Sustainable Hospitality and Revisit Intention in Tourism Services

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Abstract. Hospitality has an important role for the sustainability of tourism services. Efforts to measure the sustainability of hospitality are relevant for dealing with this. This research aims to study the factors related to hospitality and measure the index of hospitality sustainability. The study was conducted at the tourist destination Sumberawan, Singosari district, Malang regency. The study involved 38 students as respondents. Variables of hospitality, invitation, comfort, empathy, satisfaction, and revisit intention were explored through a survey. Path modeling - part least square (PM-PLS) and multi-dimension scale (MDS) is used in the study. The results showed that hospitality is significantly influenced by comfort and empathy. Hospitality also affects satisfaction, and then satisfaction affects revisit intention. Furthermore, satisfaction becomes a mediating relationship between hospitality and revisit intention. All variables included in the category of less sustainable, with a sustainability index of 37.11, 40.84 and 37.57. Five indicators to improve the sustainability index are customers treated kindly, friendly employees, fulfillment of service standards, return visits to tourist sites, and willingness to recommend others.

Keywords: sustainable hospitality, consumer satisfaction, sustainability index, revisit intention

1. Introduction

The hospitality-oriented services sector has entered into various economic activities, becoming a strategic industry [1] [2]. The tourism sector is a pioneer of hospitality services starting with tourists from home, travel activities, enjoying tours and returning home. The experience of hospitality is a tour that makes them want to revisit at another time. Tourism economic activity also influences other sectors [3], bringing knowledge and economic benefits through hospitality. Thus, customer satisfaction is inborn, further creating cycles and links of economic transactions, resulting in the accumulation of subsequent satisfaction.
The character of the hospitality services business is a competitive advantage [4], demonstrated by human resources with cross-cultural competency [5]. Today, hospitality is a relationship that leads to mutually satisfying economic transactions. Relationships that are the comfort, reach expectations and meet psychological needs. It contains personalized services, invites warmly, develops special relationships, creates comfort to the deepest heart [6].

Hospitality can be explored through various approaches. In hospitality services, Ariffin & Maghzi [6], through a psychological approach, found five components of hospitality, including personal services, invitations, special relationships, touch and comfort feelings. Tasci & Semrad [7] find three components of hospitality, that is warmth (feeling invited, polite, respectful), guaranteed safe (trustworthy, honesty, proven reliable) and soothing (generous, easy to get along, and open). Pijls et al. [8] using a consumers service approach, successfully identify nine components of hospitality, including invitation, convenience, recognition, empathy, helpful attitude, autonomy, entertaining, efficiency, and surprise services.

Empathy becomes a concern in hospitality. Empathy is the attitude and behavior that is considered the determinant of the starting place of hospitality. Pizam [9] defines empathy as the ability to feel emotions, feelings, and intellectual and emotional reactions experienced by others and to communicate that understanding to that person effectively. Empathy is a skill that can be learned and trained, not a permanent personality trait. Empathy is believed to be the main component of a successful relationship because it helps to understand the perspectives, needs, and intentions of others. Empathy is essential for the achievement of customer service and customer satisfaction [9] [10].

The concept of hospitality can also improve the quality of organizational management, be it business or government. This can be applied to management externally or internally. External relations such as relationships with consumers, community, suppliers, or government. Internal hospitality implements mutual service or supports responsibly between divisions or work units. Hospitality can be taken into the formulation and implementation of management service standards [11].

Lim [12] introduces the concept of sustainable hospitality. This concept emphasizes the benefits of hospitality in social, economic and environmental aspects. Sustainable hospitality associate with how to minimize the negative impacts by implementing sustainability measures. Sustainability measures also need to consider at the perspective of consumer psychology and physical services as well. These indicators have a direct or indirect influence, which is observed or not to consumers. It is also important to understand first of what creates customer satisfaction in regard to sustainability in tourism services [1].

In hotel services, sustainability measures include management systems, legal compliance, staff engagement, customer experience, accurate promotion, buildings and infrastructure, information and interpretation, local employment, local purchasing, inclusion, treatment of employees, cultural heritage, environmentally preferable purchasing, efficient purchasing, energy conservation, water conservation, greenhouse gas emissions, transportation, harmful substances minimize pollution, biodiversity conservation, sustainability concept, vegetarian/vegan food, allergies/intolerances [1].

Hospitality can build a culture of respect for competitiveness between host-guest. The sincerity of the relationship is followed by empathy (caring), mutual respect, and respect for positive values that can be shared or exchanged. This underlies stronger hospitality in the long run to benefit both parties (host-guest) [13]. Hospitality can complement the positive perception of tourism products and provide consumer satisfaction [14]. This will affect the intention of tourists to return to a tourist destination [15] [16] [17]. Important questions in this study are how to measure sustainable hospitality through a host-guest relationship approach or customer satisfaction?

Management of Sumberawan tourist destination contains social, economic and environmental aspects. Social and environmental aspects include conservation education of the cultural values of the Temple and the preservation of water springs. While economic aspects provide the potential for productive tourism management and support education and environmental conservation [18]. The management of Sumberawan tourism has not yet developed, the organization has not functioned optimally. Empirical research on sustainable hospitality is important to do in Sumberawan tourist destinations. This is expected to reveal which factors are obstacles to sustainability. These factors can be prioritized to be managed, so that the objectives of managing a tourist destination provide social welfare, generate economic production, and environmental conservation education for tourists.
The purpose of this study is to study factors related to hospitality and to measure the index of sustainable hospitality in the Sumberawan tourist destination.

2. Research method
The research was conducted at the tourist destination Sumberawan, in Toyomarto Village, Singosari District, Malang Regency. Tourism management has operated to serve tourists and provide elements of hospitality and revisit intention. The study used a survey approach involving 38 students who were doing field trip activities as respondents. They were students of the Faculty of Agriculture, Widyagama University who are in the 2nd, 4th and 6th semester. University student have sufficient knowledge to be able to provide positive responses regarding hospitality.

| Variable                      | Indicator                                                                 |
|-------------------------------|---------------------------------------------------------------------------|
| Invite                        | 1. Customers feel invited (M1)                                             |
|                               | 2. Open to customer needs (M2)                                             |
|                               | 3. Customers are free (M3)                                                 |
| Empathy                       | 4. Support to customers (E1)                                               |
|                               | 5. Touch the heart of the customer (E2)                                    |
|                               | 6. Customers are served like kings/queens (E3)                             |
|                               | 7. Best to serve customers (E4)                                            |
|                               | 8. Freeing customers from burdens/worries (E5)                             |
|                               | 9. Attention and interest to customers (E6)                                |
|                               | 10. Customers feel important (E7)                                           |
| Comfort                       | 11. Customers feel the ease (K1)                                            |
|                               | 12. Customers feel comfortable (K2)                                         |
|                               | 13. Customers feel relaxed/relaxed (K3)                                    |
| Hospitality experience        | 14. Customers are treated kindly (P1)                                      |
|                               | 15. Friendly employees (P2)                                                |
|                               | 16. All areas are very friendly (P3)                                       |
| Satisfaction                  | 17. Customers feel service satisfaction (S1)                               |
|                               | 18. Meet customer expectations (S2)                                        |
|                               | 19. Achieve service standards (S3)                                         |
| Revisit intention             | 20. Customers will return to visit (N1)                                     |
|                               | 21. Customers recommend others (N2)                                        |

Source: Pijls et al. [8]

After the field trip activity, students were interviewed based on a questionnaire. Variables observed in this study include the characteristics of respondents, perceived attractions, and students' perceptions about hospitality. Hospitality variables and indicators adopted the study of Pijls et al. [8] (Table 1).

![Figure 1. Hypothetical model related to hospitality](image)

Student perceptions of hospitality are expressed in ordinal scale (Likert). Questions provide five answer choices including strongly agree (5), agree (4), moderate (3), disagree (2), and strongly disagree (1). The analytical method to answer the first research objective uses path modeling (partly least square, PLS) approach, processed using the SmartPLS 3.2.6 software application. PLS path modeling has reliability such as structural equation modeling (SEM) to analyze the relationship between latent variables, and allows the use of smaller sample sizes (minimum 30). The model
(Figure 1) is arranged based on the conception and relationship between hospitality variables (see also [14] and [19]).

The second analysis method uses a multidimensional scale (MDS) approach, using R 3.6.0 software application. The MDS method measures the sustainability index of each variable to find sustainable hospitality adjusted for the sustainability category (Table 2).

| Index Value | Category | Sustainability Level |
|-------------|----------|----------------------|
| 00.00 - 24.99 | Bad      | Not Sustainable      |
| 25.00 - 49.99 | Less     | Less Sustainable    |
| 50.00 - 74.99 | Enough   | Fairly Sustainable  |
| 75.00 - 100.00 | Good    | Sustainable         |

* Source: [20]

3. Result and Discussion

3.1. General description of Sumberawan

Sumberawan tourist locates in Toyomarto Village, Singosari District, Malang Regency. The geographical position is at coordinates -7.855353, 112.644992, at an altitude of 667 m above sea level. The tourist location is on the slopes of Mount Arjuno, surrounded by dry land for agriculture and plantations. The Sumberawan location is about 15 km from the Malang city and is easily accessible with adequate infrastructure and transportation.

Attractions of Sumberawan include the building of temples, water springs, or pine forests. Important objects in the form of temple buildings, which stood since the 13th century were built by the Majapahit dynasty. Sumberawan Temple is the only temple in East Java that has a stupa. Stupa has a dimension of 6.25 meters length, 6.25 meters width, and 5.23 meters in height. The stupa is a feature of relics of Buddhism at that time [18]. This area was once visited by King Hayam Wuruk during one of his traveling business trips.

The location around the temple is water springs and forms a puddle or swamp. This is the origin of the name Sumberawan, namely the spring (sumer) and swamp (rawa). The water is very clear and considered sacred and holy [18]. Holy water is used for worship. Until now many visitors, especially Hindus or Balinese often carry out rituals of worship at Sumberawan. The sacred values of temples and water springs provide environmental conservation benefits in the surrounding area.

Tourist facilities are also available, including admission tickets, food stalls, toilets, parking, and prayer rooms. Visitors arrive from various surrounding areas, wanting to find satisfaction from traveling, the beauty of the place, or other needs from the Sumberawan location.

There are three parties involved in the management of Sumberawan tourist sites. First, the East Java Preservation Institution of East Java, which manages the area around the temple or stupa. Second, the Toyomarto Forest Village Partnership Institution, which manages tourist visits, admission tickets, safety and facilities. Third, the Association of Drinking Water Users, which manages the water supply system for the community. Water distribution includes the Singosari community, Kostrad army in Singosari, Singosari Job Training Office, and Abd Saleh Airport. The institution needs to work together to form social capital to distribute benefits for tourism management and the general public [21].

3.2. Respondent characteristics and tourist attraction

The number of respondents involved in the study was 38 students, with an equal proportion of gender. The age of respondents ranged from 18 to 23 years, with an average of 20.11 years. Respondent ages 20 years or more as many as 21 people and less than 20 years as many as 17 people (Table 3).

There were 11 students who visited Sumberawan or 32 percent. 9 of them are from the city of Malang. The origin area distribution of students from Malang was 16 people, East Nusa Tenggara 10 people, other East Java 4 people and other areas 8 people. The tourism object that is considered attractive is the temple site (selected 30 students), pine forests (4 students), water springs (3 students) and other environments (1 student).
Student participation in tourism provides opportunities to explore environmental and cultural services [22]. They show attraction in exploration, experience, consumption patterns and mobility. They dare to take into account for delivering a comprehensive message of environmental preservation [23]. Their understanding of attractions is an incentive for efforts to promote tourism and educate about environmental and cultural conservation [24] and increase intentions of ecotourism and ecotourism behavior [25] [26]. Study [27] revealed that students showed positive and significant perceptions of attractions, especially regarding beauty, educational elements and trekking paths. Students' experiences on a trip serve as a place to discuss environmental conservation efforts.

Table 3. Characteristics of the respondent and tourist attraction

| Variable                           | Unit       |   |
|------------------------------------|------------|---|
| Gender                             | % female   | 50|
| Age                                | years      | 20.11|
| Less than 20 years                 | people     | 17|
| Equal or above 20 years            | people     | 21|
| Students have visited before       | people     | 11|
| Number of students from Malang     | people     | 12|
| Tourist object that attracts students |          |   |
| Temple building site               | people     | 30|
| Pine forests                       | people     | 4 |
| Springs                            | people     | 3 |
| Environmental comfort              | people     | 1 |

* Respondent size 38 student

The student is also very active and opens using social media to interact, share and promote tourism objects. Social media helps promotion interests in tourism sites. Social media might also educate the student to be more conscious and behave in a more socially responsible way opening up new avenues for sustainable tourism [28].

3.3. Hospitality and revisit intention

The concept of hospitality and its relationship with the revisit intention are displayed through the structural model in Figure 2. The figure presents the relationship between latent variables and the relationship with the indicators. Latent variables include invite (M), empathy (P), comfort (K), hospitality (P), revisit intention (N) and satisfaction (S).

Figure 2. Initial model of variable relation
The results of the PLS analysis state the loading factor of the relationship between the indicator and its latent variable (Figure 2). Three indicators were found to have a loading factor of less than 0.6, at M1, E2 and E3, with loading factors 0.574, 0.514 and 0.543, respectively. These indicators must be discarded so that the model meets the eligibility for use. The shape of the new model is presented in Figure 3, showing a fairly high loading factor, exceeding the ideal cutting off the value of 0.70. This means that indicators are able to explain or influence the character of latent variables so that all latent variables can be used in the model.

The new model also needs to be tested for validity and reliability. Validity test uses Average Variance Extracted (AVE) to see convergent validity, while reliability test uses Composite Reliability (CR). According to Ghozali (2015), the model is considered valid and reliable if AVE and CR exceed the ideal cutting off the value of 0.70 and 0.5. The test results show that all latent variables meet the requirements (Table 4). This means that the model can be implemented to explain hospitality and its relationship with other latent variables.

The next test model (Figure 3) is the hypothesis test of the relationship between latent variables as presented in Table 5. The significant relationship between variables (p-value < 0.05) is shown by Comfort (K) - Hospitality (P), Hospitality (P) - Satisfaction (S) and Satisfaction (S) - Revisit intention (N). While the Empathy (P) - Hospitality (P) relationship showed a p-value of 0.063, or slightly above 0.05. While the relationship between other latent variables is not significant.

### Table 4. Result of Validity and Reliability Test

| Latent Variable | Average Variance Extracted (AVE) | Composite Reliability (CR) |
|-----------------|---------------------------------|---------------------------|
| Invite (M)      | 0.851                           | 0.741                     |
| Emphaty (P)     | 0.866                           | 0.567                     |
| Comfort (K)     | 0.877                           | 0.708                     |
| Hospitality (P) | 0.828                           | 0.618                     |
| Satisfaction (S). | 0.904                           | 0.758                     |
| Revisit intention (N) | 0.850                           | 0.739                     |

These results indicate that hospitality is significantly influenced by comfort and empathy. These results confirm the results of the prior study [6] [7] [1]. Comfort variable that plays a role in influencing hospitality is mainly contributed by indicators of customers feel comfortable (K2) and
customers feel relaxed (K3). The important role of the empathy variable mainly comes from indicators of best to serve customers (E4) and attention and interest to customers (E6).

Meanwhile, hospitality has a significant effect on tourist satisfaction. A prominent indicator of hospitality is customers are treated kindly (P1). The dominant indicator of satisfaction is service satisfaction (S1) and achievement of service standards (S3). Furthermore, satisfaction has a significant effect on revisit intentions. Indicators of revisit intention variable have two indicators whose values are almost the same, namely tourists will visit again (N1) and recommend others to visit (N2).

| Table 5. Relationship between latent variable$^a$ |
|-----------------------------------------------|
| Latent variable                  | Path coefficient | t-statistic | p-value |
| Comfort (K) – Hospitality (P)     | 0.463            | 2.645       | 0.008   |
| Empathy (P) – Hospitality (P)     | 0.380            | 1.864       | 0.063   |
| Invite (M) – Hospitality (P)      | -0.116           | 0.713       | 0.474   |
| Hospitality (P) – Revisit intention (N) | 0.212          | 1.142       | 0.254   |
| Hospitality (P) – Satisfaction (S) | 0.519           | 4.274       | 0.000   |
| Satisfaction (S) – Revisit intention (N) | 0.434          | 3.344       | 0.001   |

$^a$ run by bootstrapping in PLS software

Hospitality basically reflects the quality of service or positive attractiveness. The relationship between hospitality and satisfaction is very significant and is the focus of how to strive for sustainability [1]. According to Bigné et al. [29], service quality has a positive influence on satisfaction and revisit intention; then satisfaction determines the willingness to recommend the destination. However, the influence of quality on willingness to recommend and the influence of satisfaction on revisit intention is not associated.

An important finding from the relationship above (Table 5) is that hospitality does not directly influence revisit intention, but uses satisfaction as an intermediate variable. This study is basically similar to [19] and [14] which use a structural model, and finds a significant linear relationship between customer satisfaction, customer loyalty and willingness to pay. Customer satisfaction mediates the influence of environmental, social and economic factors on customer loyalty and willingness to pay. The finding related the revisit intention is in line with prior studies [30] [16] [17]. Bigné et al [29] find that customer satisfaction can mediate the influence of brand image on customer loyalty.

Tourist's satisfaction has a positive and significant impact on the intention of purchasing the tourism service [15] [16] [17]. There is also a significant relationship between tourist's satisfaction and perceived quality toward the tourist's perception. This shows that quality services will meet customer satisfaction. In return, the service sector also receives high added value. Consumers provide commensurate willingness to pay, for example with the revisit intention, customer loyalty, or recommending to others. Moreover, a significant relationship exists between the revisit intention and the tourist's purchase behavior.

3.4. Sustainable Hospitality

The results of measuring sustainability index of latent variables are presented in Table 6, Figures 4 and 5. Software R cannot calculate sustainability index of the variables that have three indicators or less, such as comfort (K), invite (M), hospitality (P), satisfaction (S), and revisit intention (N). Therefore, the measurement of sustainability index is done by combining these variables, with the results as presented in Table 6, or as displayed in the form of radar (Figure 5). The combined result is Empathy (P) has five indicators, Comfort (K) + Invite (M) has five indicators and Hospitality (P) + Satisfaction (S) + Revisit intention (N) has eight indicators. The three groups of variables have a sustainability index of 37.11, 40.84 and 37.57, respectively. Meanwhile, the Monte Carlo test results show the same figures as the sustainability index. This result shows that the sustainability index meets reliability and stable.

Table 6 and Figure 4 show that all variables are categorized into a less sustainable level. The MDS approach also needs to consider the value of the leverage of each indicator (Figure 5). Leverage can provide an explanation to complete the sustainability index. The focus is to scrutiny at indicators on
the variables that have the lowest sustainability index values, mainly on Empathy (E) and variable group of Hospitality (P) + Satisfaction (S) + Revisit intention (N).

Table 6. Sustainability index of variable or variable group

| Variable or variable group                  | Value1 | Sustainability Level2 |
|--------------------------------------------|--------|-----------------------|
| Empathy (P)                                | 37.11  | Less Sustainable      |
| Comfort (K) + Invite (M)                   | 40.84  | Less Sustainable      |
| Hospitality (P)+Satisfaction (S)+Revisit intention (N) | 37.57  | Less Sustainable      |

Monte Carlo test at variables of Empathy (P): 37.11; variable Comfort (K) + Invite (M): 40.84; dan Hospitality (P)+Satisfaction (S)+Revisit intention (N): 40.84

0 - 24.99: Not Sustainable; 25 - 49.99: Less Sustainable; 50 - 74.99: Fairly Sustainable and 75 - 100.00: Sustainable

Figure 4. Sustainability index in radar images

Figure 5. Leverage indicator of each variable

Figure 5 shows that relatively low leverage is found in indicators of hospitality variables (P1) and P2), satisfaction (S3) and behavior intensity (N1 and N2). Five indicators are considered the most crucial that influence the sustainability of hospitality and the management of tourist attractions.

Indicators of customers are treated kindly (P1) and friendly employees (P2) are the basic services of hospitality management have not been met. This also happened to the achievement of service
standards (S3). This also correlates with the low leverage of return visits to tourist sites (N1) and willingness to recommend others (N2). These five indicators likely work consistently and simultaneously, resulting in a low sustainability index. This finding reinforces the prediction of the previous model (Figure 3), as also observed by [19], where satisfaction and revisit intention have a strong relationship. These five indicators are the focus to be improved so that the sustainability index of a variable can be upgraded to fairly sustainable or sustainable.

Hospitality concept shows the formation of essential relationships that underlie producer services to consumers/customers. Hospitality builds a culture of respect, the sincerity of relationships followed by empathy. Mutual respect underlies stronger hospitality in the longer term [13]. Implementation of the concept of sustainable hospitality, therefore it is very important to address. This concept sees the benefits of hospitality in social, economic and environmental aspects. The implementation of sustainable hospitality, in tourism services, needs to take into account the fulfillment of the need for reciprocity between hosts and guests, to respect each other, to give and take on both sides, and for long-term formation. The benefits of sustainable hospitality are basically to create prosperity in economic, environmental and social aspects now and in the future [12].

3.5. Research Implication

This study provides implications for the conceptual framework of hospitality. Hospitality requires satisfaction as a medium to influence tourist’ revisit intention. This finding strengthens the concept of the theory of the relationship between hospitality, satisfaction, revisit intention to visit or willingness to pay tourists [19] [30] [29].

The concept of sustainable hospitality generally considers the flow of benefits in social and environmental aspects [12] [1]. This research emphasizes the approach of the concept of hospitality through host-guest relations [13] and how both parties receive benefits in a sustainable manner. The sincerity of the guest-host relationship includes empathy (caring), mutual respect and understanding of positive values that can be shared or exchanged over the long term. This concept views that customer satisfaction is very important, and influences revisit intention, and customers will be loyal and come back or recommend others.

Variables and indicators of hospitality adopted from Pijls et al. [8] have proven to be reliable for constructing relationships or model of hospitality and their relationship with revisit intention. The R software application also functions well, although it cannot operate on an indicator number of 3 or less.

The research findings also have implications for the management of Sumberawan tourism in a sustainable manner. First, strengthening organizational management (to improve indicators P1 and S3). Managers need to formulate and implement service standards, responsibility mechanisms and scope of management, for example, to handle maintenance and operation of accommodation, sanitation and security. This is intended to improve organizational friendliness and implementation of service standards.

Hospitality can improve the quality of organizational management, and lead to the formulation and implementation of management service standards [11]. This will have a systemic impact on organizational services, enhancing relationships between individuals and building organizational culture.

Secondly, improve the friendliness of tourism actors (to improve the P2 indicator). Officers in ticketing, temples, food stalls or water springs, need to be shown to be more friendly to be wholehearted, responsive and take the initiative to meet the needs of tourists. This can be done with hospitality skills training to provide quality services [13]. Empathy is believed to be the main component of a successful relationship because it helps to understand the perspectives, needs, and intentions of others. Empathy is essential for the achievement of customer service and customer satisfaction. Empathy is a skill that can be learned and trained, not a permanent personality trait. [9] [10]. Training and education to upgrade skills and build empathy and hospitality are a necessity for the newly developing tourist.

Third, strengthening external relations activities (to improve the P2 indicator). Efforts to strengthen internal organizations to provide satisfying and memorable services need to be balanced with promotion efforts and external relations so that Sumberawan tourism is better known. Hopefully, tourists will return to visit or recommend others to visit Sumberawan. Students or young people can
be targeted in promotional activities. The ability of students to interpret attractions [27], the ability to use social media [28], and their creativity in using information technology [23] can be potential to promote tourism and build awareness about environmental conservation education [24].

The management improvement effort in Sumberawan is very relevant. The management of Sumberawan tourism is indeed not optimal. Entrance ticket management, for example, has been carried out in the past year. Improved management is expected to increase sustainability through increased hospitality and revisit intention.

4. Conclusion and suggestion
Research produces relationship models related to hospitality. Hospitality is significantly influenced by comfort and empathy, with a path coefficient of 0.463 and 0.380, respectively. Hospitality also significantly affects satisfaction, and satisfaction effects revisit intention, with a path coefficient of 0.519 and 0.434, respectively. In addition, satisfaction mediates the relationship between hospitality and revisit intention. This means that hospitality will encourage customer satisfaction and subsequently generate the customer's revisit intention.

Empathy, the variable group Comfort and Invite and the variable group Hospitality, Satisfaction, and revisit intention entered in the category of less sustainable, with a sustainability index of 37.11, 40.84 and 37.57, respectively. Furthermore, there are five indicators to be considered to improve the sustainability index, which are customers treated kindly, friendly employee, achieving service standards, returning visits to tourist sites, and willingness to recommend others.

Efforts to improve Sumberawan tourism management, include strengthening organizational management to improve services and hospitality, hospitality skills training for tourism operators to provide quality services, and promotional efforts and external relations so that Sumberawan tourism is better known so as to increase the number of visitors.

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