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When and why sustainability factors lead to satisfaction and returns for tourists in ecotourism areas of the Mekong Delta

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Abstract.
Data were gathered from 290 homestay tourism spots in the Mekong Delta through a questionnaire-based survey. We used Structural Equation Modeling (SEM) with SmartPLS 4 to analyze the data. The findings show that environmental and economic sustainability boost tourist satisfaction and encourage them to revisit. We also found that local community attitudes play a key role in how satisfaction affects the intention to return. This suggests that focusing on sustainability can make visitors happier with their stay. Homestay owners are encouraged to adopt eco-friendly and sustainable practices to attract more guests. Additionally, creating job opportunities for residents can make visitors more likely to come back. Our research offers helpful insights for accommodation owners by highlighting the critical influence of local community attitudes on the relationship between visitor satisfaction and the intention to revisit.

Keyword: Homestay, sustainability, tourist satisfaction, local community attitude, revisit intention

1. Introduction

Homestay tourism is becoming increasingly popular among both domestic and international travelers seeking to experience local culture, cuisine, and society (Ahmad *et al.*, 2014) [1]. A homestay is a small, independently run lodging offering a warm, inviting atmosphere (Bi *et al.*, 2023) [5]. It encourages cultural exchange between visitors and hosts and helps build community connections. Homestays give tourists the chance to observe, experience, and learn about residents' lifestyles in their everyday environment (Quang *et al.*, 2025) [26].

Sustainability has gained significance in the tourism sector, emphasizing the importance of assessing economic, social, and environmental factors. Rising awareness of and concern about climate change, environmental deterioration, and social injustice are leading tourists to become more mindful of their travel choices (Gössling & Scott, 2025) [12]. Sustainable tourism encompasses the environmental, economic, and socio-cultural dimensions of tourism development. Achieving a proper balance among these elements is essential for long-term sustainability. Increasingly, tourists show interest in sustainable tourism that promotes cultural, environmental, and social growth (Čuić Tanković & Mušanović, 2022) [8]. Moreover, sustainability influences various aspects of consumer behavior, such as green purchase intentions and the consumption of tourism products.

However, there is little evidence that sustainability and homestay satisfaction are connected. Yet, previous studies have shown the impact of sustainability on tourist satisfaction (e.g., Cai *et al.*, 2021; Huruta *et al.*, 2024; Sarma *et al.*, 2025) [6, 15, 28]. By reviewing earlier research, this study identified two critical gaps. First, the cited papers demonstrated how sustainability predicts overall tourist satisfaction. However, whether sustainability factors influence satisfaction with homestay tourism remains unclear. This is a key gap because tourist behavior can vary across different settings, and understanding it could help improve marketing strategies for holidaymakers. Second, these studies do not fully explore how local community attitudes moderate the relationship between tourist satisfaction and revisit intention. This is a critical shortcoming, as long-term tourism success depends on the support of the local community (Arissaputra *et al.*, 2025) [2]. Therefore, understanding residents' attitudes and perceptions is essential, as it will provide valuable insights for many tourism

development initiatives. This study aims to address the following research questions:

- **RQ1:** Do economic and environmental sustainability factors influence the satisfaction of homestay tourists?
- **RQ2:** How does tourists' satisfaction with their homestays impact their likelihood to revisit?
- **RQ3:** In what way does the local community's attitude influence the relationship between homestay tourists' satisfaction and their intention to revisit?

This study makes two significant contributions. First, it highlights the essential role of sustainability in enhancing homestay visitor satisfaction and in addressing the research gap on sustainable tourism networks. Second, it provides fresh insights into how the host community's attitudes can influence the relationship between visitor satisfaction and intention to return. This is especially meaningful because, while many speculate about this relationship, there's limited empirical evidence that a welcoming host community can encourage visitors to revisit their intentions.

2. Literature Review

2.1. Sustainable homestay

Homestays are charming, small lodging and guesthouse options that wonderfully encourage cultural exchange between hosts and guests, helping visitors feel more connected to the local community (Rai *et al.*, 2021) [27]. The word "homestay," which has its roots in Japan, describes cozy, privately owned hotels that typically offer breakfast and foster a warm, non-commercial atmosphere. Over time, homestays have become a popular and sustainable choice for rural tourism (Basak *et al.*, 2021a) [3]. One of the earliest definitions of homestays described them as "a type of accommodation in which tourists or visitors pay to stay in a private home, where interaction takes place with a host and/or family who usually live on the premises, and to some extent, share public space". (Lynch, 2005, p. 528) [23].

Homestays are temporary accommodations for tourists, travelers, or students in residential areas with local families. Gradually accepted as an option for domestic and international tourists to experience the local lifestyle, cuisine, and culture. Tourists' motivation to return, recommend, or help stems from sincere host-guest communication and authentic local experiences (He & Timothy, 2024) [14].

Tourists' future travel plans are often shaped by their level of satisfaction. Building strong relationships with repeat visitors is essential for any business, whether it sells products or offers services. The experiences tourists have create memories that impact their overall satisfaction. That's why it's essential to meet their needs, as it encourages them to return. In the tourism industry, making sure tourists are satisfied helps promote their intention to return or make future purchases. On the other hand, dissatisfaction can lead to negative feelings and discourage repeat visits or future engagement (Chin, 2022) [7].

The Mekong River Delta (MD) is a large and fertile part of the Mekong River Delta, consisting of 13 provinces/cities (An Giang, Ben Tre, Bac Lieu, Ca Mau, Can Tho, Dong Thap, Hau Giang, Kien Giang, Long An, Soc Trang, Tien Giang, Tra Vinh and Vinh Long) with a natural area of about 40,000 km2 and a population of more than 17 million people. Favored by nature, the MD is a region with great tourism potential. Homestay tourism is a typical form of tourism in the MD. In recent years, the tourism industry in localities in the area has implemented many programs and investment projects to exploit homestay tourism. It has achieved significant results, contributing to the development of the local economy, including in typical locations such as Thoi Son Islet (Tien Giang), An Binh Islet (Vinh Long), and Tan Loc Islet (Can Tho). However, this type of tourism is still facing many difficulties and challenges that significantly affect its future development, such as a lack of product diversity, limited capacity of households providing services, a loose connection between families and tourism companies, etc. These issues are of great concern to homestay tourism in localities across the Mekong Delta region.

2.2. Research Model and Hypotheses

Sustainability involves various essential pillars. The three-pillar (TBL) approach is the most widely recognized model among researchers. It thoughtfully considers environmental, social, and economic sustainability (Y. Zhang & Zhang, 2018) [33].

2.2.1. Environmental sustainability and tourist satisfaction

Jasrotia *et al.* (2023) [17] define environmental sustainability as reducing tourism's negative environmental impacts and encouraging resource conservation. Moreover, tourists' satisfaction can be affected by it, especially among those who are environmentally conscious. Homestays implementing source-efficient practices, such as water and energy conservation, can reduce operational costs for hosts and demonstrate a commitment to sustainability (Dey *et al.*, 2020) [9]. Guests who see these efforts will likely appreciate the responsible use of resources.

Serving locally sourced, organic, and seasonal food can really enrich the dining experience for guests. Embracing sustainable food practices helps foster a meaningful connection to the region and its culture, which can boost guests' satisfaction with the homestay (Gli *et al.*, 2025) [11]. So, we believe that:

- **H_1:** Environmental sustainability increases homestay tourist satisfaction.

2.2.2. Social sustainability and tourist satisfaction

Social sustainability is creating or managing a community that promotes wellness, welfare, and prosperity by considering what people need and want from their places and relationships. It involves identifying and managing business impacts on employees, workers, customers, and local communities. Homestays often showcase local traditions, customs, and traditional ways of life (Luekveerawattana, 2024) [20].

Guests experience these practices firsthand by staying with local hosts and appreciating their value. This experience encourages the preservation and maintenance of the community's traditional knowledge, craftsmanship, arts, and cultural practices, and can influence visitor satisfaction (Fandos-Herrera *et al.*, 2025) [10]. Therefore, we posit:

- **H_2:** Social sustainability increases homestay tourist satisfaction.

2.2.3. Economic sustainability and tourist satisfaction

Achieving economic sustainability means creating an economy that provides sufficient income and resources for today's generation while ensuring we don't use up resources needed for future generations. In the world of tourism, this involves protecting the financial benefits for both local communities and visitors. When economies are healthy, they can lead to better services, more genuine cultural experiences, and an overall improved quality of life for residents (Basak *et al.*, 2021b) [4]. A strong economy encourages providers to offer higher-quality services, which can draw even more visitors. The money tourists spend on travel, accommodations, and shopping helps develop the destination and can raise the community's standard of living (Liu & Nguyen Hoang Thanh, 2025) [19]. Plus, it can leave tourists feeling happier. With this in mind, we believe:

- **H3:** Economic sustainability increases homestay tourist satisfaction.

2.2.4. Tourist satisfaction and intention to revisit

Tourist satisfaction results from the interaction between a tourist's experiences and expectations. It measures how effectively tourism services meet or surpass tourists' expectations. Ensuring tourists are satisfied with tourism sites is a key focus in destination management and marketing (Štumpf & Kubalová, 2024) [29]. Satisfied tourists are more likely to extend their stays, spend more, and revisit in the future. Key factors that foster positive homestay experiences include feeling welcomed and valued by hosts, engaging in authentic cultural interactions, and enjoying a comfortable environment, all of which can boost tourist satisfaction. Multiple studies have emphasized a strong link between tourist satisfaction and the intention to revisit (Jasrotia *et al.*, 2024; Suban, 2024) [18, 30]. This sense of satisfaction, in turn, positively affects their intention to return, hypothesize:

- **H4:** Homestay tourist satisfaction increases their intention to revisit.

2.2.5. Moderator role of local community attitude

Long-term success in tourism depends on the support of the local community. Since locals' attitudes and perceptions offer valuable insights for many tourism enhancement initiatives, they can boost tourist satisfaction and encourage positive word-of-mouth promotion. Past research indicates that local community involvement is essential for the sustainability of destination tourism (Jasrotia *et al.*, 2024) [18]. As service providers, residents' friendliness towards tourists is vital for visitor satisfaction, which directly affects their likelihood of revisiting and supports the destination's long-term viability. Therefore, we hypothesize:

- **H5:** Local community attitude positively moderates the relationship between homestay tourists' satisfaction and intention to revisit.

3. Research Methodology

3.1. Qualitative Research Method

An exploratory qualitative study was used to identify theoretical underpinnings and develop theories and hypotheses. Focus group discussions were conducted with seven selected participants to refine and finalize the model. Through these discussions, the survey instruments were refined and validated to ensure they were appropriate to the study's objectives and suitable for the quantitative phase.

The scales used in the study were adapted from previous studies. A three-item scale for environmental sustainability and economic sustainability was adapted from (Iniesta-Bonillo *et al.*, 2016) [16]; a three-item scale for social sustainability (Zhang & Zhang, 2018) [32]; a three-item scale for tourist satisfaction was adapted from (Prayag *et al.*, 2018) [25]; a three-item scale for local community attitudes; and a three-item scale for revisit intention (Tosun *et al.*, 2015) [31].

The items in the local community attitudes scale were adapted from Tosun *et al.* (2015) [31] and included measures of locals' attitudes and friendliness, as well as their attitudes towards homestay facilities. A 5-point Likert scale was used for all scales, with 1 representing "strongly disagree" and 5 representing "strongly agree".

3.2. Quantitative Research Method

The quantitative study was conducted by collecting data based on a cross-sectional questionnaire. The surveys were distributed directly to tourists staying at homestays in the Mekong Delta for at least 2 nights within 1 year using a convenience sampling method.

The questionnaire was pilot-tested with 50 respondents to ensure its clarity and simplicity. A few adjustments were made based on the feedback received during this process. The pilot study questionnaire was distributed directly to participants, who were instructed to complete it within two weeks (from January 25, 2025, to July 14, 2025). Participants were asked to provide feedback on the clarity and relevance of each question to evaluate the questionnaire. They were encouraged to comment on any questions that caused discomfort or confusion and to suggest improvements. This feedback was gathered through an open-ended form, allowing participants to share detailed, specific thoughts. From the pilot study, we learned about a few crucial concerns. For instance, a question on the tourist satisfaction scale was often misunderstood, even though we tried to make it as straightforward as possible. Also, many respondents noted that the question about body sustainability was too complicated and could be simplified. Based on these helpful insights, we made some adjustments to improve the questions asked.

The final data collection took place from January 8, 2025, to October 9, 2025, yielding 290 responses from tourists staying at homestays. The collected data were analyzed using Partial Least Squares (PLS-SEM) path analysis in SmartPLS.

4. Results and Discussion

4.1. Respondent profile

The data in Table 1 indicate that 62.1% of respondents were male and 37.9% were female. The majority of participants were aged 31 to 35 years (40.3%), with the next largest group aged 20 to 30 years (22.4%). Regarding education, most respondents held a bachelor's degree (37.7%), followed closely by those with a master's degree (34.8%). In terms of annual income, the majority earned between 10 and 20 million VND (51.1%).

Table 1: Respondents' profile.

		Frequency	Percent (%)
Gender	Male	180	62,1
	Female	110	37,9
Age	20-30	65	22,4
	31-35	117	40,3
	trên 36	108	37,2
Education	Higher Secondary	78	26,9
	Graduation	109	37,6
	Post-Graduation	101	34,8
Income/ month (Million VND)	< 10	50	17,2
	10-20	148	51,0
	> 20	92	31,7

4.2 Measurement model assessment

4.2.1. Reliability and internal consistency

As presented in Table 2, all constructs demonstrated satisfactory reliability and convergent validity. Cronbach's Alpha values ranged from 0.797 to 0.917, exceeding the recommended threshold of 0.70 (DeVellis, 2012). Similarly, both rho_A and Composite Reliability values were consistently above 0.880, indicating strong internal consistency (Dijkstra & Henseler, 2015; Hair *et al.*, 2016) [36]. Convergent validity was further supported by the AVE values, which ranged from 0.711 to 0.887, surpassing the minimum criterion of 0.50 (Fornell & Larcker, 1981). These results collectively confirm that the measurement model exhibits adequate reliability and convergent validity for subsequent analysis.

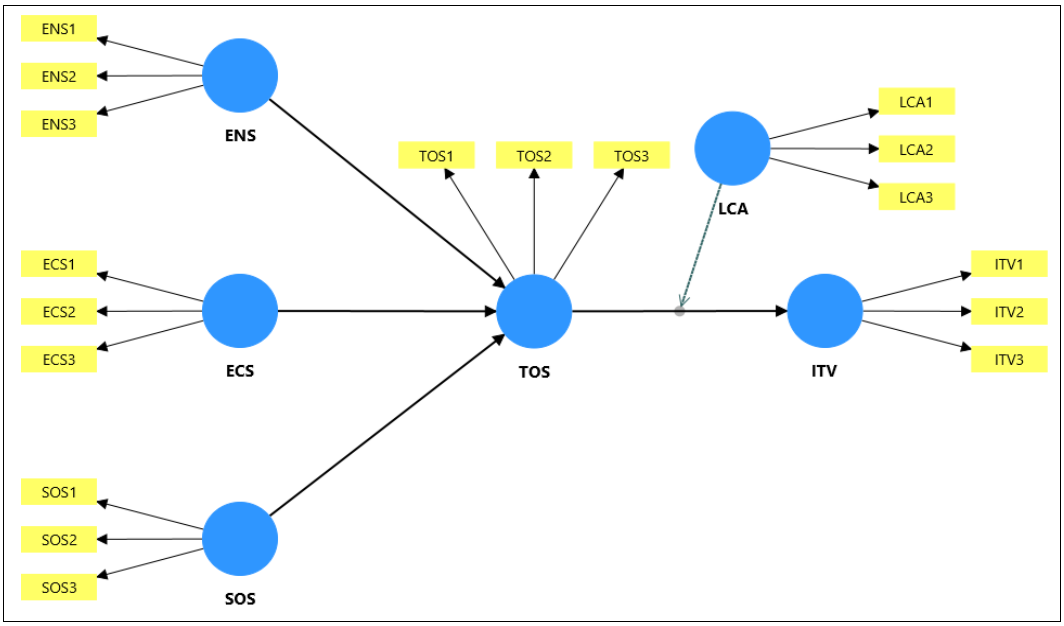

Fig 1: SEM diagram evaluation criteria.

Table 2: Construct Reliability and Validity

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ECS	0.797	0.798	0.881	0.711
ENS	0.917	0.921	0.947	0.857
ITV	0.881	0.882	0.927	0.808
LCA	0.883	0.887	0.928	0.811
SOS	0.875	0.930	0.940	0.887
TOS	0.830	0.906	0.896	0.744

4.2.2. Convergent validity

Table 3 reports the factor loadings used to assess convergent validity. During the initial assessment, the SOS construct included three indicators. However, SOS2 exhibited a very low outer loading of 0.122, substantially below the recommended threshold of 0.70 (Hair *et al.*, 2019) [13], and its inclusion resulted in a low Cronbach's Alpha of 0.574 for the SOS construct. Consequently, SOS2 was removed from the model. After its removal, the internal consistency of SOS improved markedly, with Cronbach's Alpha increasing to 0.875, indicating adequate reliability.

Following this refinement, all remaining indicators demonstrated satisfactory outer loadings, ranging from 0.732 to 0.959, all of which exceeded the recommended threshold of 0.70 (Hair *et al.*, 2019) [13]. These values indicate strong indicator reliability across all constructs.

Additionally, the interaction term (LCA × TOS) displayed a loading of 1.000, which is expected for product indicators in moderation analysis.

Overall, the revised measurement model meets the criteria for convergent validity, confirming that the retained indicators reliably represent their corresponding latent constructs.

Table 3: Outer loading

Item	ECS	ENS	ITV	LCA	SOS	TOS	LCA x TOS
ECS1	0.830						
ECS2	0.867						
ECS3	0.833						
ENS1		0.907					
ENS2		0.927					
ENS3		0.943					
ITV1			0.919				
ITV2			0.892				
ITV3			0.885				
LCA1				0.914			
LCA2				0.908			
LCA3				0.879			
SOS1					0.959		
SOS3					0.925		
TOS1						0.918	
TOS2						0.732	
TOS3						0.923	
LCA x TOS							1.000

4.2.3. Discriminant validity

Table 4 demonstrates that the square roots of the AVE values (diagonal elements) are consistently greater than the inter-construct correlations (off-diagonal elements), confirming discriminant validity according to the Fornell-Larcker criterion (Fornell & Larcker, 1981). For example, ECS shows a diagonal value of 0.843, which exceeds its correlations with all other constructs, and similar patterns are observed for ENS (0.926), ITV (0.899), LCA (0.900), SOS (0.942), and TOS (0.863). These results indicate that each construct is more strongly related to its own measures than to other constructs, demonstrating adequate discriminant validity in the measurement model.

Table 4: Fornell-Larcker Criterion

Construct	ECS	ENS	ITV	LCA	SOS	TOS
ECS	0.843					
ENS	-0.057	0.926				
ITV	0.097	0.612	0.899			
LCA	0.029	0.725	0.688	0.900		
SOS	0.012	0.680	0.584	0.547	0.942	
TOS	0.163	0.627	0.640	0.518	0.672	0.863

As shown in Table 5, all HTMT values range from 0.046 to 0.805, remaining well below the conservative threshold of 0.85 recommended by Henseler *et al.* (2015) and Hair *et al.* (2019) [13]. The highest HTMT value (0.805 between ENS and LCA) still falls within the acceptable range, while the remaining construct pairs demonstrate considerably lower ratios. These results confirm that the constructs are empirically distinct from one another and provide additional evidence of satisfactory discriminant validity within the measurement model.

Table 5: Heterotrait-Monotrait Ratio (HTMT)

Construct	ECS	ENS	ITV	LCA	SOS	TOS	LCA x TOS
ECS							
ENS	0.067						
ITV	0.116	0.681					
LCA	0.065	0.805	0.778				
SOS	0.046	0.750	0.656	0.608			
TOS	0.192	0.685	0.719	0.571	0.735		
LCA x TOS	0.053	0.069	0.240	0.118	0.108	0.236	

4.2.4. Multicollinearity

Table 6 presents the outer VIF values used to assess potential multicollinearity among the measurement items. The VIF values range from 1.557 to 3.904, all of which fall well below the commonly accepted threshold of 5.0 and the more conservative cutoff of 3.3 recommended by Hair *et al.* (2016) [36]. These results indicate that collinearity is not a concern in the measurement model. Each item contributes uniquely to its respective construct without redundancy, confirming that multicollinearity does not threaten the reliability or validity of the indicators.

Table 6: Outer VIF Values

Item	VIF	Item	VIF
ECS1	1.707	LCA1	2.688
ECS2	1.913	LCA2	2.665
ECS3	1.584	LCA3	2.238
ENS1	2.877	SOS1	2.538
ENS2	3.350	SOS3	2.538
ENS3	3.904	TOS1	2.465
ITV1	2.868	TOS2	1.557
ITV2	2.396	TOS3	2.882
ITV3	2.299	LCA x TOS	1.000

4.3. Structural model assessment

4.3.1. Collinearity assessment (Inner VIF values)

Table 7 reports the VIFs used to assess potential multicollinearity among the predictor constructs in the structural model. The VIF values range from 1.008 to 1.876, all of which fall well below the conservative threshold of 3.3 and the commonly accepted cutoff of 5.0 (Hair *et al.*, 2016) [36]. These results indicate that collinearity is not a concern within the structural paths. Accordingly, the predictor constructs do not exhibit redundancy, and the estimation of path coefficients remains stable and reliable.

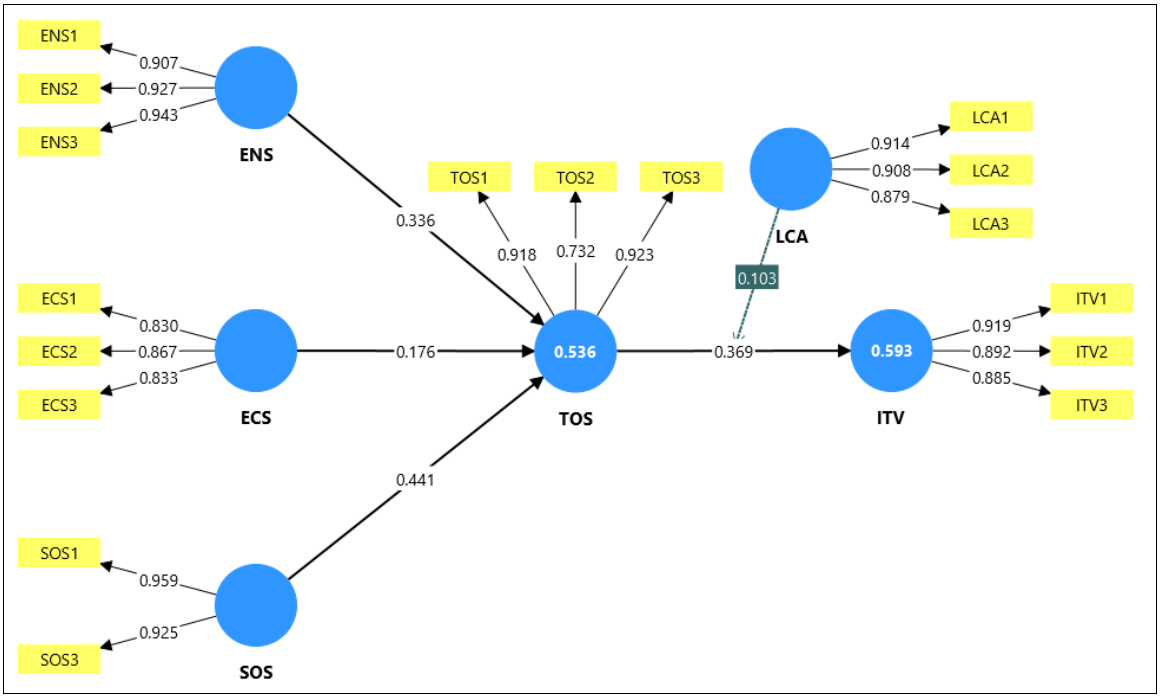

Fig 2: PLS-SEM results.

Table 7: Inner VIF Values

Construct	VIF
ECS -> TOS	1.008
ENS -> TOS	1.876
LCA -> ITV	1.367
LCA x TOS -> ITV	1.041
SOS -> TOS	1.870
TOS -> ITV	1.406

4.3.2. Coefficient of determination (R^2)

Table 8 presents the R^2 values that indicate the explanatory power of the structural model. The analysis shows that the predictor constructs account for 59.3% of the variance in ITV and 53.6% of the variance in TOS, with their adjusted R^2 values being 0.588 and 0.531, respectively. Following the guidelines of Hair *et al.* (2016) [36], these R^2 values reflect moderate explanatory power, suggesting that the model explains a substantial proportion of variance in both endogenous constructs. Overall, the results indicate that the structural model demonstrates meaningful explanatory capability.

Table 8: R Square

Construct	R-square	R-square adjusted
ITV	0.593	0.588
TOS	0.536	0.531

4.3.3. PLSpredict MV summary

The PLSpredict procedure was employed to evaluate the out-of-sample predictive power of the structural model. As shown in Table 8, all indicators produce Q^2predict values greater than zero, ranging from 0.125 to 0.591. According to Hair *et al.* (2016) [36], Q^2predict > 0 indicates that the model is predictive. Thus, the results confirm that all ITV and TOS measurement indicators have meaningful predictive capability.A comparison of the PLS-SEM RMSE values

with those obtained from the linear regression benchmark (LM_RMSE) further refines the predictive assessment. For the majority of indicators (ITV1, ITV2, ITV3, TOS2, TOS3), the PLS-SEM model yields lower RMSE values than the LM benchmark, demonstrating superior predictive accuracy. Only TOS1 shows a slightly higher PLS-SEM RMSE relative to the LM value, suggesting comparatively weaker prediction for this single indicator; however, this deviation is limited and does not diminish the overall predictive performance of the model.

Similarly, the MAE comparison (PLS-SEM_MAE vs. LM_MAE) leads to consistent conclusions, with five of the six indicators showing better predictive performance under the PLS approach.

Collectively, the positive Q^2predict values and the predominance of lower PLS-SEM prediction errors indicate that the model achieves medium predictive power and is capable of generating reliable out-of-sample predictions for the key constructs.

Table 9: PLSpredict MV summary

	Q^2 predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
ITV1	0.468	0.565	0.463	0.586	0.470	0.774	0.559
ITV2	0.419	0.521	0.420	0.531	0.433	0.683	0.484
ITV3	0.425	0.545	0.447	0.559	0.454	0.719	0.486
TOS1	0.591	0.565	0.431	0.534	0.406	0.884	0.680
TOS2	0.125	0.595	0.391	0.600	0.397	0.637	0.492
TOS3	0.385	0.417	0.328	0.420	0.329	0.532	0.450

4.3.4. Path coefficients

Table 10 summarizes the bootstrapping results used to evaluate the hypothesized relationships within the structural model. All path coefficients are statistically significant, with t-values exceeding 1.96 and p-values below 0.05, confirming the validity of each structural relationship (Chin & Marcoulides, 1998; Hair *et al.*, 2016) [36].

More specifically, SOS → TOS exhibits the most potent positive effect (β = 0.441, t = 8.182, p<0.001), indicating that social support substantially enhances task-oriented strategies. ENS → TOS (β = 0.336, t = 5.763, p<0.001) and ECS → TOS (β = 0.176, t = 3.837, p<0.001) also contribute significantly, demonstrating that environmental norms and ecological concerns meaningfully shape task-oriented sustainability behavior. Regarding the outcome variable ITV, both LCA → ITV (β = 0.486, t = 12.484, p<0.001) and TOS → ITV (β = 0.369, t = 9.240, p<0.001) have strong, positive, and highly significant effects, highlighting the central roles of learning climate and task-oriented sustainability in predicting innovative behavior. Additionally, the interaction term LCA × TOS → ITV is significant (β = 0.103, t = 2.895, p = 0.004), suggesting that task-oriented sustainability strengthens the effect of learning climate on innovative behavior.

Taken together, these results provide robust empirical support for the proposed structural model. The findings confirm that ecological, social, and normative factors significantly shape task-oriented sustainability, which, in turn, together with the learning climate, drives innovative behavior. The significant moderating effect further reinforces the interplay between organizational learning conditions and sustainability-oriented actions.

Table 10: Path coefficients

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ECS -> TOS	0.176	0.178	0.046	3.837	0.000
ENS -> TOS	0.336	0.339	0.058	5.763	0.000
LCA -> ITV	0.486	0.486	0.039	12.484	0.000
LCA x TOS -> ITV	0.103	0.104	0.036	2.895	0.004
SOS -> TOS	0.441	0.440	0.054	8.182	0.000
TOS -> ITV	0.369	0.369	0.040	9.240	0.000

4.3.5. Effect size (f^2)

As shown in Table 11, the predictors exhibit varying levels of influence on their corresponding endogenous constructs. For TOS, SOS demonstrates a medium effect (f^2 = 0.225), followed by ENS with a small-to-medium effect (f^2 = 0.130) and ECS with a negligible impact (f^2 = 0.067). This indicates that SOS is the most influential predictor of TOS.

For ITV, LCA shows a significant effect (f^2 = 0.423), confirming its central role in shaping innovative behavior. TOS also has a medium-to-large effect (f^2 = 0.238), while the interaction term LCA × TOS demonstrates a small effect (f^2 = 0.023).

Overall, the effect size results indicate that LCA is the strongest predictor in the model. At the same time, SOS contributes most substantially to TOS, with the other predictors exerting smaller but meaningful effects.

Table 11: f Square

Construct	ECS	ENS	ITV	LCA	SOS	TOS	LCA x TOS
ECS						0.067	
ENS						0.130	
ITV							
LCA			0.423				
SOS						0.225	
TOS			0.238				
LCA x TOS			0.023				

4.5. Discussion

The findings also reveal that when homestays adopt environmentally sustainable practices, visitor satisfaction is noticeably boosted. This means that visitors tend to feel more connected to nature, local communities, and responsible practices, which enhances their overall experience.

They are more likely to depart with an affirmative impression and elevated levels of satisfaction, which, in turn, is anticipated to result in subsequent visits and favorable recommendations.

The empirical findings indicate that social sustainability enhances visitor satisfaction with homestays. This observation aligns with the findings of (Chin, 2022) [7], who demonstrated that social sustainability positively impacts visitor satisfaction. Consequently, it is recommended that homestay services be aligned with the peaceful development of civil society and foster an environment conducive to harmonious coexistence among culturally and socially diverse groups.

Economic sustainability represents just one facet of a multidimensional concept, and its significance can differ based on individual tourists' preferences, expectations, and experiences. To achieve a more comprehensive grasp of tourist satisfaction, it's essential to consider various socio-cultural, environmental, and economic factors. This means that although economic sustainability efforts, such as affordability and income support for local communities, are crucial, other elements, such as cultural encounters, environmental practices, and service quality, may influence overall satisfaction more strongly. Therefore, adopting a multidimensional approach to sustainability is crucial for maximizing tourist satisfaction with homestay services, rather than concentrating solely on economic factors.

The study findings also support the positive moderating influence of local community attitudes on both homestay tourist satisfaction and their willingness to revisit. This indicates that local community attitudes act as a catalyst, enhancing the link between tourists' satisfaction and their intention to return (Chin *et al.*, 2022) [7]. Such attitudes can leave a lasting impression and foster an emotional bond with tourists, increasing the likelihood that they will remember and value their homestay experience.

5. Conclusion and Research Implications

5.1. Conclusion

Previous studies on tourist satisfaction and homestays have employed various theories within their research frameworks. Ly *et al.* (2022) [22] focused on implicit self-concept theory to examine tourists' repeat visits to homestay destinations. Zhao *et al.* (2023) [34] applied the experience economy theory to investigate the link between user satisfaction and behavioral intentions. Wang *et al.* (2020) [35] explored the factors that influence customer satisfaction in homestay tourism using rough set analysis.

Using social stratification theory, Zhao *et al.* (2020) [35] investigated perceived value in the homestay industry. Our research makes significant contributions to the homestay tourism literature. First, by examining how sustainability aspects influence tourist satisfaction in homestays, we add to the limited research on the impact of sustainability. Second, our findings support existing studies by demonstrating that tourist satisfaction positively affects their intention to revisit. Third, highlighting the moderating effect of local community attitudes on the link between tourist satisfaction and revisit intention offers new insights into destination tourism. This is important because, although there is speculation, little empirical evidence shows that positive community attitudes can boost tourists' revisit intentions. This underscores that sustainable tourism success can be achieved with local community support (Obradović *et al.*, 2023) [24]. Consequently, understanding local attitudes and perceptions can inform effective tourism development programs.

Our research offers several managerial insights for homestay operators. Primarily, it emphasizes the role of environmentally sustainable practices in boosting guest satisfaction. Homestay facilities often have high energy usage and CO2 emissions (Luo *et al.*, 2023) [21]. Consequently, homestay owners should adopt sustainable measures to appeal to eco-conscious guests and tourists.

Secondly, the research revealed that economic sustainability significantly impacts guest satisfaction. As a result, homestay managers must focus on maintaining financial stability. This includes offering fair wages to staff and investing in local enterprises, which are essential steps to support the long-term sustainability of the homestay industry and enhance the well-being of the local community.

Third, homestay owners should focus on fostering strong ties with local communities and practicing social responsibility. They can achieve this by implementing initiatives that benefit the community, such as creating jobs for locals and supporting local businesses that uphold cultural traditions. These efforts can help build goodwill and involve the community in decision-making, enhancing awareness of homestay tourism. This, in turn, encourages community support and generates positive word-of-mouth among visitors about their experiences at the location.

5.3. Limitations and Future Research Directions

While this study enhances understanding of the role of sustainability factors in the low-cost homestay experience, several other research avenues remain open. Firstly, beyond sustainability, factors such as price, destination image, novelty, and place attachment may also influence tourist satisfaction; future research should examine how these elements affect satisfaction and tourists' willingness to revisit. Secondly, this study focused solely on tourist satisfaction as the leading indicator, but future research could include additional emotional and psychological metrics. As satisfaction with low-cost homestays may differ from that with other forms of accommodation, further studies are needed to explore tourists' emotional and psychological experiences in this context. Lastly, future work should investigate how pre-trip expectations and their confirmation influence post-trip satisfaction and the likelihood of revisiting. Additionally, socio-demographic attributes could be considered as mediators or moderators to understand their effects on satisfaction better and revisit intentions in small homestays.

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