

Tourist Satisfaction in the Homestay of Nepal: Case Study of Namje Community Homestay

Animesh Bastola

Lecturer

Faculty of Management, U. N. College, Dharan, Tribhuvan University, Nepal
bastolaanimes8@gmail.com

Abstract

Purpose: This paper aims to examine the impact of service quality towards tourist satisfaction and analyses the impact of tourist satisfaction on re-visit intention. This article focuses on the area of Namje, Dhankuta.

Methods: It is based on descriptive and exploratory research design following the methods of qualitative and quantitative techniques. To build a reach understanding of the phenomenon, different theories, and data collection procedures: preliminary interviews, structural interviews, Google surveys etc. have been used.

Originality: This study is based on the SERVQUAL theory through which HOLSERV was developed for the proper evaluation of the tangibles, reliability and employees of the homestay.

Findings: The results obtained through the data collection from 384 respondents shows that Tangibles, Reliability and Employees are a significantly strong predictor of Customer satisfaction. Customer Satisfaction is also a strong predictor of Repurchase Intention. The main conclusion drawn from this study is that Tangibles, Reliability and Employees in a homestay lead toward customer satisfaction and customer satisfaction result the repurchase intention. This article recommends that the homestay should focus on accurate service time as promised and should satisfy their employees for better service.

Keywords: Homestay, service quality, holserv, customer satisfaction, repurchase intention

Paper type: Research paper.

Introduction

Background

Tourist satisfaction is pivotal for success in the homestay industry, as it affects where people choose to go and what services and products they consume. It is defined as an evaluative judgment of a customer's purchase and consumption experience (Cetinkaya, 2016), and is essentially "the overall feelings or attitudes a person has about a product after it has been purchased". Researching the factors that drive tourist satisfaction is therefore of paramount importance to the industry. Suhartanto (2018) described satisfaction as an individual's

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emotional reaction and inner experience following the decision they have made regarding an object at a certain destination. The re-visit intention is the desire to visit again. As it is easy for hospitality organizations to retain the same customer than attract new customers. Re-visit intention plays a vital role in homestay since it represents a good revenue for the locales. There are always two types of customers in the hospitality industry. First is the first-time customer and next are the retained customers. If the first-time customers are satisfied then they intend to visit again. The hospitality literature has investigated this expectation as a visit intention.

Discovering the best options for their customers' needs is a great way to help them. Septya (2019) introduced the term 'SERVQUAL', which stands for Tangibility, Reliability, Responsiveness, Assurance and Empathy. Sari (2019) supported that SERVQUAL tools have been created to make customers aware of the service quality that firms provide. Furthermore, many companies are dedicated to measuring their service quality to ensure the customer's full benefits. Researchers have determined that this ensures firms can develop their overall delivery and value. Developers point out that an easy way to remember these five dimensions is to use the acronym RATER (Fripp, 2015): 1.) 'R' stands for Reliability; 2.) 'A' stands for Assurance; 3.) 'T' stands for Tangibles; 4.) "E" stands for Empathy; and 5.) 'R' represents Responsiveness (Rusdi, 2020).

Homestay is defined as a house of local people where they facilitate the visitors or tourists to stay a night and provides food and beverages in return of money (Lynch, 2005). Over time, homestay development has become popular in rural areas as it encourages local community involvement in tourism (Gu & Wong, 2006). Recently increased attention has been given to using natural and human resources in homestay programs as a way to enhance rural development - something which could lead to sustainable practices being developed by the tourism industry in many developing countries (Devkota, 2008). According to the Nepal Tourism Board, there are more than 1000 homestays that have been running. However, there are 211 numbers of registered Homestay with 339 rooms and 631 beds, including community and private own homestays in Nepal, according to Nepal Tourism Statistics 2014. To sustain these tourism activities and benefit out of it, the satisfaction of tourists is one of the major components to concern with, yearn for something that can satisfy their expectations. Likewise, the homestay programmers in Nepal, especially in the rural areas need to be understood in terms of tourist expectations, especially in terms of satisfaction of the tourists visiting those destinations. The issue of tourist satisfaction is not new but it is still not receiving attention in homestay especially in Nepal (Devkota, 2010).

Namje Village is located at a height of 1585 meters and is home to the Magar people in Sangurigadhi Rural Municipality, Dhankuta District of Eastern Nepal. Out of the 30 families living in the village, 19 have set up homestays for tourists. The hills and valleys provide a beautiful backdrop to the Magar settlement, and visitors can also enjoy panoramic views of

Mount Makalu (8463 m.) from Namje. Himalayas can be seen further north, with China and India's borders visible in the south. Some tourist attractions include Thumki (a memorial to Magar ancestors), Namaste Jharna, Rani Lake and Bhedetar all close to Namje.

Tourists at Namje Community Homestay can observe traditional dances, costumes and customs of the local community which has inspired young people to appreciate their culture more. Accommodation is available in cosy rooms equipped with modern features like fans for added comfort during warmer months. Bathrooms are separate from the main house and feature a Nepali-style squat toilet (Magar, 2023).

Research Questions

The main problem of this study is to find out the variables which affect the relationship between tourist satisfaction and revisit intention. To highlight the problems clearly, the following research questions are listed. The result and discussion section focuses on answering the following research questions.

- i What is the relationship between tourist satisfaction and revisit intention?
- ii What are the variables that affect tourist satisfaction?
- iii What is the impact of tourist satisfaction on re-visit intention?

Research Objectives

The overall objectives of this research are to analyze the facilities and services which are provided to the tourist. The specific objectives of the study are:

- i To investigate the relationship between tourist satisfaction and revisit intention.
- ii To examine the impact of service quality on Tourist Satisfaction.
- iii To analyze the impact of tourist satisfaction on re-visit intention.

Significance of the Study

The significance of the study is:

- i This study provides empirical evidence of Tourist Satisfaction in homestays that lead toward the re-visit intention of tourists.
- ii This research extends the Disconfirmation concept in context to measure the overall level of customer satisfaction.
- iii This research provides suggestions to improve the homestay's operation which leads toward customer satisfaction and re-visit intention.

Limitations of the Study

- This study took place in Namje, Dhankuta. Beyond that area, there are other places too where homestay operates therefore, it may not reveal or relate the fact of homestay in other places.

- This study is only related to satisfaction and re-visit intention; therefore, it will be unable to cover all the aspects of homestay tourism.
- Data collection procedure is performed only for one day, so it may not cover the intentions of every tourist visiting the homestay.

Review of Literature

Tourist satisfaction and a desire to revisit are always linked. Tourists usually come back to a homestay if their experience has been a positive one, meaning that the desire to return is dependent on how content they were with their stay. Tourist satisfaction is determined by evaluating the overall experience and its components, and this contributes to the ever-growing service industry of travel and tourism (Bitner and Hubert, 1994). Developing successful tourism requires drawing tourists in and having them recommend a destination to others as a means of promoting it (Walls et al., 2011).

Various studies have found that tourist satisfaction determines future purchases and revisiting intentions (Choo et al., 2016). Revisit intention is defined as the act of coming back to a destination (Oliver, 1997) which leads to positive word-of-mouth advertising for destinations at no cost (Som and Badarneh, 2011). As competition in the tourism industry continues to increase, destination marketers are pressed to focus on generating repeat customers for tourism or rural tourism sites (Tubey & Tubey, 2014; Choo et al., 2016). Research has highlighted the essential role that revisits intention plays in creating dynamic and unique trips for visitors (Choo & Petrick, 2014; Ranjbarian & Pool, 2015).

SERVQUAL is employed in this study - it's an approach used for assessing perceived service quality from the customer's standpoint (Parasuraman et al., 1988), which emphasizes advertising as an essential factor influencing tourist satisfaction within hospitality industries (Asubonteng et al., 1996; Ladhari 2009; Parasuraman et al., 1985). SERVQUAL includes five dimensions as suggested by 22 attributes - its importance within this research is measured using a Likert Scale.

Service Quality Concept

SERVQUAL is a universal research tool, designed to measure customer satisfaction by capturing respondent's expectation and perception along with the five dimensions of service quality and the perception of employee commitment towards the customers (Dewa, 2017). It represents a breakthrough in the measurement methods used for service quality research. It is widely used by service firms, most often in conjunction with other measures of service quality and customer satisfaction. SERVQUAL tools have been developed with a great concept to make the customers understand the service quality (Asubonteng, 1996). Ravichandran (2010) affirmed that originally SERVQUAL model comprised of ten dimensions of service quality and they are as follows: tangibles, responsiveness, reliability, access, courtesy, communication,

credibility, competence, security and understanding the consumer but they were categorized into five items as reliability, responsiveness, empathy, assurances and tangibles.

Service Quality in Homestay

Studies on service quality in the homestay are done to identify the factors that measure tourists' and visitors' intention of satisfaction and dissatisfaction (Mihaela, 2014). It is highly essential for hospitality businesses to deliver service quality and identify the determinants that affect customer satisfaction. Wong et al. (2003) state that through the measurement of customer satisfaction, the homestays can create their own brand loyalty to which they can assure the delivery of quality services and can create a competitive image in a market.

Babakus and Boller (1992) state that several studies don't accept the SERVQUAL scale as the universal measurement tool because the dimensions depend upon the type of organization where the measurement has been taken. Getty and Thompson (1994) similarly reported that only two dimensions of SERVQUAL (Tangibility and Reliability) are suitable for the homestay. Boon (2013) reported on the study that HOLSERV is more consistent than any other measurement tool as its three dimensions (Tangibles, Reliability and employees) comprise all the items that are suitable for homestay. Minh (2015) asserted that Lodging Quality Index, LQI (Getty and Thompson 1994), LODGUAL (Getty and Getty 2003), LODGSERV (Knutson et al., 1990) are all adapted from the SERVQUAL and has no difference while referring to the original SERVQUAL measurement scale and altogether they are comprised of five dimensions but HOLSERV has the modified model with three dimensions (Tangibles, Reliability and Employees). Kumar (2018) study on "The Relationship between Hotel Rating and Customer Outcomes and Its Implication towards Revisit Intention" asserted that HOLSERV is more suitable for customer satisfaction in the hotel and homestays rather than SERVQUAL. Similarly, Nguyen (2015) identified that LODGSERV (Knutson et al 1990), Lodging Quality Index, LQI (Getty and Thompson 1994), and LODGUAL (Getty and Getty 2003) were discovered to measure the service quality of lodging services, whereas HOLSERV is developed to measure service quality at a hotel and homestays.

However, in this study, the HOLSERV scale is used to measure the service quality of the homestay. As suggested by several researchers HOLSERV carries suitable dimensions to carry out the measurement in the hospitality sector, especially hotels.

Many researchers do the research and several different theories have been developed about the service quality. In this study, HOLSERV, the service quality measurement item has been compiled for the literature review and seems to be suitable for the topic because it emphasizes creating and evaluating customer satisfaction through the modified concept of service quality.

Le Na (2010) states that HOLSERV is a new format of SERVQUAL. HOLSERV is a one-column format questionnaire that has produced a reliable instrument specifically for

homestays. Moreover, HOLSERV comprises eight dimensions of the original SERVQUAL namely: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Information, Price and Employee along with a total of 27 measurement items. Later on, Mei (1999) discovered that the hotel or hospitality industry represents three dimensions as the predictor of service quality namely Tangibles, Reliability and Employees.

Customer Satisfaction Concept

Howard and Sheth (1969) proposed that satisfaction level increases whenever there is an increment in the expectation ratio. Moreover, it is very complex to decide satisfaction level but expectations are the major factors to evaluate the process of disconfirmation. The satisfaction level influences future purchase intention and post-purchase attitudes, most researcher agrees that the purchase of dissatisfying product lead towards the decline of repurchase attitudes (Howard, 1974). Olson and Dover (1976) asserted that at first customer generates the attitude of expectation, gradually it turns out to be the level of satisfaction decision and finally, it tends to be the post-purchase attitude of the customer. Oliver (1980) stated that the final judgment of satisfaction can be done by comparing the expectation of the customer before purchasing the product and the experience of the customer after purchasing the product. Furthermore, if the outcome is poorer than expected then it is said to be dissatisfaction whereas, if the outcome is better than expectations then it is real satisfaction.

Re-visit Intention Concept

Osberg (1986) stated that the influences of past behavior arises the intention for future behavior and also the past influences intend the customer to re-use the product in future. Behaviours that are perceived in past can directly influence future behavior (Ajzen, 1991). Bargh (1999) asserted that behaviors are influenced by intentions, attitude and past actions influence future intentions. Customers develop positive intentions whenever they perceive favorable attitude towards the product, if the product and services are favorable then they control their intention to purchase it again for future use (Ajzen and Fishbein, 2000). (Albarracin, 2001) asserted that intention is the image of behavior, whereas behavior is the action and if the customers are satisfied then they develop the intention towards the product or services. Furthermore, the attitude towards the behavior is a function where customers perceive to achieve several positive outcomes by performing the behavior.

Ajzen (1991) study on the theory of planned behavior which is the modified version of (Fishbein, 1980, A theory of reasoned action) asserted that the actual behavior is comprised of attitude, subjective norms and perception of behavioral control which leads toward the behavioral intention and results the actual behavior, actual behavior is an action of an intention. The intention is a decision of a person whether to perform the behavior or not. The intention is the motivational factor that influences the behavior of the person, it shows the perception of

people from different aspect and concludes with the decision (Vallerand, 1992). When the attitudes of the customer meet the least target then the customer arises the intention.

Tangibles

Tangibility refers to the physical environment of any establishment which is visible to tourists or customers or visitors. It also includes the cleanliness and decoration of the building (Parasuraman, 1988). Nyeck (2002) suggested that tangibility is the material environment of the building that shows the facilities and design, also the appearances of employees and decorations or rooms, materials for communication and the existence of other customer facilities in the service firms like homestays, hotels, restaurants, rental services, lodges etc.

Reliability

The service is to be performed in a correct manner from the first visit of the customers which includes accurate service, safety and security measures. Furthermore, customers always want to do business with a homestay which provides accurate services and shows the attributes as promised. All homestays need to be aware of customer expectations of reliability (Saleh, 1991). Reliability for the hotel is defined as the capacity of the organization and all the related members to carry out the covenant service in a dependable and accurate manner (Nyeck et al., 2002). It is known as the ability to perform the services accurately in a promised manner.

Employees

Grisaffe (2001) identified that employees are defined as the hotels' professionals who satisfy the customer's needs. Sasser, Heskett, Schlesinger (1997) asserted that customer satisfaction in hotels is measured according to the employee's attitude, appearance and performance. Customers are more satisfied whenever the employees are positive and loyal towards them. Positive changes in employee attitude lead to positive changes in customer service which results in positive customer emotions toward the service brand (Wiley, 1991).

Materials and Methods

Research Design

This is a descriptive and exploratory study that is employed through quantitative methods of collecting data and analysis. The goal of this study is to expand theory and practice knowledge in relation to Disconfirmation Process using survey methods.

This study will use the formula from Cochran (1963) to determine the sample size.

The formula for the unknown population is;

$$n = (Z^2 pq) / e^2$$

where;

n = sample size

Z² = abscissa of normal curve

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e = the level of precision

p= the estimate proportion of an attribute

q= 1-p

Therefore, this formula assumes a confident level of 95% and the degree of variability of 0.05

Hence, where Z= 1.65, e =0.05,

$$n = [(1.96^2)(0.7)(0.7)] / (0.05^2) = 1.88 / 0.0025 = 384$$

Therefore, the sample size is 384 with 95% level of precision should be adequate.

Measurement Items

The measurement Items for this research paper is generated through the HOLSERV theory developed by Boon (2013). The questionnaires include two sections which are demographic information and measurement tools of related variables, customer satisfaction along with Repurchase intention. Demographic information relates on gender, age, education, income, range of hotel, range of price, duration of stay, frequency of travelling to Nepal, frequency of travelling to other countries. The questions also include measurement items of related variables which are Tangibles, Reliability, Employee, customer satisfaction and Repurchase intention. They were measured on 5-point Likert scale (1 for Strongly Disagree and 5 for strongly Agree). These questionnaires are adopted from different sources of study and research papers.

For Tangibles, 6 measurement items were developed from (Boon, 2013) and from (Al-Rousan, 2010). The items include “Furniture in this homestay are comfortable”, “The interior and exterior decoration in the homestay is appealing”, “The homestay facilities are up to date”, “The homestay is always clean since my first visit”, “The brochures and pamphlets are visually presented”, “Homestay have the good varieties of food and beverages”.

Similarly, for Reliability, 4 measurement items were developed from Mei (1999). The items include, “Homestay does the thing that it promised to do”. “Information about the safety precautions were highlighted in different areas of the homestay”. “The homestay provides the service at the accurate time as it promised”, “Homestay adopts the security measures for the secure stay of customers”. Moreover, for Employee, 6 measurement items were adopted from Boon (2013). It includes, “The employees are friendly and confidently approaches to me”, “The employees are very understanding and attentive towards my inquiries”, “The employees have the great willingness to help us”, “The employees are skillful and give us the prompt service”, “The employees are very helpful and polite”, “the employees have neat and professional appearances”.

Furthermore, for customer satisfaction, 4 measurement items were adopted from Al-Rousan (2010) and from Raza (2012) through the study on Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry which includes “I

am satisfied with the hospitable services provided by the homestay”, “I received the total value of facilities and services as I paid for”, “I have achieved more than I expected” and “I consider the overall operation in this homestay is strong”.

Lastly, for repurchase intention, 6 measurement items were adopted from Kumar (2018) and Su (2016) It includes: “I would like to stay in this homestay next time”, “I would like to repurchase many services in this homestay”, “I intend to continue using this homestay”, “I would like to hear about the changes in service and facilities made by the homestay”, “I would like to re-visit this homestay with my friends and relatives” and “I would consider this homestay as my first choice whenever I need homestay services in Nepal”.

Descriptive analysis is employed to analyze respondent demographic information such as age, gender, income, education. Validity and reliability of all the variables are also checked in this study. Linear regression is also employed to test the hypotheses.

Results and Discussion

The study confirms the impact of Tangibles on Customer Satisfaction. The findings is consistent with the research results of Wakefield (1999) which suggested that tangible resources are very important to satisfy the customers through the way of entertainment, leisure and the sources of attraction that the homestay provides. The current research found that Tangibles have a positive effect on Customer Satisfaction. However, the up-to-date facilities of the homestay didn't show a significant result but still, all the variables of tangibles are directly positive towards customer satisfaction. Hence, this study suggested that Tangible is a strong predictor of Customer Satisfaction.

On the other hand, this study confirmed the impact of reliability on Customer Satisfaction. The findings is consistent with the research results of Ramsaran-Fowder (2006) which stated that when the reliability of the service provided is more, the more will be the customer satisfaction level. The current research found that Reliability has a positive effect on Customer Satisfaction. Therefore, this study suggested that Reliability is a strong predictor of Customer Satisfaction.

Similarly, this study confirmed the impact of Employees on Customer Satisfaction and Re-visit Intention. The findings is consistent with the research results of Hansemark (2004) which asserted that employees are an important part of the hotel who are not only responsible for customer satisfaction but also for maintaining good relationship which results in the re-purchase attitude of customers. The current research found that Employees have a positive effect on Customer Satisfaction. So, this study suggested that Employee is a strong predictor of Customer Satisfaction.

Furthermore, this study confirmed the impact of Customer Satisfaction on Repurchase Intention. The findings is consistent with the research results of Hellier (2003) which concluded

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that the customers has the intention to re-visit in a homestay whenever they are satisfied, for this customer satisfaction is the main influencer among the other important factor. Furthermore, whenever the customers are satisfied with the services, they undoubtedly return back to experience more services without taking care about the brand preferences. The current research found that Customer Satisfaction have positive effect on Re-visit Intention. Hence, this study suggested that Customer Satisfaction is a strong mediator of Tangibles, Reliability and Employees towards the Repurchase Intention.

Findings

This study explored a valid response from 374 respondents among the 411 respondents. Rests of the 37 questionnaires were invalid due to improper answering of the questions. Among those valid participants, 61% are Male and 39% are Female. Most of the respondents (34%) are between the ages of 31-40 years. In case of qualification, majority of the Bachelor's Degree holders is the highest with 32%. Similarly, most of the respondents (36%) earn NRS. 3,00,000-500,000 annually.

Table 1

Validity and Reliability Test

| Variables | Loadings | Cronbach's Alpha | Composite Reliability | Average Variance Extracted | Number of Items |
|-----------------------|----------|------------------|-----------------------|----------------------------|-----------------|
| Tangible | >.687 | 0.736 | 0.887 | 0.611 | 6 |
| Reliability | >.457 | 0.839 | 0.839 | 0.578 | 4 |
| Employees | >.777 | 0.883 | 0.911 | 0.630 | 6 |
| Customer Satisfaction | >.741 | 0.811 | 0.876 | 0.639 | 4 |
| Repurchase Intention | >.696 | 0.87 | 0.906 | 0.607 | 6 |

In the table 1, the study found that all domain variables have convergent validity and reliability. Average Variance Extracted (AVE) of Tangible (0.611), Reliability (0.578), Employees (0.630), Customer Satisfaction (0.639) and Repurchase Intention (0.607) are above 0.5 which confirms convergent validity.

Figure 1

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Mean of Tangibles

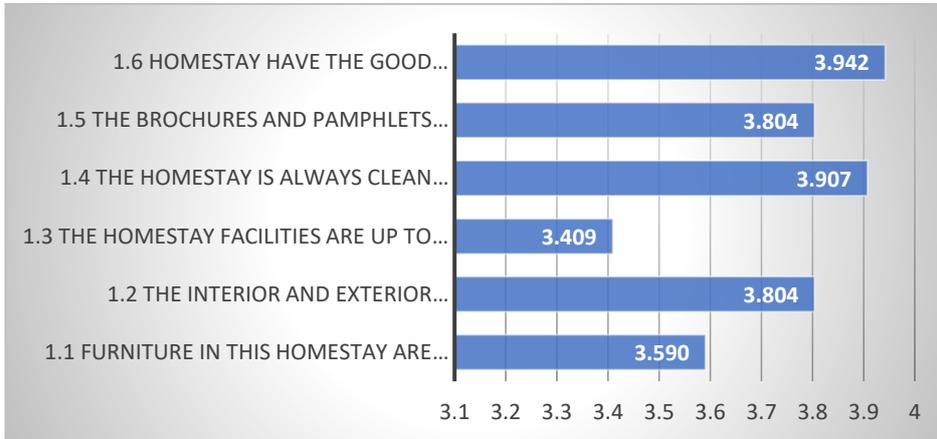


Figure 1 shows that the item number 1.6 “Homestay have the good varieties of food and beverages” was rated the highest with the value of 3.942. Likewise, item number 1.3 “The homestay facilities are up to date” was rated the lowest with the value of 3.409.

Figure 2

Mean of Reliability

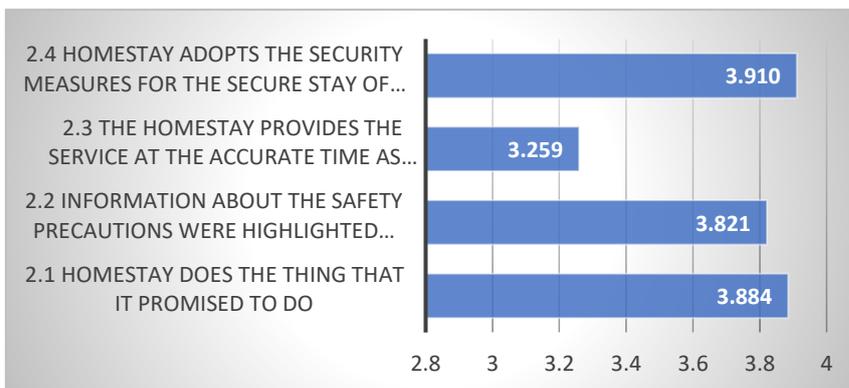


Figure 2 Mean of Reliability

Figure 2 shows that the item number 2.4 “Homestay adopts the security measures for the secure stay of customers” was rated the highest with the value of 3.910. Likewise, item number 2.3 “The homestay provides the service at the accurate time as it promised” was rated the lowest with the value of 3.259

Figure 3

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Mean of Employees

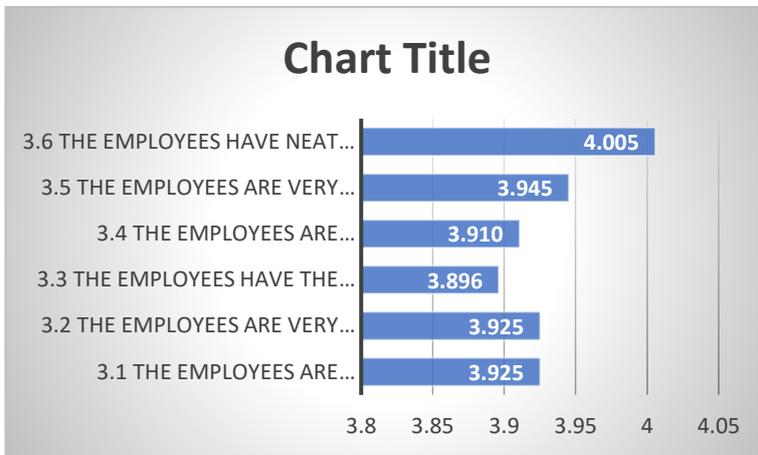
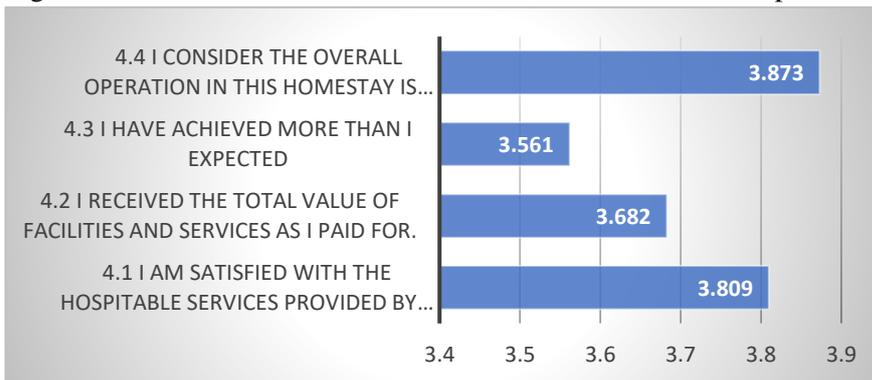


Figure 3 shows that the item number 3.6 “The employees have neat and professional appearances” was rated the highest with the value of 4.005. Likewise, item number 3.3 “The employees have the great willingness to help me” was rated the lowest with the value of 3.896.

Figure 4

Mean of Customer Satisfaction

Figure 4 shows that the item number 4.4 “I consider the overall operation in this



homestay is strong” was rated the highest with the value of 3.873. Likewise, item number 4.3 “I have achieved more than I expected” was rated the lowest with the value of 3.561.

Figure 5

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Mean of Repurchase Intention

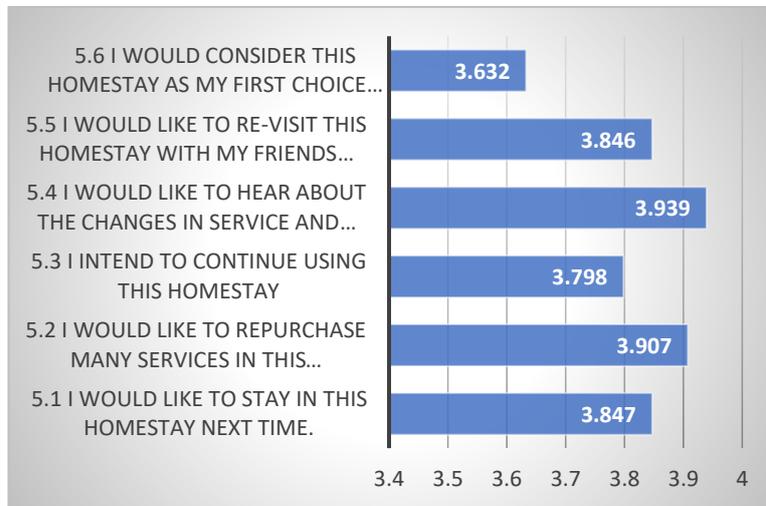


Figure 5 shows that the item number 5.4 “I would like to hear about the changes in service and facilities made by the homestay” was rated the highest with the value of 3.939. Similarly, item number 5.6 “I would consider this homestay as my first choice whenever I need homestay services in Nepal” was rated the lowest with the value of 3.632.

Table 2

Total Mean Value of the Variables

| Variables | Total Mean Value |
|-----------------------|------------------|
| Tangibles | 3.743 |
| Reliability | 3.719 |
| Employees | 3.934 |
| Customer Satisfaction | 3.731 |
| Re-Visit Intention | 3.828 |

The descriptive analysis shows that the total mean value of tangible is 3.743. Similarly, mean of reliability is 3.719 and mean of employees is 3.934. Mean of customer satisfaction and re-visit intention is 3.731 and 3.828, respectively.

Conclusion

The current study explored the Tourist Satisfaction and Re-Visit Intention in the Homestay of Nepal: Case Study of Namje Community Homestay. The study collected data from total of 348 respondents among the customers of Namje Community Homestay. Among the total number of respondents, 61% are Male and 39% are Female. Most of the respondents () are between the age of 31-40 years. In case of qualification, majority of the Bachelor’s Degree

holders is the highest with 32%. Similarly, Most of the respondents (36%) earn NRS. 3,00,000 to 5,00,000 annually.

This study found that Tangibles, Reliability and Employees are statistically significant predictor of Customer satisfaction. Customer Satisfaction is also a strong predictor of Repurchase Intention. Therefore, customer satisfaction is the strong mediator of Tangibles and Repurchase Intention, Reliability and Repurchase Intention and finally, Employees and Repurchase Intention. Thus, Tangibles, Reliability and Employees in a hotel leads toward the customer satisfaction and customer satisfaction results the repurchase intention.

Implications

The tangible facilities, reliable service and employees' performance are the key factors to satisfy the customers in a homestay through which the customers develop the intention to purchase the facilities and services again and again. Through the literature review and empirical research, it is found that Tangibles, Reliability and Employees have important influence on Customer Satisfaction which is a favorable mediator of Re-visit Intention.

Based on the findings of this study, the following practices of the homestay makes the customer relatively satisfied because it shows that the rated value of result is above 3.8 (from 5-point Likert scale). The homestay can continue to do this or do better so that the satisfied customers will have an intention to revisit the homestay. However, the rating of "up to date facilities" in the homestay (from 5-point Likert scale) was seen the lowest with the value of 3.4, the homestay must have to be aware from updating the facilities according to the time and generations which makes the customer to be comfortable to use it. Therefore, the facilities and the furniture in the homestay must be of new generations and comfortable to the customers, so that the homestay can achieve higher level of customer satisfaction.

In Reliability, "The hotel provides the service at the accurate time as it promised" was rated the lowest with the value of 3.25. This shows that the homestay must have to be aware of the time which is the important part in the hospitality industry and must provide the accurate service on time.

Employees in the homestay of Namje are very conscious about the customer satisfaction and they are very conscious about their appearance which is to be neat and professional as shown by the ratings. But, in case of "The employees have the great willingness to help me" was rated with the value of 3.8, which is lower than other ratings of this section. It shows that employees have great will to help the customers but still it is not enough and must keep on practice to help every customer who are in need. Therefore, employees are the important branch of homestay through whom the customers are satisfied.

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