



Dynamics of Tourist Satisfaction Toward Tourism Villages: A Longitudinal Study in West Manggarai Regency

Roseven Rudiyanto^{1*}, Septian Hutagalung², Reynaldo Angga Siagian³, Ni Wayan Noviana Safitri⁴, Akib Hehanusa⁵, Mappiasse⁶

^{1 & 2}Ecotourism Department, eLBajo Commodus Polytechnic, Indonesia

³Marketing International Department, eLBajo Commodus Polytechnic, Indonesia

⁴Tax and Accounting Department, eLBajo Commodus Polytechnic, Indonesia

^{5 & 6}Hotel Management Department, eLBajo Commodus Polytechnic, Indonesia

*Corresponding author: roseven@poltekelbajo.ac.id

Article submitted: 7th October 2025 ; Accepted: 25th November ; Published 31st December 2025

Abstract

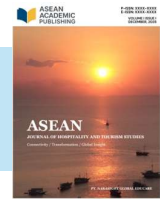
This study examined the dynamics of tourist satisfaction toward tourism villages in West Manggarai Regency between 2022 and 2024. Using a quantitative, longitudinal design, it aimed to identify trends in satisfaction across two data collection periods. Surveys were conducted at Komodo Airport during the same months (August–November) in both years. The instrument was statistically validated for construct validity and reliability, while open-ended responses complemented quantitative findings. Data analysis involved calculating average scores for each indicator and comparing results between 2022 and 2024. Positive differences indicated improved satisfaction, while negative values reflected declines. Findings revealed that visits were dominated by international, highly educated tourists traveling in groups. Overall, satisfaction with tourism village components was consistently categorized as satisfactory in both years, with an upward trend observed. Recommendations for stakeholders include enhancing accessibility, providing adequate public facilities, and strengthening community knowledge and skills to further improve the quality of village tourism experiences.

Keywords: Tourist satisfaction, Tourism Village, Longitudinal Study, West Manggarai

1. Introduction

Tourism had emerged as a rapidly developing industry. This growth reflected the evolving nature of tourism concepts, which had been increasingly shaped by global sustainability agendas such as the Sustainable Development Goals. UNTourism emphasized that tourism served as a vital instrument for achieving the Sustainable Development Goals (United Nation World Tourism Organization, 2017).

One of the tourism concepts that contributed directly to sustainability values was the development of tourism villages. Gica et al. (2021) demonstrated that tourism villages supported the realization of the Sustainable Development Goals. Furthermore, villages had been widely recognized as viable tourism destinations (Li et al., 2022); Gao & Wu (2017), primarily because villages encompassed key tourism components such as attractions, accessibility, amenities, and ancillary services (Novitaningtyas et al., 2019). Tourism villages



also played a role in broadening the distribution of social, cultural, and economic benefits derived from tourism growth (Gao & Wu, 2017; (Nurlena et al., 2021). In fact, well-managed tourism villages could meet expectations associated with sustainable tourism (Pickel-Chevalier et al., 2021). Therefore, strategic management of tourism villages remained essential.

One of the foundational elements in developing a tourism village was tourist satisfaction. Tourist satisfaction held an essential role in shaping strategic development and destination management (Sukiman et al., 2013). This was based on the principle that tourists served as the final consumers of tourism village services. Moreover, satisfaction levels acted as indicators of how well a tourism village was received by the market. Amisah et al. (2022) explained that understanding tourist satisfaction enabled destination managers to design better products and experiences.

Most studies on tourist satisfaction were conducted at a single point in time. Longitudinal studies on satisfaction in a single tourism destination remained scarce. Eugenio-Martin & Yu (2014) asserted that longitudinal designs could be applied in tourism research to assess trends in demand and tourist perceptions over time.

Tourism villages in West Manggarai Regency had experienced development in recent years. According to the 2014–2025 Master Plan for Tourism Development, the regency aimed to become a world-class, sustainable tourism destination that enhanced community welfare through principles of community-based ecotourism. As stated in the Regent's Decree, there were 94 designated tourism villages in the regency (Rudiyanto & Hutagalung, 2022). Therefore, measuring trends in tourist satisfaction toward these villages had become increasingly critical.

Despite this growth, research on tourist satisfaction toward tourism villages in West Manggarai remained limited. Lerem et al. (2025) examined the influence of attractions and amenities on tourist satisfaction at the Goa Rangko destination. Meo et al. (2019) investigated satisfaction with tourism information center services in Labuan Bajo. Taka et al. (2022) assessed tourist perceptions of infrastructure in Bukit Porong, Coal Tourism Village. Most existing studies had focused on single village cases, and none had yet explored longitudinal trends in tourist satisfaction toward multiple villages. Therefore, this study aimed to address that empirical gap by assessing tourist satisfaction levels and their dynamics across tourism villages in West Manggarai Regency between 2022 and 2024.

2. Literature Review

Tourism villages had been defined in various ways. Salouw & Pramono (2023) argued that a tourism village referred to a settlement possessing unique resources that enabled it to become a destination for knowledge-seeking and leisure. Pitana & Pitanari (2023) described tourism villages as areas that developed specifically to attract visitors through natural, cultural, and traditional resources, as well as the local way of life. This understanding aligned with the definition formulated by the Pemerintah Daerah Kabupaten Manggarai Barat (2021), which viewed tourism villages as areas of environmental preservation that did not hinder the community's welfare improvement through tourism-based enterprises rooted in traditional cultural values. Moreover, Wirdayanti et al. (2021) emphasized that tourists visiting tourism villages generally sought unique experiences related to rural life and local traditions. The concept of tourism villages could not be separated from geographic distinction. Cleave (2014) identified the term as crucial for distinguishing between rural and urban tourism development. Therefore, a tourism village could be understood as a rural area visited by travelers seeking authentic natural and cultural experiences. In addition to being defined as rural entities, tourism



villages had been acknowledged as full-fledged tourist destinations. As such, they comprised key components that supported tourism activities: attractions, accessibility, and amenities. Middleton & Clarke (2001) explained that these three elements were fundamental to destination design. Attractions served as a primary motivator for tourists to visit; Benckendorff (2014) further asserted that attractions were the core of any destination and could include both natural and cultural sites. Accessibility referred to the ease with which travelers reached a destination (Lee & Olsen, 2020), while amenities were facilities that supported tourist activity and comfort. Sonder (2024) emphasized that amenities must exist at every destination to ensure tourists could enjoy their visit and meet their needs efficiently.

Satisfaction had been commonly interpreted as a positive emotional response to an experience. Oliver (2014) defined satisfaction as the consumer's emotional reaction when evaluating a service experience holistically. In the context of tourism villages, tourists served as end-users of the products and services offered. Pizam et al. (1978) defined tourist satisfaction as the overall attitude of travelers toward the experiences gained during their trip. Thus, tourist satisfaction centered on the subjective evaluation of the experience itself. Tourist satisfaction remained a critical factor in tourism village management. Gnoth (2016) asserted that satisfaction acted as a performance indicator for services and products. As the target of service provision, tourist satisfaction reflected destination performance and helped guide quality improvement efforts (Zaitul et al., 2022). Numerous studies on tourist satisfaction in tourism villages concentrated on core tourism components—particularly attractions, accessibility, and amenities (Masjhoer & Dzulkifli, 2019; Mustajirin & Putri, 2023; Dzulkifli & Masjhoer, 2020). Sari & Lestari (2021) also explored additional dimensions such as community hospitality and the preservation of customs. Iqbal et al. (2023) examined satisfaction in relation to pricing.

Longitudinal study had been applied as a methodological approach in tourism research. Veal (2017) suggested that longitudinal studies could be conducted by comparing data across extended periods, even if data sources differed, provided there was consistency in economic, physical, or social variables. Menard (2002) stated that longitudinal study approach helped reveal patterns of change. Thomas (2023) added that a key advantage of longitudinal study lay in observing the same subjects repeatedly and interpreting variable changes as outcomes of events or temporal shifts. For instance, Luvsandavaajav et al. (2022) assessed tourist satisfaction based on data collected in 2004 and 2019.

3. Method and Theory

3.1 Method

This study employed a quantitative design with a longitudinal approach, aiming to examine trends in tourist satisfaction toward tourism villages consistently across data collected in 2022 and 2024. This approach was selected to explore the evolving perceptions of tourists visiting tourism villages in West Manggarai Regency based on core destination components.

The study population comprised both domestic and international tourists who had visited West Manggarai Regency. The sample was selected using purposive sampling, targeting individuals who had visited one or more representative tourism villages in the region, such as Batu Cermin, Goa Rangko, Liang Ndara, Cunca Wulang, Cunca Rami, Sano Limbung, Tado, Wae Lolos, Golo Mori, Coal, Warloka, and Ngalar Kalo Lembor. Data collection took place at Komodo Airport, capturing respondents who had completed their visits and were preparing to depart the region. This location was chosen because Komodo Airport served as a major mobility hub for outbound tourists. Data collection occurred during the same period in both years (2022 and 2024) in August to November. In addition to closed-ended items, respondents



were invited to provide suggestions for the development of tourism villages in West Manggarai through open-ended questions. The instrument underwent statistical validation to assess both its construct validity and reliability. Responses to open questions were used to complement the quantitative findings.

The data collected was analyzed using statistical techniques to calculate mean scores for each indicator. The resulting scores were classified using Lindner & Lindner (2024) interpretation intervals for a five-point summated scale (Table 1). The next analytical step involved comparing the mean scores for each indicator between 2022 and 2024. A positive difference indicated improved satisfaction, while a negative value reflected a decline.

Table 1. Intervals and Interpretations of a Five-Point Summated Scale

Interval	Interpretation
1 – 1.50	Strongly Dissatisfaction
1.51 – 2.50	Dissatisfaction
2.51 – 3.50	Neither Satisfaction nor Dissatisfaction
3.51 – 4.50	Satisfaction
4.51 – 5	Strongly Satisfaction

Source: Lindner & Lindner (2024)

3.2 Theory

A tourist village has become a tourism destination. The components of a tourism destination generally consist of four elements: attractions, accessibility, amenities, and ancillary services (Nathaliu & Rosanto, 2024). A structured questionnaire was utilized to collect data. Respondents were asked to evaluate nine key indicators of tourist satisfaction, including preservation of customs, accessibility, amenities, safety, and authenticity of village ambiance. The questionnaire was adapted from the SERVQUAL model and prior empirical studies.

4. Results and Discussion

4.1 Reliability and Validity Test

Statistical testing for validity and reliability was conducted to assess the accuracy of the research instrument in measuring intended constructs. Sanaky et al. (2021) argued that validity testing aimed to confirm the precision of an instrument in each study. The validity assessment employed the Pearson Product Moment technique to determine the degree of correlation between questionnaire scores and other variable (Triastanti & Hardianti, 2024). The method further stated that validity was confirmed when the calculated correlation coefficient (r) exceeded the critical value from the correlation table (0.14).

Validity testing was carried out by analyzing the correlation between each item (X1–X9) and the total score. All items showed Pearson correlation coefficients at the $p < 0.01$ level, with values ranging from $r = 0.638$ to $r = 0.826$. The highest correlation was observed in item X6 ($r = 0.826$), followed by item X4 ($r = 0.780$) and X7 ($r = 0.772$), indicating their strong contribution to the overall measurement of tourist satisfaction. No item produced a correlation below the threshold ($r < 0.14$), affirming that all items were statistically and substantively valid. The inter-item correlations also revealed a consistent instrument structure. These findings confirmed that the instrument was empirically capable of accurately measuring tourist satisfaction perceptions, as illustrated in Table 2.



Table 2. Results of the Questionnaire Validity Test

Item Code	Correlation to Total Score	Critical r-value	Decision
X1	0.764	0.14	Valid
X2	0.682		Valid
X3	0.650		Valid
X4	0.780		Valid
X5	0.754		Valid
X6	0.826		Valid
X7	0.772		Valid
X8	0.746		Valid
X9	0.638		Valid

Source: Data processed by the author (2025)

The reliability assessment was carried out using Cronbach's Alpha method. Hair et al. (2019) stated that Cronbach's Alpha served as a measure of an instrument's reliability, ranging from 0 to 1, with values between 0.60 and 0.70 considered the lower boundary of acceptability. The questionnaire reliability test yielded a total value of $\alpha = 0.893$, which fell under the "very high" category. This result indicated that the instrument exhibited very strong internal consistency.

Item-total analysis showed that all items achieved Corrected Item-Total Correlation values greater than 0.70, signifying strong contributions to the overall reliability of the scale. Furthermore, the α value did not significantly improve when any individual item was removed, indicating that no item warranted elimination.

Table 3. Results of the Questionnaire Reliability Test

Item Code	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Decision
X1	0.688	0.879	Reliable
X2	0.578	0.888	Reliable
X3	0.560	0.888	Reliable
X4	0.700	0.878	Reliable
X5	0.673	0.880	Reliable
X6	0.768	0.872	Reliable
X7	0.702	0.878	Reliable
X8	0.669	0.880	Reliable
X9	0.541	0.890	Reliabel

Source: Data processed by the author (2025)

4.2 Respondent Demographics

A total of 400 questionnaires were distributed to respondents in 2022 and 2024; however, not all participants indicated that they had visited a tourism village in West Manggarai Regency. Based on the collected data, significant changes were observed in the demographic composition of tourists. In 2022, the valid responses reached 124 individuals, while in 2024 this number decreased to 73. This decline affected not only the data volume but also the proportional characteristics of the visitors.

International tourists dominated in both years, increasing from 56.5% in 2022 to 68.5% in 2024, indicating the strengthening appeal of Labuan Bajo as an international destination. Meanwhile, the proportion of domestic tourists declined from 43.5% to 31.5%. In terms of age, the 26–35-year-old group remained the dominant segment, accounting for 48.4% of



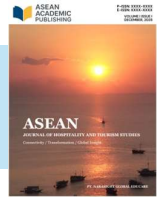
respondents in 2022 and 39.7% in 2024. The 18–25 age group consistently held the second position, followed by the 36–45 age group. Senior (>65 years) and pre-senior (56–65 years) age groups showed a sharp decline in 2024, with only one respondent aged 56–65 and none over 65.

Education levels reflected a positive trend toward visitors with higher qualifications. Undergraduate (S1) graduates represented the largest portion of respondents in both years—46.8% in 2022 and 45.2% in 2024. Notably, respondents with a diploma (D3) increased significantly from 0% in 2022 to 17.8% in 2024, while high school-level education declined from 21% to 13.7%. Gender composition showed a marked shift, with the proportion of female respondents increasing from 39.5% in 2022 to 56.2% in 2024. In contrast, male respondents decreased from 52.4% to 43.8%. No respondents selected “prefer not to say” in 2024, indicating improved clarity in demographic data.

Professionally, there was a significant decrease in self-employed tourists, from 28.2% to 17.8%, and job seekers, from 10.5% to 4.1%. Private-sector employees remained the most dominant group, increasing from 27.4% to 39.7%, followed by public-sector employees and students. Travel patterns also revealed a shift in preference. In 2022, solo travel dominated with 44.4% but dropped considerably to 24.7% in 2024. In contrast, group travel rose sharply from 13.7% to 39.7%. Couple and family travel remained proportionally stable across both years. A detailed comparison of respondent demographics is presented in Table 4.

Table 4. Respondent Demographics

Period	2022 n =124	2024 n = 73
Tourist type		
International	70	50
National	54	23
Age		
18 – 25 years old	23	18
26 – 35 years old	60	29
36 – 45 years old	19	15
46 – 55 years old	12	10
56 – 65 years old	8	1
> 65 years old	2	0
Education Level		
Secondary School	26	10
Under graduated	0	13
Graduated	58	33
Magister	35	15
Doctoral	5	2
Sex		
Male	65	32
Female	49	41
Prefer not to say	10	0
Occupation		
Private Sector	34	29
Self-employed	35	13
Public Sector	27	16
Student	11	12



Period	2022 n =124	2024 n = 73
Retired	4	0
Gap years	13	3
Travel party size		
Individual	55	18
Couple	37	15
Family	15	11
Group	17	29

Source: Data processed by the author (2025)

Overall, tourist visits to tourism villages, based on the collected data, were dominated by international visitors. In other words, tourism villages have become destinations favored by the international market. Furthermore, most tourists visiting these villages were highly educated and tended to travel in groups.

4.3 Dynamics of Tourist Satisfaction

The level of tourist satisfaction toward various components of tourism villages in West Manggarai Regency was consistently categorized as satisfaction across all measured indicators in both 2022 and 2024. In 2022, the highest score was recorded for the indicator friendliness of village residents with a value of 4.31, indicating highly positive social interactions between tourists and the local community. Other high-scoring indicators included safety while visiting (4.09), quality of tourism product (3.88), and pricing (3.83), suggesting that visitors felt the services provided were reasonable in relation to the costs incurred.

In 2024, all indicators remained within the “satisfaction” category. The highest score was again achieved by friendliness of village residents at 4.34, reaffirming its importance as a key satisfaction factor. This was followed by safety (4.15) and uniqueness of traditional buildings (4.14), reflecting increased appreciation for local architecture and cultural authenticity. Other indicators—such as accessibility, amenities, and the village atmosphere—also sustained satisfaction levels, contributing to a consistently positive tourism experience. These findings highlight that social interaction and perceived safety were the strongest dimensions of tourist satisfaction in both years.

Table 5. Tingkat Kepuasan Wisatawan

No	Indicator	Level Satisfaction (2022)	Interpretation	Level Satisfaction (2024)	Interpretation
1	Preservation local custom	3.80	Satisfaction	4.03	Satisfaction
2	Accessibility to tourism village	3.66	Satisfaction	3.96	Satisfaction
3	Friendliness of village residents	4.31	Satisfaction	4.34	Satisfaction
4	Uniqueness of traditional buildings	3.80	Satisfaction	4.14	Satisfaction
5	Tourism village facilities	3.57	Satisfaction	3.93	Satisfaction



6	Authentic village atmosphere	3.79	Satisfaction	4.05	Satisfaction
7	Safety while visiting tourism village	4.09	Satisfaction	4.15	Satisfaction
8	Quality of tourism product	3.88	Satisfaction	3.93	Satisfaction
9	Pricing (value for what received)	3.83	Satisfaction	3.89	Satisfaction
	Overall Satisfaction	3.86	Satisfaction	4.05	Satisfaction

Source: Data processed by the author (2025)

The longitudinal analysis of tourist satisfaction toward tourism villages in West Manggarai Regency during the 2022–2024 period demonstrated a positive trend across all indicators examined, as presented in Table 6. The overall mean score increased from 3.86 to 4.05, indicating an improvement in tourist perceptions, even though they had already been classified within the “satisfied” category. This increase in satisfaction was attributed to enhancements across multiple tourism village variables.

The most substantial rise was recorded in the village facility indicator, which jumped by 0.36 points (from 3.57 to 3.93). This reflected successful infrastructure development that enhanced visitor comfort. It was followed by the uniqueness of traditional buildings, which increased by 0.34 points, suggesting successful preservation of local architecture as both a visual and cultural attraction. The accessibility indicator also improved notably (+0.30 points), indicating better transportation routes and connectivity to village destinations.

Meanwhile, the authentic village atmosphere rose by 0.26 points, reinforcing the village’s genuine character as an increasingly appreciated feature among tourists. Preservation of local customs also increased by 0.23 points, highlighting the contribution of cultural heritage to visitor satisfaction.

Social indicators such as friendliness of village residents and safety maintained high scores (>4.0), with moderate increases of 0.03 and 0.06 points, respectively. These results suggested a stable and positive perception in terms of social interaction and sense of security. In addition, quality of tourism products and price fairness showed slight but meaningful improvements (+0.05 and +0.06 points, respectively), remaining within the “satisfied” category.

Overall, the data revealed tangible and measurable improvements in the management of tourism villages. These enhancements were comprehensive—spanning cultural attractions, infrastructure comfort, social engagement, and perceived service value. The findings supported the conclusion that policies, programs, and active community participation contributed effectively to improving tourist experiences. This served as empirical evidence that a community-based and culturally oriented development approach could generate satisfying and sustainable destinations.

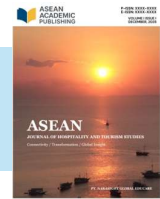


Table 6. Dynamics of Tourist Satisfaction

Indicator	Level Satisfaction (2022)	Level Satisfaction (2024)	Gap score	Conclusion
Preservation local custom	3.80	4.03	+0.23	increased
Accessibility to tourism village	3.66	3.96	+0.30	increased
Friendliness of village residents	4.31	4.34	+0.03	increased
Uniqueness of traditional buildings	3.80	4.14	+0.34	increased
Tourism village facilities	3.57	3.93	+0.36	increased
Authentic village atmosphere	3.79	4.05	+0.26	increased
Safety while visiting tourism village	4.09	4.15	+0.06	increased
Quality of tourism product	3.88	3.93	+0.05	increased
Pricing (value for what received)	3.83	3.89	+0.06	increased
Overall Satisfaction	3.86	4.05	+0.19	increased

Source: Data processed by the author (2025)

4.4 Tourist Feedback and Suggestions for Village Improvement

The positive trajectory of tourist satisfaction remained inseparable from the available space for improving the overall visitor experience. Qualitative data revealed that accessibility and road infrastructure were the most frequently suggested aspects for enhancement. The high volume of feedback on road conditions and access routes indicated that visitors still perceived limitations in ease of travel to and within tourist villages. Accessibility was consistently recognized as one of the key determinants of satisfaction in tourism villages (Purnama & Ardiansyah, 2024; & Hillary, 2020). Moreover, this recommendation aligned with development strategies proposed by Sianipar & Suryawan (2024), as well as (Mita et al., 2024), who emphasized the need to improve road quality and directional signage to enhance the tourist experience at Goa Rangko.

Another suggestion frequently raised involved the availability and quality of facilities. Facilities were a significant factor influencing satisfaction levels during village visits. Larasati (2022) found that facility quality significantly affected tourist satisfaction in tourism villages. These findings were supported by Arsmawarni et al. (2020), who reported that millennial tourists visiting Batu Cermin Cave were influenced by the quality of amenities. Similarly, Larem et al. (2025) confirmed the positive impact of amenities on visitor satisfaction at Goa Rangko. Among the most mentioned facilities was the toilet, considered a critical component during village visits, not only its availability, but also its cleanliness and user comfort.

Environmental cleanliness also emerged as an area highlighted by tourists for improvement. A clean environment was viewed as an indicator of local efforts in environmental preservation. Moreover, cleanliness played a vital role in the tourism sector as it influenced both visitor satisfaction and the likelihood of return visits (Sandhubaya et al., 2021). Kuslhrestha et al. (2016) further argued that cleanliness contributed significantly to the competitiveness of a destination.

Tourist package pricing was another issue raised by visitors to tourist villages. Complaints about expensive entrance fees surfaced frequently. Research by Fahrurrozi et al. (2023) suggested that pricing was a decisive factor in the travel decision-making process.



Masiero & Nicolau (2012) identified price as a sensitive variable within tourism activities, while Jaimun et al. (2020) showed that costs related to activities and meals were key drivers behind visits to Labuan Bajo.

While the hospitality of local communities had already been positively rated by tourists, additional suggestions were made to further strengthen this aspect. This reflected the understanding that interaction between tourists and residents was a defining feature of tourism villages. Kastenholz et al. (2018) argued that social interaction was a relevant contributor to visitor experience quality, with positive interactions playing an important role in enhancing overall satisfaction.

Additional feedback involved the value of tourism products and services. Visitors expressed a desire for more activity options and diverse souvenirs. Ningtias et al. (2022) demonstrated that product attributes had a measurable effect on tourist satisfaction. Suggestions also included improving English-language skills in guiding services, particularly in West Manggarai tourism villages. (Herawati et al., 2020) highlighted the need for stronger English proficiency for West Manggarai community, while Sari & Lestari (2021) emphasized that communication skills—including foreign languages—were crucial considerations for tourists. Lastly, tourists emphasized the need for better access to tourism village information, recommending improved dissemination of destination details to support planning and engagement. Hutagalung et al. (2021) argued that digital information related to tourism in West Manggarai Regency was well-established yet still required further quality enhancement.

5. Conclusion

The longitudinal study approach was applied to examine the dynamics of tourist satisfaction in tourism villages. This was evident through the changes observed in the satisfaction levels of visitors to tourism villages in West Manggarai Regency. The longitudinal design allowed researchers to identify trends in tourist satisfaction over time.

Based on the longitudinal analysis of tourist satisfaction toward tourism villages in West Manggarai Regency during the 2022–2024 period, all indicators showed a positive increase and remained within the satisfaction category. Overall, the findings provided empirical evidence that tourism villages in Manggarai Barat had experienced continuous improvements in service quality and visitor experience year by year.

Nevertheless, based on suggestions provided by tourists, several actions could be undertaken by relevant stakeholders to enhance the quality of village visits. Improvements to road conditions and directional signage could support better accessibility to tourism villages. In addition, trekking paths and foot trails lead to attractions required upgrades to improve tourist mobility. The availability of public toilets in villages was also considered vital for visitors' comfort, and their cleanliness and hygiene should not be overlooked. Proper waste management systems were also needed to maintain environmental cleanliness.

Enhancing community knowledge and skills in tourism was considered essential for improving visitor satisfaction. Sufficient knowledge would enable stronger interaction between villagers and tourists. It could also serve as a foundation for village managers to design appropriate tourism pricing, including setting fair product rates. Tourism literacy would further support the quality of guiding services, including foreign language skills. Information about tourism villages was also needed by tourism markets. The dissemination of digital content was necessary not only for helping tourists discover the villages, but also for enabling managers to promote the uniqueness of local tourism resources effectively. The consistently high levels of tourist satisfaction with tourism villages in West Manggarai Regency appear to reflect the



broader tourism competitiveness of the region. This alignment reinforces the notion that experiential quality and destination performance are interrelated. As noted by Hutagalung et al. (2021), West Manggarai has demonstrated commendable competitiveness within the tourism sector; however, several strategic areas—particularly infrastructure development, enhancement of local community competencies, and supporting services—still require targeted improvements to achieve optimal performance. The results of this study confirmed the findings of Marselina et al. (2020), which showed that tourists expressed satisfaction with the facilities and services received during visits to attractions in villages surrounding Labuan Bajo—such as Mirror Stone Cave, Rangko Cave, Cunca Rami, Liang Ndara, and Cunca Wulang—classifying them within the “satisfied” category.

This study had several limitations that should be considered in interpreting results and developing future research. First, the sample size in 2024 was relatively smaller than in 2022, which may have affected the representativeness and generalizability of longitudinal findings. Second, data collection relied solely on structured questionnaires, limiting the depth of exploration and emotional tourist perceptions that qualitative methods could provide. Third, external variables such as travel season, destination promotion, or media influence were not controlled in the research design, potentially affecting tourist satisfaction temporarily. These limitations could serve as a basis for future studies using mixed-method approaches, larger and more diverse samples, and consideration of temporal and preference-related factors.

References

- Amissah, E. F., Addison-Akotoye, E., & Blankson-Stiles-Ocran, S. (2022). Service Quality, Tourist Satisfaction, and Destination Loyalty in Emerging Economies. In I. Mensah, K. Balasubramanian, M. R. Jamaluddin, G. Alcoriza, V. Gaffar, & S. M. Rasoolimanesh (Eds.), *Marketing Tourist Destinations in Emerging Economies: Towards Competitive and Sustainable Emerging Tourist Destinations* (pp. 121–147). Springer International Publishing. https://doi.org/10.1007/978-3-030-83711-2_6
- Arsmawarni, E., Setioko, D., Sutanto, D. H., Rachmadani, A., & Roejinandari, N. (2020). Pengaruh Atraksi dan Amenitas Terhadap Kepuasan Wisatawan Generasi Millennial Berkunjung Di Wisata Gua Batu Cermin Labuan Bajo. *Jurnal Pariwisata*, *1*(2), 1–8.
- Benckendorff, P. (2014). Attraction, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 1–4). Springer International Publishing. https://doi.org/10.1007/978-3-319-01669-6_12-1
- Cleave, P. (2014). Village tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 1–2). Springer International Publishing. https://doi.org/10.1007/978-3-319-01669-6_396-1
- Dzulkipli, M., & Masjhoer, J. M. (2020). The Measurements of Tourist Satisfaction Levels on Attractions, Accessibility, and Amenities in Pulesari Tourism Village, Sleman Regency. *Jurnal Pariwisata Terapan*, *4*(1), 48. <https://doi.org/10.22146/jpt.51330>
- Eugenio-Martin, J. L., & Yu, A. H. (2014). Longitudinal study, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 1–2). Springer International Publishing. https://doi.org/10.1007/978-3-319-01669-6_612-1
- Fahrurrozi, M., Pahrudin, & Utomo, D. P. (2023). Factors Influencing Tourists' Decision In Visiting Tourist Areas. *JMET: Journal of Management Entrepreneurship and Tourism*, *1*(1), 52–62. <https://doi.org/10.61277/jmet.v1i1.18>
- Gao, J., & Wu, B. (2017). Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China. *Tourism Management*, *63*, 223–233. <https://doi.org/10.1016/j.tourman.2017.04.003>
- Gica, O. A., Coros, M. M., Moiescu, O. I., & Yallop, A. C. (2021). Transformative rural tourism strategies as tools for sustainable development in Transylvania, Romania: a case study of Sâncraiu. *Worldwide Hospitality and Tourism Themes*, *13*(1), 124–138. <https://doi.org/10.1108/WHATT-08-2020-0088>



- Gnoth, J. (2016). Satisfaction. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 822–824). Springer, Cham. https://doi.org/https://doi.org/10.1007/978-3-319-01384-8_167
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
- Herawati, H., Setianingrum, A., Rickyawan, N., Junining, E., & Setiarini, N. (2020). Pengembangan Kemampuan Komunikasi Bahasa Inggris Masyarakat Manggarai Barat Melalui Aplikasi Berbasis Android. *Journal of Innovation and Applied Technology*, 6(2), 1090. <https://doi.org/http://dx.doi.org/10.21776/ub.jiat.2020.006.02.12>
- Hillary, J. (2020). Factors Affecting Tourists Satisfaction in Candirejo Tourism Village, Indonesia. *Journal of Business on Hospitality and Tourism*, 6(2), 315–328. <https://doi.org/https://dx.doi.org/10.22334/jbhost.v6i2>
- Hutagalung, S., Poernomo, M. H., Riadi, D., & Rudiyanto, R. (2021). Kajian Indeks Daya Saing Destinasi Pariwisata Di Kabupaten Manggarai Barat. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 6(7), 3542. <https://doi.org/10.36418/syntax-literate.v6i7.3659>
- Iqbal, U. P., Hamza, V. K., Nooney, L. K., & Sainudeen, S. (2023). Exploring the determinants of destination satisfaction: a multidimensional approach. *Future Business Journal*, 9(1). <https://doi.org/10.1186/s43093-023-00240-1>
- Jaimun, S. S., Suardana, I. W., & Suwena, I. K. (2020). Analisis Faktor Pendorong Dan Penarik Wisatawan Berkunjung Ke Labuan Bajo, Kabupaten Manggarai Barat. *Jurnal IPTA (Industri Perjalanan Wisata)*, 8(2), 306–318.
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. C. (2018). The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. *Journal of Travel and Tourism Marketing*, 35(2), 189–201. <https://doi.org/10.1080/10548408.2017.1350617>
- Kuslhrestha, S., Babu, S., & Malagi, S. (2016). Complementarities of Destination Competitiveness and Cleanliness. In M. Sinha & R. K. Sinha (Eds.), *Swachh Bharat (A Clean India)* (pp. 36–55). Prabhat Prakashan.
- Larasati, D. A. (2022). Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan di Desa Wisata Wanurejo Kabupaten Magelang. *Gemawisata: Jurnal Ilmiah Pariwisata*, 18(3), 132–142. <https://doi.org/https://doi.org/10.56910/gemawisata.v18i3.227>
- Lee, C., & Olsen, D. (2020). Accessibility in Tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of Tourism* (pp. 1–2). Springer International Publishing. https://doi.org/10.1007/978-3-319-01669-6_227-2
- Lerem, S. A., Widiyanto, N., & Yarmanto. (2025). Pengaruh Atraksi dan Amenitas Terhadap Kepuasan Wisatawan di Goa Rangko Manggarai Barat, Nusa Tenggara Timur. *Jurnal Panutan Pariwisata Global*, 1(2), 97–106. <https://jurnalpatriotbangsa.com/jppg/article/view/139/17>
- Li, Z., Miao, X., Wang, M., Jiang, S., & Wang, Y. (2022). The Classification and Regulation of Mountain Villages in the Context of Rural Revitalization—The Example of Zhaotong, Yunnan Province. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811381>
- Lindner, J. R., & Lindner, N. (2024). Interpreting Likert type, summated, unidimensional, and attitudinal scales: I neither agree nor disagree, Likert or not. *Advancements in Agricultural Development*, 5(2), 152–163. <https://doi.org/10.37433/aad.v5i2.351>
- Luvsandavaajav, O., Narantuya, G., Dalaibaatar, E., & Zoltan, R. (2022). A Longitudinal Study of Destination Image, Tourist Satisfaction, and Revisit Intention. *Journal of Tourism and Services*, 13(24), 128–149. <https://doi.org/10.29036/jots.v13i24.341>
- Marselina, A., Leha, E., & Ota, M. K. (2020). Exit Survey Kepuasan Wisatawan Terhadap Pariwisata Di Labuan Bajo. *Jurnal Master Pariwisata (JUMPA)*, 6(2), 389–424. <https://doi.org/https://doi.org/10.24843/JUMPA.2020.v06.i02.p08>
- Masiero, L., & Nicolau, J. L. (2012). Price sensitivity to tourism activities: Looking for determinant factors. *Tourism Economics*, 18(4), 675–689. <https://doi.org/10.5367/te.2012.0143>
- Masjhoer, J. M., & Dzulkifli, M. (2019). Analisis Kepuasan Wisatawan Di Desa Ekowisata Pancoh, Kabupaten Sleman. *Jurnal Pariwisata Pesona*, 4(2). <https://doi.org/10.26905/jpp.v4i2.3084>



- Menard, S. (2002). *Longitudinal Research* (2nd ed., Vol. 76). SAGE.
- Meo, D. H. N., Nyoman Sudiarta, I., & Ketut Suwena, I. (2019). Analisis Kepuasan Wisatawan Mancanegara Terhadap Tourist Information Centre Di Labuan Bajo, Nusa Tenggara Timur. *Jurnal IPTA*, 7(2), 2338–8633.
- Middleton, V. T. C., & Clarke, J. R. (2001). *Marketing in Travel and Tourism* (3rd ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9780080511108>
- Mita, L., Agus Prayogi, P., & Gusti Made Dwi Candra Anggara, I. (2024). Strategi Pengembangan Gua Rangko Sebagai Daya Tarik Wisata Alam di Desa Rangko Kabupaten Manggarai Barat. *Jurnal Daya Tarik Wisata (JDTW)*, 6(1), 36–40. <https://jdtw.untrimbali.ac.id/index.php/JDTW/article/view/18>
- Mustajirin, J., & Putri, N. R. (2023). PENGARUH MODAL, JAM KERJA, DAN LOKASI TERHADAP PENDAPATAN UMKM DI KECAMATAN DEMAK. *Jamhi: Jurnal Akuntansi Manajemen Hukum Informatika*, 1(1), 31–49.
- Nathaliu, H., & Rosanto, S. (2024). Analisis Pengembangan Desa Wisata Melalui Komponen 4A di Desa Wisata Batulayang, Bogor. *Business and Investment Review*, 2(4), 9–13.
- Ningtias, A. S., Waluya, B., & Khaerani, R. (2022). Pengaruh Tourism Product Attributes Terhadap Tourist Satisfaction Di Desa Wisata Kertayasa Kabupaten Pangandaran. *Jurnal Kepariwisata Indonesia*, 16(2), 203–215.
- Novitaningtyas, I., Achsa, A., & Rahardjo, B. (2019). Analysis of The Basic Elements of Tourism Destination and Marketing Potential in Brajan Tourism Village. *Jelajah: Journal Tourism and Hospitality*, 1(1), 27–35. <https://doi.org/10.33830/jelajah.v1i1.691>
- Nurlena, N., Taufiq, R., & Musadad, M. (2021). The Socio-Cultural Impacts of Rural Tourism Development: A Case Study of Tanjung Tourist Village in Sleman Regency. *Jurnal Kawistara*, 11(1), 62. <https://doi.org/10.22146/kawistara.62263>
- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). Routledge. <https://doi.org/https://doi.org/10.4324/9781315700892>
- Pemerintah Daerah Kabupaten Manggarai Barat. (2021). *Peraturan Bupati Manggarai Barat Nomor 57 Tahun 2021 Tentang Penyelenggaraan Desa Wisata*. https://jdih.manggaraiarakab.go.id/senyum/jdih/file_hukum/Penyelenggaraan%20Desa%20Wisata.pdf
- Pickel-Chevalier, S., Bendesa, I. K. G., & Darma Putra, I. N. (2021). The integrated touristic villages: an Indonesian model of sustainable tourism? *Tourism Geographies*, 23(3), 623–647. <https://doi.org/10.1080/14616688.2019.1600006>
- Pitana, I. G., & Pitanari, P. D. S. (2023). *DESA WISATA DAN WISATAWAN NUSANTARA* (1st ed.). Mata Kata Inspirasi. <https://www.researchgate.net/publication/373686976>
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314–322. [https://doi.org/https://doi.org/10.1016/0160-7383\(78\)90115-9](https://doi.org/https://doi.org/10.1016/0160-7383(78)90115-9)
- Purnama, A., & Ardiansyah, I. (2024). Pengaruh Aksesibilitas Terhadap Minat Berkunjung Wisatawan Di Desa Wisata Batulayang Cisarua, Kabupaten Bogor. *Journal of Social and Economics Research*, 6(1), 1266–1284. <https://idm.or.id/JSER/index>
- Rudiyanto, R., & Hutagalung, S. (2022). ANALISIS POTENSI WISATA ALAM DENGAN ADO-ODTWA STUDI KASUS: DESA KEMPO. *Jurnal Kepariwisata*, 21(2), 130–143. <https://doi.org/10.52352/jpar.v21i2.821>
- Salouw, E., & Pramono, R. W. D. (2023). Typology of Tourism Village Settlement in Indonesia. *Sodality: Jurnal Sosiologi Pedesaan*, 10(3), 295–304. <https://doi.org/10.22500/10202241282>
- Sanaky, M. M., Saleh, L. M., & Titley, H. D. (2021). Analisis Faktor-faktor Penyebab Keterlambatan Pada Proyek Pembangunan Gedung Asrama MAN 1 Tulehu, Maluku. *Jurnal Simetrik*, 11(1), 432–439. <https://doi.org/https://doi.org/10.31959/js.v11i1.615>
- Sandhubaya, G., Hidayatullah, S., & Roedjinandari, N. (2021). Study of Influence of Cleanliness, Health, Safety & Environment Sustainability on Tourist to Revisit the Beaches of Indonesia.



- International Journal of Advances in Scientific Research and Engineering*, 07(10), 36–47.
<https://doi.org/10.31695/ijasre.2021.34090>
- Sari, P. I., & Lestari, Y. D. (2021). Determinants of Tourist Satisfaction and Dissatisfaction on Tourism Village. *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, 9(1), 9–24.
<https://doi.org/https://doi.org/10.21009/009.1.2>
- Sianipar, I. M. J., & Suryawan, I. W. K. (2024). Rangko Village Ecotourism: A Qualitative Review of Potentials and Challenges. *Sodality: Jurnal Sosiologi Pedesaan*, 12(1), 86–101.
<https://doi.org/10.22500/12202447095>
- Sonder, W. (2024). Management Of Sindu Dwarawati Sanur Turtle Conservation As A Tourism Attraction In Sanur Tourism Area. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 7(1), 35–48.
<https://doi.org/https://doi.org/10.46837/journey.v7i1.191>
- Sukiman, M. F., Omar, S. I., Muhibudin, M., Yussof, I., & Mohamed, B. (2013). Tourist Satisfaction as the Key to Destination Survival in Pahang. *Procedia - Social and Behavioral Sciences*, 91, 78–87. <https://doi.org/10.1016/j.sbspro.2013.08.404>
- Taka, L. M., Berybe, G. A., & Mensi, F. M. (2022). Persepsi Wisatawan Terhadap Sarana Prasana Pendukung Destinasi Wisata Bukit Porong, Desa Wisata Coal. *Jurnal Akademisi Vokasi*, 1(1), 28–37.
- Thomas, L. (2023, June 23). *Longitudinal Study | Definition, Approaches & Examples*. Scribbr.Com.
<https://www.scribbr.com/methodology/longitudinal-study/>
- Triastanti, R. K., & Hardianti, A. (2024). Uji Validitas dan Reliabilitas Kuesioner Tipe Chronotype pada Remaja. *INSOLOGI: Jurnal Sains Dan Teknologi*, 3(1), 118–124.
<https://doi.org/10.55123/insologi.v3i1.3172>
- United Nation World Tourism Organization. (2017). *Tourism and the Sustainable Development Goals – Journey to 2030*. World Tourism Organization (UNWTO).
<https://doi.org/10.18111/9789284419401>
- Veal, A. (2017). *Research Methods for Leisure and Tourism* (5th ed.). Pearson Deutschland.
<https://elibrary.pearson.de/book/99.150005/9781292115313>
- Wirdayanti, A., Asri, A., Anggono, B. D., Hartoyo, D. R., Indarti, E., Gautama, H., Esti, H., Harefa, K., Minsia, M., Rumayar, M., Indrijatiningrum, M., Susanti, T., & Ariani, V. (2021). *PEDOMAN DESA WISATA*.
- Zaitul, Z., Ilona, D., & Novianti, N. (2022). Village-Based Tourism Performance: Tourist Satisfaction and Revisit Intention. *Polish Journal of Sport and Tourism*, 29(2), 36–43.
<https://doi.org/10.2478/pjst-2022-0013>

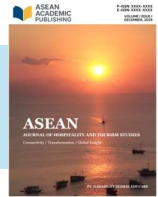
Author Profile

Roseven Rudiyanto merupakan dosen pada program studi ekowisata Politeknik eLBajo Commodus yang memiliki fokus penelitian pada pariwisata berkelanjutan, khususnya pengembangan desa wisata.

Septian Hutagalung merupakan dosen pada program studi ekowisata Politeknik eLBajo Commodus yang memiliki fokus penelitian pada pariwisata berkelanjutan, khususnya pemanfaatan potensi lingkungan untuk industri pariwisata.

Reynaldo Angga Siagian merupakan dosen pada program studi manajemen pemasaran internasional Politeknik eLBajo Commodus yang memiliki fokus penelitian pada manajemen rantai pasok.

Ni Wayan Noviana Safitri merupakan dosen pada program studi akuntansi perpajakan Politeknik eLBajo Commodus yang memiliki fokus penelitian pada manajemen keuangan.



Akib Hehanusa merupakan dosen pada program studi pengelolaan perhotelan Politeknik eLBajo Commodus yang memiliki fokus penelitian pada manajemen hotel.

Mappiasse merupakan dosen pada program studi pengelolaan perhotelan Politeknik eLBajo Commodus yang memiliki fokus penelitian pada manajemen hotel.