The influence of social capital towards the quality of community tourism services in Lake Toba Parapat North Sumatera

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Abstract. The objective of the research was to analyze the influence of social capital towards the quality of community tourism service In Lake Toba Parapat North Sumatera. The method used the combination between quantitative and qualitative research. Sample was taken from the Community in the area around Lake Toba Parapat North Sumatera with sample of 150 head of the family. The sampling technique was Simple Random Sampling. Data collection techniques used documentary studies, questionnaires, interview and observations, while the data analysis used were Product Moment and Simple Linear Regression analysis. The results of the research showed that there were positive and significant influence between Social Capital and the Quality of Community Tourism Services in Lake Toba Parapat North Sumatera. This research recommend the need to enhance Social Capital such as trust, norms and network and the quality of community tourism services such as Tangibles, Reliability, Responsiveness, Assurance, and Empathy by giving communications, information and education continuously from the families, institutions formal and informal, community leaders, religious figures and all communities in Lake Toba Parapat North Sumatera.

Keywords: social capital, tourism, the quality of community tourism services

1. Introduction

Social capital in the community is important and dominant sector to enhance the quality of tourism services. Community in the tourism destination was the subject and object of itself. The community itself lived in the tourism area as well as a receiver and got the benefit from tourism. Therefore community in the tourism area was obliged to enhance their services.

On the other hand, the quality of community tourism services is a determinant factor to increase the income of local people itself which in turn have an impact to the locally- generated revenue (Pendapatan Asli Daerah). Therefore there is no reason not to enhance the quality of community tourism services in Lake Toba Parapat North Sumatera.

Tourism it is written that the purpose of tourism development is to promote economic growth, improve the welfare of the people, eradicate poverty, overcome unemployment, conserve nature,

environment and resources, promote culture, elevate the image of the nation, love of the homeland, strengthen the identity and unity of the nation, and strengthen friendship between nations [1]. It mean that tourism has many benefits for the surrounding community and even for every country in general and the country of Indonesia in particular. Benefits obtained are among others from the fields of economy, social culture, environment, social values, science, opportunities and employment opportunities and so on.

Indeed, many programs and activities undertaken by the government to increase the quality of community tourism service. But in fact, the programs and activities untill now on still not show significant results. There were still many communities did not provide services which pleased tourists like friendly services, responsiveness, openness, and so on. In contrary, community tourism services provided precisely the expected of community tourism services such as less friendly, nonpolite and even there to "cheat" tourists so that tourists have bad impression on the community around the tourist site. Therefore the quality of community tourism services needs to improve through social capital.

Social capital is social values owned by a community which done day by day to achieve their destination such as cooperation, trust, network and so on. Social capital are the social life style of trust, norms, and networks that enable a community to act together, and more efficient to achieve common goals. Social capital refers to aspects of social organization such as trust, norms, and network that improve efficiency in the community [2]. This is the reason to conduct research on entitled "The Influence of Social Capital towards the Quality of Community Tourism Services in Lake Toba Parapat North Sumatera."

2. Methods
The research method used this research were the combination between quantitative and qualitative research methods [3]. The sample was the community living around Lake Toba Parapat Village North Sumatera as many as 150 head of the family. The sampling technique used simple random sampling, while the data collection technique done by questionnaire, interview, and observations. Social Capital (X) are trust, norms, and networking [1], while Quality of Community Tourism Service used by Zaithaml theory that were tangibles, reliability, responsiveness, assurance, and empathy [4].

There were three (3) indicators of Social Capital and five (5) indicators of the quality of Community Tourism Service, formulated 30 instruments of Social Capital (X) and 25 item of The Quality of Community Tourism Service (Y). All instruments used five (5) option (Likert scale) [1].The quantitative data analysis techniques used Product Moment and Simple Regression Analysis, while qualitative data analysis used by data organization, data reduction, and data interpretations.

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4. Result and Discussion
Based on the results of the research for the 150 subjects of research, data processed by using descriptive statistical analysis which summarized the results of the calculation shown in Table 1 as follows.

Table 1. Summary of Calculation Result of Descriptive Statistics of Research Data

| No	Description	Social Capital (X)	The Quality of Community Tourism Services (Y)
1	Number of Sample (n)	150	150
2	Average (Mean)	88,54	79,89
3	Median	88,00	81,50
4	Mode	92	91
5	Variance	10,80	13,13
6	Standard deviation	116,63	172,38
7	Minimum Score	61	52
8	Maximum Score	110	104
9	Range	49	52

From the table 1 showed that the average (mean) of Social Capital was 88,54, and the median was 88 and the mode was 92 while the average (mean) of Quality of Community Tourism Service was 79,89, the median 81,50, and was 91 for mode.

For the Social Capital (X) variable, the minimum score is 61, and the maximum score is 110, the score range is 49, the mean value is 88.54, the median is 88, and the mean is 92, the standard deviation is 10.80. If the data arrange in a frequency list, then there are nine classes presented in the distribution table frequency. To know the description of more detailed data can be seen in the frequency distribution table below.

Table 2. Frequency Distribution of Social Capital (X)

Class	Class Interval	Absolute Frequency	Relative (%) Frequency	Cummulative Frequency (%)
1	61 – 66	4	2,67	2,67
2	67 – 72	5	3,33	6,00
3	73 – 78	16	10,67	16,67
4	79 – 84	33	22,00	38,67
5	85 – 90	32	21,33	60,00
6	91 – 96	23	15,33	75,33
7	97 – 102	18	12,00	87,34
8	103 – 108	14	9,33	96,67
9	109 - 114	5	3,33	100,00
	Total	150	100,00	

Based on the frequency distribution Social Capital variable as seen in table 2, the highest score was in the class interval 73-84 (22%), followed by the class interval 85-90 (21.33%), 91-96 (15.33%), 97- 102 (12%), 73-78 (10.67%), 103-108 (9.33%), 67-72 (3.33%), 109-114 (3, 33%), and the lowest score was in the class interval 61-66 (2.67%). The histogram figure of the Social Capital variable scores can be shown in the following figure 1.
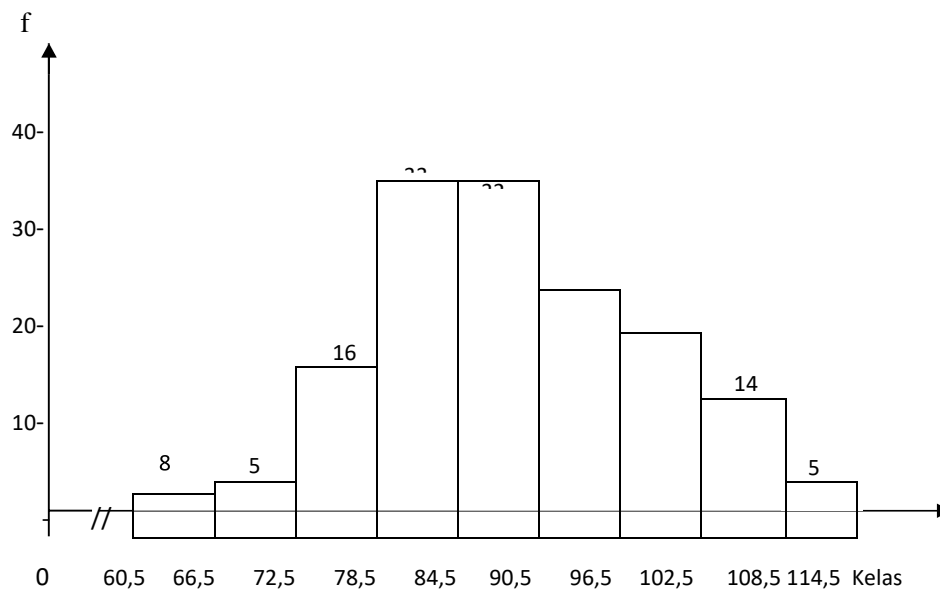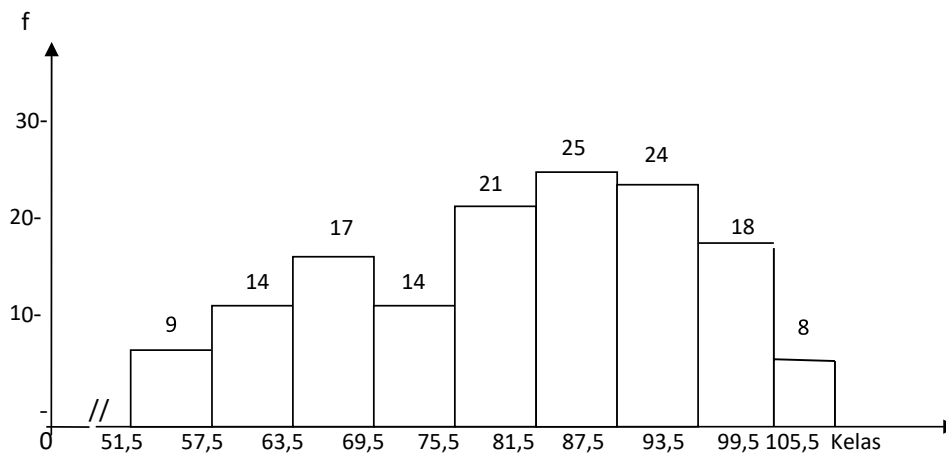
Figure 1. Histogram Score of Social Capital Society (X)

For the variable of the Quality of Community Tourism Service (Y), the minimum score was 52 and the maximum score was 104, the score range was 52, the average value was 79.89, the median value was Median of 81.50 and 91, the standard deviation 13, 13. If the data arrange in a frequency list, then there are nine classes presented in the distribution table frequency. To know more about the picture of data can see in the frequency distribution table 3 below.

Table 3. Frequency Distribution of Quality of Community Tourism Services (Y)

Class	Class Interval	Absolute Frequency	Relative Frequency (%)	Cummulative Frequency (%)
1	52 – 57	9	6,00	6,00
2	58 – 63	14	9,33	15,33
3	64 – 69	17	11,34	26,67
4	70 – 75	14	9,33	36,00
5	76 – 81	21	14,00	50,00
6	82 – 87	25	16,67	66,67
7	88 – 93	24	16,00	82,67
8	94 – 99	18	12,00	94,67
9	100 – 105	8	5,33	100,00
	Total	150	100,00	

Based on the frequency distribution in table 3, it seen that the highest score was in the class interval 82-87 (16.67%), followed by the interval class 88-93 (16%), 76-81 (14%), 94-99 (12%), 64-69 (11.34%), 58-63 (9.33%), 70-75 (9.33%), 52-57 (6%), and the lowest interval class score was in the 100-105 (5.33%). The average score was in grade 5, about 36% of samples 'answers were below average, and 64% of samples' answers were on average and above average. The histogram of the Quality of Community Tourism Service variable can be shown in the following figure.

Figure 2. Histogram Score of Quality of Community Tourism Service (Y) Furthermore, the level of the variable tendency of Social Capital (X) In Lake Toba

Parapat North Sumatera presented in table 4 as follows.

Table 4. Levels of Social Capital Variable (X)

Class	Class Interval	Observation Frequency	Relative Frequency (%)	Categories
1	110 - High score	2	1,33	High
2	90 - 109	2	1,33	Enough
3	70 - 89	78	52,00	Fewer
4	Lower score - 69	4	2,67	Low
	Total	150	100,00	

From the table 4 above, the research subjects as much as two sample (1.33%) included in the high category, 66 samples (44%) have enough, 78 samples (52%) have fewer, as many as 4 samples (2.67%) have low. Thus it can be concluded that the Social Capital of Community In Lake Toba Parapat North Sumatera is in the fewer category.

Next, Table 5 showed the trend level of the Quality of Community Tourism Services (Y) shown as follows.

**Table 5.** Level of Trend of Variable Quality of Community Tourism Services (Y)

Class	Class Interval	Observation Frequency	Relative Frequency (%)	Categories
1	92 - High score	34	22,67	High
2	75 - 91	64	42,67	Enough
3	58 - 74	43	28,66	Fewer
4	Lower score - 57	9	6,00	Low
	Total	150	100,00	

Based on the results in table 5, it stated that there were as many as 34 (22.67%) sample had a high quality of community tourism services category, as many as 64 people (42.67%) included in enough, and 43 sample research (28.66%) had fewer, and there were 9 sample (6%) had fewer in quality of community of tourism services. Thus it can be concluded that the level of trends of the quality of community tourism services in Lake Toba Parapat North Sumatera was in the enough category.

4.1. Hypothesis Research Testing

Before the data analyzed in further, it needs requirements analysis test such as normality test and the data relationship between two variable must be linear. The result of the calculation showed that the two research variables, namely Social Capital and Quality of Community Tourism Services had normally distributed data and the relationship of both variables showed a linear relationship.

The analysis result showed that the influence between the variable The Quality of Community Tourism Services affected by Social Capital expressed by regression equation $\hat{Y} = 17,125 + 0,709X$. It means that every increase of one score of Quality of Community Tourism Services, will be followed by an increase of 0.709 Social Capital score with a constant of 17.125. The model of regression equation relationship can be described in the model as shown in Figure 1 below.
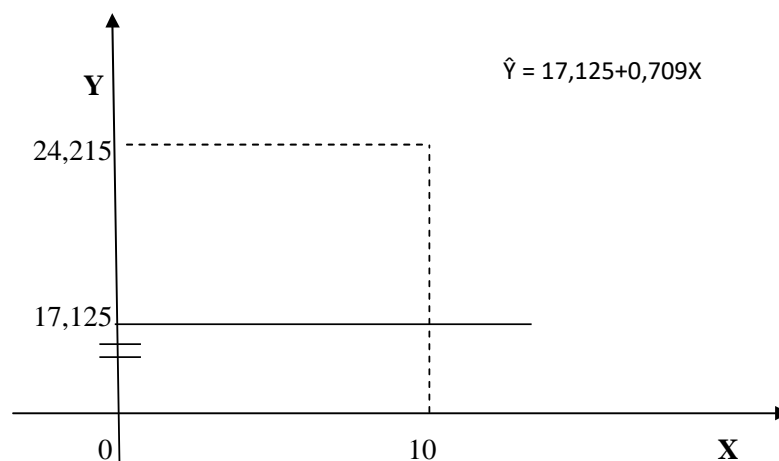
Figure 3. The Model of the Influence of Social Capital (X) Towards the Quality of Community Tourism Service (Y)

5. Conclusions

Based on the results of the research conducted, the conclusion proposed was the level of the social capital tendency of the community in Lake Toba Parapat North Sumatera was still in the less category. The Quality of Community Tourism Services in Lake Toba Parapat North Sumatera was still in category enough. There is a significant influence between The Social Capital on the Quality of Community Tourism Services. It means that the better the Social Capital which consists of trust, norms and network, the better the Quality of Community Tourism Services In Lake Toba Parapat, North Sumatera.

The recommendation of the research, it needs to enhance Social Capital by doing trust, norms and network and The Quality of Community Tourism Services by doing Tangibles, Reliability, Responsiveness, Assurance and Empathy. Communications, information, and education about Social Capital and Quality of Community Tourism Service continuously are important to do from the family, institutions formal and informal, community leaders, religious figures, and all community in Lake Toba Parapat North Sumatera.

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