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The Effect Of Cross-Functional Potential And Foreign Language Literacy On The Quality Of Tourism Experience With Media Moderation Of Public Service Infrastructure In Betawi Cultural Village Setu Babakan

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Abstract

This study analyzes the influence of cross-functional competence (X1) and foreign language literacy (X2) of service personnel on the quality of the tourist experience (Y), with public service infrastructure (Z) as a moderating variable in the Setu Babakan Betawi Cultural Village, Jakarta. This study a quantitative approach using Partial Least Squares Modeling (PLS-SEM) to analyze survey data from 100 visitor. The data obtained were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to examine the relationships between the research variables. The results show that cross-functional competence helps personnel respond adaptively and comprehensively to tourist needs, including cultural guidance and complaint handling. Foreign language literacy improves the effectiveness of service interactions (service encounters), particularly for international tourists, through clearer and more empathetic information delivery. The implementation of these two competencies has been shown to be more optimal when supported by adequate public infrastructure, such as multilingual signage, an information center, and well-maintained public facilities. The study concludes that the quality of the cultural tourism experience is not only determined by human resource capabilities but is also strengthened by the support of public service infrastructure, which acts as a key moderator. Strengthening cross-functional competencies and foreign language literacy must go hand in hand with infrastructure improvements to ensure a more integrated, memorable, and globally competitive tourism experience at Setu Babakan.

Keywords: *cross-functional competencies, foreign language literacy, public service infrastructure, quality of tourism experience, cultural tourism, Setu Babakan.*

INTRODUCTION

Tourism can conceptually be understood as a travel activity from one place to another, both for recreational, business, and other purposes, which is accompanied by the use of services and facilities at the destination. According to Yoeti (1996), tourism is a journey that is made for a while from the original place of residence to another place for reasons other than work and aims to enjoy the trip. Meanwhile, Cooper, Fletcher, Gilbert, and Wanhill (1993) define tourism as a social, cultural, and economic phenomenon that involves the movement of people to a country or place outside of their usual

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environment for personal or business/professional purposes. This activity has a direct impact on the service sector, infrastructure, and regional development.

Tourism is one of the strategic sectors in Indonesia's national development that makes a significant contribution to the economy, job creation, and regional development (Ministry of Tourism and Creative Economy, 2023; Goeldner & Ritchie, 2009). Based on a report by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2023), this sector contributes around 5.7% to the national Gross Domestic Product (GDP) and absorbs more than 13 million workers. One of the subsectors that is experiencing rapid growth is culture-based tourism, which is currently the government's main focus in increasing the competitiveness of Indonesian tourist destinations at the global level.

The culture-based tourism approach is not only intended to increase the number of tourist visits, but also as a means of preserving and strengthening local cultural identity. This is in line with the mandate of Law Number 10 of 2009 concerning Tourism which emphasizes the importance of cultural preservation as the foundation for sustainable tourism development. The diversity of traditions, arts, languages, and customs owned by each region in Indonesia has become a unique and high-value social capital in the competition for tourist destinations.

As an archipelagic country with more than 17,000 islands and hundreds of ethnic groups, Indonesia holds a vast and complex cultural wealth. This potential not only attracts domestic tourists, but also foreign tourists. Data from the Tourism and Creative Economy Office shows that foreign tourist visits to cultural destinations have increased by an average of 8% per year over the past decade. However, these developments have not been even and still face various challenges, especially related to aspects of services, infrastructure, and the quality of tourist experiences in cultural destinations.

In December 2024, Indonesia recorded 1.24 million foreign tourist visits, an increase of 13.95% compared to the previous month and 8.72% when compared to the same month last year.

According to the Central Statistics Agency (BPS), the number of foreign tourists last December set the second highest record throughout 2024, where the highest was achieved in October with 1.3 million visits.



Figure 1.1. Number of Foreign Tourist Visits in Indonesia 2024

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The graph above illustrates the development of the number of foreign tourist visits to Indonesia throughout 2024. The data shows a fluctuating trend but tends to increase overall. At the beginning of the year, the number of visits was recorded at 931.23 thousand people in January. This figure then rose quite sharply in February with 1,144.54 thousand visits, before declining again in March with the lowest achievement of the year at 927.75 thousand people. Entering April to June, the number of visits resumed gradually with a range of above 1 million people, indicating a recovery after the previous period of decline. A more significant upward trend can be seen in the second half of 2024. From July to October, the number of visits experienced continuous growth, with a peak in October reaching 1,339.95 thousand people—the highest number in a year.

There was a sharp decline in November with the number of visits falling to 1,092.07 thousand people. Even so, in December the number of visits increased again to reach 1,244.37 thousand people. This pattern indicates that seasonal factors, including long holiday periods, religious holidays, and international events held in Indonesia, have a significant influence on the intensity of foreign tourist arrivals.

The trend in 2024 shows positive growth in the number of foreign tourist visits with a monthly average of over 1 million visits. This confirms that Indonesia's tourism sector is recovering and returning to become an attractive destination in the regional and global regions. The consistent improvement in the second half of the year also shows great potential in the development of international promotion strategies and the strengthening of tourism infrastructure to attract more visitors in the future.

In addition to foreign tourists, Indonesian tourists (wisnus) were also recorded to increase. Throughout 2024, there will be 1.02 billion foreign tourist trips, an increase of 21.61% compared to last year's 839.67 million trips.

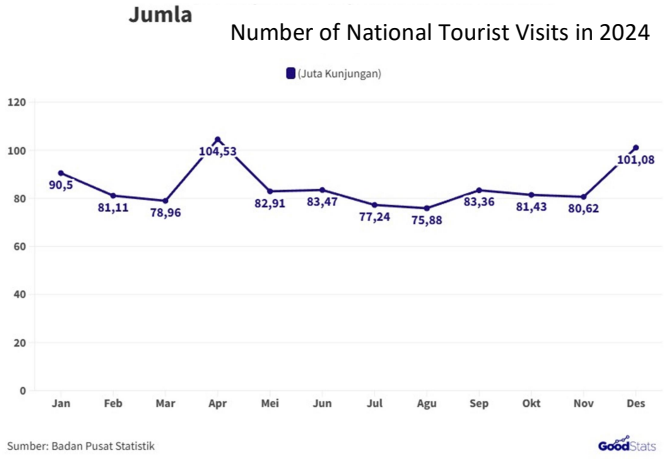

Figure 1.2: Number of National Tourist Visits in 2024

In December 2024, there will be 101.08 million tourist trips, an increase of 25.40% compared to November 2024 and 11.63% compared to the same period last year. This shows the high interest of Indonesian citizens in local tourism, which is no less interesting than tourism offered abroad. The majority of tourists came from Java Island in December last year, the proportion even reached 66.45%. Judging from its provinces, East Java recorded the highest number in the month, reaching

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18.83 million trips, a contribution of around 18.62%. Still from Java, West Java and Central Java also recorded a high number of wisnus, amounting to 18.48 million (18.28%) and 11.93 million (11.80%) respectively. However, the highest growth in the number of foreign tourists was recorded by West Nusa Tenggara which increased by 69.32% compared to last year. For the destination area, the majority of Indonesians are happy to vacation to Java, reaching 67.42 million trips in December 2024. East Java was the favorite with a total of 20.30 million trips, followed by West Java (17.34 million trips), and Central Java (12.26 million trips). Again, the highest growth was recorded by West Nusa Tenggara whose number of visits increased by 63.90%.

Based on the facts above, the researcher becomes interested in conducting a study entitled "The Influence of Cross-Functional Competencies and Foreign Language Literacy on Tourist Experience Quality: The Moderating Role of Public Service Infrastructure in the Setu Babakan Betawi Cultural Village."

RESEARCH METHOD

The research uses a quantitative approach, which according to Sugiyono (2023) is research that focuses on objective measurement and statistical data processing to answer the formulation of research problems. The research design used was a causal associative approach that aimed to examine the cause-effect relationship between variables, including the extent to which cross-functional competence (X1) and foreign language literacy (X2) affect the quality of the tourism experience (Y), with the role of public service infrastructure (Z) as the moderation variable.

This study uses the PLS-SEM method because it aims to analyze the predictive relationships between variables and develop a conceptual model. In addition, the relatively limited number of samples and data that do not meet the assumptions of multivariate normality make PLS-SEM more suitable than CB-SEM. PLS-SEM was chosen because of its suitability for predictive research models and moderation analysis with relatively small samples.

This study is explanatory because it aims to explain the influence between variables in depth based on empirical data obtained from respondents. The variables in this study consisted of independent variables, bound variables, and moderation variables. The research instrument was in the form of a questionnaire using a 6-point Likert scale to measure respondents' responses to each statement, ranging from "strongly disagree" (1) to "strongly agree" (6).

The data collected from the questionnaire results were analyzed using multiple linear regression analysis techniques and *Moderated Regression Analysis* (MRA) to determine the direct influence and role of moderation of public service infrastructure on the relationship between variables. Through the design of this research, it is hoped that a clear and objective picture can be obtained regarding the relationship between the variables studied and their contribution to improving the quality of the tourism experience in the Betawi Cultural Village of Setu Babakan.

RESULTS AND DISCUSSION

In this study, the object of the research is focused on tourists who visit the Betawi Cultural Village Setu Babakan in the South Jakarta area. The research instrument in the form of a questionnaire was distributed to 100 respondents who were active visitors to the tourist area. Questionnaires that have met the eligibility

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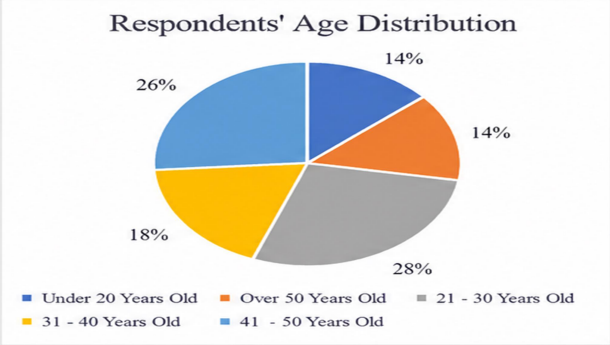
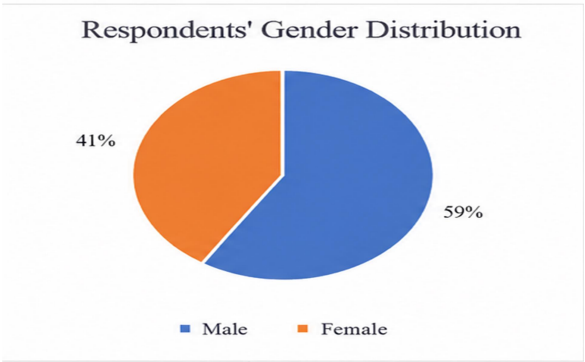
criteria are then analyzed to identify the characteristics of respondents. This analysis includes demographic variables such as age, education level, domicile and type of job of the respondents, which serves to provide an overview of the tourist profile and becomes the basis for interpreting the relationship between cross-functional competence, foreign language literacy, and the quality of tourism experience with the moderation of public service infrastructure media in the Betawi Setu Babakan Cultural Village.

1. **Characteristics of Respondents by Age**



Based on the results of data collection on 100 tourist respondents who visited the Setu Babakan Betawi Cultural Village, an age distribution was obtained that showed the diversity of age groups among the visitors. Respondents with an age range of 21–30 years are the largest group with 28 people or 28% of the total respondents, indicating that young adult tourists have a high interest in cultural tourism activities. The age group of 41–50 years ranks second with 26 people (26%), followed by the 31-40 year group with 18 people (18%). Meanwhile, the age group under 20 years old and over 50 years old amounted to 14 people (14%) each.

2. **Characteristics of Respondents by Gender**



Based on the results of data processing from 100 tourist respondents who visited the Setu Babakan Betawi Cultural Village, a distribution was obtained based on gender which showed the dominance of male visitors. Of the total respondents, there were 59 men or 59%, while 41 people or 41% were female respondents.

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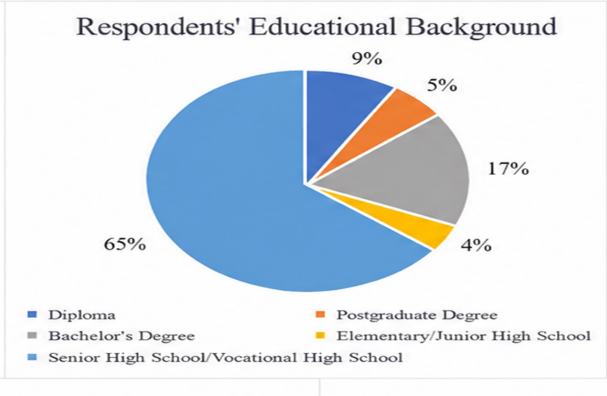
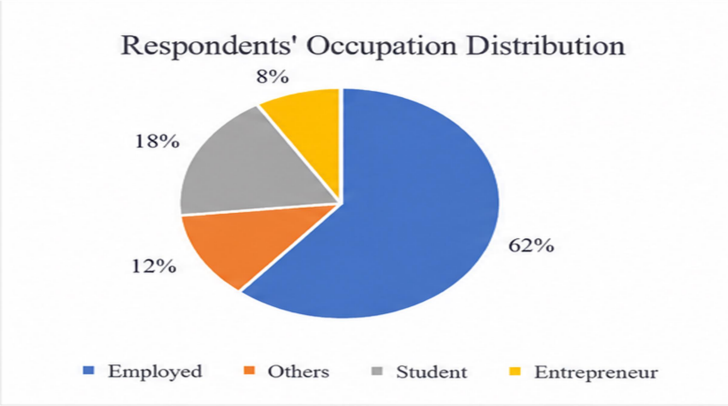
3. Characteristics of Respondents Based on Recent Education



Based on the results of data analysis of 100 tourist respondents in the Setu Babakan Betawi Cultural Village, the distribution of the latest education level was obtained which showed variations in the educational background of visitors. The majority of respondents have a high school/vocational education level, which is 65 people or 65%, which indicates that the group with upper secondary education is the largest segment of tourists in this region. Furthermore, there were 17 respondents (17%) who had a Bachelor's education (S1), followed by 9 respondents (9%) with a Diploma background. Meanwhile, the group with Postgraduate education (S2/S3) amounted to 5 people (5%), and those with an elementary/junior high school education level were 4 people (4%).

4. Characteristics of Respondents by Type of Job



Based on the results of the analysis of 100 tourist respondents in the Betawi Cultural Village Setu Babakan, a distribution of jobs was obtained that showed the diversity of the background of visitors' economic activities. The majority of respondents, namely 62 people (62%), are workers in both the private sector and government agencies. This indicates that most tourists come from productive age groups who have a fixed income and are likely to do more leisure activities in their spare time. Furthermore, as many as 18 respondents

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(18%) were students or students, which shows that there is considerable interest from young people to get to know and visit Betawi cultural tourism areas as part of educational and recreational activities. Meanwhile, 8 respondents (8%) are self-employed, and 12 respondents (12%) are included in other categories, such as housewives, retirees, or freelancers.

Meanwhile, based on the results of descriptive statistical analysis of 100 tourist respondents in the Setu Babakan Betawi Cultural Village, an overview was obtained regarding the minimum, maximum, mean, and standard deviation values of each research variable.

Variable	N	Min	Max	Mean	Std. Deviation
Cross-functional competencies	100	1	5	4,47	0,81
Foreign Language Literacy	100	1	5	4,17	1,01
Quality of Travel Experience	100	1	5	4,66	0,64
Public Service Infrastructure Media	100	1	5	4,55	0,74

The Cross-Functional Competency variable has a minimum value of 1, a maximum of 5, with an average value of 4.47 and a standard deviation of 0.81. This shows that respondents generally have a high level of cross-functional competence with relatively small variation in answers.

Furthermore, the Foreign Language Literacy variable has a minimum value of 1, a maximum of 5, with an average of 4.17 and a standard deviation of 1.01. This value indicates that the foreign language literacy skills of tourists are relatively good, although there is a greater diversity of responses than other variables.

For the variable Quality of Travel Experience, a minimum score of 1, a maximum of 5, with an average of 4.66 and a standard deviation of 0.64 were obtained. The high average score reflects that most respondents are satisfied with their travel experience in the region.

Meanwhile, the Public Service Infrastructure Media variable shows a minimum value of 1, a maximum of 5, with an average of 4.55 and a standard deviation of 0.74. These results illustrate that public service facilities and infrastructure in the Betawi Setu Babakan Cultural Village are well judged by tourists and contribute positively to the overall comfort and tourism experience. In general, the four variables had an average score above 4, which indicates that respondents' perception of all aspects of the study was in the high category.

DISCUSSION

Cross-functional competence has been proven to have a positive effect on the quality of tourist experience. This shows that the ability of officers to manage various aspects of services in an adaptive manner contributes to improving the quality of the tourism experience, although the effect is relatively small compared to other variables. Meanwhile, foreign language literacy has a stronger positive influence on the quality of tourist experience.

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Meanwhile, cross-language communication skills have been proven to increase the effectiveness of service interactions, especially in delivering clear and responsive information to the needs of tourists. Public service infrastructure is the variable with the most dominant influence on the quality of the tourist experience. The availability of facilities, accessibility, and information systems in Peru is improved because it is the main factor that directly shapes the tourist experience. Meanwhile, public service infrastructure has not been proven to play a role as a moderation variable in the relationship between cross-functional competence and foreign language literacy on the quality of tourist experience.

These findings show that the role of infrastructure is more of a direct determinant than a reinforcer of relationships between variables. Overall, this study emphasizes that the quality of tourist experience in the context of cultural tourism is more influenced by a combination of service competence and infrastructure quality, with the dominance of infrastructure aspects as the main factor.

CONCLUSION

To sum up, tourist destination managers are important to continue to improve cross-functional competence among tourism actors, especially in terms of coordination between units, cross-field collaboration, and the ability to handle various aspects of services in an integrated manner. Strengthening this competency can be done through tourism management training, human resource development, and the implementation of a collaboration-based work system that emphasizes communication and the effectiveness of teamwork.

In addition, tourism managers also need to pay greater attention to the development of public service infrastructure. Improving accessibility, cleanliness, public facilities, environmental comfort, and a tourist information system that is easily accessible to visitors will contribute significantly to improving the quality of the tourist experience. Good public infrastructure can be a determining factor for the success of a destination in creating a positive impression for tourists.

Although the results of the study show that foreign language literacy does not have a significant effect on the quality of the tourist experience, foreign language mastery still needs to be considered, especially in the context of improving services to foreign tourists. Foreign language training tailored to the needs of practical communication in tourist destinations remains of strategic value in expanding the reach of the tourism market and strengthening the international competitiveness of local cultural destinations.

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