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**CASE STUDIES OF THE DECISION TO STAY
AT A HOMESTAY IN A MOUNTAIN NATURE TOURISM AREAS
AT DIENG PLATEAU AND HARAU VALLEY, INDONESIA**

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Abstract

This study examines the influence of comfort and facilities on tourists' decisions to stay at homestays in two tourism areas. It aims to encourage the development of homestay management by proposing a research model that focuses on increasing homestay visits and strengthening the tourism sector. Using a quantitative research method, 460 responses were collected from domestic tourists in Dieng Plateau (Central Java) and Harau Valley (West Sumatra) through questionnaires. Purposive sampling was the sampling technique utilized for this purpose. Data were analyzed using SEM-AMOS software. The findings revealed contrasting results between the two regions. The completeness of facilities and their comfort level factors did not significantly influence tourist's decision making to stay in Dieng Plateau homestay. However, comfort level played a vital role in influencing tourists' decisions to stay in Harau Valley. Future research should include data from other regions in Indonesia to enhance generalizability of the results. Adopting a multidisciplinary approach, this research emphasizes the importance of considering cultural context and local wisdom in rural land management as a strategy for sustainable tourism development.

Keywords: Homestay; environmental comfort; facilities; local wisdom; rural land management.

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INTRODUCTION

Tourism contributes to the welfare of local communities (Hidayani & Guspul, 2021; Diekmann & Haukeland, 2024). Highland or mountain tourism is particularly important for recreation. Mountain communities, particularly in developing countries such as Indonesia, are often dependent on grazing and agriculture, making them more vulnerable to climate change and natural disasters (Vedwan, 2006). To diversify their income to non-agricultural sources, highland communities in developing countries should diversify their income by focusing to non-agricultural livelihoods, such as tourism (Asia et al., 2014) or produce derivative products from agricultural and livestock products. Derivative products from agriculture and livestock can be a source of additional income for farmers in rural (Zaim, Z. 2020; Nurul Suliana Yusoff, Mohamad Fadhli Rashid, 2024).

Service-oriented enterprises, such as tourist homestays, naturally emerge in the highlands and can bring profit to their owners and locals. Homestays offer tourists the opportunity to learn about and experience the culture and lifestyle of the local communities (Adli & Chin, 2021). Homestay tourism refers to a type of tourism with an emphasis on ecotourism and community-based tourism, where visitors stay with host families in rural areas and host families are required to treat tourists as their own family and involve them in their daily activities to share experiences, learn about the way of life of local people, and learn about the local culture and environment. (Ahmad et al., 2014; Hermawan et al., 2022; Mohamad Pirdaus Yusoh, Ang Kean Hua, Normah Abdul Latip, Zulayti Zakaria, Dg Junaidah Awang Jambol, Mohammad Al Amir As Khairullah, 2023).

However, homestay development must align with local conditions to avoid undermining community welfare. Poorly managed homestay expansion can disrupt spatial layout, structure, and land use of a rural settlement, and it can have an impact on reducing the standard of living and space for indigenous farmers, causing a transformation of farmers' livelihoods and changes in their daily lives (Bi & Yang, 2023).

This study compares two locations in relation to each other, namely, a community on Java Island and a community on Sumatra Island—both having different characteristics and cultures. This approach, examining the spatial management and level of comfort of highland homestays in a comparison of two areas with distinct cultural special characteristics is novel in the literature. In general, research on homestay tourism is lacking in the hospitality and tourism literature, despite its importance for the development of the quality of life of local communities, protecting the natural environment, and contributing to sustainable tourism practices (Janjua et al., 2021). This research is important to review the conditions of spatial management and the comfort of highland homestays.

Efforts to protect the environment and its sustainability in West Sumatra existed even before Indonesia's independence. Traditional figures, such as the *datuk* (head of the ethnic group) and the *ninik mamak* created local wisdom in the form of a *rimbo larangan* (forest rules) for the maintaining forest sustainability (Afrianti, S, 2020). When the customary rules have been violated—especially causing damage to the *rimbo larangan*, such as by stealing wood—then the perpetrator receives customary sanctions, namely a fine payable in livestock or money, in proportion to the level of loss caused. The punishment is decided by the *ninik mamak* and the *datuk penghulu adat* through consensus. The government, through Law Number 18 of 2013, which concerns the prevention and eradication of forest destruction, is expected to strengthen customary provisions to maintain forest sustainability. These forests contribute to environmental comfort of homestays by offering cool and clean air around the homestay could attract tourists (Błazejczyk et al., 2010).

According to the Homestay Management Regulations, homestays are typically run as a secondary activity to provide accommodation for tourists in rural areas. Homestay buildings are generally located near tourist areas, functioning as rentals to tourists, in which the tourists can directly observe the community's daily life, enjoy the scenery, and even temporarily live like local residents. A homestay is an accommodation facility that provides leisure, recreation, and a sample of various local culture for tourists while transforming hosts with unused housing resources in rural areas. The facilities that are usually provided by homestay managers tend to be various, including room decoration, design, and layout; hygiene facilities; internet facilities; and smoking areas and ecological areas (Lin et al., 2019). In a study of tourists' behavioral intentions, Tavitiyaman et al. suggested that destination facilities can influence tourists' behavioral intentions in choosing a destination (Tavitiyaman et al., 2021). Where tourists can obtain more information from the internet regarding their destinations and have stronger perceptions of destination images, they will tend to have greater behavioral intentions to choose a destination.

Human beings have a natural tendency to adapt to the changing conditions of their environment, and this natural tendency is seen in the adaptive approach to thermal comfort. Nicol and Humphreys have proposed a model of adaptive thermal comfort as a suitable tool for use in the design of naturally ventilated spaces and for quantification of their thermal comfort performance (Nicol & Humphreys, 2002; Sun et al., 2024). Previous studies have found that the assessment of the sound environment of a room is highly dependent on the room's specific characteristics, as well as the various conditions of the physical environment influencing individual behavior (Yu & Kang, 2009; Meng et al., 2013). The development of a homestay requires a strategy to ensure that

homestays are not displaced by hotels. This can be achieved through fulfilling the wishes of tourists who have already stayed at the homestay.

This study is notable for its multidisciplinary approach including management, architecture, and rural spatial development. This summarizes the significance of a line of research that is now being explored. This research is novel in its design of the variable indicators that are used particularly to examine decisions to stay based on aspects of environmental comfort and facilities. These would include the architectural elements and the rural development surrounding the homestay. Architectural comfort here is related to thermal comfort, sound, wind, and odor. The facilities relate to the cultural activities that are offered by homestays, parking spaces, and places of worship.

LITERATURE REVIEW

Stimulus-Organism-Response Theory

The Stimulus-Organism-Response model has been adopted by many researchers as a basic theory to study consumer behaviour (Chae et al., 2020). Similarly, this article proposes the S-O-R paradigm as a conceptual framework (Mehrabian, A., & Russell, 1974) states that the stimulus from the environment (S) affects the user's behavioural response (R) through eliciting organisms (O). Stimulus can be formed as a factor that affects the internal conditions of individuals, wherein organisms refer to internal processes that are the result of a stimulus, usually playing a mediating function between stimulus and response. The response is the end result of the stimulus and the organism, which includes factors such as individual intentions and actual behaviour. The stimulus model from Mehrabian-Russell describes that the formation of a person's response to a stimulus because of environmental factors. Stimulus-Organism-Response explains that the environment is a stimulus (S), a set of symptoms that triggers an internal evaluation (O) and creates a response (R) (Mehrabian, A., & Russell, 1974). The SOR model indicates that responding to environmental stimuli requires consumer emotions. This model also shows that conscious and unconscious responses, as well as what a person feels are influenced by the interpretation of the environment (Donovan, R.J; Rossiter, 1982).

Homestay Tourism

Homestay is a new addition to the accommodation industry that has recently emerged in the tourism industry. Although there is no universal definition for Homestay, it is usually defined as a type of accommodation where visitors stay in the homes of local people. Homestays are initially defined as "the accommodation product for experience in a tourist environment". Homestay is an accommodation product that has been transformed by a homestay host from an unused housing resource in a rural area to provide leisure, recreation and a wide range of local culture to tourists (Lin et al., 2019). Homestay refers to booking

accommodation in someone's home away from home, allowing the traveller to experience a new lifestyle, unique customs or even language. In this case, the local community provides tourists with furnished accommodation and homelike treatment that is respectful of the local environment and sustainable in nature (Chakraborty, B. & Islamia, 2020). However, the concept of homestay varies according to the circumstances of the countries involved, for example, the concept of homestay in Western countries is to provide an ideal setting for overseas students to become familiar with the target culture, language and safety of a family (Richardson, 2003). Homestays in Eastern countries are generally associated with leisure, adventure, & exploring local customs (Basak et al., 2021).

Homestay Facilities

Homestay is an accommodation where visitors can experience local life by living in a local home (Mura, 2015). As an alternative to traditional accommodation, rural homestays have multiplied in recent years (Sood, J., Lynch, P. & Anastasiadou, 2017). However, rural Homestays are more than just an accommodation option in a scenic location; they are also an important means of promoting economic growth and sustainable development in local communities and rural tourism destinations (Long et al., 2018). Homestay facilities are operated as a secondary household activity to accommodate tourists in rural areas. Homestay establishments typically have five or fewer guest rooms with a total guest room area of less than 150 m². Their home facilities, including the amenities and living space, are shared with the tourists, who can thereby experience a home-like welcome. To make this more of an experience, services are typically packed with the local cuisine, utilities, and even the opportunity to participate in local traditions. This forms an alternative form of accommodation, allowing visitors to stay with a vetted household, communicate with them and experience daily life in the host family's culture (Jamal, S.A., Othman, N. and Muhammad, 2011).

Comfort Homestay & Rural Land Management

Comfort experienced during activities is subjective. Some studies have suggested that comfort is a psychological sensation in a particular environment (Richards, L.G., Jacobson, I.D. and Kuhlthau, 1978). Well-designed outdoor spaces provide a pleasant environment for visitors and encourage outdoor use, which has a positive impact on visitors' health and well-being. It is therefore necessary to take a comprehensive view of the aspects of neighbourhood and architectural design that affect people's comfort and the quality of the environment in which they live. Environmental comfort can be measured in at least three dimensions, including thermal comfort, visual and acoustic comfort. Thermal performance and the lack of design guidelines in the early stages of building design. Appropriate spatial scale and configuration of terraces help to improve their effectiveness in achieving indoor and outdoor thermal comfort. Nicol & Humphreys (2002) have

proposed adaptive thermal comfort models as appropriate tools for designing naturally ventilated spaces and quantifying their thermal comfort performance. Outdoor thermal comfort is related to outdoor microclimates such as air temperature, humidity, wind velocity, and mean radiant temperature (Błazejczyk et al., 2010). Homestay visual comfort refers to the level of psychological satisfaction derived from observing elements outside the homestay, including the street scene, terrain conditions, road types, and information provided by the homestay (Yunwei et al., 2023). In addition, sound pressure levels can only explain a limited part of an individual's acoustic perception: at the same sound level, very different perceptual outcomes can occur due to various variables related to acoustic and non-acoustic factors, e.g. individual, environmental, & contextual (Marquis-Favre, C., Premat, E. and Aubrédue, 2005).

Rural land management can influence the comfort of a rural atmosphere, including in the consistency of regulations that relate to the integrity of protective trees, animals, and customary forests. This will help conserve the natural habitat and its water resources, and maintain comfortable air temperatures. Customary regulations, such as the prohibition of forests on some village lands in Indonesia, are part of local wisdom applied to maintain the sustainability of nature and the coolness of the village (Afrianti, S, 2020; Government Law Number 18 of 2013). Local wisdom consists of local ideas that are thoughtful, value driven, and culturally embedded in and followed by the members of society in a region. The supervision or involvement of the indigenous community can manage forest resources, applying severe penalties for those who violate their rules (Wicaksono et al., 2022; Apriwan & Afriani, 2015).

Decision to Stay

Altunel and Koçak (2017) define behavioral intention as the consumer's tendency to behave in a certain way with respect to products or services. A tourist stay decision refers to a tourist's behavioral intentions, as expressed in the form of purchasing behavior by tourists based on their subjective evaluation of the services and experiences at the destination. Tourist behavioral intention encompasses more than a simple purchase decision; it includes a variety of factors that range from repeat purchases to word-of-mouth recommendations (Chen et al., 2024). The decision to stay overnight at a place can be driven by various aspects, including the level of service and facility design that will improve tourists' comfort. Tourists who feel the maximum service from destination managers exhibit loyalty, and often recommend destinations to other tourists (Souza et al., 2020). Pre-purchase decisions have been the focus of several studies, such as brand perception (Chen et al., 2024), quality of experience (Altunel & Koçak, 2017) and facilities (Tsai et al., 2014) predicting purchase intentions, which are considered fairly accurate.

The Effect of Homestay Facilities on The Decision to Stay

Homestay facilities tend to include only what the owner provides in the home. Generally, homestays have certain facilities, such as bathrooms, bedrooms, kitchens, living rooms, as typically found in homes. Some homestays even provide additional services, such as an internet connection and other amenities. Tourist satisfaction with a destination, one of which is seen from the fulfillment of its facilities, is important to create visits. The concept of facility design has been recognized as one of the important indicators of company success in the tourism marketing literature (Oliver, 2010; Bi & Yang, 2023). Visiting behavior is considered a manifestation of consumer satisfaction after utilizing the facilities provided (Oliver, 2010). The findings produced from many studies suggest that all relevant aspects of consumer behavior must be considered; some may be less salient while remaining important indicators for facility design that should be examined to produce a reliable assessment of customer behavior. Lin et al. concluded that the external environment of homestays produces little effect on the intention to visit homestays (Lin et al., 2019). Another study (Nguyen, 2023) finds that customer knowledge regarding a product or service can influence purchase intention, such as in the case of electric vehicle products.

Hypothesis H1ab: Homestay facilities positively affect visitor stay decisions.

The Effect of Homestay Comfort on The Decision to Stay

The presence of a transition space connecting the inside and outside of the building can play an important role in improving the conditions of comfort around the building and will impact visitor behavior when visitors decide to stay overnight (Sun et al., 2024). It is also clear that environmental conditions and users' thermal experience also influence the use of outdoor. This means that the design of accommodation geometry plays a key role in improving thermal comfort, therefore, could encourage the use of accommodation (Yang, 2017). Other recent studies have investigated the acoustics of homestay particularly focusing on how acoustics affect comfort and behavior (Torresin et al., 2024).

Hypothesis H2ab: Homestay comfort positively affects visitor stay decisions.

RESEARCH METHODOLOGY

Research design with a quantitative approach based on SEM-AMOS modelling, explaining the relationships between variables and indicators, and also explains how they relate to each other (Hair Jr, 2021). A survey based on questionnaires was chosen as the data collection tool. This study is based on three variables, namely homestay facilities, environmental comfort and the decision to stay at a homestay. The questionnaire was developed based on the adoption of previous relevant research. The adopted questionnaire has been adapted in wording to the context of this study. The sample criteria set as a purposive sampling option include tourists who have reached adulthood to assess the comfort of the

homestay (Hair Jr, 2021). Data were collected at one time (cross-section) from visitors staying in the Dieng Plateau and Harau Valley region. The questionnaire was distributed to 230 respondents in each region. The total number of valid and processable questionnaires was 460, or a response rate of 100%.

Convergent validity of constructs is measured and assessed in the SEM measurement modelling technique with a minimum threshold value of 0.50 or more. The square root of the AVE (average variance extracted) must be greater than the correlation of the latent variables for discriminant validity. The reliability of individual items is evaluated from the construct reliability (CR) score and the AVE. All CR achieved values above the required threshold of 0.7, and AVE exceeds the 0.5 threshold for all constructs (Farrell, A.M; Rudd, 2014).

RESULTS

Demographic Characteristics of Respondents in Dieng Plateau and Harau Valley.

The study obtained 230 valid responses from respondents in the Dieng Plateau region of Central Java,. The final sample consisted of 54.8% males (n=126) and 45.2% females (n=104). Most were employees (laborers), at 34.3% (n = 79). The largest group of visitors were from Central Java, at 37% (n=85). This is likely because the Dieng Plateau is located in the Central Java's Wonosobo Regency. In addition, 230 valid responses were obtained from respondents in the Lemah Harau region of West Sumatra. The final sample was 67.8% male (n=156) and 32.2% female respondents (n=74). The most of the respondents were entrepreneurs, at 37% (n=85). Many of respondents (63.1%) were from Riau (n=145). Harau Valley lies between the cities of Padang and Riau, the latter being a major tourist source.

Measurement Model Test – Validity & Reliability Dieng Plateau & Harau Valley.

AMOS software was used to conduct confirmatory factor analysis (CFA). The results of data processing in the Dieng Plateau region of Central Java shows that the measurement model has met the statistical criteria for goodness of fit, where the CMIN/DF score is 2.00 (less than or equal to 2.00), Goodness of Fit Index (GFI) scores are 0,928 and Adjusted Goodness of Fit Index (AGFI) scores are 0,883 respectively, RMSEA score is 0.074 (less than 0.08), and TLI and CFI scores are 0,911 and 0,933 respectively (greater than 0.90). Therefore, according to the rule of thumb (Hooper, Daire; Coughlan, Joseph; Mullen, 2008), a satisfactory rating for this model. Testing also shows that all items are reliable (Homestay Facilities: 0.78; Homestay Comfort: 0.74; Stay of Decision: 0.71), as all variables have a Construct Reliability (CR) value of more than 0.70 (Farrell, A.M; Rudd, 2014). The threshold of 0.50 has also been met for the average variance extract (AVE) values of all variables (Homestay Facilities: 0.59; Homestay Comfort: 0.56; Stay of Decision: 0.53) (Hair Jr, 2021). Thus, the model study has no convergent validity problems. Likewise, the square root of the

AVE/DV is greater than the correlation value for the latent variable, indicating that there are no discriminant validity problems (as shown in Fig.1).

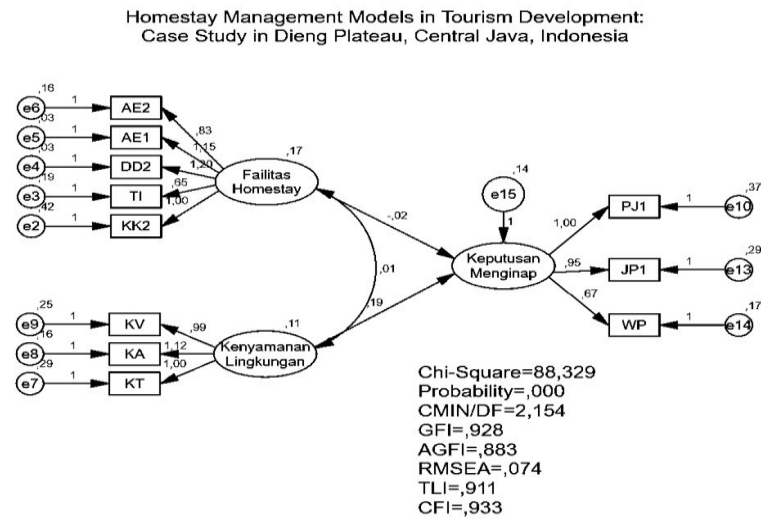


Figure 1: Full Structural Model Test.

CFA was performed using the AMOS software for the results in the Harau Valley, and the measurement model met the statistical criteria for goodness of fit. The GFI value is 0.945 and the AGFI value is 0.901 (greater than 0.90), the RMSEA value is 0.084 (above the 0.08 threshold), and the CFI value is 0.837. Therefore, according to the rule of thumb (Hooper, Daire; Coughlan, Joseph; Mullen, 2008), this model is satisfactory. This test also shows that all items are reliable (homestay facilities: 0.76; homestay comfort: 0.71; decision of stay: 0.72) because all variables have Construct Reliability (CR) values greater than 0.70 (Farrell, A.M; Rudd, 2014). The threshold of 0.50 was also met for the Average Variance Extract (AVE) values of all homestay facilities variables: 0.58; homestay comfort: 0.53; decision of stay: 0.54 (Hair Jr, 2021). Thus, the model used in this study had no convergent validity problems. Similarly, the square root of the AVE/DV is greater than the correlation value of the latent variable, indicating that the model is free from discriminant validity problems (Figure 2).

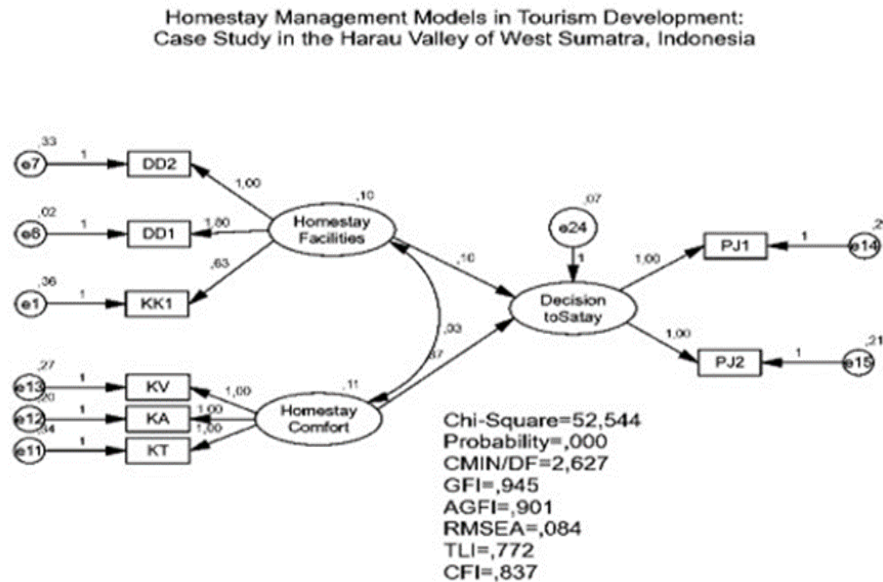


Figure 2: Full Structural Model Test

Structural Model Test – Hypothesis Testing Dieng Plateau & Harau Valley.

Estimating the causal relationships between the exogenous and endogenous latent variables forms the next step in the analysis. The SEM-AMOS approach was used to further analyze the data from the Dieng Plateau to validate the research hypotheses. The SEM-AMOS results are shown in Table 8; homestay facilities did not significantly affect visitor stay decisions ($\beta = -0.015$, $p\text{-value } 0.805 > 0.05$). Likewise, homestay environmental comfort does not affect visitor stay decisions ($\beta = 0.126$, $p\text{-value } 0.185 > 0.05$). Thus, H1a and H2a were rejected. (see Table 1).

Table 1: Path Estimates and Hypothesis Results in Dieng Plateau, Central Java

Hypothesis	Regression	β	S.E.	p-value	Result
H1a	HF $\rightarrow$ DS	-0,015	0,059	0,805	Rejected
H2a	HC $\rightarrow$ DS	0,185	0,095	0,126	Rejected

Source: Primary data processed (2024).

H1a: Homestay facilities positively influence the decisions to stay in the Dieng Plateau area.

H2a: Environmental comfort positively influences the decision to stay in the Dieng Plateau area.

The next step in the analysis was to estimate the causal relationships between the exogenous and endogenous latent variables. The SEM-AMOS approach was used to analyze the data from the Harau Valley to validate the research hypotheses. The explainable results for the SEM-AMOS analysis are shown in Table 9; homestay facilities have no significant effect on visitors' decision to stay ($\beta = -0.077$, $p\text{-value } 0.554 > 0.05$) or on the comfort of the

homestay environment, which had no effect on visitors' decision to stay ($\beta=0.746$, p-value $0.002<0.05$). Therefore, H1b is rejected, and H2b is accepted (see Table 2).

Table 2: Path Estimates and Hypothesis Results in Harau Valley, West Sumatra

Hypothesis	Regression	β	S.E.	p-value	Result
H1b	HF $\rightarrow$ DS	-0,077	0,130	0,544	Rejected
H2b	HC $\rightarrow$ DS	0,746	0,242	0,002	Accepted

Source: Primary data processed (2024)

H1b: Homestay facilities positively influence the decision to stay in the Harau Valley area.

H2b: Environmental comfort positively influences the decision to stay in the Harau Valley area.

DISCUSSION

Highland tourist destinations are becoming more popular, both for solitary refreshment and for spending time with family. Homestay is the most common alternative for staying overnight. This study examined the factors that contribute to tourist behavior in making overnight decisions in the highlands of Dieng Plateau and Harau Valley. Findings from visitors staying at homestays in the Dieng Plateau and Harau Valley ($n=460$) show that the proposed model cannot all explain the predicted level of visitor behavior.

The results of the analysis in the Dieng Plateau showed that variable homestay facilities did not affect visitors' decision to stay at the homestay. This result can be explained by the fact that whether the homestay facilities are adequate or not, it does not affect the decision to stay overnight. This finding is not in line with research conducted by Tsai and Sun (Tsai et al., 2014; Sun et al., 2024), which explains that the facilities that are provided by tourist destinations will have an impact on the decision to visit.

This confirms that visitors who decide to stay at the Dieng Plateau homestay do not consider whether the facilities are complete or high-quality. They tend to decide to stay overnight because the average homestay has been booked by other visitors, so when a homestay is empty, visitors tend to make an immediate decision to stay. The Dieng Plateau tends to be busy toward the weekend, this is what causes homestays in the Dieng Plateau area to be booked toward the weekend. Zeithaml explains that behavioral intentions correspond to customer purchases of the product and that intention is a key concept in the theory of planned behavior, identified as an individual customer's motivation based on his decisions (Zeithaml et al., 1996) .

This study also found that the comfort of the homestay environment had no effect on the decision to stay at a Dieng Plateau. This can be explained by the observation that visitors who decide to stay at a homestay do not focus on whether the homestay is comfortable. These results are not in line with research conducted by (Meng et al., 2013; Lau, K.K.L. & Choi, 2021; Chen et al., 2024; Sun et al.,

2024), which explains that visitors decide to make purchases at tourist destinations with good environmental comforts. With respect to homestay facilities, it is observed that visitors who decide to stay overnight tend not to focus on the level of comfort of the homestay environment. Instead, they tend to choose to stay overnight somewhere because the other homestays are booked or filled by other visitors; if a given homestay is available, visitors choose to stay overnight.

The results for the Harau Valley showed that homestay facility variables did not affect visitors' decision to stay with a homestay. This can be interpreted to mean that homestay visitors in the Harau Valley do not see the facilities provided, whether the provided homestay influence visitors' decisions to stay. However, these results are not in line with research conducted by (Tsai et al., 2014; Sun et al., 2024), explaining that the destination facilities have an impact on purchasing decisions at that destination. In addition, some tourists are parents of boarding school students who are visiting their children, with a short ability to visit; the main motive to visit Harau is not recreation, which means that they do not prioritise the completeness of homestay facilities.

Consumer purchasing behavior of goods or services tends to be the same, such that in cases where the good or service needed is relatively scarce, consumers tend to make purchases without focusing on the details of the good or service being bought (Kotler, 2005). In addition, consumer purchasing behavior for Harau Valley homestays appears to be high on weekends, leading homestays to be booked by many visitors. Another finding from this study is that the level of environmental comfort produces a positive effect on the decision to stay at Harau. This can be interpreted to mean that the more comfortable the homestay environment is, the greater the tendency for the visitors to stay. The results of these findings are in line with research conducted by (Meng et al., 2013; Lau, K.K.L. & Choi, 2021; Chen et al., 2024; Sun et al., 2024) which has found that the comfort of a hotel environment or similar accommodation environments can influence the decision of visitors in purchasing. The environmental comfort in the Harau Valley is high, as it features a fairly cool climate, between 20°-28° Celcius, 86.6% humidity, low-noise, dust-and pollution-free. The environmental comfort in Dieng Plateau is very high with 12⁰-20⁰ Celcius.

Efforts to protect the natural view and environment have been existed since Indonesia's independence. In West Sumatera, Datuk (head of ethnic) and "Ninik mamak" created a local wisdom in the form of "Rimbo larangan" (forbidden forest) to maintain forest sustainability (Afrianti, 2020). Suppose there is a violation of customary rules, especially damage to the Rimbo larangan, such as stealing wood. In that case, the perpetrator will receive customary sanctions, namely a fine in the form of livestock, cows, goats, or money, according to the level of loss caused. Through Law Number 18 of 2013 concerning the prevention & eradication of forest destruction, the government is expected to strengthen

customary provisions to maintain forest sustainability. The existence of forests can certainly create a comfortable rural environment (Błazejczyk et al., 2010).

CONCLUSION

Homestay tourism refers to a type of tourism focusing on ecotourism and community-based tourism. The Stimulus-Organism-Response theory is confirmed and validated by these findings. There are differences between the two research areas, where the results show that homestay facilities and homestay environmental comfort do not influence the decision to stay overnight for visitors in the Dieng Plateau. Most visitors to Dieng Plateau come for vacation purposes to enjoy the natural atmosphere with host families; these are potential latent variables. Meanwhile, research results in the Harau Valley show that environmental comfort affects visitors' decisions to stay overnight. These two results show that community culture or everything attached to the community will trigger individual behaviour. The policies applied in the management and design of homestays are adjusted to geographical conditions, community characteristics, and local wisdom on rural spatial development.

This study uses data from only two highland regions for comparison. So, there are still some limitations caused two culturally distinct regions. Future research requires data from other regions in Indonesia, as well as from comparable homestay regions, so that the research results can be generalised.

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