

Variables Affecting Tourist Satisfaction at Tapeshwari Buffer Zone Community Homestay in Belaka Municipality

Animesh Bastola^{1*}

¹ Lecturer, Department of Management, UN College, Dharan, Sunsari.

* Email: bastolaanimes8@gmail.com

Article Info

Article History:

Submitted 17 October 2023

Reviewed 27 December 2023

Revised 07 February 2024

Accepted 20 March 2024

Corresponding Author:

Animesh Bastola

Email: bastolaanimes8@gmail.com

Copyright Information:

Copyright 2024© Authors of this journal; with authors' permission, the copyright is transferred to the publisher for the first edition only.

Publisher:

Research Management Cell (RMC)

Janta Multiple Campus

Itahari, Sunsari

Tel.: 025-81300

Email: rmcjantacollege@gmail.com

Abstract

Tourist satisfaction is very important for local community to operate the homestay. This research paper focuses on investigating factors influencing tourist satisfaction in homestays. Its objective is to analyze these variables, understand the types of tourists choosing homestays, and assess the local community's commitment to ensuring tourist satisfaction. This article focuses on Belha village of Belaka Municipality, Udayapur. The research design incorporates both qualitative and quantitative methods, aiming for a comprehensive understanding of the phenomenon through various theories and data collection approaches: preliminary interviews, telephonic interviews, structural interviews, Google surveys etc. have been used. The data collected from 82 participants indicates that Tangibles, Environment, Nutriment and Commitment are the significantly strong predictor of tourist satisfaction and this study further shows that commitment of the homestay operator is much stronger predictor of tourist satisfaction. This study explored the TENC (Tangibles, Environment, Nutriment and Commitment) model with 25 measurement items to gauge the satisfaction of tourists staying in the homestay. This shows that Tangibles, Environment, Nutriment and Commitment (TENC) in a homestay lead towards the tourist satisfaction. The homestay should focus on exploring their culture and traditions, updating the tangible facilities and providing trainings to the homestay operators for the better service.

Keywords: homestay, tangibles, environment, nutriment, commitment

JEL Classification Codes: A3, C83, C93, Y20, Z32

Introduction

The success of a homestay relies heavily on tourist satisfaction, as it influences their destination choices and the products/services they opt for. It is essentially an assessment of a customer's overall experience in purchasing and consuming (Cetinkaya, 2016), and studying the elements influencing a tourist feeling is crucial for the tourism industry, as it essentially pertains to the overall sentiments or attitudes a person holds about a product post-purchase. Suhartanto (2018) described that satisfaction is the emotional response and internal feeling an individual experience after planning about an object at a specific destination.

Choo (2016) states that the main factors to affect the factors contributing to tourist contentment include beach opportunities, expenses, friendliness, eating and drinking, lodging amenities, surroundings, and the level of commercial development. Correia (2013) asserted that tourist satisfaction in a destination is influenced by two primary factors. They are tangibles and intangibles. Tangibles are the facilities and entertainment whereas intangibles are the art, music and culture. Ryan (1995) states that tourists can be satisfied by understanding their attitudes and behavior and motivating them according to it. Shahrivar (2012) explained that the tourist satisfaction depends upon some of the controlling factors and they are Demographic traits, cultural features, travel habits, and travel-related information. Salleh (2013)

asserted that there are many factors to analyze tourist satisfaction, and among them, the most important factors to measure tourist satisfaction are beautiful scenery, culture and customs, the hospitality of the service providers, the quality of food, and the friendliness of locales.

A homestay refers to a local residence where visitors or tourists can spend a night, receiving accommodations and meals in exchange for payment (Lynch, 2005). Over time, the growth of homestays has gained popularity in rural regions, fostering local community engagement in tourism. There is an increasing focus on leveraging natural and human resources within homestay programs to promote rural development, potentially leading to sustainable tourism practices in many developing nations. According to the Nepal Tourism Board, there are over 1000 operational homestays. However, the Nepal Tourism Statistics of 2014 indicate that there are 211 registered homestays with 339 rooms and 631 beds. To ensure the continued success of these tourism initiatives and derive benefits, it is crucial to address tourist satisfaction, a key aspect that aligns with their expectations. In Nepal, particularly in rural areas, understanding homestay programs in terms of meeting tourist expectations and ensuring satisfaction remains an overlooked issue despite its importance.

Tapeshwari Buffer Zone
Community Homestay lies in Belha
Village and the village is located at

Belaka Municipality of Udayapur district. It lies in ward number two of Belaka Municipality and is home to the Tharu, Brahmin, Newar and others. Belha village typically lies within the buffer zone of Koshi Tappu Wildlife Reserve. Among the 72 households residing in the village, 17 have established accommodations for tourists. Tourists entering to this homestay can enjoy the facilities of organic foods and vegetables, ponds, birds watching, elephant ride, watching the activities of two rhinoceros, seasonal vegetation, typical village home, Tharu cultural dances and songs, Tharu community museum, Tharu cultural dress and photography. Local people of this village are engaged in different sectors of agriculture with an objective to provide organic food to the tourists.

Tourists at Tapeshwari Buffer Zone Community Homestay offers the opportunity to experience Tharu traditional Museum and local customs, fostering a greater appreciation for their culture among young individuals. The accommodation provides charming rooms with modern amenities such as fans for comfort in hot weather, televisions for entertainment, and local handicrafts. Additionally, bathrooms are detached from the main house and include Nepali-style squat toilets. Chaudhary N.L. explained that village walk is the best experience that tourist encounters as one of the best activities to do in Tapeshwari Buffer Zone Community Homestay. Fishes and local poultries are readily available in this homestay (personal

communication, October 8, 2023)

Problems of the Study

The problem of this study is to identify the factors influencing tourist satisfaction in homestays. To elucidate the issues, the subsequent research questions have been formulated. The results and discussion section will center on addressing these research inquiries.

- i What are the factors that affect tourist satisfaction in homestay?
- ii What type of tourist visits the Tapeshwari Buffer Zone Community homestay?
- iii What are the contributions of local people towards the tourist satisfaction?

Objectives of the Study

The overall objective of this research involves examining the amenities and offerings extended to tourists. The specific objectives of the study are:

- i To examine the variables affecting Tourist Satisfaction in homestay.
- ii To explore the types of tourists visiting Tapeshwari Buffer Zone Community Homestay.
- iii To identify the commitment of local people towards the tourist satisfaction.

Literature Review

Tourist Satisfaction Concept

Tubey (2014) proposed that Increased satisfaction often aligns with higher expectations. Assessing

satisfaction is intricate, with expectations being crucial in the evaluation of the disconfirmation process. The level of satisfaction significantly influences future purchasing intentions and post-purchase attitudes. Consensus among researchers suggests that buying dissatisfying products tends to lead to a decline in repurchase attitudes (Choo, 2016). Suhartanto (2018) asserted that initially, tourists develop an anticipatory mindset, which evolves into a satisfaction assessment, ultimately culminating in the post-purchase disposition of the tourist. Lu & Yi (2022) stated that Assessing satisfaction involves comparing a tourist's expectations before buying a product with their post-purchase experience. If the outcome falls short of expectations, it results in dissatisfaction; conversely, exceeding expectations leads to genuine satisfaction.

Tourists tend to return to a homestay when they have had a positive experience, indicating that the likelihood of revisiting is closely tied to their satisfaction with the stay. Evaluating the overall experience and its individual components plays a crucial role in determining tourist satisfaction, thereby contributing to the continual growth of the travel and tourism service industry (Guzman-Parra, 2016). Fostering thriving tourism involves attracting tourists and encouraging them to advocate for a destination, effectively promoting it to others (Wahid 2017). Shahrivar (2012) explained that examining tourist satisfaction involves evaluating multiple

aspects, including natural elements, cultural influences, shopping experiences, accessibility, infrastructure quality, reception, services provided, and cost considerations. Bowen (2002) asserted that tourists, as consumers of tourism products, continuously assess their satisfaction throughout the entirety of their journey, viewing it as a valid judgment in the process of acquiring tourism services.

Tourist Satisfaction Theories

Septya (2019) asserted that Parasuraman developed the term "SERVQUAL" in 1988, which includes Tangibility, Reliability, Responsiveness, Assurance and Empathy. Developer states that, the easy way to recall the five dimensions are by using the letters RATER (Fripp, 2015) as: 1.) "R" refers to Reliability; 2.) "A" refers to Assurance; 3.) "T" refers to Tangibles; 4.) "E" refers to Empathy; and 5.) "R" refers to Responsiveness. Mei introduced the term "HOLSERV" in 1999, which includes three dimensions of measurement scale namely: Tangibles, Reliability and Employee. This model was important to know how satisfied the tourists are to see the employee's dedication towards them and also to know how they perceives the facilities and services provided by the homestay.

Ladhari (2009) stated that Lodging Quality Index (LQI) was discovered by Getty and Thompson in 1994 through the study of "A procedure for scaling perceptions of lodging quality". This model was fully adapted

from SERVQUAL. This model has five dimensions which are based on the ten original dimensions of SERVQUAL scale. The five dimensions of LQI are tangible, reliability (includes original reliability and credibility dimensions), responsiveness, confidence (includes original competence, courtesy, security and access dimensions) and communication (includes original communication and understanding dimensions). Getty and Getty developed LODGQUAL measurement scale and discovered five dimensions of service quality in 2003 after the study on “Lodging quality index (LQI): assessing customers' perceptions of quality delivery” in the hotel industry of USA.

The LODGQUAL model was adapted from the Lodging Quality Index (LQI) and includes five improved lodging quality dimensions brought up from the original SERVQUAL model, namely (1) tangibility, (2) responsiveness, (3) reliability, (4) communication, and (5) confidence (Saayman, 2019). LODGSERV was developed by Knutson et al. in 1990 through the study “LODGSERV: A service quality index for the lodging industry.” It comprises five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) adapted from SERVQUAL. Researchers proposed that it is suitable for the hotel industry too and will be beneficial to use as a management tool to identify the level of customer satisfaction.

Tourist Satisfaction in Homestay

Tourist satisfaction in homestays

can be enhanced by favorable climate conditions, convenient accessibility to the destination, high-quality accommodations, scenic beauty, and cleanliness (Vinh, 2013). Enhancing destination competitiveness relies significantly on ensuring tourist satisfaction in homestays. This satisfaction encompasses factors such as cultural attractions, hospitality, amenities, safety and security, local cuisines and accommodation, local lifestyle and customs, as well as cultural performances. Ogucha (2015) stated that tourist satisfaction in homestay is predominantly influenced by tangible elements, such as facilities, as opposed to intangible factors like the behavior of local people. The evaluation of tourist satisfaction in homestays involves eight key dimensions: culture, guiding service, food and beverage, environment, cleanliness, accommodation, service, and accessibility. Homestays play a crucial role in the local economy, serving not only as accommodations but also as representatives of rural destinations and their cultures. Satisfaction is crucial, driven by factors like destination attractiveness, increased tourist demand, and quality hospitality (Zhou, 2022). Tourist satisfaction in a homestay involves the perceived functional, emotional, and social value, along with customer involvement (Lu & Yi, 2022).

TENC Model

This study centers on assessing tourist satisfaction in homestays, examining four key dimensions:

Tangibles, Environment, Nutriments, and Commitment. In total, these four dimensions includes 25 measurement items. These four dimensions are found after reviewing the research papers of (Vinh, 2013), (Ogucha, 2015) and (Zhou, 2022). The most common and important factors to satisfy the tourists in homestay are the tangibles, environment of homestay, local, organic and hygienic foods which can be stated as Nutriments and hospitality of local people which can be stated as the commitment towards the tourists (Jussem, 2022). Homestays are located in rural areas. They provide the moderate service but the tourists are mostly satisfied by the homestay environment, local and organic foods and politeness of the homestay operators (Ismail, 2016). Nha (2014) states that SERVQUAL (Parasuraman & Zeithaml, 1988) is discovered to measure the service quality of retailing and it doesn't fulfill the criteria of hospitality industry. Further states that LODGQUAL (Wong & Chan, 2023), LQI (Ladhari, 2012) are derivatives of SERVQUAL and cannot fulfill the requirement of hospitality. HOLSERV (Wong, 1999) has been derived from SERVQUAL model and fulfills the criteria of hotel service quality but cannot fulfill the requirement of homestay. Thus, this study applies TENC (Tangibles, Environment, Nutriments and Commitment) model to measure the level of tourist satisfaction in Tapeswari Buffer Zone Community Homestay.

Tangibles

The tangibles can be described as

the physical facilities provided by the homestay like equipment, sofa and beds, personnel appearance (Parasuraman et al., 1988). All the facilities like well-furnished rooms, quality of equipment and appearances of employees are the tangibles of homestay. Tangibles are the most important factors of homestay which are observed and analyzed very fast. Tangibles should be given much attention and good tangibles are highly appreciated to provide good satisfaction to the tourists in homestay (Wahid, 2017).

Tangibles encompass the physical attributes, including the visual aspects of facilities, equipment, personnel, cleanliness, and communication facilities (Yousapronpaiboon, 2014). Tangibles in the context of homestays pertain to the observable aspects that are evident to tourists. This encompasses the cleanliness, decor, design, facilities, and the appearance of employees (Bastola, 2023).

Environment

Environment of homestay includes the attraction of the destination, cultures and cultural heritages, tourism infrastructures, safety and security at the destination (Wahid, 2017). Environment is the important factor to satisfy tourists in homestay in order to collect more revenue. It consists of local culture, values, beliefs and lifestyle of local people, natural resources, folklore and arts. It also includes the activity at the destination like natural sightseeing, jungle safari, bird watching, hiking and

trekking, village walk etc. (Yusof, 2013).

Environment refers to the local, natural and cultural products around homestay. It also refers to the home-like comfortable environment at the homestay of any rural area. Environment is measured when the tourist feels that they are in a comfort zone with good safety and security, surrounded by natural resources and beautiful lifestyle of local people (Zhou, 2022).

Nutriments

Nutriments are the quality of food and beverages that are available in particular homestay. Nutriments reflect the culture of the community. Food preparation and offering to the tourist is always influenced by the economic condition and surrounding of the environment. Nutriments also plays vital role in tourist satisfaction, as the tourist wants to taste the local cuisines and providing organic and local cuisine makes them happier (Pusiran, 2021).

Nutriments also include the healthy and hygienic food, cleanliness of kitchen, clean and hygienic sitting arrangements, clean and hygienic utensils. Fresh ingredients, local style of cooking, separate kitchen for non-veg, service of food according to the local meal time are also included in Nutriments (Wahid, 2017).

Commitment

Commitment is the willingness of homestay operators to serve the tourist and having a strong desire to welcome and treat them nicely. Commitment is the

quality of homestay operators to sacrifice his/her time and effort to satisfy the tourists. Commitment is the emotional attachment of homestay operators towards the tourist (Yusof, 2016).

Commitment is also known for attributes and attitudes of homestay members toward their community to achieve the goal and objectives. Commitment towards the community during cultural shows and event results the positive impact towards the tourists (Yusof, 2017). Commitment is the attachment of homestay operators towards the community to satisfy the tourists and to increase the long-term relationships. In the community homestay, all the homestay operators work together for the tourist satisfaction and having the good commitment towards the community results the better understanding between the community and tourists.

Research Gap

In this research, the concepts of tourist satisfaction and theories of tourist satisfaction are taken as the important literatures and TENC model is taken as an important measurement tool to measure the tourist satisfaction level. SERVQUAL, HOLSERV, LQI, LODGQUAL, LODGSERV theories are reviewed to develop the TENC Model which states that tangibles, environment, nutriments and commitment are the important variables to measure the tourist satisfaction in homestay. This research applies all of it to measure the tourist satisfaction in the Tapeshwari Buffer

Zone Community Homestay of Belaka Municipality, Udaypur. This research analyzes that the tourists are satisfied at Tapeshwari Buffer Zone Community Homestay but tourists have not received good tangibles facility that they should need as per the tourist satisfaction concepts. Tourist have not experienced the good environment especially, richness of culture in Tapeshwari Buffer Zone Community Homestay as per the need of the Tourist Satisfaction Concept.

Methodology

Research Design

This research involves a descriptive and exploratory approach, utilizing quantitative methods for data collection and analysis. The objective is to investigate variables and apply knowledge in measuring them through surveys. The study develops questionnaires based on previous research and administers them to the participants who have visited the Tapeshwari Buffer Zone Community Homestay.

Sampling Procedure

The survey was conducted in Tapeshwari Buffer Zone Community Homestay of Belaka Municipality, Udaypur on October 2023 through the Random sampling. 110 questionnaires were distributed to the tourists visiting Tapeshwari Buffer Zone Community Homestay.

Measurement Items

This research paper utilizes the measurement items derived from prior studies, incorporating questionnaires with

two sections: one focusing on demographic details such as gender, age, profession, education, and income and types of tourist; the other encompassing measurement tools for related variables like Tangibles, Environment, Nutriment, Commitment, and Tourist Satisfaction. They were measured on 5-point Likert scale (1 for Strongly Disagree and 5 for Strongly Agree). These questionnaires are adopted from different sources of study and research papers.

For Tangibles, 5 measurement items were developed by reviewing research paper of Parasuraman (1988). The items include “Furnitures in this homestay are comfortable”, “The interior and exterior decoration in the homestay is appealing”, “The homestay facilities are up to date”, “The homestay is always clean since my first visit”, “The brochures and pamphlets are visually presented”.

Similarly, for Environment, 5 measurement items were developed by reviewing research paper of Bastola (2023). The items include, “Homestay is located at the naturally beautiful place”. “Community guarants the safety and security of the tourists staying at the homestay”. “Homestay provides the facility of village safari”, “Homestay shows the cultural programs performed by local artists”, “The community is very rich in its culture and traditions”. Moreover, for Nutriment, 5 measurement items were adopted by reviewing research paper of Wahid (2017). It includes, “The food provided

by homestay was organic”, “The kitchen of homestay was clean and hygienic”, “The dining space of homestay was clean and hygienic”, “The utensils of the homestay were clean and hygienic”, “Every food and vegetables in homestay were locally available”. Furthermore, for Commitment 6 measurement items were adopted by reviewing research paper of Yusof (2016). It includes, “The homestay operators are friendly and confidently approaches to me”, “The homestay operators are very understanding and attentive towards my inquiries”, “The homestay operators have the great willingness to help us”, “The homestay operators are skillful and give us the prompt service”, “local people of community are very helpful and polite”,

“the homestay operators have neat appearances”

Lastly, for tourist satisfaction, 4 measurement items were adopted by reviewing research paper of Bastola (2023) which includes “I am satisfied with the hospitable services provided by the homestay”, “I received the total value of facilities and services as I paid for”, “I have achieved more than I expected” and “I consider the overall operation in this homestay is strong”.

In this research, descriptive analysis is utilized to examine demographic details of participants, including age, gender, income, and education. The study also assesses the validity and reliability of all variables under consideration.

Table 1
Validity and Reliability Test

Variables	Loadings	Cronbach’s Alpha	Composite Reliability	Average Variance Extracted	Number of Items
Tangible	>.727	0.761	0.888	0.731	5
Environment	>.613	0.871	0.849	0.712	5
Nutriments	>.788	0.826	0.922	0.702	5
Commitment	>.731	0.822	0.813	0.889	6
Tourist Satisfaction	>.728	0.813	0.791	0.803	4

In the table 1, the study indicates that all domain variables have convergent validity and reliability. The Average Variance Extracted (AVE) values for Tangible (0.731), Environment (0.712), Nutriments (0.702), Commitment (0.889), and Tourist satisfaction (0.803)

are all above 0.5, confirming the convergent validity of the questionnaires.

Results and Discussion

This study examined the responses of 82 participants out of 110, as 28 questionnaires were invalidated due to improper answers. Among the valid

respondents, 78% were male, and 22% were female. The majority (41%) fell within the 18-25 age range, and 39% of participants held qualifications below a Bachelor's Degree.

Table 2

Type of Tourists Visiting the Homestay

Type of Tourists	Percentage
School and College Students	78%
Employees	13%
Businessman	09%

In table 2, the study explored that most of the tourist visiting homestay (78%) are the school and college students.

Some of the tourists are employees (13%) and businessman (09%).

Figure 1

Mean of Tangibles

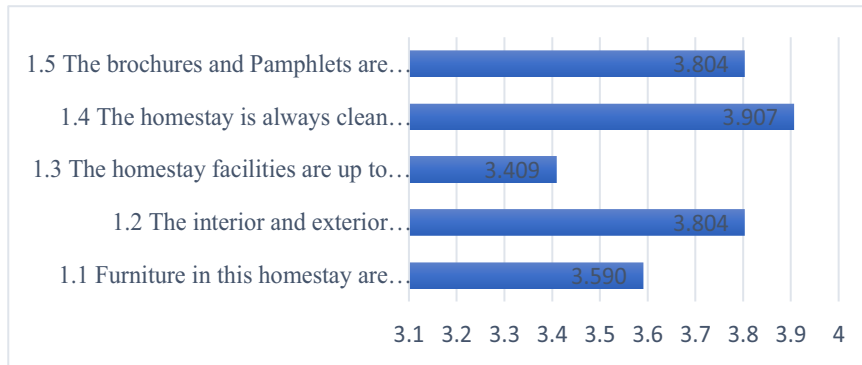


Figure 1 shows that the item number 1.4 “The homestay is always clean since my first visit” was rated the highest with the value of 3.907. Likewise, item number 1.3 “The homestay facilities are up to date” was rated the lowest with the value of 3.409.

Figure 2 shows that the item number 2.2 “Community guarants the safety and security of tourists staying at the homestay” was rated the highest with the value of 3.821. Likewise, item number 2.4 “The community is very rich in its culture and traditions” was rated the lowest with the value of 2.910.

Figure 2
Mean of Environment



Figure 3 shows that the item number 3.1 “The food provided by homestay was organic” was rated the highest with the value of 3.925. Likewise,

item number 3.2 “The kitchen of homestay was clean and hygienic” was rated the lowest with the value of 3.625.

Figure 3
Mean of Nutriments

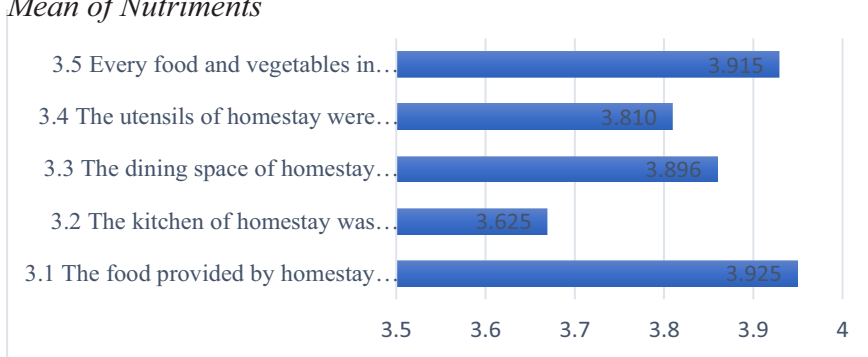


Figure 4
Mean of Commitment

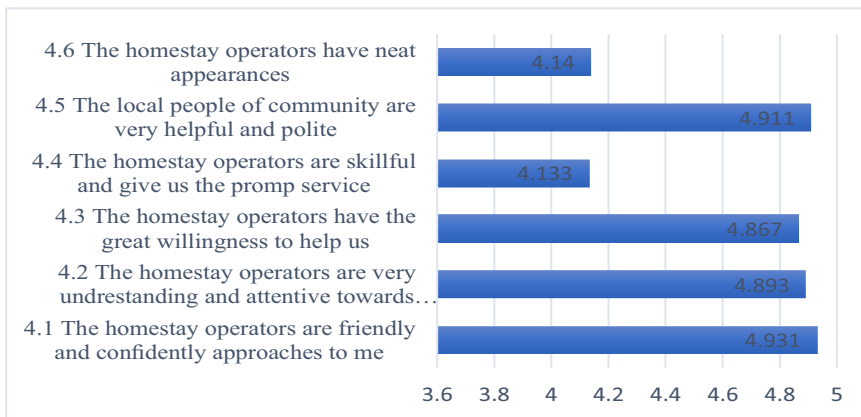


Figure 4 shows that the item number 4.1 “the homestay operators are friendly and confidently approaches to me” was rated the highest with the value

of 4.931. Likewise, item number 4.4 “the homestay operators are skillful and gives us the prompt service” was rated the lowest with the value of 4.133.

Figure 5
Mean of Tourist Satisfaction

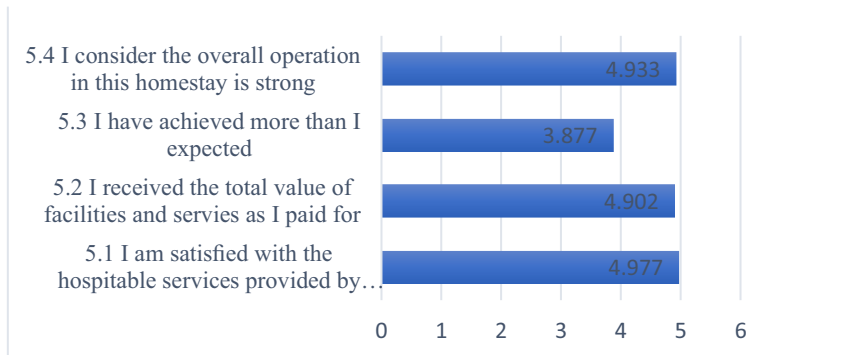


Figure 5 shows that the item number 5.1 “I am satisfied with the hospitable services provided by the homestay” was rated the highest with the

value of 4.977. Similarly, item number 5.3 “I have achieved more than I expected” was rated the lowest with the value of 3.877.

Table 3
Total Mean value of the Variables

Variables	Total Mean Value
Tangibles	3.70
Environment	3.38
Nutriments	3.834
Commitment	4.646
Tourist Satisfaction	4.67

The descriptive analysis shows that the total mean value of tangibles is 3.70. Similarly, mean of environment is 3.38 and mean of nutriments is 3.834. Furthermore, mean of commitment is 4.646 and tourist satisfaction is 4.67.

results, emphasizing the significance of tangible resources in enhancing customer satisfaction through entertainment, leisure, and attractive offerings in homestays. In contrast, Zhou (2022) findings are similar with the suggestions that a homestay's environment, encompassing beautiful sceneries, rich culture, and diverse tourism activities,

Discussion

Wahid (2017) discovered similar

contributes to an increased level of tourist satisfaction. This aligns with Pusiran (2021) which concluded that tourists experience higher satisfaction when provided with locally grown organic foods in a hygienic manner. Additionally, Yusof (2017) research supports the notion that employees play a crucial role in homestays, not only ensuring tourist satisfaction but also fostering long-term relationships through excellent service.

Conclusion and Implication

The present research investigated the factors affecting the tourist satisfaction at Tapeshwari Buffer Zone Community Homestay of Belaka Municipality. This research investigates tourist satisfaction, which is an assessment of a customer's experience in purchasing and consuming services. It focuses on homestays, defined as accommodations provided by local residents who offer lodging and meals in exchange for payment. The study employs the TENC (Tangibles, Environment, Nutriment, and Commitment) model to assess tourist satisfaction in the context of homestays. The survey, conducted through sampling, gathered data from 82 respondents, primarily school and college students, who visited the Tapeshwari Buffer Zone Community Homestay. This study found that Tangibles, Environment, Nutriment and Commitment are positive variables that affect the Tourist satisfaction in the homestay. Among the four variables Commitment and Nutriment are very strong variables of tourist satisfaction.

This study shows that most of the tourists are satisfied in Tapeshwari Buffer Zone Community Homestay. Thus, Tangibles, Environment, Nutriment and Commitment leads toward the tourist satisfaction in homestay. The Tapeshwari Buffer Zone Community Homestay area is not the sole location offering homestays; hence, this study might not encompass homestay experiences in other areas. It solely focuses on tourist satisfaction, excluding a comprehensive examination of all homestay aspects. The data collection, limited to a single day, may not fully capture the intentions of every tourist participating in homestay experiences.

This study highlighted that the key factors for satisfying tourists in a homestay include tangibles, environment, nutriment, and commitment. The identified practices leading to tourist satisfaction have a rated value above 3.38 (from 5-point Likert scale). In case of Tangibles, while the physical items generally remain in good condition, it is imperative for the homestay to stay vigilant about upgrading facilities within rooms, dining areas, and bathrooms. Regarding the Environment, the preservation of community culture and traditions is essential, requiring all local residents to be conscious of safeguarding and promoting their heritage. Likewise, in the domain of Nutriment, maintaining kitchen cleanliness is crucial for visitor satisfaction, as tourists appreciate observing a well-kept kitchen. Therefore, homestay must focus to keep their kitchen clean whenever they get the tourists.

Commitment shows that, homestay operators in Tapeswari Buffer Zone Community Homestay are very conscious about the Tourist satisfaction and they exhibit a strong awareness of their presentation, emphasizing a need for tidiness and professionalism. However, continuous practice is essential to ensure efficient assistance for every tourist. The community should prioritize regular skill development sessions to enhance the capabilities of homestay operators. Consequently, the satisfaction of tourists heavily relies on the proficiency of employees, making them a crucial aspect of the homestay experience.

References

- Bastola, A. (2023). Tourist Satisfaction in the Homestay of Nepal: Case Study of Namje Community Homestay. *Journal of Management*, 6(1), 31–46.
- Bowen, D., & Clarke, J. (2002). Reflections on tourist satisfaction research: Past, present and future. *Journal of Vacation Marketing*, 8(4), 297-308.
- Çetinkaya, M. Y., & Öter, Z. (2016). Role of tour guides on tourist satisfaction level in guided tours and impact on re-visiting Intention: research in Istanbul. *European Journal of Tourism, Hospitality and Recreation*, 7(1), 40-54.
- Choo, H., Ahn, K. and Petrick, J. F. (2016). An integrated model of festival revisit intentions. Theory of planned behavior and festival quality/satisfaction. *International Journal of Contemporary Hospitality Management*, 28(4), 818-838.
- Correia, A., Kozak, M., & Ferradeira, J. (2013). From tourist motivations to tourist satisfaction. *International journal of culture, tourism and hospitality research*, 7(4), 411-424.
- Guzman-Parra, V. F., Vila-Oblitas, J. R., & Maqueda-Lafuente, J. (2016). Exploring the effects of destination image attributes on tourist satisfaction and destination loyalty: an application in Málaga, Spain. *Tourism & Management Studies*, 12(1), 67-73.
- Howard, J. H., Cunningham, D. A., & Rechnitzer, P. A. (1986). Role ambiguity, Type A behavior, and job satisfaction: Moderating effects on cardiovascular and biochemical responses associated with coronary risk. *Journal of Applied Psychology*, 71(1), 95.
- Ismail, M. N. I., Hanafiah, M. H., Aminuddin, N., & Mustafa, N. (2016). Community-based homestay service quality, visitor satisfaction, and behavioral intention. *Procedia-Social and Behavioral Sciences*, 222, 398-405.
- Jussem, B. A. S., Kasuma, J., Ting, H., ZA, S. Z., & Darma, D. C. (2022). Revisit homestay in Kuching, Sarawak: The

- perspectives of local and foreign tourist. *Journal Manajemen Indonesia*, 22(3), 376-395.
- Ladhari, R. (2012). The lodging quality index: an independent assessment of validity and dimensions. *International Journal of Contemporary Hospitality Management*, 24(4), 628-652.
- Lu, M., & Yi, B. (2022). Homestay customers' perceived value mediates the influence of customer participation and host–customer interaction on customer satisfaction. *Social Behavior and Personality: an international journal*, 50(4), 1-11.
- Lynch, C. A., & Lippincott, J. K. (2005). Institutional repository deployment in the United States as of early 2005. *D-lib Magazine*, 11(9), 1-11.
- Nha, N. D. (2014). *Improve service quality in claim and denunciation of Dong Nai inspectorate* (Doctoral dissertation, International University-HCMC).
- Ogucha, E. B., Riungu, G. K., Kiama, F. K., & Mukolwe, E. (2015). The influence of homestay facilities on tourist satisfaction in the Lake Victoria Kenya Tourism Circuit. *Journal of Ecotourism*, 14(2-3), 278-287.
- Olson, P. D., & Bokor, D. W. (1995). Strategy process-content interaction: Effects on growth perf. *Journal of small business management*, 33(1), 34.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL instrument. *Journal of retailing*.
- Pusiran, A. K., Janin, Y., Marzuki, K. M., & Boonyanmethaporn, W. (2021). Food culture integration in menu plan for a sustainable homestay business. *Journal of Environmental Management & Tourism*, 12(1), 258-265.
- Ryan, C. (1995). *Researching tourist satisfaction: Issues, concepts, problems*. Routledge.
- Salleh, M., Omar, K., Yaakop, A. Y., & Mahmmod, A. R. (2013). Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), 221-226.
- Saayman, M., Li, G., Uysal, M., & Song, H. (2018). Tourist satisfaction and subjective well-being: An index approach. *International Journal of Tourism Research*, 20(3), 388-399.
- Septya, P. R., Taufik, P. A., & Yusuf, Z. (2019). The effect of service quality and marketing programs on third party funds. *Ilomata International Journal of Management*, 1(1), 8-12.
- Shahrivar, R. B. (2012). Factors that influence tourist satisfaction. *Journal of Travel and Tourism Research (Online)*, 12(1), 61.
- Suhartanto, D. (2018). Tourist satisfaction with souvenir

- shopping: evidence from Indonesian domestic tourists. *Current Issues in Tourism*, 21(6), 663-679.
- Tubey, W. and Tubey, R. J. (2014). Resources and attractions for sports tourism in north rift region in Kenya. *Journal of Economics and Sustainable Development*, 5(23), 170-176.
- Wong Ooi Mei, A., Dean, A. M., & White, C. J. (1999). Analysing service quality in the hospitality industry. *Managing Service Quality: An International Journal*, 9(2), 136-143.
- Wong, T. S., & Chan, J. K. L. (2023). Experience attributes and service quality dimensions of peer-to-peer accommodation in Malaysia. *Heliyon*, 9(7).
- Wahid, S. N. S., Dangi, M. R. M., Jabar, F., Muhamed, M. F. A. A., & Paino, H. (2017). Effect of tangibility and reliability service quality towards homestay customer satisfaction. *J Tour Hosp Env Manag*, 2, 44-53.
- Yousapronpaiboon, K. (2014). SERVQUAL: Measuring higher education service quality in Thailand. *Procedia-Social and Behavioral Sciences*, 116, 1088-1095.
- Yusof, Y., Muda, M. S., Amin, W. A., & Ibrahim, Y. (2013). Rural tourism in Malaysia: A homestay program. *China-USA Business Review*, 12(3).
- Yusof, Y., Muda, M. S., Salleh, A. M., Ibrahim, Y., & Amin, W. A. A. W. M. (2016). The determinants of commitment among homestay operators in Malaysia. *Procedia Economics and Finance*, 39, 256-261.
- Yusof, Y., Salleh, H. S., Mat, N. H. N., & Mohamed, W. N. (2017). Community Roles and Commitment of Members in Homestay Organizational Setting. *Advanced Science Letters*, 23(8), 7788-7791.
- Zhou, X., Wang, Y., & Ma, P. (2022). Survey on the tourist satisfaction of rural homestay based on the theory of importance–performance analysis. *Frontiers in Psychology*, 13, 940345.

