of energy investment and excitement under difficult circumstances. Mulqueen (2014) adds that resilient people also perform better, are devoted to their companies, have a healthy work-life balance, and can handle change well and with less psychological strain. People with great resilience have high levels of psychological adjustment and self-confidence, which eventually affects good work performance, according to Block and Kremen (in Embury, 2013). According to the aforementioned research, resilience has an impact on job performance.

H2: Resilience affects business performance.

2.3. Local wisdom, resilience, TAM, and performance

The technology adoption hypothesis (TAM) is put forth in this study. Davis (1989) created TAM, which describes potential consumers' behavioral intentions when utilizing new technologies. The Theory of Reasoned Action (TRA), a psychological theory that explains behavior, is the foundation of TAM. Perceived utility (U) and ease of use (EU) are the two primary predictors of TAM, together with the dependent variable behavioral intention (BI), which TRA believes to be strongly correlated with actual behavior. Due to its simplicity and ease of understanding, TAM has grown to become one of the most popular models in IS. But it's not flawless; not all TAM correlations were found to be supported by research; the expected effect varies greatly throughout studies involving various user categories and systems (Davis, 1989).

This concept, which was first put forth by Davis, is now the most popular explanation for why users accept new technologies. The Theory of Reasoned Action served as the foundation for TAM, which was created to track how outside factors affect people's attitudes, beliefs, and intentions to employ new technology (Wu et al., 2011). According to Wu et al. (2011), this model has been used to forecast new IT adoption and has shown to be a reliable means of describing acceptance behavior in a number of information systems domains.

H3: Local wisdom is mediated by TAM, which impacts business performance.

H4: Resilience is mediated by TAM, which impacts performance.

2.4. Local wisdom and resilience

There are two well recognized terms in the lexicon of local wisdom. Knowledge is the same as being wise, but local refers to something specific. Kearifan lokal is known as local wisdom in English. Building sustainable villages within the tourism industry is the goal of the alternative tourism development known as Local. The economy, way of life, and physical and social aspects of rural and urban areas, such as agricultural practices, historical sites, cultural heritage, and landscapes, all have an impact on the growth of tourism. Therefore, it is important to keep up pilot village tourism and use creativity to

build regional identities or traits. The growth of tourist communities is influenced by three things. First, compared to metropolitan regions, rural areas have more real natural and cultural resources; rural populations continue to practice harmonious customs and rituals based on their unique topography and culture. Second, compared to metropolitan places, rural areas are either still mostly within their natural physical environments or have not seen significant pollution from numerous sources. Third, the best use of rural areas is made possible by their relative slow economic development up to a certain point.

Developing a tourist village makes sense given the area's potential on the social, cultural, and economic fronts (Damanik, Juniaanton, & Helmut, F. W. 2006). The community must take care of and be involved in the management of locally based tourist villages in order to sustain innovation and creative development of the village area as a tourist village. Cohen E. & Uphoff (1974) state that the planning, implementation, management or utilization, monitoring, enjoying the outcomes, and evaluation stages are where the community's role or participation may be observed. The capacity and acceptance level of the local community, which establishes the character and ability of the community as well as the kind and degree of community empowerment, must be taken into account while developing tourist villages. The locals are aware of their habits and way of life, which they refer to as their local wisdom. For example, clearing land for farming and cultivating rice in paddy fields demonstrates how this practice originated, developed into a tradition, and eventually became local knowledge. They act, communicate, and operate in accordance with the local wisdom that they have grown accustomed to (Azizah, 2017). These behaviors are then inherited from one generation to the next and develop into wisdom and a way of life that shapes how they act. Local knowledge is seen to have a good effect on community cohesion in the present period and to help solve difficulties within the community through sharing ideas and inspiration (Sopa, M. 2018).

Local wisdom is a reflection of people's experiences and way of living, which is then applied to daily life and forms a basis for behavior and decision-making. The community has an amazing capacity to deal with issues in their area and build resilience through the use of local wisdom (Settyaningsih, 2019). Thus, the following hypothesis might be made:

H5: It is suspected that there is a positive influence of local wisdom on resilience.

3. Methodology

This research employs quantitative techniques. A positivist research approach is the quantitative method. In this study, the saturation sampling methodology is combined with the probability sampling method. The study included one hundred MSMEs from Ngerangan Village as participants. SmartPLS 3.0 is used for data processing, while a questionnaire is used for data collecting. There are two phases to the test. In order to confirm that the research instrument being utilized is legitimate and trustworthy, the first step involves analysing the measurement model. Testing the assessment of structural models is the second stage, in the meantime. This test includes statistical t-test, path coefficient, R-square, and goodness-of-fit assessment.

4. Results and Discussion

The study's tests are separated into two groups. The assessment of measurement testing, which is broken down into validity and reliability tests, is the first. Whereas the reliability test makes use of

Cronbach alpha values and composite reliability, the validity test employs convergent validity using the AVE value and the outer loading value.

Reliability testing from table 1 is reviewed using the value of Cronbach alpha and composite reliability. The variable is reliable if the Cronbach alpha value is above 0.7 while the composite reliability value is above 0.7. The Cronbach alpha value of each variable concludes that the Cronbach alpha and composite reliability values have been above the required standards, so the performance variables, local wisdom, resilience, and TAM are reliable variables.

The variables from Table 2 show that the AVE value of the performance, local wisdom, resilience, and TAM variables is above 0.5, so all variables are declared valid. As for the next, it can be seen in the image below when viewed using the outer loading value. The outer loading value in the figure 1 shows that the outer loading on each indicator is above 0.7 so that all indicators are declared valid. If the validity test has been met, the next is reliability testing using the Cronbach alpha and composite reliability values. The table 1 shows the results of reliability testing.

Table 1: Validity Test

Variable	Cronbach Alpha	Composite Reliability	Keterangan
Kinerja	0.856	0.897	Reliable
Local wisdom	0.902	0.921	Reliable
Resilience	0.837	0.885	Reliable
TAM	0.903	0.920	Reliable

Table 2: Analysis Variance Extract

Variable	Nilai AVE	Keterangan
Kinerja	0.635	Valid
Local Wisdom	0.595	Valid
resilience	0.607	Valid
TAM	0.561	Valid

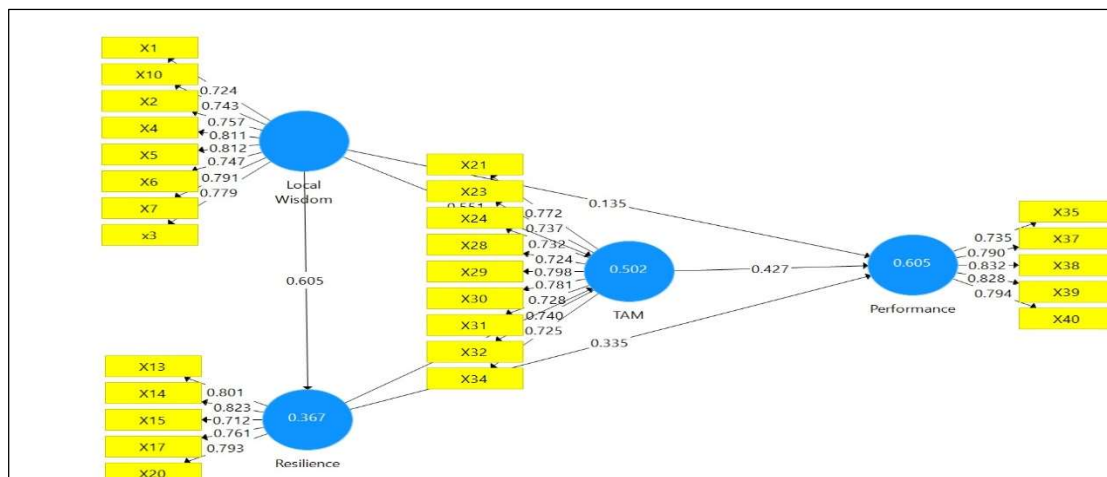


Figure 1: Outer Model

Table 3: R Square Test

Variable	R Square	Adjusted R Square
Kinerja	0.605	0.592
Resilience	0.367	0.359
TAM	0.502	0.490

The next test is the value of R Square. The R square test is used to explain the proportion of the variation of the dependent variable, which is explained by the independent variable. The results of the R Square test are presented in Table 3. The R Square value that affects X1 on X2 simultaneously is 0.367, with an adjusted r-square value of 0.359. Thus, it explains that all local wisdom constructs on resilience affect 0, 359, or 35.9%. Meanwhile, the R Square value of local wisdom and resilience to TAM is 0.502 with an adjusted r square value of 0.490, which explains that all local wisdom and resilience constructs to TAM are 0, 490, or 49%. The influence of local wisdom, resilience, and TAM on performance has an R square value of 0.605 with an Adjusted R square value of 0.592. Therefore, it explains that all local constructs of wisdom, resilience, and TAM have an effect of 59.2%. Moreover, data was analysed to examine the hypothesis of the study as it is stated as t-statistic value or p-value to know that the hypothesis are supported or not. In addition, it is also necessary to look at the path coefficient value to see the direction and magnitude of the influence between research variables (see table 4).

The hypothesis is not supported or significant, according to the testing results, which indicate that the influence of local knowledge on performance is 0.135 with a t statistic value of $1.113 < 1.96$ and a p-value > 0.05 . These findings suggest that the success of MSMEs is not directly impacted by local wisdom. The hypothesis is validated because the impact of local wisdom on resilience is 0.605,

with a t statistics value of $8.311 > 1.96$ and a p-value < 0.05 . About sixty-five percent of MSMEs' resilience in operating their businesses is influenced by local wisdom. Thus, it is necessary to preserve the traditional knowledge that MSMEs in Ngerangan Village, Klaten, possess. If local knowledge helps improve Ngerangan Village's MSME business processes' resilience, it will sustain, it will maintain the business by MSMEs in Ngerangan Village.

The hypothesis is validated since the impact of local wisdom on TAM is 0.551, with a t statistic value of $7.167 > 1.96$ and a p-value < 0.05 . MSMEs' access to local knowledge influences their capacity to adopt and reap the benefits of AR-enabled marketing solutions. The hypothesis's results show that TAM has a 0.427 effect on performance, with a t statistic of $3.939 > 1.96$ and a p value < 0.05 . According to the premise, TAM has a 42.7% substantial impact on performance. The hypothesis can be accepted because the effect of resilience on performance is 0.335, with a t statistic of $3.474 > 1.96$ and a p-value < 0.05 . It indicates that 33.5% of performance is impacted by resilience. The more robust. The better the resilience or resilience possessed by MSMEs, the better their business performance will be. The hypothesis can be supported because the effect of resilience on the TAM is 0.222, with a t statistic of $2.898 > 1.96$ and a p-value < 0.05 . It demonstrates that acceptance of technology with resilience has a 22.2% impact. MSMEs are better suited to embrace technology when their resilience is higher.

Table 4: Hypothesis Test

	O	M	STDEV	T statistics	P value
Local Wisdom => Kinerja	0.135	0.138	0.121	1.113	0.266
Local Wisdom => Resilience	0.605	0.619	0.073	8.311	0.000
Local Wisdom => TAM	0.551	0.560	0.077	7.167	0.000
Resilience => Kinerja	0.335	0.342	0.096	3.474	0.001
Resilience => TAM	0.222	0.217	0.077	2.898	0.004
TAM => Kinerja	0.427	0.416	0.108	3.939	0.000

Table 5: Hypothesis Test

	O	M	STDEV	T statistics	P value
Local Wisdom => Resilience => Kinerja	0.203	0.211	0.063	3.227	0.001
Local Wisdom => TAM => Kinerja	0.236	0.235	0.074	3.175	0.002
Resilience => TAM => Kinerja	0.095	0.090	0.039	2.450	0.015
Local Wisdom => Resilience => TAM => Kinerja	0.057	0.054	0.022	2.569	0.010
Local Wisdom => resilience => TAM	0.134	0.132	0.044	3.029	0.003

The hypothesis can be accepted because the resilience mediating variable of 0.203, with a t statistic of $2.898 > 1.96$ and a p-value < 0.05 , fully influences the influence of local wisdom on performance. These findings clarify how local wisdom, if it is mediated by resilience by 20.3%, influences performance. The hypothesis can be accepted because the mediating variable TAM of 0.236 also fully influences the influence of local knowledge on performance, with a t statistic of $3.175 > 1.96$ and a p-value < 0.05 . The hypothesis can be supported since there is a 0.057 simultaneous influence of local knowledge and resilience on performance through full mediation of TAM, with a t-statistic value of 2.569 and a p-value of 0.010. The effect of local wisdom and resilience on TAM is 0.134 with a t statistic of $3.029 > 1.96$ and a p-value of 0.003, so the hypothesis can be accepted. These results explain that the effect of local wisdom and resilience on TAM is 13.4%.

5. Conclusion

The hypothesis was tested, and the findings demonstrate that local knowledge has a 13.5% impact on business success in the Ngerangan village. This suggests that local wisdom has a high lifetime value and should be further investigated and cultivated in order to enhance community business performance. According to Pattinama (2009), there is additional factor that can impact the success of the tourism industry: local knowledge.

Additional findings from this research suggest that resilience is influenced by local wisdom. Local knowledge explains why MSMEs in Ngerangan Village, Klaten, need to be consistently safeguarded. It has a significant impact of about 60.5% on the level of resilience. It's consistent with Mulqueen's (2014) research findings, which indicate that individuals who are resilient perform better and are more devoted to their organizations. where they work and has a work-life balance, and

can effectively manage change with less psychological stress.

55.1% of TAM is influenced by local wisdom. Local knowledge held by MSMEs influences the technology's flexibility in marketing applications employing augmented reality and being able to experience its advantages, which will encourage MSMEs to use the software to enhance the performance of its MSMEs. The resilience mediating variable of 20.3% totally influences the impact of local wisdom on performance. Local knowledge and resilience have a 5.7% simultaneous effect on performance when fully mediated by TAM. These findings provide an explanation for the 13.4% impact of local knowledge and resilience on TAM.

Local wisdom is a reflection of how people live their lives and accumulate life experience. It is utilized in day-to-day activities and develops into a way of life that guides actions and decision-making. This local knowledge also represents an exceptional opportunity for the community to address issues locally and build strong resilience (Settyaningsih, 2019). The Technology Acceptance Model (TAM) is greatly influenced by local wisdom, according to this study's findings. As a result, local wisdom needs to be preserved, developed, and replicable by other businesses, as high TAM can enhance business performance. Due to the low number of samples used in this study, it is anticipated that future research will employ a mixed method in order to obtain more comprehensive results. Numerous factors that impact business performance have not been looked at in this study, including market share, customer satisfaction rates, customer complaints, cycle times, defect percentages, on-time delivery, ready stock, employee productivity, absenteeism, turnover rates, and employee training.

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Conflict of Interest

Authors declare no conflict of interest.

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