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Analysis of The Factors Influencing Tourists' Decisions To Stay In Homestays in The Tanah Datar Regency Area

Salsabilla Wilda Alifia¹, Retnaningtyas Susanti^{2*}

¹Program Studi Pariwisata, Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

²Program Studi Pariwisata, Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

*Corresponding: sretnaningtyas@fpp.unp.ac.id

Abstract: This study aims to identify and analyze the factors influencing tourists' decisions to stay in homestays in Tanah Datar Regency. The research employed a qualitative research design. The data sources consisted of primary data obtained directly from homestay owners or managers, tourists who had stayed in homestays, and the Department of Tourism, Youth, and Sports of Tanah Datar Regency. The results of the analysis indicate that tourists' decisions to stay in Tanah Datar Regency are influenced by a combination of several factors, namely price, location, facilities, service quality, and the attractiveness of the tourist destination. The findings also show that tourists' decisions to stay in Tanah Datar Regency are influenced by the integration of accommodation quality and destination quality. Competitive pricing, strategic locations, adequate facilities, and good service have been able to provide satisfaction to tourists. However, to increase the number of tourists staying overnight and to extend their length of stay, the local government, together with tourism business operators, needs to develop new tourist attractions, organize more cultural activities and events, improve digital promotion, enhance accessibility, and raise homestay management standards so that Tanah Datar Regency becomes a destination that is not only attractive to visit but also appealing as a place to stay for a longer period.

Keywords: Tourist Decisions, Stay, Price, Location, Facilities, Service Quality, and Attractions Tourist Destinations

INTRODUCTION

Tourism has now become a commodity needed by almost every individual because it can reduce work stress, broaden cultural horizons, and provide a relaxing experience. The wide variety of tourist attractions also attracts many tourists. Accommodation, as a key component of the tourism system, plays a strategic role in shaping the tourist experience. Kotler, Bowen, and Makens (2017) state that tourists' decisions about where to stay are based on an evaluation of various factors such as location, price, comfort, security, supporting facilities, accessibility, and destination image. These decisions are not only rational but also influenced by perceptions and experiences formed before and during the trip. Key to tourism development is the availability of accommodation that is not only comfortable but also adheres to sustainable principles. Several forms of

accommodation include hotels, inns, villas, guesthouses, *tourist lodges*, or *homestays* (Suharsono, 2020). With the increasing attention to community-based tourism, *homestays* have emerged as an alternative accommodation that emphasizes the direct participation of local communities in providing services to tourists (Rusnandi and Resmanah, 2020).

Homestays are a crucial supporting tool in the accommodation business, capable of positively impacting the local economy. *Homestays* emphasize a personal approach and local hospitality, which are a valuable asset for modern travelers (Putra & Pratama, 2021). *Homestays* not only offer temporary accommodation for visitors, but also serve as a forum for cultural exchange and a means of improving the local economy. Basic facilities generally include a bedroom, bed, bathroom, and access to clean water. Some *homestays* also offer additional amenities such as a fan or air conditioner, television, a simple parking area for tourists, internet access (Wi-Fi), a lounge, and a more maintained, clean and comfortable environment. These variations in amenities indicate different levels of comfort offered, which can influence tourists' perceptions and decisions when choosing a place to stay.

Tanah Datar Regency is one of the regions in West Sumatra Province with very strong cultural and historical tourism potential. This area is known as Luhak Nan Tuo, the center of Minangkabau civilization that preserves various customary values, traditions, and historical relics that are still preserved to this day. Along with various other cultural and natural attractions, it makes this tourist destination highly attractive to both domestic and international tourists. The following is the number of tourist visits to Tanah Datar Regency in the last three years.

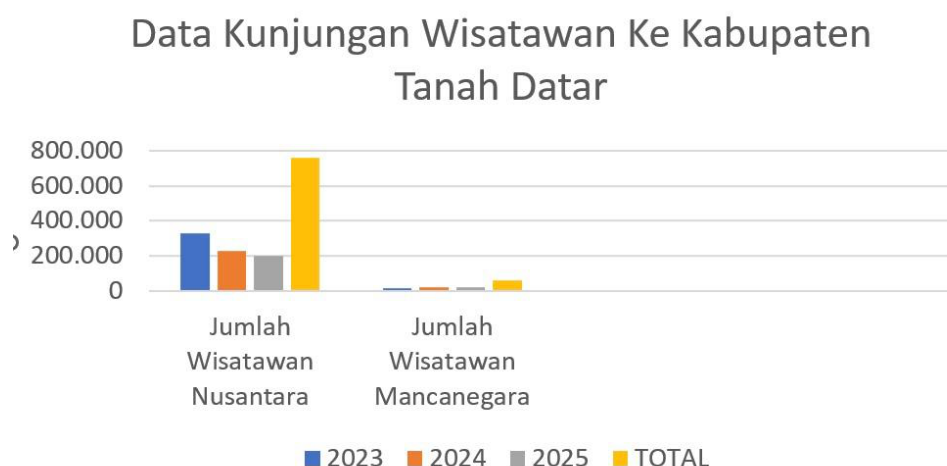


Figure 1. Data on Tourist Visits to Tanah Datar Regency

Source: Department of Tourism, Youth and Sports, Tanah Datar Regency (2025)

Based on tourist visit data from 2023 to 2025, the number of tourist visits to Tanah Datar Regency fluctuated. In 2024, the number of visits increased from 1,135,297 to 1,203,807, but decreased to 1,115,799 in 2025. This decline was caused by the flash floods and landslides in November 2025, which disrupted transportation access to Tanah Datar Regency. This situation impacted tourist mobility, resulting in a decline in domestic and international tourist visits to Tanah Datar Regency.



Figure 2. Flash Floods and Landslides that Occurred in Tanah Datar Regency
Source: ANTARA FOTO/Wawan Kurniawan (2025)

Figure 1.2 shows that the flash floods and landslides that occurred in Tanah Datar Regency caused damage to residential areas, infrastructure, and transportation access to several affected areas. These conditions disrupted the mobility of residents and tourists and potentially reduced tourist visits to Tanah Datar Regency. Damage to road access and supporting tourism facilities due to the disaster was one of the factors affecting tourism activities in the area, including: tourist visits to various tourist destinations in Tanah Datar Regency.

Initial observations were conducted at 3 (three) *homestays* operating in Tanah Datar Regency, namely 1) the Keluarga *homestay* which has five rooms with a maximum capacity of twenty people, 2) the Rumah Ibu *homestay* which has six rooms with a maximum capacity of thirty people, and 3) the Hadiza *homestay* which has five rooms with a capacity of eighteen peoples.

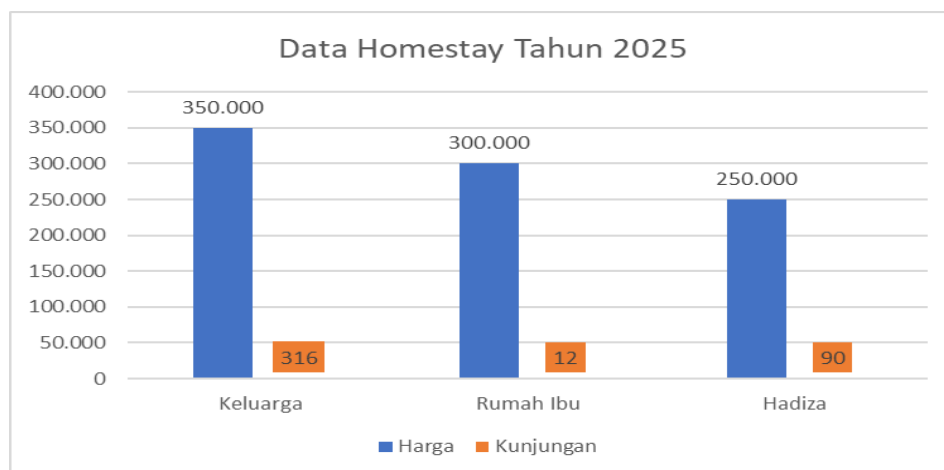


Figure 3. Number of Tourist Visits to *Homestays* in Tanah Datar Regency

Based on price data and the number of tourist visits to Tanah Datar Regency in 2025 with official data from the Department of Tourism, Youth and Sports of Tanah Datar Regency at the Tanah Datar Regency *homestay*, tourist visits to the Keluarga *homestay* were recorded at 316 people with a price of Rp. 350,000 / room, tourist visits to the Rumah Ibu *Homestay* were recorded at 12 people with a price of Rp.300,000 / room, tourist visits to the Hadiza *Homestay* were recorded at 90 people with a price of Rp. 250,000 / room. Initial observation data conducted at three *homestays* in Tanah Datar Regency, found variations in the number of visits. This condition indicates a mismatch between price and interest in visiting, it appears that the price factor does not play a role important in influencing tourists' decisions to stay at a *Homestay* Tanah Datar Regency.

Data on the number of *homestay* visits in Tanah Datar Regency shows that tourist visitation rates vary from *homestay* to *homestay*. Based on the data obtained, the total number of tourist visits to 18 *homestays* reached 958. The *homestay* with the highest number of visits was the Keluarga *homestay* with 316 visits, followed by the Bougenvil *homestay* with 200 visits, and the Sawir Ratna *homestay* with 110 visits. Meanwhile, the *homestay* with the lowest number of visits was the DM Syariah inn with 3 visits, followed by Nelly *homestay* with 4 visits, as well as Satria Syariah *homestay* and *homestay* Khadijah received 5 visits each.

The significant difference in the number of visits between *homestays* indicates that tourists' decisions regarding where to stay are influenced by various factors. These factors can include promotion, *homestay* location, These factors include service quality, available facilities, comfort, cleanliness, accessibility, and even reviews or recommendations from other travelers. *Homestays* that meet travelers' needs and expectations tend to have higher occupancy rates than those *that* are less able to provide a satisfactory stay.

Tourists' decision to stay overnight plays an important role because a decrease in interest in staying overnight will have a direct impact on room occupancy rates. Before deciding on accommodation, prospective guests typically consider various factors, including the most visited tourist destinations according to Brata et al. (2020). The low propensity for tourists to stay overnight has the potential to limit the economic benefits of tourism for local communities. These preliminary findings indicate that tourists' decisions not to stay overnight are not only related to tourist attractions but are also influenced by perceptions of location, supporting accommodation facilities, promotions, and service quality, thus requiring further systematic research. These findings serve as an important starting point for research development because they demonstrate that Tanah Datar Regency has a strong appeal to reach both domestic and international tourist markets. However, the challenge is how to increase local tourists' participation and preference for the staycation concept in their own region. Therefore, this study seeks to explore in more depth the factors influencing tourists' choice to stay overnight in Tanah Datar Regency.

The results of the initial interview with the Head of the Tourism Division of the Tourism, Youth and Sports Office of Tanah Datar Regency obtained information on several forms of problems in the decision to stay for tourists who visit on a *one-day trip*. This means they do not need overnight facilities, tourists come to visit cultural and historical tourist attractions, then return without spending the night.

or staying overnight outside Tanah Datar Regency. This situation is thought to be influenced by several factors, particularly those related to promotion, location, accessibility, tourist attractions, and shopping centers in Tanah Datar Regency.

Researchers found that tourists complained about the lack of additional facilities in *homestays*, such as the lack of television, internet (Wi-Fi), and CCTV for visitor security. *Homestays* in Tanah Datar Regency generally provide simple to medium-sized facilities, with most being converted houses, so the facilities tend to meet household standards.

The quality of facilities that do not meet expectations will negatively influence the decision to stay, and this is reinforced by Abdou et al. (2022) who stated that good facilities significantly contribute to tourist satisfaction and loyalty. A clean, comfortable, and well-maintained *homestay* with additional facilities not only provides a pleasant experience but also builds a positive image. Nutpornsakun and Wangnum (2022) found that environmental cleanliness and good environmental management significantly increase tourist satisfaction and encourage sustainable practices during visits. In the context of *homestays*, the cleanliness of rooms, bathrooms, and the condition of the surrounding environment are important aspects that influence tourists' perceptions and experiences during their stay.

Therefore, understanding how tourists assess the facilities, cleanliness, and quality of homestay services is very important for formulating homestay management and development strategies that suit the needs and expectations of tourists.

In addition to the issues mentioned above, service quality is also a crucial factor in determining whether a guest will stay. The quality of service provided by *homestay managers*, such as friendliness, politeness, ability to provide information, and speed in responding to guest needs, can influence guest satisfaction levels during their stay.

Conversely, unfriendly, unprofessional, or unresponsive service can create a negative impression and reduce tourists' interest in choosing or recommending the *homestay* to others. Therefore, service quality is one of the factors influencing tourists' decisions when choosing a *homestay* as a place to stay in Tanah Datar Regency.

Based on the background of this research, the decision of tourists to stay at *homestays* in Tanah Datar Regency is still influenced by various factors including promotion, location, accessibility, tourist attractions and shopping centers in Tanah Datar Regency. Some tourists prefer to travel *one day*, *homestays* in Tanah Datar Regency still face several obstacles in attracting tourists to stay. Therefore, the author is interested in conducting research with the title "Analysis of Factors Influencing Tourists' Decisions to Stay in Tanah Datar Regency"

METHOD

The research design used is qualitative research. In this study, the data used consists of primary data obtained from tourists who have stayed at homestays in Tanah Datar Regency, homestay owners or managers in Tanah Datar Regency, and the Department of Tourism, Youth and Sports of Tanah Datar Regency who have information related to the development of accommodation and tourist visits. The data analysis techniques used in this study are data collection, data reduction, data display, verification, and confirmation of conclusions.

DISCUSSION

Factors Influencing Tourists' Decisions to Stay Overnight

The findings indicate that tourists' decisions to stay overnight in Tanah Datar Regency are primarily influenced by their desire to enjoy tourist destinations for a longer period without feeling rushed. Tourists perceive that Tanah Datar Regency offers numerous cultural and natural attractions that require more than one day to explore. In addition, the peaceful rural atmosphere, cool climate, beautiful natural surroundings, and family-oriented environment provided by homestays are the main reasons tourists choose to stay overnight.

However, the findings also reveal that the average length of stay remains relatively low because most tourists, especially those from West Sumatra Province, still prefer to make one-day trips. This occurs due to the relatively short travel distance and the limited availability of tourism activities during the evening. Informants from the Department of Tourism also stated that accommodation occupancy has only reached approximately 50 percent, indicating that further efforts are needed to increase tourists' length of stay.

These findings are consistent with the consumer decision theory proposed by Kotler and Keller (2016), which states that purchasing or service-use decisions are influenced by needs, motivation, perceptions of benefits, and evaluations of available alternatives. In the context of this study, tourists' decisions to stay overnight represent the outcome of evaluating the benefits of staying compared with returning home on the same day.

The findings are also consistent with the study conducted by Yusri, Rahmawati, and Sari (2023), which concluded that tourists' decisions to stay overnight are influenced by the attractiveness of tourist destinations, environmental comfort, and the overall tourism experience. The more attractive a destination is, the greater the tendency for tourists to extend their length of stay by choosing to stay overnight. These findings support the results of the present study, which show that tourists choose to stay in Tanah Datar Regency because they wish to enjoy the tourist attractions and the local atmosphere for a longer period.

Price Factor

The findings indicate that price is one of the important factors influencing tourists' decisions when selecting a homestay in Tanah Datar Regency. Most tourists consider homestay rates ranging from IDR 150,000 to IDR 300,000 per night to be affordable and consistent with their financial capabilities. In addition, tourists perceive that the price they pay is proportional to the facilities and services they receive, thereby providing good value for money.

Homestay operators also implement a flexible pricing system, particularly for families and group travelers, which further enhances the attractiveness of their homestays. Tourists generally compare prices with those of other accommodation options before making a decision. However, price is not considered independently; rather, it is always evaluated together with the quality of facilities, location, and services provided.

These findings are consistent with the opinion of Kotler and Armstrong (2018), who state that price is the amount of value that consumers must pay in order to obtain the benefits of a product or service. In the tourism industry, competitive pricing increases tourists' interest when accompanied by high-quality services and adequate facilities.

The findings of this study are also consistent with the research conducted by Prasetyo and Handayani (2022) on hotel guests in Yogyakarta, which found that price has a positive and significant influence on tourists' decisions when selecting accommodation. Tourists tend to choose accommodations that offer competitive prices together with facilities and services that are comparable in quality. The concept of value for money becomes one of the primary considerations before tourists determine where they will stay. Similarly, the present study found that tourists perceive homestay prices in Tanah Datar Regency to be relatively affordable and appropriate for the facilities they receive.

Location Factor

Location is another factor influencing tourists' decisions to stay overnight in Tanah Datar Regency. The findings show that most homestays are strategically located, easily accessible, close to the center of Batusangkar City, tourist attractions, and culinary destinations, and can be easily located through Google Maps. Besides accessibility, tourists also consider the surrounding environment of the homestay. A safe, peaceful, cool environment with scenic rice field views provides a unique experience that differs from staying in urban areas.

Nevertheless, several informants expressed concerns regarding road access to Tanah Datar Regency, which falls under the authority of the provincial government, particularly along the Lembah Anai route. These findings indicate that accessibility to the destination still requires improvement in order to enhance tourists' travel convenience. The findings are

consistent with the 7P Services Marketing Mix Theory proposed by Lovelock and Wirtz (2016), which states that location (place) is one of the essential elements of service marketing because it determines how easily consumers can obtain services.

The results of this study are also consistent with the research conducted by Putri, Susanto, and Hidayat (2021) regarding tourists' decisions to choose hotels in Bali. Their study concluded that location has a significant influence on tourists' decisions to stay overnight. The proximity of accommodation to tourist attractions, convenient transportation access, and a safe environment are among the primary considerations for tourists. These findings support the present study, which shows that homestays located near Batusangkar City, tourist attractions, and accessible through Google Maps are among the reasons why tourists choose to stay overnight in Tanah Datar Regency.

1. Facilities Factor

The findings indicate that accommodation facilities also influence tourists' decisions to stay overnight. Tourists believe that the available facilities adequately meet their needs during their stay, including clean rooms, comfortable beds, private bathrooms, parking areas, kitchens, family rooms, relaxation areas, and a comfortable environment. Cleanliness is the aspect most highly appreciated by tourists. During the research, almost no complaints were found regarding the cleanliness of guest rooms or bathrooms. This indicates that homestay managers have made efforts to maintain the quality of their facilities through routine cleaning and environmental maintenance.

Nevertheless, several facilities still require improvement, including the provision of Wi-Fi, maintenance or replacement of televisions, expansion of room sizes, and an increase in the number of rooms available for group travelers. These findings indicate that improving supporting facilities will enhance tourist satisfaction while strengthening the competitiveness of homestays. This is consistent with Tjiptono (2019), who states that facilities are physical resources provided by service providers to create comfort and improve customer satisfaction.

The findings are also consistent with the study conducted by Nugroho and Wijaya (2023) concerning tourists' decisions to stay in homestays in the Dieng tourism area. Their study found that facilities have a positive influence on tourists' decisions to stay overnight. Clean rooms, parking areas, internet access, family rooms, and complete supporting facilities increase tourists' comfort, thereby encouraging satisfaction and their intention to revisit. Similarly, the present study found that although the facilities available in homestays generally meet tourists' needs, several aspects, particularly Wi-Fi and television facilities, still require improvement.

2. Service Quality Factor

The findings indicate that service quality is a highly important factor influencing both tourists' decisions to stay overnight and their intention to revisit. Tourists expressed satisfaction with the friendliness of homestay owners, effective communication, and the family-oriented hospitality they experienced. Homestay managers not only provide accommodation but also offer information about tourist attractions, local culinary specialties, and even assist visitors in finding regional souvenirs.

However, the Department of Tourism noted that the quality of service among homestays is still inconsistent, making continuous training and development necessary. The local government focuses its guidance on improving the competencies of homestay managers so that service standards can continue to improve.

These findings support the SERVQUAL Theory proposed by Parasuraman, Zeithaml, and Berry (2018), which states that service quality is determined by reliability,

responsiveness, assurance, empathy, and tangibles. In this study, the dimensions of empathy and responsiveness were the aspects most strongly perceived by tourists.

The findings are also consistent with the study conducted by Sari and Kurniawan (2024) on the homestay sector in the Labuan Bajo tourism area, which concluded that service quality has a positive influence on tourists' decisions to stay overnight. The friendliness of homestay owners, prompt service, the ability to provide tourism information, and attention to guests' needs increase tourist satisfaction and encourage repeat visits as well as word-of-mouth recommendations. These findings support the results of the present study, which show that friendly service and a family-oriented atmosphere are among the primary reasons why tourists choose to stay in homestays in Tanah Datar Regency.

Overall Discussion

Based on the overall findings of this study, it can be concluded that tourists' decisions to stay overnight in Tanah Datar Regency are not influenced by a single factor, but rather by a combination of interrelated factors. Competitive prices become more attractive when supported by a strategic location, adequate facilities, high-quality services, and tourist attractions that encourage visitors to stay longer.

However, this study also found that the primary obstacle to increasing the number of tourists staying overnight is not the quality of the homestays themselves, but rather the limited number of tourist attractions, evening activities, and shopping centers. As a result, most tourists, particularly those from nearby areas, prefer to return home on the same day (one-day trip). Therefore, increasing tourists' length of stay cannot be achieved solely through the development of accommodation facilities. It also requires the development of new tourist attractions, the continuous organization of cultural events, improved digital promotion, better accessibility, and stronger collaboration among the local government, tourism business operators, and the community.

Thus, the findings indicate that tourists' decisions to stay overnight in Tanah Datar Regency are the result of a comprehensive evaluation of the benefits obtained from price, location, facilities, service quality, and the attractiveness of the tourist destination. If these factors continue to be improved in an integrated manner, the opportunity to increase the number of overnight tourists, extend their length of stay, and enhance the contribution of the tourism sector to the economy of Tanah Datar Regency will become even greater

CONCLUSION

Tourists' decisions to stay overnight in Tanah Datar Regency are influenced by a combination of several factors, namely price, location, facilities, service quality, and the attractiveness of the tourist destination. The findings indicate that tourists' decisions are influenced by the integration of accommodation quality and destination quality. Competitive prices, strategic locations, adequate facilities, and good service have been able to provide satisfaction to tourists.

However, in order to increase the number of tourists staying overnight and extend their length of stay, the local government, together with tourism business operators, should develop new tourist attractions, organize more cultural activities and events, strengthen digital promotion, improve accessibility, and enhance homestay management standards. These efforts will enable Tanah Datar Regency to become a destination that is not only attractive to visit but also appealing as a place where tourists choose to stay for a longer period

RECOMENDATION

Based on the discussion and conclusions presented above, the author proposes the following recommendations:

1. For the Local Government of Tanah Datar Regency

The Local Government, through the Department of Tourism, Youth, and Sports of Tanah Datar Regency, is expected to enhance the attractiveness of tourist destinations by developing additional tourist attractions, particularly activities that can be enjoyed during the afternoon and evening. Furthermore, the organization of cultural events, regional festivals, and artistic performances should be increased on a regular basis so that tourists have greater motivation to extend their length of stay in Tanah Datar Regency.

The government should also continue strengthening tourism promotion through digital media and improve coordination with the provincial government regarding the improvement of road access to Tanah Datar Regency.

2. For Homestay Managers and Accommodation Business Operators

Homestay managers are expected to continuously improve the quality of facilities and services provided to tourists. The provision of supporting facilities, such as reliable Wi-Fi, regular maintenance of room facilities, expansion of room capacity, and improvements in cleanliness and comfort standards, should receive greater attention.

In addition, homestay managers are encouraged to enhance their professional competencies in delivering services while maintaining the warmth of local hospitality and cultural values so that tourists enjoy a memorable accommodation experience. jurnal.doc

3. For Tourism Business Operators

Tourism business operators, including managers of tourist attractions, Micro, Small, and Medium Enterprises (MSMEs), and culinary business operators, are encouraged to collaborate in creating attractive tourism packages and providing various activities capable of extending tourists' length of stay.

The development of tourism products based on local culture, culinary experiences, and authentic community experiences should continue so that tourists have a wider variety of activities to enjoy during their stay in Tanah Datar Regency.

4. For the Community

The local community is expected to continue supporting the development of the tourism sector by maintaining environmental cleanliness, public safety, and preserving local culture and wisdom. The hospitality of local residents, as hosts, is one of the key factors that can strengthen the positive image of Tanah Datar Regency as a comfortable and memorable tourist destination.

5. For Future Researchers

This study has limitations because it only analyzed the influence of price, location, facilities, and service quality on tourists' decisions to stay overnight. Therefore, future researchers are encouraged to expand this research by including other variables that may influence tourists' accommodation decisions, such as tourist attraction, destination image, digital promotion, electronic word of mouth (e-WOM), tourist experience, tourist satisfaction, destination security, and accessibility.

In addition, future studies may employ quantitative or mixed-methods approaches with a broader range of respondents in order to provide a more comprehensive understanding of the factors influencing tourists' decisions to stay overnight in Tanah Datar Regency.

This completes the translation of the paper. The remaining section is the References, which consists of bibliographic citations and normally does not require translation other than preserving the original citation format.

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