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ANALYSIS OF FACTORS CAUSING THE DECLINE IN TOURIST VISITS IN THE SENGGIGI AREA AND ITS IMPACT ON MSME RESILIENCE: A PLS-SEM APPROACH

ANALISIS FAKTOR-FAKTOR PENYEBAB PENURUNAN KUNJUNGAN WISATAWAN DI KAWASAN SENGGIGI DAN DAMPAKNYA TERHADAP KETAHANAN UMKM: PENDEKATAN PLS-SEM

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ABSTRACT

This study analyzes the relationship between factors causing the decline in tourist visits and their impact on the resilience of Micro, Small, and Medium Enterprises (MSMEs) in the Senggigi area, by applying a quantitative approach using Partial Least Squares-Structural Equation Modeling (PLS-SEM). This study aims to identify the main factors causing the decline and analyze their impact on local MSMEs, as well as provide strategic recommendations for destination revitalization. This model combines the Tourism Area Life Cycle (TALC), Destination Image Theory, and the Sustainable Livelihood Framework (SLF). Data were collected through an online Likert-scale survey from 123 respondents, consisting of tourists and MSMEs in NTB. PLS-SEM analysis (R-Square = 0.399, classified as moderate) shows that External Factors (such as global economic conditions, the pandemic, and changes in tourism trends) have a positive and significant influence (β = 0.500, p = 0.000) on MSME resilience. In contrast, the internal objective variables, Infrastructure Quality, Security and Comfort, and Promotion and Marketing, were not shown to have a significant impact on MSME resilience. The main conclusion is that MSMEs in Senggigi are highly vulnerable to external shocks, suggesting that recovery strategies should prioritize strengthening MSMEs' internal capacity (e.g., through digital skills development and financial support) over improving and promoting conventional infrastructure
***Keywords**: External Factors, MSME Resilience, Tourist Visits, PLS-SEM, Senggigi*

ABSTRAK

Penelitian ini menganalisis hubungan antara faktor-faktor yang menyebabkan penurunan kunjungan wisatawan dan dampaknya terhadap ketahanan Usaha Mikro, Kecil, dan Menengah (UMKM) di daerah Senggigi, dengan menerapkan pendekatan kuantitatif menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM). Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor utama yang menyebabkan penurunan dan menganalisis dampaknya terhadap UMKM lokal, serta memberikan rekomendasi strategis untuk revitalisasi destinasi. Model ini menggabungkan Siklus Hidup Area Pariwisata (TALC), Teori Citra Destinasi, dan Kerangka Penghidupan Berkelanjutan (SLF). Data dikumpulkan melalui survei skala Likert secara daring dari 123 responden yang terdiri dari wisatawan dan UMKM di NTB. Analisis PLS-SEM (R-Square = 0,399, tergolong sebagai sedang) menunjukkan bahwa Faktor Eksternal (seperti kondisi ekonomi global, pandemi, dan perubahan dalam tren pariwisata) memiliki pengaruh yang positif dan signifikan (β = 0,500, p = 0,000) terhadap ketahanan UMKM. Sebaliknya, variabel tujuan internal Kualitas Infrastruktur, Keamanan dan Kenyamanan, serta Promosi dan Pemasaran tidak terbukti memiliki dampak yang signifikan terhadap ketahanan UMKM. Kesimpulan utama adalah bahwa UMKM di Senggigi sangat rentan terhadap guncangan eksternal, yang menunjukkan bahwa strategi pemulihan sebaiknya lebih mengutamakan penguatan kapasitas internal UMKM (misalnya, melalui pengembangan keterampilan digital dan dukungan finansial) dibandingkan dengan peningkatan dan promosi infrastruktur konvensional.
Kata Kunci: Faktor Eksternal, Ketahanan UMKM, Kunjungan Wisatawan, PLS-SEM, Senggigi.

INTRODUCTION

Tourism is a very important sector that plays a major role in economic growth, both nationally and regionally. In Indonesia, this sector is a main pillar of development because it is able to create jobs, increase foreign exchange, and support the development of Micro, Small, and Medium Enterprises (MSMEs) (Dewi, 2023)

The province of West Nusa Tenggara (NTB), particularly the Senggigi area, has long been known as a leading tourist destination with its panoramic beaches, accessibility, and relatively adequate facilities (Sulfardin et al., 2024). The presence of hotels, restaurants, travel agencies, and MSMEs makes Senggigi a driver of the local economy (Rahman & Zitri, 2023). However, in the last decade, the number of tourist visits to Senggigi has declined significantly. The contributing factors include a lack of innovation in tourism products, declining infrastructure quality, weak digital promotion, and increased competition with other destinations such as Mandalika and Labuan Bajo (Muhammad et al., 2024).

The COVID-19 pandemic has further exacerbated this situation, as it has directly impacted the closure of tourism businesses and reduced tourists' purchasing power (Sakdiah, 2022). The decline in tourist visits has had a significant impact on the resilience of MSMEs in the Senggigi area, which has been affected by the decline in tourists as a result of the earthquake and the pandemic, as well as economic recovery policies for tourism, including the tourism business sector (Habibi et al., 2022). MSMEs engaged in the culinary, accommodation, transportation, and handicraft sectors have experienced a decline in income, reduced production capacity, and even gone out of business. In fact, MSMEs play an important role in absorbing local labor while maintaining the socio-economic stability of the community (Amri, 2020). The phenomenon of declining tourist visits has had a serious impact on the sustainability of MSMEs in tourist destinations, including the Senggigi area. (Wang & Le, 2022) shows that the COVID-19 pandemic has reduced global tourism demand and weakened the resilience of tourism MSMEs. Local research by Sulfardin et al. (2024)also confirms that the existence of MSMEs is the main driver of the Senggigi community's economy, so that a decline in the number of tourists has a direct implication on the stability of community income. In addition, the decline in the image of the destination due to issues of cleanliness and safety has been proven to affect tourists' intention to visit (Wu et al., 2022).

Previous studies generally discuss tourism resilience and SMEs separately, without combining them into a single mutually influential analytical framework. Achmad & Wiratmadja, (2024) focused on tourism development strategies, Yanuarni et al., (2024) examined the recovery of MSMEs after experiencing a disaster, and Pahrudin et al., (2021) highlighted the views of tourists after the pandemic. These three studies have not simultaneously examined how the decline in tourist visits directly affects the resilience of MSMEs in tourist destinations. Therefore, this study aims to fill this gap by examining the causal relationship between the factors that cause the decline in tourist visits and their impact on the resilience of MSMEs in the Senggigi area in a comprehensive and contextual manner.

Based on the phenomenon of declining tourist visits in the Senggigi area in recent years, this study formulates the following main questions: what factors influence the decline in tourist visits, and how does this condition impact the resilience of local MSMEs in the Senggigi area? More specifically, this study highlights three important points: first, the main factors causing the decline in tourist visits, including aspects of infrastructure, promotion, and destination safety; second, the impact of

the decline in tourist visits on the resilience and sustainability of micro, small, and medium enterprises (MSMEs) in the region; and third, which factors have the most dominant influence on the decline in tourist visits based on the results of the analysis.

Based on these conditions, the main questions of this study are: what factors influence the decline in tourist visits, and how do these conditions impact the resilience of local MSMEs in the Senggigi area? Specifically, this research aims to: first, identify the main factors contributing to the decline in tourist visits in the Senggigi area; second, analyze the impact of the decline in tourist visits on the resilience and sustainability of local MSMEs; and third, provide strategic recommendations for tourism revitalization policies in the Senggigi area to be more adaptive to environmental changes and global tourism trends.

The contribution of this research is divided into two main aspects. Theoretically, this research enriches the literature on factors that influence the decline in the attractiveness of tourist destinations and their relevance to the destination life cycle theory (*Tourism Area Life Cycle*) and the concept of local economic resilience. Practically, the results of this research are expected to provide input for regional governments, tourism stakeholders, and MSMEs in formulating policies and strategies for the revitalization of Senggigi, particularly in strengthening infrastructure, promotion, and destination innovation to be more adaptive to changes in tourist preferences and competition between destinations in NTB.

Table 1. Number of Foreign and Domestic Tourist Visits to West Lombok Regency 2017-2023

Years	Foreign	Domestic	Total
2017	312.845	412.000	724.845
2018	169.064	210.429	379.493
2019	226.675	201.364	428.039
2020	37.183	104.062	141.245
2021	5.362	162.401	167.763
2022	54.531	234.848	289.379
2023	60.829	259.829	320.658

Source: Department West Lombok Regency Tourism

The number of tourist visits to West Lombok Regency has tended to decline year after year, from 2017 to 2023. In 2017, the number of international tourist visits reached 312,845, and in 2023, this number dropped significantly to 60,829, particularly in the Senggigi area.

Table 2. Number of Foreign and Domestic Tourist Visits to Central Lombok Regency, 2017-2023

Years	Foreign	Domestic	Total
2017	86.524	113.959	724.845
2018	70.539	83.176	379.493
2019	66.581	80.982	428.039
2020	26.710	17.849	141.245
2021	3.002	38.154	167.763
2022	70.991	33.892	289.379

2023	120.604	88.404	320.658

Source: Lombok Regency Tourism Office Central

The number of tourist visits to Central Lombok Regency has tended to increase year after year, from 2017 to 2023. In 2017, the number of international tourist visits reached 86,524, and in 2023, this figure increased significantly to 120,604 visitors to Mandalika.

According to Table 1, the number of tourist visits to West Lombok Regency is dominated by domestic tourists compared to international tourists. This indicates that West Lombok Regency, which includes Senggigi, attracts more domestic tourists, while international tourist arrivals experienced a sharp decline from 2017 to 2023.

Meanwhile, in Central Lombok Regency, which represents the Mandalika Special Economic Zone (SEZ), the opposite trend is observed. Foreign tourist visits indicate that Mandalika is gaining international recognition and becoming a leading destination for foreign tourist

Tourism Concept

Tourism is a system involving interactions between tourists, destinations, and supporting industries that shape the tourism experience (Hendijani, 2015). Factors that determine tourist visits include push factors (internal motivations, such as the need for relaxation and seeking experiences) and pull factors (destination attractiveness, facilities, and safety). Tourism is often understood as a system that includes interactions between tourists, destinations, and supporting industries, where tourist motivation is influenced by push and pull factors (Dwi Rahayu et al., 2024). For example, the study "Push and Pull Factors for Domestic Tourists Visiting Melasti Beach, Badung" (Taora et al., 2024) uses internal and external motivation theories to explain domestic tourist visits, while "Exploring Push and Pull Factors in Tourism: Understanding Foreign Visiting Motivations in Siquijor Island." (Anthony, 2024) identifies push factors such as the need for relaxation and pull factors such as destination attractiveness and facilities as part of the tourism motivation system.

Resilience of SMEs

The resilience of SMEs is often defined as the ability of small businesses to adapt and survive crises (Widiastini & Rahmawati, 2022). Within the Resource-Based View framework (Barney, Wright, and Ketchen 2001).This resilience is largely determined by internal resources, such as social capital, skills, innovation, and networks. Studies on the informal tourism sector in Bali show that a decline in the number of tourists directly reduces the income of SMEs, thereby affecting their ability to survive (Jama et al., 2024). In the context of tourism, the resilience of SMEs is greatly influenced by the number of tourists, as the demand for products and services is highly dependent on visitor flows (Pratama et al., 2022).

Tourism Area Life Cycle (TALC)

Butler, (1980) explains that tourist destinations go through a number of stages: exploration, engagement, development, consolidation, stagnation, decline, and renewal. In the context of Senggigi, the decline in the number of tourists indicates that the destination is experiencing a decline due to the COVID-19 pandemic, the emergence of

new competitors (Mandalika, Gili Trawangan), and negative media coverage (Muhammad et al., 2024).

Destination Image Theory

Echtner & Ritchie, (1991) emphasize that destination image plays a major role in determining tourist interest. A poor image due to issues of security, prostitution, or environmental damage can reduce tourist interest, even if the destination has beautiful natural potential. This is relevant to the condition of Senggigi, which has experienced a decline in reputation due to tourists' negative perceptions of cleanliness, facilities, and services.

This finding is also reinforced by (Sukmana & Maryanti, 2022) in a study entitled "Uncovering Guests' Satisfaction and Dissatisfaction Through Tripadvisor Reviews: Evidence From Sheraton Senggigi Beach Resort," which reveals that tourist reviews on online platforms show dissatisfaction with the quality of service and condition of facilities in Senggigi. These aspects contribute to a decline in the destination's image, which indirectly impacts a decrease in tourist visits and the income of local tourism businesses.

Sustainable Livelihood Framework (SLF)

The SLF explains that community economic resilience is influenced by five types of capital: human, social, natural, physical, and financial (Gani, 2021). This model is relevant for analyzing the adaptation strategies of MSMEs in Senggigi in the face of declining tourist numbers, for example, through product diversification, digital innovation, and strengthening social networks.

Research Framework, Conceptual Model, and Hypotheses

Based on a literature review, this study combines three main theoretical frameworks: the Tourism Area Life Cycle (TALC), Destination Image Theory, and the Sustainable Livelihood Framework (SLF) to construct a conceptual model that explains the relationship between factors causing a decline in tourist visits and the resilience of Micro, Small, and Medium Enterprises (MSMEs). This model tests the impact of four independent variables on the dependent variable, MSME Resilience (Y). The independent variables are Infrastructure Quality (X1), Safety and Comfort (X2), Promotion and Marketing (X3), and External Factors (X4).

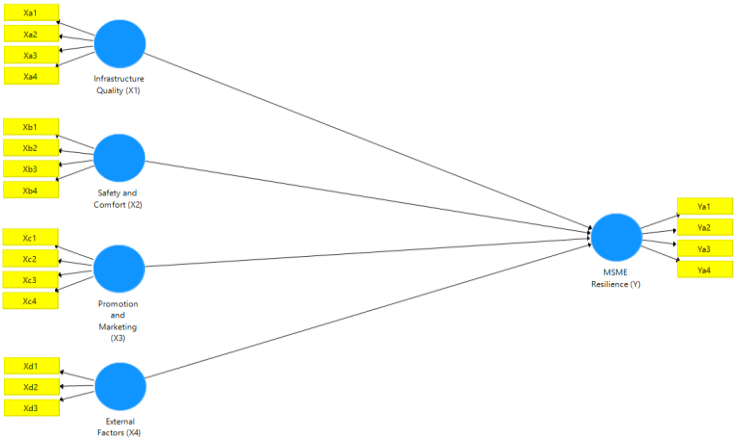

Figure 1. Conceptual Model
Source: Sem-PLS 0.3

Based on this model, the following research hypotheses are formulated:
H1: The quality of tourism infrastructure (X1) has a positive influence on the resilience of micro, small, and medium enterprises (Y).
H2: Tourist safety and comfort (X2) have a positive influence on the resilience of MSMEs (Y).
H3: Tourism promotion and marketing (X3) have a positive influence on the resilience of MSMEs (Y).
H4: External factors (X4) have a negative influence on the resilience of MSMEs (Y).

RESEARCH METHODS

This study uses a quantitative approach with the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method because the research model involves complex latent variables, a limited sample size, and data that is not fully normally distributed. PLS-SEM is a multivariate analysis method used to investigate the relationship between latent variables in complex models (J. F. . Hair et al., 2017). The PLS-SEM analysis method was chosen in this study because of its ability to estimate complex structural models consisting of latent variables, as well as its widespread use in applied research. Similarly, (Ali et al., 2018) emphasized that PLS-SEM is widely used in tourism and hospitality research because of its ability to overcome complex model structures and data limitations. PLS-SEM is considered an appropriate method for analyzing the causal relationships between factors that cause a decline in tourist visits and their impact on the resilience of MSMEs in the Senggigi area.

This study targets two populations: tourists who have visited Senggigi and MSME actors operating in the area. The sample was determined using purposive sampling, with the main criterion for respondents being individuals who have direct experience or knowledge related to tourism conditions in Senggigi, either as visitors or business actors. The number of samples obtained was 123 respondents. This number has met the minimum requirements for PLS-SEM analysis. According to Hair, (2021)the sample size in PLS-SEM can be determined using a rule of thumb, which is 10 times the number of indicators that most influence a construct. In this study, there were 12 indicators in the variable with the most indicators, so the minimum sample requirement was 120 respondents. Thus, the number of 123 respondents was deemed appropriate for use in model analysis.

Data were obtained from a main questionnaire survey using a Likert scale from 1 to 5. The questionnaire covered indicators of infrastructure quality, safety, promotion, external factors, and MSME resilience. The questionnaire was distributed online via Google Forms to the general public, tourists, and relevant MSMEs in NTB. Field observations were also used to identify infrastructure conditions and tourism activities as supporting data.

Using a step-by-step method, SmartPLS 3.0 software was used for analysis, first to test the validity and reliability of the instruments (Cronbach Alpha, Composite Reliability, AVE); second, measurement model analysis (outer model) to evaluate indicator; third, structural model analysis (inner model) to test the relationship between latent variables; fourth, hypothesis testing to find the main factors influencing the decline in tourism and

its impact on small to medium-sized enterprises.

RESULTS AND DISCUSSIONS

Respondent Identity

Respondent identity is a summary of the research subjects. Respondents were categorized into various groups based on gender, address, highest level of education, and occupation. The data below shows that, based on gender, there were 88 female respondents and 35 male respondents. Based on education level, the majority came from high school with 77 respondents, followed by junior high school with 3 respondents, bachelor's degree with 40 respondents, then Diploma 3 with 2 respondents, and doctoral degree with 1 respondent. This study conducted a survey of people in West Nusa Tenggara who had visited Senggigi and MSME actors in Senggigi. The respondents came from various regions, including Mataram City with 53 respondents, West Lombok Regency with 28 respondents, Central Lombok Regency with 16 respondents, East Lombok Regency with 11 respondents, North Lombok Regency with 5 respondents, Bima City with 4 respondents, Sumbawa Regency with 3 respondents, Dompu Regency with 2 respondents, and finally Bima Regency with 1 respondent. In this study, the types of jobs handled showed that the majority of respondents were students, namely 55 people. In addition, there were respondents who worked as lecturers/teachers (6 people), civil servants (6 people), private employees (20 people), entrepreneurs (6 people), soldiers (1 person), operators (1 person), and unemployed people (18 people).

Table 3. Respondent Demographics

Information	Number	Percentage
Gender		
Male	35	28.5%
Female	88	71.5%
Total	**123**	**100%**
Highest level of education		
Junior High School	3	2.4%
High School/Vocational School	77	62.6%
Bachelor	40	32.5%
Master's Degree	1	0.8%
D3	2	1.6%
Total	**123**	**100%**
Address		
Mataram City	53	43.1%
West Lombok Regency	28	22.8%
Central Lombok Regency	16	13%
East Lombok Regency	11	8.9%
North Lombok Regency	5	4.1%
Bima City	4	3.3%

	Sumbawa Regency	3	2.4%
	Dompu Regency	2	1.6%
	Bima Regency	1	0.8%
	Total	**123**	**100%**
	Occupation		
	Students	55	44.7%
	Small and Medium Enterprises (SMEs)	18	14.6%
	Not working	10	8.1%
	Teacher	6	4.9%
	Civil Servant	6	4.9%
	Entrepreneurs	6	4.9%
	Private Employees	20	16.3%
	Military	1	0.8%
	Operator	1	0.8%
	Total	**123**	**100%**

Source: Primary Data (2025)

The results of the respondent description show that the majority of respondents are female (71.5%) with a high school/vocational school education level (62.6%) and are students (44.7%). This condition indicates that the younger generation is quite heavily involved in tourism in Senggigi.

PLS-Algorithm Model

Based on the processed research hypotheses, the original SEM-PLS model shown in Figure 1 is an algorithmic PLS model. The measurement model assessment results show that, because all indicators have external loading values greater than 0.70, the model is considered valid according to the rules (Hair et al., 2017), which recommends external loading values ≥ 0.70 to ensure the indicators pass, because this shows that the structure can explain more than 50% of the variance of these indicators. As a note, indicators with loading values between 0.40–0.70 can still be considered for retention if they are theoretically relevant. However, in general, indicators with values <0.40 should be removed (Cardella et al., 2021).

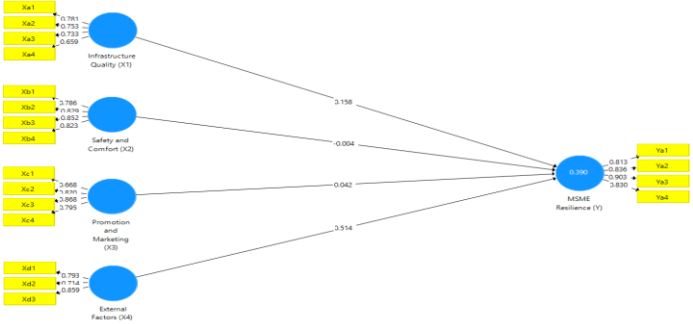

Figure 2. Model 1 PLS Algorithm

Source: Data processed by the researcher using PLS-SEM (2025)

After removing the invalid indicators, the final Structural Equation Modeling - Partial Least Squares (SEM-PLS) model (Figure 3), the indicators removed were indicator Xa4 from the infrastructure quality variable (X1) and Xc1 from the promotion and marketing variable (X3), which were deemed not to meet the minimum outer loading criteria.

Figure 3. Model 2 PLS Algorithm

Source: Data processed by the researcher using PLS-SEM (2025)

Measurement Model Evaluation (Outer Model)

In this study, the outer model evaluation used three criteria: convergent validity, discriminant validity, and composite reliability. Convergent validity was measured through outer loading, where indicators with a value ≥ 0.70 were considered valid; those below 0.70 had to be removed, except in exploratory studies, where tolerance could be lower. The outer model evaluation was conducted by examining outer loadings, Cronbach's alpha, composite reliability (CR), and average extracted variance (AVE). In accordance with existing guidelines, indicators with outer loadings ≥ 0.70 are considered valid because the construct is able to explain more than 50% of the indicator variance (Ringle et al., 2023). Indicators with loadings between 0.40 and 0.70 can still be retained if they are theoretically relevant or if their removal would reduce construct reliability, while indicators with values <0.40 should be deleted (Sukhov et al., 2023).

Additionally, Composite Reliability (CR) and Cronbach's Alpha values greater than 0.70 indicate a good level of reliability. Internal consistency reliability test results with values between 0.60 and 0.70 are still acceptable for exploratory research, while values between 0.70 and 0.95 indicate excellent reliability (Liu, 2023; Rianto et al., 2023). However, in the context of exploratory research, a Cronbach's Alpha value slightly below 0.70 is still acceptable (Mohd Dzin & Lay, 2021). Meanwhile, the Average Variance Extracted (AVE) value is used to measure convergent validity, with a minimum recommended limit of ≥ 0.50 (Li & Fah Lay, 2024).

Table 4. Construct Validity and Internal Consistency

Predictor	Item	Outer	Cronbach's	Composite	AVE> 0,5

		Loading >0,7	Alpha	Reliability	
Infrastructure Quality (X1)	**Xa1**	0,795	0,666	0,813	0,592
	Xa2	0,786			
	Xa3	0,725			
Safety and Comfort (X2)	**Xb1**	0,786	0,843	0,893	0,677
	Xb2	0,828			
	Xb3	0,852			
	Xb4	0,823			
Promotion and Marketing (X3)	**Xc2**	0,802	0,779	0,870	0,690
	Xc3	0,881			
	Xc4	0,807			
External Factors (X4)	**Xd1**	0,793	0,703	0,833	0,626
	Xd2	0,714			
	Xd3	0,859			
Variabel Y	**Ya1**	0,811	0,868	0,910	0,716
	Ya2	0,837			
	Ya3	0,903			
	Ya4	0,832			

Source: Sem-PLS 0.3

Discriminant Validity (Fornell-Larcker)

Measuring validity involves testing how well a tool is developed to measure research questions. The higher the instrument value, the better the instrument is at representing research questions. To measure validity, the measuring tool must test the relationship between variables, including Discriminant Validity and Average Variance Explained (AVE), with an expected AVE value of more than 0.5. Validity testing using the SmartPLS 3.0 program can be done by observing the factor loading values for each construct indicator. The criteria commonly used to assess validity are that the factor loading value must be greater than 0.70. In addition, Discriminant Validity is related to the principle that measurements of different constructs should not have high correlations. The method for testing discriminant validity is to use reflective indicators, namely by examining the cross-loading value for each variable, which must be greater than 0.70 and higher than the values of other variables. (Susanto, 2023). From Table 6, it can be seen that the AVE root values of each variable are higher than the AVE root values of their correlations with other variables, thus fulfilling discriminant validity.

Table 5. Discriminant Validity (Fornell-Larcker Criterion)

Predictor	Infrastructure quality (X1)	Safety and comfort	Promotion and marketing	External factors (X4)	Y

		(X2)	(X3)		
Infrastructure quality (X1)	**0.769**	-			
Safety and comfort (X2)	0.585	**0.823**	-		
Promotion and marketing (X3)	0.514	0.434	**0.831**	-	
External factors (X4)	0.473	0.313	0.361	**0.791**	-
Y	0.440	0.264	0.334	0.603	**0.846**

Source: Sem-PLS 0.3

Discriminant Validity (Cross-Loading)

Discriminant validity in this study was tested using the cross-loading criterion, which compares the loading value of each indicator on its respective construct with the loading value on other constructs. An indicator is considered to meet discriminant validity if the cross-loading value in the original construct is higher than the cross-loading value in other constructs. The test results show that all indicators have higher cross-loading values in their respective constructs, thus fulfilling discriminant validity. (Henseler et al., 2015). The cross-loading values were then confirmed between constructs; the direct effect reflects the relationship between one latent variable and another latent variable. As shown in Table 6, all items were included in the construct to see the cross-loading values in each construct. Therefore, discriminant validity through cross-measurement was used in this study.

Table 6. Discriminant Validity (Cross-Loading)

Item	Infrastructure quality (X1)	Safety and comfort (X2)	Promotion and marketing (X3)	External factors (X4)	Y
a1	**0,795**	0,290	0,338	0,375	0,346
a2	**0,786**	0,691	0,448	0,405	0,398
a3	**0,725**	0,293	0,404	0,288	0,236
b1	0,512	**0,786**	0,341	0,255	0,196
b2	0,417	**0,828**	0,239	0,213	0,170
b3	0,455	**0,852**	0,395	0,246	0,213
b4	0,521	**0,823**	0,414	0,296	0,267
c2	0,456	0,477	**0,802**	0,191	0,201
c3	0,491	0,362	**0,881**	0,277	0,311

c4	0,346	0,284	**0,807**	0,400	0,297
d1	0,343	0,226	0,193	**0,793**	0,462
d2	0,395	0,271	0,394	**0,714**	0,373
d3	0,395	0,256	0,296	**0,859**	0,570
a1	0,355	0,175	0,258	0,544	**0,811**
a2	0,327	0,259	0,216	0,363	**0,837**
a3	0,349	0,182	0,245	0,570	**0,903**
a4	0,444	0,289	0,390	0,522	**0,832**

Source: Sem-PLS 0.3

Evaluation of the Structural Model (Inner Model)

The structural model (inner model) in this study was evaluated to assess the direction and strength of the relationship between constructs and the predictive ability of the model. Path significance (path coefficients) was tested using the bootstrapping (resampling) procedure to obtain t-statistics and p-values so that the significance of direct and indirect effects could be determined. (J. F. . Hair et al., 2017).

Figure 4. Bootstrapping Results

Source: Data processed by the researcher using PLS-SEM (2025)

Structural model evaluation aims to assess the extent to which exogenous latent variables can explain endogenous latent variables in the research model. Hair et al., (2017) Explain that the R^2 value is used to assess the predictive power of the model, where values of 0.75, 0.50, and 0.25 are categorized as substantial, moderate, and weak, respectively. The results in Table 5 show an R^2 value of 0.399, which means that 39.9% of the variation in the dependent variable (Y) can be explained by the independent variables. Based on these criteria, this value falls into the moderate category, indicating that the

model has a fairly good explanatory power. This result is also in line with the PLS-SEM analysis guidelines, which state that an R^2 value above 0.25 is still considered relevant in the context of complex social research. (J. F. . Hair et al., 2017).

Table 7. R-Square

Predictor	R-Square	Adjusted R-Square
Y	0.399	.378

Source: Sem-PLS 0.3

In addition, Adjusted R^2 is used to correct R^2 to take into account the number of independent variables and sample size. The Adjusted R^2 value of 0.378 is slightly lower than the regular R^2, indicating that after taking into account the number of independent variables and sample size, the predictive power of the model has decreased, but not significantly.

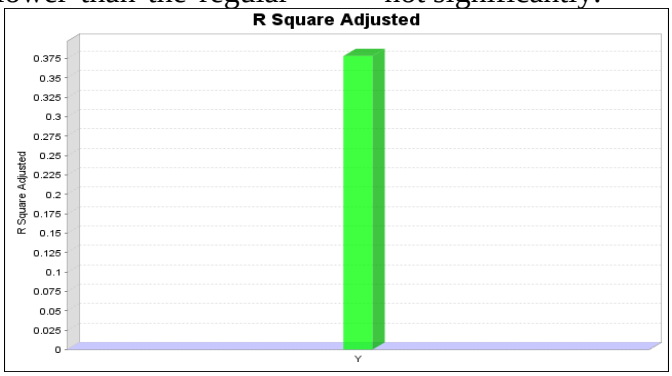

Figure 5. Adjusted R Square

Source: Data processed by the researcher using PLS-SEM (2025)

Hypothesis testing in this study was conducted by analyzing the original sample estimates (O) to assess the direction of the relationship between variables. In addition, t-statistics (T) and p-values (P) were used to measure the significance of these relationships. A t-statistic greater than 1.96 or a p-value less than the 5% significance threshold (< 0.05) indicates that the relationship between the variables is significant (J. F. . Hair et al., 2017). The results of the hypothesis testing in this study can be seen in Table 8 below:

Table 8. Hypothesis Results

Predictor	Original Sample	T Statistics	P-Values	Decision
Infrastructure quality (X1) -> Y	0,184	1,562	0,119	**UNSUPPORTED**
Safety and comfort (X2) -> Y	-0,031	0,364	0,716	**UNSUPPORTED**
Promotion and marketing (X3) -> Y	0,072	0,711	0,477	**UNSUPPORTED**
External factor (X4) -> Y	0,500	5,195	0,000	**SUPPORTED**

Source: SemPLS 3.0

Table 9 explains the results of the hypothesis test, including: Infrastructure Quality (X1) does not significantly affect Y, where the p-value is 0.118 > 0.05 (β=0.184, t=1.562); Safety and comfort (X2) does not significantly affect Y, where the p-value is 0.716 > 0.05 (β=-0.031, t=0.364); Promotion and marketing (X3) does not significantly affect Y, where the p-value is 0.477 > 0.05 (β=0.072, t=0.711); External factors (X4) have a significant effect on Y, where the p-values are 0.000 < 0.05 (β=0.500, t=5.195).

Infrastructure Quality (X1) → MSME Resilience (Y)

The analysis results show that the Infrastructure Quality variable does not have a significant effect on MSME Resilience, with a *p-value* of 0.119 (> 0.05). Theoretically, adequate infrastructure is one of the main pull *factors* in attracting tourists and strengthening local economic activity, as explained in *Destination Image Theory*. However, these results indicate that physical development alone has not been able to directly strengthen the economic resilience of MSME actors in the Senggigi area. This condition is in line with the findings (Fadliyanti, 2023). This shows that financial capacity and human resources play a more important role than infrastructure factors in driving the performance of women MSMEs in the tourism sector. This phenomenon can be explained through the *Tourism Area Life Cycle (TALC)* concept, in which Senggigi is currently in the *decline* phase, so that infrastructure improvements are not sufficient to restore economic activity without the support of integrated promotion, innovation, and destination management.

Safety and Comfort (X2) → SME Resilience (Y)

The Safety and Comfort (X2) variable also did not show a significant effect on MSME Resilience (Y) with a p-value of 0.716 (>0.05). Conceptually, the aspects of safety and comfort are important components in shaping the image of a destination (Destination Image Theory). However, the results of this study indicate that safety is no longer a major obstacle to tourism economic activity in Senggigi. This finding is similar to the results of a study (Hidayat, 2022), which found that the level of security is no longer a dominant factor in the decisions of domestic tourists, especially in destinations with a relatively stable image. Thus, these results reinforce the view that although security remains important, factors such as destination image, tourism trends, and competition between destinations are more decisive in shaping the resilience of the MSME sector.

Promotion and Marketing (X3) → SME Resilience (Y)

The analysis results show that Promotion and Marketing (X3) does not have a significant effect on SME Resilience (Y) with a p-value of 0.477 (>0.05). In theory, promotion functions as both a push factor and a pull factor that encourages tourists to visit certain destinations. However, in the context of Senggigi, promotional activities carried out by the local government, community, and business actors do not seem to have been able to significantly change public perception of this destination.

This phenomenon illustrates that conventional promotion is no longer effective in the digital age. A study (Puspita & Ismail, 2023) entitled "Analysis of Digital Tourism

Development Strategies as Tourism Promotion" confirms that digital transformation through the use of social media, online tourism platforms, and content-based marketing systems can strengthen the appeal of tourist destinations and increase tourist interaction in real time. They emphasize that digital tourism strategies can expand the reach of promotions, strengthen the image of destinations, and significantly boost the growth of the local creative economy. However, this insignificance is in line with TALC's view. When a destination is in a *decline* phase, promotional efforts by the government or community (indicator X3) may not be strong enough to restore its image and visitor numbers amid fierce competition from up-and-coming destinations (such as Mandalika or Labuan Bajo). In other words, the current decline in visits to Senggigi is structural in nature (declining destination quality) and therefore requires more than just promotional interventions to influence the resilience of MSMEs.

External Factors (X4) → SME Resilience (Y)

Unlike the internal variables of the destination, the SEM-PLS analysis results show that External Factors (X4) have a positive and significant effect on the Resilience of MSMEs (Y), with a *p-value* of 0.000 (< 0.05) and a path coefficient (β) of 0.500. This finding indicates that global economic changes, price fluctuations, pandemics, and shifts in tourism trends are the most dominant factors affecting the economic resilience of MSME players in Senggigi. These results are in line with research (Patma et al., 2021) which confirms that the ability to adapt to changes in the external environment, including the adoption of technology and digital marketing strategies, is a key factor in the sustainability of MSME businesses. Although hypothesized to have a negative influence, these positive results are interpreted as a condition in which pressure from severe external shocks forces MSMEs to increase their adaptive responses and internal capacity to survive. In other words, these external shocks trigger the strengthening of MSME internal resilience, in line with the *Sustainable Livelihoods Framework* (SLF) principle that emphasizes the ability to adapt to external environmental changes as the key to business sustainability.

CONCLUSION AND SUGGESTION

Based on the results of the analysis conducted using the *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) method, it was concluded that external factors, such as macroeconomic shocks and global issues (post-pandemic, changes in tourism trends), were the most significant factors and had the strongest positive influence on the Resilience of MSMEs in the Senggigi Area. Meanwhile, internal destination variables such as Infrastructure Quality, Safety and Comfort, and Promotion and Marketing were found to have no significant effect on the Resilience of MSMEs. In conclusion, the resilience of MSMEs in Senggigi is highly vulnerable to shocks from outside the tourism industry, implying that recovery strategies should focus on strengthening the internal capacity of MSMEs to mitigate external risks through product diversification, digital/innovation training, and financial capital strengthening rather than relying solely on infrastructure improvements or conventional promotion.

Based on the findings that the resilience of MSMEs is highly

vulnerable to external shocks and is not significantly influenced by conventional internal destination variables, it is recommended that the focus of recovery strategies shift entirely to strengthening the internal capacity of MSMEs. MSME actors are expected to immediately improve their technological capabilities (digital literacy), which includes improving skills in digital marketing, product development, and service innovation in order to adapt to changing tourism trends. In addition, MSMEs must prioritize risk mitigation through strengthening financial capital in order to increase resilience and responsiveness to global economic fluctuations and changes in the business environment. Meanwhile, local governments and relevant *stakeholders* are advised to support efforts to strengthen the internal capital of MSMEs (in accordance with the SLF framework), rather than relying solely on infrastructure improvements or conventional tourism promotion, which have proven unable to counteract the strong impact of external shocks.

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