

Understanding Tourist Satisfaction in Borobudur: The Role of Destination Image, Service Quality, and Sustainability

**Atika Nur Hidayah¹, Muhammad Fachrie², Yohanes Ivan Adi Kristianto³,
Ade Shinta Pratiwi⁴**

Affiliation

¹Faculty of Economics, Universitas Tidar.

^{2,3,4}Faculty of Social and Political Science, Universitas Tidar.

Correspondence

Atika Nur Hidayah. Universitas Tidar. Jl. Kapten Suparman No. 39 Magelang.
Email: atika.nurhidayah@untidar.ac.id.

Abstract

This study aims to examine the effects of destination image, service quality, and sustainable practices on tourist satisfaction in Borobudur's tourism villages. Using a quantitative approach, data were collected from 100 domestic tourists through structured questionnaires. The results of multiple linear regression analysis show that destination image and service quality have a significant and positive influence on tourist satisfaction, with service quality having the strongest effect. In contrast, sustainable practices were found to have no significant effect, suggesting a possible disconnect between sustainability efforts and tourist awareness or expectations. These findings highlight the importance of strengthening service standards and enhancing the perceived image of tourism villages while making sustainability efforts more visible and experiential. The study contributes to both theoretical understanding and practical strategies for community-based tourism development.

Keywords: tourist satisfaction, tourism village, destination image, service quality, sustainable practices

Article information: Submitted: 22-09-2024 | Reviewed: 01-07-2025 | Accepted: 01-08-2025



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Introduction

Tourist satisfaction plays a crucial role in achieving sustainable tourism outcomes, as it determines not only the likelihood of repeat visits but also influences word-of-mouth promotion and destination competitiveness (Chi & Qu, 2008; Puh, 2014). In Indonesia, tourism villages have emerged as important tools for fostering community-based tourism that emphasizes cultural preservation, economic inclusion, and environmental stewardship (Arintoko et al., 2020). Among the five Super-Priority Tourism Destinations (SPTD) identified by the Ministry of Tourism and Creative Economy, Borobudur is one of the most strategically important due to its combination of world heritage status and the development potential of surrounding tourism villages.

Tourism villages in the Borobudur area offer immersive cultural experiences, including local cuisine, homestays, traditional arts, and community rituals. These features are aligned with the growing demand for experiential and responsible tourism (Minh et al., 2021). In this context, tourist satisfaction becomes essential, not only as a reflection of quality but also as a performance indicator for local tourism governance and community-based enterprises. Unlike mass tourism, which often prioritizes volume over quality, the tourism village model relies heavily on visitor perception, engagement, and alignment with sustainable tourism principles (UNWTO, 2023).

While numerous studies have investigated satisfaction levels in major attractions such as Borobudur Temple (Damanik & Yusuf, 2022; Canny, 2013), limited research focuses specifically on what drives satisfaction in the surrounding tourism villages. Moreover, prior studies tend to isolate service quality or destination image without integrating sustainable practices into the analysis. Given the growing emphasis on sustainability as a development imperative, understanding how sustainable practices influence tourist satisfaction in rural settings is both timely and critical (Palacios-Florencio et al., 2021). In the case of Borobudur, Kurniasari et al. (2024) found that Generation Z tourists tend to express high awareness and positive perceptions of sustainable tourism, however, their experiences often reveal a gap between expectations and visible sustainability practices at the destination. This mismatch highlights the need for more empirical investigation into how sustainability is not only implemented, but also perceived and valued by visitors, especially in tourism villages that aim to blend cultural authenticity with responsible tourism development.

Despite the designation of Borobudur as a Super-Priority Tourism Destination and ongoing efforts to promote sustainable rural tourism, there is a lack of empirical data on the key determinants of tourist satisfaction specific to its tourism villages. Most previous research has primarily focused on Borobudur Temple as the central attraction, overlooking the unique experiences offered by surrounding villages, such as cultural immersion, local hospitality, and homestays (Hillary, 2020; Damanik & Yusuf, 2022). This oversight creates a critical knowledge gap for tourism stakeholders who aim to develop inclusive, community-based tourism models in line with national priorities (Arintoko et al., 2020).

Theoretically, while destination image, service quality, and sustainable practices have individually been linked to tourist satisfaction in various contexts (Chi & Qu, 2008; Berezan et al., 2013; Al-Laymoun et al., 2020), their integrated effects within tourism village settings remain underexplored, particularly in developing countries like Indonesia. This fragmented understanding limits the capacity of local tourism planners and operators to design experiences that meet tourist expectations and encourage repeat visits. Consequently, without empirical evidence and a strong theoretical framework, tourism development in these villages may fall short of delivering long-term economic and social benefits. This study

addresses both empirical and theoretical gaps by investigating the combined influence of destination image, service quality, and sustainable practices on tourist satisfaction in Borobudur's tourism villages.

Therefore, this study aims to investigate the factors influencing tourist satisfaction in Borobudur's tourism villages by examining three dimensions: destination image, service quality, and sustainable practices. The results will provide evidence-based recommendations for stakeholders seeking to enhance village-based tourism performance and resilience.

Tourist Satisfaction in Tourism Village

Subsequently, this part elaborates on some recent literature on tourism in the context of Borobudur. Most of the literature discusses the satisfaction of tourists with their visit to Borobudur, while others discuss the tourism village without focusing on it. For satisfaction, a positive and attractive image of the destination and providing a memorable experience, tour service performance, and travel experience have a significant impact on tourist behavior and intentions (Rahayu, et al., 2023b), while other literature finds that attraction, facility, service, accessibility, and price collectively impact tourist satisfaction (Hillary, 2020; Ghassani et al., 2020). Canny (2012) suggested that improving service quality can lead to higher levels of tourist satisfaction, an increased likelihood of future visits, and positive word-of-mouth recommendations. In addition, Novitaningtyas et al. (2021) suggested that improving service quality, communicating a positive image, and increasing guest satisfaction and trust can foster loyalty. In line with this, Digpasari et al. (2021) explained that customized service and quality of shopping were destination attributes that did not significantly affect tourist satisfaction. The study suggests that destination management plays a crucial role in determining tourist satisfaction (Damanik, 2022; Digpasari et al., 2021). In addition, the role of management is significant in focusing on the core attraction and supporting attraction elements to increase visits to the destination (Suherlan and Hidayah, 2021).

Besides, some literature discusses the tourism village at Borobudur. The first piece of literature focuses on community-based tourism village development in the Borobudur region. The development of community-based tourism villages in this region requires attention to village potential, human resources, institutions, partnerships, promotions, and networks to ensure sustainability in the future (Arintoko et al., 2020). Other literature discussed the competitive advantage and sustainable tourism strategies for *Balkondes* (Village Economic Centre). It found that it should support road access and public transportation, focus on supporting human resources and marketing strategy, and improve marketing and infrastructure to enhance the competitiveness of *Balkondes* (Achsa et al., 2022). In line with this, Hillary (2020) stated that there is a need for improvement in facilities such as guest houses, public toilets, and dining options. The accessibility of the village is limited, and collaboration with Borobudur Temple tourism managers is recommended to attract more tourists. The involvements of architectural experts, promotion of cultural events, stakeholder collaboration, and government participation are necessary to improve accessibility and ensure successful rural tourism development in Candirejo Village.

Subsequently, the research conducted by Rahayu et al. (2023a) highlights the characteristics and services of homestay owners and managers in Candirejo Village, including their education level, years of experience, language proficiency, and room rates. It suggests the need for improvements in service quality, including the use of information technology for online booking and payment systems. Additionally, the study highlights the need for improvement in various aspects of homestay management in the Pacific region, such as branding, entrepreneurship, ICT proficiency, and sustainability training. It recommends

providing training in excellent service for homestay owners and managers, especially for young people entering the industry (Rahayu et al., 2023a). Even though there is some literature that discusses the influencing factors of tourist satisfaction, it does not specifically focus on the satisfaction of tourists in the tourism village at Borobudur.

Destination Image

Destination image can be defined as the perception of a destination that depends on tourist decision making. When tourists have a positive impression of a destination, they take action to revisit that destination (Bonn et al., 2005). Destination image is a system of ideas, opinions, feelings, visualizations and intentions that attract a destination (Tasci & Gartner, 2007). Previous research found that there is a positive influence between destination image on tourist satisfaction (Chi & Qu, 2008; Huete Alcocer & López Ruiz, 2020; Puh, 2014, Thipsingh et al., 2022). Several attributes of tourist villages that make tourists interested in visiting tourist villages include (1) village attributes, (2) attributes related to the traditionality of tourist villages, (3) attributes related to local communities, (4) attributes of tour guides, (5) village facility attributes, (6) village activities, (7) social activities (Sari & Lestari, 2021). Furthermore, Sari and Lestari (2021) explained that a beautiful and traditional village atmosphere and friendly village communities are important factors in creating tourist satisfaction in tourist villages.

The interplay between destination image and tourist satisfaction within tourism villages has garnered substantial attention within the realm of tourism research. The concept of destination image encapsulates the multifaceted perceptions, beliefs, and impressions held by prospective tourists regarding a specific locale. These perceptions often play a pivotal role in shaping travelers' decision-making processes, influencing their choice of destination and subsequent satisfaction levels during their stay. Tourist satisfaction, a cornerstone of destination success, hinges not only on the tangible attributes of a place but also on the alignment between visitors' preconceived notions derived from the destination image and their real-life experiences. Understanding this dynamic relationship between destination image and tourist satisfaction is vital for both the sustainable development of tourism villages and the creation of fulfilling visitor experiences.

Service Quality

The correlation between service quality and tourist satisfaction is a fundamental aspect in the field of tourism research. The quality of services provided significantly impacts the overall satisfaction and experience of tourists. Research consistently highlights that higher service quality directly contributes to increased tourist satisfaction, fosters positive perceptions and strengthens their intention to revisit or recommend a destination (Al-Laymoun et al., 2020; Azhar et al., 2020). Elements such as speed, responsiveness, reliability and empathy in service delivery play an important role in shaping tourists' perceptions and satisfaction. In addition, exceptional service quality not only influences immediate satisfaction but also contributes to building a destination's reputation, thereby influencing future tourist flows. Therefore, understanding and improving service quality is an important factor in ensuring an enjoyable tourism experience and maintaining destination competitiveness.

Factors that influence service quality in tourism (Haghkhah et al, 2011) are destination, accommodation, accommodation quality, interaction, environment and value. Al-Ababneh (2013) further showed that there are five main components in the overall destination product, which consist of destination attractiveness and environment, destination facilities and services, destination accessibility, destination image, and price for

customers. Al-Ababneh's research (2013) confirms that service quality has a direct effect on tourist satisfaction with all destination facilities, destination accessibility and destination attractiveness. Previous research found that there is a positive influence between service quality and tourist satisfaction (Al-Laymoun et al., 2020; Azhar et al., 2020; Novitaningtyas et al., 2021). The better the quality of service provided, the more tourist satisfaction will increase. On the other hand, if the quality of service provided is poor, tourists will become less loyal (Azhar et al., 2020).

Sustainable Practice

Sustainable practices prioritize the preservation of the natural environment and the preservation of culture and community well-being. Sustainable practices also touch on other important issues, such as consumerism, community, poverty and health. Sustainability reduces adverse impacts on the environment and shifts responsibility to the next generation to understand and live the fundamentals necessary for environmental growth. Understanding restrictions on the use of natural and cultural resources and the adverse impacts that certain sectors or communities have on the environment must be a priority in modern management (Dos Santos et al., 2017). There are several meanings of the term "sustainability" or "sustainable development" which originates from an environmental perspective (Hediger, 2010). Current definitions of sustainability consider the importance of society, the environment, and the economy, emphasizing the need to meet these demands while maintaining other elements. According to Lorek and Fuchs (2013), human use of natural resources in the modern world is around 40% greater than the reuse of these resources into the environment. The goal of sustainability and sustainable development is to protect the environment, look at the long-term impacts of human activities, and determine how best to address these impacts. The main principles of sustainability include the environment, society, culture, economy and policy. Human behavior and environmentally friendly policies are key components of environmental elements. Soil, water and air pollution as well as environmental management systems related to cleaner production and management strategies to achieve best management practices are part of the task of environmentally friendly consumption and conservation of natural resources (Purvis et al., 2019).

Tourism is a sector that is closely related to sustainability issues. Tourism is related to high levels of human activity so the carbon footprint left behind is also quite large. This can have an impact on tourism sustainability. Nowadays, eco-friendly and sustainable travel is something that tourists should consider, especially among younger generations such as Gen Z, who express positive perceptions of sustainability in cultural destinations like Borobudur (Kurniasari et al., 2024). According to a study on visitor satisfaction and intention to return to sustainable eco-friendly hotels (Berezan et al., 2013), sustainability has a positive impact on both factors, although perceptions regarding this vary by country. Similar findings also show that visitors are indifferent to small annoyances that support sustainability, such as recycling; hence, their level of dissatisfaction reduces. Previous research found that there is a positive influence between sustainable practices and tourist satisfaction (Berezan et al., 2013; Thipsingh et al., 2022). Sustainable tourism should maintain a high level of tourist satisfaction and provide meaningful experiences for visitors, increasing their understanding of sustainability issues and encouraging them to participate in sustainable tourism initiatives (Minh et al., 2021). Sustainable tourism practices are considered as a potential answer to stimulate tourism and help the recovery of the tourism industry in the context of the level of satisfaction of tourists when they consume tourist villages as a product of sustainable tourism practices (Palacios-Florence et al., 2021).

Methods

This research uses a quantitative cross-sectional study approach with a data collection method in the form of a survey. The variables used in this study includes tourist satisfaction (Y); predictor variables: destination image (X1), service quality (X2), and sustainable practices (X3) with the proposed hypotheses: H1: Destination image has a positive effect on tourism satisfaction of the tourist village in Borobudur, H2: Service quality has a positive effect on tourist satisfaction of the tourist village in Borobudur, H3: Sustainable practices have a positive effect on tourism satisfaction of the tourist village in Borobudur. Research respondents were determined using non-probability sampling techniques, namely non-random sampling adjusted to certain characteristics (Gravetter & Forzano, 2009). The population in this research is all Indonesian tourists visiting tourism village in Borobudur. The characteristics of respondents in this research are Indonesian citizens of productive age (17-65 years) and that have ever visited tourism village in Borobudur. The number of respondents involved in this research was N= 100 people. The sampling number was determined by using slovin formula with the level of significance 10%.

The data collection instrument is a questionnaire consisting of two parts: demographic information and the tourist satisfaction scale. Demographic information contains the respondent's identity, age, gender, domicile, education, occupation, income, and the reason of visiting tourism village in Borobudur. The tourist satisfaction scale consists of three factors: destination image, service quality, and sustainable practice. The tourist satisfaction scale is in the form of a Likert model (summarized ratings) where respondents were asked to carry out a self-report regarding their suitability for each statement item. Scoring is done by giving a numerical score to each alternative response which include Very Disagree (STS), Disagree (TS), Neutral (N), Agree (S), Very Agree (SS). Items that are favorable have response from Very Agree (SS) to Very Disagree (STS) with a score range of five (5) to one (1).

The data analysis method used to test the hypothesis is multiple linear regression analysis. It involves three predictors including destination image, service quality, and sustainable practices. Meanwhile the criterion variable is tourist satisfaction of tourism village in Borobudur. From the results of the analysis, regression coefficients will be obtained which are used to construct a regression line equation which aims to be an instrument for measuring tourist satisfaction. Evaluation of psychometric properties of validity using item discrimination indices, item correlations, and totals. Reliability uses the Cronbach's alpha formula value (Cronbach's α). The quantitative data was analyzed using Jamovi software.

Results and Discussion

This study surveyed 100 domestic tourists who had visited tourism villages around Borobudur. Respondent demographics were categorized based on age, gender, domicile, education, occupation, income, and reasons for visiting the tourist village in Borobudur. The survey was carried out online via social media by distributing questionnaires using Google Form to respondents who met the criteria. The demographic profile showed that the majority of respondents were young (65% aged 16–25), female (57%), and students (53%). Most respondents visited the tourism villages for leisure or educational purposes. These characteristics highlight that Borobudur's tourism villages are popular among the younger generation, particularly students and early-career individuals seeking unique and enriching experiences. The demographic distribution of respondents can be seen in Table 1.

Table 1. Respondent Demographics

Demographics	Category	Frequency	Percentage
Age (years)	16-25	65	65,0 %
	26-35	26	26,0 %
	36-45	2	2,0 %
	46-55	2	2,0 %
	55-65	5	5,0 %
Gender	Male	43	43,0 %
	Female	57	57,0 %
Place of Residence	Magelang	46	46,0%
	Outside Magelang	54	56,0%
Education	High School	58	58,0%
	Diploma III	3	3,0%
	Bachelor S1/ Diploma IV	15	15,0%
	Postgraduate (S2/S3)	24	24,0%
Occupation	Employee	7	7,0%
	Student	53	53,0%
	Civil Servant	19	19,0%
	Self-employed	6	6,0%
	Others	15	15,0%
Income	< 3 Million Rupiah	67	67,0%
	3-5 Million Rupiah	20	20,0%
	> 5 Million Rupiah	13	13,0%
Reason for visiting tourism village in Borobudur	Leisure	46	46,0 %
	Business	3	3,0 %
	Education	23	23,0 %
	Seeking for Serenity	6	6,0 %
	Adventure	2	2,0 %
	Relaxation	13	13,0 %
	Others	7	7,0 %

Source: Data Processed, 2023

Table 1 shows that the majority of respondents were in the 15-25 years old range at 65%, followed by respondents aged 26-35 years at 26%. As many as 5% of respondents were aged 55-65 years and 2% were aged 36-45 and 46-55 years. The gender distribution of respondents in this study was dominated by women at 57% and men at 43%. Most respondents live outside Magelang City and Regency with a percentage of 54%. Meanwhile, 46% live in Magelang City/Regency. Most of the respondents were high school graduates with a percentage of 58%. Based on job category, the majority of respondents were dominated by students as much as 53% with income < 3 million Rupiah per month (67%). Next is the reason to visit the Tourist Village in Borobudur. Most respondents visited the Tourism Village in Borobudur to have fun with a percentage of 46%. On the other hand, 23% of respondents came for educational reasons. Meanwhile, the smallest percentages are for business reasons (2%) and adventure (3%).

Test Results

Validity and Reliability Test

Before testing the research hypotheses, we ensured the quality of the measurement instruments. All questionnaire items passed the validity test, meaning each item effectively measured what it was intended to measure. The reliability test also showed high consistency in responses across all variables, with Cronbach's alpha scores exceeding 0.7 for destination image, service quality, sustainable practice, and tourist satisfaction. This indicates that the survey instrument was statistically sound and trustworthy.

Based on the results of the data validity test, it shows that each item has a correlation significance test result of more than 0.3, so the variables in each question item are declared valid and can be used in further data processing. Next, the reliability estimate is used to determine the level of measurement consistency of the scale used in the research. Based on the reliability test using Alpha estimation (Cronbach's α), it shows that the Cronbach's α value of each variable, namely destination image, service quality, sustainable practice, and tourist satisfaction has a Cronbach's α coefficient value above 0.7, which means that the items of each variable in this research it was declared reliable and can be used in further data processing.

Table 2. Validity and Reliability Test

Variable	Item	Correlation (r)	Description	Cronbach's α	Description
Destination Image (DI)/ X1	DI1	0.694	Valid	0.812	Reliable
	DI2	0.596	Valid		
	DI3	0.702	Valid		
	DI4	0.655	Valid		
Service Quality (SQ)/ X2	SQ1	0.734	Valid	0.791	Reliable
	SQ2	0.728	Valid		
	SQ3	0.731	Valid		
	SQ4	0.729	Valid		
Sustainable Practice (SP)/ X3	SP1	0.646	Valid	0.877	Reliable
	SP2	0.603	Valid		
	SP3	0.625	Valid		
	SP4	0.640	Valid		
Tourist Satisfaction (Y)	Y1	0.758	Valid	0.797	Reliable
	Y2	0.697	Valid		
	Y3	0.698	Valid		
	Y4	0.637	Valid		
	Y5	0.737	Valid		
	Y6	0.635	Valid		

Source: Data Processed, 2023

Linear Regression Analysis Test

The linear regression analysis in this research is to test whether there is an influence of destination image, service quality, and sustainable practices on tourist satisfaction of tourism village in Borobudur. The first analysis carried out is by testing the model to determine the value of the coefficient of determination and how strongly the model predicts the dependent variable. Based on the results of the coefficient of determination test, it was found that the model in this study could predict Y with a coefficient of determination (R²) value of 0.695 and an Adjusted R² value of 0.685. This shows that the model can explain 69% of the variance. This is a strong model, suggesting that the

selected factors are indeed relevant in shaping visitor experiences. The results of the coefficient of determination test can be seen in Table 3.

Table 3. Coefficient of Determination Test

Model	R	R2	Adjusted R2	F	Overall Model test		
					df1	df2	P
Tourist Satisfaction	0.833	0.695	0.685	72.8	3	96	< 0,001

Source: Data Processed, 2023

Next, an ANOVA test was carried out to test whether the groups in the overall table of the ANOVA test model obtained an F value of 72.8 at a significance level of $p < 0.01$, so it could be concluded that the hypothesis was accepted. The complete ANOVA test results for each variable can be seen in Table 4.

Table 4. ANOVA Test

Variable	Sum of Squares	df	Mean Square	F	p
DI	70.99	1	70.99	14.762	< .001
SQ	239.54	1	239.54	49.815	< .001
SP	2.10	1	2.10	0.438	0.510
Residual	461.64	96	4.81		

Source: Data Processed, 2023

Next is the analysis of the regression equation with the regression line equation formula, namely:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

$$\text{Satisfaction} = 2.99 + 0.46(\text{DI} + 0.78(\text{SQ}) + 0.05(\text{SP}))$$

Based on the equation formula, it can be concluded that the initial value of Y is 2.99. The results of the linear regression test show that there is a simultaneous/simultaneous role between the DI and SQ variables on tourist satisfaction with a significance value of $p < 0.01$.

Table 5. Linear Regression Test

Variabel	Estimate	SE	t	p	Stand. Estimate	Description
Intercept	2.9993	1.5233	2.013	0.047		
DI	0.4601	0.1198	3.756	< .001	0.3057	Supported
SQ	0.7876	0.1116	7.132	< .001	0.5674	Supported
SP	0.0531	0.0802	0.662	0.510	0.0449	Not Supported

Source: Data Processed, 2023

The effectiveness of the predictor can be seen from the t value and p-value for each factor. The t value is a comparison of the estimated regression coefficient with the standard error (SE) value. If the t value is higher and has a significant p-value ($p < 0.05$), then the dimension is declared effective as a predictor of tourist satisfaction models. Individually, the DI dimension has a score of $t = 3.75$ at a significance level of $p < 0.01$, so H1 is accepted. The SQ dimension has a score of $t = 7.12$ ($p < 0.01$) so H2 is accepted. The SP dimension has a score of $t = 0.64$ ($p > 0.01$) so H3 is rejected. These results show that individually and simultaneously there is a positive influence between the independent variable on the dependent variable.

Discussion

The perception of the tourism village, including its natural beauty, cultural appeal, and overall atmosphere had a significant and positive effect on tourist satisfaction ($p < 0.001$). Tourists who viewed the village positively were more likely to report higher satisfaction levels. This is in line with the previous research which found that destination image directly influenced attributed satisfaction (Chi & Qu, 2008; Huete Alcocer & López Ruiz, 2020; Puh, 2014). This shows that tourists are satisfied with the attributes of the tourist village in Borobudur such as natural beauty, culture and traditions, friendliness of the community, and a safe and comfortable environment.

Furthermore, this research also found that service quality has a positive and significant influence on tourist satisfaction of tourism village in Borobudur ($p < 0.001$). The quality of services such as accommodations, hospitality, cleanliness, and responsiveness was also found to significantly influence satisfaction. Among the three variables, service quality had the strongest effect, with the highest standardized coefficient. This finding reinforces the importance of investing in staff training, service responsiveness, and hospitality culture, as previously noted by Al-Laymoun et al. (2020) and Novitaningtyas et al. (2021). This confirms the research of Novitaningtyas, et.al., (2021) which found the relationship between service quality and tourist satisfaction of the tourism village. This shows that the services provided by tourism service providers in the tourist village in Borobudur greatly influence tourist satisfaction. The service quality dimension is the most dominant dimension in influencing tourist satisfaction so that tourism service providers in the Borobudur tourist village must continue to improve services and provide excellent service to tourists.

Interestingly, sustainable practices did not have a statistically significant effect on tourist satisfaction in this study ($p = 0.510$). While sustainability is often promoted as a key factor in modern tourism, this result suggests that current sustainable efforts in Borobudur's tourism villages may not yet be visible or valued by tourists. This aligns with Zhou et al. (2022), who found that many homestay accommodations in rural areas lack adequate sustainability infrastructure and awareness. Unlike the previous studies that found the sustainable practice has a positive and significant influence on the tourist satisfaction (Thipsingh et al., 2022), this study found that sustainable practice have no influence on the tourist satisfaction of tourism village in Borobudur. This happens because tourism service providers in Borobudur still do not implement sustainable principles in all their operational activities. Many homestays and accommodations do not yet use energy-saving bulbs or equipment that help them having energy efficiency. This causes tourists to not be satisfied with the practice of sustainable principles in the tourist village in Borobudur.

The results suggest that first impressions and service quality are what matter most to tourists visiting Borobudur's tourism villages. Visitors tend to appreciate natural and cultural authenticity, but only if the experience is supported by good service. The non-significant result for sustainable practices should not be interpreted as a reason to deprioritize sustainability — rather, it indicates a gap in implementation or communication. Tourists may not be aware of sustainability efforts, or these practices may not yet be fully embedded in the visitor experience.

These findings provide practical guidance for tourism village managers: enhancing visual appeal, preserving cultural authenticity, and most importantly, ensuring high service standards are critical to achieving tourist satisfaction. At the same time, efforts toward sustainability need to be more tangible and visible to tourists — through actions like reducing

plastic use, promoting eco-friendly accommodations, or involving guests in local conservation programs.

Conclusion

Tourist satisfaction of the tourist village in Borobudur is greatly influenced by the dimensions of destination image and service quality. Tourists are proven to be satisfied with their perception of the tourist village in Borobudur which has natural beauty, diverse culture and traditions as well as friendly local people. Apart from that, the services provided to tourists in the tourist village in Borobudur also greatly influence their satisfaction with the tourist village in Borobudur. Even though the dimensions of sustainable practices do not have an influence on tourist satisfaction in Borobudur, tourist village managers must still consider increasing the sustainability of their destination by implementing sustainable practices.

This research found that the majority of respondents were students with the dominant reasons for visiting tourist villages being to have fun and also gain education. Therefore, this research recommends that tourism village managers in the Tourism Village in Borobudur create promotional media that can attract the younger generation (Gen Z) to travel to tourist villages. Promotion can be done through media such as Instagram or Tiktok which have become information references for today's young generation.

This research recommends tourist village managers in Borobudur to further promote tourist village attributes such as natural beauty, cultural richness and community friendliness which becomes a magnet for tourists to visit. Apart from that, this research also recommends that tourism service providers in the Tourism Village in Borobudur continue to improve the quality of service by participating in excellent service training, as well as improving skills related to service. Service is the main factor that can increase tourist satisfaction in the Tourism Village in Borobudur. This research suggests the importance of sustainable practices that must always be applied in tourist villages. Sustainable practices, if implemented well, can have a positive impact not only on managers and tourists but also on the tourist destination environment as a whole.

This study has considerable limitations. The limitation of this research lies in the limited number of respondent samples. Apart from that, this research is also limited to determining factors through survey methods and does not explore why these factors appear. This research is only limited in scope to tourist satisfaction and does not explore tourist trust or loyalty.

Future researchers can conduct surveys with a larger number of respondents so that the generalization process can be carried out. Future research can add other variables to predict tourist satisfaction at the Tourism Village in Borobudur. Future research needs to carry out in-depth investigations regarding sustainable practice variables on tourist satisfaction in other tourist destinations. Research using longitudinal methods is also highly recommended to obtain a more comprehensive picture of tourist satisfaction.

Acknowledgment

The authors would like to thank Research and Community Service Institutions of Universitas Tidar for funding support of this research.

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