Adoption of Innovation of Sapta Pesona Program: Case Hotel in East Jakarta

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Abstract

Sapta Pesona is a program to increase community awareness, responsibility, and action for supporting tourism activity to its development. Jakarta is the capital city of Indonesia and as one of the tourism destinations with all the potentials they have, include of a hotel. The participation of hotel leaders and employment to the Sapta Pesona program then becomes an important point to be analyzed due to its adoption to develop the tourism sector, especially in East Jakarta. The study could be summarized as follows: Their knowledge, perception, and adoption are sufficiently state level. The increase of knowledge, perception, and adoption can be conducted by improving training, and activities such as workshops related to hotel and tourism.

Keywords: Sapta Pesona; knowledge; perception; and adoption.

1. Introduction

Open tourism has elevated people's lives. This sector can move the wheels of the economy as well as be able to encourage development growth and regional development.

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However, it needs to be realized that tourism development efforts carried out by the government need the full support and active participation of the community [1]. Authors [2,3] explain that the basic principles that must be considered include; the position of community capacity, environment, community involvement, and political development considerations. The success of managing tourist destinations is determined by internal and external factors, for that, a comprehensive, systemic convergent, related and interconnected management is needed [4]. East Jakarta has made the tourism sector one of the mainstays of local revenue sources. This is by one of the development missions of East Jakarta, namely to create a city that is clean, beautiful, orderly, and safe with adequate and environmentally sound urban facilities and infrastructure. Hotels are a form of accommodation that is considered adequate and must be available to support the growth and development of the tourism sector in an area, especially for the City of East Jakarta. Every hotel manager certainly wants to provide the best possible service to every consumer, and this will always rely on a knowledge-based strategy. According to [5], products need to be managed with continuous improvement. The weakness of hotels, in general, is that they assume that guests (consumers/customers) only want clean, comfortable, and safe lodging. But in reality, service to customers/guests must also receive attention and continue to be improved. Problems like this should be of concern to the government, especially the Tourism Office in the East Jakarta area, and how to help hotel managers and employees through the Sapta Pesona program, so they can understand and apply the elements contained in Sapta Pesona. The Sapta Pesona program is a public awareness program about the importance of tourism awareness that provides direction, guidance so that the community understands the impact of the Sapta Pesona program as one of the innovations defined as a concept that describes community participation and support in encouraging the realization of a conducive tourism climate. for the development of tourism in a region or place [6]. Sapta Pesona is a concept of awareness of tourism which is implemented to attract tourists to visit tourist areas [7]. The application of Sapta Pesona also involves stakeholders to support the success of tourist objects [8,9]. The low awareness of the community and stakeholders in applying the Sapta Pesona concept to tourist objects causes suboptimal development. The Sapta Pesona concept can be developed as an innovation in the development of a quality/prime service culture in the tourism industry in particular. The concept of Sapta Pesona needs to be applied by hotel managers and employees to improve service to customers/guests. Hotel managers and employees can make perceptions of Sapta Pesona. The author [10] states that perception is the experience of objects, events, or relationships obtained by inferring information and interpreting messages. Perception is a process by which sensations are received and chosen, then arranged and finally interpreted [11]. If hotel managers and employees have made perceptions of Sapta Pesona, then they can adopt Sapta Pesona innovation for customers/guests at the hotel. In the adoption process, individuals or organizations make decisions to implement certain innovations and devote their resources to the success of these innovations [12]. Furthermore, if hotel managers and employees can adopt the Sapta Pesona concept, it can be used as a strategic step in developing their business/business. The positive attitude of hotel managers towards the Sadar Wisata program is needed. The Sapta Pesona concept is a product of government policies and other related agencies. Research on the adoption of the Sapta Pesona program innovation on hotel managers and employees in East Jakarta is expected to be able to answer the following questions: (1) What are the personal characteristics of hotel managers and employees in East Jakarta; (2) How is the hotel business environment in East Jakarta ?; (3) What are the perceptions of managers, hotel employees on the characteristics of Sapta Pesona innovation? (4) How is the Sapta Pesona program adopted? and (5) What factors are related to the innovation

adoption of the Sapta Pesona program by hotel managers and employees in East Jakarta?

2. Material and Methods

The research design used a survey method intending to find data and facts about the factors associated with the adoption of the Sapta Pesona program innovation by managers/leaders and hotel employees in East Jakarta. The research was carried out by hotels in East Jakarta including star hotels and non-star hotels. The population in this study were all leaders/managers and employees of Star and Non-Star Hotels / Accommodations in East Jakarta which were directly related to the implementation of the Sapta Pesona program and registered with the East Jakarta Tourism Office from 2004 to 2011. The research sample was the manager/person in charge and hotel employees who are directly responsible for the Sapta Pesona program. The instrument test was carried out through the reliability test using the Cronbach alpha method and the validity test using the Pearson product-moment correlation method. Data analysis was performed using descriptive and inferential statistics. Descriptive statistics are used to determine individual characteristics, characteristics of the hotel business environment, knowledge, perception, and adoption of the Sapta Pesona program. Meanwhile, to determine the relationship between variables used Rank Spearman correlation analysis.

3. Review of Literature

3.1. Sapta Pesona

Definition of Sapta Pesona According to author [13], Sapta Pesona is the realization of an atmosphere of togetherness of all parties to create the nation's noble natural and cultural environment, through the manifestation of the 7 elements in the Sapta charm, namely, 1) Safe, 2) Orderly, 3) Clean, 4) Cool, 5) Beautiful, 6) Friendly, 7) Memories. Another opinion expressed by author [14], Sapta charm is a condition that is realized to attract tourists to visit a certain area or region in the State of Indonesia, including elements including safe, orderly, clean, cool, beautiful, friendly, and memories. According to author [15], Sapta charm is the seven conditions that must be realized and cultivated in people's daily life as an effort to increase the attractiveness and competitiveness of Indonesian tourism. According to author [16], Sapta Pesona is a description of the concept of conscious tourism which is related to the support and role of the community as a host in creating a conducive environment and atmosphere that can encourage the growth and development of the tourism industry, through the embodiment of aspects of safe, orderly, clean, cool, beautiful, friendly, and memorable. Sapta Pesona according to author [16] is an explanation of the concept of tourism awareness related to the support and role of the community as hosts to create an environment and the role of the community as hosts to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry, through the embodiment of elements of safe, orderly, clean, cool, beautiful, friendly and elements of memories. Each element of Sapta charm is defined as follows:

- Safe, an environmental condition in a tourism destination that provides a sense of calm, free from fear and anxiety for tourists.
- Orderly, an environmental condition and services in tourism destinations that reflect a high discipline attitude and consistent, regular and efficient physical quality and services.

- Clean, an environmental condition as well as the quality of products and services in tourism destinations or tourist destination areas that reflect a healthy/hygienic condition to provide a sense of comfort and pleasure for tourists when traveling or visiting the area.

- Cool, an environmental condition in a tourism destination or tourist destination that reflects a cool and shady situation that will provide a feeling of comfort and "at home" for tourists when traveling or visiting the area.

- Indah, an environmental condition in a tourism destination that reflects a beautiful and attractive situation that will give tourists a sense of awe and a deep impression.

- Friendly, an environmental condition in a tourism destination that comes from the attitude of the community that reflects an intimate, open atmosphere and high acceptance of tourists.

- Memories, a form of memorable experiences in tourism destinations that will provide a sense of pleasure and beautiful memories for tourists.

3.2. *Personal characteristics*

The definition of personal characteristics put forward by author [17], is the influence of personal characteristics on behavior change, stated in the paragraph, indicating that personal characteristics are considered in extension programs, internal factors that affect the rate of adoption are age, level of education, socioeconomic status, pattern. relationship and cosmopolitan, courage to take risks, attitudes towards change, motivation to work, aspirations, the nature of fatalism, and diagnosis (closed belief system). Another opinion put forward by author [18], 11 changes affecting the process of diffusion and adoption of innovation, namely: age, education, courage to take risks, patterns of relationships, attitudes towards change, business income, business area, land ownership status, community prestige, information sources. used and types of 24 innovations. The following are things that affect personal characteristics:

- Age, author [19] say that there is an effect of age on a person's interest in certain types of work so that a person's age will also affect his motivation to learn.

- Formal education, according to author [20] namely formal education is an educational effort that is carried out deliberately, planned, directed, and systematically through an educational institution called a school.

- Non-formal education, is a path of education outside formal education that can be implemented in a structured and tiered manner [21].

- Business experience, According to author [22], the experience is the result of the accumulation of a person's experience, which then affects the response he receives to decide something new for him. Experience is one of the considerations for someone in accepting new ideas that become needs and can help solve life problems.

- The intensity of communication, author [18] suggests that one of the factors that influence the adoption process is the interaction between individuals, individual interactions with community groups. Membership in groups reflects a person's communication behavior because in groups there are 27 communication processes and educational processes. A person can change their behavior due to group

influence.

- Group membership, according to author [23] is group membership is two or more people who come together based on commonality, interacting through certain patterns or structures to achieve common goals, in a relatively long period of time.

- The ability to control risk, author [24] says that entrepreneurs refer to certain individuals who are qualitatively more than most humans in general, namely individuals who can: (a) Stand on their strength in making decisions and setting goals; (b) Introducing new production factor functions, responding creatively and innovatively; (c) Learning from experience (introspection), having a strong spirit of competition and achievement; (d) Mastering various knowledge; skills in developing, implementing, and achieving business organizational goals.

- Technical skills are knowledge of methods, processes, procedures, and techniques for carrying out specific activities, and the ability to use tools relevant to these activities [25].

3.3. *Characteristics of Hotel Business Environment*

According to author [17] opinion, that the level of business income, the size of the business area, and the sources of information used also influence the speed of adoption, the factors of the following business environment, namely: (1) the input market includes labor, raw materials, capital, and effort; and (2) the output market, including the demands of customers and the influence on competitors, also affects the profits of the company, and in the end, will affect the assessment of the profit and loss of investment. The following are parts of the characteristics of the business environment:

- Local Government Policies, in connection with this matter, [26] concerning Tourism is one of the Regional Government policies. Regulations related to the operational activities of tourism supporting businesses, particularly hotel businesses, are: (1) Article 9; regulates the Tourism Office to guide the tourism industry by increasing service quality standards and increasing the competitiveness of tourism businesses, as an effort to create a conducive business climate. (2) Article 16; Every tourism industry is obliged to make environmental conservation efforts through AMDAL; (3) Article 24; each tourism industry must obtain an ISUP (Temporary Tourism Business Permit) from the Head of the Tourism Office, as a condition for a Building Construction Permit (IMB) and to compile an Environmental Impact Analysis (AMDAL) document and a Permanent Tourism Business Permit (ITUP); (4) Article 31; The Tourism Office provides training to improve the quality of the tourism workforce based on the competency standards of the tourism profession based on their respective professions / positions; (5) Article 32; Every tourism worker is required to have a Tourism Professional Certificate as an employment license based on the profession / position in their respective fields; 6) Article 35; regarding obligations and prohibitions, including the obligation to: guarantee and be responsible for security, safety, order and comfort; maintain cleanliness, beauty and health of the location of activities; provide opportunities for employees to perform worship; ensure the safety and health of workers; pay local taxes and levies; and regarding the prohibition, among others, using child labor; (7) Article 40; The regulations concerning the business of providing food and beverages, consisting of restaurants, bars, snack centers, catering services, and bakeries must be certified halal by a competent institution.

The certification mark is placed in a place that is easily read by consumers; (8) Article 41; The Tourism Office guides tourism operations; and (9) Article 42; The Tourism Office shall supervise the tourism operations.

- Business scale, business scale in a hotel business system can also be measured in various ways, including investment value, fixed costs, variable costs, total sales turnover, hotel area, and the number of rooms, which describes the capacity of guests who can afford to accommodate/stay (occupancy room) [27].

- Financial capital, according to author [28], capital is goods or money which together with other production factors and labor and management produce new goods, namely agricultural production.

- Labor capital, Labor capital is one of the important production factors in carrying out hotel business activities, even a shortage of labor can result in decreased production. Workers with a certain skill level have a higher status than workers without skills [29].

- Business facilities, Author [30] divide three important parts of tourism facilities, namely: basic facilities, complimentary facilities, and supporting facilities.

- Business infrastructure, means all facilities that enable the economic process to run smoothly and to make it easier for people to meet their needs. Author [30] divides infrastructure into two important parts, namely (1) Economic Infrastructure, consisting of transportation, communication infrastructure, installation system (utilities), and the banking system; and (2). Social infrastructure, consisting of the education system, health services, safety factors, and service personnel.

- Business location, According to author [31] the selection of a place or business location requires careful consideration of several factors, namely access, visibility, traffic, parking space, expansion, environment, competition, and government regulations.

- Competitors, competitors of a company can be categorized as strong competitors and weak competitors or some close competitors have the same product or similar products [32].

3.4.   *Perception*

The definition of perception according to author [33] states that perception is a process in which individuals organize and interpret sensory impressions, to give meaning to the environment. Author [34] stated that the process of re-perception of the human relationship with the environment where after sensing the object in the environment, then the human will process the results of his senses and the meaning of the object arises in the person concerned. According to author [35], perception is the process of how a person selects, organizes, and interprets information inputs to create a meaningful overall picture. Author (2002) stated the factors that play a role in perception, including the perceived object, sensory organs, and attention.

3.5.   *Adoption of Innovations*

According to author [37], the definition of innovation is an idea or method, or object that is considered new. Author [38] revealed that innovation consists of various stages of the process where companies translate ideas into new or improved products, services, or processes to successfully advance, compete, and differentiate themselves from competitors in the market. Author [38] also revealed that there are five stages of the innovation

process, namely adoption, development, creation, implementation, and commercialization. Author [39] revealed that innovation adoption can be direct from managerial choices or because it is imposed by external conditions, for example, the adoption of a new strategy, structure, or reward system will be influenced by differences in performance as a result of internal inefficiency or environmental changes. The innovation adoption process consists of several sub-stages, namely initiation, adoption decision, and implementation. Author [39] initiation consists of activities to identify needs, find solutions, be aware of existing innovations, identify suitable innovations, and propose adoption. Author [40] explain that the adoption of innovation is explained in the anatomy of adoption which consists of 1) understanding of social systems, communities, technology, and conceptual frameworks, 2) interactions with social systems so that they can find out market responses and determine strategies, 3) mingling and overcoming resistance, 4) recruiting supporters and partners to overcome resistance and, 5) gaining an understanding of the values that society considers important and adopting appropriate innovations.

4. Research Framework

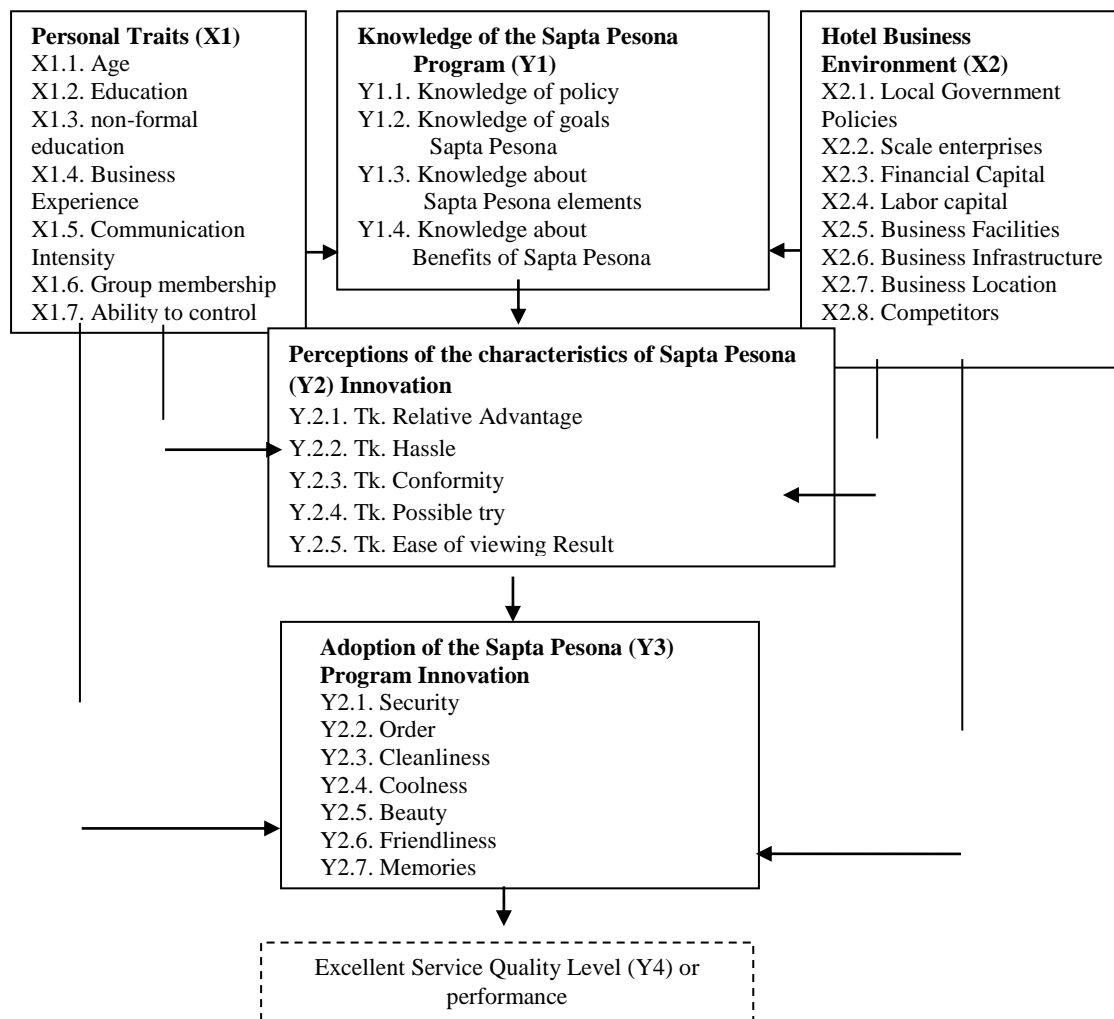Research Thinking Framework as in the following chart image:

Figure 1: Research Thinking Framework

5. Results and Discussion

5.1. *Personal Characteristics*

The results showed that most of the respondents were in the very productive age category, had low education, and never or rarely attended the training. Most of them worked less than 2 (two) years. Communication intensity, group membership, and the ability to control risk are also in the low category. Technical skills are in the medium category. Based on the research results, the distribution of the respondents' characteristics is presented in the following table:

Table 5.1: Distribution of respondents on various observed personal characteristics

No	Variable	Category	Amount	%
	Age	1. Less productive (age between 0 s / d 14 years and> 64 years)	26	25.4
		2. Productive (aged between 46 s / d 65 years)	33	32.4
		3. Very productive (aged between 15 s / d 45 years)	43	42.2
	Formal education	1. Elementary - Middle School (SD -SLTP)	69	67.7
		2. Above (SLTA)	17	16.7
		3. Diploma, PT (college)	16	15.7
	Non formal education	1. Rarely attend training	61	59,8
		2. Enough training	7	6,9
		3. Frequent training	34	33.3
	Length of work	1. < 2 years	43	45,1
		2. >2– 5 years	34	33.3
		3. >5 years	22	21.6
	Intensity of communication	1. Low	62	60.7
		2. Moderate	20	19.6
		3. Height	20	19,6
	Membership in the organization (group)	1. Low	58	56,9
		2. Height	15	14.7
		3. Very high	29	28,4
	Ability to control risk	1. Low	61	59.8
		2. Moderate	38	37.3
		3. Height	3	2.9
	Technical skills	1. Low	17	16,7
		2. Height	43	42.2
		3. Very high	42	41.2

5.2. *Characteristics of Hotel Business Environment*

Based on the research results, it is found that the local government policy already exists and supports the implementation of Sapta Pesona. The scale of hotels varies considerably between the scale of hotels with the category of medium to starred, only about 10% of hotels with a small scale. The size or size of the hotel business depends on the business capital owned by each hotel manager. The origin of hotel capital varies from individual capital to joint capital or bank loans. Based on the research results, about 81% of capital is in the high category, while the labor-capital in this study is in the high or adequate category. Most of the business facilities

are in the medium category. The business infrastructure owned by the hotel manager is in the medium category. Infrastructure as a very supportive facility for the comfort of guests or adequate and very adequate. The sections of the infrastructure are inadequate. Based on the research results, in general, the hotel has a strategic and very strategic location. Hotels in East Jakarta are relatively close to public facilities such as train stations, passenger terminals, tourist areas including shopping tours and offices. The results showed that in general, the level of competition for hotels in East Jakarta tends to be high, both in the form of product competition, price, service, and promotion. The characteristics of the hotel business environment are presented in the following table:

Table 5.2: Characteristics of the hotel business environment in East Jakarta

No	Varible	Category	Amount	%
1	Business policy	1. Low	29	37,5
		2. Moderate	52	51.0
		3. High	21	20.6
2	Scale hotel	1. Low	32	31.4
		2. Moderate	28	27.5
		3. High	42	41.2
3	Capital	1. Low	19	18.6
		2. Moderate	33	32.4
		3. High	50	49.0
4	Labor	1. Low	25	24.5
		2. Moderate	70	68.6
		3. High	7	6.9
5	Hotel Facilities	1. Low	31	30.4
		2. Moderate	60	58.8
		3. High	11	10.8
6	Hotel Amenities	1. Low	4	20.6
		2. Moderate	66	64.7
		3. High	15	14.7
7	Hotel Location	1. Low	1	1.0
		2. Moderate	66	64.7
		3. High	35	34.3
8	Competitor	1. Low	9	8.8
		2. Moderate	53	52.0
		3. High	40	39.2

5.3. *Knowledge of Sapta Pesona*

Knowledge about the Sapta Pesona Program is the basis for actors in the tourism business, especially the hotel business, to be willing and able to carry out activities related to tourism businesses including in the hospitality sector. Respondents' knowledge about the Sapta Pesona program is presented in Table below:

Table 5.3: Respondents' knowledge about the Sapta Pesona program

Variable	Category	Amount	%
Knowledge of Sapta Pesona	Low	34	33.4
	Moderate	60	58.8
	High	8	7.8

Based on the table above, it can be seen that most managers/leaders and employees of hotels in East Jakarta have a moderate level of knowledge about Sapta charm. This means that in general there is knowledge about the existence of the Sapta Pesona program that is carried out by the government in the tourism sector including hospitality, objectives, elements, and benefits of the Sapta Pesona program.

5.4. *Perception of the innovation characteristics of Sapta Pesona*

Perceptions of the characteristics of innovation are the basis for assessments, attitudes, and responses of hotel managers/leaders and employees to the characteristics of innovation. Based on the research results, the relative advantage is in the medium category. Hotel managers/leaders and employees state that the Sapta Pesona program is relatively profitable and/or very profitable. Hotel managers/leaders and employees agree that the Sapta Pesona program is for the continuity of the hotel business and the tourism sector, especially in East Jakarta. Managers/leaders and employees consider that the Sapta Pesona program is compatible with the hotel business program. Most hotel managers/leaders and employees stated that the Sapta Pesona program is relatively uncomplicated to implement, easy to understand, can and can be tried in a hotel environment, and the results can be seen. Following are the perceptions of the characteristics of innovation in hotel managers/leaders and employees in East Jakarta:

Table 5.4: Perceptions of the characteristics of Sapta Pesona innovation

No	Variable		Category	Amount	%
1	Relative Advantage	1.	Low	5	4.9
		2.	Moderate	66	64.7
		3.	High	31	30.4
2	Hassle	1.	Low	19	18.6
		2.	Moderate	68	66.7
		3.	High	15	14.7
3	Conformity	1.	Low	12	11.8
		2.	Moderate	72	71.6
		3.	High	18	17.6
4	Possible try	1.	Low	9	8.8
		2.	Moderate	65	63.7
		3.	High	28	27.5
5	Ease of viewing results	1.	Low	9	8.9
		2.	Moderate	72	70.2
		3.	High	21	20.6
6	Perception	1.	Low	5	4.9
		2.	Moderate	70	68.6
		3.	High	27	26.5

5.5. *Adopt the innovative features of Sapta Pesona*

The manifestation of this form of adoption of innovation can be seen or observed in the form of behavior, methods, and equipment, and technology used in communicant activities [41]. As seen in Table 5, it can be explained that the adoption of innovation by hotel managers/leaders and employees of the Sapta Pesona program, especially the security element, is mostly in the medium category. The adoption of hotel leaders/managers and employees to the Sapta Pesona program on the elements of order is mostly in the medium category. The adoption of most hotel leaders/managers and employees is in the medium category. The Sapta Pesona program in the element of cleanliness has a very important role because cleanliness is the main and most important requirement. The adoption of coolness is mostly in the high category. This shows that the leaders/managers and employees of hotels in East Jakarta have realized the importance of maintaining a hotel environment to keep it cool and green, including by carrying out greening activities around the hotel environment. Most of the adoption of beauty elements is in the medium category. This also shows that the leaders/managers and employees of hotels in East Jakarta have realized the importance of maintaining a hotel environment so that it is always beautiful. This is important because beauty is related to aesthetics, which is related to the first impression of the visitor. The adoption of hospitality elements is mostly in the moderate category. It proves that the leaders/managers and employees of hotels in East Jakarta have realized the importance of hospitality to hotel visitors/guests. The adoption of memory elements is mostly in the medium category. Table 5 shows the adoption of Sapta Pesona innovation by hotel managers/leaders and employees in East Jakarta:

Table 5.5: Characteristics of individuals with participation and independence

No	Variable	Category	Amount	%
1	Security	1. Low	11	10.8
		2. Moderate	50	49.0
		3. High	41	40.2
2	Order	1. Low	9	10.8
		2. Moderate	52	66.7
		3. High	41	14.7
3	Cleanliness	1. Low	2	2.0
		2. Moderate	57	55.9
		3. High	43	42.2
4	Coolness	1. Low	11	10.8
		2. Moderate	43	42.2
		3. High	48	47.1
5	Beauty	1. Low	14	13.7
		2. Moderate	57	55.9
		3. High	31	30.4
6	Friendliness	1. Low	5	4.9
		2. Moderate	64	62.7
		3. High	33	32.4
7	Memories	1. Low	28	27.5
		2. Moderate	47	46.1
		3. High	27	26.5
8	Adopt Sapta Pesona	1. Low	5	4.9
		2. Moderate	64	62.7
		3. High	33	32.4

5.6. Relationship between individual characteristics and knowledge, perception and adoption Sapta Pesona Program

Characteristics are traits or traits that are attached to something (objects, people, or other living things) which are related to various aspects of life [42]. The results showed that age, formal education, non-formal education, membership and status in groups, the intensity of communication, ability to control risk, and length of work did not correlate with knowledge, the adoption of the Sapta Pesona program innovation. The tenure of managers/leaders and employees in hotels is not related to the knowledge, perception, and adoption of hotel managers/leaders and employees of innovation on the Sapta Pesona program. The level of knowledge, perceptions, and adoption of the Sapta Pesona program innovation is not related to how or from where they seek or obtain information. Technical skills have a very significant positive relationship with the adoption of the Sapta Pesona program, but they do not correlate with knowledge and perceptions of the Sapta Pesona program. This can be understood because technical skills are closely related to all the elements in Sapta charm. For example in the element of cleanliness, hotel employees must be skilled in cleaning and managing the hotel, both in-room cleanliness and in the outside of the hotel environment. The results of the analysis are presented in the following table:

Table 5.6: Relationship between personal characteristics and knowledge, perceptions and adoption of the Sapta Pesona program innovation

Personal Characteristics	Knowledge of the Sapta Pesona Program	Perceptions of the Sapta Pesona Program	Adopt the Sapta Pesona Program
Age	.029	-.277[**]	.045
Formal education	.169	.033	.098
Nonformal education	.142	.080	.075
Length of work	.050	-.038	-.163
Intensity of communication	.025	.044	-.038
Participation in groups	.056	.127	.008
Status in the group	.007	.036	-.055
Ability to face risks	.091	.160	.184
Technical skills	.194	.156	.271[**]

Information:

* significant correlation at alpha 0.05

** significant correlation at alpha 0.01

5.7. Relationship between the Business Environment and Knowledge, Perception and Adoption of the Sapta Pesona Program Innovation

Based on the research results, the following is a table of the relationship between hotel business environment and knowledge, perception, and adoption of the Sapta Pesona program:

Table 5.7: Relationship between hotel business environment and knowledge, perception and adoption of the Sapta Pesona program

Hotel Business Environment	Knowledge of the Sapta Pesona Program	Perceptions of the Sapta Pesona Program	Adopt the Sapta Pesona Program
Business policy	.340**	.312**	.218**
Scale enterprises	-.002	.262**	.181
Financial capital	.162	.069	.140
Labor	.321**	.272**	.441**
Means of business	.272**	.220*	.332**
Business infrastructure	.135	.100*	.293**
Business location	.173**	.322**	.284**
Competitors	.114	.202*	.322**

Information:

* significant correlation at alpha 0.05

** significant correlation at alpha 0.01

Based on the research results, business policies related to the Sapta Pesona program have a very significant positive relationship with knowledge, perception, and the adoption of the Sapta Pesona program. This means that with the existence of local government policies that support the Sapta Pesona program, it can be expected that the knowledge, perception, and adoption of hotel managers/leaders and employees about the Sapta Pesona program will be better. The results also show that there is a very significant positive relationship between hotel scale and perceptions of hotel managers/leaders and employees about the Sapta Pesona program, but it does not correlate with knowledge and adoption of the Sapta Pesona program. Financial capital does not correlate with knowledge, perceptions, and adoption of the Sapta Pesona program innovation. Labor capital has a very significant positive relationship with knowledge, perceptions, and the adoption of the Sapta Pesona program innovation. The results also prove that hotel facilities have a very significant positive relationship with knowledge and program innovation adoption Sapta Pesona, meanwhile, with the perception of Sapta Pesona, hotel facilities have a significant positive correlation with a correlation coefficient of. The existence of complete facilities, adequate infrastructure, and work tools and equipment that support both quantity and quality will encourage managers/leaders and employees in implementing the Sapta Pesona program. Meanwhile, hotel business location and competitors have a very significant positive relationship with knowledge, perceptions, and the adoption of the Sapta Pesona program innovation. The competitor in the context of this research is the ability to face competition with other hotels or similar businesses related to efforts to improve excellent and quality

service.

5.8.   The Relationship of Knowledge, Perception, and Adoption of the Sapta Pesona Program Innovation

Based on the research results, the following is a table of knowledge, perceptions, and adoption of the Sapta Pesona program:

Table 5.8: The relationship between knowledge, perception and innovation adoption of the Sapta Pesona program

Variable	Knowledge of the Sapta Pesona Program	Perceptions of the Sapta Pesona Program	Adopt the Sapta Pesona Program
Knowledge of the Sapta Pesona program	.-	.306**	.225*
Perceptions of the Sapta Pesona program	.306**.	-	.291**

Information:

* significant correlation at alpha 0.05

** significant correlation at alpha 0.01

The results showed that knowledge had a very significant relationship with perception and a significant correlation with the adoption of the Sapta Pesona program. Likewise, perceptions also have a very significant correlation with the adoption of the Sapta Pesona program innovation. This means that the knowledge they have is closely related to the perceptions or thinking patterns of hotel managers/leaders and employees about Sapta Pesona. This knowledge and good perception will encourage them to consciously adopt the Sapta Pesona program.

6. Conclusions and Suggestions

6.1.   Conclusions

Knowledge, perceptions, and the adoption of the Sapta Pesona program

Innovation by managers/leaders and employees of star and non-star hotels in East Jakarta is generally considered good. This means that hotel managers/leaders and employees become more aware, willing, and able to carry out various positive things in the field of hotel business activities, especially for the adoption of the Sapta Pesona program innovation.

- The knowledge of hotel managers/leaders and employees of the Sapta Pesona program is in the medium / quite good category.
- The perception of hotel managers/leaders and employees of the Sapta Pesona program is in the

medium/good enough category.

- The adoption of the Sapta Pesona program innovation for hotel managers/leaders and employees is in the medium/good enough category.

There are several characteristics related to knowledge, perception, and adoption of the Sapta Pesona Program, namely:

- Personal characteristics of technical skills have a real relationship with the adoption of the Sapta Pesona program innovation for hotel managers/leaders and employees.
- The characteristics of the business environment that have a correlation with knowledge of Sapta Pesona are business policies, labor, facilities, and hotel location. The characteristics of the business environment that have a correlation with perceptions of Sapta charm are business policies, business scale, capital, facilities, hotel infrastructure, labor, location, and competitors. While the characteristics of the business environment that have a correlation with the adoption of the Sapta Pesona program innovation are business policies, labor, hotel facilities and infrastructure, business location, and competitors.
- Knowledge has a very significant correlation with perception and a significant correlation with the adoption of the Sapta Pesona program. Likewise, perceptions also have a very significant correlation with the adoption of the Sapta Pesona program innovation.

6.2. *Suggestion*

Referring to the research conclusions that have been carried out, the following are some suggestions that need to be considered as an effort to increase knowledge, perception, and adoption of the Sapta Pesona program in the hotel business sector, namely:

- Technical skills
- Knowledge must be increased through tourism counseling, training, seminars related to tourism and hospitality by hotel managers/leaders and employees in East Jakarta to support the adoption of the Sapta Pesona program innovation.
- Perceptions of hotel managers/leaders and employees of a fairly good one must continue to be maintained by the managers/leaders and employees of the hotel and local government, especially the capital city of Jakarta so that it is always maintained and improved.

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