THE ROLE OF TOURIST VILLAGE COMPETITIVENESS FACTORS ON TOURISTS' BEHAVIORAL INTENTIONS

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ABSTRACT

Research on the competitiveness of tourist villages from the perspective of tourists in Indonesia remains limited, despite the government's strong commitment to developing tourist villages as instruments for economic growth, community welfare improvement, poverty alleviation, unemployment reduction, environmental conservation, and cultural preservation. This study investigates the competitiveness factors of tourist villages that influence tourists' behavioral intentions, specifically their intention to visit or revisit and to recommend these destinations. The study is based on survey data collected from 318 respondents in Batam who have previously visited tourist villages. The findings indicate that overall competitiveness factors significantly affect tourists' intentions to visit and recommend tourist villages. However, cultural and attractiveness-related factors do not significantly influence the intention to visit. These results provide important insights for tourist village managers and policymakers in designing strategies to strengthen destination competitiveness and stimulate positive tourist behavioral responses. The study contributes to the literature on destination competitiveness and sustainable rural tourism development in emerging economies.

Keywords: *Intention to Visit; Intention to Recommend; Destination Competitiveness; Tourist Village*

INTRODUCTION

Tourism has emerged as a significant driver of global economic development, leveraging the economic potential of abundant local natural resources (Muryani, 2021). The concept of tourist villages has gained traction worldwide as a popular form of alternative tourism (Satrya, 2022). For tourists, these villages represent an innovative and creative approach to tourism, providing unique experiences while fostering local creativity and resourcefulness. Tourist villages enable the sustainable utilization and management of local economic potential, including natural, cultural, and community resources, to chart their own development trajectory (Singgih et al., 2023).

In Indonesia, the Ministry of Tourism and Creative Economy has set an ambitious target to develop 244 tourist villages by 2024 (Ramadan & Krisiandi, 2021). This initiative focuses on improving human resources, institutional capacity, and tourism infrastructure. The strategy involves the certification of sustainable tourist villages, fostering inter-ministerial and institutional collaboration, and coordinating with local governments to ensure the creation of integrated development master plans (Ministry of Tourism and Creative Economy, 2020). The overarching goal is to build a sustainable tourism ecosystem that empowers local communities to serve as primary agents of development.

The 2024 Indonesian Tourism Village Award (ADWI) will adopt the theme "Tourism Villages towards World-Class Green Tourism", emphasizing the importance of sustainable and environmentally friendly tourism (Hendriyani, 2024). This program classifies tourist villages based on five key criteria: tourist attractions, amenities (facilities and services), digitalization, human resources and institutions, and village resilience (Ministry of Tourism and Creative Economy, 2024).

Tourism trends have shifted, with travelers increasingly drawn to rural or remote areas that offer unique local cultures and natural beauty, rather than traditional urban destinations or amusement parks (Iradah, 2022). This shift is largely driven by the desire to escape the hectic pace of daily life while exploring authentic and tranquil environments.

Indonesia, in particular, is home to many picturesque villages offering distinctive tourist attractions. "Each village has unique characteristics shaped by its economy, social fabric, and cultural heritage, making no two villages identical" (Wirdayanti et al., 2021). These villages hold immense potential as community-based tourism destinations rooted in the local cultural wisdom of their inhabitants. Recognizing this, Indonesia has prioritized developing its tourism potential through initiatives that highlight local wisdom. As a result, the number of registered tourist villages in Indonesia reached 4,674 in 2023, reflecting a 36.7% increase compared to 3,419 villages in 2022 (Pratiwi, 2023).

The growth in the number of tourist villages has intensified competition, both among these destinations and with other rural tourist destinations. The competitiveness of tourist villages is assessed based on the impacts of tourism on local residents, including their knowledge, infrastructure, and overall quality of life (Muresan et al., 2019). Conversely, the competitiveness of tourist destinations is often measured through tourist perceptions, satisfaction, and loyalty (Singgih et al., 2023). Each tourist village needs to improve its competitiveness such as paying attention to destination image, attractions and local resources as indicators to attract tourist visits in the sector competition (Amrullah et al., 2023). However, the concept of competitiveness is still debated in both economic and management terms. Therefore, the Indonesian government continues to promote sustainable development, economic growth, and cultural heritage preservation (Lubis, 2021).

Therefore, understanding behavioral intention as a dependent variable is an important concept in understanding how tourists choose their destinations and future behavioral motives. With this perspective, any attempt to understand behavioral intentions will make a greater contribution to knowledge in tourism. This study aims to explore the relationship between tourism village competitiveness factors and tourists' behavioral intentions.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS
Intention to Visit/Revisit & Recommend
Consumers show recommendation behavior as a result of a positive assessment of a product (Chang et al., 2018). This action reflects the psychological behavior of consumers who do so voluntarily. In general, they will share their experience of using the products they recommend with their relatives, friends or colleagues (Chen et al., 2020). If consumers have a positive experience, they are more likely to recommend the product to others. Conversely, if they have a negative experience, they are likely to be reluctant to recommend the product (Rahayu, 2023).

A study found that a memorable travel experience has a positive and meaningful impact on the level of tourist satisfaction. This impact ultimately increases the tendency of tourists to provide recommendations (Riptiono et al., 2023). Travelers' perceptions and levels of loyalty to a destination tend to be strongly influenced by the quality and impressions attached to their experiences (Moon & Han, 2019).

Availability of Facilities & Activities
Availability of Facilities and Activities refers to the extent to which various facilities, services or resources are accessible and ready for use or participation (Burgstahler, 2021). The concept is often encountered in various contexts such as tourism, hospitality, event organizing, and sustainable development.

In the context of tourism, when consumers want to get motivation from a trip, of course, the availability of facilities and activities is noteworthy to increase the chances of a consumer's return visit (Krishnaiah et al., 2024). Availability of Facilities & Activities in tourism generally includes accommodation, attractions, dining options, recreational opportunities, transportation, and other services that are open and accessible to consumers. This can include factors such as the number of available lodging places, operating hours of tourist attractions, availability of tour guides, and accessibility to public transportation (Edo et al., 2020).

Cultural & Attractiveness
In the context of tourist villages, "culture" refers to the cultural heritage, traditions, beliefs, arts and local practices that are unique to a region or community in the village. (Pappas & Mckelvie, 2022). This includes traditional activities such as fishing, farming, craft-making, and the preparation of local culinary specialties (Khakzad & Griffith, 2016). Culture also includes interactions between tourists and locals, such as homestay programs or sightseeing tours that provide a hands-on adventure with life and cultural education in the village (Larasati & Kusumah, 2019).

The attractiveness of a tourist village can also refer to the natural, historical, and geographical uniqueness of a village. This can include beautiful natural scenery, archaeology, coastline or forests, and nature tours such as hiking or camping (Pradana et al., 2024). In addition, the appeal of a tourist village is often related to the tranquility and beauty that differs from the hustle and bustle of the city (Pradana et al., 2024).

Quality of Service

Service quality in tourism is more difficult to define and measure than the quality of physical products. Tourism services require input and participation from visitors themselves in order to feel that "quality" has an important impact (Yang et al., 2017). Service quality is determined as a differentiator between the service received by consumers (perceived service) and their expectations, as well as a means of assessing the overall excellence or quality of the service (Kurnianingrum & Hidayat, 2020). Quality of Service can influence how consumers perceive and experience a brand or service, which means that it not only plays a role in its success, but also has a significant impact on overall benefits (Ibrahim & Ali, 2024). In addition, consumers also expect to fulfill their needs according to the experience and information they have, and the less the difference between their expectations and the experience they have, the higher the level of satisfaction they feel (Minh et al., 2015).

Price

Price competitiveness refers to how a product, service, or destination is able to attract consumers at a price that is competitive in the market (Sudirjo, 2023). This involves setting a price that is attractive to consumers while still enabling the achievement of the business's financial goals (Munro, 2023). Price competitiveness is very important in business strategy, especially in industries where consumers pay close attention to price or are easily informed about the prices of various competitors (Silviah, 2025). It includes aspects such as pricing strategy, cost considerations, market analysis, value proposition, promotions and discounts, as well as constant efforts to monitor and adjust to remain competitive (Sudirjo, 2023). Salamin et al., (2015) explains that consumer decisions are often influenced by their perception of price, as consumers decisions are increasingly driven by price perception and how they feel about the price of a product, marketing can be a significant challenge for service providers.

Research Framework

The research framework used in this study is illustrated in Figure 1, which shows the conceptual relationships between the independent variables (Availability of Facilities and Activities, Cultural and Attractiveness, Quality of Service, and Price) and the dependent variables (Intention to visit and intention to recommend). The model proposes that each independent variable has a direct effect on tourists' intention to visit and intention to recommend the tourist villages.
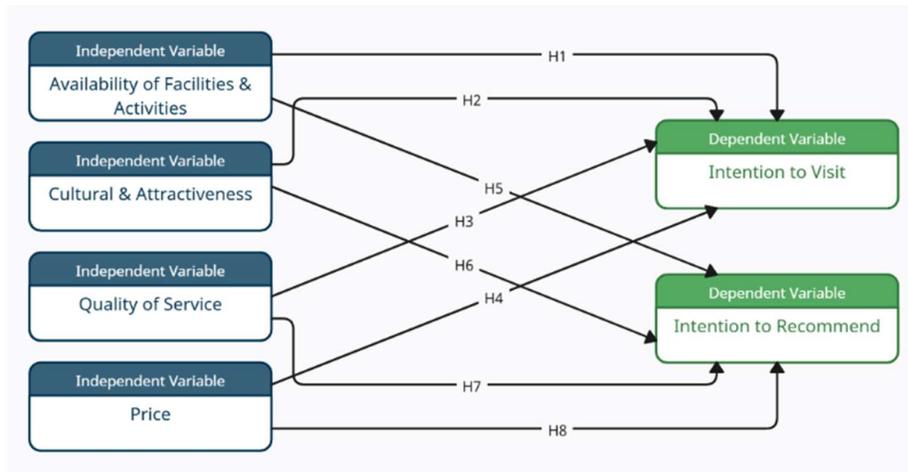
Source: Contricted by authors, 2024

Figure 1
Research Model

Hypothesis

The availability and quality of activity facilities certainly have an important influence on visitor satisfaction and their desire to visit a destination. A study by Ariesta et al., (2020) explains that tourists often visit a place or destination because they are interested in the facilities and activities provided. Tourism facilities can also influence the perceptions and expectations of a visitor. The presence of adequate facilities and diverse activity offerings will further encourage tourists to visit and enjoy the destination (Amin et al., 2024). In addition, the availability of these two things can also increase the likelihood of tourists to spend more money and longer time at the destination visited. Therefore, if a tour can pay attention to the following aspects, it will automatically create a match between visitor perceptions and reality at the location. Based on the discussion, the following hypothesis can be proposed:

> *H1: There is a significant relationship between the availability of facilities and activities and the intention to visit tourist villages among residents of Batam City.*

The relationship between culture and attractiveness with intention to visit can be said to provide positive results for the world of tourism. Cultural elements such as traditions, festivals, and arts can increase traveler interest, especially if they offer an authentic and unique experience (Ariesta et al., 2020). In addition, natural and man-made tourist attractions can also attract tourists. Previous research explains that visitors' perceptions of attraction quality can also influence tourists' desire to visit (Sopyan, 2018). Moreover, other studies have shown that the attractiveness of a destination's features plays a pivotal role in tourists' intention to visit. As noted by Wiradiputra & Brahmanto (2016), The fact that the attraction is less attractive in the eyes of tourists will certainly have an impact on the decline in tourist interest in visiting. The trigger that creates a negative perception is due to damage to the tourist attraction so that it has a direct impact on visiting interest. Based on the discussion, the following hypothesis can be proposed:

H2: There is a significant relationship between cultural and attractiveness and the intention to visit tourist villages among residents of Batam City.

Service quality is a concept that refers to the extent to which the services provided by an organization meet or exceed customer expectations. It is the customer's subjective assessment of how good the service they receive is compared to what they expected. Tourists who feel the superiority of a service quality can motivate them to visit a destination. Service quality is a successful indicator of the intention to visit a destination so that it has a significant effect on tourist behavior (Abbasi et al., 2021). In Iran, a study by Allameh et al., (2015) confirmed that service quality and desire to visit are significantly related in sports tourism. And in Indonesia itself also agrees that service quality does contribute greatly to the desire to visit from tourists (Wantara & Irawati, 2021). Based on this discussion, the following hypothesis is proposed:

H3: There is a significant relationship between service quality and the intention to visit tourist villages among residents of Batam City.

Price is an important component of the quality of a product or service provider paid. Price is also a way for consumers to determine the quality we pay for. In short, the higher the consumer's perception of the price paid, the higher the quality obtained (Conuk, 2019). However, if the product or service provider can offer package promos or discounted prices, this can certainly provide more motivation for consumers to visit. According to Berliansyah & Suroso (2018), price is the value set to consumers when they want to buy and use a product or service. Based on the discussion, the following hypothesis can be proposed:

H4: There is a significant relationship between price and the intention to visit tourist villages among residents of Batam City.

The main key in attracting more tourists to tourist attractions and increasing the number of visits is to provide greater satisfaction to tourists. By providing sufficient satisfaction to them, it will certainly have a good effect on us such as the intention to make repeat visits by consumers, encourage consumer loyalty to our tours, and make recommendations either by word of mouth or reporting through social media which can certainly increase profits for tour providers (Khasbulloh & Suparna, 2022). From the explanation above, it has been shown that customer satisfaction is playing the crucial role to fulfill because it can determine the success of a tourist destination.

According to Purnama et al., (2023), Facility itself is one of the factors that affect customer satisfaction. A good tourist destination must be able to provide facilities that suit the needs of consumers so that they can feel comfortable with the needs that are met during their visit. If the facilities that are treated can provide satisfaction to tourists, this will be a strong basis for them to share positive experiences with people around them (Ramadhaniati et al., 2020). Based on this discussion, the following hypothesis is proposed:

H5: There is a significant relationship between the availability of facilities and activities and the intention to recommend tourist villages among residents of Batam City.

The culture of a destination exerts a positive influence characterized by the development of local culture. Cultural attractions have the ability to influence tourists' experiences, allowing them to interact with locals, try the destination's cuisine, and

participate in cultural festival activities. Researchers confirm that destinations that offer distinctive local cultural attractions can directly influence a traveler's intentions (Sharma & Nayak, 2019). Although the impact of local culture on tourist behavior may not always be substantial, a study by Yu et al., (2019) ensuring that it still has a positive impact on travelers' intention to recommend it well. Similarly, a study by Hidayat et al., (2023) emphasizes that cultural attractiveness has an influence on the desire to recommend to tourists. Based on this discussion, the following hypothesis is proposed:

> *H6: There is a significant relationship between cultural and attractiveness and the intention to recommend tourist villages among residents of Batam City.*

Service quality is the level of excellence expected and control over that level to meet consumer desires. If the services received match or even exceed expectations, then the quality of service will be considered satisfactory for them. And vice versa, if they receive services that are less than expected, then the quality is considered poor. (Khair et al., 2023). We certainly hope that the services we provide can form a satisfaction from consumers so that a sense of loyalty from these consumers emerges. When they are satisfied, there is a possibility for them to recommend the services they receive to others in the hope that the person will also buy or use the same service, which indicates a high level of loyalty from consumers (Nandhasari & Widiyanto, 2015). Studies by Khair et al., (2023); Ramadhaniati et al., (2020) has also confirmed that excellent service can increase customer loyalty so that they feel comfortable in using the service and share their experiences with others. Based on this discussion, the following hypothesis is proposed:

> *H7: There is a significant relationship between service quality and the intention to recommend tourist villages among residents of Batam City.*

Consumers will usually consider price when they want to buy a product including when to make a purchase and how much the product needs according to their purchasing ability (Indajang et al., 2023). By offering various promo discounts, it is likely that consumers will be more interested in making purchases. This is also confirmed by research Studies by Khair et al., (2023); Nandhasari & Widiyanto (2015); Ramadhaniati et al., (2020) that a good price can increase customer satisfaction so that they don't mind sharing it with others. Based on this discussion, the following hypothesis is proposed:

> *H8: There is a significant relationship between price and the intention to recommend tourist villages among residents of Batam City.*

METHODS

A quantitative approach was used in this study, with a non-probability sampling applied so that population members did not share an equal chances of selection (Asrulla et al., 2023). The survey was conducted in about one month (April-May 2024). The questionnaire was distributed to people in Batam City who had visited a Tourism Village in the form of a Google Form. In distributing the questionnaires, researchers used social media applications (Instagram, WhatsApp, and Telegram) as media. In the questionnaire, respondents were asked to provide responses to satisfaction and interest in visiting tourist villages in Batam City, namely Kampung Tua Bakau Serip (Pandang Tak Jemu) Tourism Village, Teluk Mata Ikan Tourism Village, Kampung Terih Tourism Village, and Bale Bale Beach Tourism Village.

A total of 412 questionnaires were collected during the survey period, of which 318 were deemed usable, resulting in a response rate of 77.2%. The usable sample size of 318 respondents is considered sufficient for PLS-SEM analysis, as the method is

suitable for complex models and performs well with relatively small to medium sample sizes (Hair et al., 2017).

Outlier analysis was conducted using the Z-score method to identify and remove any data points exceeding the threshold values of >3 or <-3, as these are considered outliers (Agustin, 2017). Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM), which involved two evaluation stages (Hair et al., 2014). The outer model evaluation was conducted to assess the validity and reliability of the research constructs, while the inner model evaluation was carried out to analyze the predicted relationships between variables (Muhson, 2022).

RESULTS AND DISCUSSION

Table 1 presents the demographic profile of visitors to tourist villages in Batam. The results indicate that 67.3% of respondents are females, with the majority (73.58%) belonging to Generation Z, aged 21–28 years. Regarding employment status, 61.32% of Generation Z respondents identified as students, and 50.63% reported an income of less than 3 million IDR.

Table 1
Respondents' Demographic Profile

Characteristics	Frequency	%
Gender		
Male	104	32.70%
Female	214	67.30%
Age		
Under 20	51	16.04%
21 to 28	234	73.58%
29 to 36	25	7.86%
37 to 44	8	2.52%
45 or older	0	0.00%
Employment Status		
Students	195	61.32%
Employees	85	26.73%
Entrepreneurs	23	7.23%
Unemployed	8	2.52%
Others	7	2.20%
Income Level		
Rp 3,000,000 and below	161	50.63%
Rp. 3,000,000 - Rp. 5,000,000	100	31.45%
Rp. 5,000,000 - Rp. 7,000,000	31	9.75%
Rp 7,000,000 and above	26	8.18%
Main purpose for travel		
Leisure vacation	266	83.65%
Meeting or event	10	3.14%
Friends or family	33	10.38%
Business trip	9	2.83%
Others	0	0.00%

Source: Data Analysis, 2024

Validity and Reliability

Convergent Validity is a measurement of the extent to which an indicator is able to explain the independent variable (Hair et al., 2017). Average Variance Extracted (AVE) is used to assess the validity of each indicator in each variable (Cheung et al., 2024). Based on the test results presented in Table 2, it can be seen that the outer loadings value of this study is valid because each indicator has a number above 0.7. Likewise, the Average Variance Extracted (AVE) value of each variable is greater than 0.6 (Hair et al., 2014). So it can be concluded that this validity test has been fulfilled and is valid.

The reliability measures are Cronbach's Alpha and Composite Reliability to evaluate the reliability of indicators on a variable (Cheung et al., 2024). The research test results in table 2 show that the data is reliable, this is due to the Cronbach's Alpha value of each variable being above 0.6 and Composite Reliability which gets a value above 0.7 so that these results are still acceptable to continue the research (Hair et al., 2019).

Table 2
Validity and Reliability of Results

Variables	Indicators	Outer Loadings	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
AFA	X1_1	0.887			
	X1_2	0.804			
	X1_3	0.864			
	X1_4	0.823			
	X1_5	0.838	0.660	0.935	0.946
	X1_6	0.828			
	X1_7	0.731			
	X1_8	0.786			
	X1_9	0.733			
CA	X2_1	0.822			
	X2_2	0.867			
	X2_3	0.853	0.708	0.918	0.936
	X2_4	0.825			
	X2_5	0.835			
	X2_6	0.846			
QOS	X3_1	0.844			
	X3_2	0.867			
	X3_3	0.885	0.710	0.898	0.924
	X3_4	0.793			
	X3_5	0.820			
p	X4_1	0.925			
	X4_2	0.929			
	X4_3	0.930	0.835	0.950	0.962
	X4_4	0.906			
	X4_5	0.877			
ITV	Y1_1	1,000	1,000	1,000	1,000
ITR	Y2_1	0.844	0.742	0.653	0.852
	Y2_2	0.878			

*AFA (Availability of Facilities & Activities); CA (Cultural & Attractiveness); QOS (Quality of Service); P (Price); ITV (Intention to Visit); ITR (Intention to Recommend)
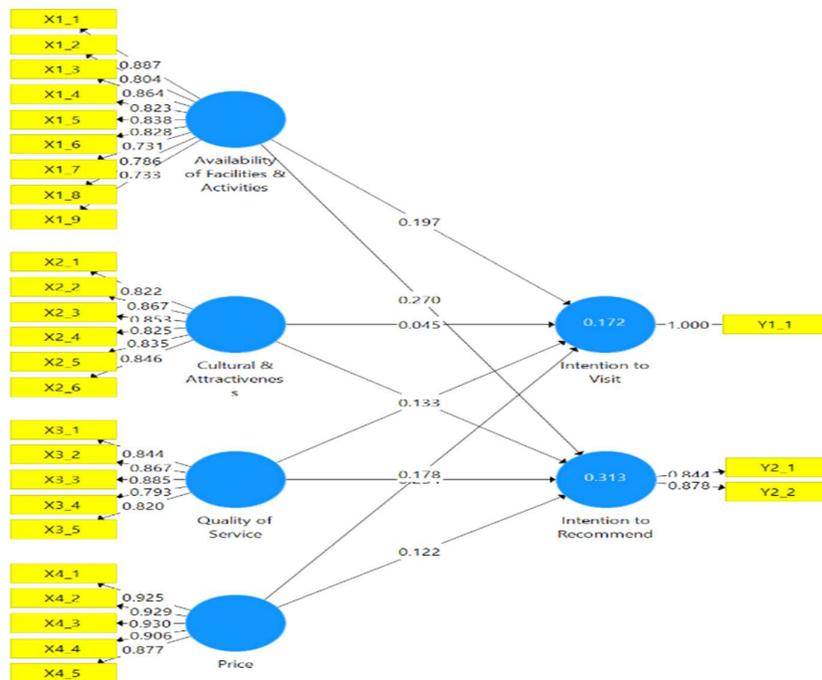Source: Data Analysis, 2024

The Fornell-Larcker Criterion is the most commonly used criterion for testing discriminant validity (Cheung et al., 2024). In this test, each variable must be greater than the squared correlation between that variable and other variables in the model. If this condition is met, then the construct is considered to have good discriminant validity (Hair et al., 2019). In Table 3, the data shows a good value.

Table 3
Fornell-Larcker Criterion

Factors	AFA	CA	ITR	ITV	P	QOS
AFA	0.812					
CA	0.352	0.841				
ITR	0.453	0.353	0.861			
ITV	0.336	0.223	0.377	1,000		
P	0.417	0.357	0.365	0.324	0.914	
QOS	0.363	0.338	0.421	0.283	0.354	0.843

Source: Data Analysis, 2024

Figure 2 illustrates the measurement model, showing the outer loading values for each indicator. These values are used to evaluate indicator reliability and confirm that the constructs meet the required validity criteria.

Source: Data Analysis, 2024

Figure 2
Outer Loading Measurement Model

Structural Equation Modeling

In bootstraping tests, subsamples are created with observations randomly drawn from the original data set. Testing can be done with small-scale subsamples such as 500 to ensure stable results (Razak et al., 2018).

Table 4
Path Coefficients Result

Path	Original Sample(O)	Sample Mean(M)	Standard Deviation(STDEV)	T Statistics(|O/STDEV|)	P Values
AFA->ITV	0.197	0.197	0.059	3.337	0.001
AFA->ITR	0.270	0.268	0.054	4.964	0.000
CA->ITV	0.045	0.050	0.065	0.701	0.483
CA->ITR	0.136	0.143	0.052	2,596	0.010
QOS->ITV	0.133	0.135	0.065	2,060	0.040
QOS->ITR	0.234	0.235	0.054	4.322	0.000
P->ITV	0.178	0.174	0.073	2.454	0.014
P->ITR	0.122	0.116	0.057	2.123	0.034

*AFA (Availability of Facilities & Activities); CA (Cultural & Attractiveness); QOS (Quality of Service); P (Price); ITV (Intention to Visit); ITR (Intention to Recommend)
Source: Data Analysis, 2024

Based on the test results presented in Table 4, eight direct relationships between variables were analyzed. Of these, seven relationships were found to have a significant influence. However, the relationship between Cultural & Attractiveness -> Intention to Visit did not exhibit a significant influence, as the t-statistic value was less than the threshold of 1.96 and the p-value was greater than 0.05. In summary, the direct influence hypothesis test results are presented in Table 5.

Table 5
Hypothesis Test Result

Hypothesis	Test Results
H1: There is a significant relationship between the availability of facilities and activities and the intention to visit	Supported
H2: There is a significant relationship between cultural and attractiveness and the intention to visit	Not supported
H3: There is a significant relationship between quality of service and the intention to visit	Supported
H4: There is a significant relationship between price and the intention to visit	Supported
H5: There is a significant relationship between the availability of facilities and activities and the intention to recommend	Supported
H6: There is a significant relationship between cultural and attractiveness and the intention to recommend	Supported
H7: There is a significant relationship between quality of service and the intention to recommend	Supported
H8: There is a significant relationship between price and the intention to recommend	Supported

Source: Data Analysis, 2024

The R-squared values provide insights into the proportion of variance in the dependent variables explained by the independent variables in the model. For the Intention to Visit variable, the R-squared value was 0.161, indicating that the independent variables account for 16.1% of the variance in Intention to Visit, while the remaining 83.9% was explained by factors outside the scope of the research model. Similarly, for the Intention to Recommend variable, the R-squared value was 0.305, indicating that the independent variables account for 30.5% of the variance in Intention to Recommend, while the remaining 69.5% was explained by factors outside the scope of the research model. The R-squared test results are presented in Table 6.

Table 6
R-Square Test Result

Variable	R-Square	R-Square Adjusted
Intention to Visit	0.172	0.161
Intention to Recommend	0.313	0.305

Source: Data Analysis, 2024

CONCLUSION AND SUGGESTION

This study aims to examine the relationship between the competitiveness factors of tourist villages and tourists' behavioral intentions. The variables examined include Availability of Facilities & Activities (AFA), Cultural & Attractiveness (CA), Quality of Service (QOS), Price (P), Intention to Visit (ITV), and Intention to Recommend (ITR). The path coefficient test results revealed that AFA, QOS, and P significantly influenced both ITV and ITR. However, the CA variable had a significant influence only on ITR, with no significant influence on ITV. Consequently, the findings indicate that 7 out of 8 hypotheses were positively supported.

The first factor is AFA, facilities and a variety of activities significantly encourage tourists to visit destinations and share their experiences with others. The second factor is CA, cultural attractions positively influence tourists' intention to recommend the destination to others. However, the findings suggest that cultural attractions may not directly influence tourists' intention to visit. Then third factor is QOS, high-quality service plays a crucial role in meeting tourists' expectations, ensuring comfort, and creating memorable experiences that they are likely to share with others. Finally, the last factor is price, tourists are more satisfied when the price aligns with the perceived quality of products or services, increasing the likelihood of positive word-of-mouth recommendations.

Certainly, despite the careful efforts made to ensure the validity of this study, certain limitations remain. One key limitation is that the study was conducted exclusively in Batam, Indonesia. As a result, the findings and test results may not fully represent the diversity of other regions in Indonesia, which is a large and geographically varied archipelagic country. Another limitation concerns the relatively small R-squared values observed, specifically 0.161 and 0.305, which are less than the threshold of 0.25. This suggests weak predictive power in the model, limiting the generalizability of the results.

Future research could consider incorporating additional variables, such as travel motivation, destination image, consumer satisfaction, and travel experience (Allameh et al., 2015; Chen et al., 2020; Pereira et al., 2022). Overall, this study contributes valuable insights to tourist villages, helping them optimize their competitiveness factors and ultimately enhance tourist interest in these destinations.

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