

An exploration of service quality in relation to tourist satisfaction at Lebakmuncang Tourism Village

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Abstract

Purpose: This study aims to explore the relationship between service quality and tourist satisfaction in Lebakmuncang Tourism Village, located in Bandung Regency. The research emphasizes the importance of service quality in enhancing visitor satisfaction, particularly within the framework of community-based tourism.

Research Methodology: A descriptive quantitative approach was used in this study. Data were collected from 95 tourist respondents through a structured questionnaire utilizing the Likert scale. The instrument was adapted from the SERVQUAL model and included additional dimensions such as willingness to serve, openness, reputation, and credibility.

Results: The results indicate that tourists provided highly positive evaluations of various service quality dimensions, including physical evidence, reliability, responsiveness, assurance, empathy, and emotional aspects. These assessments correspond with high levels of tourist satisfaction in terms of contentment, enjoyment, favorable impressions, and overall experience.

Conclusion: The study confirms a strong correlation between service quality and tourist satisfaction. Quality service not only boosts visitor loyalty and destination appeal but also supports operational efficiency through positive word-of-mouth.

Limitations: This study is limited to a single destination and uses self-reported data, which may not capture broader variations or longitudinal changes in perception.

Contributions: This research contributes empirical evidence to the tourism service literature and offers strategic insights for stakeholders in community-based tourism to enhance service delivery and destination sustainability.

Keywords: *Service Quality, Tourist Satisfaction, Tourism Village*

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1. Introduction

The tourism sector has now evolved into one of the main pillars of boosting national income through foreign exchange earnings and contributes significantly to overall economic growth. This is reflected not only in increased state revenue but also in the creation of new employment opportunities and the empowerment of micro and small enterprises across various regions (Jamalina and Wardani, 2017). Moreover, tourism provides direct economic benefits to local communities while simultaneously driving the development of supporting sectors, such as hospitality, culinary services, transportation, and handicraft industries. In line with the rapid growth of this industry, greater attention to improving service quality is crucial. Optimal service quality not only determines the level of tourist satisfaction but also serves as a fundamental pillar for building a positive destination image and ensuring the long-term sustainability of tourism. Optimal service quality not only determines the level of tourist

satisfaction but also serves as a fundamental pillar for shaping a positive image of the destination. It enhances tourists' overall experience, fosters trust and credibility, and contributes to repeat visits and positive recommendations. Moreover, consistently high service standards play a vital role in ensuring the long-term sustainability of tourism by encouraging responsible behavior, promoting cultural preservation, and stimulating local economic growth. Thus, service quality becomes a strategic asset that supports both the competitiveness and resilience of a tourism destination in an increasingly demanding global market.

One effective strategy for optimizing the potential of a region to generate significant impacts both economically and socio-culturally is the development of tourism villages (*Desa Wisata*). The concept of a tourism village not only emphasizes the utilization of local tourism potential but also underscores the importance of preserving human values, traditions, and the unique cultural identity of the local community. In its implementation, a tourism village represents an integrated entity that combines tourist attractions, accommodation, and various supporting facilities within a community-based lifestyle that remains rooted in ancestral customs and cultural heritage that has been passed down through generations. It is this harmony between commercial aspects and traditional values that makes a tourism village not only appealing to visitors but also vital in preserving cultural identity and promoting social sustainability within the community (Nuryanti in Yuliati and Suwandono, 2016). Through this approach, tourism development is not solely oriented toward economic growth but is also directed toward community empowerment and the preservation of local cultural identity.

Lebakmuncang Tourism Village is one of the community-based tourism destinations officially designated as a tourism village by the Government of Bandung Regency through the Decree of the Regent of Bandung, West Java Province, Number 556/Kep.770-Disbudpar/2022 concerning the Designation of Tourism Villages in Bandung Regency, alongside 49 other villages. This designation is part of the local government's strategic efforts to develop sustainable tourism based on local potential, while empowering rural communities through the tourism sector. Lebakmuncang, a tourism village, is endowed with rich natural and cultural resources that serve as its main attractions. The village offers a variety of tourism packages tailored to different visitor segments, ranging from school children and university students to the general public, including live-in programs where tourists stay with local residents. The concept promoted is edu-agro-ecotourism, a blend of education, agriculture, environmental conservation, and local cultural knowledge. Through this approach, visitors not only enjoy the natural scenery and cultural attractions but also engage directly in the daily lives of the local community by participating in farming activities, cultivating horticultural crops, learning about organic agricultural production, and observing or joining traditional art and cultural performances.

This agriculture-based educational tourism (agricultural education) aims to provide visitors with deeper insights into the importance of environmentally friendly farming practices, cultural preservation, and social values embedded in rural life. Lebakmuncang Tourism Village serves as a recreational destination and a space for learning and preserving local values, aligning closely with the principles of sustainable tourism. The existence of this tourism village is expected to contribute to local economic development, strengthen cultural identity, and foster meaningful interactions between tourists and the local communities.

A variety of outdoor activity programs, such as jungle trekking, nature exploration, environmental conservation, scenic hilltop views, and enjoying traditional meals like *liwet* at the hilltop (*sapoe di gunung* or "a day in the mountain" / *ngaliwet* or "eating together"), have become featured tourism products. Additionally, Cultural Education activities that invite tourists to explore and learn about local customs and traditions, as well as participate in livestock farming, further enrich the variety of experiences offered to visitors. Cultural Education activities serve as a vital component of the tourism experience by inviting tourists to actively explore and engage with the local customs, traditions, and cultural heritage of the community.

These activities often include interactive sessions where visitors can observe and participate in traditional ceremonies, culinary practices, and handicraft making, as well as contribute to daily tasks

such as livestock farming. By immersing themselves in these authentic rural experiences, tourists gain a deeper understanding of the community's way of life, which enhances personal enrichment and fosters mutual respect and cultural appreciation. Such initiatives play a critical role in promoting sustainable tourism, where education and cultural exchange are positioned as core strategies for safeguarding intangible heritage and fostering a deeper connection between visitors and host communities. By integrating interactive, participatory experiences such as language immersion, traditional culinary practices, folk storytelling, and artisanal workshops, tourists are encouraged to become active learners rather than passive spectators. This not only enriches the tourist experience by offering meaning and authenticity but also empowers local residents to take pride in their cultural identity and assume greater agency in tourism development. Moreover, these immersive encounters promote intercultural dialogue and mutual appreciation, reducing the risk of cultural commodification and fostering social cohesion. In the long term, such approaches contribute to destination resilience, economic diversification, and equitable distribution of tourism benefits, thereby ensuring that tourism growth aligns with the principles of cultural integrity, community well-being, and environmental stewardship.

Service quality is one of the most crucial aspects that directly influences tourists' perceptions and experiences during their visit. It reflects the extent to which the services provided can meet or even exceed tourists' expectations as consumers (Sasongko, Kameo, Siwi, Wahyudi, & Huruta, 2025). This element encompasses not only the interactions between tourists and service providers but also aspects such as comfort, hospitality, responsiveness, accuracy, and the reliability of information and supporting tourism facilities. High-quality service has a significant positive impact on tourist satisfaction. When visitors feel satisfied with their experience, they are more likely to return and recommend the destination to others, either directly or through digital platforms and social media. This process, known as word-of-mouth marketing, is considered one of the most effective and authentic promotional strategies in the tourism sector.

The loyalty that stems from tourist satisfaction becomes a valuable asset for destinations, particularly in strengthening their competitive position amid the increasingly intense rivalry among tourist sites. This context is especially relevant to the development of tourism villages, including those located in the Ciwidey region, one of the leading natural tourism areas in Bandung Regency. As more tourism villages emerge, each offering unique attractions, the need to enhance service quality becomes imperative to maintain competitiveness. High service standards are essential not only for attracting new visitors but also for sustaining the interest and trust of returning tourists. Within the framework of sustainable tourism development, excellent service quality is more than just meeting operational standards; it represents a long-term investment in building harmonious relationships between tourists, local communities, and the destination environment itself.

In the context of Lebakmuncang Tourism Village, service quality encompasses a wide range of aspects, from tangible elements such as the cleanliness of facilities and the comfort of accommodations to intangible elements such as the friendliness of local residents and responsiveness to tourist needs. Visitors generally expect prompt, efficient, and courteous service in every interaction they have, whether with village administrators or with members of the local community. Therefore, it is essential to conduct an in-depth exploration of how the services provided in the Lebakmuncang Tourism Village align with tourist expectations and contribute to enhancing their overall satisfaction.

This alignment plays a pivotal role in determining the effectiveness of service delivery, as it reflects the extent to which visitor needs, preferences, and aspirations are understood and fulfilled. A close match between expectations and actual experiences not only boosts satisfaction but also strengthens emotional attachment, increases the likelihood of repeat visits, and generates positive advocacy through word of mouth and social media. Moreover, understanding this dynamic allows destination managers to make evidence-based decisions regarding service innovation, quality enhancement, and strategic planning. In the context of community-based tourism, where authenticity and cultural engagement are central, such analyses become even more critical. This ensures that the destination grows in harmony with local values while simultaneously meeting global tourism standards. Ultimately, the ability to consistently

deliver services that exceed expectations will determine the sustainability, reputation, and economic resilience of the Lebakmuncang Tourism Village in an increasingly competitive tourism landscape.

This study aims to comprehensively examine service quality and tourist satisfaction in Lebakmuncang Tourism Village, a community-based tourism destination in the Bandung Regency. A multidimensional analytical approach was employed by integrating several established models and contextual criteria tailored to the tourism village setting. The primary framework used is the SERVQUAL model, which consists of five core dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Sasongko et al., 2025).

This model is particularly relevant for evaluating how well the services provided align with tourist expectations. In addition to these five dimensions, the study incorporates two critical elements of service quality: willingness to serve and openness, as drawn from Saleh (2010:106). These factors are especially significant in tourism villages, where personalized services and direct interactions between tourists and local communities are central. Furthermore, to strengthen the conceptual framework, this study includes two additional criteria: reputation and credibility, which reflect tourists' long-term perceptions of the integrity and overall image of the tourism village (Asgeirsson, Gudlaugsson, & Jóhannesson, 2024). Drawing on empirical studies by Larasati (2022), Bernicha, Suwena, and Mahadewi (2023), Cahyaditya and Permadi (2024), Rahardjo and Yuwantiningrum (2023), and Retnowati, Fadliyanti, Sulaimiah, and Permadi (2023), service quality, particularly responsiveness and assurance, has been shown to significantly influence tourist satisfaction. However, in some contexts, tourist satisfaction plays a more critical role in determining post-visit behaviors, such as loyalty and revisit intention, than service quality. While local culture is often theoretically positioned as a mediating factor in this relationship, empirical evidence suggests that its influence is not uniform and varies according to destination-specific factors, tourist characteristics, and the extent of locally integrated service practices.

All these dimensions and criteria will be systematically evaluated to assess the extent to which the services provided at Lebakmuncang Tourism Village meet or exceed the standards expected by tourists. This evaluation is expected to provide a comprehensive overview of the strengths and weaknesses of the current service delivery, serving as a strategic foundation for recommendations aimed at enhancing service quality. Ultimately, the goal is to improve tourist satisfaction and loyalty while supporting the sustainability of the tourism village as a leading destination in South Bandung. Customer satisfaction is defined as the feeling of pleasure or disappointment that arises when the perceived performance of a product or service is compared with prior expectations (Kotler, Keller, Brady, Goodman, & Hansen, 2016). Key indicators of customer satisfaction include feelings of contentment, positive emotional responses, favorable impressions, and the intention to remain loyal to the brand or service provider. According to Oliver (2014), satisfaction is an emotional evaluation made by consumers based on their experience. Parasuraman (2010), as cited in Panday and Nursal (2021), refers to customer satisfaction, often termed Total Customer Satisfaction, as the degree to which a customer's feelings result from comparing what is received with what was expected, especially when the quality of products and services aligns with those expectations, leading to higher consumer satisfaction.

Tourist satisfaction is a critical element that reflects the extent to which the services and products offered meet or even exceed visitors' expectations. Conceptually, satisfaction is the result of an evaluative process, namely, the comparison between tourists' initial expectations of a product or service and the actual experiences they encounter during their visit. In this regard, a visit to the Lebakmuncang Tourism Village becomes a space where these expectations are actualized, as every aspect of the service and tourism experience is subjectively assessed by the consumer. Therefore, tourism village managers must provide high-quality products and services and proactively manage tourists' expectations so that they remain realistic and aligned with the factual conditions on the ground. Understanding the importance of tourist satisfaction is crucial for maintaining the competitiveness of a destination, particularly within the framework of community-based tourism, as applied in Lebakmuncang Tourism Village. High levels of satisfaction lead to greater tourist loyalty, generate positive word-of-mouth promotion, and strengthen the long-term image of the destination.

High levels of tourist satisfaction contribute to a pleasant travel experience and play a strategic role in fostering long-term loyalty toward the destination. Satisfied visitors are more likely to return, increase the frequency of their visits, and develop emotional attachments to places. Moreover, they tend to recommend the destination to family, friends, and their social networks, both directly through word-of-mouth and indirectly via digital platforms such as social media, travel blogs, and online review sites. This informal promotion holds significant power in shaping public perceptions and building trust among potential visitors. Over time, it strengthens the destination's image, enhances its visibility and reputation in the tourism market, and contributes to economic growth by attracting more tourists. Additionally, destinations that consistently maintain high levels of satisfaction are better positioned to innovate tourism products, attract investment, and sustain a competitive edge in an increasingly globalized and dynamic market. Effectively managing tourist satisfaction is critical for achieving sustainable and inclusive tourism development.

In the context of tourism villages, tourist satisfaction is generally influenced by perceived service quality, particularly the dimensions of responsiveness and assurance, as well as accessibility, cultural authenticity, and destination-specific experiences. These factors collectively enhance visitor loyalty and revisit intention, although the strength of their influence may vary depending on local contextual conditions and visitor characteristics (Faturrohman & Kurriwati, 2022; Sitepu et al., 2022; Soehardi et al., 2021; Wantara & Tambrin, 2021). Tourist satisfaction in tourism villages is the result of the fulfillment of visitor expectations regarding service quality, accessibility, engagement with local culture, and authentic experiences, all of which contribute to forming a positive impression and fostering destination loyalty (Alyani, Fajri, & Riyanti, 2022; Peong, Nengah, & Astawa, 2023; H. P. Sari, Sagita, & Dewi, 2024).

This study adopts the customer satisfaction theory proposed by Kotler et al. (2016), which emphasizes the importance of aligning customer expectations with their perceptions of actual product and service performance. Furthermore, the satisfaction indicators used in this study are based on two key aspects identified by Supranto (2011): responsiveness of service, reflecting the accuracy and readiness in addressing tourists' needs, and overall satisfaction with service, capturing the tourists' general evaluation of the service experience. These two dimensions are particularly relevant in assessing how tourists perceive the quality of service interactions and their overall experience during their visit to the tourism village. By integrating these theoretical approaches, this study aims to provide a comprehensive understanding of the factors influencing tourist satisfaction and establish a strategic foundation for enhancing service quality in Lebakmuncang Tourism Village, thereby supporting its development as a competitive and sustainable community-based tourism destination.

Visitors will feel satisfied not only when the products they receive are of high quality but also when they align with the promises conveyed through promotional messages. Moreover, reasonable pricing and the availability of supporting facilities that enhance the ease and enjoyment of the tourist experience play significant roles in increasing satisfaction levels. The quality of service provided by staff, particularly in terms of friendliness and professionalism, serves as a crucial element in shaping a positive visitor experience. Emotional factors are equally important, as customers often derive satisfaction from the emotional value generated during the experience, such as feeling appreciated or establishing a personal connection with a product. The combination of these physical and emotional factors holistically contributes to visitors' overall perception of satisfaction with their tourism experience.

Based on the aforementioned background, this study aims to explore the role of service quality in enhancing tourist satisfaction among visitors to the Lebakmuncang Tourism Village. This study not only focuses on measuring the level of tourist satisfaction but also seeks to comprehensively understand the factors that influence it, particularly those related to various dimensions of service quality. High-quality service significantly enhances tourist satisfaction at rural tourism destinations (Agustina & Sulaiman, 2024; Binawa, Indrawati, & Mananda, 2023; Larasati, 2022; Riadi, Permadi, & Retnowati, 2023; Setiyowati, Purnomo, & Kurriwati, 2024). Using an exploratory approach, this study examines how functional and emotional service elements affect tourists' perceptions of their travel experiences.

The findings are expected to provide empirical insights that can serve as a foundation for formulating strategies to improve service quality in the Lebakmuncang Tourism Village. The results of this study are anticipated to offer practical contributions to stakeholders, especially tourism village managers and local government authorities, in designing and implementing service strategies that are more adaptive, responsive, and aligned with the needs and expectations of the tourists. Furthermore, this study aims to strengthen the position of Lebakmuncang Tourism Village as a leading destination that excels not only in terms of attractions but also in service quality and visitor satisfaction. As a scholarly endeavor that emphasizes in-depth exploration, this research is conducted under the title: “An Exploration of Service Quality and Tourist Satisfaction in Lebakmuncang Tourism Village.” This title reflects the central focus of the study while emphasizing the urgency of improving service delivery to support the development of sustainable community-based tourism.

2. Literature review

The development of tourism villages is a community-based empowerment strategy aimed at enhancing local economic welfare while preserving cultural and environmental sustainability. Lebakmuncang Tourism Village is an example of a destination that integrates natural attractions, cultural heritage, and immersive local experiences within a single tourism package. Service quality is a crucial factor influencing tourist experience and satisfaction when managing such destinations. The SERVQUAL model outlines five core dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Recent studies have expanded this model by including additional dimensions, such as willingness to serve, transparency, reputation, and credibility, which provide a more comprehensive framework for assessing service quality in community-based tourism settings. The quality of services in tourism villages, including hospitality, responsiveness, facility comfort, and service reliability, has been shown to contribute significantly to tourist satisfaction, which in turn strengthens tourist loyalty and revisit intention (Cahyaditya & Permadi, 2024; Fitria, Purwaningtyas, & Jannah, 2024).

Tourist satisfaction is defined as an emotional evaluation following a comparison between pre-visit expectations and the actual experience (Kotler et al., 2016; Oliver, 2014). In the tourism context, satisfaction not only reflects the perceived quality of products or services but also encompasses feelings of contentment, enjoyment, positive impressions, responsiveness of service, and overall service satisfaction (Supranto, 2011). The relationship between service quality and tourist satisfaction is well established in the literature, where fulfilling or exceeding tourist expectations leads to higher satisfaction and increased destination loyalty. Therefore, understanding these dimensions and tourist perceptions is essential for formulating effective management strategies to enhance service delivery and promote sustainable tourism development in village-based destinations.

Previous studies have demonstrated that service quality significantly influences tourist satisfaction in tourism villages, with key dimensions such as friendliness, responsiveness, and assurance playing dominant roles in enhancing visitor experiences. Findings by S. F. Sari, Supriyadi, and Hananto (2024); Rianto (2017); Ismail, Hanafiah, Aminuddin, and Mustafa (2016) confirm the importance of responsive and reliable service in fostering tourist satisfaction and loyalty. However, the widely used SERVQUAL model, which comprises five core dimensions—tangibles, reliability, responsiveness, assurance, and empathy—does not fully capture the unique characteristics of community-based tourism. Additional dimensions, such as willingness to serve, openness, reputation, and credibility (Asgeirsson et al., 2024), remain underexplored, both theoretically and empirically. Given the strong emphasis on social interaction, local culture, and interpersonal relationships in tourism village settings, these dimensions are highly relevant. Their limited integration in prior research highlights a significant gap that should be addressed to develop a more contextualized and comprehensive assessment of service quality in community-based tourism. This finding is consistent with the studies by Suci, Yustita, and Putra (2021); Yunita and Nurmanina (2025), Pinaria, Kalpikawati, Artajaya, and Febrianto (2025); and Zulfan, Paramita, and Agustini (2024), who revealed that tourist satisfaction in tourism villages is shaped through the integration of several key factors: unique attractions, friendly and professional service, accessible locations, adequate facilities, and a clean and safe environment. These five elements

collectively contribute significantly to creating enjoyable tourism experiences, reinforcing tourists' positive perceptions of the destination, and encouraging long-term loyalty and revisiting intentions.

Service quality has a strong and significant relationship with tourist satisfaction, as it reflects the extent to which the services provided meet or exceed the expectations of visitors. In the context of Lebakmuncang Tourism Village, service quality, including the five core SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, and empathy) and additional context-specific variables such as willingness to serve, openness, reputation, and credibility, plays a critical role in shaping positive tourist experiences. When visitors perceive that they are being served with responsiveness, professionalism, and cultural sensitivity, and that the service providers are transparent and trustworthy, their overall satisfaction increases significantly. This heightened satisfaction fosters loyalty, revisit intentions, and positive word-of-mouth promotion, which are essential for the sustainability of community-based tourism destinations. Therefore, enhancing service quality in a comprehensive and contextually relevant manner not only strengthens tourists' perceptions of the destination but also serves as a strategic foundation for achieving long-term satisfaction and sustainability.

3. Research methodology

This study employed a descriptive quantitative method to explore tourists' experiences and perceptions regarding the services they received during their visit, with the aim of identifying areas for improvement to enhance overall tourist satisfaction. The research was conducted entirely in the Lebakmuncang Tourism Village, located in the Ciwidey District, Bandung Regency, West Java Province. Primary data were collected through questionnaires completed by tourists during their visits. To measure the attitudes, opinions, and perceptions of individuals or groups toward the social phenomena being studied, a Likert scale will be applied (Sugiyono, 2002). This scale is particularly useful for capturing the nuances in respondents' answers and provides a more in-depth understanding of their views on the research topic. Each response in the questionnaire was assigned a weight or score based on the Likert scale, which was designed to reflect the level of agreement or disagreement with the given statements.

The use of the Likert scale in this study enabled a more detailed analysis of tourists' attitudes and perceptions of various aspects of the services in the Lebakmuncang Tourism Village. The data collected through this scale were automatically processed using Google Forms and subsequently analyzed descriptively to provide valuable insights for village tourism managers in evaluating visitor satisfaction with the quality of services provided. Consequently, descriptive quantitative analysis offers a solid foundation for data-driven decision-making and formulating more effective strategies to improve service quality.

Table 1. Service Quality Dimensions and Tourist Satisfaction in Tourism Villages

No	Variabel	Dimension	Source
1	Service Quality	Tangible	(Sasongko et al., 2025)
		Reliability	
		Responsiveness	
		Assurance	
		Empathy	Saleh (2010)
		Responsiveness	
		Transparency	
		Reputation	
2	Tourist Satisfaction	Credibility	(Asgeirsson et al., 2024)
		Satisfaction	(Kotler et al., 2016)
		Enjoyment	
		Positive Impression	
		Responsiveness of service	Supranto (2006; 107)
		Overall satisfaction with service	

Source: Research Data (2024)

4. Results and Discussion

Based on data collected from 95 tourist respondents, their demographic characteristics were described in terms of region of origin, gender, age, occupation, educational attainment, and source of visit information. According to the data on tourists' regions of origin (Figure 1), the visitors during the data collection period were notably diverse, comprising both domestic and international tourists. International visitors came from France, Russia, Cambodia, Switzerland, the Netherlands, Germany, and Japan. Nevertheless, the majority of tourists were domestic, particularly from the DKI Jakarta region. This predominance is likely due to the relatively short travel distance and convenient accessibility of Lebakmuncang Tourism Village, which is located in West Java Province.

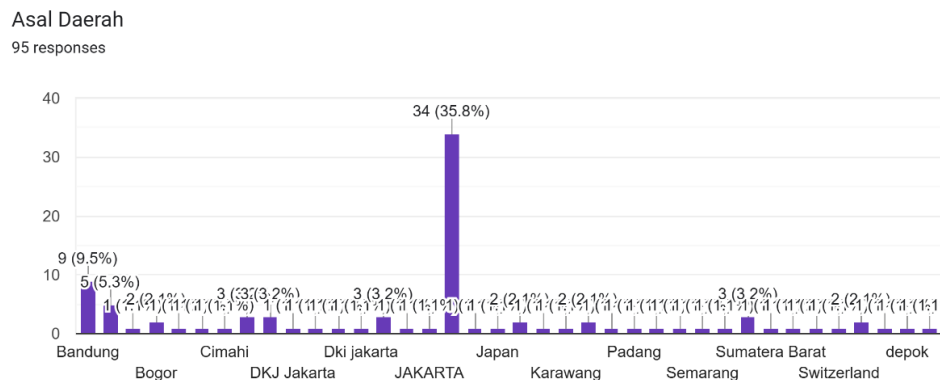


Figure 1. Respondents' Regional Origin Profile

The data also revealed that the majority of tourists visiting the destination were female, accounting for 76.8% of respondents, and most were over 40 years of age, representing 60% of the sample. These visitors were primarily university lecturers with postgraduate degrees. The second largest demographic group consisted of students, comprising 21.1% of respondents, most of whom were under 20 years of age.

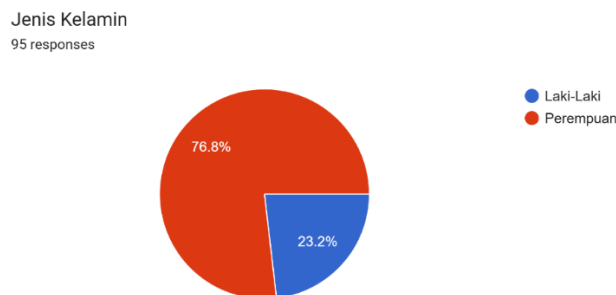


Figure 2. Respondents' Gender Profile
Source: Research Data (2024)

Usia

95 responses

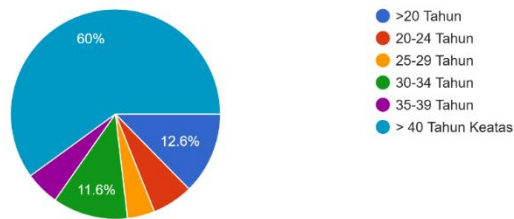


Figure 3. Respondents' Age Profile
Source: Research Data (2024)

Pendidikan Terakhir

95 responses

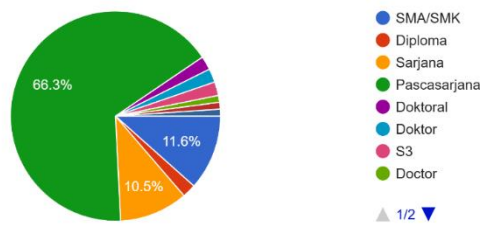


Figure 4. Respondents' Educational Background
Source: Research Data (2024)

Profesi

95 responses

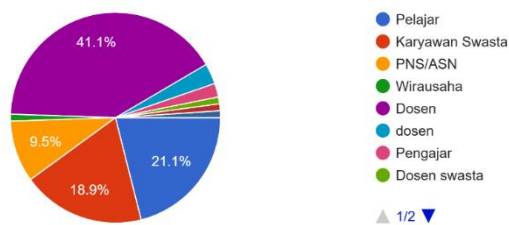


Figure 5. Respondents' Occupational Profile
Source: Research Data (2024)

Sudah berkunjung berapa kali

95 responses

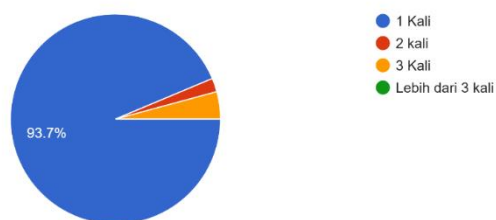


Figure 6. Respondents' Visit Profile
Source: Research Data (2024)

Based on the questionnaire responses from 95 tourists visiting the Lebakmuncang Tourism Village, key insights were obtained regarding the service quality variable, which encompasses nine dimensions: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Willingness to Serve, Transparency, Reputation, and Credibility. The findings for each dimension are summarized below.

1. **Tangibles:** A total of 45.3% of respondents agreed that the physical condition of the Lebakmuncang Tourism Village was well-maintained. This includes both natural and built environments, amenities and infrastructure, accessibility, human resources, and other observable elements of the environment. This dimension represents the visual and environmental aspects that significantly shape tourists' perceptions of the service quality.
2. **Reliability:** Approximately 44.2% of respondents agreed that the village provided excellent service to its visitors. This dimension reflects the ability of tourism village managers to deliver services accurately, consistently, and reliably, minimizing errors and meeting promised standards.
3. **Responsiveness:** Approximately 54.7% of respondents strongly agreed that the village responded promptly to complaints regarding unsatisfactory service. This dimension refers to the willingness and ability of service providers to respond swiftly and appropriately to tourists' inquiries, needs and complaints.
4. **Assurance:** A total of 54.7% of respondents strongly agreed that the village demonstrated care and a genuine effort to understand visitors' needs. This dimension highlights the behaviors and attitudes that convey competence, instill a sense of security, and build trust between service providers and tourists.
5. **Empathy:** Approximately 53.7% of respondents strongly agreed that the village shows great attention to the needs of tourists during their visit. This dimension emphasizes personalized service, reflecting the provider's ability to act in the best interest of visitors and deliver a guest-centered experience.
6. **Willingness to Serve:** Approximately 68.4% of respondents strongly agreed that the village demonstrated a sincere willingness to serve. This dimension underscores the dedication and readiness of tourism managers to fulfill their roles with full responsibility to achieve optimal service and visitor satisfaction.
7. **Transparency:** A total of 56.8% of respondents strongly agreed that the village was open and transparent in delivering essential information to tourists. This dimension involves proactively sharing clear, accurate, and complete information regarding tourism offerings and services.
8. **Reputation:** Approximately 57.9% of respondents strongly agreed that the services provided by the village were trustworthy. This dimension reflects tourists' belief in the destination's positive reputation for consistent and high-quality service, which significantly shapes their overall perceptions.
9. **Credibility:** Finally, 50.5% of respondents agreed that the value received was commensurate with the cost incurred by the company. This dimension reflects trust and integrity in service delivery, where visitors believe that management makes a genuine effort to provide fair value and meaningful experiences in return for their expenditures.

Based on the responses of 95 tourists visiting Lebakmuncang Tourism Village, five key indicators were used to assess the variable of tourist satisfaction: Satisfaction, Enjoyment, Positive Impression, Responsiveness of Service, and Overall Satisfaction. The findings for each dimension are summarized as follows:

1. **Satisfaction:** A total of 56.8% of respondents strongly agreed that they were satisfied with their experiences. This includes participation in a range of activities, such as agro-tourism, cultural performances, outdoor adventures, livestock-related programs, homestay accommodations, and other village-organized initiatives.
2. **Enjoyment:** As many as 62.1% of respondents strongly agreed that they enjoyed their visit to the Lebakmuncang Tourism Village. This sense of enjoyment was a natural extension of their satisfaction, reflecting genuine happiness and appreciation of the experiences offered.
3. **Positive Impression:** A total of 52.6% of respondents strongly agreed that they would recommend the Lebakmuncang Tourism Village to friends and family, either through social media (user-

generated content) or via word-of-mouth. This intention to recommend reflects the positive feelings and satisfaction experienced during their stay at the hotel.

4. Responsiveness of Service: Approximately 60% of respondents strongly agreed that they were satisfied with the responsiveness of village managers and service providers in addressing their needs. This dimension assesses how effectively and promptly service providers handle tourist requests and expectations.
5. Overall Satisfaction: Lastly, 61.1% of respondents strongly agreed that they were satisfied with the services received during their visit. This reflects not only satisfaction and enjoyment derived from various tourism activities but also the high level of service quality delivered by the management team. Collectively, these elements contribute to a positive and memorable experience for tourists.

The data obtained in the field indicate that the majority of tourists visiting the Lebakmuncang Tourism Village provided positive assessments of the quality of service. These evaluations are reflected in the predominance of “Strongly Agree” responses across the nine measured dimensions: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Willingness to Serve, Transparency, Reputation, and Credibility.

Sasongko et al. (2025) defined service quality as the extent to which the services received by consumers meet their expectations. This definition emphasizes the alignment between customers’ expectations and their perceptions of the delivered service. Furthermore, Sumarsid and Paryanti (2022) expand on this concept by asserting that service quality encompasses all aspects expected by customers in order for an organization or company to optimally fulfill their needs and desires. Field findings indicate that the majority of tourists visiting the Lebakmuncang Tourism Village provided highly positive assessments of the quality of services offered by the management. This suggests that the services delivered have successfully met or even exceeded visitor expectations. A high level of satisfaction reflects the management’s effectiveness in maintaining consistent service quality and demonstrates a strong commitment to upholding professional standards. Moreover, this achievement serves as a positive indicator of the successful management of the tourism village in creating a pleasant and meaningful visitor experience.

According to Parasuraman (2010), as cited in Panday and Nursal (2021), customer satisfaction—also referred to as Total Customer Satisfaction—is the degree of customer feeling resulting from a comparison between what is received and what was initially expected, based on the perceived quality of the products and services provided. Field data provide clear evidence that tourists visiting the Lebakmuncang Tourism Village were highly satisfied with their experience. The services received by tourists (perceived service) aligned with their expectations they had formed prior to their visit (expected service). This level of satisfaction is consistent with the data on service quality, which was rated highly by most visitors.

The alignment of research findings between service quality and tourist satisfaction in this study is also consistent with the view that quality is closely related to customer satisfaction, as it encourages customers to build strong relationships with companies (Sulkaisi, 2020). Similarly, Kotler et al. (2016) argued that when service quality exceeds customer expectations, satisfaction is achieved. Service quality is strongly associated with how well a company can meet or exceed customer expectations. Oliver (2014) also identifies several factors influencing customer satisfaction, with product and service quality being the primary drivers. According to Abdulah and Tantri (2016), satisfied customers tend to demonstrate higher loyalty to a company. They are not only more likely to remain long-term customers but also tend to increase their purchase frequency over time. Furthermore, satisfied customers are generally less sensitive to price changes, making them less likely to switch to competitors because of cost differences.

Customer satisfaction also encourages the dissemination of positive reviews and recommendations, both through traditional word-of-mouth and increasingly via digital platforms, such as social media, travel blogs, and online review sites. These satisfied customers become informal brand ambassadors,

helping to shape public perception and attract new visitors without costly promotional efforts. Therefore, customer satisfaction can be leveraged as a strategic asset and plays a pivotal role in building a strong and credible reputation. Over time, this positive reputation not only enhances a destination or company's image but also significantly improves its competitiveness in an increasingly saturated and experience-driven market. Tourist satisfaction in tourism villages is shaped by the fulfillment of expectations regarding attractions, service quality, accessibility, and pleasant travel experiences, all of which significantly influence tourists' intention to revisit the destination (Dewi & Musmini, 2023; Khuzaimah, Saputra, Gunawan, & Ilham, 2025; Sukmaningsih, 2023).

These field findings represent a remarkable achievement for the management of the Lebakmuncang Tourism Village. This accomplishment undoubtedly brings significant benefits to the sustainability of tourism villages. According to Kusumasitta (2014), one of the key benefits a tourism village can gain is the ability to set premium prices for future tourism packages. Given the assurance of high service quality, management can confidently offer more profitable pricing strategies. This, in turn, positively affects the satisfaction and motivation of service providers and tourism village managers to continuously enhance service quality. It also fosters tourist loyalty, which not only increases the likelihood of return visits but, more importantly, transforms tourists into sources of positive information for potential visitors, whether through offline word-of-mouth or digital platforms such as social media. Loyal tourists also have the potential to act as advocates for the tourism village by addressing and countering negative issues that may arise in the future. Consequently, this condition offers substantial benefits, particularly in terms of operational cost efficiency and safety.

Moreover, with increasing tourist satisfaction, word-of-mouth promotion becomes more effective, reducing dependence on costly marketing strategies. Ultimately, such efficiency not only helps optimize the village's tourism management budget by reducing operational overhead and minimizing reliance on expensive promotional campaigns, but also enhances the destination's attractiveness and ensures long-term sustainability. By streamlining resource use and focusing investments on areas that directly impact visitor experience, such as infrastructure maintenance, community training, and service innovation, Lebakmuncang Tourism Village can consistently deliver high-quality experiences that meet or exceed tourist expectations. This, in turn, fosters increased tourist loyalty, encourages repeat visits, and generates organic promotion through satisfied visitors who share their positive experiences both offline and online. Over time, the cumulative effect of this efficiency contributes to a strong, trusted brand identity for the village, enhances its competitiveness in the broader tourism market, and empowers the local community with more stable economic opportunities.

The findings of this study reveal that the majority of tourists visiting the Lebakmuncang Tourism Village expressed high levels of satisfaction, largely attributed to the overall excellence in service quality across nine key dimensions: tangibility, reliability, responsiveness, assurance, empathy, willingness to serve, transparency, reputation, and credibility. Dimensions such as willingness to serve (68.4% strongly agree) and responsiveness (54.7% strongly agree) emerged as particularly influential, indicating that tourists highly value prompt and sincere service delivery. These results affirm the theoretical linkage between service quality and satisfaction, as posited by Kotler et al. (2016) and Parasuraman (2010), where congruence between perceived service and expectations leads to satisfaction. This study critically highlights how personalized service attributes, especially those tied to community engagement and trust-building, such as reputation and credibility, play a central role in forming lasting tourist impressions and loyalty, aspects often underrepresented in conventional SERVQUAL applications. The study underscores the importance of integrating emotional, cultural, and relational dimensions into service delivery, offering a nuanced understanding of how community values and professionalism together foster meaningful visitor experiences.

5. Conclusion

5.1 Conclusion

Based on the analysis of the research data and the preceding discussion, it can be concluded that tourists visiting the Lebakmuncang Tourism Village provided highly favorable evaluations of the service

quality delivered by the village management, who also served as primary service providers. This outcome is consistent with high levels of tourist satisfaction, suggesting that quality service plays a pivotal role in shaping positive visitor experiences. The alignment between the assessments of service quality and levels of satisfaction is further supported by established theoretical frameworks that emphasize the strong interrelationship between these two variables. Thus, it can be affirmed that the quality of service provided is closely associated with tourist satisfaction in the Lebakmuncang Tourism Village. Higher service quality tends to result in increased satisfaction, whereas a decline in service standards may lead to diminished tourist satisfaction. These findings underscore the importance of effective service quality management as a critical factor in enhancing visitor satisfaction and long-term tourist loyalty to the destination.

5.2 Limitations

This study had several limitations that should be acknowledged. First, the scope of the research is restricted to a single destination, Lebakmuncang Tourism Village, which may not fully represent the characteristics of other tourism villages with different social, cultural and geographical contexts. Second, the use of self-reported survey data introduces potential subjective bias and does not capture changes in tourist satisfaction over time. Third, the descriptive quantitative design limits the ability to explore the causal relationships between service quality and tourist satisfaction. Therefore, future research should adopt longitudinal approaches, expand the study to multiple destinations, and combine quantitative methods with qualitative techniques to gain a more comprehensive understanding of the relationships among service quality, satisfaction, and tourist loyalty.

5.3 Recommendations

Further research is recommended to explore the causal relationship between service quality dimensions and tourist satisfaction, particularly by using more diverse samples, longitudinal methods, or comparative studies across different tourism villages. Future studies should also examine the mediating role of local cultural engagement and emotional connection in influencing tourist loyalty, as these aspects are highly relevant in the context of community-based tourism. Integrating qualitative approaches, such as interviews or participant observation, could also enrich the understanding of tourist perceptions, uncover latent expectations, and capture the subtleties of interpersonal service interactions that may not be fully reflected through quantitative instruments alone.

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