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Analysis of the Influence of Knowledge Management on Sustainability Practices (Tourism Village Communication Forum of Sleman Regency)

Fadila Rahmaningtyas^{1*}, Syamsul Hadi², Didik Subiyanto³

¹Universitas Sarjanawiyata Tamansiswa, Indonesia, fadilar14@gmail.com

²Universitas Sarjanawiyata Tamansiswa, Indonesia, syamsul.hadi@ustjogja.ac.id

³Universitas Sarjanawiyata Tamansiswa, Indonesia, didiks@ustjogja.ac.id

*Corresponding Author: fadilar14@gmail.com

Abstract: The objective of the present research was to examine the effects of Knowledge Management on Sustainability Practices in the communication forum of the Tourism Village Development of Sleman regency. In this study, a quantitative approach with survey design was used to obtain data from 80 members of the forum using a questionnaire. The data was analyzed using SPSS version 22.0 to check for validity and reliability, while examination of the structural model was done using SEM-PLS software. The analysis shows that in the initial test of the effect of Knowledge Management on Sustainability Practices, the coefficient was 0.461, the t-statistic was 3.599, and the p-value was 0.000, which is statistically significant. Hence, Knowledge Management has been found to be positively contributing towards the improvement of Sustainability Practices in the forum. Effective knowledge management enables managers of tourism villages to respond to environmental challenges, implement sustainable practices successfully, and enhance the well-being of the community.

Keyword: Knowledge Management, Sustainability Practices, Communication Forum

INTRODUCTION

Economically developed or underdeveloped countries are experiencing such a rise in environmental disasters that sustainability research is attracting attention globally (Nakyeyune et al., 2022). Disaster management presents an unavoidable development challenge in various regions with differing disaster potentials. Disaster management is one of the issues highlighted in the Sustainable Development Goals (SDGs) or sustainable development goals (Fauzy et al., 2019). In light of the above, tourism serves a significant purpose in speeding up the realization of the SDGs hence the need to promote holistic welfare of the society. The Ministry of Tourism and Creative Economy is committed to advancing green tourism while enhancing the competitiveness of the tourism sector and empowering local communities through various capacity-building programs, training, certification, monitoring, and collaborative management (Hendriyani, 2023). In their research, Manrai et al. (2020) stated that sustainability is a crucial

factor in analyzing a competitive tourism destination. Human resource quality is essential for the development and implementation of sustainable tourism in various destinations.

By integrating various knowledge sources and applying relevant learning, organizations can improve efficiency in executing tasks and advancing sustainability practices and innovation. Knowledge Management is a vital practice for organizations to manage, store, and distribute knowledge, as well as enhance business competitiveness by effectively organizing individual knowledge into collective knowledge (Widyatmika et al., 2019). The ability of organizations, particularly in the field of hospitality and tourism, to innovate has been found to be enhanced through the implementation of Knowledge Management, which involves activities such as the collection storage dissemination and application of knowledge (Patwary et al., 2024). By strengthening Knowledge Management, the tourism industry can ensure that the necessary information for making the right decisions is available, allowing for continuous learning, effective collaboration, and increased awareness of the importance of sustainability in every aspect of their operations (Martínez-Martínez et al., 2023) .

Nevertheless, there continues to be a lack of agreement or variation in the findings of past studies on how Knowledge Management impacts Sustainability Practices. For example, Nakyeyune et al. (2022) demonstrated that Knowledge Management has a positive effect on Sustainability Practices. In contrast, another study by Kusuma (2023) indicated that Knowledge Management has a negative and insignificant influence on innovation. This discrepancy is due to organizations not fully utilizing external Knowledge Management to apply and adapt the information obtained (Romadhon, 2022). In other words, although knowledge is available, if it is not well-managed or effectively integrated into the innovation process, its benefits will not be realized. This study aims to explore and evaluate how Knowledge Management affects Sustainability Practices within the Tourism Village Communication Forum of Sleman Regency.

METHOD

This research utilizes a quantitative research design based on survey method. The study was conducted by administering questionnaires to 80 members of the Tourism Village Communication Forum in Sleman Regency. The entire population was included as participants in the study instead of employing a random sampling technique. Primary data was collected with the help of questionnaire employing a five-point Likert type scale. In this scale a descriptive response was given scores of between 1 and 5 for aspects measuring Knowledge Management and Sustainability Practices. Descriptive analysis was done using SPSS version 22 for validity and reliability test and SEM PLS was used for structural model analysis. In this regard, the quantitative survey methodology provided appropriate means for collecting relevant data, establishing relationships among variables and making empirical conclusions. The research specifically targeted the member of the Tourism Village Communication Forum in Sleman Regency and focused on the analysis of the link between Knowledge Management and Sustainability Practices.

RESULTS AND DISCUSSION

Characteristics of Research Data

The characteristics of the respondents' data, collected from the Tourism Village Communication Forum in Sleman Regency based on gender, age, education, and tourism village category, are described as follows:

1. Gender

The classification of respondents based on gender in this study is presented in Table 1 below:

Table 1. Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Male	62	77,5%
2	Female	18	22,5%
Total		80	100%

Source: Primary Processed Data, 2024

According to the data provided in Table 1, most participants in the research are men, with 62 individuals making up 77.5%, whereas women make up 18 individuals or 22.5%.

2. Age

The following table displays the categorization of participants according to their age in this research.

Table 2. Respondents Based on Age

No	Age	Frequency	Percentage
1	<30 years	7	8,8%
2	30-35 years	4	5,0%
3	35-40 years	10	12,5%
4	40-45 years	15	18,8%
5	45-50 years	15	18,8%
6	>50 years	29	36,3%
Total		80	100%

Source: Primary Processed Data, 2024

Based on Table 2, out of 80 respondents, 7 are under 30 years old, 4 are 30-35 years old, 10 are 35-40 years old, 15 are 40-45 years old, 15 are 45-50 years old, and 29 are over 50 years old. The majority of respondents are aged under 50 years old.

3. Education

The classification of respondents based on education is presented in Table 3 below:

Table 3. Respondents Based on Education

No	Education	Frequency	Percentage
1	High School/Equivalent	41	51,3%
2	Diploma	2	2,5%
3	Bachelor	36	45,0%
4	Master	1	1,3%
Total		80	100%

Source: Primary Processed Data, 2024

Based on Table 3, out of 80 respondents, 41 people or 51.3% have a high school education or equivalent, 2 people or 2.5% have a diploma education, 36 people or 45% have a Bachelor's degree, and 1 person or 1.3% holds a Master's degree.

4. Tourism Village Category

The classification of respondents based on the Tourism Village Category is presented in Table 4 below:

Table 4. Respondents Based on Tourism Village Category

No	Tourism Village Category	Frequency	Percentage
1	Developing	33	41,3%
2	Emerging	18	22,5%
3	Advanced	17	21,3%
4	Independent	12	15,0%
Total		80	100%

Source: Primary Processed Data, 2024

Based on Table 4, out of 80 respondents, 33 people or 41.3% are from developing villages, 18 people or 22.5% from emerging villages, 17 people or 21.3% from advanced villages, and 12 people or 15% are from independent villages.

Instrument Testing

1. Validity Test

a) Knowledge Management Variable

After conducting a validity test using SPSS version 22, the survey on Knowledge Management, which includes 8 questions, has been deemed valid. This conclusion is supported by a significance value of <0.05 , as shown in Table 5.

Table 5. Knowledge Management Validity Test

Statement Item	r-Value	Significance Value	Description
Q1	0.618	0.000	Valid
Q2	0.709	0.000	Valid
Q3	0.826	0.000	Valid
Q4	0.797	0.000	Valid
Q5	0.730	0.000	Valid
Q6	0.793	0.000	Valid
Q7	0.750	0.000	Valid
Q8	0.798	0.000	Valid

Source: Primary Processed Data, 2024

b) Sustainability Practices Variable

Through the analysis of the questionnaire on Sustainability Practices using SPSS version 22, it was determined that the questionnaire, containing 9 statement items, was deemed valid due to a significance value of less than 0.05, as indicated in Table 6.

Table 6. Sustainability Practices Validity Test

Statement Item	r-Value	Significance Value	Description
Q1	0.866	0.000	Valid
Q2	0.844	0.001	Valid
Q3	0.825	0.002	Valid
Q4	0.844	0.003	Valid
Q5	0.784	0.004	Valid
Q6	0.713	0.005	Valid
Q7	0.748	0.006	Valid
Q8	0.693	0.007	Valid
Q9	0.745	0.008	Valid

Source: Primary Processed Data, 2024

2. Reliability Test

The reliability test is conducted to evaluate whether the questionnaire instrument is capable of generating dependable and stable data over repeated administrations to the same subjects. For time and again when participants are tested, these consistent data obtained from an instrument is referred to as reliability of that instrument. The reliability test in this case uses the Cronbach Alpha method which is used to assess the degree of correlation of items in an instrument that has different scores or scales. When evaluating research survey results, a value of Cronbach's alpha exceeding 0.70 is accepted as reliable, while within and below this category is regarded as unreliable.

Table 7. Reliability Test

Variable	Alpha Value	r Threshold	Description
Knowledge Management	0.890	0.70	Reliable
Sustainability Practices	0.920	0.72	Reliable

Source: Primary Processed Data, 2024

Based on the data contained in the table, it can be seen that the Knowledge Management factor has a Cronbach's Alpha value of 0.890 while that of the Sustainability Practices variable is 0.920. Both of these factors exceeded the acceptable level for Cronbach's alpha which is 0.70, thus confirming that the questionnaire met the reliability requirement.

Descriptive Analysis

Descriptive analysis is one of the forms of statistical analysis, which seeks to express the attributes or characteristics of the data aside from generalizations. This type of analysis consists of two kinds of description which are:

1. Knowledge Management Variable

Table 8. Cumulative Description of Knowledge Management

Category	Score	Total	%
Strongly Disagree	1 (SD)	3	0
Disagree	2 (D)	8	1
Neutral	3 (N)	46	7
Agree	4 (A)	326	51
Strongly Agree	5 (SA)	257	40
Total		640	100

Source: Primary Processed Data, 2024

Based on the table above and the distribution of the questionnaire to 80 respondents, it can be described that 3 respondents (0%) strongly disagreed, 8 respondents (1%) disagreed, 46 respondents (7%) were neutral, 326 respondents (51%) agreed, and 257 respondents (40%) strongly agreed.

2. Sustainability Practices Variable

Table 9. Cumulative Description of Sustainability Practices

Category	Score	Total	%
Strongly Disagree	1 (SD)	1	0
Disagree	2 (D)	19	3
Neutral	3 (N)	41	6

Agree	4	(A)	336	47
Strongly Agree	5	(SA)	323	45
Total			720	100

Source: Primary Processed Data, 2024

According to the data in the chart and the survey given to 80 participants, it can be described that 1 respondent (0%) strongly disagreed, 19 respondents (3%) disagreed, 41 respondents (6%) were neutral, 336 respondents (47%) agreed, and 323 respondents (45%) strongly agreed.

Inferential Analysis

The analysis method employed in this research was Partial Least Squares (PLS), specifically SmartPLS version 3.2.9, a variance-based structural equation modeling (SEM) tool.

1. Indicator Test (Confirmatory Factor Analysis)

Confirmatory Factor Analysis (CFA) is a method used to evaluate testing indicators, which involves examining outer loadings, discriminant validity, and composite reliability. The outcomes of the analysis are outlined below:

Table 10. Convergent Validity Test

	Knowledge Management (X)	Sustainability Practices (Y)	Description
X.1	0,784		Valid
X.2	0,895		Valid
X.3	0,752		Valid
X.4	0,845		Valid
Y.1		0,891	Valid
Y.2		0,918	Valid
Y.3		0,856	Valid

Source: Primary Processed Data, 2024

According to the data provided in the table, the assessment of convergent validity through SmartPLS reveals that the loading factor values exceed 0.70 for all items, suggesting the validity of each one.

Table 11. Discriminant Validity Test

	Knowledge Management (X)	Sustainability Practices (Y)	Description
X.1	0,784	0,681	Valid
X.2	0,895	0,636	Valid
X.3	0,752	0,447	Valid
X.4	0,845	0,634	Valid
Y.1	0,607	0,891	Valid
Y.2	0,658	0,918	Valid
Y.3	0,588	0,856	Valid

Source: Primary Processed Data, 2024

According to the information provided in the table, the results of the discriminant validity test indicate that all indicators have correlation coefficients that are greater than both the source variable and the parent variable, in contrast to the correlation coefficient values of indicators with other variables. Therefore, it can be concluded that each manifest variable in this study

accurately explains its latent variable and demonstrates that the discriminant validity of all items is valid.

Table 12. Composite Reliability Test

Variable	Loading Factor	Description
Knowledge Management (X)	0,892	Reliable
Sustainability Practices (Y)	0,919	Reliable

Source: Primary Processed Data, 2024

According to the information shown in the table, the loading factor values exceed 0.70, suggesting that the variables being tested are dependable and can be used to test the structural model.

2. Hypothesis Test

During the examination of this hypothesis, we will investigate the impact of the independent variable on the dependent variable. SmartPLS (Partial Least Square) 3.2.9 software will be utilized for this analysis. The outcomes of the hypothesis testing are presented in the table provided.

Table 13. Hypothesis Testing Results

Hypothesis	Sign	Parameter Coefficient (Original Sample)	t Statistic	P- Value	Status
H1 Knowledge Management (X) affects Sustainability Practices (Y)	(+)	0,461	3,599	0,000	Proven

Source: Primary Processed Data, 2024

Based on Table 13, the original sample coefficient for testing Knowledge Management (X) on Sustainability Practices (Y) shows a value of 0.461 with a t-Statistic value of 3.599 and a P-value of 0.000, which is less than 0.05. Therefore, it can be inferred that the initial hypothesis (H1) has been affirmed as both meaningful and impactful. The findings of this research are consistent with the results of a study carried out by Nakyyeyune et al. (2022), highlighting that Knowledge Management facilitates various important aspects of sustainability, including acquisition, storage, distribution, and application of knowledge. This enables organizations to develop continuous learning and innovation (Widyatmika et al., 2019). Through effective Knowledge Management, organizations can enhance their ability to adapt and innovate in facing complex environmental challenges, providing a strong foundation for implementing Sustainability Practices.

These research findings are also supported by descriptive data indicating that the process of knowledge acquisition from various sources in the tourism village communication forum enriches understanding of sustainability and innovation, with 57.5% of respondents agreeing. Additionally, knowledge sharing in the tourism village communication forum accelerates the adoption of sustainable practices and facilitates valuable experiences, with 47.5% of respondents strongly agreeing. Both statements emphasize that Knowledge Management in the acquisition and distribution of knowledge significantly influences the implementation of Sustainability Practices.

CONCLUSION

According to the findings of the study, it can be inferred that Knowledge Management positively influences Sustainability Practices, with a P-value of 0.000, which is less than 0.05. Knowledge Management is highlighted in this study as being essential in aiding Sustainability Practices within the Tourism Village Communication Forum in Sleman Regency. With good knowledge management, managers of tourism villages can adapt to environmental challenges, effectively adopt sustainable practices, and improve the welfare of the community.

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