Services, Facilities, and Homestay Room Occupancy in Pujon Kidul Tourism Village: A Descriptive Study

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Abstract

This study aims at describing and analyzing the condition of services and facilities in relation with the occupancy rate of homestay rooms in Pujon Kidul Tourism Village. This is a descriptive study in which questionnaire, observation, and documentation were employed in the data collection. To collect the data, 14 homestay owners and 20 homestay guests were selected as the sample through purposive sampling technique. To analyze the data, the calculation of average values based on a Likert scale was done to get the picture of service performance, facility conditions, and room occupancy rates. The results indicate that service indicators generally obtained higher average scores compared to facility indicators, suggesting that homestay services in Pujon Kidul Tourism Village are perceived as being in good condition. Meanwhile, facility indicators showed moderate average values, particularly in aspects related to cleanliness and architectural characteristics. The room occupancy rate indicators reveal a declining trend in recent years, despite the adequacy of basic homestay operations. Overall, the findings provide a descriptive overview of the current condition of services, facilities, and homestay room occupancy, which can serve as a basis for evaluation and future improvement strategies.

Keywords: Services, Facilities, Room Occupancy Rate, Pujon Kidul Tourism Village

Introduction

Tourism in Indonesia is currently growing rapidly, seen from several potentials such as natural and cultural wealth that are being utilized by the government in developing the tourism sector to the fullest (Sudarmayasa, 2019). One of the developing villages in Indonesia is Pujon Kidul Tourism Village. Pujon Kidul Tourism Village is a village in Malang Regency located in Pujon Kidul, Pujon District, Malang Regency, East Java Province. Pujon Kidul Village meets the ideal criteria of a tourism village because it is located in a geographical and topographical location that has natural beauty, natural resources, local wisdom and culture (Nuurlaily et al., 2020).

Tourist visits in Pujon Kidul Tourism Village have decreased every year. The decline in the number of tourist visits can be attributed to various factors, such as the impact of the pandemic, the lack of new innovations and competition from other tourist destinations around Pujon Kidul Tourism Village. This shows the challenges that are being faced by Pujon Kidul Tourism Village in increasing the number of tourist visits again. The reduction in the number of tourist visits also has an impact on homestays in Pujon Kidul Tourism Village.

Homestay is an alternative form of lodging where tourists are given the opportunity to experience a typical village way of life with the local community (Asean Homestay Standard, 2016). The availability of homestays in Pujon Kidul Tourism Village

can optimize the quality of life of the community and increase community income. There are 31 homestays in Pujon Kidul Tourism Village (Nuurlaily et al., 2020). Homestays in Pujon Kidul Tourism Village are privately owned by local residents. There are 2 types of homestays that are being offered in Pujon Kidul Tourism Village, namely homestays according to ASEAN standard SOPs whose room facilities are at the same level as budget or unrated hotels and homestays without SOPs whose facilities are not yet uniform (Ira & Muhamad, 2020). The price of each homestay in Pujon Kidul Tourism Village is around Rp. 200,000 per room and per night. The relatively low price can be occupied by two or more people and tourists can interact directly with the homestay owner.

Service quality and facilities play an important role in a homestay. Service quality is the level of privilege that is expected to complement the wishes of tourists and the quality of service that has a close bond with tourist satisfaction (Sudiarta & Suwintari, 2020). The better the service provided, that way it can lead to more and more levels of tourist satisfaction to visit again and recommend to other tourists. On the one hand, facilities are supporting facilities owned by accommodation companies to meet the needs and satisfaction of tourists (Kusuma, 2015). The facilities available at the homestay include the feasibility of a place to stay, the cleanliness of the house, the condition of the room, the feasibility of the toilet and the room is required to have bedding facilities, lights, clothes holders, glass, windows and doors (Artina et al., 2020).

Based on observations, several homestays in Pujon Kidul Tourism Village provide services to tourists by providing breakfast and dinner, owners who are swift in overcoming tourist complaints, polite and friendly which makes it easy for tourists to interact with homestay owners. In addition to providing good service, homestays in Pujon Kidul Tourism Village provide quite complete facilities. Facilities prepared by several homestays in Pujon Kidul Tourism Village include beds, cabinets, glass, tables, bedcovers, toilets and water heaters. However, there are also homestay owners in Pujon Kidul Tourism Village who offer less friendly services to tourists, do not provide breakfast and dinner to tourists, and do not provide bedcover facilities, only provide blankets, do not provide water heaters and glass even though the rental price is the same. Based on the above problems, this research focuses on the services and facilities provided by homestay owners in Pujon Kidul Tourism Village.

Method

The research conducted on homestays in Pujon Kidul Tourism Village used descriptive statistical research methods. Descriptive statistics is the process of transforming research data in the form of tables or tabulations to make it easy to digest and explain (Imron, 2019). From this definition, descriptive statistical methods can be interpreted as a research approach that focuses on collecting data in the form of numbers which are then described thoroughly to make it easier to understand. Descriptive statistical methods aim to describe the characteristics of limited data presentation, which can be presented in the form of tables, diagrams, graphs and other quantities (Imron, 2019).

The population used in this study is the number of guests of the Pujon Kidul Tourism Village homestay in 2024, totaling 96 guests. The sampling technique in this study used purposive sampling technique. The criteria for respondents used by researchers are homestay owners in Pujon Kidul Tourism Village who have received overnight guests, as well as guests staying at Pujon Kidul Tourism Village homestays who are aged starting from 17 years. Data collection in this study with a sample of 14

homestay owners in Pujon Kidul Tourism Village and 20 homestay guests in Pujon Kidul Tourism Village from the results of calculations using the Slovin formula.

Findings and Discussion

The results and discussion in this study consist of three, namely (1) results and discussion of service variables, (2) results and discussion of facility variables, and (3) results and discussion of room occupancy rate variables. Details of the results and discussion are presented as follows:

Results and discussion of service variables

Table 1 Average Item Value of Service Performance Indicator

No.	Statement	Average	Category
1.	Room reservations still use a manual system by coming directly to the homestay and ordering by phone / text.	3,76	Agree
2.	Room reservations can be made online such as through digital platforms	2,00	Disagree
3.	Owner provides clear information regarding rooms, prices and facilities	3,73	Agree
4.	Manual recording of traveler identity such as using a guest book or form	3,79	Agree
5.	Computerized recording of tourist identities	1,76	Strongly disagree
6.	Data recording includes name, address, phone number or emergency contact, purpose of visit, check-in and check-out dates.	4,00	Strongly agree
7.	Cash payment method	4,00	Strongly agree
8.	Non-cash payment methods such as bank transfer and Qris	2,55	Disagree
9.	Homestay and environment cleaning is done regularly	4,00	Strongly agree
10.	Cleanliness of the homestay environment is maintained and free of garbage	4,00	Strongly agree
11.	Safety and comfort of tourists in terms of the privacy of tourists is well maintained	4,00	Strongly agree

12.	Tourist comfort is reviewed from the services provided by homestay owners who are polite and friendly	4,00	Strongly agree
13.	Traveler complaint handling response	4,00	Strongly agree
14.	Friendly attitude of the owner in handling tourist complaints	4,00	Strongly agree
15.	Owner provides adequate information for travelers	4,00	Strongly agree
16.	Owner provides homestay guidebook	3,85	Agree

The data results in the table above show that the average value in 2025 of each item in the service performance indicator has a varied value ranging from 1.76 to 4.00. The assessment is carried out using a Likert scale with a weight of 1-4 which is categorized as strongly disagree, disagree, agree and strongly agree. Most of the items from the service performance indicator have an average value of 4.00, which falls into the "strongly agree" category. These items include data recording, cash payment methods, cleaning of homestays and the environment, cleanliness of the homestay environment is maintained, safety and comfort of tourists, comfort of tourists in terms of friendly and polite homestay owner services, response to handling tourist complaints, friendly owner attitudes and owners providing adequate information. This shows that basic homestay services have been carried out very well.

Several items from other service performance indicators have an "agree" category, including manual room reservations, owners providing clear information regarding rooms, prices and facilities, manual recording of tourist identities, and owners providing homestay guidebooks, with an average value of 3.73 to 3.85. This shows that the item has run optimally, but still needs to be improved again to get the "strongly agree" category. On the other hand, there are items from the service performance indicator that have a fairly low average value and fall into the "disagree" to "strongly disagree" category, namely online room reservations with an average value of 2.00, non-cash payment methods with an average value of 2.55, and computerized recording of tourist identity with an average value of 1.76. The average value illustrates that the digital system and the use of information technology in homestay management have not run optimally, so it needs special attention and further development from homestay owners and managers.

Results and discussion of facility variables

Table 2 Average Item Value of Facility Performance Indicator

No.	Statement	Average	Category
1.	Number of homestay rooms rented out to tourists is less than 5 rooms	3,00	Agree
2.	The homestay owner lives under the same roof	3,00	Agree

	with the tourists staying		
3.	There is ventilation in every room	3,00	Agree
4.	Bright and even lighting quality throughout the room including rooms, living room and bathroom	3,00	Agree
5.	The room is odorless, dustless and has no cobwebs	3,00	Agree
6.	Complete room facilities such as available beds, bedcovers, glass and tables	3,00	Agree
7.	Standard bedding such as clean sheets, clean linen, pillows and mattresses are not dusty, odorless and torn	3,00	Agree
8.	The condition of the bed frame is firm, not shaky or damaged	3,00	Agree
9.	There is a signboard on the homestay and it is easily read by tourists	3,00	Agree
10.	The signboard is in good condition, undamaged and clean	3,00	Agree
11.	Bathroom cleanliness	2,82	Disagree
12.	Bathroom facilities	2,82	Disagree
13.	Tableware available for travelers	3,00	Agree
14.	Drinking water available for travelers	3,00	Agree
15.	Kitchen cleanliness	2,82	Disagree
16.	Equipment cleanliness	3,00	Agree
17.	Completeness of cooking utensils, tableware and other supporting equipment	3,00	Agree
18.	Aesthetics and comfort such as neat layout and sufficient lighting	3,00	Agree
19.	Maintenance of sanitation, such as the availability of a functioning domestic sewage system	3,00	Agree
20.	Trash cans available	3,08	Agree
21.	Smooth water flow system in the kitchen and bathroom	3,20	Agree
22.	Building strength and stability are solid, with no	3,61	Agree

	cracks in walls, floors and roofs		
23.	Architectural design that reflects local identity as a characteristic that provides attraction for tourists	1,91	Strongly disagree
24.	Homestay owners are from the local community	3,82	Agree
25.	Homestay owners receive training from homestay managers (BUMDes or Pokdarwis)	3,32	Agree
26.	Tourists who stay overnight get the opportunity to do activities with the surrounding community, including local culture, MSE and other activities.	3,05	Agree
27.	Adequate homestay access and easy to reach by tourists	3,00	Agree
28.	Road access	3,00	Agree
29.	Parking area	3,00	Agree

The data results in the table above indicate that the average value in 2025 of each item in the facility performance indicator has a value ranging from 1.91 to 3.82. The assessment is carried out using a Likert scale with a weight of 1-4 which is categorized as strongly disagree, disagree, agree and strongly agree. Most of the items from the facility performance indicator have an average value of 3.00 to 3.82, which falls into the "agree" category. These items include the number of homestay rooms for rent, homestay owners live under one roof with tourists, available ventilation, quality of lights, odorless and dusty rooms, complete room facilities, standard beds, condition of bed frames, available signboards on homestays, signboards in good condition, available tableware, available drinking water, cleanliness of utensils, completeness of equipment, and availability of drinking water, drinking water available, cleanliness of equipment, completeness of cooking utensils, aesthetics and comfort, sanitation maintenance, homestay access, road access, parking area, community-based activities, trash bins available, water flow system, homestay owners get training, building strength and stability, and homestay owners come from the surrounding community. This shows that the basic homestay facilities are well provided.

Several items from the facility performance indicator have quite low average scores and fall into the "disagree" to "strongly disagree" category. Included in the "disagree" category include bathroom cleanliness with an average value of 2.82, bathroom facilities with an average value of 2.82 and kitchen cleanliness with an average value of 2.82. Meanwhile, in the "strongly disagree" category is the architectural design with a mean score of 1.91. The average value illustrates that cleanliness, bathroom facilities and the characteristics of homestay buildings are still not optima, so they need to get attention from homestay owners and managers.

Results and discussion of room occupancy rate variables

Table 3 Average Item Value of Room Occupancy Rate Variable Indicator

No.	Statement	Average	Category
1.	The number of rooms occupied each year has increased	1,67	Strongly disagree
2.	The number of rooms occupied each year has decreased	3,76	Agree
3.	The average duration of stay of tourists in homestays is one night	3,50	Agree
4.	Number of rooms rented to tourists is less than 5 rooms	3,50	Agree
5.	Capacity of each room is maximum 2 adults and 1 child	3,08	Agree

The data results in table 4.10 above which present the average value in 2025 of each item in the room occupancy rate indicator have varying values ranging from 1.67 to 3.76. The assessment is carried out using a Likert scale with a weight of 1-4 which is categorized as strongly disagree, disagree, agree and strongly agree. Most of the items from the room occupancy rate indicator have an average value of 3.08 to 3.76, which falls into the "agree" category. These items include the capacity of each room with a maximum of 2 adults and 1 child, the average duration of tourists' stay is one night, the number of rooms rented out is less than 5 rooms and the number of rooms filled every year has decreased. This shows that although the simple operational quality of homestays is considered capable of meeting the needs of tourists, there is still a downward trend in room occupancy rates in recent times. One of the items from the room occupancy rate indicator has a low average value and falls into the "disagree" category, namely the number of rooms occupied each year has increased with an average value of 1.67. This average value illustrates that the occupancy rate of homestay rooms is still not optimal, so it needs to get more attention from homestay owners and managers to conduct evaluations and strategies to increase room occupancy on an ongoing basis.

Conclusion

Referring to the results and discussion, it can be concluded that the results of this study are that service has a high effect on the occupancy rate of homestay rooms in Pujon Kidul Tourism Village and facilities have a moderate effect on the occupancy rate of homestay rooms in Pujon Kidul Tourism Village. Suggestions for homestay managers to continue to pay attention to and improve the quality of services and facilities, especially in the cleanliness of bathrooms, kitchens, building architecture, as well as the application of digitalization in booking rooms, recording identity and payment methods to meet the needs of tourists. Suggestions for further researchers use the correlation method to

determine the extent of the strength and direction of the relationship between the two variables studied.

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