



**EVALUATING THE SATU NAGARI SATU EVENT (SNSE) PROGRAM: THE
ROLES OF PUBLIC INTEREST IN LOCAL PRODUCTS AND CREATIVE
ECONOMY GROWTH IN TANAH DATAR**

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Abstract: The Satu Nagari Satu Event (SNSE) program in Tanah Datar Regency, Indonesia, is a flagship cultural and local-economic development initiative that showcases customary traditions, culinary heritage, arts, and MSME products. This cross-sectional associative quantitative study evaluates SNSE program success by examining its statistical relationships with two explanatory constructs: public interest in local products and creative economy growth. Primary data were collected through questionnaires from participants involved in the SNSE program, including SME operators, local residents, and stakeholders, using stratified random sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The structural model identifies SNSE program success as the endogenous construct (X), public interest in local products as Y1, and creative economy growth as Y2. Public interest in local products shows a strong positive and statistically significant relationship with SNSE program success ($\beta = 0.917$; $t = 34.67$; $p < 0.001$), whereas creative economy growth shows a small positive but statistically non-significant relationship ($\beta = 0.030$; $t = 0.52$; $p > 0.05$). Together, Y1 and Y2 explain 84.9% of the variance in SNSE program success ($R^2 = 0.849$). These findings indicate that current program success is more strongly associated with community interest in local products than with measurable creative economy growth. Strengthening post-event market access, business incubation, and MSME capacity is therefore recommended so that the social capital surrounding SNSE can be translated into more sustained economic outcomes.

Keywords: Satu Nagari Satu Event (SNSE), Program Success, Public Interest in Local Products, Creative Economy Growth, Program Evaluation

INTRODUCTION:

The Satu Nagari Satu Event (SNSE) program was designed to revive and preserve the rich cultural heritage of each nagari

(customary village unit) in Tanah Datar Regency. The program is implemented through activities showcasing adat (customary traditions), local cuisine, and traditional arts. Beyond safeguarding local identity, SNSE also

aims to unlock economic and tourism potential across regions (Alfian, 2024). As a flagship initiative, SNSE represents an integrative model combining tradition and modernity. Through festivals featuring alek anak nagari (community-based traditional festivities), MSME exhibitions, and distinctive local attractions, each nagari presents its unique cultural assets. These events function not merely as entertainment platforms but also as mechanisms for preserving local wisdom, including traditional culinary practices and performing arts. More importantly, the program contributes to local economic development, both directly through increased tourist arrivals and indirectly by generating new business opportunities (Inang Sh, 2024).

Economic sustainability constitutes a central issue in development, particularly at the local level. In this context, economic sustainability extends beyond sustained economic growth to encompass the preservation of local wisdom, cultural heritage, and biodiversity. The management of cultural, tourism, and creative economy potential serves as a critical pillar in supporting sustainable economic development. This perspective aligns with the argument that the creative economy and culture-based tourism can enhance community welfare without compromising local cultural assets (Soetanto, 2020). Empirical evidence by Pitana (2019) demonstrates that community-based tourism contributes to increasing rural household income while promoting cultural preservation. Furthermore, the creative economy—encompassing sectors such as design, fashion, culinary arts, and media—acts as a key driver of local economic sustainability. These industries not only generate employment but also stimulate innovation and long-term resilience. Widiastuti (2021) highlights that cities such as Yogyakarta have successfully leveraged the creative economy to support sustainable urban development.

However, the management of cultural, tourism, and creative economy potential remains constrained by several challenges. A primary issue lies in the limited synergy among key stakeholders, including

government institutions, local communities, and the private sector, which undermines the optimization of existing potential. Additionally, globalization pressures pose risks to the sustainability of local culture, as communities increasingly adopt external cultural influences perceived as more modern, often at the expense of indigenous traditions (Fauzi, 2018).

This study evaluates the SNSE program more specifically by focusing on SNSE program success and its statistical relationships with two constructs that reflect local socio-economic dynamics: public interest in local products and creative economy growth. Rather than treating the broad concept of a sustainable economy as the directly measured outcome, the analysis concentrates on these observable constructs within the SNSE context. The study therefore contributes empirical evidence on whether community interest and creative economy development are associated with the success of a flagship event-based program in a decentralized regional setting.

Literature Review

Concept of Sustainability

The creative economy represents a paradigm within the modern economic system that prioritizes information and creativity, utilizing human ideas and knowledge as the primary inputs in the production process (Arjana, 2016; Wahyuningsih & Satriani, 2019). Howkins (2001) conceptualizes the creative economy as economic activities where ideas constitute both the main input and output. This framework positions intellectual capital as the central driver of value creation, with creative industries evolving through the innovative capacity of entrepreneurs (Habib, 2021).

The development of the creative economy aims to foster competitive entrepreneurship across sectors through progressive thinking patterns and continuous innovation (Zul Asfi Arroyhan Daulay, 2015). Conceptually, it is underpinned by three core elements: creativity, innovation, and invention (Habib, 2021). Creativity refers to the capacity to generate

original and socially relevant ideas that are widely accepted (Purnomo, 2016). Innovation involves the practical application of creative ideas to produce value-added products or processes aligned with societal needs (Almira, 2018; Masnun et al., 2024). Invention, in contrast, emphasizes the creation of entirely new outputs with distinctive characteristics and significant contributions, often exemplified by technological advancements such as mobile-based applications (Dismawan, 2014; Kristian & Abdul Gofur, 2022).

Collectively, these elements highlight that the creative economy is not merely sectoral, but systemic, requiring an enabling ecosystem that supports knowledge diffusion, market access, and institutional facilitation.

Creative Economy Theory

The creative economy is a concept in the modern economic era that places emphasis on information and creativity, utilizing ideas and knowledge drawn from human resources as the primary elements in the production process (Arjana, 2016; Wahyuningsih & Satriani, 2019). In his book, Howkins (2001) defines the creative economy as an economic activity in which ideas constitute both the primary input and output. The creative economy is an economic activity grounded in creative industries, in which intellectual property constitutes the primary driving force. The creative industry itself has flourished through entrepreneurs endowed with high levels of innovative capacity and creative aptitude (Habib, 2021). The development of the creative economy aims to produce outstanding entrepreneurs across various sectors, driven by creativity supported by progressive thinking and fresh innovative ideas (Zul Asfi Arroyhan Daulay, 2015). There are three foundational pillars of the creative economy: creativity, innovation, and invention (Habib, 2021). *First*, Creativity: The capacity to innovate and generate original ideas that are broadly relevant and widely accepted constitutes the definition of creativity. This encompasses fresh ideas, unique solutions to problems, and unconventional courses of action creativity being the key to producing

work of value both for oneself and for others (Purnomo, 2016). *Second*, Innovation: Innovation is the application of creative ideas to produce improved products or processes with added value. By building on existing discoveries, innovation enables the creation of new solutions relevant to societal needs (Almira, 2018; Masnun, Makhdalena, & Syabrus, 2024). *Third*, Invention: The concept of invention emphasizes the creation of something innovative that has never previously existed. Inventions possess unique characteristics and make significant contributions to specific fields. A prime example is the development of Android- and iOS-based applications, which represent technology and information-driven innovations that have substantially facilitated human activities in daily life (Dismawan, 2014; Kristian & Abdul Gofur, SH., 2022).

Community-Based Tourism Theory

Community-based tourism (CBT) is an approach to tourism sector development that positions local communities as the primary actors in the management and development of tourism destinations (Giampiccoli & Mtapuri, 2012; Tolkach & King, 2015). The CBT concept aims to deliver positive economic, social, and environmental impacts for local communities while ensuring that sustainability is maintained (Goodwin, 2009; Sutresna, Suyana, Saskara, & Wiwin, 2019).

The central principle of CBT is the empowerment of local communities to assume active roles in tourism planning and implementation. This is achieved through capacity building, equitable profit-sharing, and the preservation of cultural and environmental assets, such that CBT aims not merely at economic welfare but also at maintaining social and ecological harmony in tourism areas (Boronyak, 2016). CBT also emphasizes the importance of active community participation at every stage of tourism management (Mayaka, Croy, & Cox, 2018). Community involvement encompasses strategic decision-making, operational management, and the transparent distribution of benefits (Trejos & Chiang, 2009). This approach engenders a

strong sense of ownership among communities toward their tourism assets, thereby enhancing the long-term sustainability of tourism projects (Iorio & Corsale, 2014).

Sustainability constitutes one of the key components of CBT. According to Scheyvens (1999), sustainability-oriented CBT must address environmental, economic, and social aspects in a balanced manner. Natural resource utilization must be conducted prudently so as not to damage ecosystems, while economic benefits from tourism must be distributed equitably to support the welfare of local communities (Arintoko, Ahmad, Gunawan, & Supadi, 2020; Honey, 2018). Government support is also a critical factor in the success of CBT. Collaboration among local communities, government, and the private sector can facilitate the creation of a far more integrated and sustainable tourism system (Potchana, 1997). Government may provide support through policies favorable to community-based tourism development, while the private sector can assist with investment and marketing (Sharpley, 2002). Government can also assist through the provision of infrastructure, skills training, and mentoring in the management of tourism businesses (Das & Barman, 2024; Diwangkara, Sari, & Rukayah, 2020; Polnyotee & Thadaniti, 2015).

Although CBT confers many benefits, it is not without its challenges (Reichel, Lowengart, & Milman, 2000). The challenges encountered include the limited capacity of local communities to manage tourism activities (Curcija, Breakey, & Driml, 2019). According to Blackstock (2005), adequate training and mentoring are required to enhance community capacity in the areas of management, marketing, and tourism services. Without such interventions, the sustainability of CBT may be threatened.

Local Product Marketing Theory

Local product marketing has emerged as an important focus in business strategy, particularly in an era of intensifying globalization (Safa'atin & Luky Denata, 2024). Local product marketing is the effort to introduce and distribute products generated by

local communities to a broader consumer base. Local products possess inherent uniqueness in that they frequently reflect the cultural values, traditions, and distinctive potential of a given region (Mujadihin, Slamet Bambang Riono, Dumadi, Dwi Harini, 2023). Local product marketing aims to create added value through branding and differentiation that is relevant to consumer needs. Effective local product marketing requires in-depth market analysis to understand the appropriate consumer segments (Ayu et al., 2023). In marketing local products, several key principles must be observed: product uniqueness, sustainability, and the empowerment of local communities (Adikampana, Sunarta, & Kerti Pujani, 2019).

First: Product Uniqueness refers to the distinctive characteristics that set local products apart from others in the marketplace. Uniqueness may derive from raw materials, production methods, design, or the cultural values embedded in the product (Yunitasari & Anwar, 2022). This uniqueness is the primary attraction for consumers seeking authentic products with a local identity (Mayaka et al., 2018).

Second: Sustainability in local product marketing refers to the effort to maintain a balance among natural resource utilization, social sustainability, and economic growth. Locally produced goods developed with sustainability considerations in mind not only support environmental goals but also enhance brand image in the eyes of an increasingly sustainability-conscious consumer base (Limijaya & Felisia, 2014).

Third: Local Community Empowerment is a principle that positions the community as an integral participant in the entire process from production through to product marketing. This involves community engagement in decision-making, skills training, and broad market access. By empowering local communities, product marketing not only generates economic returns but also strengthens community capacity for self-sufficiency and cultural heritage preservation (Yoyok Cahyono, Yohana, Agung, Dhasvin, Fadel, Sandy, Yogie, 2024).

Local product marketing exerts a positive impact on regional economic development and cultural preservation. With the right approach, local products can serve as a primary attraction that supports tourism development and reinforces a region's identity. For this reason, the implementation of local product marketing must be continuously developed to foster sustainability (Rico Elhando Badri, Cahyani Pratisti, & Anandha Sartika Putri, 2022; Wijaya, Muchlis, Azizah, & Miftah, 2022).

METHODOLOGY

This study employs a quantitative associative design using cross-sectional questionnaire data to examine statistical relationships among the study constructs; this design does not by itself establish a causal relationship. The research was conducted in Tanah Datar Regency from May through September 2025. Primary data were obtained directly from respondents through questionnaires, while secondary data were drawn from relevant literature, journals, and prior research reports. The target population comprised residents of Tanah Datar Regency who were aware of and/or had participated in the Satu Nagari Satu Event (SNSE) program, including local community members, MSME operators, and creative economy actors. A total of 100 respondents were selected using a non-probability purposive sampling technique. Respondents were selected based on their relevance to the research context, particularly individuals who had knowledge of, experience with, or involvement in the implementation of the SNSE program. This sampling approach was intended to ensure that respondents were able to provide informed assessments of the SNSE program, particularly in relation to public interest in local products and creative economy development.

The structural model uses three constructs consistently throughout the analysis: SNSE program success (X) as the endogenous construct, public interest in local products (Y1), and creative economy growth (Y2) as explanatory constructs. Accordingly,

H1 tests the relationship $Y1 \rightarrow X$, while H2 tests $Y2 \rightarrow X$. Data were collected using a self-administered questionnaire with response categories ranging from strongly agree to strongly disagree and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement indicators for X, Y1, and Y2 were developed by the authors based on the theoretical concepts and relevant literature underlying each construct. The indicators for SNSE program success (X) were formulated based on theoretical dimensions related to program implementation and performance. The indicators for public interest in local products (Y1) were developed from theoretical concepts concerning knowledge, interest, appreciation, and willingness to support or recommend local products. Meanwhile, the indicators for creative economy growth (Y2) were developed based on theoretical concepts of creativity, innovation, entrepreneurship, and local economic development. Thus, the questionnaire items were not directly adopted from a single previous instrument but were operationalized by the authors from the theoretical framework used in this study. Prior to the main survey, the questionnaire was pilot-tested on 30 respondents who were not included in the final sample. The pilot test was conducted to assess the clarity, comprehensibility, and suitability of the questionnaire items before the instrument was administered to the 100 respondents in the main study.

RESULT AND DISCUSSION

Research Results

Results of Data Analysis Based on SEM (*Structural Equation Modeling*)

Measurement Model Analysis (*Outer Model*)

Validity Test

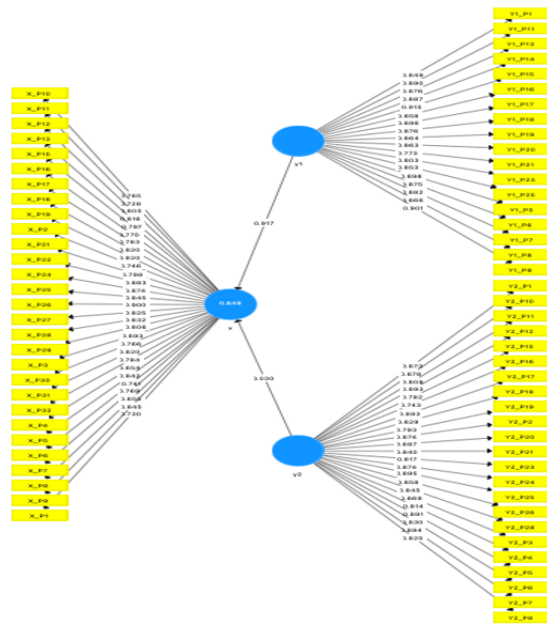
The validity test is used to assess whether a questionnaire is valid. It encompasses the following:

Convergent Validity

Convergent validity assesses the extent to which indicators intended to measure the same

construct share a high proportion of variance. In PLS-SEM, outer loadings around 0.70 or higher are generally preferred; however, indicators with loadings between 0.40 and 0.70 may be retained when construct-level reliability and AVE remain satisfactory. The outer-loading results are presented below.

Figure I
Auton Model



Source : Primary Data ; 2025

Figure 1 presents the estimated measurement and structural model. To maintain consistent construct labeling throughout the manuscript, X denotes SNSE program success, Y1 denotes public interest in local products, and Y2 denotes creative economy growth. Detailed outer loadings are reported in Table 1

Table 1
Convergent Validity Test

Indicator	Outer Loading	Descrip tion
X_P1	0,730	Valid
X_P2	0,746	Valid
X_P3	0,693	Retained*
X_P4	0,654	Retained*
X_P5	0,842	Valid
X_P6	0,741	Valid
X_P7	0,769	Valid
X_P8	0,655	Retained*
X_P9	0,845	Valid
X_P10	0,785	Valid
X_P11	0,728	Valid
X_P12	0,805	Valid
X_P13	0,816	Valid
X_P15	0,797	Valid
X_P16	0,77	Valid

X_P17	0,783	Valid
X_P18	0,82	Valid
X_P19	0,82	Valid
X_P21	0,798	Valid
X_P22	0,883	Valid
X_P24	0,874	Valid
X_P25	0,845	Valid
X_P26	0,9	Valid
X_P27	0,825	Valid
X_P28	0,832	Valid
X_P29	0,806	Valid
X_P30	0,766	Valid
X_P31	0,82	Valid
X_P32	0,784	Valid
Y1_P1	0,849	Valid
Y1_P5	0,898	Valid
Y1_P6	0,875	Valid
Y1_P7	0,882	Valid
Y1_P8	0,866	Valid
Y1_P9	0,901	Valid
Y1_P11	0,89	Valid
Y1_P13	0,876	Valid
Y1_P14	0,887	Valid
Y1_P15	0,915	Valid
Y1_P16	0,858	Valid
Y1_P17	0,896	Valid
Y1_P18	0,876	Valid
Y1_P19	0,864	Valid
Y1_P20	0,863	Valid
Y1_P21	0,773	Valid
Y1_P23	0,803	Valid
Y1_P25	0,853	Valid
Y2_P1	0,873	Valid
Y2_P2	0,874	Valid
Y2_P3	0,869	Valid
Y2_P4	0,814	Valid
Y2_P5	0,891	Valid
Y2_P6	0,83	Valid
Y2_P7	0,894	Valid
Y2_P8	0,825	Valid
Y2_P10	0,878	Valid
Y2_P11	0,808	Valid
Y2_P12	0,893	Valid
Y2_P15	0,782	Valid
Y2_P16	0,743	Valid
Y2_P17	0,893	Valid
Y2_P18	0,829	Valid
Y2_P19	0,793	Valid
Y2_P20	0,687	Retained*
Y2_P21	0,84	Valid
Y2_P23	0,817	Valid
Y2_P24	0,874	Valid
Y2_P25	0,895	Valid
Y2_P26	0,858	Valid
Y2_P28	0,845	Valid

Source : Primary Data 2025

Table 1 shows that most indicators have outer loadings at or above approximately 0.70. Four indicators fall below 0.70: X_P3 (0.693), X_P4 (0.654), X_P8 (0.655), and Y2_P20 (0.687). These indicators therefore should not be described as exceeding the 0.70 criterion. They were retained in the reported model because the construct-level AVE and

composite reliability values remain above conventional adequacy thresholds, as shown in Tables 3 and 4

Discriminant Validity

Discriminant validity concerns whether empirically distinct constructs are adequately differentiated. Under the cross-loading criterion, an indicator should load more strongly on its intended construct than on the other constructs; a simple loading value greater than 0.50 is not, by itself, a criterion for discriminant validity. Table 2 therefore compares each indicator's loading on its assigned construct with its loadings on the other constructs.

Table 2
Discriminant Validity Test

Indicator	X	Y1	Y2
X_P1	0,730	0,629	0,207
X_P2	0,746	0,641	0,145
X_P3	0,693	0,587	0,120
X_P4	0,654	0,530	0,112
X_P5	0,842	0,715	0,187
X_P6	0,741	0,658	0,199
X_P7	0,769	0,637	0,077
X_P8	0,655	0,567	0,156
X_P9	0,845	0,800	0,092
X_P10	0,785	0,718	0,033
X_P11	0,728	0,681	0,123
X_P12	0,805	0,692	0,142
X_P13	0,816	0,683	0,121
X_P15	0,797	0,712	0,128
X_P16	0,770	0,755	0,077
X_P17	0,783	0,728	0,028
X_P18	0,820	0,782	0,113
X_P19	0,820	0,762	0,048
X_P21	0,798	0,685	0,134
X_P22	0,883	0,810	0,092
X_P24	0,874	0,845	0,069
X_P25	0,845	0,819	0,126
X_P26	0,900	0,837	0,164
X_P27	0,825	0,813	0,050
X_P28	0,832	0,771	0,187
X_P29	0,806	0,767	0,156
X_P30	0,766	0,770	0,193
X_P31	0,820	0,829	0,167
X_P32	0,784	0,785	0,071
Y1_P1	0,855	0,849	0,150
Y1_P5	0,841	0,898	0,137
Y1_P6	0,819	0,875	0,178
Y1_P7	0,810	0,882	0,146
Y1_P8	0,749	0,866	0,076
Y1_P9	0,819	0,901	0,092
Y1_P11	0,849	0,890	0,175
Y1_P13	0,792	0,876	0,145
Y1_P14	0,778	0,887	0,106
Y1_P15	0,847	0,915	0,090
Y1_P16	0,797	0,858	0,052
Y1_P17	0,822	0,896	0,200
Y1_P18	0,806	0,876	0,072

Y1_P19	0,797	0,864	0,106
Y1_P20	0,761	0,863	0,088
Y1_P21	0,685	0,773	0,047
Y1_P23	0,751	0,803	0,073
Y1_P25	0,795	0,853	0,106
Y2_P1	0,091	0,051	0,873
Y2_P2	0,067	0,060	0,874
Y2_P3	0,058	0,037	0,869
Y2_P4	0,026	0,015	0,814
Y2_P5	0,039	0,058	0,891
Y2_P6	0,090	0,103	0,830
Y2_P7	0,075	0,079	0,894
Y2_P8	0,011	0,025	0,825
Y2_P10	0,068	0,067	0,878
Y2_P11	-0,062	-0,047	0,808
Y2_P12	0,048	0,016	0,893
Y2_P15	-0,015	-0,003	0,782
Y2_P16	-0,061	-0,053	0,743
Y2_P17	0,121	0,109	0,893
Y2_P18	0,025	0,041	0,829
Y2_P19	-0,043	-0,046	0,793
Y2_P20	-0,120	-0,093	0,687
Y2_P21	0,018	0,054	0,840
Y2_P23	-0,004	-0,023	0,817
Y2_P24	0,060	0,065	0,874
Y2_P25	0,070	0,065	0,895
Y2_P26	0,092	0,093	0,858
Y2_P28	0,074	0,032	0,845

Source : Primary Data 2025

After correcting the construct labels in Table 2 to X, Y1, and Y2, most indicators load more strongly on their intended construct than on the other constructs. However, X_P30, X_P31, X_P32, and Y1_P1 show marginal cross-loading overlap and therefore do not strictly satisfy the cross-loading rule. Consequently, discriminant validity should not be claimed solely from Table 2. A complementary assessment such as the Heterotrait-Monotrait (HTMT) ratio should be reported before a definitive discriminant-validity conclusion is made.

Table 3

AVE (Average Variance Extracted)

Indicator	AVE
SNSE Program Success (X)	0,629
Public Interest in Local Products (Y1)	0,755
Creative Economy Growth (Y2)	0,707

Source : Primary Data ; 2025

Table 3 shows AVE values of 0.629 for X, 0.755 for Y1, and 0.707 for Y2. These values support convergent validity at the construct level because each exceeds 0.50.

AVE alone, however, does not establish discriminant validity. AUTHOR DATA REQUIRED: please insert the HTMT values for X–Y1, X–Y2, and Y1–Y2 from the SmartPLS output and state whether they meet the discriminant-validity threshold adopted in the study.

Reliability Analysis

Reliability testing in PLS-SEM apart from validity testing, reliability testing is also carried out. Reliability tests are used to prove the accuracy, consistency and consistency of instruments in measuring constructs. Evaluation of the construct reliability value is measured by Cronbach's Alpha and composite reliability values. Cronbach's alpha and composite reliability values for all constructs must exceed 0.7 as the reliability criterion. The reliability test in this study can be elaborated as follows:

Table 4

<i>Cronbach's Alpha & Composite Reliability</i>		
Indicator	Cronbach's Alpha	Composite Reliability
SNSE Program Success (X)	0,979	0,980
Public Interest in Local Products (Y1)	0,981	0,982
Creative Economy Growth (Y2)	0,986	0,982

Source : Primary Data ; 2025

Based on Table 4, the Composite Reliability values for all research variables exceed 0.7, indicating satisfactory reliability. Furthermore, Cronbach's Alpha values for all variables likewise exceed 0.7, confirming that the Cronbach's Alpha requirements have been met and that all variables are declared reliable.

Structural Model Analysis (Inner Model)

Analysis of Determination Coefficient (R Square)

Once the estimation model satisfies the discriminant validity criteria, the next step is to evaluate the structural model (inner model) using the R^2 value for each endogenous latent variable. The R^2 value indicates the predictive strength of the

structural model: a higher R^2 corresponds to greater predictive quality. An R^2 of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model. After processing the data with SmartPLS, the R^2 results are presented in the following table:

Table 5

R Square

Endogenous Construct	R^2	R^2 Adjusted
SNSE Program Success (X)	0,849	0,846

Table 5 reports an R^2 value of 0.849 (adjusted $R^2 = 0.846$) for SNSE program success (X), the endogenous construct shown at the center of Figure 1. Thus, public interest in local products (Y1) and creative economy growth (Y2) jointly explain 84.9% of the variance in SNSE program success, while approximately 15.1% is attributable to factors outside the model. Under the classification stated above, an R^2 of 0.849 indicates strong, rather than moderate, explanatory power.

Hypothesis Testing Analysis

Hypothesis testing was conducted through bootstrapping to assess the statistical significance of the structural paths. At the 5% significance level, a relationship is considered statistically significant when the p-value is below 0.05 (and, for a two-tailed test, the corresponding t-statistic exceeds approximately 1.96); a bootstrapping confidence interval that does not include zero provides equivalent evidence of significance. Table 6 reports the path coefficients, t-statistics, p-values, hypothesis decisions, and a field for the 95% bootstrapping confidence interval.

Table 6
Hiphotesis Testing Values

Path	Original Sample Estimate (O)	T Statistic (O/STD EV)	P Values	95% Bootstrap CI	Hypothesi s Decision
Public Interest in Local Products (Y1) → SNSE Program Success (X)	0.917	34.67	< 0.001	[Insert 95% bootstrap LL, UL from SmartPLS]	H1 Supported
Creative Economy Growth (Y2) → SNSE Program Success (X)	0.030	0.52	> 0.05	[Insert 95% bootstrap LL, UL from SmartPLS]	H2 Not Supported

The results of the structural-path tests are interpreted using the construct names consistently as follows:

The path from public interest in local products (Y1) to SNSE program success (X) has a coefficient of 0.917, a t-statistic of 34.67, and a p-value below 0.001, indicating a strong positive and statistically significant relationship. The result supports H1 and shows that higher public interest in local products is closely associated with higher SNSE program success in the observed cross-sectional data.

The path from creative economy growth (Y2) to SNSE program success (X) has a coefficient of 0.030, a t-statistic of 0.52, and a p-value above 0.05. The relationship is positive but statistically non-significant, so H2 is not supported. The result suggests that the measured level of creative economy growth is not directly associated with meaningful variation in SNSE program success within the current sample.

Among the two explanatory constructs, public interest in local products (Y1) shows the substantially stronger statistical relationship with SNSE program success (X). The coefficient of 0.917 suggests that communities with greater knowledge of, pride in, and willingness to recommend local products also tend to report stronger SNSE program outcomes. This pattern highlights the practical importance of product literacy, local-pride narratives, and community advocacy for

sustaining event participation and perceived program performance.

By contrast, creative economy growth (Y2) has only a small and statistically non-significant relationship with SNSE program success (X). This pattern may reflect structural or temporal constraints, including limited market continuity beyond event periods, weak incubation support, and the longer time needed for creative-economy development to translate into observable program-level outcomes.

Discussion

Public Interest in Local Products Is Significantly Associated with SNSE Program Success in Tanah Datar

The strong positive relationship between public interest in local products and SNSE program success indicates that community-level interest is an important correlate of program performance in Tanah Datar. In a program that depends heavily on local participation, cultural display, MSME involvement, and community promotion, stronger knowledge of and pride in local products can reinforce participation, advocacy, and perceived event value. The cross-sectional design does not demonstrate that one construct causes the other; rather, it shows that higher levels of public interest are closely associated with stronger reported SNSE program success.

This association can be interpreted through the lens of Experiential Marketing Theory. SNSE provides an environment in which local products are presented together with their production processes, historical narratives, and cultural meanings. Such experiential exposure can strengthen the relevance of existing public interest to the success of the event because visitors and community members who value local products are more likely to participate, promote, and engage with the program. In this sense, experiential elements help explain why public

interest and program success move together in the observed data.

Conditions in Tanah Datar further illustrate the mechanisms that may connect public interest with program success. Broad participation by Bundo Kanduang, youth groups, local governance structures, MSME actors, and residents creates opportunities for collective pride and positive word-of-mouth. When communities already possess knowledge of and attachment to local products, they can act as informal promoters through interpersonal and digital networks. These behaviors can strengthen event visibility, participation, and continuity, thereby helping explain the strong $Y1 \rightarrow X$ relationship.

The finding is consistent with literature emphasizing the role of community attachment, local-product identity, and place-based promotion in event and regional-development programs. The OVOP literature reviewed by Hermuningsih (2012), for example, emphasizes how local products can become sources of collective pride and regional competitiveness. In the SNSE context, the present result suggests that such community interest is not merely an outcome surrounding the event but is strongly associated with the program's own reported success.

Public interest may also contribute to SNSE program success by addressing a longstanding constraint in local-product promotion: limited exposure and weak narrative construction. Cultural festivals provide settings in which communities can validate and communicate the distinctive value of their products. The literature cited in this study, including Astuti (2024), supports the importance of cultural festivals as marketing-communication platforms. This provides a plausible explanation for why stronger public interest is statistically aligned with stronger program performance.

Broader empirical evidence from Tanah Datar also documents increased transactions and visitor activity around SNSE implementation (Devi, 2024). While those observations do not establish the direction of causality in the present cross-sectional model,

they are consistent with the idea that public interest, participation, and event performance are mutually reinforcing features of the SNSE ecosystem. The present analysis therefore positions public interest in local products as the strongest explanatory construct associated with SNSE program success.

Overall, the consistency between this study's findings and the broader literature positions SNSE as an effective model of community-based development intervention. The program successfully leverages cultural assets as strategic instruments to mobilize internal resources—namely interest, collective pride, and community-driven promotion—toward broader economic and preservation objectives. This underscores a critical policy insight: investment in cultural events and localized place branding is not merely complementary but constitutes a foundational prerequisite for fostering public interest, which in turn underpins the long-term sustainability and effectiveness of regional development programs.

Creative Economy Growth Is Not Significantly Associated with SNSE Program Success in Tanah Datar

The statistical test shows that creative economy growth has a positive but non-significant relationship with SNSE program success. This means that variation in the measured creative economy construct is not associated with meaningful variation in program success in the current sample. The result should not be interpreted as evidence that SNSE fails to influence the creative economy, because that causal direction is not the one estimated in the structural model and cannot be established from the cross-sectional design.

Empirical results instead indicate that public interest in local products is the dominant construct associated with SNSE program success. Elevated levels of interest—manifested through product awareness, collective pride, and recommendation behavior—can function as social capital that supports event participation and program performance. In this regard, SNSE appears

most closely connected with socio-cultural mobilization, while the measured creative economy growth construct has not yet shown a statistically meaningful direct relationship with program success.

The creative economy ecosystem does not demonstrate a statistically significant direct association with overall SNSE program success. Although incremental improvements in creative-economy activity may be occurring, their relationship with current program performance is weak in the estimated model. This pattern points to a possible gap between short-cycle event implementation and the longer-term processes through which innovation, entrepreneurship, market access, and business capability develop.

First, a temporal challenge arises from the inherent lag in the diffusion of innovation within the creative economy. The benefits of innovation-driven sectors typically materialize over a longer time horizon, whereas SNSE operates on an annual event cycle. As a result, cultural impacts tend to emerge more rapidly than economic gains, which require accumulation, scaling, and market consolidation.

Second, a structural challenge persists within the local creative economy ecosystem. Constraints include limited access to broader market networks beyond event-based transactions, the absence of continuous incubation and capacity-building programs, and insufficient institutional support. In its current form, SNSE primarily serves as a promotional platform without providing the permanent economic infrastructure necessary to convert heightened interest into sustained creative economy growth.

Taken together, the findings suggest that SNSE program success is much more strongly associated with social capital and public interest than with the current level of creative economy growth. Long-term policy should therefore use the social capital surrounding SNSE as a platform for strengthening the creative economy ecosystem through market-network development, structured incubation, and collaboration

between event organizers and local entrepreneurs.

This phenomenon is consistent with the evaluation study of the SNSE program in Tanah Datar conducted by Yuliana (2025), which finds that SNSE tends to generate limited long-term impact despite achieving short-term event objectives. This reinforces the interpretation of SNSE as a “flash economic boost” rather than a mechanism for structural economic transformation. While transaction volumes increase during the event—driven by heightened public interest—these gains are not reflected in sustained improvements in production capacity, distribution networks, or product innovation, which are the core indicators of creative economy growth.

Sustainable creative economy development requires more than periodic exhibition platforms; it necessitates strengthening the internal capacity of economic actors. The non-significant findings can be attributed to SNSE’s limited effectiveness in addressing structural constraints at the *nagari* level, as highlighted in studies on rural creative economies (Kusnadi, 2021). These constraints include limited non-event market networks, which create dependency on incidental sales during SNSE, and restricted access to external market information and partnerships, which inhibits the conversion of interest into stable commercial arrangements.

Additionally, deficits in human capital and managerial capacity further constrain growth. Evidence from comparable event-based initiatives, such as the Tomohon International Flower Festival (Longdong, 2022), indicates that large-scale events often expose weaknesses in coordination and professional capacity at the local level. When local resources are concentrated on delivering a single event, efforts to enhance product quality, certification, and digitalization—key

drivers of creative economy growth—tend to be neglected during the remainder of the year.

Moreover, the creative economy is fundamentally driven by innovation rather than the mere reproduction of traditional products. SNSE's strong emphasis on cultural preservation may inadvertently underemphasize innovation dynamics. Comparative analyses of similar initiatives suggest that sustained growth requires integration with market research, product development, and adaptation to evolving consumer trends, including digitalization and modern branding. Without complementary mentoring and business incubation programs for MSMEs, increased consumer interest generated during events is unlikely to be matched by competitive and scalable product supply.

Overall, the findings provide a critical policy signal. The success of SNSE is strongly associated with public interest and collective pride, whereas creative economy growth does not yet show a significant direct relationship with program success. To strengthen the program's longer-term economic contribution, policy attention should extend beyond event delivery toward post-event economic infrastructure, including capacity-building, sustained branding strategies, business incubation, and expanded market connectivity for nagari-based MSMEs.

Conclusion and Recommendation

Public interest in local products (Y1) has a strong positive and statistically significant relationship with SNSE program success (X). This result indicates that community knowledge, pride, advocacy, and engagement with local products are closely associated with stronger program performance. The finding is consistent with the view that experiential and community-based elements can reinforce participation and word-of-mouth around culturally rooted events.

Creative economy growth (Y2), however, has a positive but statistically non-significant relationship with SNSE program success (X). The result suggests that current

variation in creative economy development is not yet directly associated with meaningful differences in program success. Possible explanations include the longer time horizon required for innovation and business development, limited permanent incubation mechanisms, and weak market access beyond event-based transactions.

Accordingly, the long-term development of SNSE should combine its strong community and cultural base with more permanent economic-support mechanisms. Policy emphasis should include broader market connectivity, institutionalized business incubation, and sustained capacity-building for local MSMEs so that the public interest surrounding SNSE can be translated into durable creative-economy outcomes.

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