

## ANTECEDENTS OF TOURIST SATISFACTION AND SUSTAINABILITY TOURISM IN INDONESIA TOURISM VILLAGES

Tri WAHYUNINGSIH <sup>1\*</sup>, Ilham SENTOSA <sup>1</sup>, Nazatul Shima Binti Abdul RANI <sup>1</sup>

<sup>1</sup> Akademi Pariwisata Mandala Bhakti, Hospitality, Surakarta, Indonesia; tri\_wahyuningsih@mandalabhakti.ac.id (T.W.); ilham@unikl.edu.my (I.S.); shima.rani@unikl.edu.my (N.S.B.A.R.)

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**Abstract:** The development of tourist villages in Indonesia is very rapid, however, most tourist village managers pay little attention to sustainable tourism village management, so that many tourist villages do not develop well. This research aims to investigate the influence of the dimensions of sustainability and quality of experience on tourist loyalty in tourism villages, with tourist satisfaction as a mediating variable. The dimensions of sustainability used in this research include economic, environmental, socio-cultural and institutional sustainability. This study uses a quantitative approach. The number of samples used in this research was 394 tourists from ten tourism villages in Indonesia. Data analysis methods using PLS-SEM and SmartPLS are used to evaluate model measurements, structural models, and goodness of fit models. This research found that economic and environmental sustainability positively and significantly affect tourist satisfaction in tourism village. Meanwhile, socio-cultural sustainability and institutional sustainability do not have a significant influence on tourist satisfaction. The quality of experience significantly affects satisfaction, revisit intention, and WOM. Meanwhile, satisfaction has a significant effect on revisit intention and WOM. Based on these findings, to increase WOM and revisit intention, tourist village managers must pay attention to the dimensions of economic and environmental sustainability, as well as the quality of tourist experiences that can satisfy tourists. Tourists who are satisfied can provide recommendations to other people and have the desire to come back to the tourist village. Based on the explanation above regarding tourist satisfaction shows that tourist satisfaction is the key to increasing tourist loyalty. In the context of a tourist village, tourists' satisfaction can be created by providing memorable experiences in terms of services, facilities, attractions, and accommodations. Satisfied tourists are a long-term investment for a tourist village because it creates the intention to visit the village again, or if they do not visit again, they will recommend it to other people and mention optimistic things about the village. This study develops a desire model for tourism villages that are increasingly developing throughout the world. These results can be used as a strategy or reference for tourism village managers to develop sustainable tourism villages.

**Keywords:** sustainability tourism village, tourist satisfaction, quality of experience, tourist loyalty

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### INTRODUCTION

Tourism village encompasses diverse activities that typically revolve around nature-based tourism, agriculture, village life and culture, fishing, and the appreciation of rural landscapes (Yanan et al., 2024). Tourism awareness communities or village governments develop rural tourism in Indonesia into tourism villages (Rosalina et al., 2023). The government and entrepreneurs utilize tourism villages as a profitable prospect and can improve the economic conditions of the village (Yanan et al., 2024). Villages engage in many efforts overseen by the local administration or tourism advocacy organizations to transform their villages into tourist destinations. Tourism villages worldwide are experiencing rapid development by integrating natural and cultural attractions, historical significance, artistic elements, well-equipped public tourist amenities, and convenient accessibility while preserving the authentic procedures and traditions of village life (Gao & Wu, 2017).

This phenomenon promotes sustainable development, safeguards the local heritage, and enhances the welfare of locals and tourists (Yanan et al., 2024). Tourism villages provide distinctive prospects for tourists to fully engage in the local culture, partake in traditional activities, and contribute to the local economy, ensuring their vacation is genuinely memorable and influential. Tourism villages enhance the variety of tourism offerings, entice many tourists, and foster economic development in rural regions by offering genuine and authentic travel experiences (Song et al., 2021).

Sustainable tourism villages are rural locations that preserve and promote locally produced goods and values while utilizing tourism as a catalyst for economic growth and new job and income opportunities (Chin et al., 2016). Sustainable tourism villages offer activities focusing on social tourism sustainability, environment, culture, and economy (Vu et al., 2024). Sustainable tourism villages promote sustainable practices for more efficient resource use and reduced emissions and waste (Pásková et al., 2021). They also promote the conservation of natural and cultural resources and commit to innovation and Sustainability in all social and environmental aspects (Maziliauske, 2024). Sustainable tourism provides socio-economic benefits for people living in tourist destination areas, conserves tourism resources, protects the

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\* Corresponding author

environment, and creates authentic tourism experiences (Rosalina et al., 2023). This sustainable tourism aims to unite tourists and local communities for mutual benefit. When more tourist funds go directly into the pockets of people in tourist destinations, they spend most or all of those funds on the local economy. With more money circulating in society, this will encourage the emergence of new businesses, create jobs, and reduce poverty (Luukkonen, 2013).

The Sustainability of tourist destinations is measured by tourist loyalty, therefore many studies have examined various variables that influence tourist loyalty. For example, Campón-Cerro et al. (2017), their research found that competitiveness and tourism satisfaction have a significant effect on tourist loyalty. These findings corroborate studies by Al-Ansi and Han (2019), which examined how perceived quality and contentment affected visitors' intentions to return and spread the word about a destination. According to Cong's (2016) research, contentment and the inclination to return are highly influenced by the perceived quality of tourism sites. Research conducted by Ardyan & Wibisono (2019), Suhartanto et al. (2020), and Sangpikul (2018) examined the influence of travel experience on tourist satisfaction and loyalty. One of the common socio-demographic characteristics investigated in recent research is previous experience. Van-Dunem et al. (2021) and Rajaratnam et al. (2015) revealed that previous visits strengthened revisit intention. Based on the findings of this study, it is evident that the travel experience exerts a substantial impact on visitor satisfaction and loyalty.

Studies on tourists' views of destinations and their future behavior concentrate on tourist satisfaction since it is crucial in influencing the intention to revisit and word-of-mouth promotion in destination marketing (Elfiondri et al., 2021; Khoo, 2022). Positive word-of-mouth recommendations from satisfied tourists significantly influence others to visit an area more than negative feedback from dissatisfied tourists (Cong, 2016; Suhartanto et al., 2020). Research findings often contradict one other when satisfaction is considered a mediating variable. Research indicates that satisfaction can have a complete, partial, or no mediation effect on the correlation between goal quality and behavioral intention or loyalty behavior (Žabkar et al., 2010).

No research directly examines the sustainable dimensions of tourist loyalty in tourism villages. The study conducted by Asmelash & Kumar (2019) focused only on investigating the correlation between the sustainability dimensions encompassing economic, environmental, socio-cultural, and institutional aspects and the level of satisfaction experienced by tourists in the context of museums and cultural tourism. The research findings suggest that tourist satisfaction is influenced by institutional, economic, and socio-cultural Sustainability. Nevertheless, environmental Sustainability has a negligible effect.

In order to address the limitations of prior research findings, the present study aims to investigate the influence of the sustainability factor on tourist loyalty, specifically in terms of word of mouth and revisit intention. This relationship will be examined through the mediating variables of satisfaction and quality of tourist experience within the context of tourism villages. This study aims to investigate the implementation of sustainable principles in 10 developing tourism villages located in Indonesia. The findings of this research will serve as a valuable reference for managers of other tourism villages that are still in development. This study to investigates the influence of the dimensions of Sustainability and quality of experience on tourist loyalty in tourism villages, with tourist satisfaction as a mediating variable.

## LITERATURE REVIEW

### 1. The Relationship between Sustainable Tourism and Tourist Satisfaction

Prior studies have demonstrated that pleasure can be differentiated between individuals' initial desires and their experience following consumption. Within the tourism industry, satisfaction is determined by the alignment between pre-visit expectations and post-visit experiences. Tourists feel satisfied when displays surpass their pre-existing expectations, whereas they sense disappointment when their pre-existing expectations do not align with their observed performance (Quynh et al., 2021). Sustainable tourism development will only occur with tourist satisfaction (Quynh et al., 2021; Zakiah et al., 2023). According to prior scholarly investigations, a correlation exists between tourist satisfaction and sustainable tourism development (Asmelash & Kumar, 2019; Zakiah et al., 2023). The findings of Asmelash & Kumar (2019) and Zakiah et al. (2023) indicate that contented tourists are more likely to engage in word-of-mouth recommendations, express favorable sentiments to their acquaintances, and exhibit loyalty towards the tourist sites they have visited. The pleasure mentioned above is significant in promoting sustainable tourism growth while minimizing the financial burden of marketing expenses (Asmelash & Kumar, 2019).

The population's compliance with the elements of sustainable tourism development was examined in several earlier studies, but the viewpoint of tourists is still a topic that needs more research (Chatkaewnapanon & Kelly, 2019). Some experts concentrate on analyzing the impact of the environmental dimension (Chatkaewnapanon & Kelly, 2019), environmental, social, and cultural dimensions (Asmelash & Kumar, 2019), economic, socio-cultural, and environmental dimensions (Asmelash & Kumar, 2019; Aydin & Alvarez, 2016). Fewer have extended the use of the triple bottom line to include the institutional component as the fourth primary pillar of development for sustainable tourism (Asmelash & Kumar, 2019). Research by Rojulai et al. (2018) employing Social Exchange Theory (SET) discovered four characteristics of the influence of tourist growth. They are reliable and valid regarding the economy, society, culture, and environment. Furthermore, there is validation for the quality of life and support for expanding tourism.

The predictive power of the economic dimension is the strongest, followed by the social dimension. However, the environmental dimension is found to be statistically negligible. In a previous study, Wiwattanakantanga & To-ima (2014) investigated the impact of four aspects of sustainable tourism on the level of satisfaction experienced by tourists in Thailand. The study conducted by Asmelash & Kumar (2019) found that social culture and environment were the primary and secondary factors impacting tourist satisfaction, with the economic dimension being the third most significant. In their examination of the area, the researchers found that the institutional factor had the least significant impact on tourist satisfaction. The study conducted by Jasrotia et al. (2023) found that three dimensions of sustainability, namely

environmental, socio-cultural and institutional, have a significant effect on tourist satisfaction. In another study, Jasrotia et al. (2024) found that the influence of the sustainability dimensions, namely environmental, socio-cultural and institutional, had a significant effect on tourist satisfaction, while the economic dimension did not have a significant effect on tourist satisfaction. Previous research findings have not reached the same conclusion, a study conducted by Rasoolimanesh et al. (2023) found that only socio-cultural sustainability had a significant influence on tourist satisfaction and revisit intention, while the economic and environmental dimensions had no significant influence.

The study formulated and examined the following four hypotheses based on the investigations above.

H1: Economic Sustainability influences tourist satisfaction in tourist villages.

**H2: Environmental Sustainability influences tourist satisfaction in tourist villages.**

H3: Socio-Cultural Sustainability influences tourist satisfaction in tourist villages.

H4: Institutional Sustainability influences tourist satisfaction in tourist villages.

## 2. The Relationship between Experience Quality and Tourist Satisfaction and Tourist Loyalty

Research in the tourism sector tends to agree on a positive relationship between the quality of the experience and tourists' intention to visit again. Ardyan & Wibisono (2019) show that tourists' experience with attractions is a fundamental aspect that influences tourists' consumption behavior when asked to visit tourist attractions. The favorable correlation between visitor experiences and attractions and future behavior, such as satisfaction, behavioral intentions, and destination recall, has been reinforced by later studies. The correlation between the quality of the experience, the contentment of tourists, and their loyalty enhances the loyalty model (Cao et al., 2024; Quynh et al., 2021; Suhartanto et al., 2020).

A study conducted by Li & Zhou (2021) found that the quality of experience has a significant effect on tourist loyalty. Zhong (2024) study found the influence of the experience quality dimensions, namely service quality, environmental quality, and perceived value on revisit intention. The study conducted by Pereira et al. (2023) found the influence of experience quality on tourist satisfaction, tourist loyalty and recommendations.

Several studies show that satisfaction has a full mediation effect, partial mediation effect, or no mediation effect on the relationship between destination quality and behavioral intentions or loyalty behavior (Al-Ansi & Han, 2019; Ardyan & Wibisono, 2019; Asmelash & Kumar, 2019). Based on this research, the following hypothesis can be formulated:

**H5:** The quality of experience influences tourist satisfaction in tourist villages.

**H6:** The quality of experience influences the intention to revisit rural tourist villages.

**H7:** The quality of experience influences word-of-mouth promotion in tourist villages.

### 3. The Relationship between Tourist Satisfaction and Tourist Loyalty

Previous research linking satisfaction and loyalty has shown that there is a significant influence of satisfaction on loyalty (Asmelash & Kumar, 2019; Breiby & Slåtten, 2018; Wang & Li, 2023; Zakiah et al., 2023). Loyalty is a two-dimensional variable with behavioral and attitudinal components, and it is examined in most studies. One of the best sources of loyalty is attitude, derived from the feelings visitors evoke and generally suggests a positive attitude toward a particular place. Even if a person does not return to a destination, this attitude demonstrates their propensity to suggest it to future travelers (Cossío-Silva et al., 2019; Wang, L., & Li, 2023).

Many studies investigate the relationship between tourist satisfaction and loyalty (Asmelash & Kumar, 2019; Breiby & Slåtten, 2018). Studies conducted by Kusumah (2024) and Kusdibyo (2022) found that tourist satisfaction has a significant effect on tourist destination loyalty. Pandey et al. (2023) and Shatnawi et al. (2023) found that satisfaction has a significant effect on revisit intention. While Dias et al. (2023) and Arismayanti et al. (2024) found that satisfaction has a significant effect on word of mouth. Based on the previous research, the following hypothesis can be formulated:

**H8:** Tourist satisfaction influences the intention to visit a tourist village again.

**H9:** Tourist satisfaction influences word of mouth in tourist villages.

Based on the literature review and hypothesis development, the following conceptual framework is proposed in this research:

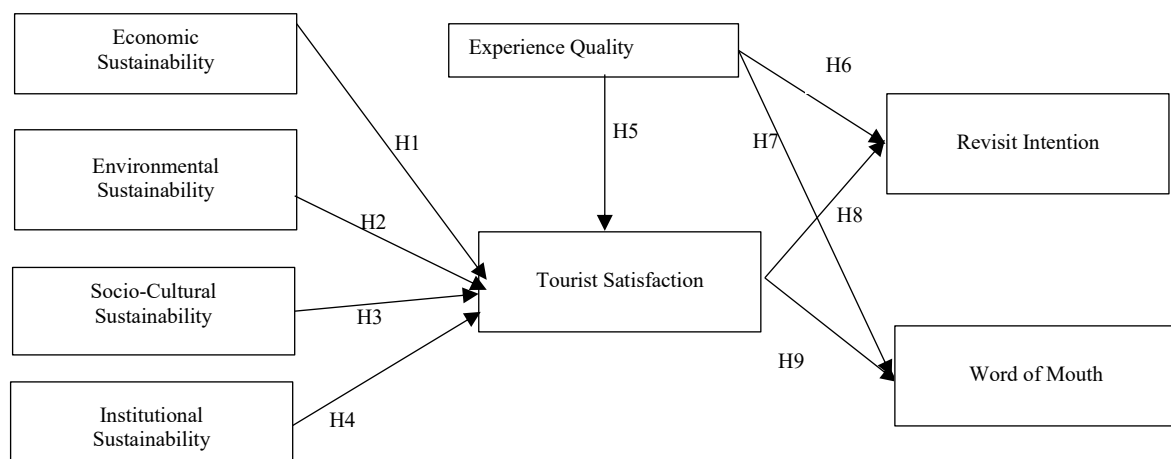


Figure 1. Conceptual Framework (Source: Own Conceptual Model)

## METHOD OF RESEARCH

In this research, the number of samples taken used proportional random sampling and purposive sampling. The number of samples taken was 394 tourists. The measurement of tourism sustainability variables refers to Asmelash & Kumar (2019), and the dimensions of economic Sustainability include the quality of employment, economic viability, and local welfare. The dimensions of Environmental Sustainability include physical integrity, biodiversity, resource efficiency, and environmental purity. Socio-cultural dimensions of Sustainability include social justice, visitor satisfaction, local control, community welfare, and cultural richness. The institutional sustainability dimension includes locally oriented control policies, political participation, local policy planning, and political support at various levels of government.

The Experience Quality measurement refers to Suhartanto et al. (2019), which includes indicators of escape, peace of mind, involvement, recognition, and learning. Measurement of tourist satisfaction refers to Asmelash & Kumar (2019), with indicators namely attractiveness, friendliness, treatment of tourist staff, reasonableness of entry fees, quality of information, safety and security, accessibility, and accommodation. Measurement of revisit intention refers to Som et al. (2014), and word of mouth refers to Akin & Demirel (2011). A five-point Likert scale was used to measure all variables in this study.

The data collection method uses a questionnaire. Questionnaires were given to respondents in this research, namely tourists in tourist villages in Karanganyar Regency. The data analysis used is PLS-SEM. The present study employs a multivariate statistical analysis to assess factors' collective impact, conduct predictive research, and explore or construct structural models (Hair et al., 2018). The assessment of the structural equation modeling (SEM) model in partial least squares (PLS) analysis includes the evaluation of the measurement model, the structural model, and the model's goodness of fit. The flow of this research can be seen in Figure 2 as follows:

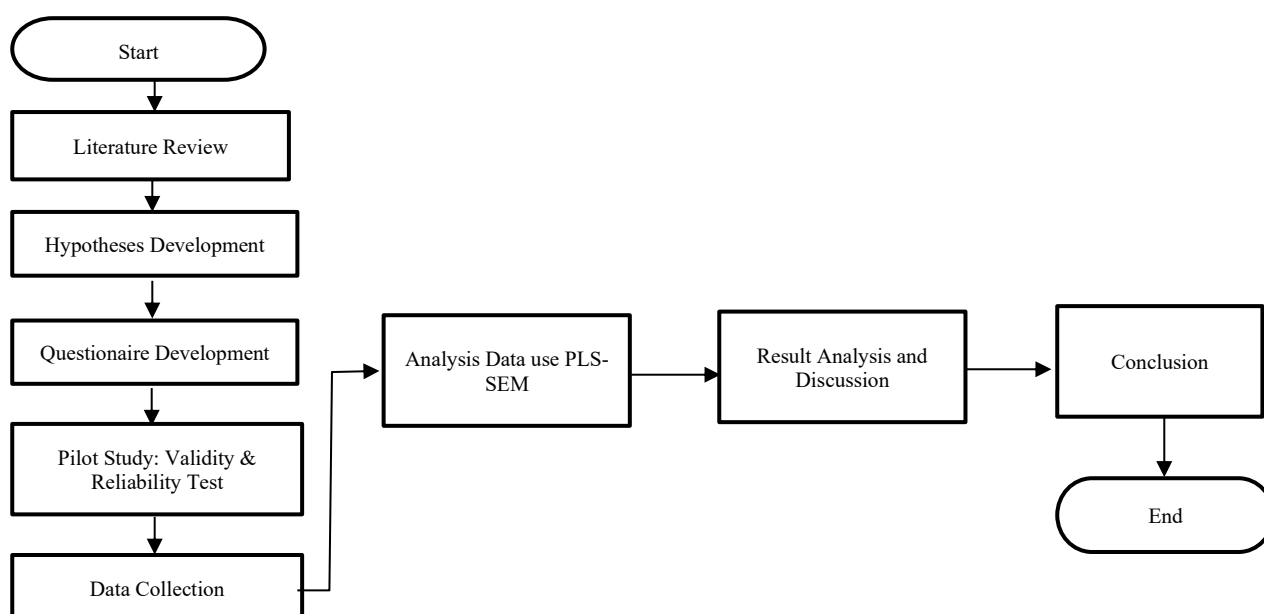


Figure 2. Flowchart of Methodology

## RESULT AND DISCUSSION

### 1. Evaluation of measurement models

The measurement model in this research consists of a reflective model where the variables of economic Sustainability, environmental Sustainability, socio-cultural Sustainability, institutional Sustainability, quality of experience, tourist satisfaction, WOM, and intention to revisit are measured reflectively. The results of the measurement model evaluation can be seen in Table 1. Table 1 shows that all variables have indicators with an outer loading above 0.5, meaning the measurement items are valid. The level of variable reliability is acceptable, as indicated by Cronbach's alpha and composite reliability, which is above 0.70. A convergent validity level (AVE) > 0.50 meets the requirements for good convergent validity. Discriminant validity was tested using the HTMT. The results of the discriminant validity test can be seen in Table 2.

Table 1. Outer Loading, Composite Reliability, and Average Variance Extracted  
(Source: Results from the SmartPLS analysis by the authors)

Variable	Items	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Economic Sustainability (EC)	11	0.778 – 0.889	0.957	0.963	0.702
Environmental Sustainability (EN)	12	0.876 – 0.935	0.980	0.982	0.817
Socio-cultural Sustainability (SC)	10	0.875 – 0.901	0.966	0.971	0.786
Institutional Sustainability (IN)	12	0.806 – 0.878	0.961	0.966	0.719
Quality of experience (EQ)	11	0.843 – 0.903	0.969	0.973	0.784
Tourist satisfaction (SAT)	8	0.870 – 0.899	0.961	0.967	0.786
WOM	3	0.937 – 0.953	0.940	0.962	0.893
Revisit intention (RI)	3	0.919 – 0.942	0.926	0.953	0.872

Tabel 2. Rasio Heterotrait-Monotrait (HTMT) (Source: Results from the SmartPLS analysis by the authors)

	EC	EN		EQ	IN	RI	SAT	SC	WOM
EC									
EN	0,729								
EQ	0,552	0,612							
IN	0,641	0,702		0,773					
RI	0,458	0,502		0,700	0,592				
SAT	0,568	0,632		0,657	0,603	0,651			
SC	0,648	0,742		0,590	0,749	0,519	0,558		
WOM	0,520	0,601		0,664	0,587	0,641	0,787	0,518	

Discriminant validity is attained because the HTMT value for pairing variables is below 0.90, indicating that the variable for the item whose measurement is more vital than dividing the variance into other variable items.

Discriminant validity with cross-loadings shows that all measuring items have significant correlations with each variable and weak correlations with others.

## 2. Evaluation of Structural Model

The correlation evaluation model tests the research variables that influence the hypothesis. The structural model evaluation has three steps. First, check for multicollinearity between variables and the inner VIF measure. Inner VIF values below 5 suggest no variable multicollinearity.

The second is to test the hypothesis between variables using t or p values. A significant relationship exists between variables if the t-statistic is more than 1.96 or the p-value is less than 0.05. Results and 95% confidence intervals for computed line coefficient parameters must also be communicated. Third, the f square value shows the direct variables' structural level influence (f square 0.02 is low, 0.15 is medium, and 0.35 is strong) (Hair et al., 2018).

Table 3. Inner VIF (Source: Results from the SmartPLS analysis by the authors)

Variable	RI	SAT	WOM
EC		2.191	
EN		2.892	
EQ	1.677	2.353	1.677
IN		3.375	
SAT	1.677		1.677
SC		2.684	

The evaluation results of the measurement model with Inner VIF show that the Inner VIF value between variables is smaller than 5. This value indicates no multicollinearity between variables or a low multicollinearity between variables. These results strengthen the robust (not biased) parameter estimation results in SEM PLS. The results of the hypothesis test show that seven hypotheses are accepted and two hypotheses are rejected. This result means that the model used has a good or acceptable structure. The results of testing the PLS-SEM model can be seen in Figure 2.

Table 4. Hypothesis test (Source: Results from the SmartPLS analysis by the authors)

Hypothesis	Path Coefficient	P value	f <sup>2</sup>	Conclusions
EC → SAT	0.128	0.017	0.015	H1 accepted
EN → SAT	0.252	0.000	0.044	H2 accepted
SC → SAT	0.054	0.374	0.002	H3 rejected
IN → SAT	0.007	0.923	0.000	H4 rejected
EQ → SAT	0.381	0.000	0.123	H5 accepted
EQ → RI	0.459	0.000	0.253	H6 accepted
EQ → WOM	0.266	0.000	0.107	H7 accepted
SAT → RI	0.323	0.000	0.126	H8 accepted
SAT → WOM	0.580	0.000	0.506	H9 accepted

## 3. Goodness of Fit Model

PLS is a variance-based SEM analysis with the aim of testing model theory, which focuses on prediction studies. Therefore, several measures were developed to state that the submitted model was acceptable, such as R square and SRMR (Hair et al., 2019). According to Chin (1998), the qualitative interpretation value of R square is 0.19 (low influence), 0.33 (moderate influence), and 0.66 (high influence). Based on the processing results above, the joint influence of economic Sustainability, Environmental Sustainability, socio-cultural Sustainability, institutional Sustainability, and quality of experience on tourist satisfaction is 0.500 or 50% (moderate influence). The magnitude of the influence of the quality of experience and tourist satisfaction on intention to revisit is 50.4% (moderate influence), and the influence of the quality of experience and tourist satisfaction on WOM is 60.4% (moderate influence). Hair et al. (2021) state that SRMR values below 0.08 imply a well-fitted model. The obtained model estimation value is 0.035, indicating a high level of appropriateness for the model. This result implies that the variables in the model can be elucidated by empirical evidence.

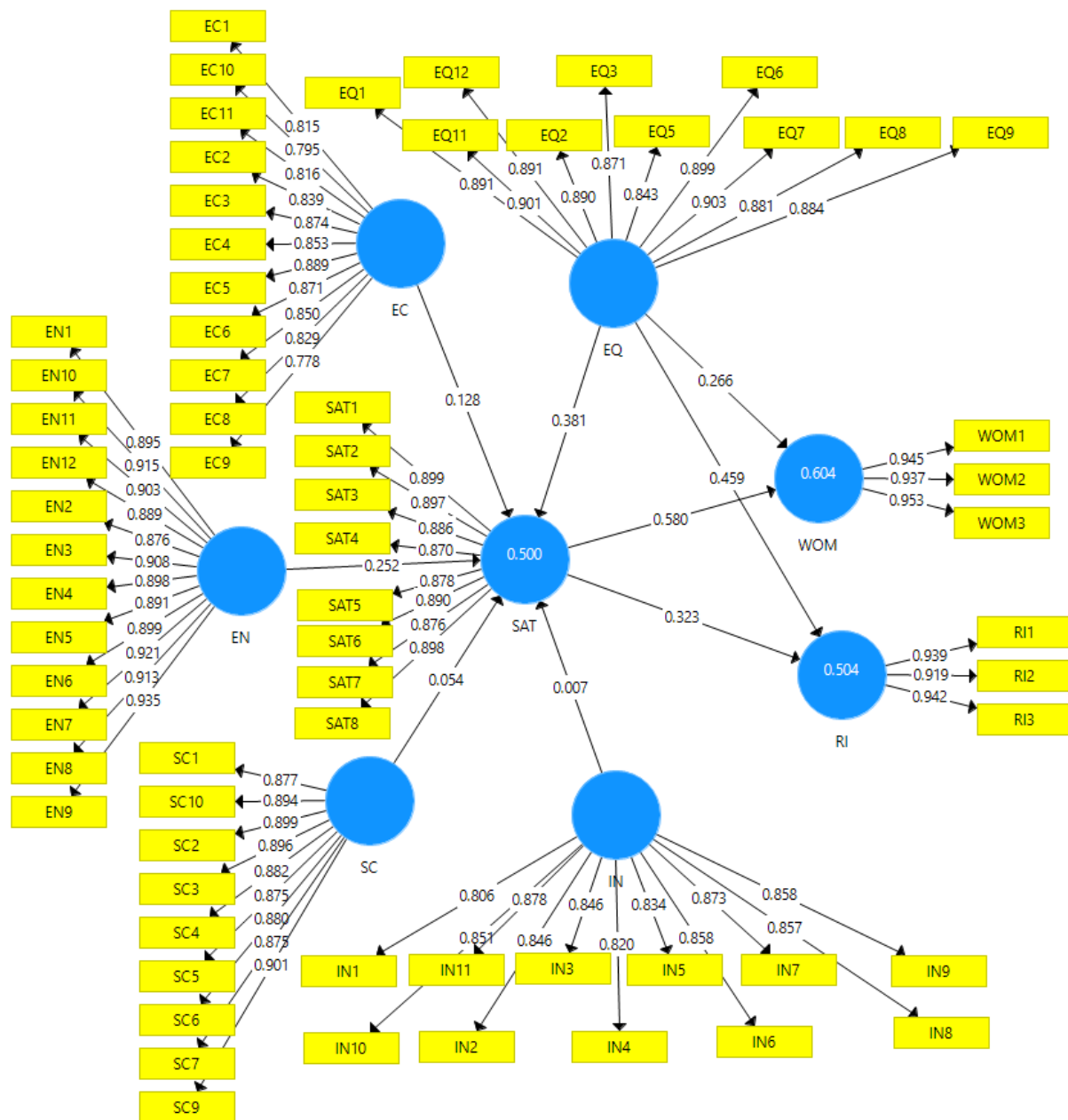


Figure 3. Estimated Results of SEM Structural Model

## DISCUSSION

### 1. The Influence Of Economic Sustainability And Tourist Satisfaction

Economic Sustainability in tourism villages refers to the ability of tourism villages to manage their resources and responsibly generate long-term profits for their communities. This study found that economic settlement positively affects and significantly influences tourist satisfaction. The positive influence shows that the more (less) tourists show a positive perception of economic stability, the higher the perception of sustainable governance in the economic aspect, and the greater the tourist satisfaction with the village. The results of this hypothesis testing are in line with research conducted by Lee & Hsieh (2016), Asmelash & Kumar (2019), and Aydin & Alvarez (2016). These significant results indicate that the ability of tourism village managers to manage ecosystems is excellent. Economic Sustainability is vital to economic continuity and prosperity, especially in diversifying local resources and managing seasonal tourist visits. Meanwhile, other measurement items are good but need to be improved again so that they can increase tourist satisfaction.

Business diversification must help tourist destinations remain competitive (Campón-Cerro et al., 2017) and help tourist villages overcome market trends or unexpected economic conditions and attract more tourists (Winchenbach et al., 2022). Tourism managers use differentiated strategies by offering various product innovations (Szromek et al., 2022) and services to reach a broader target market, thereby increasing revenue potential. Tourism villages with various products and services can reduce dependence on one source of income. If one product or service experiences a decline in demand or fails, the company still has other sources of income that can cover the loss. Diversification can also help tourism villages cope with unexpected changes in market trends or economic conditions and attract more tourists. A tourism village can reach different market segments and cater to tourists' needs and preferences by offering various products and services.

## 2. The Influence of Environmental Sustainability on Tourist Satisfaction

The ecological challenges tourism villages face require managers to develop strategies that conserve natural resources and control pollution. Managing the environment at this tourist destination requires understanding and concern from all parties about managing tourism without damaging the environment. Tourists appreciate destination managers who operate by improving, preserving, and conserving nature. Tourists are very interested in tourist destinations that maintain the ecological balance of nature and a clean and healthy environment.

This research found that the presence of the environment has a positive and significant effect on tourist satisfaction. The positive influence shows that the better the sustainable environmental management carried out by the tourism village, the more favorable it will be perceived by tourists, resulting in satisfaction. The results of this hypothesis testing are different from the research conducted by Lee & Hsieh (2016), Asmelash & Kumar (2019), and Aydin & Alvarez (2016). However, based on respondents' perceptions, tourists only perceive the level of environmental desirability as quite good, meaning that sustainable environmental management needs to be improved. Environmental Sustainability is very concerned with resource efficiency and environmental purity, especially in the management of solid waste and rubbish. Meanwhile, other good measurement items need to be maintained and improved again.

## 3. The Influence of Socio-cultural Sustainability on Tourist Satisfaction

Tourism villages should preserve their social and cultural values as an attraction for tourists to learn customs and enjoy the natural village atmosphere. This research found that socio-cultural Sustainability has a positive but not significant effect. The insignificant influence of socio-cultural Sustainability on satisfaction shows that the management of socio-cultural Sustainability has not been implemented optimally, so positive perceptions have not been obtained from tourists. This result is reflected in the tourist perception index of only 65.9%, in the sufficient category.

This study's findings differ from research conducted by Lee & Hsieh (2016) and Aydin & Alvarez (2016), who show that socio-cultural Sustainability positively and significantly affects tourist satisfaction. According to the findings of Asmelash & Kumar (2019), socio-cultural desires emerged as the most influential factor in predicting tourist happiness, with institutional and economic desires following suit. Socio-cultural Sustainability is crucial in facilitating substantial cultural exchange between tourists and local populations, promoting positive and harmonious connections. Tourists desire a direct link to the historical and cultural aspects of the local area.

## 4. The Influence of Institutional Sustainability on Tourist Satisfaction

Institutional sustainability refers to an institution's capacity to sustain its performance in its strategic environment by effectively adapting to the changing dynamics of its surrounding strategic environment. In the context of tourism villages, institutions are related to the institutional capabilities of tourism villages that can survive in the long term in managing tourism in their villages. This research found that institutional Sustainability positively and significantly affects tourist satisfaction. This result means a better initial moment of tourism villages can increase tourist satisfaction. The findings of this study are in line with research conducted by Lee & Hsieh (2016), Asmelash & Kumar (2019), and Aydin & Alvarez (2016), which show that institutional Sustainability has a positive and significant effect on tourist satisfaction.

According to Purnomo et al. (2020), things that can influence the level of community participation in development include age, education, type of work, income level, length of stay in the village, level of communication and leadership. A bottom-up perspective in understanding the village development process can show the community's leadership role and active involvement, which influences every planning and budget allocation policy. The village head's leadership can be seen in four indicators: ideal influence, inspirational motivation, intellectual stimulation, and individual consideration. These indicators, of course, have a direct influence on community participation. According to other research written by Mai et al. (2023), Purnomo et al. (2020), and Abidin et al., (2022) it is also stated that it is essential to pay attention to the role of leadership in developing and directing all components of tourism. Broad participation and contribution of traditional leadership can provide a solid foundation for the successful development of cultural tourism.

The leadership model developed in tourism development is parabolic or traditional leadership, which has the power to implement customs that have been in effect for hundreds of years. So, in dealing with, managing, and organizing a problem, in this case, tourism, the involvement of institutions or other non-governmental institutions, including non-governmental organizations or traditional institutions and traditional communities that live amid society, is vital.

## 5. The Influence Of Experience Quality On Tourist Satisfaction

This research found that the quality of experience positively and significantly affects tourist satisfaction. This result means that the more tourists have exciting experiences, the more tourist satisfaction will increase. The results of the perception index show that respondents' perceptions of the Quality of Experience are generally moderate/reasonably good. This result shows that respondents perceive the quality of experience as quite good, so tourism village managers in Karanganyar regency need further improvements in serving tourists in all these measurement items.

Experience is an essential concept in hospitality and tourism to understand consumer behavior. The hospitality and tourism industry's products are always based on experience and are classified as total experiences (Lewis & Chambers, 2000). Tourist experience is interpreted as a subjective mental state felt by participants and as an individual's subjective evaluation of events, which includes affective, cognitive, and behavioral aspects (Tung & Ritchie, 2011).

The travel experience begins before arrival at the destination and ends with memories of the experience and plans for future visits. The key to gaining profits in the tourism industry is the creation of high-quality hedonic experiences and



meaningful, unique, and memorable travel experiences to generate customer retention (Coudounaris, 2017; Kim, 2014). Each customer may have a positive or negative experience, which is an inevitable result of consuming a product/service because their needs and desires differ (Yuan & Wu, 2008). Regarding the quality of experience in tourism villages, this study reveals that tourists greatly value attraction scenarios that offer a sense of comfort. These situations contribute to a high-quality experience and enhance tourist satisfaction.

#### 6. The Influence Of Experience Quality On Tourist Loyalty In Tourism Villages

The quality of experience in tourism has been widely researched, but different tourist segments can experience different experiences because their motivations for consuming tourist attractions differ (Cao et al., 2024; Suhartanto et al., 2020). This study found that the quality of experience has a positive and significant effect on the intention to revisit and WOM as a proxy for tourist loyalty. This result means that the better the experience tourists feel, the greater their intention to visit again and WOM. Loyalty comprises both attitudinal and behavioral elements. Attitudinal loyalty is regarded as the most potent form of loyalty, reflecting the genuine personal attitude towards a destination and stemming from the travelers' emotions toward that destination. This attitude indicates an individual's inclination to suggest a site to other tourists, even if they do not revisit it (Chen et al., 2022). Loyalty to a tourism village is essential because it generates profits and further growth and development. These characteristics are common in tourist destinations and are even more relevant in tourism villages. This factor is due to the influence of tourism on local economic growth, employment, and community welfare, especially in the local economy, which is closely related to the tourism sector.

#### 7. The Influence Of Tourist Satisfaction On Tourist Loyalty In Tourism Villages

The results of this study found that satisfaction has a positive and significant influence on the intention to visit WOM. The positive influence shows that the more satisfied tourists are, the greater their desire to visit again and recommend to others. The research aligns with Al-Ansi & Han (2019) and Chi et al. (2019), which concluded that tourist satisfaction is an antecedent that influences tourist loyalty. This result shows that tourists are essential in promoting tourism in villages. Therefore, tourism village managers need to understand tourists' perceptions of satisfaction. Tourist destination satisfaction is the assessment of tourists' emotional or affective reactions to the effectiveness of items and services provided at the destination. It determines the degree of comfort, enjoyment, and approval when using or consuming a product or service (Suhartanto et al., 2020). Past studies have shown the significant importance of contentment due to tourists' elevated expectations and ambitions for the future. Emphasizing high satisfaction levels and offering distinctive experiences are crucial priorities for marketers and managers of global tourist sites (Suhartanto et al., 2020).

Based on the explanation above regarding tourist satisfaction shows that tourist satisfaction is the key to increasing tourist loyalty. In the context of a tourist village, tourists' satisfaction can be created by providing memorable experiences in terms of services, facilities, attractions, and accommodations. Satisfied tourists are a long-term investment for a tourist village because it creates the intention to visit the village again, or if they do not visit again, they will recommend it to other people and mention optimistic things about the village.

### CONCLUSION

Based on the analysis and discussion findings, the following conclusions can be drawn: Economic and environmental Sustainability positively and significantly affect tourist satisfaction in tourism village. Experience quality and tourist satisfaction have positively and significantly affected revisit intention and word of mouth in tourism village.

Tourist satisfaction has a positive and significant effect on the relationship between economic Sustainability, Environmental Sustainability, experience quality with revisit intention, and WOM in tourism village. This study relies on a setting that is limited in scope, which impacts the generalization of the model in conditions.

Therefore, to apply the study in different settings, attention must be paid to the background profile of the variables behind the test. This limitation is necessary to avoid problems with test results that impact errors when formulating recommended management policies. This study only uses a questionnaire as a data collection tool so that it can cause an element of subjectivity in the respondents' answers. For future research it is best to use in-depth interviews to complement the questionnaire results.

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