

## Gap Analysis of Integrated Tourism-Based Homestay Services (Case Study at Agro Edu Wisata Organic Mulyaharja, Bogor)

Baskoro Harwindito <sup>1</sup>, Tonny Hendratono <sup>2\*</sup>, Sugiarto <sup>3</sup>, Derinta Entas <sup>4</sup>

<sup>123</sup> Ambarrukmo Yogyakarta Tourism College, Indonesia

<sup>4</sup> Matana University, Banten, Indonesia

<sup>1</sup> ditobaskoro@stipram.ac.id; <sup>2</sup> tonnyhendratono@stipram.ac.id; <sup>3</sup> profsugiarto@stipram.ac.id; <sup>4</sup> derinta.derinta@gmail.com;

\* Correspondence: tonnyhendratono@stipram.ac.id

### Abstract

*This study aims to identify gaps in the quality of homestay services in the Mulyaharja Organic Agro-Edu Tourism (AEWO) area, Bogor City, against the Tourism Cottage Business Standards set by the Ministry of Tourism and Creative Economy. In the context of Community-Based Tourism (CBT), homestays play a strategic role as accommodations that not only offer a place to stay, but also cultural values and deep social interactions. Using a qualitative approach with a case study method, involving homestay owners as key informants selected through a purposive sampling technique. Data were collected through in-depth semi-structured interviews based on the five dimensions of SERVQUAL: reliability, responsiveness, assurance, empathy, and physical evidence, and analyzed thematically using deductive-inductive coding techniques. It shows that the main strengths of homestays lie in the dimensions of empathy and responsiveness, which are reflected through warm social interactions and personal services from homestay owners. However, weaknesses were found in the dimensions of assurance, reliability, and physical evidence, such as the lack of written SOPs, limited standard facilities, and minimal service security aspects. The absence of operational procedures causes variations in services between homestays, which has the potential to reduce tourist satisfaction and loyalty. This study emphasizes the importance of developing Standard Operating Procedures (SOPs) based on local values and SERVQUAL dimensions, along with ongoing training for homestay managers. Support from local governments and tourism higher education institutions is needed to ensure the sustainability, consistency of service quality, and competitiveness of homestays in the domestic and international tourism markets. This research opens the door for further research to measure the relationship between service quality, tourist satisfaction, and economic sustainability in a community-based homestay model.*

**Keywords:** Homestay; SERVQUAL; Community-Based Tourism; SOP;

### INTRODUCTION

Community-based tourism is a form of tourism that aims to empower local communities to manage tourism growth and achieve community-related goals concerning well-being and sustainable economic, social, and environmental development. Village tourism has now become a sustainable development approach that integrates local potential with active community participation. This concept is known as Community-Based Tourism (CBT), which places the local community at the center of planning, management, and distribution of benefits. According to The Responsible Tourism Partnership, CBT allows travelers to experience authentic experiences, while communities directly benefit economically, socially, and culturally. In the context of CBT, homestays become an essential component because they provide accommodations based on cultural experiences and social interactions. si berbasis pengalaman budaya dan interaksi sosial.

In 2023, West Java was the province with the highest number of domestic tourist trips in Indonesia, totaling 139,117,269 trips. Domestic tourists choose West Java because it has the vision and mission of 'Jabar Istimewa,' which encompasses several flagship development programs, including champion tourism, food security, and the development of the creative economy and MSMEs, resulting in optimal tourism development management by both the government and the community. The high number of tourism visitors in West Java has driven the tourism sector to become a vital part of the community's economic growth. As a result, the community tends to manage sustainable tourism, such as rural tourism, rather than traditional, conventional tourism concepts. onsep wisata konvensional

The West Java Tourism and Culture Office (Open Data Jabar, 2025) reports that Bogor City is among the top 10 cities/regencies with the most tourism areas in West Java. Quoting the Head of the Bogor Tourism and Culture Office, Mr. Deni Humaedi, 'The number of tourist villages initially was only 25 villages in 2019, then increased to 35 villages in 2020, followed by 40 villages in 2021, and in 2022, there were 55 tourist villages' (Antara Indonesian News Agency, 2023). The tourist villages located in Bogor have various categories set by the Ministry of Tourism and Creative Economy, ranging from pioneering to advanced tourist villages. The advanced village, Mulyaharja Tourist Village, has a unique feature. This village was also nominated among the top 300 in the 2023 Indonesian Tourism Village Award (ADWI) (Jadesta, 2025). The Mulyaharja Subdistrict has a flagship program called Agro Edu Wisata Organik (AEWO) Mulyaharja, located in the Ciharashas Village area of Mulyaharja Subdistrict, South Bogor District, Bogor City, West Java.

Agro Eduwisata Organik Mulyaharja is one of the natural tourist attractions in Bogor City that has obtained the Clean, Healthy, Safe, Environmentally Sustainable (CHSE) certification. It also has a close correlation with eduwisata, where visitors can vacation while learning. Research conducted by the management of the homestay village tourism suggests improving service quality based on health protocols and CHSE, communicating a positive image to guests through marketing communication mix, and increasing guest satisfaction and trust. In addition to holding the CHSE certification, this tourist destination offers added value through educational, cultural, and agricultural experiences, supported by unique local products such as organic rice cultivated traditionally using the jajar legowo 2-1 planting system, land plowing techniques using buffalo, bird pest control with simple tools like cans, and harvesting carried out by human labor. These activities are utilized in tourism, including land processing, seedling production, harvesting, pest control, and post-harvest activities. pengusiran hama hingga panen dan pasca panen



**Figure 1.** AEWOMulyaharja  
Source: Researcher Documentation, 2025

In terms of service quality, it is a key profit strategy to attract new customers, retain existing customers, prevent customer switching, and create a unique competitive advantage. Management that prioritizes good service quality will impact tourist satisfaction. Service quality is an effort to create comfort for tourists, ensuring they feel they receive more value than expected. Customer expectations are a crucial factor; service quality that aligns more closely with these expectations will lead to greater satisfaction, and vice versa. With the service quality provided, tourist satisfaction will indirectly be achieved.

The economic activities in Mulyaharja Village are heavily supported by community participation. The activities carried out to improve residents' economy include the production of local culinary products, the development of tour packages, and the management of homestays integrated with Agro Edu Wisata Organik. Field observations show



**Figure 2.** Homestay Facilities  
Source: Researcher Documentation, 2025

This variation impacts the uncertainty of travelers' experiences, which ultimately affects their satisfaction and loyalty. It is stated that inconsistent service quality can diminish travelers' trust and tarnish the destination's reputation. Similar issues also occurred in India and Malaysia, which then responded by establishing the Service Quality Framework and ASEAN Homestay Standard to standardize the quality of community-based accommodation services. komunitas (Wahyuni & Faisal, 2019).

To study and improve the quality of homestay services, this research adopts the SERVQUAL Model. This model is one of the most widely used theories in service management studies, which evaluates five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of homestays, the SERVQUAL dimensions not only reflect the physical quality of the accommodation but also involve emotional interactions and the cultural values experienced by tourists, including the cultural values that tourists accept.

Additionally, this approach is reinforced by the Perceived Service Quality and Customer Satisfaction theories, which state that tourists' perceptions of the service will influence their level of satisfaction and, in turn, affect their revisit intention and word-of-mouth behavior. In the context of CBT, this theory becomes important because tourist loyalty can serve as a driver of economic sustainability for the village community. njadi motor keberlanjutan ekonomi bagi masyarakat desa.

Several previous studies have emphasized the importance of Standard Operating Procedures (SOPs) in homestay management. (Thakur, Khumar, Balodi, Dehal, & Atri, 2023) found that proper training and good SOPs can improve service quality and strengthen the position of homestays within the local tourism industry. Research (Prabawati, 2017) also shows that applying basic service principles—such as cleanliness, friendliness, and guest involvement in local activities—can significantly increase guest satisfaction. In addition to the importance of SOPs in homestay management, other studies reveal that, besides operational risk management, guest satisfaction is also contributed to by the charm of the tourist village, which is rich in local wisdom (Susanto et al., 2025).

However, in Indonesia, especially in the Bogor area, there has been no scientific study that develops explicitly a homestay SOP based on the SERVQUAL theory and contextualizes it within the CBT framework. Therefore, there is an academic and practical gap that can be addressed through this research.

Community-Based Tourism (CBT) emphasizes active involvement of local communities in developing inclusive and sustainable tourist destinations. Homestays are one of the leading forms of accommodation within CBT because they not only provide lodging facilities but also create spaces for social interaction and cultural exchange between tourists and residents. According to [source], homestays in tourist villages have great potential to increase tourist satisfaction if managed with adequate service standards. In Malaysia, the homestay program has also been developed as an integral part of rural community development, with support from the central government, including training and quality standardization.

Service quality is a crucial indicator in evaluating the success of a homestay. The SERVQUAL model is the most widely used approach in measuring service quality, through five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Additionally, there are eight dimensions of the homestay service experience, including culture, guiding services, food and beverages, environment, cleanliness, accommodation, services, and accessibility. (Kiswanto, et al., 2023)

Research shows that the quality of homestay services is measured based on guest satisfaction with the housekeeper's service and the readiness of physical facilities, which directly contribute to overall guest satisfaction. Research explains that homestays must manage service quality for their customers. The dimensions (Reliability, Assurance, Tangibles, Empathy, and Responsiveness) have been used to manage quality in the service industry.

The lack of standardized SOPs often becomes a significant challenge in ensuring the quality of homestay services. (Thakur, Khumar, Balodi, Dehal, & Atri, 2023) Highlight the importance of capacity building for homestay operators through training and the implementation of SOPs to improve service consistency and strengthen tourism competitiveness. SOPs are crucial in aligning service expectations among various homestay providers, mainly when scales and capacities differ. Research conducted by Ardianto and Sugiarto (2022) indicates that poorly managed homestay services not only affect tourists' risk perceptions but also impact their well-being and decision to return. These risks can influence tourists' well-being and potentially affect repeat visits. Developing a Service Quality Framework specifically for homestays in Sikkim, India, focusing on community engagement, cleanliness training, and a locally-based experiential approach.

To enhance the competitiveness of homestays, services should be integrated with other tourism components, including local attractions, culinary experiences, culture, and accessibility. Research by (Wahyuni & Faisal, 2019) Shows that the implementation of the ASEAN Homestay Standard in Nglangeran Tourism Village, Yogyakarta, encourages synergy among SOPs, social interactions, and authentic tourism experiences. Research conducted by (Sugiarto, et al., 2024) Indicates that the appeal of homestays in various tourist destinations reveals tremendous potential, but on the other hand, it also presents potential risks related to unpreparedness and the inability to manage them.

Against this background, this research aims to identify the gap between the quality standards of homestay services in the AEWOW Mulyaharja area and the guidelines for cottage tourism business standards established by the Ministry of Tourism and Creative Economy. Additionally, this study aims to bridge the gap by examining service standards for homestays based on service management theory, contextualized within the framework of integrated tourism. This leaves an opportunity for further research on topics such as satisfaction, loyalty, service quality, and operational risk mitigation for homestays within a single study, which would make a new contribution to future research (Kiswanto et al., 2023). Through this approach, it is hoped that a homestay service system will emerge that is not only of high quality and consistent but also capable of reflecting local values, empowering communities, and enhancing the competitiveness of tourist villages at both regional and national levels.

## **RESEARCH METHOD**

This research uses a qualitative approach with a case study method focusing on homestays in the AEWOW Mulyaharja area. The study aims to assess the quality of homestay services using the SERVQUAL framework as a conceptual reference, which includes five dimensions: reliability, responsiveness, assurance, empathy, and tangible evidence.

The primary informants in the study are homestay owners, selected using purposive sampling based on criteria of active involvement in managing the homestay and having at least one year of management experience. Data were collected through semi-structured in-depth interviews, with a guide developed based on the SERVQUAL dimensions, but remaining open to new responses that emerged during the interviews.

Data analysis using a thematic approach, with a deductive-inductive coding process based on the SERVQUAL framework. The analysis process follows the stages of data reduction, data presentation, and conclusion drawing iteratively. To maintain validity, source triangulation and member checking techniques are applied, while ethical aspects of the research are safeguarded through informed consent, confidentiality of informants' identities, and approval from the relevant institutions.

## RESULTS AND DISCUSSION

### Service Accuracy and Management Consistency

Reliability dimension refers to the homestay's ability to provide accurate, timely, and consistent services. Based on the interviews conducted by the researcher, it was found that most homestay owners rely on personal experience and intuition as the basis for managing daily operations. Homestay owners strive to provide timely services such as breakfast availability, preparing rooms before guests' arrival, and fulfilling additional requests. However, because there are no documented standard procedures, service consistency heavily depends on individual capacity.

Several homestays that have participated in service quality training at the tourist village have demonstrated more stable practices, such as recording reservations and inspecting facilities before guests arrive. This indicates that training and technical assistance can improve service reliability. These findings reinforce the importance of standard operating procedures and capacity building for operators in ensuring consistent service quality.

### Quick to Respond but Not Yet Structured

The homestay owner demonstrates a high level of responsiveness to guest requests. The owner is ready to assist guests in unexpected situations, such as providing extra blankets, last-minute transportation, or information about local tourist destinations. Because they live nearby or even in the same house as the guests, the owners are able to offer direct and prompt attention.

However, not all homestays have a clear communication flow system, such as suggestion books, digital booking systems, or a list of additional services available. This indicates that the currently spontaneous and personal responsiveness needs to be improved into a systematic system to be reliable in the long term, especially when the manager is not on-site.

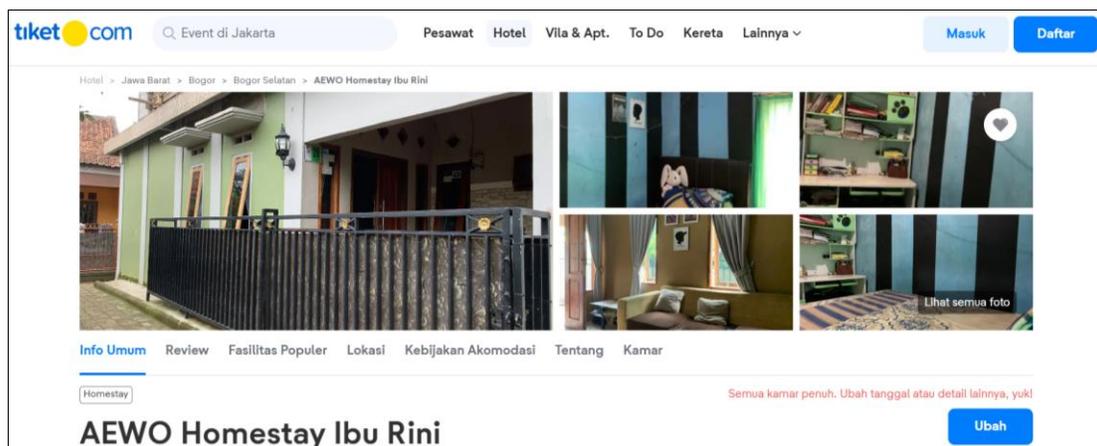


Figure 3. Booking a Homestay Through Tiket.com

Source: <https://www.tiket.com/hotel/indonesia/aewo-homestay-ibu-rini-510001667209826140>

Guarantee (Assurance): Lack of Security Standards and Service Quality

The guarantees provided by the homestay owner to guests reflect the service provider's ability to build a sense of safety and trust with customers. The research results indicate that homestay owners do not yet have an adequate guarantee system, both in terms of physical security, price transparency, and quality assurance.

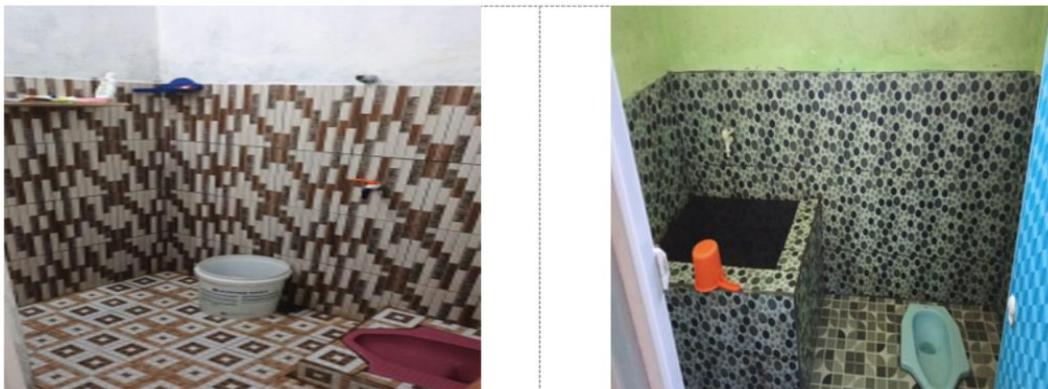
Only a small fraction of homestay owners provide safety instructions or written information about facilities, while most rely on informal approaches and personal trust. This can be a barrier to reaching a broader tourist market, especially those who have expectations regarding safety and professionalism of the service. In the context of the SERVQUAL theory, the assurance dimension becomes critical in building long-term customer loyalty. Therefore, strengthening this aspect through basic hospitality training, providing written information, and risk management is very necessary.

### **The Power of Social Interaction and Communal Values**

The dimension of empathy is most prominent in homestay services in Bogor. Homestay owners show personal attention to guests, such as providing local traditional food, customizing services according to guest needs, and accompanying travelers in outdoor activities. These interactions create a deep emotional experience and are one of the main reasons why tourists feel satisfied. In the context of CBT (Community-Based Tourism), this aspect of empathy is a unique strength of homestays compared to commercial hotels or villas. This aligns with the idea that social interactions and local cultural values can enhance the quality of services that are personal and authentic. However, this strong form of empathy has not yet been developed within the framework of service professionalism. Training on service ethics, cultural sensitivity, and effective communication methods is needed without diminishing the nuances of local warmth.

### **Facility Limitations and Visual Aesthetics**

The physical evidence aspect shows a gap between the owners' perceptions of their homestays and tourists' expectations. Although some homestays have undergone renovations or decorations with local touches, many still overlook factors such as cleanliness, room aesthetics, and the suitability of facilities like beds, bathrooms, and lighting. Some homestays do not have uniform furniture, clean sheets, or adequate trash bins. Such things indicate that although the hosts are very friendly, visual aspects and physical comfort are often overlooked. In fact, the tangible dimensions are the first impression that influences the overall perception of service quality.



**Figure 4.** Bathroom Facilities

Source: Researcher Documentation, 2025

The Absence of SOP and the Role of Local Values

The research results indicate that homestays do not have written standard operating procedures, management is spontaneous, and it has not been well documented. From interviews with homestay owners, they are unaware of the importance of standard operating procedures, while others feel they are

not yet capable of developing them independently. Local values such as mutual cooperation, politeness, and the tradition of hosting guests serve as the main foundation for the services provided. However, there has been no integrative effort to translate these values into consistent operational procedures that can be passed down through generations.

### **Implications and Theoretical Synthesis**

This finding shows that the dimensions of empathy and responsiveness are the main strengths of the homestay, while the dimensions of assurance and physical evidence still represent weaknesses. In the SERVQUAL framework, this imbalance can affect tourists' overall perception of service quality. From a CBT perspective, these results indicate that homestays serve not only as accommodation providers but also as cultural agents. Therefore, a service management approach that integrates local values with professional standards is necessary, such as developing culturally-based standard operating procedures and contextual training. This research reinforces the argument that the application of SERVQUAL in the homestay context is not only relevant for measuring service quality but also for designing service improvement strategies that are sensitive to local values and resource limitations.

### **CONCLUSION**

This study highlights the importance of improving the quality of homestay services in the Agro Edu Wisata Organic (AEWO) area of Mulyaharja through a model-based approach using the SERVQUAL framework, contextualized within Community-Based Tourism (CBT). The results show that the empathy and responsiveness dimensions are the main strengths of the homestay, demonstrated through personal social interactions and high attention from the owners to guest needs. Conversely, the assurance, reliability, and physical evidence dimensions still pose challenges, marked by the absence of written SOPs, limited standard facilities, and the lack of a safe and professional service system.

The absence of SOPs leads to inconsistent quality of service among homestays, which impacts tourist satisfaction and loyalty. In this context, homestays have not yet fully met the expectations of increasingly complex tourist markets, especially from segments that demand measurable and sustainable service standards. In fact, the potential of homestays as drivers of the local economy and cultural preservation is very significant, particularly if they can be managed professionally while maintaining local values.

Therefore, strategic steps are needed in the form of developing and implementing Standard Operating Procedures (SOP) for homestays based on the five dimensions of SERVQUAL and tailored to local cultural characteristics. Local governments, village tourism managers, and higher education institutions in tourism are expected to actively participate in providing training, mentoring, and revitalizing basic homestay infrastructure to improve service quality. Integrating homestays with local tourist attractions, cuisine, culture, and agricultural education into structured tour packages is also an important effort to strengthen appeal and extend tourists' stay.

This research opens opportunities for further studies examining the relationship between service quality, satisfaction, loyalty, and the economic sustainability of homestays through quantitative and comparative approaches. With the right strategies, homestays can become a leading accommodation model in community-based tourism that is inclusive and sustainable in Indonesia.

### **REFERENCES**

*Antara Kantor Berita Indonesia.* (2023). Retrieved from Antaranews.com: <https://www.antaranews.com/berita/3549054/pemkab-bogor-perbanyak-desa-wisata-demi-kejar-target-angka-kunjungan>

- Ardianto, E., & Sugiarto. (2022). A Conceptual Development of Risk and Well-Being in Homestay Tourism: Facing the Post-COVID-19 Era. *International JBHOST (Journal of Business on Hospitality and Tourism)*, 374–381.
- BPS. (2024). BPS. Retrieved from bps.go.id: <https://www.bps.go.id/id/statistics-table/2/MjIwMSMy/jumlah-perjalanan-wisatawan-nusantara-menurut-provinsi-tujuan.html>.
- Ghifari, F., Djuwendah, E., Rochdiani, D., & Qanti, S. R. (2024). Keberlanjutan Agro Edu Wisata Organik (AEWO) Mulyaharja Kecamatan Bogor Selatan Kota Bogor. *Mimbar Agribisnis : Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 132-145.
- Goodwin, H. (2011). *Taking Responsibility for Tourism*. Leeds: Goodfellow Publishers.
- Jabarprov. (2025). *Portaljabarprovgoid*. Retrieved from jabarprov.go.id: <https://www.jabarprov.go.id/tentang-jawa-barat/visi-misi-pemprov-jabar>
- Jadesta. (2025). Retrieved from jadesta.kemenparekraf.go.id: <https://jadesta.kemenparekraf.go.id/desa/mulyaharja>
- Kadir, I. A., Wulandari, L. W., & Hendratono, T. (2022). Pengembangan Batu Angus Sebagai Kawasan Geowisata Melalui Konsep Pariwisata Berbasis Masyarakat di Ternate. *SCIENTIA: Journal of Multi-Disciplinary Sciences*, 86-98.
- Kemenparekraf. (2022). Retrieved from <https://chse.kemenparekraf.go.id/https://chse.kemenparekraf.go.id/id/detail-tersektifikasi/11139-agro-eduwisata-organik-mulyaharja>
- Kiswanto, A., Sugiarto, Bahri, A. S., Hendratono, T., Susanto, D. R., Rohman, N., & Irawati, N. (2024). A Review of Risk Management in Homestays. *Ganaya : Jurnal Ilmu Sosial dan Humaniora*, 73-88.
- Kiswanto, A., Sugiarto, Hendratono, T., Susanto, D. R., Damiasih, Rohman, N., & Maulana, R. (2023). A Bibliometric Analysis of Satisfaction and Loyalty in Homestay. *Jurnal Manajemen Perhotelan dan Pariwisata*, 78-90.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 460–469.
- Open Data Jabar. (2025). Retrieved from opendata.jabarprov.go.id: <https://opendata.jabarprov.go.id/id/dataset/luas-kawasan-pariwisata-berdasarkan-kabupatenkota-di-jawa-barat>
- Parasuraman, Z., V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 41–50.
- Prabawati, N. D. (2017). Improving the Quality of Housekeeping Services to Enhance Guest Satisfaction in Pinge Rural Tourism, Tabanan. *World Conference on Business and Management* (pp. 451–460). Bali: The People And Global Business Association.
- Rahmiati, F., Nugraha, R., & Prayoga, T. Z. (2023). Workshop on Tourism Service Quality for Tourist Satisfaction and Return Visits to Cikadu Tourism Village, Tanjung Lesung Buffer Zone. *Asian Pacific Journal of Management and Education*, 30–44.
- Sharma, S. K. (2019). *An Assessment and Development of the Service Quality Framework of Homestays in Sikkim*. India: University of Sikkim.
- Sugiarto, K. A., N. A., S. D. R., W. J. B., F., & Sutrisno. (2024). Eksplorasi Celah Penelitian Pariwisata Berkelanjutan Berbasis Manajemen Risiko Homestay. *Jurnal Bina Manajemen*, 145-170.

- Susanto, D. R., Sugiarto, Kiswantoro, A., Hendratono, T., Priyanto, S. H., Budhijono, F., & Rohman, N. (2025). Building Homestay User Loyalty with Operational Risk Management Mediated by Satisfaction. *Jurnal Manajemen*, 178-201.
- Thakur, A., Khumar, V., Balodi, P., Dehal, A., & Atri, M. (2023). Tourism Enhancement Through Homestay Schemes: A Case Study of Himachal Pradesh. *ACTA SCIENTIAE*, 450–462.
- Wahyuni, R. B., & Faisal. (2019). Homestay Development With Asean Homestay Standard Approach In Nglangeran Tourism Village, Yogyakarta, Indonesia. *1st International Conference One Belt, One Road, One Tourism (ICOBOROT 2018)* (pp. 30–36). Palembang: Atlantis Press.
- Wilson, A., Zeithaml, V., Bitner, M. J., & Gremler, D. D. (2016). *Service Marketing: Integrating Customer Focus Across The Firm*. Berkshire: MacGraw-Hill.