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## The Influence of Christian Values and Batak Toba Values on the Tourism Service Quality in the Lake Toba Area

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### **ABSTRACT**

This study aims to analyze the influence of Batak Toba values and Christian values on the tourism service quality. This study is a quantitative study with 267 respondents. Data were analyzed using Smart PLS. The results of this study show that the Batak Toba values and Christian values have a significant influence on the tourism service quality and Batak Toba values have a more significant influence than Christian values on the tourism service quality. The most significant variable dimension is the Cameroon (wealth) dimension, followed by patience and generosity in the second and third positions. This study is input for tourism actors in the Lake Toba Area in improving the tourism service quality, especially by guiding what values need to be prioritized to develop the tourism service quality. This study is still an initial study and has the potential to trigger further, more in-depth research to answer the question of why Batak Toba Values have a more significant influence than Christian values on tourism service quality. Or expand the scope of research by examining the influence of Batak Toba values and Christian values on tourist satisfaction and other dependent variables.

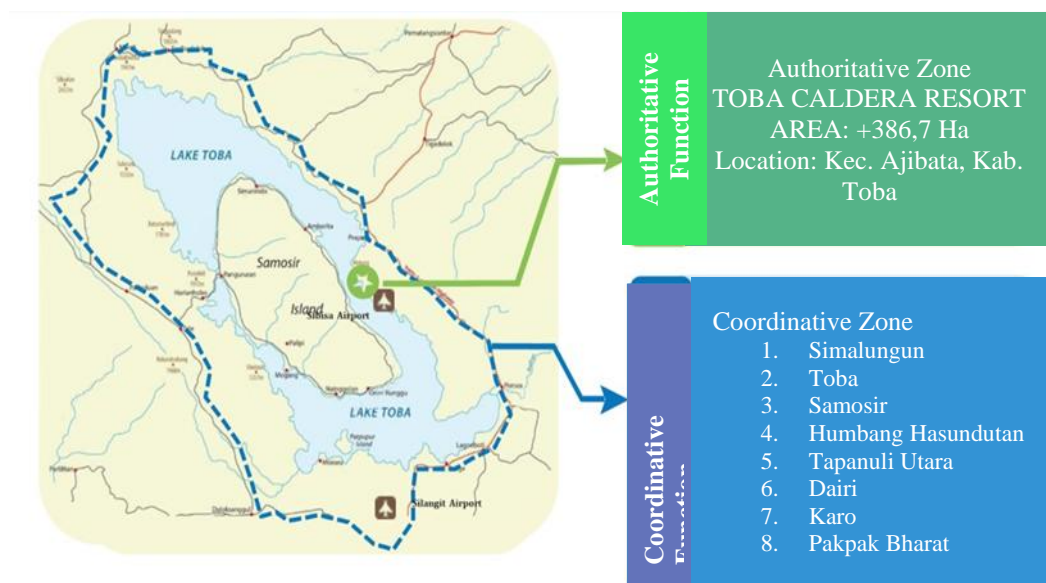
**Keywords:** Christian values, Batak Toba Values, Service Quality, The Lake Toba Area.

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### **INTRODUCTION**

The tourism industry contributes significantly to the Indonesian economy. The contribution of tourism to GDP increases from year to year. In 2022, the contribution of the tourism industry to GDP was 3.6%, a significant increase from 2.4% in 2021 (Kemenparekraf, 2023). Another impact of the tourism industry ecosystem is of course absorbing labor and driving other industries both upstream and downstream (Al-Ababneh, 2017).

KDT consists 8 regencies that have areas adjacent to Lake Toba, namely Tapanuli Utara, Toba, Samosir, Humbang Hasundutan, Simalungun, Karo, and Dairi, which can be seen in the following picture (Nainggolan et al., 2015).



**Figure 1 Map of The Lake Toba Area (KDT: Kawasan Danau Toba)- (BPODT, 2024)**

The Batak Sub-Ethnicities inhabiting the Lake Toba area are the Batak Toba, Batak Simalungun, Dairi/Pakpak, and Karo. However, the object of this research is the Batak Toba sub-ethnicity, henceforth simply referred to as Batak or Batak Toba. (Nurhayati et al., 2024).

The Lake Toba Area hereinafter abbreviated as KDT (Kawasan Danau Toba) as one of the national tourist destinations in Indonesia, needs to be anticipated by providing high-quality services. High-quality services will make guests or tourists feel comfortable and willing to spend more time in various tourist destination spots in KDT and will make more frequent visits to KDT. (Myry et al., 2021).

The service quality cannot be separated from the person providing the service. And the person providing the service is greatly influenced by the values they have or adhere to. Thus, the service quality in KDT is greatly influenced by the values embraced by the community in the KDT area, both in the form of ethnic values and religious values embraced by tourism actors and the community in the area.

According to Harianja et al (Harianja et al., 2021), Batak Toba culture is very important for the development of Lake Toba tourism. Batak Toba culture is strongly held by the Batak Toba people. And this culture is carried in daily life habits including the way the Batak Toba people treat tourists. Meanwhile, research from (Novia et al., 2022) Found that socio-cultural environmental value variables had a significant positive effect on tourist satisfaction, while religiosity variables had a positive but insignificant effect on tourist satisfaction in Bukittinggi City. KDT is an area inhabited by a majority Christian population and also a tribe that practices the traditional values of the Toba Batak, it is necessary to research to identify the influence of Christian values and Batak Toba values on the tourism service quality and this study also wants to know which values are preferred or more touching for tourists visiting KDT.

**METHOD**

The main objective of this study is to identify the influence of Batak Toba values and Christian values on tourism service quality in the tourism industry in KDT. This study is a quantitative research. Data collection was carried out over a certain period so that the data collected was cross-sectional. Data collection was carried out in July 2023. The study population included all tourists who had visited KDT. Before being used in the main study, the questionnaire was distributed to 30 respondents to test its validity and reliability. After the validity and reliability test, the questionnaire was distributed to obtain the target respondents. The total number of participants was 267. Based on (Bougie & Sekaran, 2019), a sufficient sample size is 30-500. Meanwhile, based on Hair et al (Hair et al., 2019), the minimum sample size is five times the number of questionnaire items. Because this questionnaire contains 43 items, the minimum sample size is 215. The questionnaire was distributed snowballing via WhatsApp Groups to obtain target respondents. All (267) respondents were tourists who had visited or were visiting the Lake Toba area. They were randomly selected and can be reached through social media and WhatsApp groups. Responses were obtained, on a five-point Likert Scale, with a value of 1- not important and a value of 5 - Very important.

**RESULT AND DISCUSSION**

**Table 1**  
**Preliminary Test Results of the Outer and Inner Models**

No	Test Type	Result	Note
1	Convergent Validity Test	All indicator AVE values are above 0.50.	Valid
2	Discriminant Validity Test.	Fornell & Larcker Criterion: The AVE value of each construct is higher than the squared value of the correlation between constructs, indicating that discriminant validity is met. The HTMT value for all pairs of constructs is below 0.85, supporting the existence of discriminant validity.	Valid
3	Reliability Test	The reliability values of Cronbach's alpha, Composite Reliability, and Rho A are above 0.70	Reliable

The sample of this study was 267 respondents who were visitors to the Lake Toba area. Information about respondents was divided into seven categories: frequency of visits, age, last education, occupation, domicile, tourist destinations visited and purpose of visit as shown in Table 2.

**Table 2**  
**Respondent Profile**

Characteristic	Category	Frequency	%
Frequency of visits	1 time	51	19.10
	2-3 times	71	26.59
	>3 times	145	54.31
Age	< 20 years	17	6.36
	20 - 35 years	44	16.48
	>35 - 55 years	101	37.82

Characteristic	Category	Frequency	%
	>55 - 65 years	84	31.46
	>65 years	21	7.86
Education	SLTA ke bawah	34	12.73
	D1-D3	23	8.61
	S1/D4	126	47.19
	S2-S3	84	31.46
Occupation	Private sector employee	53	19.85
	Government employees	47	17.60
	Clergy	13	4.87
	Professionals	43	16.10
	Retired	41	15.36
	Others	70	26.21
Domicile	The Toba Lake Area (KDT)	45	16.86
	North Sumatra Province (outside KDT)	92	34.46
	Other provinces in Sumatra	15	5.62
	Jakarta, Jawa Barat, Banten	102	38.20
	Other regions of Indonesia	10	3.74
	Overseas	3	1,12

Source: Data Processing Results using SEM PLS (2024)

After conducting initial testing of the developed model, several important analyses were conducted to ensure the validity, reliability, and strength of the model used in this study. These tests include convergent validity, discriminant validity, reliability, and evaluation of the R-Square value and multicollinearity test. (Situmorang et al., 2019). The results of the convergent validity test are shown in Table 3, where the Average Variance Extracted (AVE) value for each latent construct is above 0.5. This indicates that the indicators used have successfully measured the latent construct consistently so that convergent validity is achieved.

**Table 3**  
**Convergent Validity Test Results**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Tourism Service Quality	0.955	0.958	0.965	0.848
N_Batak Toba Values	0.946	0.946	0.961	0.86
N_Christian Values	0.961	0.962	0.969	0.837

Source: Data Processing Results using SEM PLS (2024)

Table 4 also presents the results of the discriminant validity test using the Fornell-Larcker approach. The results show that the correlation between constructs is lower than the square root of the

average variance extracted (AVE) of the construct, indicating that each construct has adequate discriminant validity.

**Table 4**  
**Discriminant Validity Test using the Fornell-Larcker approach**

	Tourism Service Quality	N_Batak Toba Values	N_Christian Values
Tourism Service Quality			
N_Batak Toba Values	0.847		
N_Christian Values	0.811	0.804	

Source: Data Processing Results using SEM PLS (2024)

In Table 5, the Composite Reliability values for each latent construct are reported, where all values are above 0.7. This confirms that the measurement of each item in the instrument is consistent and reliable, ensuring good reliability.

**Table 5**  
**The Composite Reliability Values For Each Latent Construct**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Tourism Service Quality	0.955	0.958	0.965	0.848
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Source: Data Processing Results using SEM PLS (2024)

Table 6 also shows the R-Square and Adjusted R-Square values for each dependent variable. These values confirm that the regression model can explain the variation of the dependent variable well, with most values above 0.8, indicating a strong influence of the independent variables.

**Table 6**  
**The R-Square and Adjusted R-Square Values**

	R-square	R-square adjusted
Assurance	0.888	0.888
Damai/peace and prosperity	0.826	0.826
Empathy	0.887	0.887
Hagabeon (having honorable and numerous descendants)	0.876	0.875
Hamoraon (wealth)	0.865	0.865
Hasangapon (having an honorable and respected life)	0.832	0.832

Kelemahlembutan/gentleness	0.862	0.861
Kemurahan/generosity	0.866	0.866
Kesabaran/patience	0.876	0.876
Kesetiaan/faithfulness	0.827	0.826
Mutu LW/tourism service quality	0.714	0.712
Parbahul-Rahul/ friendly, warm and agile	0.862	0.862
Reliability	0.887	0.886
Responsiveness	0.807	0.806
Sukacita/Joy	0.761	0.760
Tangibility	0.766	0.765

Source: Data Processing Results using SEM PLS (2024)

Finally, Table 7 presents the results of the multicollinearity test, where all Variance Inflation Factor (VIF) values are below the accepted threshold. This indicates that there is no significant multicollinearity problem in the model, ensuring stable parameter estimates.

**Table 7**  
**The Multicollinearity Test Results**

	VIF
Tourism Service Quality -> Assurance	1.000
Tourism Service Quality -> Empathy	1.000
Tourism Service quality -> Reliability	1.000
Tourism Service Quality -> Responsiveness	1.000
Tourism Service Quality -> Tangibility	1.000
Batak Toba Values -> Hagabeon (having honorable and numerous descendants)	1.000
Batak Toba Values -> Hamoraon (wealth)	1.000
Batak Toba Values -> Hasangapon (having an honorable and respected life)	1.000
Batak Toba Values -> Tourism Service Quality	2.466
Adat Batak -> Parbahul/ friendly, warm, and agile	1.000
N_Christian Values -> Damai/peace	1.000
N_Christian Values -> Kelemahlembutan/gentleness	1.000
N_Christian Values -> Kemurahan/generosity	1.000
N_Christian Values -> Kesabaran/patience	1.000
N_Christian Values -> Kesetiaan/faithfulness	1.000
N_Christian Values -> Mutu LW/ Tourism Service Quality	2.466
N_Christian Values -> Sukacita/Joy	1.000

Source: Data Processing Results using SEM PLS (2024)

**Table 8**  
**Outer and Inner Model Test Results**

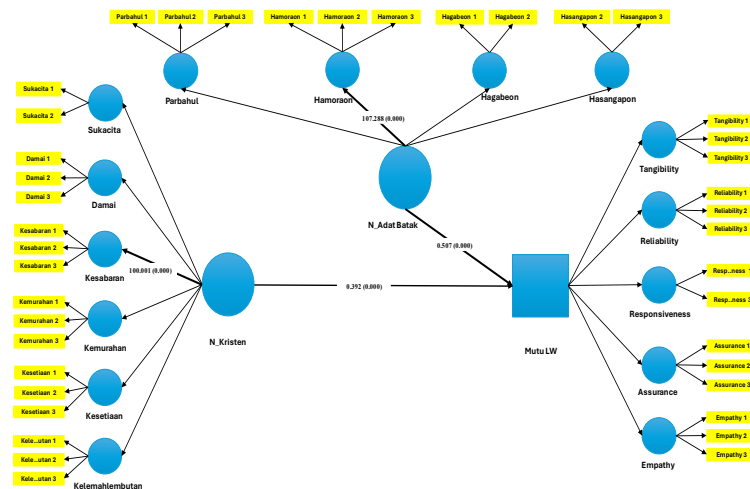
No	Test Type	Result	Note
1	Convergent Validity Test	All indicator AVE values are above 0.50.	Valid

2	Discriminant Validity Test	Fornell & Larcker Criterion: The AVE value of each construct is higher than the squared value of the correlation between constructs, indicating that discriminant validity is met. The HTMT value for all pairs of constructs is below 0.85, supporting the existence of discriminant validity.	Valid
3	Reliability Test	The reliability values of Cronbach's alpha, Composite Reliability, and Rho A are above 0.70	Reliable
4	R-Square	The regression model can explain the variation of the dependent variable well, as shown by the high R-square and adjusted R-square values for each variable.	The R-square value shows that the independent variables in the model have a strong influence on the dependent variables, with most values above 0.8.
5	Multicollinearity Test	All VIF values are below 5, except "N_Adat Batak -> Mutu LW" and "N_Kristen -> Mutu LW" which has a VIF value of 2,466.	VIF values below 5 indicate that there are no significant multicollinearity problems between the independent variables, so the regression model can be interpreted well.

Source: Data Processing Results using SEM PLS (2024)

After testing validity, reliability, R-Square, and multicollinearity, the SEM-PLS model visualization is presented to provide a clearer picture of the relationship between latent constructs and their indicators. This diagram displays the structure of the research model consisting of circles representing latent constructs and lines indicating the direction and strength of the relationship between variables. This visualization not only helps in understanding the flow of influence between variables but also facilitates the interpretation of the results of the analysis that has been carried out. This figure illustrates the results of testing the outer model (measurement model) and inner model (structural model) as a whole, providing a holistic view of the structure and interactions in the developed model.





**Figure 3**  
**Model Visualization (Source: Data Processing Results using SEM PLS, 2024)**

Hypothesis testing is an important step in research to identify the influence of certain variables on other variables. In this study, we explore the influence of Christian values (Joy, Peace, Patience, Generosity, Loyalty, Gentleness) and Batak Toba values (Parbahul, Hamoraon, Hagabeon, Hasangapon) on the tourism services quality in the Lake Toba Area (KDT), which are measured through the aspects of tangibility, reliability, responsiveness, assurance, and empathy. By using the second-order method and various statistical tests such as outer loading, discriminant validity, convergent validity, reliability, multicollinearity, and R-Square, this study aims to provide in-depth insights into how cultural and religious values affect service quality in the KDT tourism ecosystem.

Table 9 below shows the original sample (O), sample mean (M), standard deviation (STDEV), T-statistic, and p-value of the data processed using SmartPLS. These figures can determine whether the hypothesis is accepted or rejected. This study is expected to provide significant contributions to the understanding of the importance of local values in improving the quality of tourism services, which in turn will have a positive impact on the tourist experience and the local economy.

Table 9 The Original Sample, Sample Mean, Standard Deviation, T-statistic, and p-value						
No	Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
1	Batak Toba Values → Tourism Service Quality	0.507	0.508	0.125	4.043	0.000
2	Christian Values → Tourism Service Quality	0.392	0.39	0.132	2.968	0.003



*Source: Data Processing Results using SEM PLS (2024)*

The results summary of hypothesis testing (as shown in Table 10):

Hypothesis 1-6: the influence of Christian values on The Tourism Service Quality

1. Joy (hypothesis 1): p-value = 0.000, T-statistic = 47.102. This result shows that joy has a significant influence on tourism service quality.
2. Peace and Prosperity (Hypothesis 2): p-value = 0.000, T-statistic = 47.43. This result shows that peace and prosperity have a significant influence on tourism service quality.
3. Patience (Hypothesis 3): p-value = 0.000, T-statistic = 100.001. This result shows that patience has a significant influence on tourism service quality.
4. Generosity (Hypothesis 4): p-value = 0.000, T-statistic = 92.045. This result shows that generosity has a significant influence on tourism service quality.
5. Faithfulness (Hypothesis 5): p-value = 0.000, T-statistic = 51.668. This result shows that faithfulness has a significant influence on tourism service quality.
6. Gentleness (Hypothesis 6): P-value = 0.000, T-statistic = 80.801. This result shows that gentleness has a significant influence on tourism service quality.

Hypothesis 7-10: The Influence of Batak Toba Values on The Tourism Service Quality

1. Parbahul-bahul nabolon/ friendly, warm, and agile (Hypothesis 7): P-value = 0.000, T-statistic = 73.813. This result shows that parbahul-bahul na bolon/ friendly, warm, and agile values have a significant influence on tourism service quality.
2. Hamoraon/wealth (Hypothesis 8): p-value = 0.000, T-statistic = 107.288. This result shows that Cameroon has a significant influence on tourism service quality.
3. Hagabeon/ having honorable and numerous descendants (Hypothesis 9): p-value = 0.000, T-statistic = 91.386. This result shows that hagabeon has a significant influence on the tourism services quality.
4. Hasangapon/ having an honorable and respected life (Hypothesis 10): p-value = 0.000, T-statistic = 83.593. This result shows that hasangapon has a significant influence on the tourism services quality.

### **Other Hypothesis**

1. Hypothesis 11: The influence of all Batak Toba Values simultaneously on the tourism service quality.

All Batak Toba values show significance with a p-value = 0.000, and T-statistic = 91.386, indicating that Batak Toba values simultaneously have a significant influence on the tourism service quality.

2. Hypothesis 12: The influence of all Christian values simultaneously on Service Quality

Christian values as a whole show significance with a p-value = 0.000, and T-statistic = 100.001, indicating that all Christian values have a significant influence on the tourism service quality.

3. Hypothesis 13: The influence of Batak Toba values and Christian values simultaneously on the tourism service quality

The influence of Batak Toba values and Christian values simultaneously shows a significant effect on service quality with a p-value = 0.000, and T-statistic = 91.386, indicating that both have a significant influence on the tourism service quality.

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4. Hypothesis 14: Comparison of Significance of Influence between Batak Toba values and Christian Values.

Comparison: Batak Toba values have a p-value = 0.000 with a T-statistic of 4.043 which is higher than Christian values (p-value = 0.000 with a T-statistic of 2.968). This shows that Batak Toba values have a more significant influence on tourism service quality than Christian values.

**Table 10**  
**The Results Summary of Hypothesis Testings**

No.	Variable Influence Relation	p-value	T-statistic	Results
1	Joy → Tourism Service Quality	0.000	47.102	Significant
2	Peace & Prosperity → Tourism Service Quality	0.000	47.43	Significant
3	Patience → Tourism Service Quality	0.000	100.001	Significant
4	Generosity → Tourism Service Quality	0.000	92.045	Significant
5	Faithfulness → Tourism Service Quality	0.000	51.668	Significant
6	Gentleness → Tourism Service Quality	0.000	80.801	Significant
7	Parbahul (friendly, warm, and agile) → Tourism Service Quality	0.000	73.813	Significant
8	Hamoraon(wealth) → Tourism Service Quality	0.000	107.288	Significant
9	Hagabeon (having honorable and numerous descendants)→ Tourism Service Quality	0.000	91.386	Significant
10	Hasangapon(having an honorable and respected life) → Tourism Service Quality	0.000	83.593	Significant
11	Overall Batak Toba Values → Tourism Service Quality	0.000	91.386	Significant
12	Overall Christian Values → Tourism Service Quality	0.000	100.001	Significant
13	Combination of Batak Toba and Christian Values → Tourism Service Quality	0.000	91.386	Significant
14	Comparison of Significance of Influence between Batak Toba Values and Christian Values.		-	Batak Toba values have a more significant influence on the tourism quality of service than Christian values.

Source: Data Processing Results using SEM PLS (2024)

**Analysis of the Significance of Batak Toba Values on The Tourism Service Quality**

Based on the results of the analysis, all the Batak Toba values have a significant influence on service quality. This influence is measured through the t-statistic, which reflects the level of significance of each sub-variable on service quality. From the results obtained, Cameroon/wealth (Hypothesis 8) emerged as the most significant sub-variable, with a t-statistic of 107,288. This shows that Cameroon has a very strong influence in determining service quality. Furthermore, hagabeon/having honorable and numerous descendants (Hypothesis 9) is in second place with a T-statistic of 91,386, followed by Hasangapon/ having an honorable and respected life (Hypothesis 10) with a T-statistic of 83,593.

In the last position, Parbahul-bahul nabolon/ friendly, warm, and agile (Hypothesis 7) has a t-statistic of 73,813, although it still shows a significant influence, but is relatively lower compared to other sub-variables. Thus, it can be concluded that among the Batak Toba traditional values analyzed, Hamoraon/wealth is the most significant in influencing service quality, followed by Hagabeon/ having honorable and numerous descendants, hasangapon/having an honorable and respected life, and parbahul-bahul na bolon/ friendly, warm and agile.

#### **Analysis of the Significance of Christian Values on The Tourism Service Quality**

The results of the statistical analysis show that Christian values have a significant influence on service quality. This influence is measured through the t-statistic, which shows the level of significance of each sub-variable on service quality. From the results obtained, patience (Hypothesis 3) occupies the most significant position with a t-statistic of 100,001, which shows that patience has the most strong influence on service quality. Generosity (Hypothesis 4) is in second place with a t-statistic of 92,045, followed by gentleness (Hypothesis 6) with a t-statistic of 80,801.

The next, faithfulness (Hypothesis 5) is in fourth place with a t-statistic of 51,668, followed by peace and prosperity (Hypothesis 2) with a t-statistic of 47.43, and finally joy (Hypothesis 1) with a t-statistic of 47.102. Thus, it can be concluded that of the Christian values analyzed, patience has the most significant influence on service quality, followed by generosity, gentleness, faithfulness, peace and prosperity, and Joy. If the sub-variables of Batak Toba values and Christian values are combined, the order of the significance is as follows in Table 11:

**Table 11**  
**Order of Significance of each (independent) variable on tourism service quality (dependent variable)**

<b>Order of Significance</b>	<b>Variable</b>	<b>T-Statistic</b>
1	Hamoraon (wealth)	107,228
2	Kesabaran (patience)	100,001
3	Kemurahan (generousity)	92.045
4	Hagabeon (having honorable and numerous descendants)	91.386
5	Hasangapon (having an honorable and respected life)	83.593
6	Kelemahlembutan (gentleness)	80.801
7	Parbahul-Rahul Napoleon/friendly, warm, and agile	73.813
8	Kesetiaan (faithfulness)	51.668
9	Damai Sejahtera (peace and prosperity)	47.43
10	Sukacita (joy)	47.102

The results of the hypothesis 11 test show that Batak Toba values have a significant positive influence on the tourism services quality. With a path coefficient of 0.507 a t-statistic value of 4.043 (greater than the critical value of 1.96), and a p-value of 0.000 (less than 0.05), we can conclude that this hypothesis is significant.

Batak Toba Values, which include various local norms, traditions, and cultures, play an important role in improving the tourism services quality. The high path coefficient (0.507) indicates that the stronger the customary values applied, the higher the quality of tourism services felt by visitors. The t-statistic that far exceeds the critical value and the very small p-value strengthens the belief that this influence is very significant.

A study by (HALIM et al., 2019) Found that local cultural values such as Batak customs play an important role in creating a unique and authentic tourism experience, which in turn increases tourist satisfaction. This is because local culture provides a unique identity and character to tourist destinations, attracting tourists to experience something different from their place of origin. Another study by Richard (2007) also supports that local culture can increase the tourist appeal of an area and make a positive contribution to the quality of tourism services.

Furthermore, the results of the second hypothesis test show that Christian values also have a significant positive influence on tourism service quality. With a path coefficient of 0.392 a t-statistic value of 2.968 (greater than the critical value of 1.96), and a p-value of 0.003 (less than 0.05), we can conclude that this hypothesis is significant.

Christian values, which include the principles of ethics, responsibility, and service to others, contribute positively to improving the tourism services quality. The positive path coefficient (0.392) indicates that the higher the application of Christian values, the better the quality of services provided. A t-statistic that is greater than the critical value and a low p-value strengthen the conclusion that this influence is significant.

Research by Siahaan (2020) shows that religious values such as Christianity can strengthen the commitment of tourism service providers to providing quality services. These values encourage ethical and responsible service practices, which contribute positively to service quality. Furthermore, research by Davis (Davis F. D., 1989) and (Chatterjee & Mukherjee, 2020) Shows that values of trust and ethics can improve service performance and effectiveness by increasing a sense of responsibility and trust. A study by Kim et al. (Kim, Building Web 2.0 Enterprises: An Exploratory Study, 2013) also emphasizes the importance of religious values in business, showing that these values can improve the quality of interactions between service providers and customers, which ultimately improves overall service quality.

This part consists of the research results and how they are discussed. The results obtained from the research have to be supported by sufficient data. The research results and the discovery must be the answers, or the research hypothesis stated previously in the introduction part. The following components should be covered in the discussion: How do your results relate to the original question or objectives outlined in the Introduction section (what/how)? Do you provide an interpretation scientifically for each of your results or findings presented (why)? Are your results consistent with what other investigators have reported (what else)? Or are there any differences?

## CONCLUSION

Power generation plant owners often address the lifecycle of the automation technology only when OEM support ends, or when the automation technology asset shows a decrease in its reliability, and mean trip per year because of the failure of a single automation asset the probability increases. This is considered late and impacts the power generation plant performance to ensure sustainable and reliable energy production. Optimizing energy and electricity management in power plants involves implementing strategies and technologies. OEM provides automation product lifecycle planning, so power plant owners can do services to audit or assess the installed automation technology and align the audit or assessment report with the business objective. Implementing strategies is the approach taken finally to manage the entire lifecycle of the automation technology and based on the analysis the strategy delivers maximum value throughout the lifecycle, at the same time also minimizing operation and maintenance costs, risks, and environmental impact upgrade strategy. While on the implementation of technology, the technical aspect analysis shows the automation technology evolution through upgrade strategy improved reliability, efficiency in operation, and compatibility with advanced and latest standards.

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