



## **Determinants of Tourist Satisfaction and Dissatisfaction on Tourism Village**

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### **Abstract**

Indonesia government established the development of tourism village as one of priority program. Until 2018, there are 1734 tourism villages in Indonesia. However, the increase of tourist visitation is not occurred evenly. Only several tourism villages are having high visitation rate, others are still struggling in competing with other tourism destinations. Previous study found that tourist satisfaction is leading on visit intention. Therefore, this study investigated factors determinant on tourist satisfaction and dissatisfaction of tourism village. A content analysis was adopted in this study by extracting of 464 tourist reviews that posted from January 2016 until October 2019. Data were collected from tourist review on TripAdvisor regarding nine tourism villages in Indonesia. NVivo 12 was used to analyse the data. The results revealed top 5 satisfaction determinant attributes: village landscape, friendliness local people, traditional building, traditional way of life, and village atmosphere. Meanwhile, dissatisfy tourist mention traditional souvenir, village atmosphere, village authenticity, village entrance fee, and the local people who become souvenir seller as the top five dissatisfaction attributes.

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### **Abstrak**

Pemerintah Indonesia menetapkan pengembangan desa wisata sebagai salah satu program prioritas. Hingga 2018, terdapat 1.734 desa wisata di Indonesia. Namun peningkatan kunjungan wisatawan tidak terjadi secara merata. Hanya beberapa desa wisata yang memiliki tingkat kunjungan tinggi, desa wisata lainnya masih berjuang untuk bersaing dengan destinasi wisata lainnya. Studi sebelumnya menemukan bahwa kepuasan wisatawan berpengaruh terhadap intensi berkunjung. Penelitian ini mengkaji faktor-faktor yang mempengaruhi kepuasan wisatawan dan ketidakpuasan desa wisata. Analisis konten diadopsi dalam studi ini dengan mengekstraksi 464 ulasan wisatawan yang diposting dari Januari 2016 hingga Oktober 2019. Data dikumpulkan dari ulasan wisatawan di TripAdvisor mengenai sembilan desa wisata di Indonesia. NVivo 12 digunakan untuk menganalisis data. Review yang mengandung sentimen positif dengan rating sama dengan dan di atas empat dikelompokkan menjadi pengalaman yang memuaskan. Hasil penelitian menunjukkan 5 atribut penentu kepuasan teratas: pemandangan desa, keramahan masyarakat lokal, bangunan tradisional, cara hidup tradisional dan suasana desa. Sedangkan wisatawan yang tidak puas menyebutkan oleh-oleh tradisional, suasana desa, keaslian desa, biaya masuk desa, dan masyarakat sekitar yang menjadi penjual souvenir sebagai lima atribut ketidakpuasan teratas.

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## INTRODUCTION

According to data from World Travel and Tourism Council (2019), travel and tourism is the most significant sector in creating job and developing economies throughout the world. In 2018, travel and tourism has contributed equally to 10.4 percent of the world's GDP and 109 million jobs worldwide. Over the next ten years, travel and tourism are expected to support around 23 percent of total global net job creation (World Travel & Tourism Council, 2019).

Indonesia is one of a country that making tourism as one of their priority agenda. One of tourism destination that being focused by Indonesia tourism government is tourism village. According to Decree of the Minister of Tourism Indonesia No. PM.26/UM.001/MKP/2010 tourism village is an integration of attractions, accommodation and supporting facilities presented in a structure of community life that integrates with local traditions (Indonesian Tourism Ministry, 2010). Several studies defined tourism village as rural tourism due to the location of the destination located in a rural area (Park & Yoon, 2009; Xi et al., 2014). The development of tourism village in Indonesia has grown rapidly. From 2014 until 2018, the number of tourism village in Indonesia has increased by 33.18% (Reily, 2018). According to Village Potential Data 2018 No. 99/12/Th. XXI, 10 December 2018, there are 1734 villages that became village tourism in Indonesia (Indonesian Statistic Bureau, 2018).

Speaking about the development of a tourism village in Indonesia, not only the number of tourism villages that was increased but also the number of tourists. In several tourism villages in Indonesia, the number of tourists that visit tourism village expanding each year. In Penglipuran village, one of the tourism village in Indonesia, the number of tourist visit has increased significantly. In 2015, the number of tourists who visit this village was only 49.951 visitors and dramatically increased in 2018 to 247.636 visitors (Redaksi, 2019). However, the increase of tourist visitation is not occur evenly in other villages. Different with tourism village in Bali, other tourism villages still struggling in competing with other tourism destination (Redaksi, 2019).

In order to equalize Indonesia tourism, Indonesia government through Cabinet Secretariat Letter Number B 652/Seskab/Maritime/2015 issued to create 10 priority tourism destinations in Indonesia. The 10 of Indonesia priority tourism destinations are Danau Toba, North Sumatera; Tanjung Kelayang, Bangka Belitung; Mandalika, West Nusa Tenggara; Wakatobi, Southeast Sulawesi; Morotai, North Maluku; Thousand Island, DKI Jakarta; Tanjung Lesung, Banten; Borobudur, Middle Java; Bromo, East Java; and Labuan Bajo, East Nusa Tenggara.

Further, in 2019, the government revised the 10 priority tourism destinations into 5 super priority tourism destinations that consist of: Danau Toba, North Sumatera; Likupang, North Maluku; Borobudur, Middle Java; Mandalika, West Nusa Tenggara; and Labuan Bajo, East Nusa Tenggara. Due to the urgency of developing tourism destination in 5 super priority tourism destinations, this study explored tourist experience in three out of five super priority tourism destinations as the object of the study. The three of super priority tourism destination are Danau Toba, Labuan Bajo and Mandalika. As mentioned before, Indonesia government declare tourism village as one of focused tourism destinations. Therefore, this study specifically explored tourist experienced in tourism village that near to or located in three super priority tourism destinations.

Tourist satisfaction becomes the success indicator of a tourism destination. Tourists who satisfied with the service from the tourism destination tend to recommend their experience to the others. Previous studies have confirmed that satisfied tourist will lead to their loyalty on the destination (Chi & Qu, 2008; Ozdemir et al., 2012). Tourists tend to recommend or revisit the destination that gives a satisfying experience. Satisfaction is defined as the level of agreement between customer expectation and reality (Zhou et al., 2014). Customer satisfaction achieved when the experience or reality happen beyond their expectation. Meanwhile, Chi and Qu (2008) have emphasized satisfaction as an impact of the quality of destination attributes perceived by customers or tourists. Satisfaction occurs as a consequence of product exposure that could change customers attitude before and after product exposure (Oliver, 1980).

However, an experience that below customer satisfaction leads on dissatisfaction. Dissatisfaction measured as the number of customer complaints (Kondo, 2007). Moreover, Kondo (2007) contemplates that removing dissatisfaction did not equal in increasing satisfaction. In

addition, satisfaction and dissatisfaction defined as a consequence of performance attributes (Matzler et al., 2004). As defined by Matzler et al. (2004), performance attributes divide into three categories: satisfier, dissatisfier, and performance factor. Satisfier is the performance of attributes that if fulfilled, could lead to customer satisfaction. Meanwhile, dissatisfaction happen caused by the dissatisfier that not fulfilled. However, if satisfier did not fulfil, it will not lead to customer dissatisfaction, neither did the same happen on dissatisfier. Thus, satisfaction and dissatisfaction can therefore be seen as the consequence of different attributes performance. Performance attributes varies depending on the type of destination. Several researchers have explored performance attributes in several types of tourism. Table 1 showed the previous studies on performance attributes in several types of tourism destination.

Table 1. Previous study on tourism performance attributes

Author	Method	Object	Performance attributes
(Murphy et al., 2011)	survey	tourist shopping village	uniqueness, entertaining local experience, regionally distinctive products, value for money products, heritage environment and quality food and drink
(Lu & Stepchenkova, 2012)	content analysis	ecolodge	ecolodge settings, room, nature, service, food, location, value for money
(Devesa et al., 2010)	Survey (t-test)	rural tourism	Access, road sign, lodge quality and availability, restaurant facilities and availability, tourist information
(Cho, 2012)	SEM	Folk village	authenticity

The study on word of mouth (WOM) has evolved since the 1960s (Litvin et al., 2008). Word of mouth refers to the flow of information from the person who had experienced related to the brands, products, or services into persons who had not (Arndt, 1967). Based on the type of information, word of mouth classified into positive and negative information. Moreover, Arndt (1967) argued that positive WOM could influence people to purchase the related product or services, while the negative WOM could decrease the willingness to purchase. Recently, internet communication and technology have developed rapidly. The development of ICT has brought out the new kind of WOM called eWOM (electronic word-of-mouth). Align with the traditional WOM, eWOM defined as the positive or negative information made by people who have experienced with the products or services that spreading through the internet (Hennig-thurau et al., 2004). The flow of information through the internet spread faster and expose to wider people. Thus, eWOM could influence potential customer better than traditional advertising (Trusov et al., 2009).

Previous studies have investigated that positive WOM affected by customer satisfaction (Athanasopoulos et al., 2001; Wang et al., 2018). Customers who satisfied with the products or services tend to create a positive review. On the other hand, while a positive review influence customer buying decision, the negative ones could evaluate by the companies to redesign their products or services. Companies could utilize eWOM as the source of information to capture customer preferences (Garrido-Moreno et al., 2018). In the tourism perspective, Buhalis & Law (2008) the growth of ICT and eWOM has made customer become the main source of information to determine the tourism products. Thus, this study will explore eWOM related to tourism village in order to find satisfaction attributes.

Previous study found that tourist who satisfied with the experience in the destination could influence their behavioral intention to revisit or spread their positive experience to their colleagues (Chen & Chen, 2010; Huang et al., 2015). In order to equalize the Indonesia tourism and increase tourist's visit intention to other destination beside Bali, other tourism village have to offer an

experience that satisfying tourist. Therefore, it is compulsory to identify determinant factors of tourist satisfaction in the tourism village.

Previous studies have investigated the impact of tourism village on society (Ghaderi & Henderson, 2012; Pratt et al., 2016) and environment (Ghaderi & Henderson, 2012). Besides investigating the impact of tourism village, previous study also have discovered the important experience of tourism village (Kastenholz et al., 2012) and determinant tourist satisfaction factor (Murphy et al., 2011). However, previous study are only focus on the satisfaction factor of tourism village. Whereas, the dissatisfaction factor would leads on negative word-of-mouth and switching (Sánchez-García & Currás-Pérez, 2011). Therefore, rather than only exploring tourist satisfaction factor, this study aims to identify factors determinant on tourist satisfaction and dissatisfaction of tourism village.

A content analysis method will be used in this study. Data will be collected form tourist review on TripAdvisor regarding on tourism village in Indonesia. The findings have both theoretical and practical implications. This research sheds light on perceived value in tourism village that has unique characteristics than other destination. The results will be helpful for tourism stakeholders to improve tourism village. Moreover, tourism village becomes the priority program in the Indonesian government. Thus, this research critical for tourism stakeholders, especially Indonesia government who are trying to develop a tourism village.

## METHOD

The object of this study is nine tourism villages located in tourism destination priority in Indonesia. The Indonesia tourism destination priority is the main destination that will be develop by Indonesia government. Further, these destinations will become a pilot for other tourism village. Therefore, evaluating tourist experience in these destinations will give important information for the government.

The objective of this study is to explore tourist satisfaction attributes in tourism village through eWOM. Content analysis was used in this research to explore satisfaction attributes in the eWOM. The content analysis becomes an emerging method, especially in the tourism context. Content analysis is a research method used to capture context that was inferenced from text data (Krippendorff, 2004). Since tourist review viewed as the generous source, several researchers were trying to content tourist review to study their preferences (Brejla & Gilbert, 2014; Brochado & Pereira, 2017; Su & Teng, 2018). Tourist review will be obtained from TripAdvisor. The previous study found that TripAdvisor becomes the most online platform used by tourist to share their experience (Li et al., 2018). TripAdvisor exhibit tourist review related to their experience in the destination followed by the tourist rating. Tourists rating represent their satisfaction on the destination ranging from 1 as most dissatisfying to 5 as the most satisfying experience. Data were mining by using web scraper named Parsehub. Data were collected from January 2016 until October 2019. As part of sustainable tourism, village tourism has been developed vigorously since 2016.

In 2016 Indonesia tourism ministry declared the policy to implement sustainable tourism through Regulation of the Minister of Tourism No. 14 of 2016 (Indonesian Tourism Ministry, 2016). Therefore, this study extracted the data since 2016 as sustainable tourism was implemented since then. Only review that used the English language were extracted for this research. **Error! Reference source not found.** showed the number of reviews in TripAdvisor that was extracted from nine tourism villages in priority destination in Indonesia.

The data were analyzed using NVivo 12. NVivo has been used in several studies in content analysis. NVivo could help in identifying the themes, organizing data and developing conclusion (Sotiriadou et al., 2014). In order to get the best interpretable result, some words grouped into stop words. The words that grouped into stop words will not be presented in the text frequency. Besides, some words that have the same meaning will be gathered in the same group.

The criteria for grouping the words referring to the previous study that was also using NVivo in conduct content analysis (Cong et al., 2014): (1) Words that did not have a meaningful

implementation (i.e. also, get, around); (2) Singular and plural nouns will be grouped as the same word (i.e. 'village' and 'villages'); (3) The different verb will be grouped as the same word (i.e. 'guided' and 'guiding'), and (4) Words that have similar meaning will be groups as the same word (i.e. 'chilly' and 'cold').

Table 2. Number of reviews in TripAdvisor

Destination	Location	Number of reviews
Sasak village	Lombok, NTB	68
Sade village	Lombok, NTB	48
Sembalun village	Lombok, NTB	22
Sukarara village	Lombok, NTB	19
Bena village	Flores, NTT	134
Wae rebo village	Flores, NTT	111
Ruteng pu'u village	Flores, NTT	15
Tarung village	Sumba, NTT	16
Tomok village	Samosir, North Sumatra	31

The coding process divide into three steps: descriptive coding, interpretive coding, and overarching themes (Cong et al., 2014). In descriptive coding, data was coding line by line in order to get the holistic information. Data that has positive sentiment and has more than or equal four stars in the review will be grouped as a satisfaction attributes, while the negative sentiments with two or under two stars will be grouped as dissatisfaction attributes. After free coding, the next step is grouping the free code into interpretive code. Interpretive coding conduct by comparing and analyzing the free code. Free code that has the same interpretation will be coded as the same interpretive code. The third step is overarching themes. In this step, the interpretive code will be grouped into general themes.

## RESULTS AND DISCUSSION

Based on the nine tourism villages' review on the TripAdvisor, we found 464 tourist reviews. However, most of the reviewer did not mention their information related to gender, age, and country of origin. Reviewers who did not mention that information counted as missing values. Table 3 showed the demographic information of the reviewers. Most of the reviewers are an international tourist (68.9%). Half of them were woman reviewers (51.1%). However, the age of the reviewers was spreading evenly. Table 4 showed the top 40-word frequencies from tourist review on tourism villages that sorted based on the highest frequency. As the words counting based on tourist review on tourism village, it is not surprising that "village" become the word that has the highest frequency (n=878).

Table 3. Demographic Respondents

Demographics	Respondents (n = 464)	
	Frequency	Percentage
Gender (n= 219; missing values = 245)		
Man	107	48.9
Woman	112	51.1
Age (n= 164; missing values = 300)		
18-24	22	13.4
25-34	48	29.3
35-49	57	34.8
50-64	31	18.9
65+	6	3.7
Type of tourist (n= 104; missing values = 300)		
International tourist	248	68.9
Domestic tourist	112	31.1

Source: (Tripadvisor.com, 2019)

Second rank is "traditions" (n=269). The main attraction of tourism village related to the tradition of the tribes. They offer attraction such as a traditional way of life, traditional house and traditional performance. Therefore, due to their experience in tourism village, most of the reviewer mention about "tradition".

As shown in Table 4 "guiding" (n=249) become the third in the most frequent word on tourist review. In the tourism village, the guide will lead the tourist to explore the tourism village. Guide expected to explain the story of the village and the culture of local people. Experiencing tourism village accompanied by guide could be satisfying or vice versa. Thus, both satisfied and dissatisfied tourist mention "guiding" on their review.

Table 4. Top 40 words tourism village reviews

Word	Freq	Word	Freq
Village	878	Hours	137
Traditions	269	Tourist	135
Guiding	249	Way	126
Peoples	247	Good	125
Visits	230	Like	121
Locals	217	Beautifully	114
Houses	213	Nice	112
Place	204	Time	112
See	164	Living	109
Taking	157	Days	105
Walking	103	Road	86
Friends	102	Making	75
Stay	102	Worth	74
Hiking	100	Welcome	74
Nights	97	First	73
Trips	96	Arriving	72
Culture	92	Buy	71
Experience	91	Need	71
Views	89	Tours	70
Interesting	87	Great	70

Furthermore, content analysis was conducted to capture themes that most concern by tourists. These words were group based on the same themes including (1) village attributes, (2) traditional-related attributes, (3) local people-related attributes, (4) guide-related attributes, (5) village facilities attributes, (6) village activities attributes and (7) social activities attributes. Result of the categorization of tourist review on tourism villages shown in Table 5.

**Table 5. Result of the categorization of tourist review on tourism villages**

Themes	Attributes	Satisfy review (positive sentiment and rating $\geq$ 4)	Dissatisfy review (negative sentiment and rating $\leq$ 2)	Frequencies positive sentiment from all respondent (rating 1-5)	Frequencies negative sentiment from all respondent (rating 1-5)
Village attributes	Atmosphere	50	16	266	143
	Landscape	118	2		
	Entrance fee	14	8		
	Attraction	7	5		
	Cleanliness	11	1		
	Village area	7	1		
	Authenticity	28	8		
Local people- related attributes	Friendly	103	3	167	44
	Interaction	37	0		
	Souvenir seller	5	5		
	Asking for money	0	3		
	Language ability	1	0		
	Authenticity	6	2		
Guide- related attributes	Knowledge	45	3	112	25
	Behavior	34	3		
	Language ability	21	0		
	Tip	9	3		
Village facilities attributes	Access	8	2	37	70
	Bed	8	2		
	Information	4	2		
	Toilet	6	2		
	Electricity	2	0		
	Internet	4	1		
	Restaurant availability	0	0		
Traditional- related attributes	Way of life	52	1	273	61
	Souvenir	43	16		
	Culture	41	3		
	Food	27	1		
	Performance	11	1		
	Clothes	7	0		

Themes	Attributes	Satisfy review (positive sentiment and rating $\geq$ 4)	Dissatisfy review (negative sentiment and rating $\leq$ 2)	Frequencies positive sentiment from all respondent (rating 1-5)	Frequencies negative sentiment from all respondent (rating 1-5)
Village activities attributes	building	54	2		
	buying souvenir	11	0	64	0
	learning culture	20	0		
	taking picture	18	0		
	trekking	6	0		
Social activities attributes	eco project	1	0	17	2
	helping local people	11	0		

There are five ratings that have to choose by tourist when reviewing a destination on TripAdvisor. This rating related to tourist satisfaction towards the destination ranging from terrible (1) to excellent (5). From nine tourism villages in Indonesia, we found that the average rating of those destinations is already high (4.03). As shown in Figure 1, most of the tourist gave a rating of more than four on those tourism villages.

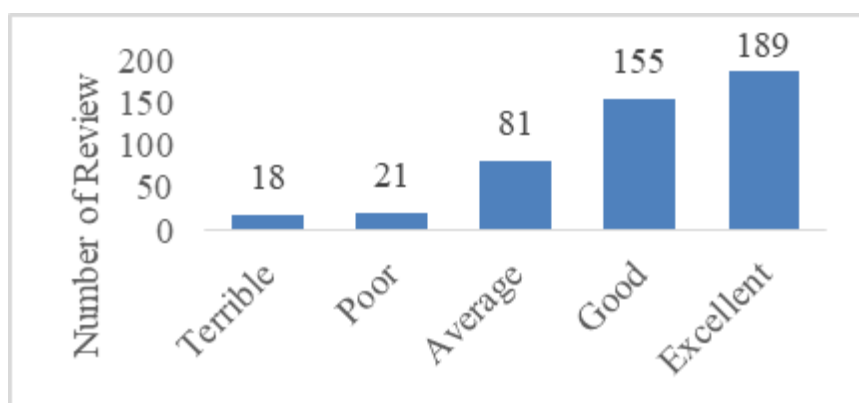


Figure 1. Number of tourist review based on rating

As shown in table 4, traditional-related attributes become the theme that has the highest positive review frequencies (273 reviews). The positive review comes from all review ranging from terrible until excellent as long as the comment has positive sentiment. The second and third theme most reviewed by tourist are village attributes and local people-related attributes. Thus, both satisfied and dissatisfied tourist already has positive experience related to traditional-related attributes, village attributes and local people-related attributes.

### Satisfaction

However, although those themes already gave positive experience, not all attributes influence on tourist satisfaction. Satisfaction attributes consider as a review that has positive sentiment and rating above 4. As mention in Table 5, top 5 of satisfaction attributes are landscape, friendly people, traditional building, way of life and atmosphere. The recent satisfaction attributes shown in figure 2.



### *Landscape*

Most of the tourism villages located in a rural area. They surrounded by forest, panoramic mountain and other natural scenery. Thus, the landscape becomes the service attributes that most consider by the satisfied tourist. The study found that village that located in the rural area gives a special ambience to the tourist:

"The whole area around the village is stunning with giant bamboos and rain forest."

### *Friendly people*

As a village that transformed into a tourism destination, local people who used to live in the village become the main attraction of the destination. The interaction between local people and tourist influence on tourist experience in tourism village. 103 tourists' satisfied reviews discussed that local people are welcoming and friendly. One reviewer said:

"The people and their kids were so kind and sweet. They showed us their village, their houses, farmer-animals, how they prepare their commodities."

### *Traditional building*

Local people house in village tourism making the destination different from other destination. For example, in Wae Rebo village, there is a traditional house that shapes a conical. These buildings are full of story and cannot be found in other destination. Therefore, tourists consider the traditional building as the attributes that influence on their satisfaction. "very nice traditional village, nice traditional building house, the people are amazing."

### *Way of life*

Way of life is one of the traditional features of tourism village. Align with traditional building, way of life become the unique experience offered by tourism village that cannot be found in other destination. Experiencing local activities such as weaving and rituals gave a positive experience.

"A great little traditional village, saw some weaving and got some interesting information about the rituals and traditional way of life on Flores"

### *Atmosphere*

As mentioned before, most tourism village located in a rural area surrounded by panoramic mountain. Thus, the atmosphere in the tourism village is quiet and peaceful. Moreover, traditional building and local activities also giving unique experience that receives as an ancient atmosphere. Following are the example of tourist reviews related to atmosphere:

"enjoying the beautiful morning with stunning views from the top and cheerful happy atmosphere all over the place. That is truly one of the greatest tours for me"

### *Dissatisfaction*

Despite most of the tourist giving rating more than four, there is a number of tourists that dissatisfy with village tourism. As shown in figure 2, the top five of service attributes mentioned in dissatisfy tourist reviews are souvenir, atmosphere, village authenticity, entrance fee and local people as souvenir seller.

### *Souvenir*

As well as a tourism destination, village tourism also offers a unique souvenir that related to the village product. Tourist really considers on souvenir quality and price. Many tourists dissatisfy both on the price and the quality offered by the seller. Most of them felt that the souvenir is overpriced and in low quality. They could find the same souvenir in other places such as in airport with the lower price but the same quality. Here is the example of dissatisfied tourist review related to souvenir:

"Apart from that it was so commercialized with all the souvenirs and so-called woven cloth etc. and it's bloody expensive. One piece at 500k rupiah. At the airport u can purchase it at only 150k."

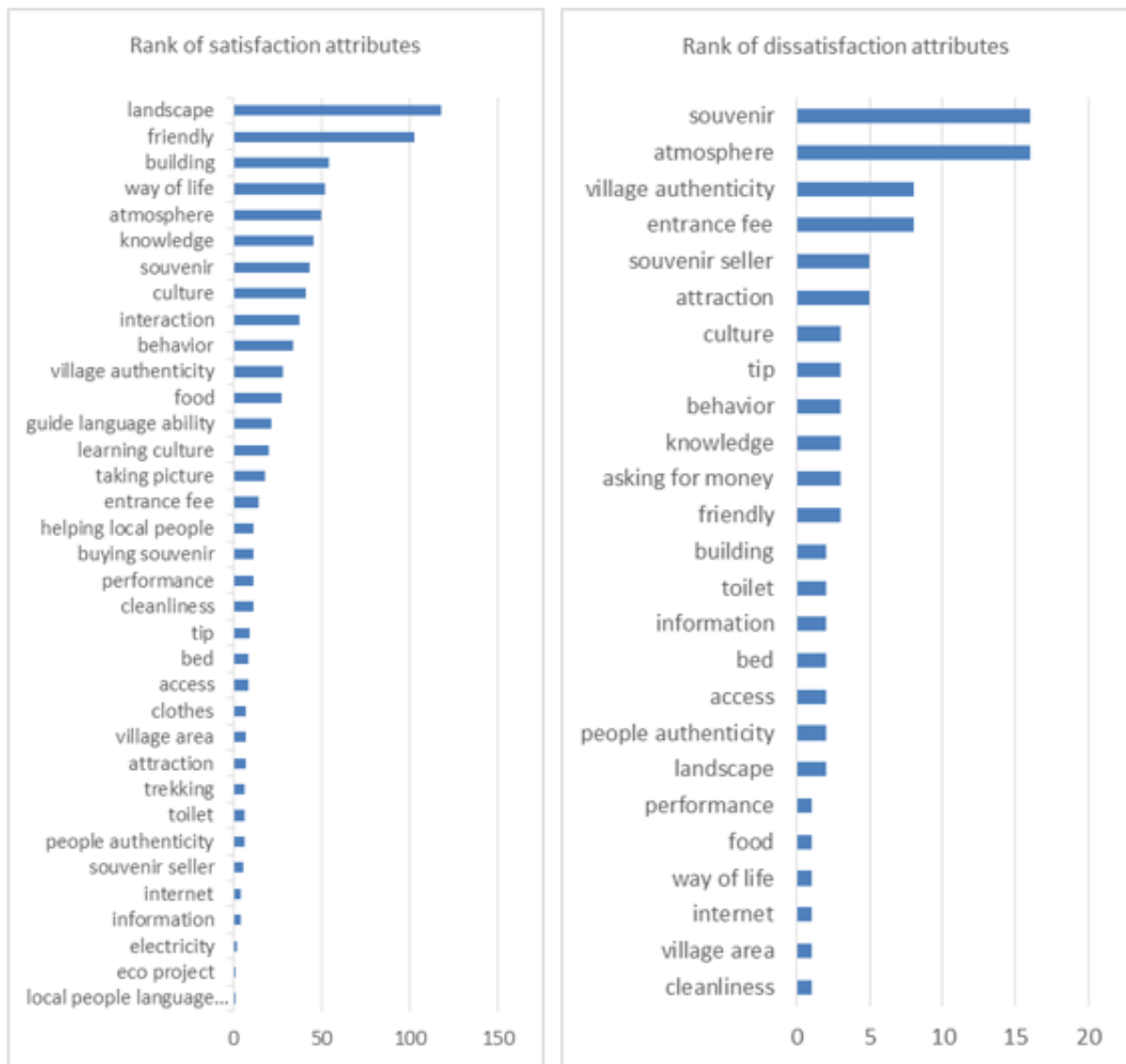


Figure 2. Rank of satisfaction and dissatisfaction attributes

### *Atmosphere*

Dissatisfy tourist feel that the atmosphere of village tourism is touristy, crowded and feel like a tourist trap. They thought that the village is over capacity with tourist has destroyed the atmosphere of the village. Moreover, many local people selling the souvenir making the village felt like a tourist trap rather than the authentic destination. One dissatisfies tourist shared: "It is definitely a beautiful village, but very, very touristy. Don't expect to get an "authentic experience" here if that's what you're looking for."

### *Village authenticity*

Tourist who visits tourism village is looking for village experience. As mention on satisfaction attributes, tourists are looking for a local way of life in the tourism village. However, villages that are not authentic and looks like arranged as a tourism destination dissatisfy tourist. Tourists are looking at the authenticity as the experience that could not found in other tourism destination. Thus, the non-authentic village could give bad experience and result in tourist dissatisfaction. A reviewer wrote: "Not authentic! Disappointing. I was expecting a traditional village but saw a village that has been transformed to meet tourist needs and profit from tourist."

### *Entrance fee*

The number of tourists who feel dissatisfied with the entrance fee is only 8 out of 464 reviews. However, it still considers as the top five attributes most mention on tourist dissatisfy review. They felt dissatisfied with the mechanism of paying the entrance fee. Some people charge tourist for unreasonable price, and the distribution of the fee that was charged is not clear. Here is the example of dissatisfied tourist review related to the entrance fee:

"Most of the beaches and tourist attractions charge a reasonable price for parking and detail a percentage breakdown of how the fee is distributed, this guy is just putting money in his own pocket and the Sasak Village sees nothing."

### *Souvenir seller*

Tourists who visit a tourism village are looking for an authentic experience. They expect to see local people traditional way of life. However, this atmosphere was ruined by several local people who become a souvenir seller. Local people who become souvenir seller making the village tourism touristy. Furthermore, some of them doing a pushy selling. This condition has harmed tourist satisfaction who visited tourism village. Several tourists who gave a rating below two, mention local people who become souvenir seller as the attributes that influence on their dissatisfaction. One of the tourists shared:

"It's not traditional as my expectation, Local people try to sell all the times and price is very expensive. There are many shops and does not look traditional place at all, like a shopping place and local people always try to sell all the time and again overprice!!"

This study has investigated both satisfaction and dissatisfaction attributes of tourism village that were salient for tourism village visitors. By analyzing tourist review on TripAdvisor, this study has identified 37 attributes of tourism village that determine on tourist satisfaction and dissatisfaction. The 37 attributes were grouped into seven themes: village attributes, local people-related attributes, guide-related attributes, village facilities attributes, traditional-related attributes, village activities attributes, and social activities attributes.

Village attributes (409). Village attributes are the most frequent theme discussed by tourist in the tourism village review. This theme consists of village atmosphere, landscape, entrance fee, attraction, cleanliness, area, and authenticity. From the seven attributes of village feature, village landscape became the most frequent attribute (9.3%) mention by tourists. However, tourists are not similar. They were segmented based on their motivation and preference when visiting tourism village (Devesa et al., 2010; Eusebio et al., 2017; Park & Yoon, 2009). Despite the fact that they have a different segment, most of them are agree that appreciating the beauty of village landscape become activities that should be carried out during visiting tourism village (Eusebio et al., 2017).

Local people-related attributes (211). People become the successor factor of tourism village. The interaction with people becomes the adding value of tourism village comparing to other tourism destination. Previous study found that there was a segment of tourist who was seeking for learning cultural knowledge of the site (Farmaki, 2012). Tourist who grouped in this segment has the motivation to interact with local people. In addition, this result aligns with the previous study, which found interaction with indigenous people lead to positive tourist experience (Wu et al., 2020).

Guide-related attributes (137). The guide was directly interacting with tourist. Therefore, the review related to the guide discussed guide behavior and their ability to speak English. Guide behavior is the attribute related to their ability to serve tourists such as friendly and helpful also their knowledge related to the tourism village. Studies concerning the tour leader's service quality have considered the guide communication ability, professional attitude and their understanding of the destination as a critical component in determining tourist satisfaction (Heung, 2008).

Village facilities attributes (107). There are several village facilities concerns by tourist in their review on TripAdvisor related to their experience in tourism village. Those facilities are access, bed, information, toilet, electricity, internet and restaurant availability. Previous studies have mentioned those attributes as the satisfaction attributes in rural tourism such as access (Devi et al., 2014), hospitality (Loureiro & González, 2008), information (Devi et al., 2014), sanitation (Jyotsna & Maurya, 2019) and restaurant availability (Devesa et al., 2010). However, this study found two attributes that were not mentioned in rural tourism satisfaction attributes. Those

attributes are electricity and internet access. As people nowadays concern on social media electricity and internet access become the satisfaction attributes even in the rural area.

Traditional related attributes (334). Traditional related attributes consist of traditional way of life, souvenir, culture, food, performance, clothes and building. Most of the tourists mention traditional souvenir followed by the traditional way of life and traditional building in the themes of traditional related attributes. This result supports a previous study that found the architecture of the village as the most appealing feature in the destination (Kastenholz et al., 2012). Moreover, several tourists feel attracted to visit the tourism village due to its cultural sites. Visiting tourism village could fulfil their curiosity of the cultural sites (Farmaki, 2012). This result also consistent with the result of a study by Carneiro, Lima, Silva, and Jo (2017), which found that tourists have the most favorable impression on cultural elements such as a traditional building.

Village activities attributes (64). In this theme, tourist mention about activities that could be done in a tourism village: buying souvenir, learning culture, taking picture, and trekking. Despite the fact that activities are an experience that can be felt directly by tourist, this theme did not attract much tourist attention. Only 64 review mention about activities attributes either on satisfied or dissatisfied tourist reviews. Tourist more concern on village attributes, especially atmosphere and landscape rather than activities such as buying a souvenir, learning culture, taking picture and trekking. Previous study has found that authentic experience and village facilities were more mentions in tourist review rather than village activities (Jyotsna & Maurya, 2019).

Social activities attributes (19). Most of the tourism villages were managed by local people. Thus, by visiting tourism village tourist could contributing to developing the economy of local people. Moreover, several tourism villages developing an eco-project in the destination. This is consistent with Sriharan et al (2019) in which tourist prefer to have experience and contribution to social activities. By contributing to the local economy and environment, several tourists felt satisfied in visiting tourism village. This attribute is still lacking consider in satisfaction attributes studies. Tourism village that managed by local people and in a sustainable way giving new satisfaction attributes that unique differ from other destination.

## CONCLUSIONS AND SUGGESTION

Recently, village tourism becomes the most developed destination in Indonesia. Several countries are also trying to develop village tourism due to its positive impact on resident economy, culture and environment. As a sustainable destination, village tourism not only demanded in preserving the culture and environment but also satisfying tourist. However, in developing destination tourism destination manager or government are often facing with limited resources. Thus, a study about satisfaction and dissatisfaction attributes is important to know factors that should be improved. This study investigated the determinant of tourist satisfaction and dissatisfaction in village tourism by conducting a content analysis of tourist review in TripAdvisor.

Based on the content analysis we found that there are seven themes of tourism village consider on satisfied and dissatisfied tourist: village attributes; local-people related attributes; guide-related attributes; village facilities attributes; traditional related attributes; village activities attributes; and social activities. Village attributes become the themes that most mention by the tourist who visited tourism village. Village attributes themes contain two most mention attributes by satisfied and dissatisfied tourist: village landscape and atmosphere.

However, satisfied tourists have different attributes with dissatisfied attributes. Top 5 satisfaction determinant attributes are village landscape, friendliness local people, traditional building, traditional way of life, and village atmosphere. These findings mean that tourists already feel satisfied with those attributes. Thus, tourism destination manager or government has to maintain those attributes in order to maintain tourist satisfaction in tourism village. Meanwhile, dissatisfied tourist mention traditional souvenir, village atmosphere, village authenticity, village entrance fee, and the local people who become souvenir seller. Previous study declared that dissatisfaction are did not linear with the anti of satisfaction (Kondo, 2007). Thus, differences in

satisfaction attributes and dissatisfaction attributes are aligned with the previous study. Vice versa, the absence of dissatisfaction attributes did not increase tourist satisfaction. Thus, tourism destination manager or government still have to maintain the satisfaction attributes while improving the dissatisfaction attributes in order to increase tourist satisfaction and reduce the dissatisfaction.

This study sheds light on the determinant factor of tourist satisfaction and dissatisfaction in tourism village. Previous study has explored tourist satisfaction towards tourism village in the context of authenticity. However, this study founds another factor that becomes the uniqueness of tourism village besides authenticity and the village attributes. Based on our results, social activities attributes become a new factor that determines tourist satisfaction while visiting tourism villages.

This study is based on user-generated content of tourist review on tourism village. Thus, to generalize the findings, further studies need to test the factors by using a statistical method. Moreover, this study concludes the satisfaction and dissatisfaction from all of tourists review without segmenting their demographic information. Finally, to generalize the result, further study could also investigate tourist satisfaction determinants in other tourism villages.

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