

Examining a model of tourist loyalty in homestay tourism village balkondes Borobudur area in the new normal period

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Abstract

Tourism business is affected by Pandemic Covid-19. Tourist loyalty was proven as an important key for the recovery of tourism business, including homestays in tourism villages. Therefore, this study aims to examine the model of tourist loyalty in homestays tourism village Balkondes Borobudur area in the new normal period. The quantitative study was conducted by developing a questionnaire to get primary data from 100 respondents who have stayed in a homestay tourism village Balkondes Borobudur area in the new normal period more than once as samples. Data were analyzed by Structural Equation Model (SEM) with AMOS, and Sobel Test to examine the mediation effect. The results show that service quality and image has a positive and significant effect on tourist satisfaction, tourist trust, and tourist loyalty. Moreover, tourist satisfaction and tourist trust proved that these variables mediate the relationship between service quality and tourist loyalty, and between image and tourist loyalty. The results have implications for the homestay tourism village manager to improve the quality of services based on health protocols and CHSE, communicate a positive image to guests through a marketing communication mix, to increase guest satisfaction and trust. Thus, it is hoped that the guests who have stayed will become loyal guests so that the business can survive and be sustainable. This study extends the literature related to the implementation of the tourist loyalty model in the hospitality and tourism industry, especially homestays in tourism villages.

Keywords: image; loyalty; satisfaction; service quality; trust.

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INTRODUCTION

Tourism becomes a sector that gives positive contribution to Indonesia. The positive impacts of tourism are increase local income, increase the number of employment and business opportunities, decrease the number of unemployment, improve local infrastructure, and also increase public welfare (Marzuki, 2011). But, since 2020 the Covid-19 pandemic has been affecting this sector. Arlene (2020) and Rahma & Arvianti (2020) state that the impacts such as limiting tourist visits, cancellation of tourist visitation, decreasing the number of tourists, hotel and tourist attraction close temporarily, decreasing the income, and also reduction of employees in the tourism sector. It will also give an impact on changes in tourist behavior.

In the new normal era, the tourism sector needs to be recovered. Guridno & Guridno (2020) states that the Government and tourism businessman in Indonesia must be able to have a standard of tourism products and services in the new normal era. Moreover, the previous study explains several ways to attract tourists such as reduce the price of tourism product, offer product that concern cleanliness and disinfection, apply the procedure of keeping the distance between tourism employees and tourists, and also implement healthy procedure or protocol (Madani, Boutebal, Benhamida, & Bryant, 2020). As a response to the new normal era, the Government (Kementerian Pariwisata dan Ekonomi Kreatif or Kemenparekraf) has been creating and socializing Cleanliness, Health, Safety, Environment sustainability or CHSE as the standard for tourism business and activities (Amelia, 2020). Thus, they hope that tourism businesses can apply the CHSE to improve services and attract tourists in the new normal era.

According to the policy of the Kemenparekraf, tourism businesses and tourism destinations need to be CHSE certified. CHSE Certification is the process of granting certificates to tourism businesses, tourism destinations, and other tourism products to provide guarantees to tourists for the implementation of Cleanliness, Health, Safety, and Environmental sustainability. The hospitality industry which is a part of the tourism sector also needs to implementing CHSE according to the direction of the Kemenparekraf. Likewise with homestays which are a product of the hospitality industry, including homestays in tourism village. Homestays are accommodation facilities that available in tourism destinations and play a role to increase the length of stay from tourists (Sunaryo, 2013).

Borobudur area is a National Tourism Strategic Area (KSPN) which stated in the National Tourism Development Master Plan (RIPPARNAS) 2010-2025. Based on this, Borobudur and the surrounding area have tourism potential to be developed and are expected to have a positive influence on economic growth, socio-culture, and the environment. In the Borobudur area, there are 20 villages that have established Village Economic Centers (Balai Ekonomi Desa or Balkondes). Balkondes is a village cooperation project with State-Owned Enterprises (BUMN). Balkondes offers rural accommodation called a homestay. The following is a list of Balkondes in the Borobudur area: Majaksingi, Karanganyar, Karangrejo, Borobudur, Tuksongo, Wringinputih, Wanurejo, Tanjungsari, Kenalan, Kembanglimus, Giritengah, Kebonsari, Bigaran, Bumiharjo, Candirejo, Tegalarum, Sambeng, Ngargogondo, Ngadiharjo, and Giripurwo. Homestay in Balkondes also implement CHSE. The host of homestay adapts to apply health protocols in the new

normal era such as wearing masks, checking body temperature, maintaining a safe distance, and providing handwashing facilities. Besides, they also participated in the new normal tourism simulation activities to create a better image and attract tourists in returning to stay at the homestay.

Some previous literature explains that loyalty is the key to business continuity in the service sector such as the accommodation or hospitality industry. A loyal customer will make repeat purchases and will recommend products to others (Keshavarz & Ali, 2015). This means that loyal guests will come to stay again and share good things about their stay with others for recommendation purposes. According to Górska-Warsewicz & Kulykovets (2020), loyalty is an important element of marketing strategy to achieve long-term success in the hospitality industry. Based on this, it is necessary to identify what are the antecedents of tourist loyalty. Service quality is one of the variables that affect tourist loyalty (Assaker, O'Connor, & El-Haddad, 2020; Cheng & Rashid, 2013). Furthermore, this variable also proved to be the one with the most significant influence on tourist loyalty (Liat & Lew, 2015). Wu & Ko (2013) also states that this variable is an important component that affects guest decision-making. Based on this, the authors consider the service quality variable measured through the SERVQUAL dimension as a factor that affects tourist loyalty, especially after the homestay in Balkondes Borobudur area has upgraded the health protocol-based services.

The previous study proves that image is one of the antecedents of tourist loyalty in hospitality industry (Jani & Han, 2014; Liat, Mansori, & Huei, 2014; Zhang & Mao, 2012). However, according to Fathi & Esfahani (2017) the effect of image on guest loyalty in hotel is not significant. Thus, it is important to examine the relationship between image and loyalty in hospitality industry, especially in homestay tourism village. In addition, image is also an important variable that determines how consumers behave (Lien, Wen, Huang, & Wu, 2015). It is important for a business in shaping consumer perceptions, as well as hospitality industry needs to have a good reputation or image to build a better consumer perception (Mmutle & Shonhe, 2017; Yaputra & Sudibyo, 2019). Based on this, the authors consider image as a variable that affects tourist loyalty.

Another determinant of tourist loyalty is satisfaction. In the hospitality industry, satisfaction is important to be realized in providing the best experience for guests (Khan, Garg, & Rahman, 2015). Homestay as one of the accommodation service providers also needs to make the guests or tourists satisfied. Previous researchers consider to examine variable satisfaction at homestay in order to increase service quality and loyalty (Al-Laymoun, Alsardia, & Albattat, 2020; Keawkunti, 2018; Yaggahavita et al., 2019). Some researchs have questioned the wisdom in over-reliance on customer satisfaction as the basis for achieving customer loyalty. Study on hotels in Ghana show that satisfaction mediates between service quality and loyalty effectively, however, customer delight has a more significant effect on customer loyalty than customer satisfaction (Anabila et al., 2021). Then, in relation to the image, image has no significant influences on loyalty, while image influences satisfaction significantly and satisfaction influences loyalty significantly (Munhurrun et al., 2015). Thus it is possible that satisfaction have a mediating role. Moreover, the role of tourist satisfaction in mediating these two variables has not been widely examined in homestay tourism villages. Therefore it is necessary to examine the mediating role of tourist satisfaction in homestay tourism villages.

Moreover, trust is important aspect to gain tourist interest in post-pandemic. Suprihatin (2020) states that travel service providers need to restore tourist's trust to make them motivated and decided to purchase tourism services. Furthermore, during the pandemic there is a change in tourist behavior, tourists tend to need ensuring cleanliness, health, and safeness from covid-19 infection (Suprihatin, 2020). Bakar, Damara, & Mansyur (2020) also states that trust is important for service industry. Eja, Inah, & Kalu (2019) also explains that customer trust is important for hotels or providers of accommodation. Previous study proves that trust is one of the variables that has impact on loyalty (Alketbi, Alshurideh, & Kurdi, 2020; Nobar & Rostamzadeh, 2018; Ponnappureddy et al., 2017; Trini & Salim, 2018). Based on these, we include trust in the research model.

Based on a review of the results of previous research about the relationships between variables, and the influence of several antecedent variables on tourist loyalty, this study aims to examine the model of tourist loyalty to determine what factors influence tourist loyalty. Previous researchers prove variables that become antecedents of guest loyalty in luxury hotel or star-rated hotel such as service quality, image, satisfaction, and trust. But, this type of research has never done in homestay, especially homestay tourism villages, Even though homestay tourism villages also need an analysis of the factors that influence guest loyalty in order to develop the business and become sustainable (Ismail et al., 2016; Triyanto et al., 2018). This study aims to examine the model of tourist loyalty in homestays tourism village Balkondes Borobudur area in the new normal period. This study includes service quality, image, satisfaction, trust, and loyalty in the model. The result of this study will help the homestay of tourism village to increase their quality of service based on health protocol and to create the better image in the new normal period, in order to make the guests satisfied and trust, so they can become loyal guests. By having loyal customers, the homestay business in Balkondes Borobudur area can recover, develop and become sustainable.

METHOD

The research design used was a quantitative study to examine the model of tourist loyalty. The research was conducted for 3 months starting from November 2020 - January 2021. This research used primary data by developing a questionnaire to respondents in order to test the model and hypothesis. The questionnaire distributed by online Google form and used 5 points scale of Likert. The questionnaire consists of 27 closed questions which are indicators of each variable. Service Quality consists of 15 items, then the other variables consist of 3 items (Image, Satisfaction, Trust, Loyalty) (Keshavarz & Ali, 2015; Lahap et al., 2016; Liat & Lew, 2015). A purposive sampling method was used with samples consisting of guests who had stayed at one of the homestays in Balkondes tourism village during the new normal period more than once. Because it is not certain how many members of the population in this study are due to the manual recording of guest data by the homestay, the number of samples was determined by 100 respondents according to Rao Purba's formula (Suryani, 2017). It is suitable for the sample size of an infinite population and meet the sample size that is mostly used in research, which is 30 - 500 (Ghozali, 2017). This number of the sample also meets the sample size between 100-

200 recommended in the SEM (Ferdinand, 2014; Ghozali, 2017; Purbandari et al., 2018; Widowati & Tsabit, 2017). According to Memon et al., (2020) states that a sample of 100 is small, but still can be used and accepted. The data was analyzed by Structural Equation Model (SEM) based on Amos that enable the simultaneous testing of a relatively complex relationship. We used Confirmatory Factor Analysis (CFA) as the tools for measurement model of variables and path coefficient to estimate the effect from independent variables on dependent variable. Moreover, to test the mediation effect, we used online Sobel Test (Ghozali, 2017).

Table 1
Variable Measurement

Measurement	Reference
Service Quality	Ismail et al., (2016); Minh et al., (2015)
Tangibles	
SQ1.1. Visually appealing facilities	
SQ1.2. Clean environment	
SQ1.3. Staff/host are well-groomed and apply health protocols	
Reliability	
SQ2.1. Ability to perform the promised services	
SQ2.2. Suitability of health protocol support facilities offered	
SQ2.3. Staff/host provides service on time	
Responsiveness	
SQ3.1. Provide prompt service	
SQ3.2. Staff/host willingness to help	
SQ3.3. Staff/host willingness to respond & adapt the service condition	
Assurance	
SQ4.1. Staff/host's skill	
SQ4.2. Safety and security guarantee	
SQ4.3. Staff/host's knowledge about their services	
Empathy	
SQ5.1. Staff/host gives individual attention	
SQ5.2. Staff/host gives spesific attention to guest's special need	
SQ5.3. Staff/host hospitable	
Image	Al-Msallam (2015); Jani & Han (2014)
I1. Overall image of the homestay	
I2. Homestay reputation related to health protocol during pandemic	
I3. Comparison to other homestay with the same classifications	
Satisfaction	Keshavarz & Ali, (2015)
S1. Satisfied with the decision to stay	
S2. Fulfillment of expectations	
S3. Overall satisfaction with homestay	
Trust	Nguyen, et al., (2013)
T1. Provide trustworthy services	
T2. Trustworthy staff/host	
T3. Services provided follow health protocol during pandemic	

Measurement	Reference
Loyalty L1. Willingness to stay again L2. Willingness to tell positive things about homestay to others L3. Willingness to recommend	Poku et al., (2013)

RESULTS AND DISCUSSION

Results

Of the total 100 respondents, 52% were female, and 48% were male. Age is in the range of 15 to 56 years old. The majority of respondents came from several areas, from D.I.Yogyakarta Province is 62% (such as Yogyakarta, Bantul and Sleman), from Central Java Province is 25% (such as Magelang, Salatiga, Klaten, Solo, and Semarang) while the rest of 13% came from Jakarta and Tangerang. Furthermore, the motivation of respondents to stay at homestays in the Balkondes Borobudur area is dominated by holiday motivation 62%, while the remaining 38% of respondents stay at homestays because of MICE activities motivation (Meetings, Incentives, Conferences, And Exhibitions). Respondents were guests who have stayed at homestay Balkondes Borobudur area more than once.

Table 2
Loading Factor, AVE, and CR of Service Quality

Item	Loading Factor	AVE	CR
SQ1.1	0,656		
SQ1.2	0,697		
SQ1.3	0,736		
SQ2.1	0,670		
SQ2.2	0,690		
SQ2.3	0,555		
SQ.31	0,813		
SQ3.2	0,857	0,553	0,948
SQ3.3	0,794		
SQ4.1	0,806		
SQ4.2	0,649		
SQ.43	0,837		
SQ5.1	0,796		
SQ5.2	0,842		
SQ5.2	0,686		

Source: data processed

Table 3
Loading Factor, AVE, and CR of Image

Item	Loading Factor	AVE	CR
I1	0,697		
I2	0,768	0,521	0,765
I3	0,699		

Source: data processed

Table 4
Loading Factor, AVE, and CR of Satisfaction

Item	Loading Factor	AVE	CR
S1	0,901		
S2	0,864	0,644	0,841
S3	0,612		

Source: data processed

Table 5
Loading Factor, AVE, and CR of Trust

Item	Loading Factor	AVE	CR
T1	0,864		
T2	0,734	0,616	0,827
T3	0,751		

Source: data processed

Table 6
Loading Factor, AVE, and CR of Loyalty

Item	Loading Factor	AVE	CR
L1	0,562		
L2	0,911	0,678	0,858
L3	0,943		

Source: data processed

Confirmatory Factor Analysis (CFA) is used to assess the validity and reliability of constructs consisting of convergent validity, variance extracted, and construct reliability (Ghozali, 2017). The results of the construct validity and reliability tests based on CFA showed valid and reliable results (Table 2-6). The loading factor of 5 variables (Loyalty, Service Quality, Image, Satisfaction, and Trust) consisting of 27 question items shows a value of more than 0,50, thus it can be concluded that all of the items are valid. The average value of the variance extracted (AVE) shows a result of more than 0,50, so all of the variables in this research meet the AVE criteria. Moreover, if the value of composite

reliability (CR) is more than 0,7, it indicates that the construct reliability is good. The results of this research show that the CR value of each variable is more than 0,7 so it passes the test and reliable.

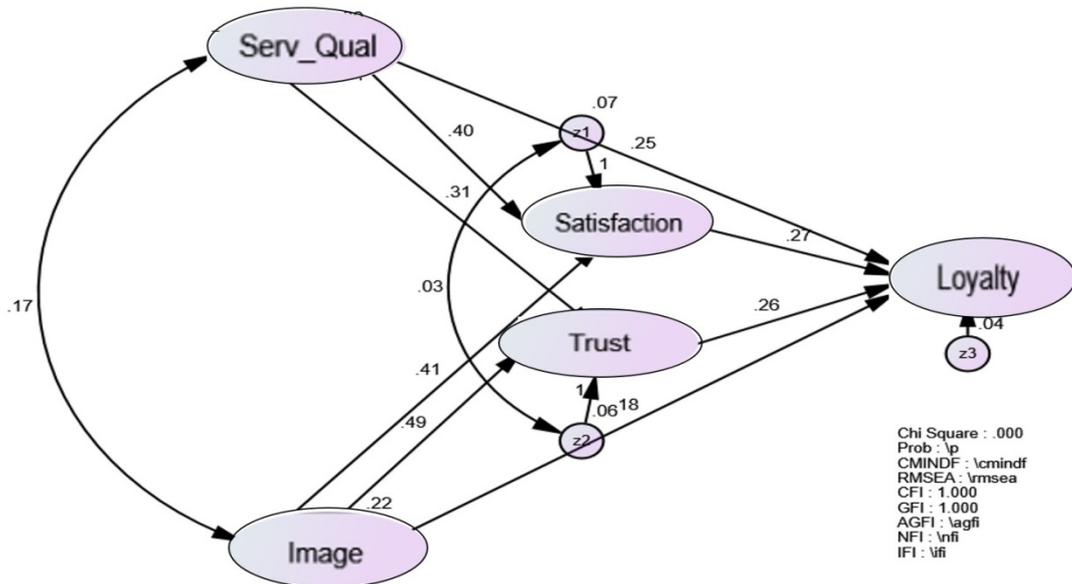


Figure 1
Full Model Sctructural

Furthermore, the full model structural result in Figure 2 shows that the value of Chi-Square is 0,000 and GFI value is 1,000. According to Ghozali (2017), this results means that the model is fit because the value of GFI is perfect fit if it is showed 1,000. This is also supported by Widarjono (2015) who states that the GFI value of 1,000 means perfect fit. Besides, the recommended Chi-square value is that the smaller the values the better the model (Ghozali, 2017). Based on this, it can be concluded that the criteria for the goodness of fit test in this research have been fulfilled by the value of Chi-Square and GFI.

Table 7
Descriptive Statistic Variables

Variable	N	Mean	Std. Deviation
Service Quality	100	4,28	0,44879
Image	100	4,24	0,46627
Satisfaction	100	4,33	0,44444
Trust	100	4,27	0,43084
Loyalty	100	4,36	0,43961

Source: data processed

From Table 7, it can be seen that the mean value of service quality is 4,28. This shows that the average of respondents feel that the homestay provides quality services. It indicates that the homestay environment is clean, staff and host are well-groomed, provide service on time, provide prompt service, provide security guarantee, and are hospitable. The mean value of the image is 4,24. This result means that the average of respondents feels that the image of homestay in Balkondes is better than other homestays with the same classification. It also indicates that they have a good perception of the image of the homestay. Moreover, the mean value of satisfaction is 4,33. It shows that the average of respondents feels satisfied with their decision to stay at the homestay. Then, the mean value of trust is 4,27. This shows that the homestay provides trustworthy services to the guest and the host and staff are also trustworthy. Next, the mean value of loyalty is 4,36 which indicates that the majority of respondents are also loyal by being willing to stay again the next time, tell positive things about homestays and recommend to others.

Moreover, the influence between variables in the model is tested by analyzing the estimated value between variables. If the value shows a positive result then the influence of the variable is positive, and if the value shows a negative result, the influence is negative (Ghozali, 2017; Suhartanto, 2014). Meanwhile, the significance test is analyzed by the P-value. If the P-value is less than 0,05, the influence is significant (Ghozali, 2017; Suhartanto, 2014).

Table 8
Path Coefficient

Path	Estimate	P-Value	Result
H1: Service Quality positively influences Satisfaction	0,404	0,000	Supported
H2: Service Quality positively influences trust	0,306	0,003	Supported
H3: Image positively influences Satisfaction	0,410	0,000	Supported
H4: Image positively influences Trust	0,487	0,000	Supported
H5: Service Quality positively influences Loyalty	0,253	0,003	Supported
H6: Image positively influences Loyalty	0,182	0,033	Supported
H7: Satisfaction positively influences Loyalty	0,265	0,002	Supported
H8: Trust positively influences Loyalty	0,263	0,004	Supported

Source: data processed

Table 8 shows that the estimated values are positive on all paths so that the influence of the variables in the model is positive. Besides that, the P-value also shows a result of less than 0,05. Based on this, it can be concluded that all paths in the model are significant.

Table 9
Result of Mediation

Path	Sobel Test Statistic	P-Value	Indirect Effect	Result
H9: Service Quality positively influences Loyalty mediated by Satisfaction	2,404	0,016	0,107	Supported
H10: Service Quality positively influences Loyalty mediated by Trust	2,103	0,035	0,080	Supported
H11: Image positively influences Loyalty mediated by Satisfaction	2,454	0,014	0,109	Supported
H12: Image positively influences Loyalty mediated by Trust	2,518	0,011	0,128	Supported

Source: data processed

The results of the Sobel test in table 9 show that the Sobel T-statistic value for each path shows a greater result than the T-table ($> 1,96$). In addition, all the P-value show a value less than 0,05. These results indicate that satisfaction and trust are able to mediate the relationship between the influence of service quality and image on loyalty. Moreover, the indirect effect test is used to find out each influence value, to find out which exogenous variables have the biggest and the least influence on the endogenous variables, and to find out whether the intervening variable has an influence as a mediator or not (Darwin & Umam, 2020). From the table above, it can be seen that among all of the paths, the indirect effect of image on loyalty through a trust has the highest indirect effect value. This indicates that the image of the homestay will influence tourist loyalty when tourists trust the homestay's image. Based on this result, the homestay's manager or host needs to make tourists trust by giving a good perception of an image such as promote and publicize that their service is CHSE certified in order to make tourists loyal.

Discussion

Examining the model of tourist loyalty in homestay at Balkondes shows good results. All of the hypotheses are accepted. Service quality in homestay at Balkondes has a positive and significant effect on tourist satisfaction (H1 is accepted). This result support previous research that explained the influence of service quality on satisfaction (Ibrahim, Hassan, & Basit, 2015; Liat et al., 2014; Maroco & Maroco, 2013; Yosep, Kindangen, & Tumewu, 2016). Based on these result, the higher quality of tourism service that provide by homestay at Balkondes will increase tourist satisfaction. It shows that if the host or homestay's manager consistent and improve their service through tangible aspect such as homestay's building, facilities at room, cleanliness, and employee's appearance, it can increase tourist satisfaction. Moreover, if they give reliable homestays services, be responsive to the tourist's needs, give empathy and attention to each tourist by treating them in friendly and hospitable manner, offering safe and secure services to their tourist, it will increase tourist satisfaction.

Service quality is also has a positive and significant effect on tourist trust in homestay at Balkondes (H2 is accepted). This result is relevant to the other research. It

supports previous research in accommodation or hospitality industry (Alketbi et al., 2020). It shows that the higher quality of tourism service will increase the trust of tourist or guest. In this new normal condition, tourist trust is an important aspect that supports the sustainability of the tourism business. Therefore, homestays need to consider providing quality services that can convince potential tourists. Host or homestay's manager should improve and develop their service based on health protocol to increase tourist's trust. In addition, the Government (Kementerian Pariwisata dan Ekonomi Kreatif or Kemenparekraf) has been creating and socializing Cleanliness, Health, Safety, Environment sustainability (CHSE) as the standard for tourism business and activities. Based on this policy, homestays should be CHSE certified to increase tourist trust to stay at homestays. Upgrading services based on health protocols and being CHSE certified will increase tourist trust. This is in line with the results of previous studies which states the importance of health protocol-based services during the pandemic to meet the needs of tourists for trust to travel again (Suprihatin, 2020).

Moreover, the results prove that service quality has an influence on tourist loyalty in homestay at Balkondes (H3 is accepted). The result of this study is in accordance with the results from previous researchers (Liat et al., 2014; Maroco & Maroco, 2013). Thus, Homestay needs to provide quality services not only to make tourists satisfied and trust, but also to make tourists loyal. Loyal tourists provide benefits for the sustainability of the homestay business in Balkondes. They have the potential to return to stay at homestay or become repeater guest. Then, they will recommend to other tourists about the homestay at Balkondes. If a tourist is loyal to a homestay because of the quality of service provided, there is a possibility that they will invite family, friends or co-workers to stay at Balkondes Borobudur homestays when they are on vacation to Borobudur.

In addition, the image of homestay at Balkondes positively and significantly affect tourist satisfaction (H4 is accepted). It is support previous research which state the same results about image and satisfaction in hospitality industry (Ngaliman, 2018; Qawasmeh, 2016). The better the image of the homestay in the perception of tourists, it will increase their satisfaction. Furthermore, during the pandemic there was a change in tourist behavior where tourists tend to choose tourism services, including accommodation services that have a good reputation (image) in providing a sense of trust, safety, and security from the threat of the Covid-19 virus (Suprihatin, 2020). Based on this, if the service provide by homestay is qualified and also supported by a good image, it can provide satisfaction to tourists.

The results of this study also show that image has an influence on tourist trust in homestay at Balkondes (H5 is accepted). The influence is positive and significant. This result supports the finding of the previous study (Mulyati, 2016; Nguyen et al., 2013; Song, Wang, & Han, 2019) which state the same finding. Based on this, a good homestay image can convince tourists to stay at a homestay. This is very necessary, especially in the new normal era. Homestays and other tourism businesses need to create a good image in order to make tourists can trust them to return to travel. However, the results of descriptive statistics of the mean value of Image (I) are the lowest among other variables. Based on this, Homestays in Balkondes Borobudur area should be able to improve their image through marketing communication strategies by advertisements and publicity to

communicate to potential guests that homestays at Balkondes Borobudur area have implemented CHSE.

Besides having an effect on satisfaction and trust, image also has an influence on tourist loyalty in homestay at Balkondes. This influence proves to be positive and significant (H6 is accepted). This is in line with the findings of previous researchers (Assaker et al., 2020; Jani & Han, 2014; Zhang & Mao, 2012). Image is a factor that affecting tourist's or guest's subjective perceptions and consequent behaviors in hospitality industry. Then, it also becomes an extrinsic cue when they evaluate a service before staying at a homestay, so if they decide to stay again at homestay then they become loyal. Based on this, the better the homestay image in tourists' perceptions, will have the potential to increase tourist loyalty. Thus, homestay managers should maintain image of the homestay to make tourists remain loyal.

Moreover, tourist satisfaction also has an influence on tourist loyalty in homestay at Balkondes, likewise with tourist trust (H7 and H8 are accepted). Tourist satisfaction and tourist trust are proven to influence tourist loyalty positively and significantly. According to Assaker et al. (2020), satisfied tourists tend to become loyal tourists. Based on this, the result of this study supports the previous study (Assaker et al., 2020; Cheng & Rashid, 2013). Then, according to Trini & Salim (2018), tourists who trust in the tourism services provided by service providers will have the potential to become loyal customers. Thus, the result of this study supports previous study (Alketbi et al., 2020; Nobar & Rostamzadeh, 2018; Trini & Salim, 2018). Thus, homestay managers should increase tourist satisfaction and trust to make them become loyal.

Furthermore, the results of this study also prove the role of the tourist satisfaction and the tourist trust as a mediator in the model. Tourist satisfaction mediates the relationship between service quality and tourist loyalty (H9 is accepted). It also mediates the relationship between image and tourist loyalty in homestay at Balkondes (H11 is accepted). It indicates that quality service from homestay will increase tourist satisfaction and tourist trust, and if the tourists are satisfied and their trust increases, it will have an impact on increasing tourist loyalty. This result support previous researchers (Djamereng, Basalamah, Mursalim, & Dani, 2019; Keshavarz & Ali, 2015).

Then, result of this study shows that service quality has a positive and significant effect on tourist loyalty with tourist trust as mediating variable (H10 is accepted). It indicates that quality service from homestay will increase tourist trust, and if the level of tourist trust increases, it will have an impact on increasing tourist loyalty. Tourist trust also mediates the relationship between image and tourist loyalty in homestay at Balkondes (H12 is accepted). This indicates that a good image of homestay can increase tourist trust, and if the level of tourist trust increases, it will also have an impact on increasing tourist loyalty. Previously, the role of this mediating variable has been proven by previous researchers. However, the role of tourist satisfaction and tourist trust as a mediating variable in the model become new finding that is applied to homestays, especially the type of homestay in tourism villages such as homestay at Balkondes.

Based on the findings from this study, homestay at Balkondes should consider to increase and upgrade the quality of their service and their image to increase tourist satisfaction, tourist trust and tourist loyalty. By providing quality tourism services especially service based on health protocol in the new normal period, tourists who stay in

homestay at Balkondes will be satisfied. If they are satisfied, they will trust to come back to stay. Moreover, marketing communications done by the homestay at Balkondes to create a good image will change the perception of tourists to trust homestay services. A good image can also increase tourist satisfaction. In addition, tourists who are satisfied and trust in homestay services also tend to recommend or tell positive things about homestays to others, so that they have the potential to become loyal tourists.

The results of the analysis of testing between variables in the model through the SEM with AMOS show that CHSE-based homestay services can satisfy tourists, make tourists trust, and have the potential to create tourist loyalty. Homestay managers also need to communicate and promote to tourists on an ongoing basis and regularly that homestays in Balkondes have implemented CHSE-based services according to health protocols. This aims to create a good image, so tourists can trust in staying at homestays Balkondes in the new normal era. Satisfied and trust tourists have the potential to become loyal tourists. By having loyal tourists, the business of homestay in Balkondes can survive, especially in the new normal era, and can develop for the better. Thus, it provides benefits for improving the welfare of the community around the homestay.

CONCLUSION

The results of this study indicate that the model of tourist loyalty can be implemented in homestay at Balkondes, especially in the new normal era. Service quality, image, tourist satisfaction, and tourist trust proved as the antecedents of tourist loyalty in homestay at Balkondes. Moreover, tourist satisfaction and trust proved as a mediator between service quality and loyalty, and also between image and loyalty. Based on the findings of this study, it gives managerial implications for the host of the homestay or homestay managers at Balkondes Borobudur area. They should consider service quality, image, tourist satisfaction, and tourist trust as the factors that will increase the tourist loyalty. They need to improve the service quality and customize health protocol-based services by complying with the guidelines for implementing cleanliness, health, safety, and environmental sustainability for homestays made and published by the Ministry of Tourism and Creative Economy, and registering their business to be CHSE certified. Homestay also needs to create a better image by communicating and promoting to potential tourists if their services are CHSE certified. Homestays can use social media to promote and publicize their CHSE certified services to create a good image and convince potential tourists to stay. It is aimed to make tourists trust to stay and feel satisfied with the services provided. Thus, they have the potential to become loyal tourists. The results of this study also have implications for homestay managers in other tourism villages to improve service quality based on CHSE and create better image to make tourists trust and satisfied, so they will become loyal tourists.

In accordance with the current marketing concept, this study extends the literature by giving more focus to the effects of service quality, image, trust, and satisfaction that lead to loyal tourists in the hospitality and tourism industry especially homestay in tourism villages. This study can be used as a reference source for future research. This study was conducted limited on homestay at Balkondes Borobudur area. Another limitation is the number of population which is not known with certainty and limited

number of samples. For future research, it can develop the study at other homestays in tourism destination areas or other types of accommodation industry to expand research benefits. In addition, it also can develop the model by adding other variables or use other data analysis methods.

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