

Exploring The Influence of Homestay Attributes on Tourists' Revisit Intentions to Tourism Village

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Abstract

This study explores the influence of homestay attributes on tourists' revisit intentions to Kembang Kuning Tourism Village, Indonesia, following the COVID-19 pandemic and the lifting of community activity restrictions in Indonesia. This research aims to identify the specific attributes that encourage tourists to return, emphasizing their role in revitalizing post-pandemic tourism. Data were collected using a quantitative approach by administering questionnaires to a sample of 100 respondents. The data were examined through multiple regression analysis to determine the impact of various homestay attributes on revisit intentions. The analysis identified five homestay attributes that significantly influence revisit intentions: Reasonable Price, Clean Room, and Local Community Life. However, attributes such as Tourist Attractions, Building Architecture, and Security were found to have no significant impact on tourists' decision to revisit. This study contributes to post-pandemic tourism research by highlighting the critical attributes of homestays that drive tourists' intentions to revisit. It provides actionable insights for homestay operators and tourism village managers to prioritize factors that increase traveler satisfaction and foster tourism revisit intention.

Keywords: Homestay attributes, Tourism village, Revisit intention

A. INTRODUCTION

Homestay is one of the accommodation services that are generally available in tourism villages. Beyond just accommodation, homestays serve as a special attraction by allowing visitors to immerse themselves in the traditions and daily life of the local community (Pusiran & Xiao, 2013; Fu, 2021), even easily interact with village people and fellow tourists (Sita & Nor, 2015; Kasuma et al., 2016). In determining homestays as lodging accommodations, tourists certainly have considerations such as service, accessibility, roads and distances and modes of transformation, availability of food and drink, and means of communication (Purnomo, 2018). In addition, tourists also consider accommodations, such as homestays, by paying attention to the rates charged (Lukitaningsih, 2018). Usually, they will consider the suitability of rates by seeking further information, such as photos and reviews through digital platforms like Instagram, YouTube, and similar social media (Sianipar, 2020).

One of the tourism villages on Lombok Island, Indonesia that attracts interest from tourists is the Kembang Kuning Tourism Village (Digitiket, 2023). This tourism village offers beautiful natural scenery due to the large number of rice paddy fields combined with views of Mount Rinjani, the second highest active volcano mountain in Indonesia. Furthermore, for tourists who want to stay overnight, this tourism village also provides accommodation services in the form of homestays managed directly by the village community in collaboration with the Syariah Village-Owned Enterprise (Bumdes) of Kembang Kuning Tourism Village.

From 2020 to 2022, tourist visits and homestay stay in Kembang Kuning Tourism Village declined significantly because of the global consequences of the COVID-19 outbreak. However, since late 2022, tourism has begun to recover. This recovery was further supported by President Joko Widodo's

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announcement on December 30, 2022, lifting the community activity restrictions (PPKM) policy in Indonesia. This shift presents an opportunity to develop a tourism village-based creative economy, aiming to both improve villagers' welfare and boost the village's original income (PADes) (Desapedia, 2023). Therefore, the management of Kembang Kuning Tourism Village must seize this moment as the beginning of economic revival, leveraging the growing number of tourists staying at local homestays. However, it should be noted that the motivations and needs of tourists in choosing homestays may differ from before the pandemic and the new normal era (Hewage & Ranasinghe, 2022; Marini et al., 2022; Megaartha, 2020). So, paying attention to the available homestay attributes in the Kembang Kuning Tourism Village is necessary. This is done to welcome revisit intentions of tourists who have previously come (Jussem et al., 2022) or new tourists.

This study explores the role of homestay attributes in Kembang Kuning Tourism Village, particularly their influence on tourists' decisions to revisit following the end of the COVID-19 pandemic and the lifting of community activity restrictions (PPKM). Given the significance of homestay attributes in encouraging repeat visits, this research seeks to identify the specific features that tourists prefer when choosing to return. Additionally, understanding tourists' perceptions of homestays is crucial for homestay managers (Jussem et al., 2022), as it can inform strategies to enhance visitor satisfaction and loyalty. Therefore, an in-depth analysis is necessary to determine which attributes have the greatest impact on tourists' interest and decision to revisit Kembang Kuning Tourism Village. Previous research has extensively examined the relationship between the benefits offered by tourism product providers and tourists' revisit intentions (Hassan & Soliman, 2021). Moreover, attractive tourism product attributes can significantly influence repeat visits while simultaneously reducing promotion and marketing costs (Kim et al., 2013; Hossain et al., 2015). Accordingly, this study investigates whether the homestay attributes in Kembang Kuning Tourism Village play a key role in shaping tourists' intentions to return.

B. LITERATURE REVIEW

This study builds upon previous research on homestay attributes in tourism villages. One notable study is by Pratama & Ramadhan (2022), which explores netnographic analyses on the dimensions of Indonesian tourists' satisfaction with homestays in Ubud, Bali. The research was conducted by looking at Google reviews from tourists visiting homestays in Ubud. By using a qualitative approach of the ethnographic type, the results show that seven (7) attributes can give satisfaction to tourists when using homestays, namely 1) Low prices, 2) Friendly homestay owners and families, 3) Clean homestay rooms, 4) Comfortable and quiet homestay environment, 5) Attention by homestay owners to guests staying overnight, 6) Experience of interacting with local community culture, and 7) Strategic location of homestay. However, the research only focuses on reviews from tourists who comment on Google, so the certainty of the person who wrote is still random and needs to be considered more valid. In comparison, this study was conducted by distributing questionnaires aimed at tourists who had visited and stayed at homestays at Kembang Kuning Tourism Village. Furthermore, this research still needs to look at the attributes of tourist attractions, consider the main attributes of a tourist destination and the reasons tourists visit.

The second study, conducted by Jussem et al. (2022), explores the topic of homestay revisits in Kuching, Sarawak, from the perspectives of both local and international tourists. In this study, only six (6) homestay attributes were investigated, which were used to assess the satisfaction of tourists visiting Kuching Sarawak in Malaysia, namely accessibility, accommodation, amenities, tourist attractions, tourist activities, and eating and drinking. In addition, this research only focuses on four homestays, which is considered insufficient. In comparison, this study performed observation and data collection by

distributing questionnaires to tourists who had visited and stayed at all homestays in Kembang Kuning Tourism Village, totaling 20 units.

Homestay

ASEAN Homestay Standard (2016) stated that a homestay is an alternative form of tourism for tourists staying in the same residence as the host and sharing the experiences of the daily life of the local community. The hosts offer complete accommodation at their disposal to travelers packed with personal and down-to-earth hospitality, and authentic local habitat. Apart from that, the infrastructure, like facilities, living room, etc. is also provided for tourists in such a way that they can enjoy humble hospitality. Usually, Homestay packages are highly customizable based on the preferences (Tang, 2024) of each individual by looking at their length of stay or even an extension of stay determined by the host (Rivers, 1998).

Chakraborty and Islamia (2020) explain that homestay is a combination of the words 'home' and 'stay' which replicates the word 'stay' which means loading in someone's house as a guest by paying a certain value or ordering a room on a rental basis for a certain period of work. Guests are offered accommodation with some of the other services required by host families and certain communities. A homestay can be said to be a business that is managed by individual or community hosts.

Homestay Attributes

Homestay provides a travel experience away from the bustle and dense infrastructure of urban areas to a quiet, peaceful area of beautiful natural surroundings, offering tourists to stay in natural, clean, comfortable, and pocket-friendly accommodations and providing authentic local food. The homestay model is recognized as a contributor to rural development with long-term environmental benefits (Walter et al., 2018; Kanel, 2020). In addition, it plays a key role in promoting local culture and heritage to visitors (Pusiran & Xiao, 2013; Fu, 2020).

In this study, six homestay attributes were taken which were considered appropriate to homestay conditions in the Kembang Kuning Tourism Village, including reasonable prices (Nurbaeti et al., 2021; Qiao et al., 2021), clean rooms (Cvelbar et al., 2021; Puspitasari et al., 2019), tourist attractions (Jussem et al., 2022; Kim, 2022), building architecture (Chen et al., 2022; Wang et al., 2019), security (Wang et al., 2019), and traditional life of local communities (Rosalina et al., 2021; Wang et al., 2019).

Tourism Village

Damanik et al. (2022) explain that rural tourism development planning in Indonesia represents an integrated approach that combines tourist attractions, accommodations, and supporting facilities within the framework of community life, harmoniously aligned with local cultural traditions. The term tourism village is rarely found in the literature. Experts acknowledge the confusion in interpreting it by linking several developing tourism activities in rural areas (Parekh, 2010).

According to Clemenson and Lane (1997), tourists are drawn to various destinations within tourism villages because rural travel encompasses a range of specialized activities such as ecotourism, nature tourism, agriculture, adventure, sports, culinary experiences, and cultural tourism. These activities form increasingly complex and diverse experiences for visitors. Lane (2009) further emphasizes that rural tourism continues to evolve, marked by a growing diversity in tourist activities and preferences. The rural experience seems increasingly sought after for various reasons and purposes (Lane & Kastenholz, 2015). The experiences that are usually sought in the countryside (Frochot, 2005; Kastenholz et al., 1999; villages to only be in demand by people looking for a unique and memorable experience (Kastenholz et al., 2018).

In addition, motivations for visiting rural tourism destinations often include a desire to connect with nature, unwind, engage in physical activities, and appreciate the unspoiled countryside scenery (Molera & Albaladejo, 2007; Park & Yoon, 2009). Some tourists also seek spiritual experiences or value spending quality time with friends and family in a setting different from their daily environment (Molera & Albaladejo, 2007). Others are drawn by the opportunity to explore regions independently (Lane, 2009), or to enjoy romantic and culturally rich rural experiences, including traditional ways of life (Figueiredo, 2009; McCarthy, 2008).

Revisit Intention

References in some tourism literature, tourism researchers have discussed the relationship between the benefits of tourism product providers and the activities of tourists who make revisit intentions (Hassan & Soliman, 2021). Even being supported by the offer of tourism product attributes can strongly influence tourists to visit again and can indirectly reduce promotion and marketing costs (Kim et al., 2013; Hossain et al., 2015). A return visit begins with whether there is an intention from tourists. Setiawan and Kurniawan (2019) say that intention to return may refer to an individual's subjective assessment of future actions or specific actions or behaviors that consumers can apply to target attitudes. Therefore, in this study, it will be seen how the subjective assessment of tourists looks at the availability of homestay attributes in the Kembang Kuning Tourism Village. If tourists are interested in the availability of existing homestay attributes, it is hoped that in the future, tourists will be able to make repeat visits and stay overnight (Soliman, 2021). Based on previous research studies and theoretical studies prepared, a research framework can be developed (See Figure 1) that describes the line of thought developed in this study. The framework in this study explains the direct relationship between the independent variables (homestay attributes) and the dependent variable (revisit intentions).

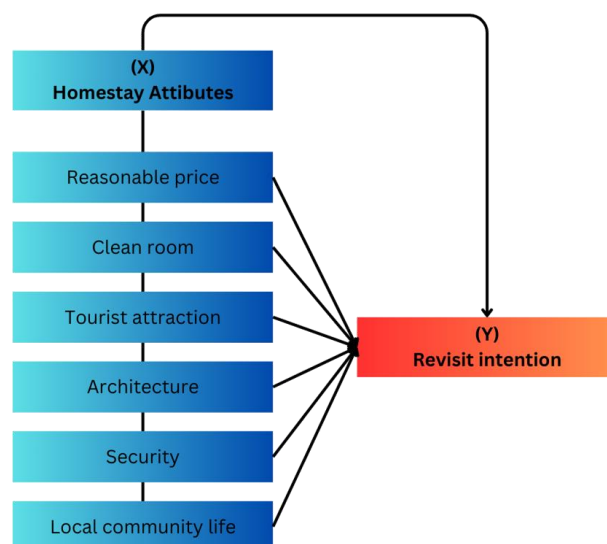


Figure 1. Research Framework

Homestays in the Kembang Kuning Tourism Village are attractions that motivate tourists to visit (Pratama & Ramadhan, 2022). The strategy for attracting tourists to be able to visit, especially for those who have stayed at homestays, is to pay attention to the preferences of these tourists. Because there are specific changes and additional needs when tourists stay before and after the Covid-19 pandemic (Hewage & Ranasinghe, 2022; Marini et al., 2022; Megaartha, 2020), it is necessary to pay attention to the available

homestay attributes in the Kembang Kuning Tourism Village. This is done in order to welcome the revisit intentions of tourists who have previously come (Jussem et al., 2022). Furthermore, some of the results of previous studies (Jussem et al., 2022; Pratama & Ramadhan, 2022) revealed that homestay attributes positively influence increasing tourist visits to available homestays in tourist villages. Based on the reviewed literature, several hypotheses is proposed as follows:

- H1:** *A positive and significant effect exists between reasonable prices and tourists' interest in returning to homestays in the Kembang Kuning Tourism Village.*
- H2:** *Room cleanliness and tourists' interest in returning to homestays in the Kembang Kuning Tourism Village have a positive and significant influence.*
- H3:** *There is a positive and significant influence between the presence of tourist attractions and tourists' interest in returning to homestays in the Kembang Kuning Tourism Village.*
- H4:** *There is a positive and significant influence between the architectural condition of the building and the interest in returning tourists to homestays in the Kembang Kuning Tourism Village.*
- H5:** *There is a positive and significant influence between security conditions and tourists' interest in returning to homestays in the Kembang Kuning Tourism Village.*
- H6:** *There is a positive and significant influence between the living conditions of the local community and tourists' interest in returning to homestays in the Kembang Kuning Tourism Village*

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Furthermore, some of the results of previous studies (Jussem et al., 2022; Pratama & Ramadhan, 2022) revealed that homestay attributes positively influence increasing tourist visits to available homestays in tourist villages. Based on the reviewed literature, we employed as a basis on which to posit the following hypothesis:

- H7:** *There is a positive and significant influence between all homestay attributes simultaneously with the intention of tourists to return to homestays in the Kembang Kuning Tourism Village.*

In this study, two (2) main variables were discussed, namely homestay attributes as the dependent variable or given the symbol X and revisit intentions as the independent variable or given the symbol Y. Furthermore, an explanation of each variable can be seen in Table 1.

Table 1. Research Variables

Variable	Definition	Items
Homestay Attributes	Homestay attributes are a collection of products provided by homestays for tourists visiting and staying at tourist villages (Pratama et al., 2022; Jussem et al., 2022)	X1. Reasonable Price X2. Clean Room X3. Tourist Attractions X4. Building Architecture X5. Security X6. Local Community
Return Visit	Revisit intentions begin with intentions which refer to tourists' subjective assessment of future actions (Kurniawan, 2019; Hasan et al., 2019)	Y1. Return Visit Y2. Visit More Often Y3. First Choice

Adapted from: Pratama et al. (2022), Jussem et al. (2022), Kurniawan (2019), and Hasan et al. (2019).

C. RESEARCH METHOD

This research used a quantitative approach with a cross-sectional research design. This design was selected due to the challenges of identifying and accessing a well-defined population and sample frame in the context of the Kembang Kuning Tourism Village. As the number and type of tourists visiting homestays varied over time, a cross-sectional design enabled data collection at a single point in time, capturing a snapshot of tourist perceptions and experiences during their stay. This approach was considered appropriate for efficiently gathering relevant data without the need for prolonged observation or longitudinal tracking.

The study focused on 20 homestays located in Kembang Kuning Tourism Village, Sikur District, East Lombok Regency, West Nusa Tenggara Province. This location was purposefully chosen based on its recognition as the first national winner in the tourist village development category in 2019, as well as its receipt of the West Nusa Tenggara tourist village award, indicating its prominence and relevance as a case study site. Respondents were selected using an accidental sampling technique, targeting local and foreign tourists who had stayed at one of the homestays during the data collection period. This technique was deemed suitable given the unpredictable and spontaneous nature of tourist visits, making it impractical to use probability-based sampling methods. Data were collected through a structured questionnaire employing a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The use of a 5-point Likert scale in research on the Kembang Kuning Tourism Village is supported by established practices and empirical evidence in social science survey methodology. This scale is recognized for effectively balancing granularity and usability, offering respondents five options from "Strongly Disagree" to "Strongly Agree," which facilitates the collection of nuanced attitudes and perceptions (Norman, 2010). Compared to scales with fewer response options, the 5-point format allows for a more precise expression of opinion intensity, an important factor when evaluating subjective aspects such as satisfaction with homestays, cleanliness, and cultural experiences. Furthermore, research highlights the scale's effectiveness in maintaining clarity for respondents while minimizing response bias and enabling reliable statistical analysis (Aybek & Toraman, 2022).

The questionnaire included items related to key homestay attributes such as pricing, cleanliness, building design, safety, cultural experience, and nearby attractions. A total of 120 complete questionnaires were returned. However, 100 were deemed valid and used for analysis, with 20 excluded due to incomplete or inconsistent responses. Data analysis included validity and reliability testing to ensure measurement accuracy, followed by multiple linear regression to examine the influence of homestay attributes on revisit intentions. Hypothesis testing was conducted using both t-tests and F-tests to assess the significance of individual variables and the model.

Validity and Reliability Test

After collecting responses from 100 respondents, the questionnaires, validity and reliability tests are then carried out as described in Table 2. Based on table 2, the results obtained show that the calculated r value for all homestay attribute items and revisit intention is above the r table. Therefore, it can be concluded that all homestay attribute items from the results of large-scale research with a total of 100 questionnaires distributed can be declared valid.

Table 2. Validity Test

No	Item	<i>r</i> count	<i>r</i> table	Note
Homestay Attributes				
1	Reasonable price (X1)	0.614	0.195	Valid
2	Clean room (X2)	0.727	0.195	Valid
3	Tourist attractions (X5)	0.737	0.195	Valid
4	Architecture (X6)	0.669	0.195	Valid
5	Security (X8)	0.521	0.195	Valid
6	Local community life (X9)	0.590	0.195	Valid
Revisit Intention				
7	I want to visit Kembang Kuning Tourism Village Homestay again in the near future (Y1)	0.858	0.195	Valid
8	I will visit the Kembang Kuning Tourism Village Homestay more often (Y2)	0.927	0.195	Valid
9	Kembang Kuning Tourism Village Homestay is my first choice compared to homestays in other villages (Y3)	0.780	0.195	Valid

Source: SPSS Processed Result, 2024

According to Table 3, the results obtained show that the Cronbach Alpha value of the homestay attribute variable and interest in returning visits is above the standard value, namely 0.60. So, it can be stated that the two variables from the results of large-scale research with a questionnaire distributed to 100 respondents can be declared reliable. After the validity and reliability testing stages have been carried out and all variable and item values have met the requirements, the next stage is to carry out descriptive statistical analysis and multiple linear regression analysis.

Table 3. Reliability Test

No	Item	<i>Cronbach's alpha</i>	Note
1	Homestay attributes (X)	0.849	Reliable
2	Revisit Intention (Y)	0.817	Reliable

Source: SPSS Processed Result, 2024

Descriptive Statistics

The respondents shown higher proportion of male respondents (65%) compared to female respondents (35%) visited the homestays. Most respondents were born between 1997 and 2012 (58%), representing the younger generation (Gen Z and Millennials). Only 12% of respondents were born between 1965 and 1980, indicating that a younger demographic is more attracted to the homestays in Kembang Kuning Tourism Village. The data on visit frequency to homestays in Kembang Kuning Tourism Village indicates that most respondents visited only once (35%), followed by those who visited more than three times (33%), twice (21%), and three times (11%). The average visit frequency is 2.42, suggesting that homestay attributes attract both new and repeat visitors, aligning with findings by Jussem et al. (2022) and Qiao et al. (2021).

Regarding the length of stay, most respondents stayed for 1 night (42%), followed by 2 nights (38%), 3 nights (11%), and more than 3 nights (9%), with an average stay of 1.87 nights. This indicates that tourists generally prefer short visits to Kembang Kuning Tourism Village. Interviews reveal reasons such as the preference for short trips in cool climates and pre-planned travel

itineraries to other destinations on Lombok Island. In terms of expenditure, the majority of respondents spent less than 61 USD (75%), followed by those spending between 61 USD - 185 USD (24%), and between 185 USD - 308 USD (1%). This lower spending is consistent with the relatively affordable homestay and meal prices in the village.

The origin of visitors reveals that a significant majority (64%) were from within the West Nusa Tenggara, Indonesia (NTB) province, with the remaining 36% from outside NTB. This suggests that the homestays currently attract more local visitors, emphasizing the need for targeted promotion to attract international tourists. Finally, income distribution shows that most respondents had incomes between 61 USD - 185 USD (36%), followed closely by those earning less than 61 USD (35%). Only 5% earned more than 615 USD. This income distribution is consistent with the low expenditure patterns observed, suggesting that the homestay prices are affordable for most visitors.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	<i>t</i> count	Sig.
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	6.172	1.807		3.415	.001
Reasonable price (X1)	.358	.219	.156	2.015	.049
Clean room (X2)	.583	.247	.276	2.359	.021
Tourist attractions (X3)	-.219	.253	-.098	-.868	.388
Architecture (X4)	-.014	.246	-.006	-.057	.954
Security (X5)	-.194	.200	-.089	-.968	.335
Local community life (X6)	.507	.279	.193	2.122	.042

Source: Source: SPSS Processed Result, 2024

Based on Table 4, reasonable price (X1) has a favorable impact on the likelihood of revisit intentions, indicating that guests are more inclined to come back when they perceive the prices as fair. Similarly, clean rooms (X2) play a significant role in attracting repeat visitors, underscoring the importance of maintaining high standards of cleanliness. The unique local community life (X9) boosts the probability of revisit intentions, suggesting that guests value and seek authentic local experiences.

Conversely, tourist attractions (X5) also negatively impact the likelihood of revisit intentions, suggesting that the attractions might not meet visitors' expectations or needs. Attractive building architecture (X6) appears to have a negative influence on revisit intentions, indicating that aesthetic appeal alone may not be sufficient to encourage repeat stays. Lastly, high levels of security (X8) unexpectedly negatively impact the likelihood of revisit intentions, possibly indicating that an overly secure environment might make guests feel less relaxed and more restricted.

Furthermore, Table 4 shows partial hypothesis testing was conducted for each dependent variable item. For variable X1 (Reasonable pricing), with a *t-value* of 2.015 greater than the *t-table value* of 1.990 and a significance level of 0.049 less than 0.050, it indicates a significant partial effect on the dependent variable Y (Return Visit Interest). Similarly, variable X2 (Clean rooms) shows a significant partial effect on Y, with a *t-value* of 2.359 greater than the *t-table value* of 1.990 and a significance level of 0.021 less than 0.050. Variable X3 (Unique local community life) has a

significant partial effect on Y, with a *t*-value of 2.122 greater than the *t*-table value of 1.990 and a significance level of 0.042 less than 0.050.

However, other variables do not show a significant partial effect on Y. Variable X4 (Interesting tourist attractions) has a *t*-value of -0.868, less than the *t*-table value of 1.990, and a significance level of 0.388, which is greater than 0.050. Variable X5 (Attractive building architecture) has a *t*-value of -0.057, less than the *t*-table value of 1.990, and a significance level of 0.954, which is greater than 0.050. Lastly, variable X6 (High levels of security) has a *t*-value of -0.968, less than the *t*-table value of 1.990, and a significance level of 0.335, which is greater than 0.050.

F Test

Table 5. *F* Test

	Model	Sum of Squares	df	Mean Square	<i>F</i>	<i>Sig.</i>
1	Regression	116.316	10	11.632	6.065	.000 ^b
	Residual	170.674	89	1.918		
	Total	286.990	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), X8, X1, X9, X6, X5, X2

Source: SPSS Processed Result, 2024

According to Table 5, the results of the *F* test are obtained, the calculated *f* value = 6.065 > 1.940 (table *f* value) and the significance value = 0.000 < 0.050, so it can be stated that all X variables simultaneously have an influence on the Y variable. In addition, in this study, the percentage of variation of the independent variables in the analyzed regression model can be seen in Table 6.

Coefficient of determination (R^2)

Table 6. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.405	.338	1.385

a. Predictors: (Constant), (Constant), X8, X1, X9, X6, X5, X2

Source: SPSS Processed Result, 2024

Based on Table 6, the coefficient of determination (R^2) value is 0.405, meaning that approximately 40.5% of the variation in the dependent variable can be explained by the independent variables used in the regression model. The remaining 59.5% is likely due to other factors not discussed in this study, such as digitization, facilities, storytelling, accessibility, and homestay location.

D. RESULTS AND DISCUSSIONS

A reasonable price has a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village

In the homestay business, prices are often influenced by various accommodation attributes such as location, amenities, size, and quality (Qiao et al., 2021). The relationship between price and

homestay characteristics can vary depending on tourists' preferences and needs. Generally, homestays with complete attributes and facilities tend to have higher prices than those with fewer amenities.

This study found that a reasonable price significantly influences tourists' interest in revisiting a homestay. This finding aligns with research conducted by Ningrum & Mustika (2019), which revealed that the price offered by a homestay is one of the reasons people choose to travel, as it matches their payment capabilities. Although some tourists are more inclined to choose their destination first and then select accommodation, in some tourist destinations like village tourism, accommodation options may be limited or even non-existent. Kembang Kuning Tourism Village currently offers 20 homestays with prices ranging from 9 USD to 43 USD per night. These price options are tailored to the facilities provided. Travelers planning to visit can compare prices and facilities offered through platforms such as Traveloka, Booking.com, Agoda, and AirBnB (Pratama & Ramadhan, 2022).

In rural tourism settings, tourists are generally more price-conscious, as they tend to look for experiences that are both budget-friendly and culturally enriching. Setting prices that fairly reflect the quality of service, cultural interactions, and overall comfort can enhance visitors' perception of value and lead to greater satisfaction. When guests feel that the cost of their stay matches the experience received, they are more likely to view the destination favorably and consider returning. As such, strategies like clear pricing structures, promotional discounts, or bundled offerings can help attract more visitors and increase the likelihood of repeat stays at homestays in Kembang Kuning Tourism Village. However, this influence can be affected by other factors such as service quality, promotion efforts, facilities, and the destination's image. Hence, it is important for homestay owners to consider these factors when determining their prices to enhance tourists' interest in returning.

Clean rooms partially have a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village

Cleanliness of the rooms can serve as a basis for tourists when choosing accommodation in Kembang Kuning Tourism Village. Despite not offering extensive facilities like hotels, room cleanliness remains a preferred choice for tourists because it enhances comfort during their stay. This study found that clean rooms influence the interest in returning to homestays in Kembang Kuning Tourism Village. This finding is consistent with Wang et al. (2019), who highlighted that room cleanliness is an important attribute for homestay operators to ensure comfort for guests. Tourists prefer homestay rooms that are clean and equipped with adequate amenity standards (Jussem et al., 2022).

Homestay rooms in Kembang Kuning Tourism Village come in two forms. Some homestay owners rent out rooms within the same building where they reside. There are also homestay rooms that are separate from the owner's residential building. Therefore, tourists can choose between these two options depending on their preferences and room availability.

However, the emphasis in this study is on maintaining room cleanliness, which is crucial regardless of whether the room is integrated within the owner's residence or is separate. It is noted that adding room fresheners can enhance guest comfort (Pratama & Ramadhan, 2022). Therefore, it is important for homestay owners to prioritize cleanliness by performing regular daily cleaning (Cvelbar et al., 2021). This attention to cleanliness helps in increasing tourists' interest in returning.

Tourist attractions partially do not have a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village

Tourist attractions are often cited by tourists as reasons for visiting a destination and choosing homestays as their accommodation (Kontogeorgopoulos et al., 2015). According to Khrisnamurti et al. (2021), tourist attractions encompassing natural, cultural, and man-made elements can attract tourists to visit. However, this study found that tourist attractions do not have a significant influence on tourists' interest in returning to homestays in Kembang Kuning Village. This finding contrasts with some previous studies (Chen et al., 2022; Jussem et al., 2022). Chen et al. (2022) revealed that tourist attractions can motivate tourists to revisit homestays in village tourism destinations. Similarly, Jussem et al. (2022) found that tourist attractions significantly influence the intention to revisit Kembang Kuning Tourism Village. It is important to note the differing results among studies, indicating that while tourist attractions can be influential in some contexts, their impact on returning to homestays may vary depending on specific factors such as local preferences, infrastructure, and marketing strategies. Kembang Kuning Tourism Village offers a variety of tourist attractions including natural, cultural, and man-made attractions. Natural attractions that tourists can enjoy including the Sarang Walet Waterfall. Cultural attractions involve traditional ceremonies typically showcased during cultural events and guest receptions. Additionally, visitors can participate in man-made attractions such as farming tours, coffee processing, and traditional weaving.

Despite the availability of diverse natural, cultural, and man-made attractions, many visitors reportedly use local homestays as a base for exploring popular destinations outside the village, including Sembalun and Gili Kondo. This behavior suggests that the decision to stay in Kembang Kuning is driven more by convenience or affordability than by the appeal of its attractions.

The findings highlight that the influence of tourist attractions on revisit intention is context dependent. Factors such as the comparative appeal of nearby destinations, transportation access, tourist expectations, and promotional efforts may diminish the role of local attractions in driving revisit intentions. Therefore, while Kembang Kuning Tourism Village may offer various attractions, these do not currently serve as strong pull factors for repeat homestay bookings.

Interesting building architecture partially does not have a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village

One attribute that tourists can directly observe when visiting a homestay is the building architecture. Typically, attractive building architecture can leave a positive impression on tourists. However, this study found that interesting building architecture does not significantly influence the interest in returning to homestays in Kembang Kuning Tourism Village. This finding contrasts with research by Chou (2022) and Wang et al. (2019). Chou (2022) suggests that building architecture has a positive influence on satisfaction and the intention to revisit homestays, even being a primary factor in tourists' choice of accommodation. Similarly, Wang et al. (2019) found that building architecture is an attribute that can create a positive impression among tourists, encouraging them to revisit the same homestay.

The discrepancy in findings suggests that while building architecture can be influential in certain contexts, its impact on returning to homestays may vary based on specific factors such as individual preferences, overall experience, and other attributes of the homestay.

The building architecture of homestays in Kembang Kuning Tourism Village varies considerably. Specifically, homestays that are separate from the owner's residence often appear more attractive both in terms of exterior and interior design. In contrast, homestays that share the

same building structure with the owner's or local community's residence tend to have a more traditional and ordinary design. However, both types of homestays offer different facilities and price ranges. Guests can choose according to their preferences when making reservations on platforms like Booking.com and Traveloka. Thus, it is important for homestay operators to carefully consider the architectural design that aligns with the natural surroundings and local culture (Sufianto et al., 2019). This approach aims to enhance the homestay's appeal as an attribute that leaves a positive impression on tourists, encouraging them to revisit in the future after experiencing a stay.

Additionally, for many tourists in Kembang Kuning Tourism Village, architectural design may serve as a subtle backdrop than a key factor in shaping their overall travel experience. In rural tourism settings, visitors often place greater value on engaging with the local community, taking part in cultural or farming activities, and enjoying the natural surroundings, rather than focusing on the aesthetics of buildings. This implies that while appealing architecture can enhance the atmosphere of a stay, it alone may not be enough to drive repeat visits, especially if other aspects of the experience are lacking.

High security levels partially do not have a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village

Tourists need to feel safe and comfortable when traveling, especially in unfamiliar places like village tourism destinations. Ensuring their safety can help build trust and confidence in destinations such as Kembang Kuning Tourism Village. However, this study found that a high level of security does not significantly influence the interest in returning to homestays in Kembang Kuning Tourism Village. This finding contrasts with previous research. For example, Henok (2021) stated that one of the factors determining tourists' choice to visit a tourism destination is the level of security that provides a sense of safety to tourists. Alkhodary et al. (2022) also emphasized that every destination should ensure the safety of visitors from their arrival until they return home.

The security situation in homestays and Kembang Kuning Tourism Village is perceived to be good, and there have been no reported criminal incidents involving tourists so far. This may explain why tourists' assessments of security levels are not considered a critical attribute requiring special attention, hence this study found that it does not significantly influence tourists' intention to revisit. Although security is generally a key consideration for tourists when choosing destinations such as village tourism, it is also important to know the availability of the nearest police station and health center (Wang et al., 2019).

Currently, communication and cooperation between Kembang Kuning Tourism Village and the police and military (TNI) are harmonious. This is evident during various activities such as local festivals, tourism events, and village cleanup activities, where the police and military are actively involved. Additionally, neighborhood security posts (Poskamling) operate on a scheduled basis in the village. Furthermore, a community health center is strategically located in the center of the village. These efforts aim to ensure the safety and comfort of tourists visiting Kembang Kuning Tourism Village, although this study found that security does not significantly influence tourists' interest in returning to visit homestays in the village.

These results indicate that when a destination consistently provides a safe environment and no threats are apparent, security tends to function as a basic expectation rather than a motivating factor in tourists' decision-making. In other words, visitors may only give serious consideration to safety when it is absent or in doubt. In the context of Kembang Kuning Tourism Village, the stable and secure conditions may cause tourists to place greater importance on other elements, such as

the quality of service, distinctive activities, or overall convenience when deciding whether to return. Thus, although maintaining a secure environment remains important, strategies aimed at increasing revisit intentions should focus more on improving the broader travel experience rather than emphasizing safety as a primary attraction.

Unique local community life partially has a significant influence on the interest in returning to homestays in Kembang Kuning Tourism Village.

In general, tourists who choose homestays typically stay with the family members of the homestay owners during their time in the village, providing them with an opportunity to develop close relationships with their hosts and enjoy memorable experiences, especially related to the life and culture of the local community (Jussem et al., 2022). This study found that the unique local community life significantly influences the interest in returning to homestays in Kembang Kuning Tourism Village. This finding is consistent with research by Voon et al. (2022), which revealed that the culture and uniqueness of local community life can enhance tourist satisfaction, thereby encouraging them to revisit in the future.

Homestay is considered as one of the alternative accommodations in the village tourism where tourists can learn about the unique culture and life of the local community (Adli & Chin, 2021; Li et al., 2021). The local community life that tourists can experience in Kembang Kuning Tourism Village includes activities such as farming, gardening, fishing, local festivals, or simply gathering with locals in traditional huts or relaxing together. In village tourism destinations like Kembang Kuning, where the community's livelihood depends on agriculture, this becomes a unique selling point that can be promoted to tourists (Cheng et al., 2020). This is because such aspects of local life are often rare for tourists to experience in their own residential areas, making them choose homestays and village tourism as their vacation destinations.

The attributes of homestays simultaneously have a significant influence on the intention to revisit homestays in Kembang Kuning Tourism Village

In this study, homestay attributes represent key components that shape the impression of homestays among tourists, whether viewed individually or collectively. The findings reveal that these attributes collectively have a significant influence on tourists' intention to revisit homestays in Kembang Kuning Tourism Village. While certain attributes such as tourist attractions, architectural design, and security do not individually impact tourists' intention to revisit homestays in Kembang Kuning Tourism Village, the overall analysis using the F-test in SPSS indicates a significant collective influence of homestay attributes. These findings are consistent with prior research. For instance, studies by Jussem et al. (2022) in Kuching Sarawak and Pratama & Ramadhan (2022) in Ubud Bali similarly found that homestay attributes collectively influence guest satisfaction and their intention to revisit.

The availability of homestay attributes in Kembang Kuning Tourism Village has provided its own assessment for the tourists who have visited. Overall, this can be a positive indication that encourages homestay operators that tourists are inclined to return. However, operators are still required to provide the best service (Voon et al., 2022) and create innovations (Pitanatri & de Pitana, 2019) to ensure that Kembang Kuning Tourism Village remains a preferred accommodation choice for visitors staying in tourism villages in Lombok Island.

This emphasizes the need to consider homestay attributes as a cohesive whole rather than as separate, unrelated features. While some individual factors may not significantly impact the intention to revisit on their own, their combined effect plays a crucial role in shaping the overall

tourist experience and satisfaction. For homestay providers in Kembang Kuning Tourism Village, this means adopting a comprehensive strategy that ensures consistent quality in various areas, such as cleanliness, hospitality, comfort, cultural interaction, and ease of access. By enhancing these elements collectively, homestays can increase their perceived value, leave a lasting impression, and encourage greater tourist loyalty and repeat visits.

E. CONCLUSION

This study concludes that three key homestay attributes which are reasonable price, clean rooms, and the experience of local community life were significantly influence tourists' intention to revisit Kembang Kuning Tourism Village, Indonesia. These attributes contribute directly to enhancing visitor satisfaction and loyalty in the post-pandemic tourism context. In contrast, tourist attractions, building architecture, and security were found to have no significant impact on revisit intentions, indicating areas that require further development to better meet tourist expectations. Overall, the combined influence of homestay attributes has a significant effect on tourists' revisit intentions, reaffirming the importance of offering a holistic and memorable visitor experience. Theoretically, this study reinforces the relevance of homestay attributes as measurable indicators of service quality and tourist satisfaction in rural tourism settings. From a managerial and operational perspective, the findings suggest that homestay operators and tourism village managers should prioritize maintaining affordable pricing, high cleanliness standards, and authentic cultural engagement. Investments in staff training, local experience curation, and quality control can help strengthen these attributes. At the same time, improvements in infrastructure, security protocols, and the overall attractiveness of the village environment should not be neglected.

This study has several limitations. The sample was limited to 100 respondents, selected through accidental sampling, which may not fully represent the broader population of tourists. Additionally, the cross-sectional design restricts insights into changing preferences over time. Future research is encouraged to use larger, more diverse samples and adopt longitudinal or mixed-method approaches to explore deeper behavioural patterns and motivations. Comparative studies with other tourist villages could also provide broader generalizability and richer contextual understanding.

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