Consumer Satisfaction on Wetland Rice Agro-Tourism in Daerah Istimewa Yogyakarta (DIY)

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Abstract. In Daerah Istimewa Yogyakarta (DIY), wetland rice agro-tourism grows rapidly and is in demand as the medium of education about agriculture. The attractions include planting rice and ploughing fields. This study aim was to determine the consumer satisfaction level of wetland rice agro-tourism. This research was conducted at Pentingsari Tourist Village, Yogyakarta, because it offers wetland rice agro-tourism. The respondents were 70 people, it was determined by accidental sampling. The CSI (Customer Satisfaction Index) and IPA (Importance Performance Analysis) were used to determine consumer satisfaction. The attributes were derived from the servqual dimensions (tangibles, reliability, responsiveness, assurance and empathy). The results have revealed high satisfaction level of consumers from DIY and outside DIY, however, there are several aspects that need improvement. Consumers had different evaluation over the attributes of services. To rise the satisfaction of consumers from DIY, wetland rice attraction must be packaged more attractively by improving the tour guides in term of communication skills. To improve the satisfaction of visitors from outside DIY, homestay facilities need to be enhanced without leaving the uniqueness of countryside and the guarantee of safety.

1. Introduction

Recognized as agricultural country, Indonesia is characterized by agriculture as the main livelihood of most of its population. Despite of the declining trend, large number of people live from agricultural sector, instead of from other sectors. Furthermore, by looking at the high growth of Indonesian population which causes need of food to increase, the development of agricultural sector must be given priority. Ironically, the high population growth also contributes to the conversion of agricultural area into settlements. Due to this shift of land function, the areas owned by farmers become narrower and less adequate for the main source of income for them. As the consequence, there are fewer and fewer generations interested in the agricultural sector.

As the time goes by, it is realized that agriculture does not only produce food but also has other various roles (multifunctional). Agriculture is traditionally regarded as the basic sector which has several functions, including food production, labor accommodation, raw materials for industrial sector, and support for the international trade operations [1]. In the global scale, agriculture has been considered to have greater or more multifunctional value. A broad understanding towards the role of farming says that farming also has the ability to shape the environment, maintain the social and cultural system, and contribute to the economic growth. The presence of multifunction concept is a response to the concern over significant changes in agriculture and rural areas throughout the world [2].

Within the agricultural multifunction, one of the functions of agriculture is to serve as agro-tourism. Agro-tourism is defined as a form of tourism activity utilizing the agribusiness as tourism object with the purpose of broadening the knowledge, experience, recreation, and business relationship in the agricultural sector [3]. Wetland rice agro-tourism is an educational tourism using the traditional wetland farming business as tourism attraction [4]. In accordance to the definition, a research has shown that organic farming agro-tourism can be a medium of education and site for comparative study for the visitors [5].

In Indonesia, many tourism villages offer the attractions of wetland agribusiness activities, such as planting, plowing using cattle, and harvesting using traditional method. With the more gradually
limited rice farming areas, particularly those in big cities, the agribusiness process becomes a unique and interesting attraction for visitors. The tourists are directly involved in the plowing process using cattle, rice planting in a traditional way, and even harvesting at particular times. One of the tourism villages developing wetland agro-tourism is Pentingsari Tourist Village in DIY. The research shows that wetland rice agro-tourism as the agricultural education is highly in demand of consumers, mainly students [4]. This is relevant with the research finding [6] which points out that in agro-tourism, the visitors can participate actively in the traditional farming practice.

Agro-tourism in DIY Province is in demand not only by local visitors, but also by visitors from other big cities in Indonesia. Agro-tourism consumers have diverse expectations [7] [8] [9], and therefore, different characteristics and preferences of visitors shall be the main concern. Each characteristic determines the expected quality of service attributes which later determines the consumer’s satisfaction level [10]. Based on the elaboration above, this study aim was to determining the consumer satisfaction level on the wetland agro-tourism and consumers’ assessment over the service attributes received.

Agro-tourism refers to the form of tourist object and attraction which is advanced not only in the large scale, but also in the small scale, and thus enables it to be developed in every region, according to specification and uniqueness of the offered agricultural products [11]. The philosophies of agro-tourism are improving farmers’ income and the quality of rural natural environment to become high quality residence, giving opportunity to the community to learn about the favorable farming life and its ecosystem [3]. Some studies have shown that agro-tourism can increase the income and promote welfare to the community involved [3] [12] [13] [14]. Village tourism has been regarded as the strategy for regional development [15].

The shift in the tourism trend globally makes agro-tourism grow rapidly in all parts of the world [16]. This is because agro-tourism gives better contribution to the economy [17]. Among various tourism sites offered by agro-tourism, traditional cultural attraction of traditional wetland rice farming is becoming a trend and much in demand by tourists nowadays [4]. In line with the rural tourism concept, in agro-tourism, wetland rice tourists stay in villages, enjoy local culture and are directly involved in various processes of rice farming [6]. The sustainability of wetland rice agro-tourism is largely determined by customers’ satisfaction.

One descriptive method that can be applied to describe the level of customers’ satisfaction is service quality [18]. Service quality is a measure of how well a service meets customers’ expectations. The Servqual model was developed by Parasuraman, Zeithmal and Berry in 1985, which was later improved in 1988. The servqual model was built on the comparison of two main factors, namely customer’s perception of perceived service over the services that customers actually expect (expected service). Service quality are divided into five dimensions, namely tangible, reliability, responsiveness, assurance (consisting of competence, credibility, courtesy and security) and empathy (consisting of access, communication and understanding of customers) [18]. The important element to be investigated in servqual is the quality of service received by customers that can portray the level of customers’ satisfaction. Furthermore, [18] state determining the level of customers’ satisfaction can be achieved by comparing the expected quality of service and the quality of services received. However, servqual analysis fails to include the importance level of the survey method [19].

Martilla and James developed IPA (Importance-Performance Analysis), a simple evaluation instrument used to identify customer’s satisfaction which prioritizes areas for improvement [19]. IPA offers a simple yet useful method to consider the dimensions of importance and performance when evaluating or determining strategies [21]. One of the main advantages of IPA lies on its ability to identify areas or attributes in improving service quality [22].

2. Materials and Methods

The study was conducted in Pentingsari Tourism Village, which was determined purposively according to the research objectives [23] [24]. Respondents in this research were students who took rice farming attraction tour packages at the Pentingsari Tourism Village. They were selected by accidental sampling [25]. Unlike in massive tourism, visitors to agro-tourism are usually limited in number. Respondents in the study were 70 high school students, consisting of 35 students from DIY.
and 35 students from outside DIY. Students outside DIY who visited the tourist village mostly came from big cities in Indonesia, such as Jakarta and Surabaya.

The level of consumer satisfaction on wetland rice agro-tourism was observed from the value of customer satisfaction index (CSI). CSI of agro-tourism in wetland rice in this study represented the level of overall customers’ satisfaction by looking at the importance level of all attributes of wetland rice agro-tourism services. To determine CSI the following equation was used:

\[
CSI = \frac{\sum p_i \times WS_i}{HS} \times 100\%
\]

\( p \) = importance attributes no – p  
\( WS \) = weight score  
\( HS \) = Highest Scale (maximum scale used which is 5)  
CSI value is divided into five criteria, from ‘dissatisfied’ to ‘very satisfied’, as follows [26]:

| CSI Value | CSI Criteria   |
|-----------|----------------|
| 0.81 – 1.00 | Very satisfied |
| 0.66 – 0.80 | Satisfied      |
| 0.51 – 0.65 | OK             |
| 0.35 – 0.50 | Dissatisfied   |
| 0.00 – 0.34 | Very Dissatisfied |

To find out the position of quality attributes of wetland rice agro-tourism services, the IPA (Importance Performance Analysis) method was used. IPA is an analysis to determine the degree of conformity between the level of importance (consumer expectations) and the level of performance of the attributes studied through the comparison of performance scores with importance scores [20]. The attributes of customer satisfaction on wetland rice agro-tourism are derived from service dimensions (tangible, reliability, responsiveness, assurance and empathy).

IPA is divided into 4 quadrants with performance on the X axis and the importance on the Y axis [20]. The four quadrants are quadrant A (Concentrate Here), quadrant B (Keep Up the Good Work), quadrant C (Low Priority) and D quadrant (Possible Overskill). The four quadrants can be described in the diagram as follows:

**Figure 1. IPA Diagram**

- **Quadrant A**: Concentrate Here (high importance/low performance). Attributes that belong to this quadrant represent key areas that need to be improved with top priority.
- **Quadrant B**: Keep Up the Work (high importance/high performance). All attributes included in this quadrant are the strengths and pillars of the organization.
Quadrant C : Low Priority (low import/low performance). Attributes comprised in this quadrant are not important and do not pose a threat to the organization.

Quadrant D : Possible Overskill (low importance/high performance). The factors in this quadrant are considered not too important so that the management needs to allocate resources related to these factors to other factors that have a higher priority of treatment and still need improvement, for example, dealing with factors in quadrant A.

3. Results and Discussion
3.1. Characteristics of wetland rice agro-tourism
This study focuses on the satisfaction of consumers, both from DIY and outside DIY, on wetland rice agro-tourism. Consumers of wetland rice agro-tourism were students living in the tourist village. By visiting the countryside, students could discover the daily lives and activities of farmers while creating a positive image of agriculture for urban students as young generations [27]. These two groups of consumers had different characteristics that would determine their level of satisfaction with the services provided by tourist village.

Table 2. Characteristics of consumers of wetland rice agro-tourism in DIY

| No. | Characteristics of Consumers | Students from DIY | Students from the areas outside DIY |
|-----|------------------------------|-------------------|------------------------------------|
|     |                              | Number | %     | Number | %     |
| 1.  | Sex                          |        |       |        |       |
|     | a. Male                      | 7      | 20    | 16     | 46    |
|     | b. Female                    | 28     | 80    | 19     | 54    |
| 2.  | Age                          |        |       |        |       |
|     | a. 15 years old              | 0      | 0     | 2      | 5.71  |
|     | b. 16 years old              | 20     | 57.14 | 26     | 74.29 |
|     | c. 17 years old              | 14     | 40.00 | 7      | 20.00 |
|     | d. 18 years old              | 1      | 2.86  | 0      | 0     |
| 3.  | Amount of pocket money/day   |        |       |        |       |
|     | a. 5 – 10 thousands          | 12     | 34    | 0      | 0     |
|     | b. 10 – 15 thousands         | 11     | 31    | 0      | 0     |
|     | c. 15 - 20 thousands         | 9      | 26    | 5      | 14    |
|     | d. > 20 thousands            | 3      | 9     | 30     | 86    |
| 4.  | Rice field existence nearby their homes | |       |        |       |
|     | a. Many rice fields          | 17     | 49    | 0      | 0     |
|     | b. Few rice fields           | 7      | 31    | 5      | 14    |
|     | c. No rice field             | 11     | 20    | 30     | 86    |

Referring to Table 1, it can be implied that the fundamental dissimilarity between the characteristics of students from DIY and those from outside DIY lies in the amount of pocket money, residence location, and the existence of wetlands nearby the residence. The pocket money for DIY students is mostly (65%) in the range of IDR 5,000.00 to IDR 15,000.00 per day and only 9% is above IDR 20,000.00. As for students from outside DIY, only 14% of the pocket money ranges from IDR 15,000.00 – IDR 20,000.00 and 86% is above IDR 20,000.00. The amount of pocket money is a proxy to determine the economic condition of the family.

Dealing with the locations of residence, most students from DIY and outside DIY live in suburban area. This is the impact of the development of the city, where the center is intended for economic, business and government activities, while the residences increasingly expand to the suburbs. The existence of wetlands distinguishes the residence of DIY students and students from outside DIY. As many as 80% of DIY students stated that they still discovered wetlands around their homes.
Meanwhile, 91% of the students from outside DIY declared living in the suburbs but only 14% of them found wetlands around their homes and 86% did not find any wetlands around their homes.

### 3.2. Customer Satisfaction Index (CSI)

In this study, the Consumer Satisfaction Index was to determine the level of satisfaction of consumers of wetland rice agro-tourism as a whole by considering the level of importance and level of satisfaction of the quality of all service attributes.

#### Table 3. Customer Satisfaction Index (CSI) of consumers of wetland rice agro-tourism in DIY

| Statement                                                                 | Weight Score (WS) | Students from DIY | Students from areas Outside DIY |
|---------------------------------------------------------------------------|-------------------|-------------------|-------------------------------|
| Homestay is clean and tidy.                                                | 0.17              | 0.18              |
| Homestay is equipped with adequate facilities (bathroom, TV, etc).         | 0.16              | 0.16              |
| The food served is satisfying.                                             | 0.15              | 0.16              |
| The food menus are varied.                                                 | 0.14              | 0.15              |
| Attributes of attraction facilities are adequate.                         | 0.15              | 0.14              |
| Road access to the location is good and accessible.                       | 0.13              | 0.14              |
| Tourist village managers provide good service to guests.                   | 0.17              | 0.17              |
| Tourist village managers serve the need of guests quickly.                 | 0.15              | 0.15              |
| Tourist village managers provide attractions as promised.                  | 0.14              | 0.16              |
| Attractions are presented in interesting ways.                            | 0.15              | 0.15              |
| Tourist village managers have the ability to overcome guests’ problems.    | 0.15              | 0.16              |
| Time management for activities is good.                                    | 0.14              | 0.16              |
| Tourist village managers provide the information needed by guests quickly. | 0.15              | 0.17              |
| Tourist village managers provide assistance to guests quickly.             | 0.15              | 0.17              |
| Attraction guides have good qualifications.                               | 0.14              | 0.16              |
| Attraction guides have good communication skills.                          | 0.15              | 0.17              |
| There is safety guarantee for guests.                                      | 0.17              | 0.17              |
| Tourist village managers are hospitable and friendly.                      | 0.18              | 0.18              |
| Attraction guides are hospitable and friendly.                            | 0.17              | 0.18              |
| Homestay owners are hospitable and friendly.                              | 0.19              | 0.19              |
| Local people are hospitable and friendly.                                  | 0.17              | 0.19              |
| Tourist village managers are easy to contact at any time.                  | 0.13              | 0.16              |
| Tourist village managers pay attention to guests personally.               | 0.10              | 0.15              |
| Tourist village managers, homestay owners, and local people respect the guests. | 0.16              | 0.17              |
| Tourist village managers understand the need of guests.                    | 0.14              | 0.17              |
| Tourist village managers provide assistance to guests wholeheartedly.      | 0.16              | 0.17              |
| Tourist village managers respond to complaints and suggestions.            | 0.15              | 0.18              |
| Total                                                                     | 4.11              | 4.47              |
| CSI                                                                       | 0.82              | 0.89              |

Source: Authors’ calculation

The results of CSI analysis of wetland rice agro-tourism consumers have shown 0.82 CSI score for DIY students and 0.89 for students from the areas outside DIY. Both CSI scores are in the ‘very satisfied’ category. The high CSI value indicates that consumers are highly satisfied with the quality of service received in wetland rice agro-tourism. This is in line with the results of the analysis
presenting a high level of conformity between the level of importance and the level of performance of the attributes studied.

3.3. Importance-Performance Analysis (IPA)

The first stage in the Importance-Performance Analysis (IPA) method in this study was determining the level of conformity. The level of conformity is the ratio between performance and importance of the attributes studied. The value of the conformity level for DIY students approached 100% (91.65%). The interesting point is that the value of the conformity level for consumers from outside DIY was greater than 100% (103.19%). These results indicate that the agro-tourism performance of wetland rice has approached the expectation of DIY students and has exceeded the expectation of students from outside DIY. The next stage was mapping the importance level and performance level using Cartesian into the Martilla and James IPA Diagrams. The results of the mapping are displayed in Figure 2 and Figure 3.

![Figure 2. IPA matrix of satisfaction of students from outside DIY](image)

![Figure 3. IPA Matrix of satisfaction of students from DIY](image)

Based on the results of mapping in Figure 2 and Figure 3, the quality of the service attributes of wetland rice agro-tourism for students from DIY and outside DIY were grouped into the quadrants as follows.
| Description          | Quadrant A | Quadrant B | Quadrant C |
|----------------------|------------|------------|------------|
| **Concentrate Here** | 1. Attraction is presented in interesting ways (P10).  
2. Tourist village managers have the ability to overcome guest problems (P11).  
3. Time management in activities is good (P12).  
4. Tourist village managers provide assistance to guests quickly (P14).  
5. Attraction guides have good qualifications (P15).  
6. Attraction guides have good communication skills (P16). | 1. Tourist village managers provide good service to guests (P7).  
2. Tourist village managers provide the information needed by guests quickly (P13).  
3. Attraction guides have good communication skill (P16).  
4. Tourist village managers are hospitable and friendly (P18).  
5. Attraction guides are hospitable and friendly (P19).  
6. Homestay owners are hospitable and friendly (P20).  
7. Local people are hospitable and friendly (P21).  
8. Tourist village managers provide assistance to guests wholeheartedly (P26). | 1. Homestay is clean and tidy (P1).  
2. Homestay is equipped with adequate facilities (bathroom, TV, etc.) (P2).  
3. Tourist village managers have the ability to overcome guest problems (P11).  
4. Tourist village managers provide assistance to guests quickly (P14).  
5. Safety guarantee for guests (P17). |
| **Keep up with the good work** | 1. Homestay is clean and tidy (P1).  
2. Tourist village managers provide good service to guests (P7).  
3. Tourist village managers provide the information needed by guests quickly (P13).  
4. Safety guarantee for guests (P17).  
5. Tourist village managers are hospitable and friendly (P18).  
6. Attraction guides are hospitable and friendly (P19).  
7. Homestay owners are hospitable and friendly (P20).  
8. Local people are hospitable and friendly (P21).  
9. Tourist village managers provide assistance to guests wholeheartedly (P26). | 1. Tourist village managers understand the need of guests (P25).  
2. Tourist village managers provide assistance to guests wholeheartedly (P26).  
3. Tourist village managers respond to complaints and suggestions well (P27). | 1. Attributes of attraction facilities are adequate (P5).  
2. Road access to the location is good and accessible (P6).  
3. Attractions are presented in interesting ways (P10).  
4. Time management in activities is good (P12). |
| **Low Priority**     | 1. Homestay is equipped with adequate facilities (bathroom, TV, etc.) (P2).  
2. The food served is satisfying (P3).  
3. The food menus is varied (P4).  
4. Tourist village managers provide assistance to guests quickly (P8).  
5. Tourist village managers, homestay | |
owners, and local people respect the guests (P24).
6. Tourist village managers understand the need of guests (P25).
5. Attraction guides have good qualifications (P15).
6. Tourist village managers are easy to contact at any time (P22).
7. Tourist village managers pay attention to guests personally (P23).

Quadrant D
Possible Overskill

1. Attributes of attraction facilities are adequate (P5).
2. Road access to the location is good and accessible (P6).
3. Tourist village managers provide attractions as promised (P9).
4. Tourist village managers are easy to contact at any time (P22).
5. Tourist village managers pay attention to guests personally (P23).
6. Tourist village managers respond to complaints and suggestions well (P27).

1. The food served is satisfying (P3).
2. The food menus is varied (P4).
3. Tourist village managers provide assistance to guests quickly (P8).
4. Tourist village managers provide attractions as promised (P9).

Each quadrant has different implications for the attributes included [20]. Although students from DIY and outside DIY had a high degree of conformity, the results of attribute mapping in the IPA diagram show that there were variances of satisfying and dissatisfying attributes. To maintain and improve customer satisfaction, tourist village managers must prioritize the improvement of the performance of attributes included in quadrant A and maintain the performance of attributes included in quadrant B, given that these attributes are the strengths of tourist village.

The sustainability of wetland rice agro-tourism is highly determined by the number of students visiting and living in the tourist village. The more students visit and live in the tourist village, the more the wetland agro-tourism is growing. For this purpose, customer satisfaction must be improved through the enhancement of service quality. Service quality plays an important role in tourism through the increase of tourist satisfaction level [28]. Consumer satisfaction fosters consumer loyalty which is highly beneficial to maintain the sustainability of wetland rice agro-tourism. Consumer loyalty encourages visitors to come back and will recommend to others [10] [29] [30].

The results of CSI analysis have revealed that both students from DIY outside DIY were very satisfied with the quality of wetland rice agro-tourism services in Pentingsari Village. Although overall consumers were very satisfied, the results of mapping the service attributes in the IPA show that there were several service attributes that need improvement. In the IPA diagram, the attributes included in quadrant A need to be developed. The attributes should be considered more closely than other attributes in the other quadrants by the management of wetland rice agro-tourism.

Table 4 shows the difference of attributes that are included in the A quadrant between DIY students and students from outside DIY. Different backgrounds and diverse living environments between students from DIY and those from outside DIY cause dissimilarities in concern of attributes that must be improved. For serving students from DIY, there are three points that must be improved, namely those related to attractions (attraction and time management), managers (ability to overcome visitor problems and speed in providing assistance) and guides (qualifications and communication skills).

Attraction is one of tourist appeals [31]. For DIY students, the attraction of processing wetland rice is neither new nor unique. In their everyday life, they are familiar with rice farming activities because there are still many traditionally managed wetlands around their homes. The attractions of field plowing, rice planting, and harvesting are not special for them. To increase the satisfaction of DIY students, tourist village managers need to package more appealing attractions by increasing the guide's communication skills. Most of the wetland attraction guides are aged farmers with low levels
of education. Wetland rice attraction guides need to be trained to have improved communication skills which meet the styles of young students. This is vital because building the guiding capabilities is an effort to develop tourism [30]. For serving students from outside of DIY, the attraction of wetland rice agro-tourism is in the C (low priority) quadrant. The attraction of wetland rice is a new and unique point for them so that the presentation by the guide was already satisfied enough.

Time management is also a top priority for managers. Time management of activities is exceptionally important so that all activities arranged can go well according to the plan. Time management of attraction is highly essential due to the limited duration of students’ visit because there are several attractions to enjoy in different places. Sometimes there is a delay or cancellation of attractions due to time limitation. Related to the time management, the problem is not only on the management that may be less affirmative but it also often comes from the consumers. Technical problems that often occur are delays of visitor arrivals due to unavoidable cases such as traffic jams during the trip. In addition, the behavior of consumers who are school students also causes disruption in time management. When visitors enjoy fun and exciting attractions, it will be difficult for them to stop enjoying the attractions and even continue the activities with other attractions. To overcome this problem, managers’ ability in time management needs to be upgraded. The punctuality of guides and students needs to be improved so that all planned events can be carried out on schedule.

Some studies have shown that cleanliness and facilities are determinants of consumer satisfaction [10] [29] [31] [32]. The results of this study have indicated that the attributes that must be improved to enhance the satisfaction of student from outside of DIY are cleanliness and homestay facilities. Daily life of students from outside DIY is modern life, while homestays in tourist villages only use simple houses. In some homestays, there are special rooms available for guests, and thus, the facilities at the homestay need to be improved on the basis of the visitors’ needs. Managers of wetland rice agro-tourism do not have to change homestays like residences of city people because it will leave out the uniqueness of living in the village. The important thing to do is to make the homestay a comfortable place for living. This can be done by improving the cleanliness and completing homestay facilities (comfortable beds, clean bathrooms, etc.).

In addition to attractions and homestays, to further enhance the satisfaction of students from outside DIY, the safety must be considered. Safety is an attribute that determines customer satisfaction [10] [29] [32]. For students from outside of DIY who are used to live in big cities with a crowded and densely populated atmosphere, living in lonesome rural areas far from their homes may cause insecurity. Therefore, the manager must assure that Pentingsari Tourism Village is a safe place for visit. Managers need to keep ready and reachable, as well as respond quickly whenever consumers need help.

Quadrant B is an area that must be maintained because the attributes included in this quadrant are the strengths of wetland rice agro-tourism. From the mapping, it is obvious that the attribute in quadrant B for local consumers and out-of-town consumers is relatively the same, namely hospitality. Hospitality is highly important and determines customer satisfaction [10] [29]. Like for most people living in rural areas, the hospitality served by managers, homestay owners, and the community is good. This hospitality is the strength of the tourist village in maintaining consumer satisfaction.

In the Martilla and James IPA diagram, the attributes included in C quadrant are non-essential and less prioritized. The results of the analysis demonstrate that the attribute included in the C quadrant which does not require any more major attention is the food menu. In addition to homestay facilities such as beds, bathrooms and so on, food menu determines the comfort level of consumers during their stay. The results of attribute mapping in the IPA diagram depict that the menu, in terms of taste and variation, is included in the D (Possible Overskill) quadrant for students from outside DIY and in the C (Low Priority) quadrant for DIY students. This shows that students from both DIY and outside DIY are very satisfied with the food. In Pentingsari Tourist Village, the arrangement of raw materials of the menu is determined by the managers, while the forms and types of the processed food are left entirely to the homestay owners. In processing food, the homestay owners adjust to the taste of guests because food belongs to attribute that determines consumer satisfaction [10] [31]. The analysis presents that food is not an issue. For DIY students, the menu presented is not much different from what they usually consume every day. Meanwhile, students from outside DIY are very satisfied with the menu because it is varied and the taste of food is more than what they have expected from a rural
homestay. To further enhance customer satisfaction, the managers’ ability must also be improved so that they can provide assistance quickly to overcome visitors’ problems.

4. Conclusion
The results have revealed that the level of satisfaction of DIY students and students from outside of DIY was in the category of ‘very satisfied’. Based on the IPA analysis results, DIY students and students from outside of DIY had different assessments of the service attributes received. Differences in valuation were caused by variances of the amount of pocket money and location of residence. DIY student satisfaction can be improved by packing more interesting attractions by improving guide communication skills according to the style and taste of young people. As for students from outside DIY, satisfaction will increase if homestay facilities and security are enhanced. Homestay cleanliness needs to be maintained and facilities demand improvement without leaving the uniqueness of the rural atmosphere.

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