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Revisit Homestay in Kuching, Sarawak: the Perspectives of Local and Foreign Tourist

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Abstract

The key factors that affect the tourist satisfaction and their motivation to revisit are the homestay attributes such as accessibility, accommodation, amenities, tourist attraction, tourist activities, and food. Therefore, this descriptive research aims to examine the impact of homestay attributes and mediating role of tourist satisfaction on tourist motivation to revisit homestay in Kuching, Sarawak from the perspectives of local and foreign tourists. The quantitative research through a valid and reliable self-administered survey questionnaire was conducted on 269 local visitors and 206 foreign visitors at four Kuching homestays located at Kampung Krokong Bau, Kampung Pueh Sematan, Kampung Annah Rais Padawan, and Kampung Santubong Kuching. The collected data were computed and analysed through SPSS 25 and SmartPLS. Only homestay attributes of tourist attraction, and food and meal are found to have a significant relationship with tourist satisfaction. While, homestay attributes of amenities, and food and meal are found to have a significant relationship with tourist motivation to revisit. The study proved that there is a significant relationship between tourist satisfaction and tourist motivation to revisit. It also proved that tourist satisfaction mediates the relationship between homestay attributes of tourist attraction, and food and meal on tourist motivation to revisit. The findings indicated that homestay attributes in Kuching, Sarawak need to be improved. Given the significant relationship of tourist attraction, amenities, and food and meal, as an index of tourist satisfaction and motivation to revisit, it is necessary that these homestay attributes to be improved.

Keywords—homestay; attributes; mediating role; attraction; Sarawak

Abstrak

Faktor kunci yang mempengaruhi kepuasan wisatawan dan motivasi mereka untuk berkunjung kembali adalah atribut homestay seperti aksesibilitas, akomodasi, fasilitas, daya tarik wisata, aktivitas wisata, makanan, dan sajian. Oleh karena itu, penelitian deskriptif ini bertujuan untuk menguji pengaruh atribut homestay dan peran mediasi kepuasan wisatawan terhadap motivasi wisatawan untuk mengunjungi kembali homestay di Kuching, Sarawak dari perspektif wisatawan lokal dan asing. Penelitian kuantitatif melalui kuesioner self-administered survey yang valid dan reliabel dilakukan pada 269 pengunjung lokal dan 206 pengunjung asing di empat homestay yang berlokasi di Kampung Krokong Bau, Kampung Pueh Sematan, Kampung Annah Rais Padawan, dan Kampung Santubong Kuching. Data yang terkumpul dihitung dan dianalisis melalui SPSS 25 dan SmartPLS. Hanya atribut homestay daya tarik wisata, makanan, dan sajian yang ditemukan memiliki hubungan yang signifikan dengan kepuasan wisatawan. Sementara itu, atribut fasilitas homestay, makanan, dan sajian ditemukan memiliki hubungan yang signifikan dengan motivasi wisatawan untuk berkunjung kembali. Hasil penelitian membuktikan bahwa terdapat hubungan yang signifikan antara kepuasan wisatawan dengan motivasi wisatawan untuk berkunjung kembali. Hal ini juga membuktikan bahwa kepuasan wisatawan memediasi hubungan antara atribut homestay daya tarik wisata, dan makanan, dan sajian pada motivasi wisatawan untuk berkunjung kembali. Temuan menunjukkan bahwa atribut homestay di Kuching, Sarawak perlu ditingkatkan. Mengingat hubungan yang signifikan antara atraksi wisata, fasilitas, makanan, dan sajian sebagai indeks kepuasan wisatawan dan motivasi untuk berkunjung kembali, maka atribut homestay ini perlu ditingkatkan.

Kata kunci—rumah tinggal; atribut; peran mediasi; daya tarik; Sarawak

I. INTRODUCTION

A. Background of the study

Malaysia has become one of the most famous tourist destinations in the world, and this sector becomes the second Gross Domestic Product (GDP) contributor after the manufacturing sector. It also became one of the significant sources of foreign exchange earnings and catalyst to economic growth (eg. Rahmawati et al., 2021; Ramadania et al., 2021).

Tourism Revenues in Malaysia increased to RM 84135.20 million in 2018 from RM 82165 million in 2017 in which it is expected to reach RM 84100.00 million by the end of 2020 (Trading Economics, 2020). Due to this contribution, the government's commitment to improving the quality of tourism services and infrastructure is unlimited. Malaysia is ranked as the 7th most visited place in the world in 2017 and dropped at rank number 13 in 2018 (Global Destination Cities Index, 2017; 2018). Best Asia's golf destinations, attractive travel and leisure destinations, natural attractions, food and drinks, second most popular shopping city in the world for Muslim tourists are some of the many contributed to the national income. To diversify the economy and make Malaysia's economy less dependent on imports, the government has pushed to increase tourism in Malaysia (see Figure 1). Crucial moment to the Covid-19 condition that has seized the world's attention, where income from the tourism industry in Malaysia has fallen sharply. They recorded that the growth from the period 2019 to 2020 fell to -85.27% or the loss suffered by Malaysia to RM 73,455.3 million.

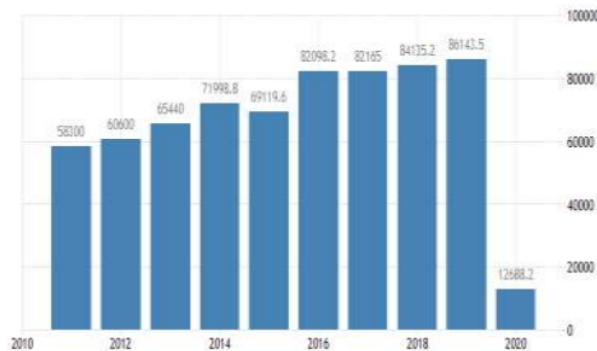


Fig. 1. Malaysia tourism revenues from 2010 to 2020 (Source: Trading Economics, 2021).

Tourism is a significant economic sector in Malaysia as it contributes to entrepreneurial tourism activities, the innovation in tourism products and services to tourists (Assaker et al., 2013). Since 2012, the international tourist arrivals reached 22.035 billion in 2012 with 4% growth; that is an additional 39 million tourists (UNWTO, 2013). As the sector tourism creates the direct, indirect and dynamic effect of tourism entrepreneurial and employment, it increases the local communities' household income as mentioned by Truong & Hall (2015), the sector has identified as a National Key Economic Area (NKEA) under the government's Economic Transformation Plan (ETP). By 2020, tourism throughout Malaysia is expected to attract 36 million visitors and generate receipts of RM168 billion (USD 55 billion). The increase of tourist arrival to Malaysia was from the impact of Visit Malaysia campaign that was launched during 2007 which focused on unique of the state culture, represented by traditional games, cultural performances and traditional food festivals (Khosravi et al., 2021). The top three distribution of tourist receipts went to shopping (33.4%), accommodation (25.7%) and food and beverages (13.4%). Once again, shopping receipts exceeded that of accommodation, growing from a 32.7% share in 2017 to 33.4% share in 2018 (Tourism Malaysia, 2019).

B. Homestay industry in Sarawak

In Sarawak, the tourism industry prospers dynamically within the past few years. Sarawak is very colourful, and it is blessed with people from different races, religions and cultures. Apart from that, Sarawak is also blessed with its natural beauties, histories, human-made attractions, events and more. If a tourist has a choice to learn more about Sarawak and its culture, the homestay programme is a perfect choice. In the context of Sarawak, the easy way to set up and low operational cost are two main reasons why homestay is famous. Hence, the Sarawak Tourism Ministry is taking this opportunity to promote the homestay program aggressively and to register as many homestay operators as possible. Based on history, the Community Based Tourism (CBT), homestay program was launched in 1995 by the MOTAC Malaysia in Temerloh, Pahang.

The CBT has been promoted as a means of development whereby the social, environmental and economic needs of local communities are met through the offering of a tourism product. Homestay is known as a type of accommodation and an economic tool in the tourism industry. The acts of homestay established as a tourism tool but accommodation oriented. The improving, enhancing and promoting homestay depends on the local communities. This accommodation is ensuring their economic, social, cultural aspects with sustainable well beings (Chaiyatorn et al., 2010). Generally, the tourists who choose homestay will stay with family members of the homestay owners during their stay period have the opportunity to have a close relationship with friendly host families, be able to enjoy the rich experiences of life and culture in the area.

Homestay programmes in Sarawak have gained so much support from the MOTAC that the government had allocated required capital to the homestay operator for capacity building and empowerment. This allocation is provided mainly to lower socio-economic groups (Din & Mapjabil, 2010). Johore is one of the most active states that promotes Homestay program in Malaysia. Since 2006 when MOTAC introduced the homestay program, many homestay operators have registered, and it has become prevalent and a promising program. These operators are from divisions across Sarawak which consist of Kuching, Samarahan, Sri Aman, Betong, Sarikei, Sibu, Miri, Mukah, Kapit, Miri and Lawas. Most of the homestays are situated at Kuching Division, seconded by Miri Division and followed by Samarahan Division. As of December 2017, Limbang became the 11th division to participate in the homestay program. Currently, there are 582 homestay operators, 41 villages and 841 rooms in Sarawak. These homestay villages were selected carefully and conform to the strict guidelines and policies of homestays operations set by MOTAC Malaysia.

In 2014, there were 32,325 number of homestay guest which is 23,498 were domestic, and 8,827 were the foreign guest. In the year 2015, the population were inconsistent. There was 31,364 number of homestay guest which is dropped of 2.97%. From the figure, 25,545 were domestic, and 5819 were for foreign guest and dropped of 8.71% for domestic guest and dropped of 34.07% for foreign guest. As of the year 2016, there was 35,141 number of homestay guest, an increase of 12% from the year 2015. They were 29,110 domestic guest (13% increase) and 6,031 foreign guests (3.6% increase). The slight increase in the homestay guest population (MOTAC, 2017). It is undeniable that homestay guest population is not consistent. A study should be carried out to identify the impact of homestay attributes on tourist satisfaction and their motivation to revisit Kuching homestays. Hopefully, from the findings, an updated and valuable knowledge to operate homestay could be shared. The findings could help them to provide consistent services. Homestay operators will be able to anticipate their guest needs, provide better services and facilities thus generate positive experience to their guest. This study will also benefit respective authorities, especially tourism agencies, to adapt better guidelines on how to operate homestays.

C. Problem statement

Homestay operators still cannot attract more foreign tourists to their homestay due to the poor quality of homestay service not only in Malaysia but the entire east coast economic region (Bhuiyan et al., 2011; Abdul Razzaq et al., 2011). The reason behind the poor quality of homestay service in Malaysia is because the homestays operators are not entirely competitive and viable as well as they are incapable to satisfied and motivate the tourist to revisit their homestay (Nik Soh & Nik Othman, 2015; Mapjabil et al., 2015). The homestay operators still unable to improve the quality of their homestay despite the guidelines and supports provided by the MOTAC. These issues proved that the lack of attention by the homestay operators need a more suitable and proper initiatives should be taken by the homestay licence provider (Kunjuraman & Rosazman,

2016). Homestay owners and operators need to consider which homestay attributes influence tourist satisfaction in order to develop strategies in motivating tourists to revisit the homestay (Seubsamarn, 2009).

The homestay owners and operators who disregard the guidelines as structured by the MOTAC are being criticized by the tourists since they are expecting to experience the actual concept of homestay programme and this affecting their satisfaction on the homestay (Mapjabil et al., 2015). Since the homestay programme in Malaysia are assessed by their quality of the service and homestay attributes, it is safe to say that the tourist's satisfaction and motivation to revisit are important as it will show the reputation of the homestay programme. If the tourist unsatisfied with the homestay, there will be less opportunity for the tourist to be motivated to revisit the homestay in future (Mutalib et al., 2019). The homestay owners and operators' customer service skill is a great plan to attract more tourists and motivate them to visit regularly to their homestay (Abu-ElSamen et al., 2011) because retention of existing customer is better than acquiring new customer as it is more costly (Kasari, 2016). However, the issue not only caused by the homestay owners and operators but as stated in previous study that there is also a tendency for the tourists to be forced to join it instead of being interested to partake and support the homestay programme (Kayat, 2011).

Since the huge importance of homestay attributes mounting up in the business perspective in terms of tourist satisfaction and motivation to revisit, the researcher is motivated to investigate further in this area. Raising tourist satisfaction could improve a destination's competitive positioning and facilitate understanding of which factors are creating higher tourist motivation to revisit (Ismail et al., 2016). Undeniable that the low level of tourist satisfaction during their stay because of the visitors are not satisfied and they will have no intention to revisit the homestay in the future (Sofinah et al., 2015). Due to the absence of knowledge and evidence on actual local and foreign tourist perception on homestay programmes in Sarawak, this study will further examine which attributes which may have greater influence and impact on the tourist satisfaction and motivation to revisit the homestay.

D. Research questions

This research aims to assess the impact of homestay attributes and mediating role of tourist satisfaction on tourist motivation to revisit homestay in Kuching, Sarawak from the perspectives of local and foreign tourist. In achieving the aim of the study, the researcher has developed four specific research objectives that were constructed in sequence with the arrangement of the research problems due to make it more understandable and transparent. The research questions were pursued in this study are as follows:

1. **Research Question 1 (RQ1):** What are the significant relationships between homestay attributes and tourist satisfaction?;
2. **Research Question 2 (RQ2):** What are the significant relationships between homestay attributes and tourist motivation to revisit?;
3. **Research Question 3 (RQ3):** What is the significant relationship between tourist satisfaction and tourist motivation to revisit?; and
4. **Research Question 4 (RQ4):** Does tourist satisfaction significantly mediate the relationships between homestay attributes and tourist motivation to revisit? .

II. LITERATURE REVIEW

A. Hypothesis development

Ability in providing transportation to arrive to the location of the homestay is important to gain positive reviews from the tourists. Using a good and comfortable transportation can affect the satisfaction. This is due to fulfil the needs and requests by the customer for having a good accessibility to reach the destination (Amayrol et al., 2018). Easy access to the location of attraction is important in developing a tourist satisfaction (Saputra, 2017; Nurlisa & Ferani, 2018). The greater the accessibility of transportation to reach the destination, the higher the satisfaction of the tourist (Yue & Ruangyot, 2019). Accessibility that are easy to be accessed to reach the destination are strategically place and offers low cost (Rehmth, 2018). Good accessibility offers low cost transportation while giving an enjoyable experience for the tourists (Ritchie & Crouch, 2010; Chin et al., 2018). Good accessibility will have a positive impact on a tourist satisfaction (Rehmth, 2018). Previous scholar stated that quality accessibility positively influence the tourist satisfaction (Al-Ababneh, 2013; Foroza et al., 2013;

Chin et al., 2018). The better the quality of accessibility, the greater the satisfaction of the tourists (Nguyen & Vo, 2018). Therefore, it can be hypothesized that:

Hypothesis 1 (H1): *There is a significant relationship between accessibility and tourist satisfaction.*

The condition of the accommodation influences the satisfaction of the tourists. Several travellers would rather choose comfort as their preference in staying in an accommodation (Kunal, 2019). They would want a homestay that are clean and fully equipped with basic appliances to be used. For old houses that are unique and made differently from others are known as the identity of the local people. However, if the environment of the houses are not well maintained, the satisfaction of the tourist will be lesser as they will feel uncomfortable by the low hygiene of the accommodation (Tandafatu, 2016; Nurlisa & Ferani, 2018). Perceived value of the accommodation influences the satisfaction of the tourist to stay in a homestay. Tourist chose homestay to live in based on the expectations of the destination of image of the locations such as the esthetical value (Rasoolimanesh et al., 2016). Homestays will be able to attract more tourists. This will satisfy the wants of the tourists if the location of the homestay is strategically placed (Diah & Pitana, 2019). The greater the accommodation used, the higher the satisfaction of the tourists. However, these will not affect the number of tourists to visit homestay since they have different preferences on an accommodation (Ernawati et al., 2019). Therefore, it can be hypothesized that:

Hypothesis 2 (H2): *There is a significant relationship between accommodation and tourist satisfaction.*

Previous scholar stated that quality amenities gives positive impact on the tourist satisfaction. Upgrading the amenities such as changing the old television to a flat screen television (Nick et al., 2015). Providing fully equipped basic amenities will influence the satisfaction of tourists. For example, clean water and fully equipped bathrooms (Nguyen & Vo, 2018). The advanced amenities provided will give comfort to the tourist. The amenities will influence the satisfaction of tourists (Binita & Chakrabort, 2019). Therefore, it can be hypothesized that:

Hypothesis 3 (H3): *There is a significant relationship between amenities and tourist satisfaction.*

Homestay provider should be equipped with basic knowledge of the tourist attractions by the homestay. Information on the preference of the tourist attraction is crucial in selecting the location of the homestay that will contribute in attracting the tourists (Syahmardi et al., 2019). The scenery of the environment by the homestay is one of attraction for the tourist. Previous scholar stated that tourists are more attracted with the destination landscape (Romao et al., 2014). For example, the views of the mountains and the sun set from the homestay. Tourist attractions will influence the destination choice of the tourist that are near to the destinations which will affect the satisfactions of the tourists (Kunal, 2019). Therefore, the greater the environment of the homestay, the higher the satisfaction of the tourist. Tourist attraction such as watching the arts, handicrafts that were made by the local people, the shopping places and the beautiful scenery will satisfy the interest and curiosity of the tourist (Diah & Pitana, 2019).

Nature and environment of the landscape gives positive impact on the satisfaction of the tourist to visit due its sceneries, clean environment and great atmosphere (Rehmath, 2018). The destination appearance gives positive impact on the satisfaction of the tourist. Most tourists will be in dilemma, whether it is worth it to visit the place (Irena, 2015). The destination appearance gives positive impact on the satisfaction of the tourist. The tourist can enjoy the relaxation while experiencing something new. Most of the tourist would have to think whether the trip is worth the money (Choong-Ki et al., 2007; Irena, 2015). The greater the experience of attractions, the greater the satisfaction of a tourists. For example, learning while experiencing the cultures lifestyle (Nick et al., 2015).

Hypothesis 4 (H4): *There is a significant relationship between tourist attraction and tourist satisfaction.*

Experiencing the tourist activities will influence the tourist satisfaction. The experience will affect the impression and satisfaction of tourist (Kim, 2017). Going to the festivals and rituals can increase the tourist satisfaction such as joining the tourist activities like the conversion of handmade clay pot (Sandra et al., 2019). Therefore, it can be hypothesized that:

Hypothesis 5 (H5): *There is a significant relationship between tourist activities and tourist satisfaction.*

Previous scholar stated that food and meal will influence the satisfaction of the tourists (Diah & Pitana, 2019). The tourist eat the food that were made traditionally because they wanted to gain experience of eating exotic local food even though, the taste of the food are not that great. Serving a variety local dishes to tourist will give more understanding about the local foods to the tourist. These will influence the satisfaction of the tourist as they are able to learn the delicacies of the local people (Nguyen & Vo, 2018). Food and meal influence the satisfaction and choices of destination of a tourist (Rhee et al., 2016). Food availability also effect the food choices and preference of a tourist (Ramos & Amuquandoh, 2014). Most tourist would prefer to eat food that they are more familiar while travelling such as their own nationality food especially the Indians and Italians (Tse & Crotts, 2005). However, most Westerns tourist love to try new food compare to the Asian tourist (4u et al., 2017). The delicious home cooked food is wanted by the tourists (Binita & Chakrabort, 2019). Therefore, it can be hypothesized that:

Hypothesis 6 (H6): *There is a significant relationship between food and meal and tourist satisfaction.*

Previous scholar stated that by improving the accessibility to reach the homestay will motivate the tourist to revisit (4 cause they trust that the homestay will develop better the next time that they revisit (Feriyanto et al., 2019). Therefore, it can be hypothesized that:

Hypothesis 7 (H7): *There is a significant relationship between accessibility and tourist motivation to revisit.*

If the tourist is satisfied with the overall homestay programme, this will motivate the tourist to revisit the homestay (Rasoolimanesh et al., 2016). Previous scholars stated that by improving the accommodations of homestay will encourage the tourist to revisit and increase the number of tourist that come to the homestay (Feriyanto et al., 2019). Amenities fully equipped in a good condition will motivate the tourist to revisit since they are satisfied with the facilities (Bhartiya et al., 2018). Therefore, it can be hypothesized that:

Hypothesis 8 (H8): *There is a significant relationship between accommodation and tourist motivation to revisit*

Hypothesis 9 (H9): *There is a significant relationship between amenities and tourist motivation to revisit.*

Previous scholars stated that by learning the culture, traditional values will have a positive impact for the tourist to revisit if they are interested with culture that they had learned (Diah & Pitana, 2019). The location of the place which are in a nature environment can provide great experience to the tourists which will enhance the motivation of the tourist to revisit (Bhartiya et al., 2018). Tourist that are satisfied with the experience of attraction affects the satisfaction and motivation of the tourist to revisit (Chen & Phou, 2013). Satisfaction effect the destination choices and the decisions to revisit (Chen & Gursoy, 2001; Chi, 2012; Hui et al., 2007). There is a positive relationship between the tourist attraction towards the motivation to revisit (Adongo et al., 2015; Kim, 2017). Therefore, it can be hypothesized that:

Hypothesis 10 (H10): *There is a significant relationship between tourist attraction and tourist motivation to revisit.*

Various activities offered by the organizers meet the expectation of the tourist will positively influence the tourist motivation to revisit (Bhartiya et al., 2018). Tourist activities such as learning the way to cook traditional food will give experience to the tourists (Adongo et al., 2015). If they join together cooking with the local people cooking traditional foods will make the tourist to remember the experience better (Kim, 2010). By experiencing the making of the food, will allow the tourist to learn more about the culture of the local people. Thus, it raises the possibility of the tourist to revisit due to the memories in doing the activities (Adongo et al., 2015). Therefore, it can be hypothesized that:

Hypothesis 11 (H11): *There is a significant relationship between tourist activities and tourist motivation to revisit.*

Previous scholar stated that foods will influence the motivation of the tourist to revisit if they are fully satisfied with the food that had been given (Bhartiya et al., 2018). Memorable local food experience will influence the tourist motivation to revisit because the experience of eating local food brings great memories to the tourist (Adongo et al., 2015). There is a positive relationship between the experience of the local foods and revisiting intention (Kim, 2017). Several travellers usually experience stomach-ache if they ate unfamiliar food

for the first time (Adongo et al., 2015). Experiencing the local food allow the tourist to be able to learn about the culture of the local people. Food and meal will positively impact the motivation of tourist to revisit. Eating local cuisine allows the tourist to play and understands better. Cooking traditional food influence the satisfaction of the local people as an experience as they are able to learn about the culture (Tung & Ritchie, 2011). Therefore, it can be hypothesized that:

Hypothesis 12 (H12): *There is a significant relationship between food and meal and tourist motivation to revisit.*

Previous scholar stated that even though the satisfaction of the tourist is high, the tourist motivation to revisit are low (Irena, 2015). This is because they wanted to experience new things that are located at other places. Although the tourist does not revisit, they will leave a good review and recommend it to others (Opperman, 2000). Tourist that have a great memories are satisfied with their travel experience would recommend the destination to others (Qu et al., 2010; Chin et al., 2018). Previous scholar stated that the greater the satisfaction of the tourist, the greater the chance of the tourist to revisit (Chin et al., 2018). Satisfaction do influence the motivation of a person to revisit and recommend the place to others as a sign of being loyal (Raouf et al., 2019; Chen & Chen, 2010; Su et al., 2016; Rather & Sharma, 2018). Different backgrounds of tourist will have different satisfaction based on their motives to stay at the homestay for relaxation or having fun. These will motivate them to revisit if they are satisfied with the experience (Nguyen & Vo, 2018). The higher the overall satisfaction, the greater the possibilities of the tourist to revisit the place. Overall satisfactions include the aspect of travelling such as the type of foods serve, quality of hygiene, facilities, the environment and the service provided. This will enhance the growth of the place due to the tourist reviews (Bhartiya et al., 2018). The great experience satisfied the tourist which had positively impact the motivation of the tourist to revisit (Kim, 2017). Tourist like to revisit the place if they had experience great memories while staying there (Marschall, 2012). If they are not satisfied, the chance of the tourist to revisit is lower (Assaker & Hallak, 2013; Hultman et al., 2015; Lee et al., 2011). However, although the satisfaction is weak, if they had great experience while being there will have a higher chance to revisit (Kim, 2017). Therefore, it can be hypothesized that:

Hypothesis 13 (H13): *There is a significant relationship between tourist satisfaction and tourist motivation to revisit.*

Hypothesis 14 (H14): *Tourist satisfaction significantly mediates the relationship between accessibility and tourist motivation to revisit.*

Hypothesis 15 (H15): *Tourist satisfaction significantly mediates the relationship between accommodation and tourist motivation to revisit.*

Hypothesis 16 (H16): *Tourist satisfaction significantly mediates the relationship between amenities and tourist motivation to revisit.*

Hypothesis 17 (H17): *Tourist satisfaction significantly mediates the relationship between tourist attraction and tourist motivation to revisit.*

Hypothesis 18 (H18): *Tourist satisfaction significantly mediates the relationship between tourist activities and tourist motivation to revisit.*

Hypothesis 19 (H19): *Tourist satisfaction significantly mediates the relationship between food and meal and tourist motivation to revisit.*

B. Conceptual framework

Figures 2 presented below are the conceptual framework developed for this study. In brief, the first three objectives are focussing on testing the strength and direction pattern of the relationships, and the fourth objective is to assess the mediating effects.

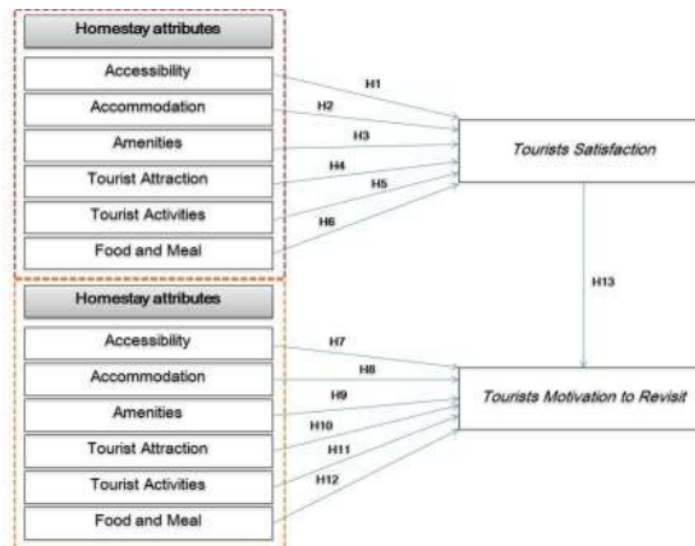


Fig. 2. Conceptual framework with hypothesis (Source: own elaboration).

tests on the measurement model were strengthened by multivariate statistical analysis technique known as Structural Equation Modelling (SEM), which was used to analyse the structural relationships between variables or constructs in the research model.

III. RESEARCH METHODS

A. Design and procedure

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analysing data collected. This study employs a deductive approach as the data will be gathered based on the Holiday Satisfaction (HOLSAT) model/theory developed by Tribe & Snaith (1998). The empirical data of this study will be collected from self-administered questionnaires that incorporate theoretical background of homestay attributes (HOLSAT) and Theory of Tourist Motivation/Behaviour to Travel developed by McIntosh & Goeldner (1990). Table 1 presents the overview of the research plan.

Table 1. Research plan overview

Stage	Objectives	Analysis	Sample population
Quantitative study (pilot study)	To measure the validity of the new attributes	Exploratory Factor Analysis (EFA)	Homestay Tourists
Items obtained from literature review study to be added to the existing HOLSAT model, questionnaire to be administered to homestay tourists as pilot test.	To test reliability of the attributes	Cronbach's Alpha (Results were generated by SPSS Version 25)	

1 Quantitative study (actual study)	To understand demographic background of tourists.	Descriptive Statistical	Homestay Tourists
	To measure the level of tourist satisfaction visiting homestay.	Analysis to measure demographic characteristics and to determine level of satisfaction.	
	To measure the effects of tourist behaviour as a mediating factor.	Hierarchical Regression Analysis to test the mediating factor of tourist behaviours.	

1
The following style is quantitative method which is used to quantify data collected from domestic tourist in Kuching homestays. Self-administered questionnaires will be used as a main collective instrument of this study because the questions enable the researcher to examine and explain cause effect relationship between the construct (Saunders et al., 2007) ..

B. 1 Target population and sample

There are 12 registered homestays in Kuching, 170 operators, 215 rooms within Kuching Division. The homestays are located in Kampung Telok Melano, Kampung Telaga Air, Kampung Tanah Hitam, Kampung Pueh Sematan, Kampung Annah Rais, Kampung Panglima Seman, Kampung Benuk, Kampung Buntal, Kampung Siol Kandis, Kampung Santubong, Kampung Darul Islam Belimbing and Kampung Kerokong. In 2014, there were 23,171 number of local guests visited the homestays in Kuching Division. Kampung Pueh Sematan, Kampung Annah Rais, Kampung Santubong and Kampung Krokong with the population of 7,786 both local and foreign tourist will be my study areas. This literally, the number of tourist population is higher and consistent in these four areas, secondly these areas provide better homestay environment and natural attractions and finally they have better and steady incline of income from homestay industry.

These issues can be avoided through direct initial screening on the questionnaire where the researcher will check the questionnaire answered right after the completion by the respondents. Besides, there is no statistical procedure involved during this initial screening. Next preliminary stage is data cleaning, it is similar to the initial screening, but data cleaning is involved the statistical software to analyse any missing value. The statistical software used is Statistical Package for Social Sciences (SPSS) version 25. The researcher will need to discard or remove the questionnaire if more than 25% items are missing and only advocate for less than 15% (Hair et al., 2014). If this situation occurred, the researcher will be using statistical procedure to deals with the any blank responses which less than 15% by using Expected Maximization (EM) in SPSS version 25.

1
The survey will be conducted at 4 designated homestays in Kuching. Kampung Pueh Sematan, Kampung Annah Rais, Kampung Santubong and Kampung Krokong with the population of 7786 both foreign and local guest will be the research area. The survey for 1s will be delivered to all registered homestays in these areas. The final collection for the questionnaires will, nevertheless the questionnaires will be collected every month to update survey data and to avoid displacement of survey forms. Questionnaires was collected through a representative, a leader of the homestay operators in the respective area. Respondents are selected based on convenient sampling, 18 years above both male and female local or foreign tourist. They will be kindly asked to participate in the survey. We implemented the survey through two alternatives, namely direct verification (face to face) and online (Google Form) during July 2019–November 2019.

1
For formality, a letter from Ministry of Tourism and divisional office will be needed to enforce the study. Targeted total number of respondents for this study will be 370 to 400 both foreign and local tourists. This is based on confidence level of 95% and margin error of 5% (Dewi et al., 2021).

C. 21 Data interpretation

Statistical Package for the Social Science (SPSS) version 25 was used by the researcher to analyse and interpret data. This study applies descriptive analysis of demographics and variables, reliability analysis and inference analysis (eg. Pradipto & Albary, 2021; Dillak & Fitri, 2019). Whereas, the researcher using Smart-PLS for performing Structural Equation Modelling (SEM). 32

D. Profile of respondents

In Table 2, respondents' demographic profile will indicate the detailed information of all the respondents who participated in the data collection process. The information was expressed in terms of frequency and percentage in a tabular form. The demographic profiles are including 6 questions such as gender, age group, nationality, race/ethnicity, whom traveling with, number of times respondent have visited a homestay in the past five years, and homestay location that respondent currently visited.

Table 2. Demographics

N = 475	Descriptions	Frequency	Percentage
Gender	Male	246	51.8
	Female	229	48.2
Age Group	18 - 25 Years Old	339	71.4
	26 - 34 Years Old	52	10.9
	35 - 44 Years Old	35	7.4
	45 - 54 Years Old	31	6.5
	55 Years Old & Above	18	3.8
Nationality	Non-Malaysian	206	43.4
	Malaysian	269	56.6
Race/Ethnicity	Bidayuh	31	6.5
	Iban	24	5.1
	Malay	103	21.7
	Orang Ulu	9	1.9
	Melanau	7	1.5
	India	8	1.7
	Chinese	132	27.8
	Others	161	33.9

The demographic profile result shows that majority of the respondents are male with 246 respondents (51.8%), whereas, female with 229 respondents (48.2%). Regarding age group, the number of respondent age between 18 to 25 years with 339 respondent (71.4%), age of 26 to 34 with 52 respondents (10.9%), age of 35 to 44 years old with 35 respondents (7.4%), age of 45 to 54 years old with 31 respondents (6.5%), and age of 55 years old and above with 18 respondents (3.8%) only. In terms of respondent's nationality, majority of the respondents are Malaysian with 269 respondents (56.6%), and non-Malaysian with 206 respondents (43.4%). Next, majority of the respondents are others races/ethnicity with 161 respondents (33.9%) out of 475 respondents, 132 respondents were Chinese (27.8%), 103 respondents are Malay (21.7%), 31 respondents are Bidayuh (6.5%), 24 respondents are Iban (5.1%), 9 respondents are Orang Ulu (1.9%), 8 respondents are Indian (1.7%), and 7 respondents are Melanau (1.5%). Table 4.5 shows the result on respondents' homestay related demographic profile.

Table 3. Respondents' homestay

N = 475	Descriptions	Frequency	Percentage
Whom Travelling	Alone	14	2.9
	With Family Members	101	21.3
Partner	With Friends	360	75.8
	First Time	269	56.6
Number of Times	2 - 3 Times	157	33.1
	More Than 4 Times	49	10.3
Homestay	Krokong	71	14.9
	Sematan	32	6.7
Location	Annah Rais	254	53.5
	Santubong	118	24.8

From Table 3, respondents' homestay related demographic profile result shows that majority of the respondents travel with their friends indicate 360 respondents (75.8%), travel with family members indicate 101 respondents (21.3%) and travel alone with 14 respondents (2.9%). Next, most of the respondents have visited a homestay for the first time with 269 respondents (56.6%), 2 to 3 times with 157 respondents (33.1%), and more than 4 times with 49 respondents (10.3%). The homestay location that the respondents currently staying shows that majority they are staying at Annah Rais Homestay with 254 respondents (53.5%), Santubong Homestay

with 118 respondents (24.8%), Krokong Homestay with 71 respondents (14.9%), and Sematan Homestay with 32 respondents (6.7%).

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IV. RESULTS AND DISCUSSION

A. Descriptive statistics

34 This section presents the descriptive statistics results on central of tendency (Mean Value) and dispersion (Standard Deviation) of the variables examined in this study including accessibility, accommodation, amenities, tourist attraction, tourist activities, food and meal, tourists' satisfaction, and tourists' motivation to revisit with a total of 14 items (total number of items before deletion and there are 13 items were deleted in 19 ing outer model). A five-point Likert scale was used for variables in homestay attributes, ranging from 1 to 5 where "1" denotes "strongly disagree", "2" denotes "disagree", "3" denotes "no opinion", "4" denotes "agree", and "5" denotes "strongly agree" for 47 items in the scale. Moreover, a five-point Likert scale was used for variables in tourists' satisfaction, ranging from 1 to 5 where "1" denotes "very dissatisfied", "2" denotes "dissatisfied", "3" denotes "fair", "4" denotes "satisfied", and "5" denotes "very satisfied" for 5 items in the scale. 29 It but not least, a five-point Likert scale was used for variables in tourists' motivation to revisit, ranging from 1 to 5 where "1" denotes "very unimportant", "2" denotes "unimportant", "3" denotes "no opinion", "4" denotes "important", and "5" denotes "very important" for 5 items in the scale. The low mean value indicates a negative perception on each item, while, high mean value indicates a positive perception of each item measured. Before proceeds into item-based mean analysis and standard deviation, the researcher has presented and discussed the variable-based mean analysis and standard deviation.

2

Table 4. Summary of descriptive statistics of the variables (n = 475)

Variables	Min.	Max.	Mean	Std. Dev.
ACS	1.70	5.00	3.75	0.616
ACM	1.29	5.00	3.79	0.677
AMN	1.38	5.00	3.85	0.674
ATT	1.29	5.00	3.91	0.760
ACT	1.33	5.00	3.62	0.885
FNB	1.40	5.00	4.19	0.593
SAT	1.80	5.00	4.09	0.564
MOT	1.80	5.00	4.01	0.616

Note: Accessibility (ACS), Accommodation (ACM), Attractions (ATT), Food and Meal (FNM), Tourist Activities (ACT), Tourist Motivation (Interpersonal) (MOT), Tourist Satisfaction (SAT) Amenities (AMN).

2

Table 4 indicated the summary of the mean value and standard deviation for each of the variable in this study. For the ultimate dependent variable, Tourist Motivation (MOT) indicates mean value of 4.01. The highest mean value for independent variable is Food and Meal (FNM) with 4.19, Tourist Attractions (ATT) with 3.91, Amenities (AMN) with 3.85, Accommodation (ACM) with 3.79, Accessibility (ACS) with 3.75, and the lowest mean score for independent variable is Tourist Activities (ACT) with 3.62. For the mediator in this study, the mean value for Tourist Satisfaction (SAT) is 4.09.

B. Internal consistency

The reliability test was conducted to identify the inconsistency on the measurement items which requires researcher to make some modification, refinement, or even deletion on the items. The value of Cronbach Alpha (α) will indicate the level of consistency or reliability of an items in the variable (see Table 5).

Table 5. Reliability test based on Cronbach Alpha (α)

Variables	No. of items	CA (α)
Accessibility	10	0.841
Accommodation	7	0.790
Amenities	8	0.922
Tourist Attraction	7	0.874
Tourist Activities	12	0.936
Food and Meal	5	0.689
Tourist Satisfaction	5	0.552
Tourist Motivation to Revisit	5	0.624
Overall reliability	59	0.946

The overall reliability test result shows an excellent internal consistency with the Cronbach Alpha (α) value of 0.946 (59 items). The reliability test result for accessibility indicates a good internal consistency with 0.841 (50 items), accommodation indicates an acceptable internal consistency with 0.50 (7 items), amenities indicates an excellent internal consistency with 0.52 (8 items), tourist attraction indicates a good internal consistency with 0.874 (7 items), tourist activities indicates an excellent internal consistency with 0.936 (12 items). However, food and meal, tourist satisfaction, and tourist motivation to revisit indicates a questionable internal consistency with 0.689 (5 items), 0.552 (5 items), and 0.624 (5 items) respectively. Since, it could not be concluded that all the measurement items are at the acceptable reliability size. Therefore, the researcher was conducting the rating outer model for measurement model evaluation.

C. Testing outer model

The Outer Assessment Model (Measurement Models) consists three criteria which is Convergent Validity, Discriminant Validity and Composite Reliability (Hair et al., 1998, 2011). It shows the full structural equation model to assess outer models by using Smart-PLS version 3.2.7. The outer model for the variables of Accessibility, Accommodation, Attractions, Tourist Activities, Food and Meal, Tourist Motivation (Interpersonal), Amenities, and Tourist Satisfaction are presented in the Table 6 Reliability of Constructs. In the entire construct indicators, the value convergent validity must with loading factor more than 0.5.

Table 6. Reliability of constructs

Items	Loadings	CR	AVE	VIF
ACM1B	0.730	0.871	0.575	1.637
ACM2B	0.757			1.770
ACM3B	0.694			1.385
ACM6B	0.798			1.808
ACM7B	0.807			1.820
ACS10B	0.653	0.841	0.516	1.280
ACS1B	0.802			1.451
ACS3B	0.720			1.618
ACS6B	0.723			1.682
ACS8B	0.685			1.371
ACT1B	0.818	0.944	0.607	2.739
ACT3B	0.776			2.236
ACT4B	0.757			2.274
ACT5B	0.789			2.544
ACT6B	0.802			2.705
ACT7B	0.809	0.937	0.650	2.582
ACT8B	0.752			2.466
ACT9B	0.750			2.152
ACT10B	0.740			1.976
ACT11B	0.787			2.417
ACT12B	0.785	0.901	0.567	2.457
AMN1B	0.890			3.088
AMN2B	0.773			2.372
AMN3B	0.807			2.786
AMN4B	0.827			2.911
AMN5B	0.826	0.811	0.523	3.074
AMN6B	0.749			2.077
AMN7B	0.866			2.550
AMN8B	0.697			1.748
ATT1B	0.770			1.893
ATT2B	0.719	0.844	0.731	1.632
ATT3B	0.751			1.862
ATT4B	0.750			1.735
ATT5B	0.786			1.788
ATT6B	0.695			1.735
ATT7B	0.794	0.811	0.523	1.915
FNM5B	0.559			1.129
FNM2B	0.786			1.415
FNM3B	0.725			1.357
FNM4B	0.797			1.486
MOT1	0.868	0.844	0.731	1.271
MOT4	0.842			1.271

SAT1	0.865	0.822	0.697	1.187
SAT4	0.805			1.187

Note: Accessibility (ACS), Accommodation (ACM), Attractions(ATT), Food and Meal (FNM), Tourist Activities (ACT), Tourist Motivation (Interpersonal) (MOT), Tourist Satisfaction (SAT) Amenities (AMN).

In order to demonstrate the correlation between the variable, researcher had used the discriminant validity test, where if the cross-correlation values loading latent variables greater than the correlation on the other latent variables, the cross-correlation value loading all indicators used in forming latent variables declared unacceptable.

Table 7. Construct correlations

Variables	ACM	ACS	ACT	AMN	ATT	FNM	MOT	SAT
ACM	0.758							
ACS	0.564	0.718						
ACT	0.658	0.493	0.779					
AMN	0.744	0.501	0.767	0.807				
ATT	0.663	0.474	0.734	0.727	0.753			
FNM	0.192	0.157	0.200	0.018	0.190	0.723		
MOT	0.067	0.084	0.119	-0.013	0.126	0.289	0.855	
SAT	0.168	0.154	0.176	0.120	0.212	0.189	0.698	0.835

Note: Accessibility (ACS), Accommodation (ACM), Attractions (ATT), Food and Meal (FNM), Tourist Activities (ACT), Tourist Motivation (Interpersonal) (MOT), Tourist Satisfaction (SAT) Amenities (AMN).

The results presented in the Table 7 clearly indicated the square root Average Variance Extracted (AVE) value for individual construct is more than 0.5, therefore, the divergent validity was all been achieved. Besides, the table also pointed out that all variable also have a greater value as compare to other constructs of their square root Average Variance Extracted (AVE) value. As conclusion, the criteria for the PLS Models with Outer size (Measurement Model) had all been met in this study.

D. Testing inner model

R-Square was used to identify the coefficient for determination in the dependent constructs. Based on Chin (1998), for a strong R-Square researcher need 0.67, while for moderate researcher need 0.33 and for a weak R-square the researcher needs 0.19. But, according to Noyan & Simsek (2012), the R-Square of 0.75 is very strong, while 0.5 is strong, and 0.25 is weak. Based on this study, the R-Square for this study is strong enough (0.528). Yet, the researcher still required to know on the F-Square in order for us to know about the power of this model. The purpose to have this Effect Size (F-Square) is to help use to determine a good model. After researcher calculated the excluded and included R-Square.

Table 8. Inner model by size of R-Square

Variable	R ² included	R ² excluded	F ²	Effect size
Tourist Satisfaction	0.126	0.075	0.058	Small

Table 8 (Inner Model) results by size of R-Square shows that the Tourist Satisfaction has a small effect size, in short, the researcher knew that the model had meet the requirement of the Inner Model by referring to the measurement requirement for the Inner Model.

E. Structural model evaluation

The output for the hypothesis testing with the bootstrapping was obtained by using the Smart-PLS version 3.2.7 software. Figure 3 as shown below is the test result researcher obtained. Table 9 indicates all the hypothesis listed down from H1 to H13 and in the table it also contains the T-statistics value for each hypothesis.

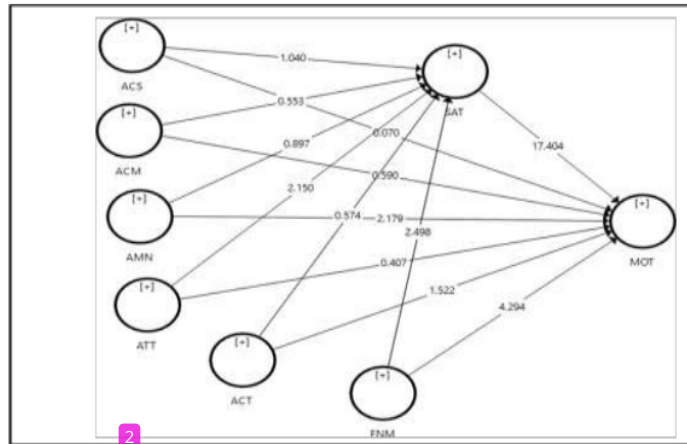


Fig. 3. T-Value among the dependent variables and independent variables

Note: Accessibility (ACS), Accommodation (ACM), Attractions (ATT), Food and Meal (FNM), Tourist Activities (ACT), Tourist Motivation (Interpersonal) (MOT), Tourist Satisfaction (SAT) Amenities (AMN).

Table 9. Path coefficients for hypothesis testing

Hypothesis	Beta	SE	T	Prob.	Decision
H1 ACS → SAT	0.055	0.053	1.045	0.296	Not Supported
H2 ACM → SAT	0.045	0.082	0.554	0.580	Not Supported
H3 AMN → SAT	-0.106	0.117	0.907	0.364	Not Supported
H4 ATT → SAT	0.173	0.079	2.195	0.028	Supported
H5 ACT → SAT	0.046	0.081	0.569	0.569	Not Supported
H6 FNM → SAT	0.132	0.053	2.504	0.012	Supported
H7 ACS → MOT	-0.003	0.036	0.070	0.944	Not Supported
H8 ACM → MOT	-0.032	0.054	0.594	0.553	Not Supported
H9 AMN → MOT	-0.172	0.076	2.249	0.025	Supported
H10 ATT → MOT	0.024	0.060	0.405	0.685	Not Supported
H11 ACT → MOT	0.108	0.071	1.531	0.126	Not Supported
H12 FNM → MOT	0.145	0.035	4.185	0.000	Supported
H13 SAT → MOT	0.673	0.038	17.507	0.000	Supported

Note: Accessibility (ACS), Accommodation (ACM), Attractions (ATT), Food and Meal (FNM), Tourist Activities (ACT), Tourist Motivation (Interpersonal) (MOT), Tourist Satisfaction (SAT) Amenities (AMN).

When the hypothesis is significant, the t-value is more than 1.6 (p-value < 0.05), t-value more than 2.33 (p-value < 0.01) for 1-tail test, t-value more than 1.96 (p-value < 0.05) or t-value more than 2.58 (p-value < 0.01). The hypothesis result shows that there were only five hypotheses supported which are the Hypothesis 4 (ATT → SAT), Hypothesis 6 (FNM → SAT), Hypothesis 9 (AMN → MOT), Hypothesis 12 (FNM → MOT), and Hypothesis 13 (SAT → MOT). While, the rest is insignificant because the T-Value is below 1.64. The discussion on the hypothesis testing results will be presented in the next section.

F. Regression analysis for mediator

Baron & Kenny (1986) describe the procedure of mediator variable analysis simply by regression. The researcher conducted regression analysis four times. Below are the steps on how to analyse regression through SPSS. Here is the regression that the researcher performed. X is the independent variable; Y is the dependent variable and M is the mediator variable.

Table 10. Path coefficients for mediation hypothesis

Hypothesis	Beta	SE	T	Prob.	2.5%	97.5%	Decision
H14	0.037	0.036	1.043	0.297	-0.046	0.099	Not Supported
H15	0.031	0.055	0.552	0.581	-0.086	0.133	Not Supported
H16	-0.071	0.079	0.902	0.367	-0.243	0.071	Not Supported
H17	0.117	0.054	2.150	0.032	0.019	0.234	Supported
H18	0.031	0.055	0.569	0.570	-0.080	0.137	Not Supported

H19	0.089	0.036	2.451	0.014	0.020	0.162	Supported
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This method is widely criticized for only analysing the complete mediator model (Shrout & Bolger, 2002). According to Shrout & Bolger (2002) critics, all it takes is stage 2 and 3 only. Stage 6 and stage 4 are just to test whether the mediator model is perfect or not. Baron & Kenny (1986) approach is easy to apply and has been adopted by much structural equation model-based program (SEM) to be so popular. Of the many members who oppose Baron & Kenny (1986) approach as Muth'en (2011) tried to bridge the conflict. According to Muth'en (2011), ordinary SEM analysis approach by Baron & Kenny (1986) is not expected to interpret their findings as a result of showing a causal mechanism. The literature shows that the causal mechanism requires strict number of assumptions that must be met. Therefore, the analysis of mediation with the click of a typical Structural Equation Modelling (SEM) approach is more appropriate for use as an exploratory analysis not as a confirmation of causality (see Table 10). There are six hypotheses have been developed by the researcher for mediation hypothesis testing as follows:

- H14: Tourist satisfaction significantly mediates the relationship between accessibility and tourist motivation to revisit. (ACS → SAT → MOT);
- H15: Tourist satisfaction significantly mediates the relationship between accommodation and tourist motivation to revisit. (ACM → SAT → MOT);
- H16: Tourist satisfaction significantly mediates the relationship between amenities and tourist motivation to revisit. (AMN → SAT → MOT);
- H17: Tourist satisfaction significantly mediates the relationship between tourist attraction and tourist motivation to revisit. (ATT → SAT → MOT);
- H18: Tourist satisfaction significantly mediates the relationship between tourist activities and tourist motivation to revisit. (ACT → SAT → MOT); and
- H19: Tourist satisfaction significantly mediates the relationship between food and meal and tourist motivation to revisit. (FNM → SAT → MOT).

The result shows that the entire mediation hypothesis is not supported except for Hypothesis 17 (ATT → SAT → MOT) and Hypothesis 19 (FNM → SAT → MOT). Preacher and Hayes (2008) also indicated that the indirect effects 95% Boot CI: LL = 0.019, UL = 0.234 for H18 and LL = 0.02, UL = 0.162 for H19 did not straddle a 0 in between indicating there is mediation.

V. CONCLUSION AND RECOMMENDATION

In conclusion, majority of the respondents involved in this study are Malaysian tourist with 269 respondents (56.6%), and non-Malaysian tourist with 206 respondents. The respondents are located at four homestays in Kuching Sarawak which they currently staying such as Annah Rais Homestay with 254 respondents (53.5%), Santubong Homestay with 118 respondents (24.8%), Krokong Homestay with 71 respondents (14.9%), and Sematan Homestay with 32 respondents (6.7%). The effective rate for the study is 67.86% since only 475 questionnaires are usable out of 507 questionnaires returned after removing 66 questionnaires with missing data and outliers. Not all the homestay attributes that were focused on in this study such as accessibility, accommodation, amenities, tourist attraction, tourist activities, and food and meal have a significant relationship on tourist satisfaction and tourist motivation to revisit. All of these attributes have been tested their relationship on tourist satisfaction and tourist motivation to revisit the homestay. In general, the result showed that only five relationship hypotheses are accepted and supported, whereas eight relationship hypotheses have been rejected or not supported.

Based on Research Objective One (RO1) in examining the significant relationship between homestay attributes and tourist satisfaction. The result indicates that tourist attraction, and food and meal are found to have significant relationship on tourist satisfaction. While, accessibility, accommodation, amenities, and tourist activities are not supported. Therefore, Hypothesis 4 and Hypothesis 6 are accepted and supported. Based on Research Objective Two (RO2) in examining the significant relationship between homestay attributes and tourist motivation to revisit. The result indicates that amenities, and food and meal are found to have significant relationship on tourist motivation to revisit. While, accessibility, accommodation, tourist attraction, and tourist activities are not supported. Therefore, Hypothesis 9 and Hypothesis 12 are accepted and supported. Based on Research Objective Three (RO3) in examining significant relationship between tourist satisfaction and tourist motivation to revisit. The result indicates that tourist satisfaction has a significant relationship on tourist motivation to revisit. Therefore, Hypothesis 13 is accepted and supported. Based on Research Objective Four (RO4) in examining the significant mediating effect of tourist satisfaction on the relationship between homestay

attributes and tourist motivation to revisit¹⁸. The results for mediating hypothesis showed that only two out of six mediating hypotheses are accepted. The results indicate that tourist satisfaction significantly mediates the relationship between tourist attraction and tourist motivation to revisit, as well as between food and meal and tourist motivation to revisit. Therefore, Hypothesis 17 and Hypothesis 19 are accepted and supported.

Despite all research objectives have been achieved; the research²⁸ had faced several limitations while conducting this study. The explanation of⁵⁴ research limitations is vital in order to describe the real situation and condition affecting⁴⁷ study. Besides, the results of this study were appraised in the light of certain limitations. This is because the acknowledgement of the limitations could suggest new directions or opportunities for future research studies. However, the researcher has taken an attempt to minimise any potential limitations such as access to literature, the age of data, time constraint, location of the homestay, willingness of the respondents to participate, and financial resources.

This study has provided several implications for knowledge based on the research findings. First, through this study, tourist²⁴ satisfaction and motivation to revisit literature is extended within the foreign and local homestay visitors' context in a non- western country. Although there are numerous studies concerning the determinants of homestay attributes is existing in the tourist satisfaction and motivation to revisit literature, it does not presume that the results or outcomes derived using the western or in the developed countries data could be generalized to another part⁶⁹ of the Eastern and developing countries such as Malaysia. This research tested the concept of tourist satisfaction in terms of homestay attributes²⁴, tourist satisfaction, and motivation to revisit the homestays in Sarawak. Instead of examining the direct relationship, this research revealed that the indirect relationship could also possibly occur through tourist satisfaction. The significant mediated relationships suggested that tourist satisfaction could facilitate the tourist motivation to revisit the homestay through the improvement of tourist attraction, and food and meal. The tourist dissatisfaction might have resulted in the tourist to demotivate to revisit the homestay.

The findings of this study resulted in several implications to practice to the Ministry of Tourism Malaysia, Sarawak Tourism Board, Local Councils, Licensed Homestay Operators and Tourist Agents understand better on how to provide better facilities and services to the locals or foreign tourist. Therefore, the concerned authorities will have more depth understanding of the expectations of tourists regarding homestay. Government authorities and any other agencies or department who are involved in the tourism sector, particularly in the homestay program will be able to share knowledge from this study. They might implement new or improved policies for homestay operators. With this study, it will narrow down their scope and identify the problems and solutions in order to improve the service quality of homestay in Kuching. Hence, this study could identify the challenges faced by the Homestay handlers in all aspects. By doing this, all involved parties could identify possible solutions to enhance the package of homestay programs further. Therefore, this study has contributed to the benefit of related players in the industry, especially the homestay operators in Kuching. Moreover, from these findings, the homestay operators will be able to understand their local and foreign customers, to develop their homestay packages, tailored their activities, providing better facilities and eventually improvements in to fulfil the expectations of tourists as in the facilities of homestay, accommodation, security and others as well.

The researcher would like to recommend for the further study to study in a broader context because this study was conducted in Kuching, Sarawak only which comprises the respondents from 4 homestays such as Annah Rais, Santubong, Sematan, and Krokong. This recommendation acknowledged the limitation of this study and to study a broader context such as involving other divisions in Sarawak will help to generalise the whole Sarawak homestays program. Next, the conceptual model developed in this study could be useful for guiding future study where other researchers can apply this conceptual model to study on Malaysian context and more advance to conduct a study on Asian and Western context comparison study. Finally, it is interesting to consider the follow-up agenda by highlighting the Covid-19 situation. We base the extra measures on modernizing indicators and selecting informants who are exploited by the effects of the pandemic.

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