A Bibliometric Analysis on Satisfaction and Loyalty in Homestay

Amin Kiswantoro[1], Sugiarto[2], Tonny Hendratono[3], Dwiyono Rudi Susanto[4], Damiasih[5], Nur Rohman[6], Rizky Maulana[7]

Ambarrukmo Tourism Institute, Yogyakarta, Indonesia

A B S T R A K

Penelitian ini bertujuan untuk mengetahui pemetaan riset penelitian ke dalam beberapa ruang lingkup bidang pariwisata dengan membahas beberapa parameter topik mengenai satisfaction, loyalty, homestay yang terpublikasi selama 2017 – 2022 yang terindeks di Google Scholar, menganalisis topik yang berkaitan dengan Satisfaction and Loyalty in Homestay. Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis tematik sebagai metode analisis data. Penelitian ini memanfaatkan aplikasi Publish or Perish (PoP) untuk mengumpulkan data penelitian dari hasil penelitian yang terindeks di Google Scholar dengan memasukkan kata kunci "Satisfaction and Loyalty in Homestay". Penentuan sampel dilakukan dengan melakukan penyaringan pada publikasi berbentuk artikel jurnal, prosiding conference, book chapter dan buku yang terbit dari tahun 2017-2022. Data penelitian dianalisis menggunakan bantuan aplikasi VoS Viewer. Hasil pemetaan berdasarkan kata kunci menggambarkan adanya hubungan penelitan terkait topic Customer Loyalty dengan Effect, Guest Satisfaction, manajemen homestay, kemudian topic Effect erat hubunganya dengan customer loyalty, satisfaction, development, perceived value dan tourism. Selanjtunya penelitian dengan topic tourism erat hubunganya dengan Community, development, effect, attractiveness, destination loyalty, homestay facility, dan topic lainnya. Dari beberapa topic penelitian yang ada dapat dilakukan penelitian yang akan datang seperti topic manajemen risiko dikaitkan dengan kepuasan dan loyalitas wisatawan yang tinggal di homestay. Penelitian ini dilakukan hanya terbatas pada sumber data dari Google Scholar saja sehingga untuk penelitan yang akan datang dapat dikembangkan dengan sumber data yang berasal dari Scopus, Crossref, dan IEEEXplore.

ABSTRAK

This study aims to determine the mapping of research into several scopes of the tourism sector by discussing several topic parameters regarding satisfaction, loyalty, and homestay which were published during 2017 – 2022 and indexed on Google Scholar, analyzing topics related to Satisfaction and Loyalty in Homestay. This study uses a qualitative method with a thematic analysis approach as a data analysis method. This research utilizes the Publish or Perish (PoP) application to collect research data from research results indexed on Google Scholar by entering the keywords "Satisfaction and Loyalty in Homestay". Determination of the sample was carried out by screening publications in the form of journal articles, conference proceedings, book chapters, and books published from 2017-2022. The research data was analyzed using the VoS Viewer application. The results of mapping based on keywords illustrate that there is a research relationship related to the topic of Customer Loyalty with Effect, Guest Satisfaction, and homestay management, then the topic Effect is closely related to customer loyalty, satisfaction, development, perceived value, and tourism. Furthermore, research on the topic of tourism is closely related to community, development, effects, attractiveness, destination loyalty, homestay facilities, and other topics. From several existing research topics, future research can be carried out, such as the topic of risk management associated with the satisfaction and loyalty of tourists staying in homestays. This research was conducted only limited to data sources from Google Scholar so that future research can be developed with data sources originating from Scopus, Crossref, and IEEEXplore.

Keywords: Bibliometric Analysis, Satisfaction, Loyalty, VoS, Viewer

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[1] Corresponding author.
E-mail: aminkiswantoro@stipram.ac.id

Introduction

The government is currently promoting a Homestay management program in tourist villages. According to the Ministry of Tourism and Creative Economy, homestay management activities will be able to support amenity needs in a tourist destination or tourist village. The challenge currently faced by the government is how to increase the occupancy rate and length of stay of tourists so that they stay longer. Of course, for tourists to get satisfaction, there is a need for service experience and continuity of services provided, (Voon, Jee, Joseph, Hamzah, et al., 2022). There are eight dimensions of the homestay service experience including culture, guide service, food and drink, environment, cleanliness, accommodation, service, and accessibility. There is a tourist behavioral intention to visit homestays that provide community-based services to get satisfaction, (Ismail et al., 2016). Furthermore, there is a relationship between service quality and tourist satisfaction, (Al-Laymoun, Alsardia, et al 2020). The attractiveness aspect has a positive and significant influence on customer loyalty: the environment of the building and features, homestay facilities, homestay operational management and geist homestay, and community welfare (Teong-Jin et al., 2016). While service quality does not have a significant relationship with customer loyalty. According to him, homestays with the designed environment of the building and its features will be more likely to attract higher customer loyalty through word of mouth, customer satisfaction, and recommendations from others. The beauty and uniqueness of the homestay environment are likely to increase customer loyalty. Service, satisfaction, and tourist loyalty in homestays are of concern to researchers because currently, homestays tend to be more attractive to foreign tourists who want to explore and experience local culture and meet local people so they tend to prefer accommodation in rural areas. (Kontogeorgopoulos et al., 2015; Mura, 2015; Wang 2007).

This article focuses on publication search analysis with the topic *Satisfaction and Loyalty in Homestay*, Novelty from this article we explore VoS Viewer as a tool for our analysis. For this reason, this article presents a bibliometric analysis of Satisfaction and Loyalty in Homestays. In summary, this article contributes to the following:

a) Presents a bibliometric analysis of Satisfaction and Loyalty in Homestay.
b) We provide a related comparative description of the research matrix related to Satisfaction and Loyalty in Homestays.
c) Displays the year of publication related to Satisfaction and Loyalty in Homestay along with the average number of citations to the journal cited.
d) Displays the most cited articles related to Satisfaction and Loyalty in Homestay
e) Bibliometric analysis can be used to find out research mapping from research that is currently being carried out, has been carried out and opportunities in the future, (Hartati I, 2020).

This article is organized as follows. In Part 2, we introduce the notion of risk management, homestay, bibliometric analysis, and Google Scholar as a Research Data Provider. Section 3 describes our proposed research method. Section 4 presents our results and is followed by a full discussion. Finally, we conclude our work and highlight future work in Section 5. The purpose of this study is to find out the mapping of research into several scopes of the tourism sector by discussing several topic parameters regarding satisfaction, loyalty, and homestay which were published during 2017 – 2022. The research mapping process is carried out by the stages of the object selection process, calculating interacting objects, the process of normalization, creating maps and displaying maps, and then evaluating maps (N. J. V. Eck, 2011). Vosviewer is used to display bibliometric map visualizations downloaded from the page: www.vosviewer.com. The bibliometric map display is visualized with Vosviewer based on the name of the author or journal with co-citation data or based on keywords with co-occurrence data with the appearance of the label, sketch, and density map maps, as well as clusters (Van Eck, N. J., & Waltman, L. 2010). Clusters in the map from the VOS viewer are presented with different colors. Each parameter is operated by a clustering algorithm that can be changed to produce more or fewer clusters (Leydesdorff, L., & Rafols, I. 2012).

Method

In this paper, we adopt a bibliometric analysis method that consists of five stages, namely: Determination of the searched keywords, initial search results, improvement of search results, compilation of initial data statistics, and data analysis.

1. Determination of keywords

The keywords used in this study are *Satisfaction and Loyalty in homestay* and will be carried out in November 2022. These keywords are not limited to articles published by academics from Indonesia but all over the world. By using the Publish or Perish (PoP) software with the Google Scholar (GS) database. The Publish or Perish software was chosen because it is currently proven to be a fast, precise, accurate, and robust tool for finding articles that match keywords. Besides that, Google Scholar was chosen because it is currently the largest scientific database in the world and can be accessed easily.

2. Initial search results

Initial search results are limited to 6 years, namely 2017-2022, and the number of articles with these keywords is limited to 100 articles which include scientific journals, conference articles, and chapters in books. Search results from the Publish or Perish software is stored in a Research Information System (RIS) format to include all important article information such as author, article title, year of publication, name of publication, publisher, citations, average annual citations, and rating.

3. Improved search results

The 100 articles obtained in the initial search from the Google Scholar database are then filtered to obtain articles from scientific journals, conference proceedings, books, magazines, technical reports, and chapters in appropriate books. Finally, 93 suitable journal articles were obtained. Then the results of the repair of the data are stored in the form of a RIS file.

4. Compilation of preliminary data statistics

The data that has been updated and filtered above is then checked again for the completeness of the journal article components which include a year of publication, volume, number/issue, and pages.

5. Data analysis

Bibliography data collection in this study used Publish or Perish software. However, for analysis and visualization of the bibliometric network, Vos Viewer software is used. Vos viewer software is used because of its ability to effectively use data sets from Google Scholar and can provide fast, precise analytical results and attractive two-dimensional visualizations. The Vios Viewer can also create publication maps, author maps, and journal maps based on co-citation networks or build keyword maps based on networks. The data analysis process can be seen in Figure 1 below.
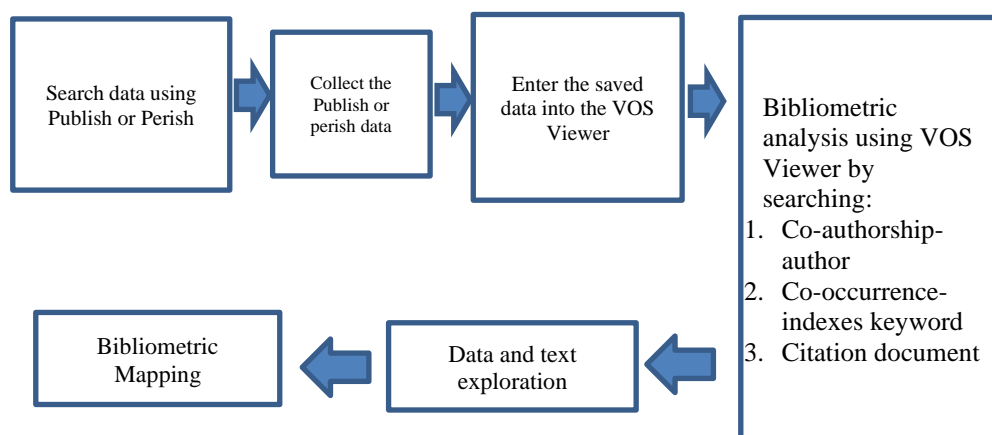

Figure 1. Data Analysis Process

Result and Discussion

In this section, we explain the results of the study of this paper taken from the Google Scholar database which consists of publications and citations, visualizations, authors, and networks. In detail, we present a bibliometric analysis of the satisfaction and loyalty in the homestay model which includes: a description of metric comparisons, implementation data for the year of publication, a description of the types of publishing documents, formulating and sorting the 10 best article data based on the number of citations, formulating and sorting data on the top five publisher rankings based on the number of publishers related to the topic, presented visualization (network, overlay, and density) of topics related to satisfaction and loyalty in homestays via VoS Viewer, and in the end we identified research location data.

1. Publications and citations

The results of searching data using PoP before the repair are 100 articles from the Google Scholar database. Then after repairs by examining the 100 articles carefully, 93 articles were obtained that were appropriate. A comparison of the data matrix in the initial search results and the search results after improvement can be seen in Table 1.

Table 1.
Matrix Comparison

Data Database	Initial Search Results Google Scholar	Repair Search Results Google Scholar
Year of publication	2017-2022	2017-2022
Citation Year	5	5
Number of Articles	100	93
Number of Citations	1180	1180
Number of Citations per Year	236.00	236.00
Number of Authors per Year	2.84	2.85
H Index	13	13
G index	33	33
hI normal	8	8
Annual hi	1.60	1.60

From table 1 above, it can be seen that within 6 years (2017-2022), 100 articles were obtained with a total of 1180 citations with an average number of authors per year of 2.84 and the number of citations per year of 236.00. The next step was then we corrected the number of articles to 93 according to research related to the keywords of satisfaction and loyalty in homestay. The article with 93 citations has a total of 1180 citations with an annual citation of 236.00 and an average number of authors per year of 2.85. The index for measuring the productivity or impact of works published by scientists or academics (h index) is 13 and based on the distribution of citations received by publications or research articles (g index) there are 28. From the table, there is no significant difference. Furthermore, in Table 2 below, the year of publication is presented.

Table 2.
Year of Publication

Year	TP	% (N=100)	NCP	TC	C/P	C/CP	h	g
2017	14	0.07%	7	235	16.79	33.57	2	5
2018	6	0.08%	5	493	82.17	98.60	3	2
2019	13	0.08%	10	180	13.85	18.00	2	8
2020	23	0.20%	16	158	6.87	9.88	4	12
2021	20	0.30%	14	88	4.40	6.29	1	13
2022	17	0.27%	2	26	1.53	13.00	1	1
	93	100%	56	1180	125.60	179.33	30	41

Note TP=total number of publications; NCP=number of publications cited; TC=total quote; C/P=average citations per publication; C/CP=average citations per publication cited; h=h-index; and g=g-index.

From Table 2 above, we can conclude that in 2020 there was the highest number of publications and in 2018 the lowest number of publications. The highest number of publications cited occurred in 2020 while the least cited publications occurred in 2022. The publication with the highest total number of citations occurred in 2018 with an average publication citation of 82.17 while the lowest number of

publication citations occurred in 2022 with an average published citation of 1.53 this happened because 2022 has not ended yet.

Table 3.
Document Type

Type	Total	Percentage
Article	56	60.87%
Conference Paper	24	26.09%
Book Chapter	11	11.96%
Book	2	2.17%
	93	100%

From table 3 above, the types of documents we found were in the form of article documents, papers presented at scientific conferences, and chapters in books and books. From the table as much as 60.87% with a total publication of 56 articles. For articles that have been presented in scientific conferences as much as 26.09% with a total of 24 publications while for chapters in books there are 11 publications and only 2 books. Next, we present in table 4 based on the top five source types.

Table 4:
Source Type

Type	Total	Percentage
Journal	56	60.87%
Book	2	2.17%
Conference Proceeding	24	26.09%
Series	11	11.96%
	93	100%

From table 4 above, it can be observed that journals are the most numerous documents, namely 60.87% of all types of sources obtained with a total of 56 journals. Furthermore, for proceedings, there were 24 publications with a percentage of 26.09%, followed by a series of 11 with a percentage of 10.8%, and finally books with a percentage of 11.96%. Furthermore, to see the most significant contribution in related fields, 10 articles with the highest citation value were taken. The results can be seen in Table 5.

From table 5 above it can be seen that the author named J. H. Kim, (2018) with the title The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction gets the most citations, namely 373 published in 2018 and published by Sage Journal, in the Journal of Travel Research. Then followed by a writer named K. H. Kim & Park, (2017), in the article titled Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea with a total of 190 citations published in 2017 in the Journal of Travel and Tourism Marketing published by Taylor & Francis Group. The next highest number of citations is Agyeiwaah et al., (2019) with 143 citations published by the same publisher, Taylor & Francis Group, followed by Chin et al., (2018) with 58 citations published by Researchgate in the Journal of Global Business and Management Research: An International Journal. Meanwhile, the lowest citations came from articles written by Permatasari et al., (2017), with the article titled Examining the Structural Relationships of Service Quality, Destination Image, Tourist Satisfaction, and Loyalty: An Integrated Approach with 20 citations published by researchGate in the Journal of Hospitality Marketing & Management. From the titles of the articles above, it can be seen that many articles are tracked with the keywords Satisfaction and Loyalty in homestays, but satisfaction and loyalty are mostly seen from a service point of view, there has been no research that examines satisfaction and loyalty to homestays from the point of view of risk management for example. So that it can be a novelty for further. research. Next, we display the top five ranking publishers related to our topic as shown in the table below.

Table 5.
Top 10 cited articles

No	Cites	Authors & Year	Title	Journal Name	Publisher
1	373	(J. H. Kim, 2018)	The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction	Journal of Travel Research	Sage Journal
2	190	(K. H. Kim & Park, 2017)	Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea	Journal of Travel and Tourism Marketing	Taylor & Francis Group
3	143	(Agyeiwaah et al., 2019)	Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach	Journal of Travel and Tourism Marketing	Taylor & Francis Group
4	58	(Chin et al., 2018)	The Impact of Accessibility Quality and Accommodation Quality on Tourists' Satisfaction and Revisit Intention to Rural Tourism Destination in Sarawak: The Moderating Role of Local Communities' Attitude	Global Business and Management Research: An International Journal	ResearchGate
5	54	(Rizal et al., 2018)	EWOM towards homestays lodging: extending the information system success model.	Journal of Hospitality and Tourism Technology	Emerald Insight
6	53	(Nasir et al., 2020)	Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using the phantom approach	Management Science Letters	ResearchGate
7	23	(Carvache-Franco et al., 2022)	Perceived value and its influence on satisfaction and loyalty in a coastal city: a study from Lima, Peru	Journal of Policy Research in Tourism, Leisure, and Events	Taylor & Francis Group
8	23	(LE & LE, 2020)	Impact of Destination Image and Satisfaction on Tourist Loyalty: Mountain Destinations in Thanh Hoa Province, Vietnam	The Journal of Asian Finance, Economics, and Business	KoreaScience
9	20	(Al-Laymoun, Alsardia, & …, 2020b)	Service quality and tourist satisfaction at homestay	Management Science Letters	Growing Science
10	20	(Permatasari et al., 2017)	Examining the Structural Relationships of Service Quality, Destination Image, Tourist Satisfaction, and Loyalty: An Integrated Approach	Journal of Hospitality Marketing & Management	ResearchGate

Table 6.
Top five ranking publishers who publish articles related to Satisfaction and Loyalty in Homestay

No	Penerbit	Jumlah Artikel	Persentase
1	Taylor & Francis group	15	44.1%
2	ResearchGate	8	23.5%
3	Emerald Insight	5	14.7%
4	Sage Journal	4	11.7%
5	Growing Science	2	5.8%
		34	100%

From table 6 above, we found 44.1% with a total of 15 articles published by the Taylor & Francis Group, followed by ResearchGate with 23.5% with a total of 8 articles, and then followed by publishers Emerald insight, Sage Journal and Growing Science four and one article respectively. Next, we will present the top five ranking journals related to our topic.

Table 7.
Top five ranked journals related to Satisfaction and Loyalty in Homestay

No	Name of Journal	Number of Articles	Percentage
1	Journal of Travel and Tourism Marketing	16	47.05%
2	Journal of Hospitality and Tourism Technology	9	26.5%
3	Management Science Letters	4	11.7%
4	Sustainability	3	8.8%
5	Journal of Hospitality and Tourism Insights	2	5.8%
		34	100%

From table 7 above it can be seen that the Journal of Travel and Tourism Marketing has 15 articles, around 44.1%, then the Journal of Hospitality and Tourism Technology has nine articles with a percentage of 26.5%, followed by Management Science Letters with four articles with a percentage of 11. 7%. Next is the Sustainability journal with a percentage of 8.8% with 3 articles and finally the Journal of Hospitality and Tourism Insights with a percentage of 5.8% with only two articles.

2. Topic visualization using VOS Viewer

As can be seen in Figure 2 below, the image shows the results of the plot with the Vos Viewer to visualize the topic of the research area related to satisfaction and loyalty in homestay.
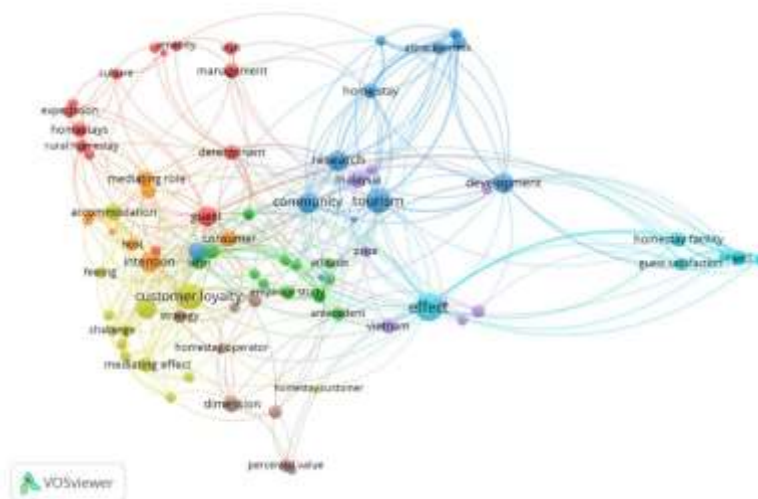

Figure 2. Visualization of the topic area using network visualization

The results of the network visualization show that the most dominant or frequently appearing terms are Customer Loyalty, Effect, Community, Tourism, Development, Homestay Facility, and Destination Loyalty. This means that based on the database on Google Scholar, there have been many studies discussing satisfaction and loyalty in homestays, but there are still opportunities for several topics that can be linked to one another. According to data from Google Scholar in Figure 2, research topics that have occurrence and link strength with satisfaction and loyalty in homestays are Effect, Community, and Tourism. To make it clearer, the following shows the Google Scholar mapping for each topic.
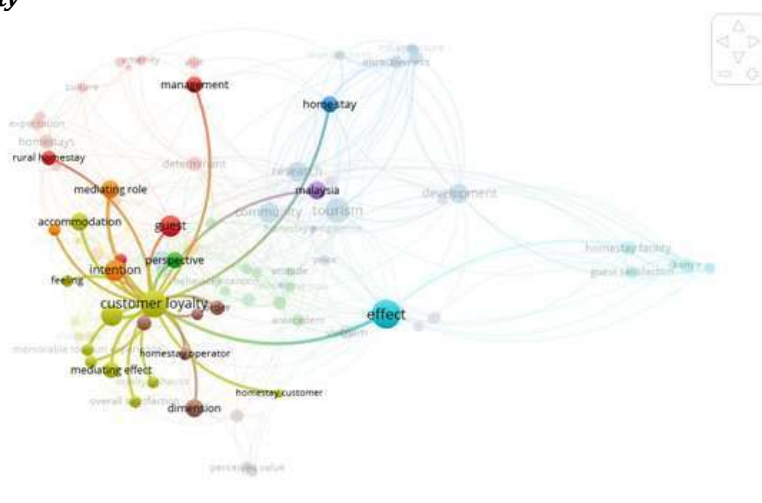
a. Customer Loyalty

Figure 3. Loyalty research topic visualization map

On the topic of Loyalty, it has research links with eight clusters that are closely related to topics such as the Effect and several other topics including destination loyalty, management, rural homestays,

accommodation, and other topics. So that there are still research opportunities on the topic of Community, Development, and homestay facilities.
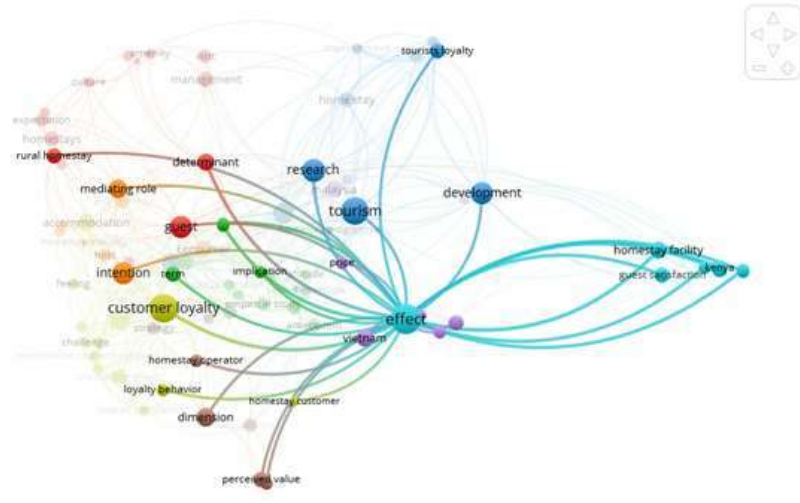
b. Effect

Figure 4. Effect research topic visualization map

On the topic Effect, it can be seen that this topic that connects the research topic between loyalty and satisfaction, more precisely, is customer loyalty, tourist loyalty, and guest satisfaction related to homestay facilities. The topic of effect is closely related to research topics such as development, tourism, rural homestay, perceived value, and others. So that the topic effect still has research opportunities with topic management and the community.
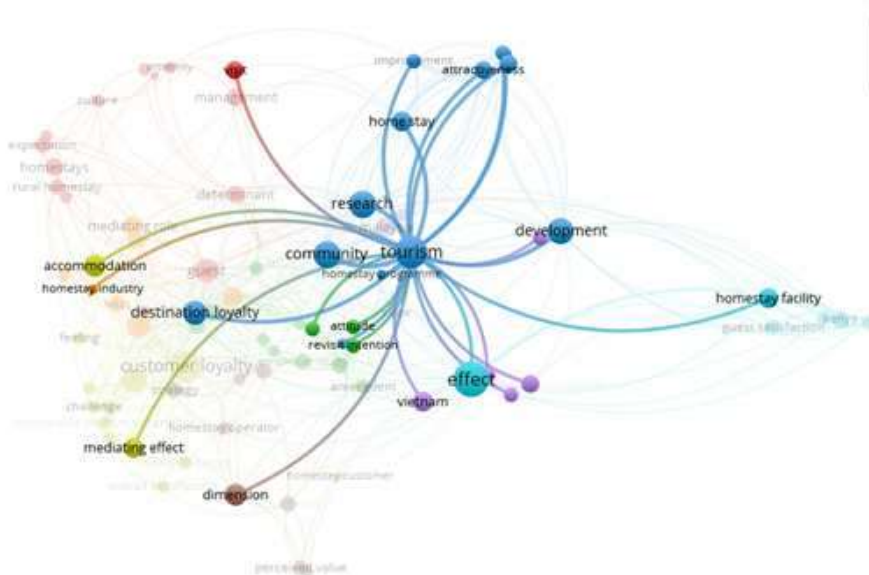
c. Tourism

Figure 5. Tourism research topic visualization map

The Tourism topic, this topic is the same as the Effect topic, namely the topic that connects research topics between loyalty and satisfaction, more precisely, destination loyalty and guest satisfaction related to homestay facilities. Tourism topics are closely related to research topics such as development, community, homestay industry, attractiveness, and others
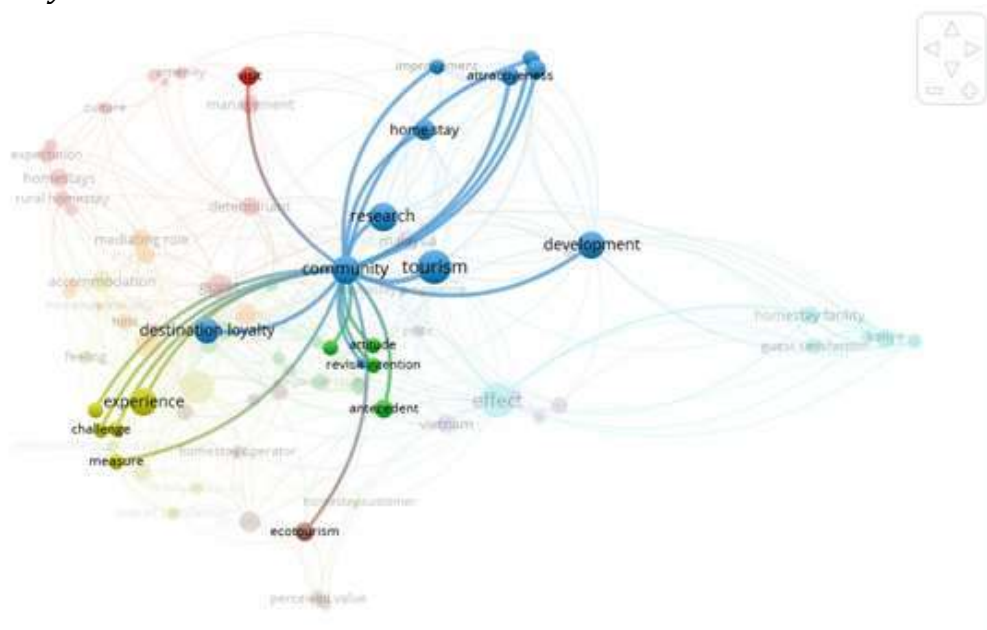
d. Community

Figure 6. Community research topic visualization map

The Community topic has research links with clusters that are closely related to topics including development, tourism, destination loyalty, attitude, and other topics.

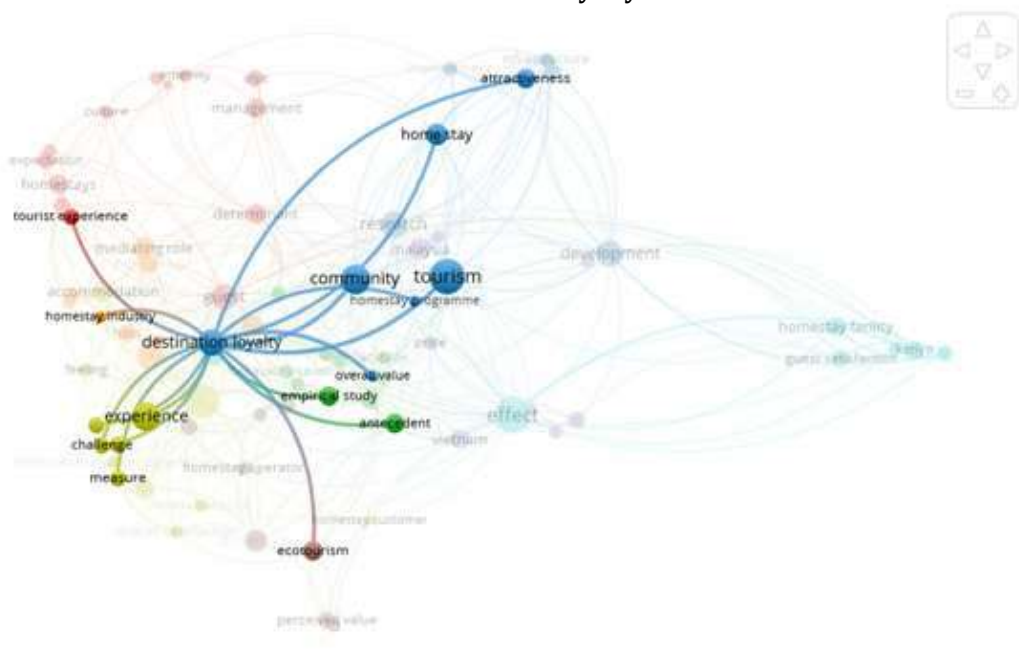### e. Destination Loyalty

Figure 7. Destination Loyalty research topic visualization map

On the topic of Destination Loyalty, it has research links with clusters that are closely related to topics including community, tourism, attractiveness, tourist experience, homestay industry, antecedents, and other topics.

Next, we will display the keywords that represent each cluster as shown in table 8 below.

Table 8.
Keywords representing each cluster

No	Cluster	Element
1	1	Amenity, Attribute, Chance, Culture, Determinant, Expectation, Guest, Homestay business, Management, Rural homestay, Tourist Experience, Visit
2	2	Accommodation Sharing, Antecedent, Attitude, Behavior Intention, Empirical Study, Homestay Guest, Performance Indicator, Perspective, Revisit Intention, Rural Tourism Destination.
3	3	Attractiveness, Community, Destination Loyalty, Development, Homestay Program, Improvement, Infrastructure, Overall Value, Research, Tourism Attraction, and Tourist Loyalty.
4	4	Accommodation, Challenge, Covid, Customer Loyalty, Experience, Feeling, Homestay Customer, Homestay Experience, Loyalty Behavior, Memorable Tourism Experience, Overall Satisfaction.
5	5	Bentre, Component, Consumer Satisfaction, Customer Satisfaction, Homestay Service Quality
6	6	The effect, Guest Satisfaction, Homestay Facility, Service Reliability
7	7	Consumer, Emotional Solidarity, Evaluation, Homestay Industry, Rural Homestay.
8	8	Ecotourism, Homestay Operator, Homestay Program, Perceived Value, Strategy.

From table 8 above it can be explained that there are eight clusters, for the first cluster there are keywords namely Amenity, Attribute, Chance, Culture, Determinant, Expectation, Guest, Homestay Business, Management, Rural homestay, Tourist Experience, and Visit. In the first cluster, it is clear that homestay-related research is still limited to homestays as a business and how homestays are managed in general. So there are still opportunities for research related to risk management in homestays. Then the second cluster with the keywords Accommodation Sharing, Antecedent, Attitude, Behavior Intention, Empirical Study, Homestay Guest, Performance Indicator, Perspective, Revisit Intention, and Rural Tourism Destination. In the third cluster, there are the keywords Attractiveness, Community, Destination Loyalty, Development, Homestay Program, Improvement, Infrastructure, Overall Value, Research, Tourism Attraction, and Tourist Loyalty. This third cluster of research that has been carried out discusses topics related to the attractiveness of destinations and homestays as the carrying capacity of these destinations to achieve tourist loyalty. While in the fourth, fifth, and sixth clusters the research that has been carried out discusses topics related to satisfaction, loyalty, and service quality at homestays, so there are still opportunities for research on the topics of satisfaction, loyalty, service quality, and risk management for homestays in one research unit. , it will be a novelty for future research.
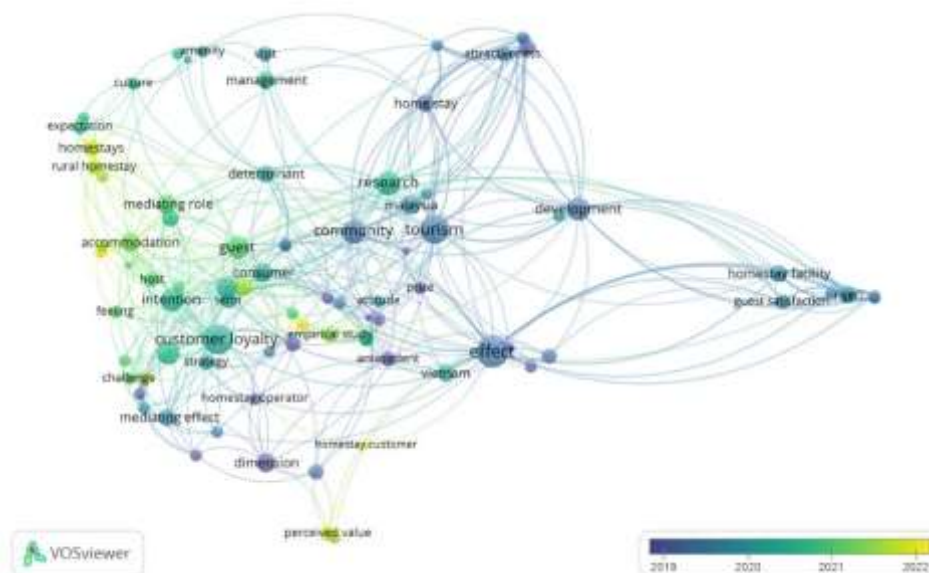

Figure 9. Visualization of the topic area using overlay visualization

Overlay visualization in figure 9 above shows that research related to satisfaction and loyalty to homestays has been conducted from 2017 to 2022. Research conducted in 2022 is research related to the topic of perceived value, rural homestay, and accommodation.
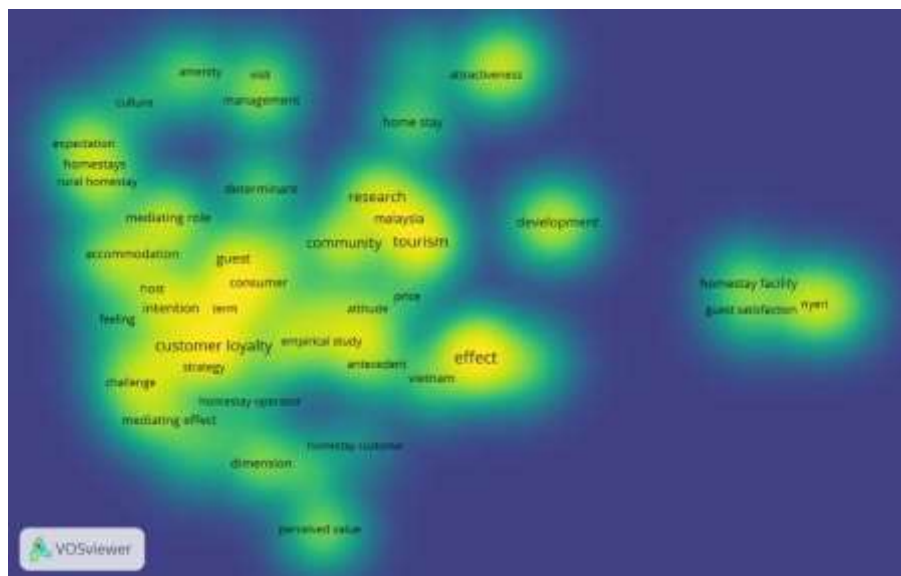
Figure 10. Visualization of the topic area using density visualization

Figure 10 displays a density visualization that shows that customer loyalty, effect, guest satisfaction, community, tourism, and accommodation get the highest density level.

Conclusion and Suggestions

This research has succeeded in analyzing bibliometrics with the topic of Satisfaction and loyalty in Homestays. The results obtained over a period of six years from 2017 to 2022 show that from the network visualization it is clear that there is a research relationship related to the topic of Customer Loyalty with Effects, Guest Satisfaction, and homestay management, then the topic Effect is closely related to customer loyalty, satisfaction, development, perceived value, and tourism. Furthermore, research on the topic of tourism is closely related to community, development, effects, attractiveness, destination loyalty, homestay facilities, and other topics. From several existing research topics, future research can be carried out, such as the topic of risk management associated with the satisfaction and loyalty of tourists staying in homestays. This research was conducted only limited to data sources from Google Scholar so that future research can be developed with data sources originating from Scopus, Crossref, and IEEEXplore.

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