








# “The influence of homestay service quality on tourists’ co-creation value and loyalty: A theory of push and pull of tourism motivation”

<b>AUTHORS</b>	Yihan Luo  Yaoping Liu   Pharatt Run  Junaidi Junaidi  
<b>ARTICLE INFO</b>	Yihan Luo, Yaoping Liu, Pharatt Run and Junaidi Junaidi (2025). The influence of homestay service quality on tourists’ co-creation value and loyalty: A theory of push and pull of tourism motivation. <i>Innovative Marketing</i> , 21(4), 16-26. doi: <a href="https://doi.org/10.21511/im.21(4).2025.02">10.21511/im.21(4).2025.02</a>
<b>DOI</b>	<a href="http://dx.doi.org/10.21511/im.21(4).2025.02">http://dx.doi.org/10.21511/im.21(4).2025.02</a>
<b>RELEASED ON</b>	Tuesday, 14 October 2025
<b>RECEIVED ON</b>	Monday, 27 January 2025
<b>ACCEPTED ON</b>	Friday, 26 September 2025
<b>LICENSE</b>	 This work is licensed under a <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>
<b>JOURNAL</b>	"Innovative Marketing "
<b>ISSN PRINT</b>	1814-2427
<b>ISSN ONLINE</b>	1816-6326
<b>PUBLISHER</b>	LLC “Consulting Publishing Company “Business Perspectives”
<b>FOUNDER</b>	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

**45**



NUMBER OF FIGURES

**2**



NUMBER OF TABLES

**3**

© The author(s) 2025. This publication is an open access article.



## BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"  
Hryhorii Skovoroda lane, 10,  
Sumy, 40022, Ukraine  
[www.businessperspectives.org](http://www.businessperspectives.org)

**Type of the article:** Research Article

**Received on:** 27<sup>th</sup> of January, 2025

**Accepted on:** 26<sup>th</sup> of September, 2025

**Published on:** 14<sup>th</sup> of October, 2025

© Yihan Luo, Yaoping Liu, Pharatt Run,  
Junaidi Junaidi, 2025

Yihan Luo, Ph.D. Candidate,  
Department of Management Science,  
Rajamangala University of Technology  
Krungthep, Thailand.

Yaoping Liu, Dr. and Director of  
Institute of Science Innovation and  
Culture, Rajamangala University of  
Technology Krungthep, Thailand.  
(Corresponding author)

Pharatt Run, Dr. Department of  
Management Science, Institute of  
Science Innovation and Culture,  
Rajamangala University of Technology  
Krungthep, Thailand.

Junaidi Junaidi, Dr. Department  
of Accounting, Universitas  
Muhammadiyah Palopo [Palopo  
Muhammadiyah University], Sulawesi  
Selatan, Indonesia.



This is an Open Access article,  
distributed under the terms of the  
[Creative Commons Attribution 4.0  
International license](https://creativecommons.org/licenses/by/4.0/), which permits  
unrestricted re-use, distribution, and  
reproduction in any medium, provided  
the original work is properly cited.

**Conflict of interest statement:**

Author(s) reported no conflict of interest

Yihan Luo (Thailand), Yaoping Liu (Thailand), Pharatt Run (Thailand),  
Junaidi Junaidi (Indonesia)

# THE INFLUENCE OF HOMESTAY SERVICE QUALITY ON TOURISTS' CO-CREATION VALUE AND LOYALTY: A THEORY OF PUSH AND PULL OF TOURISM MOTIVATION

## Abstract

The homestay industry has become an integral part of the sharing economy, and it has become a popular issue among travelers. However, there is a lack of studies investigating the effect of homestay service quality on visitor loyalty. This study aims to examine how the quality of homestay services affects tourists' co-creation value and loyalty. A purposive sampling method was applied towards social media platforms in China to collect the data of 527 homestay visitors of the Yum China Holding Company homestay from June 1 to August 31, 2024, during the periods of significant visitor sessions (e.g., summer session). Structural Equation Modeling (SEM) was used to examine research hypotheses. Homestay quality service of personalization and environment have a positive and significant effect on customers' co-creation value. Meanwhile, homestay quality service activity does not have a significant effect on customer co-creation value. Furthermore, homestay service quality positively affects customer loyalty, both directly and indirectly, towards visitors' co-creation value. It emphasizes the need to incorporate service quality personalization and environmental dimensions to foster tourists' co-creation value and loyalty. These results highlight the necessity for homestay providers to focus on visitors' valuable experiences to reciprocate relationships. The findings also contribute to the literature and offer practical suggestions with regard to the role of service quality, personalization, and environmental factors in improving visitor satisfaction and loyalty.

## Keywords

homestay service quality, popular destination,  
co-creation value, loyalty, tourism

## JEL Classification

L21, L83, M14, M31

## INTRODUCTION

The conventional model and literature of hospitality management fail to provide a viable conceptual framework for clarifying tourists' co-creation value and loyalty in the current issue. Consequently, comprehending customers' expectations and views is essential for enhancing tourist pleasure and loyalty. It illustrates that tourism service providers should enhance ties with clients and foster communication and interaction to achieve the pivotal solution and competitive advantage amid the rapid competition in the tourism sectors. Some cities globally have effectively adopted visitor-inclusive and participatory strategies to enhance community engagement and the quality of homestay services quality. This approach facilitates information exchange and innovation in enhancing visitors' participation in improving the quality tourism destinations.

Tourism, particularly homestays, faces significant challenges both globally and locally. In China, the rapid growth of domestic tourism

exacerbates these issues, with local communities struggling to manage the influx of visitors. Homestays offer unique cultural experiences and contribute to resource overexploitation and rising housing prices in urban areas. It requires a balanced approach that promotes sustainable tourism development, ensuring that both hosts and guests benefit while preserving homestay service quality and environmental sustainability. Customer co-creation value has become one of the main focuses in management. It also introduced policy measures and planning programs to encourage the development of homestays within a market environment, aiming to help local homestay enterprises quickly enter the tourism market. For instance, Sichuan Province is committed to poverty alleviation and effectively connected with rural revitalization. This mutual learning behavior among dormitory administrators will also result in homogenization among the local people and tourists.

Although homestay tours have gradually become a popular tourism item, a lack of study investigates the vital expansion of the homestay industry. The existing research has extensively explored various aspects of homestay service quality dimensions. However, a lack of studies investigates the effect of homestay service quality on tourists' co-creation value and loyalty. It needs to be confirmed how homestay service quality dimensions, such as personalization, environment, and activity, influence tourists' co-creation value and loyalty in order to enhance the experience for both local and global visitors.

---

## 1. LITERATURE REVIEW

Service quality plays an essential role in business marketing to ensure the competitive advantage. It is the primary function that engages directly with customers' perceptions and experiences (Gocer et al., 2024). Modern marketing revolves around understanding, creating, communicating, and delivering value to customers, with the ultimate goal of fostering satisfaction (Yum & Kim, 2024) and consumers' loyalty (Rua & Santos, 2022). Effective marketing strategies also facilitate the consumer needs, which enhances a competitive advantage in the hospitality sector (Farida & Setiawan, 2022). Service quality is a critical component of successful marketing (Kotler, 1994) and encompasses all the characteristics of a product or service that influence its ability to meet both explicit and implicit customer demands. Service quality also boosts strong brand reputation and encourages customers' satisfaction and loyalty (Junaidi, 2022). Therefore, tourism organizations should continuously evaluate and refine the company marketing efforts to meet the customers' expectations.

The tourists' leisure activities are shaped with regard to the clustering effect of social class, leading to differing vacation values and insights among various customers' cultures and ethnicities (Zhao et al., 2020). The four domains of educational, aesthetic, escapist, and entertainment experiences, commonly referred to as the "4 Es," along with

factors such as the company's product, interactions, usage situations, attitudes, personal experiences, and customer participation have a crucial role in influencing tourists' perceived values (Costamagna et al., 2024). In China, homestays represent a relatively new development in the lodging business, with a total of 400,000 homestay hosts by the end of 2019 and over 1.34 million listings available online, valued at RMB 20.9 billion (Fu & Kong, 2024). The homestay sector is operating at nearly full capacity, which is 29% more than hotels' capacity utilization (Fauzi et al., 2024). The consumer intentions, recommendations, and loyalty indicate the efficacy of the homestay's service quality (Yang et al., 2025). Besides, these tourists represent the convergence of cultural engagement and economic input, illustrating the extensive influence of homestays on China's tourism expansion and Yum China's market strategy.

A homestay is a type of lodging for tourists in which visitors remain with local hosts, usually in a spare room or a private residence (Liu et al., 2024). It frequently occurs in the sharing economy (Qiu et al., 2024). The rise of the homestay in the marketplace indicates a significant rivalry with traditional hotels and other alternative accommodation choices (Luekveerawattana, 2024). The popularity of local accommodation can be attributed to providing tourists with a personalized experience compared to allowing guests to interact with local people and culture. This cultural connection is

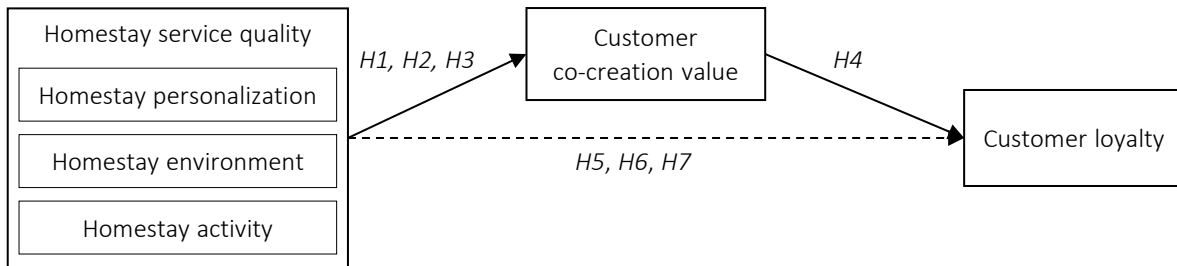
particularly appealing to travelers seeking authentic experiences (Lu et al., 2022). The growing number of guests interested in staying at eco-friendly homestays demonstrates that these accommodations frequently offer opportunities for eco-conscious travel. Furthermore, some homestays promote sustainable practices, support local artisans, and contribute to the local economy by engaging with tourism service providers and local residents (Samal & Dash, 2023). The phenomenon arose from the growing need for more genuine and community-oriented experiences among tourists (Jiang et al., 2024). Consequently, homestay operators can augment their visibility, attract a higher number of visitors, and ultimately prosper in the dynamic tourism sector.

According to the theory of push and pull of tourism, the personalization factor of homestay service quality is one of the internal, situational, environmental, material, and psychological factors that have a crucial role in forcing tourist loyalty (Bayih & Singh, 2020). Therefore, the homestay operators should prioritize the emotional experience of their guests, provide more targeted and diversified services along with humanistic care, and create a unique homestay experience; this enhances the tourists' perceived value for the homestay service quality (Brimah et al., 2024). Situational factors mainly include environmental, marketing, time, material, interactive, and psychological well-being, which have a crucial role in influencing visitor behavior and loyalty (Ma et al., 2023). Furthermore, environmental factors mainly refer to internal and external decoration design, space atmosphere, and hardware and software facilities, which have a positive and significant effect on tourists' loyalty. Material factors mainly refer to the site selection and traffic conditions of homestays; interactive factors mainly refer to the interaction process between hostels and tourists, hostels and tourists, and tourists and tourists (Chen et al., 2024). Psychological factors mainly refer to the emotional reaction of tourists in the accommodation process, such as pleasure, depression, and so on. Situational factors have a profound impact on the purchase and post-purchase evaluation of homestay products (Li et al., 2021).

The tourists' co-creation value directly or indirectly affects customers' perceived value and loyalty

(Thielemann et al., 2018). In Southern Xinjiang, tourists' perceived value serves as an intermediary factor in the relationship between destination image and tourists' behavior (Xu et al., 2020). Ma et al. (2023) analyzed the perceived value of homestays from a variety of angles and discovered through study that the higher the tourists' perceived value, the more likely they are to recommend and return. The functional value and emotional value play an important role in influencing tourism loyalty. Unique emotional experiences and decoration design can enhance tourists' emotional and perceived value (Croitoru et al., 2024). It proves that homestay activities can profoundly affect consumer co-creation value, which denotes the active participation of customers in generating value throughout their interactions with the service provider, specifically the homestay host (El-Adly et al., 2024). Co-creation of value is the process in which customers enhance value creation by contributing ideas, experiences, and comments while actively engaging with the host and the environment in a participative manner (Royo-Vela et al., 2024).

Homestay service quality can tailor visitor experiences to enhance visitors' co-creation value and loyalty (Terblance & Babin, 2024). The tourism service providers can offer customized local tours, culinary workshops, or guided cultural experiences. These customized experiences augment the guest's emotional bond with the destination, amplifying visitors' sense of belonging (Alhumud & Elshaer, 2024). Visitors also frequently have the chance to propose or actively engage in activities, such as local culinary experiences, agricultural activities, or artisan assistance. This sense of collaboration between host and guest in designing the personal experience enhances the tourists' co-creation value. Homestays service quality such as genuine, locally driven experiences that led to the customers' engagement with the local culture and community (Escandon-Barbosa et al., 2024). It offers advice about visitors' co-creation with regard to encouraging guests to learn, share, and engage with the community, leading to a reciprocity relationship. Furthermore, visitors also have the opportunity to exchange stories, learn about traditions, or participate in family events or meals, which enhances the co-creation value through personal and social experiences.



**Figure 1.** Research model

The customers' loyalty has evolved toward sustainable and responsible travel. Homestay owners can involve guests in value co-creation through sustainable practices, including eco-friendly architectural design, trash minimization, and support for local craftspeople. It fosters a collective obligation to safeguard the environment and local culture (Hernández Guzmán & Hernández García de Velasco, 2023). Tourists frequently promote the tourism destination by sharing photographs, videos, and evaluations of their personal experiences on social media or travel platforms. It increases the value of the homestay in terms of improving its visibility and reputation (Abdul Aziz et al., 2023). Therefore, the tourism service providers should engage with visitors who are influencers or own substantial social media followings, facilitating collaborative content production that enhances both the guest's experience and the homestay's visibility (Zhan & Shi, 2024). Trust and reciprocal interactions between homestay operators and travelers, who engage guests authentically while demonstrating openness and regard for their requirements, can build a positive atmosphere during the visit to the tourism destination (Junaidi, 2022). It also can enhance collaborative value creation, as patrons feel at ease in proposing ideas and offering feedback, resulting in ongoing enhancement and mutual benefit. Guests who experience an emotional bond with their homestay host and the local community are more inclined to foster future value creation through loyalty.

The objective of this study is to examine the role of homestay service quality in influencing customer co-creation value. As the tourism industry evolves, travelers increasingly seek personalized and immersive experiences, making homestays a preferred accommodation choice. Unlike traditional hotels, homestays offer direct engagement with hosts and local communities, fostering op-

portunities for guests to participate in co-creating their experiences. This investigates how various homestay activities, such as cultural interactions, personalized services, sustainable practices, and digital engagement, enhance customer involvement and contribute to mutual value creation. The following hypotheses (Figure 1) were derived from literature and empirical data:

- H1: *Homestay personalization has a positive effect on customer co-creation value.*
- H2: *Homestay environment has a positive effect on customer co-creation value.*
- H3: *Homestay activity has a positive effect on customer co-creation value.*
- H4: *Customer co-creation value has a positive effect on customer loyalty.*
- H5: *Customer co-creation value has a positive role in mediating the relationship between homestay personalization and customer loyalty.*
- H6: *Customer co-creation value has a positive role in mediating the relationship between homestay environment and customer loyalty.*
- H7: *Customer co-creation value has a positive role in mediating the relationship between homestay activity and customer loyalty.*

## 2. METHODOLOGY

The current study proposed a comprehensive measurement of homestay service quality for a quantitative research approach. Two experts are invited to validate and translate the research in-

struments from English to the Chinese language. A pretest and a pilot test were conducted to ensure clarity and appropriateness of the questionnaire's wording (Hair Jr et al., 2019). A pretest was carried out based on the following method: anonymous respondents and randomization sequence of the measurement items. Furthermore, a pilot test was applied to discover if the participants understood the questions and revised dictions to avoid single-source bias (Podsakoff et al., 2003). The Structural Equation Modelling (SEM) was applied to analyze the role of homestay service quality on customer co-creation value and customer loyalty. The research was approved by the ethics committee of Rajamangala University of Technology Krungthep, Thailand.

The participants are visitors of the Yum China Holding Company guesthouse. The visitors are crucial contributors to the study as offer direct insights on customers' behavior. The visitors facilitate the study's acquisition of genuine feedback regarding service quality, cultural interchange, and overall experience, which are essential for assessing the efficacy of homestay quality of service. Furthermore, the visitor's involvement aids in identifying elements that influence the correlation between brand perception and tourist behavior, providing essential data for refining marketing plans and augmenting consumer engagement. These tourists represent the convergence of cultural engagement and economic input, illustrating the extensive influence of homestays on China's tourism expansion and Yum China's market strategy.

This study adapted the homestay service quality, which includes the homestay environment, service, and activity experience, from Maghsoodi et al. (2019). Customer co-creation value measured by dedication and customer loyalty comprises attitude and behavioral dimensions, referring to Zhao et al. (2020). The recent study adopted the anticipation and post-detection procedures to reduce certain issues associated with the Common Method Variance (CMV) and offered Harman's single-factor analysis to validate the Common Latent Factor (CLF) and carry out post-detection to detect the CMV. The result of the first factor was 47.21%, which is less than 50.00%. Additionally, the factor loading of CLF was 0.42, which implies

a 34.51% variance of CMV. The result shown no significant problem was associated with the CMV. Therefore, the use of CFA and hypothesis tests is justified. An offline and online survey towards social media was conducted from June 1 to August 31, 2024. A total of 678 participants fill out the questionnaires. However, 636 samples were valid (93.80%). Regarding visit frequency, 51.3% of respondents had visited the destination more than 1 times, while 48.7% were first-time visitors, reflecting a mix of experienced and new visitors (see Table 1).

**Table 1.** Respondent demographics

Demographic items	Frequency	Percentage (%)
<b>Gender</b>		
Male	324	50.9
Female	312	49.1
<b>Age</b>		
16-30 years old	265	41.6
31-40 years old	223	35.1
Over 40 years old	148	23.3
<b>Occupation</b>		
Student	197	31.0
Private employee	188	29.5
Self-employee	105	16.6
Civil servant	98	15.3
Others	48	7.6
<b>Frequency of visit</b>		
1 time	310	48.7
More than 1 times	326	51.3

### 3. RESULTS

Table 2 shows the discriminant validity towards Confirmatory Factor Analysis (CFA), the observed variables fit and Cronbach's  $\alpha$  for all constructs (Byrne, 2016; Hair Jr et al., 2019).

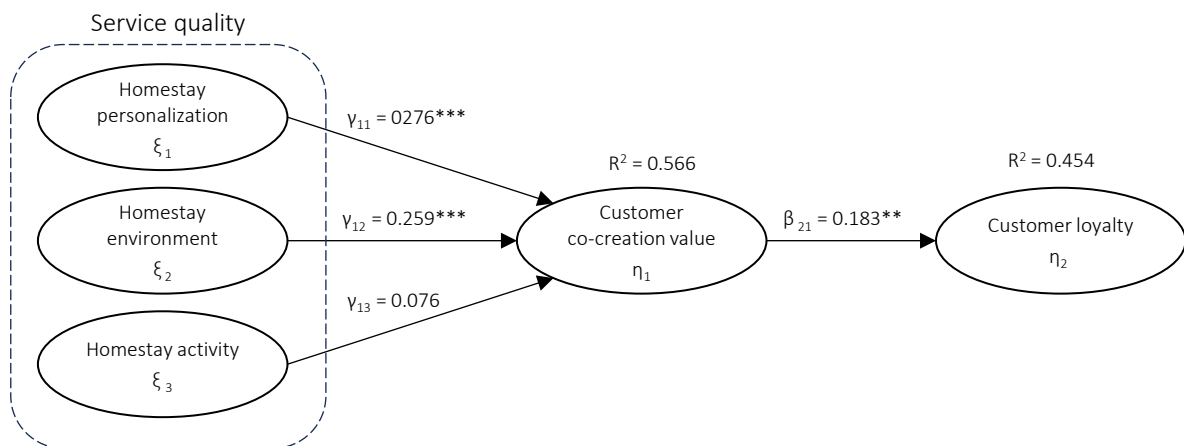
#### 3.1. Testing of hypotheses

This study empirically validates that homestay personalization and the environment have a positive effect on customer co-creation value ( $\gamma_{11} = 0.276, p < 0.001$ ;  $\gamma_{12} = 0.259, p < 0.001$ ), thereby supporting *H1* and *H2*. However, homestay activity does not have a significant effect on customer co-creation value ( $\gamma_{13} = 0.076, p > 0.05$ ), which does not support *H3*. Furthermore, this study confirms that customer co-creation value has a positive and significant impact on customer loyalty ( $\beta_{22} = 0.183, p < 0.01$ ), which supports *H4* (see Figure 2).

**Table 2.** Measurement results

Constructs	MLE estimates factor loading/measurement error	Squared Multiple Correlation (SMC)	Composite Reliability (CR)	Average of Variance Extracted (AVE)	Cronbach's $\alpha$
<b>Homestay service quality</b>					
<b>Personalization</b>					
HS1	0.874	0.252	0.748	0.887	0.625
HS2	0.787	0.396	0.604		
HS3	0.868	0.267	0.733		
HS4	0.854	0.248	0.752		
HS5	0.778	0.368	0.632		
HS6	0.801	0.176	0.824		
<b>Environment</b>					
HE1	0.771	0.415	0.585	0.780	0.639
HE2	0.725	0.511	0.489		
HE3	0.751	0.452	0.548		
HE4	0.792	0.379	0.621		
HE5	0.759	0.371	0.629		
<b>Activity</b>					
HA1	0.786	0.399	0.601	0.778	0.634
HA2	0.783	0.406	0.594		
HA3	0.726	0.619	0.381		
HA4	0.751	0.449	0.551		
HA5	0.777	0.377	0.623		
HA6	0.789	0.395	0.605		
HA7	0.775	0.379	0.621		
HA8	0.782	0.371	0.629		
<b>Customer co-creation value</b>					
CE1	0.789	0.248	0.752	0.736	0.767
CE2	0.882	0.203	0.797		
CE3	0.836	0.286	0.714		
CE4	0.794	0.384	0.616		
CE5	0.861	0.278	0.723		
CE6	0.884	0.238	0.762		
<b>Customer loyalty</b>					
CL1	0.826	0.163	0.837	0.851	0.704
CL2	0.796	0.358	0.642		
CL3	0.787	0.398	0.602		
CL4	0.858	0.245	0.755		
CL5	0.834	0.148	0.852		
CL6	0.874	0.252	0.748		

Note: Model fit:  $\chi^2/df = 3.379$ , GFI = 0.952, NFI = 0.955, CFI = 0.955, IFI = 0.957, and RMSEA = 0.042.



**Figure 2.** Structural model

**Table 3.** Mediation effects

Direct effect	B	t	95% CI
Homestay personalization → Customer loyalty	0.431	5.646***	(0.454, 0.586)
Homestay environment → Customer loyalty	0.552	5.655***	(0.617, 0.715)
Homestay activity → Customer loyalty	0.291	5.520***	(0.125, 0.236)
Indirect effect	β	SE	95% CI
Homestay personalization → Customer co-creation value → Customer loyalty behavior	0.342	0.036	(0.192, 0.328)
Homestay environment → Customer co-creation value → Customer loyalty behavior	0.287	0.025	(0.124, 0.234)
Homestay activity → Customer co-creation value → Customer loyalty	0.572	0.035	(0.287, 0.437)

Note: Significant at \*:  $p < 0.05$ , \*\*:  $p < 0.01$ , \*\*\*:  $p < 0.001$ .

Model fit:  $\chi^2/df = 2.755$ , GFI = 0.948, NFI = 0.952, CFI = 0.953, IFI = 0.953, and RMSEA= 0.051.

Table 3 has shown that homestay personalization, environment, and activity have a direct effect on customer loyalty and an indirect effect on customers' co-creation value to support *H5*, *H6*, and *H7*. This suggests that when homestays offer personalized experiences tailored to visitor preferences and co-creation activities toward engagement with the tourism destination, they subsequently enhance their loyalty.

## 4. DISCUSSION

The beneficial correlation between customer co-creation value and homestay service quality entices travelers to actively utilize the services provided. When tourists experience high satisfaction levels, they are more likely to be loyal, including promoting the homestay to others or showing loyalty through revisits of tourism destination. This is in line with prior studies that found that service quality has a crucial role in customer co-creation value (Dewi et al., 2024). This suggests that satisfaction is an emotional trigger that connects tourists with the destination on a profounder level. It indicates a robust effect, implying that satisfied tourists are more willing to invest their time and energy in promoting or re-experiencing the services. Co-creation value could be nurtured through personalized follow-up interactions, incentives for social sharing, or programs encouraging visitor participation, such as loyalty programs or visitor clubs (Leotta & Ruggeri, 2022). The emotional aspects of satisfaction, such as feeling valued and appreciated, should also be prioritized, as they are critical drivers in maintaining tourist engagement beyond the initial visit.

The relationship between visitors' interaction, visual management, physical facilities, and ergonomics highlights the critical importance of well-maintained and appealing infrastructure in enhancing visitor engagement. It proves that tourists are more likely to engage in various activities when the visitors perceive and meet their expectations. Physical facilities, such as comfortable accommodation, accessibility, availability of amenities, and aesthetic elements, influence tourists' willingness to interact with the local culture and people. This study confirmed prior studies that found that a tourism destination environment has a vital key to enhancing customer co-creation value and loyalty (Khoo, 2022). Therefore, investment in maintaining clean, safe, and visually appealing facilities can directly affect the level of engagement that tourists demonstrate during their stay (Zhou et al., 2024). The significant relationship between service quality and customer loyalty emphasizes that high-quality services directly enhance tourists' willingness to interact more deeply with a destination. It creates positive tourist experiences, encouraging tourists to engage more with the activities and services offered (Winell et al., 2023). This indicates that homestay providers should actively engage in online reputation management to attract tourists.

The significant relationship between homestay facilities and customer behavior demonstrates a well-maintained, substantially led customer loyalty. When visitors are safe and at ease in a setting with decent amenities, trust and well-being are fostered, which eventually results in increased satisfaction (Qiu et al., 2024). It also emphasizes how crucial quality homestay service is as a fundamental factor in influencing customer mindset. This aligns with prior studies, which found that physical facilities are essential to guaranteeing

customer co-creation value and loyalty (Ma et al., 2023). Managers must consistently update facilities to meet customer expectations and integrate eco-friendly practices to attract environmentally conscious tourists. Enhancing convenience, safety, and aesthetics can contribute significantly to

positive perceptions, improving overall satisfaction (Tsaour et al., 2023). Additionally, tourists often associate the quality of physical facilities with the overall professionalism of the tourism service provider, making it essential to align facility quality with brand expectations.

---

## CONCLUSION

This study indicated that the service quality dimensions play a different and indispensable role in influencing tourists' co-creation value and satisfaction. Besides, it demonstrates a strong connection between visitors' contribution in homestay services and the service quality, which encourages travelers' loyalty and recommending the homestay or revisiting the tourism destination. Customers' co-creation value acts as an emotional trigger, also fostering a connection with the destination and motivating guests to share or promote their positive experiences. However, loyalty can be enhanced towards personalized interactions and valuable environments. The quality of the homestay facilities, such as comfortable rooms, access facilities, and good amenities, plays an important role in visitors' duration of stay and visit to the tourism destination. The customer co-creation value has an essential role in bridging the relationship between the homestay service quality and customer loyalty. Additionally, visitor participation positively and significantly contributes to enhancing homestay service quality and fostering tourist loyalty.

Although most hypotheses are accepted, this study has some limitations, including that the participants were homestay visitors at Yum China Holding Company. Therefore, the result of the study cannot be generalized. Future study should investigate the correlation between tourism destination image and tourists' behavior, including investigating the role of visitors' emotional engagement to obtain a comprehensive result. Future study also should use psychometric tools to assess the tourists' emotions before and after visiting the tourism destination. This study focuses on tourists without deeply considering cultural variations. Future research should investigate how cultural tourists' backgrounds affect their behavior.

## AUTHOR CONTRIBUTIONS

Conceptualization: Yihan Luo, Yaoping Liu.

Data curation: Yaoping Liu, Yihan Luo, Junaidi Junaidi.

Formal analysis: Yihan Luo, Yaoping Liu, Pharatt Run.

Investigation: Yaoping Liu, Yihan Luo, Pharatt Run.

Methodology: Yihan Luo, Yaoping Liu, Pharatt Run.

Resources: Yaoping Liu, Yihan Luo, Pharatt Run.

Supervision: Yaoping Liu, Pharatt Run.

Validation: Yaoping Liu, Junaidi Junaidi, Pharatt Run.

Writing – original draft: Yihan Luo, Yaoping Liu.

Writing – review & editing: Yihan Luo, Yaoping Liu, Pharatt Run.

## ACKNOWLEDGMENTS

Conflict of interest: The authors declare that they have no conflict of interest.

## ETHICAL APPROVAL

Ethical approval was not required as the study did not involve human participants.

## FUNDING

This research has not received funding.

## INFORMED CONSENT

Informed consent was not required as the study did not involve human participants.

## REFERENCES

- Abdul Aziz, N. A., Mohd Ariffin, N. F., Ismail, N. A., & Alias, A. (2023). Community Participation in the Importance of Living Heritage Conservation and Its Relationships with the Community-Based Education Model towards Creating a Sustainable Community in Melaka UNESCO World Heritage Site. *Sustainability*, *15*(3), 1935. <https://doi.org/10.3390/su15031935>
- Alhumud, A. A., & Elshaer, I. A. (2024). Social Commerce and Customer-to-Customer Value Co-Creation Impact on Sustainable Customer Relationships. *Sustainability*, *16*(10), 4237. <https://doi.org/10.3390/su16104237>
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, *6*(9), e4839. <https://doi.org/10.1016/j.heliyon.2020.e04839>
- Braimah, S. M., Solomon, E. N. A., & Hinson, R. E. (2024). Tourists satisfaction in destination selection determinants and revisit intentions; perspectives from Ghana. *Cogent Social Sciences*, *10*(1). <https://doi.org/10.1080/23311886.2024.2318864>
- Byrne, B. M. (2016). *Structural equation modeling with AMOS: Basic concepts, applications, and programming* (3rd ed.), Routledge, New York, NY. Retrieved from <https://www.taylorfrancis.com/books/mono/10.4324/9781315757421/structural-equation-modeling-amos-barbara-byrne>
- Cai, S., Liu, Y., Aduldecha, S., & Junaidi, J. (2025). Leveraging Customer Green Behavior Toward Green Marketing Mix and Electronic Word-of-Mouth. *Sustainability*, *17*(6), 2360. <https://doi.org/10.3390/su17062360>
- Chen, H., Fu, S., Lyu, B. (2024). Homestays in China: Mediator effects of brand perception upon host-guest interaction and Tourist behavior intention. *Heliyon*, *10*(8), e29820. <https://doi.org/10.1016/j.heliyon.2024.e29820>
- Costamagna, C., Merlino, V. M., Borra, D., Baima, L., Cornale, P., & Battaglini, L. M. (2024). Enhancing the socio-cultural valuation of ecosystem services in Mountain animal production: a case study from piedmont's alpine valley (North-west Italy). *Italian Journal of Animal Science*, *23*(1), 842-858. <https://doi.org/10.1080/1828051X.2024.2360583>
- Croituru, G., Capatina, A., Florea, N.V., Codignola, F., & Sokolic, D. (2024). A cross-cultural analysis of perceived value and customer loyalty in restaurants. *European Research on Management and Business Economics*, *30*(3), 100265. <https://doi.org/10.1016/j.iedeen.2024.100265>
- Dewi, R., Mulang, H., & Junaidi, J. (2024). Expressive relationship between religion and emotional bonding on consumers' loyalty in the banking sector. *Journal of Islamic Marketing*, *15*(10), 2421-2438. <https://doi.org/10.1108/JIMA-01-2023-0010>
- El-Adly, M. I., Souiden, N., & Khalid, A. (2024). The impact of emotional perceived value on hotel guests' satisfaction, affective commitment and loyalty. *Consumer Behavior in Tourism and Hospitality*, *19*(4), 551-567. <https://doi.org/10.1108/CBTH-11-2023-0207>
- Escandon-Barbosa, D., Salas-Paramo, J., & Caicedo, L. F. (2024). Exploring the dynamics of virtual value co-creation in tourism: an analysis of social factors, mindful approach, and technological stress over time. *Current Psychology*, *43*, 28105-28120. <https://doi.org/10.1007/s12144-024-06355-0>
- Farida, I., & Setiawan, D. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(3), 163. <https://doi.org/10.3390/joitmc8030163>
- Fauzi, M. A., Hanafiah, M. H., & Kunjuraman, V. (2024). Tourists' intention to visit green hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, *10*(2), 255-276. <https://doi.org/10.1108/JTF-01-2022-0008>
- Fu, X., & Kong, X. (2024). Spatial and Temporal Dynamics of Homestays on Chongming Island: A Systemic Analysis in the Context of World-Class Eco-Island Development. *Systems*, *12*(7), 244. <https://doi.org/10.3390/systems12070244>
- Gocer, O., Boyacioglu, D., Karahan, E. E., & Shrestha, P. (2024). Cultural tourism and rural community resilience: A framework and its application. *Journal of Rural Studies*, *107*, 103238. <https://doi.org/10.1016/j.jrurstud.2024.103238>
- Hair, Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th

- ed). Cengage Learning EMEA, Hampshire: UK.
18. Hernández Guzmán, D., & Hernández García de Velazco, J. (2023). Global Citizenship: Towards a Concept for Participatory Environmental Protection. *Global Society*, 38(2), 269-296. <https://doi.org/10.1080/13600826.2023.2284150>
  19. Jiang, X., Li, Y., Yang, J., Wang, S., & Han, C. (2024). Host-Guest Interaction and Sustainable Consumption Behaviour on Sharing-Accommodation Platforms: Using a Big Data Analytic Approach. *Sustainability*, 16(13), 5423. <https://doi.org/10.3390/su16135423>
  20. Junaidi, J. (2022). Religiosity versus profit-loss sharing: how Islamic banks brand fidelity influence the Muslim consumers' commitment. *Journal of Islamic Accounting and Business Research*, 13(6), 960-976. <https://doi.org/10.1108/JIABR-07-2021-0188>
  21. Khoo, K. L. (2022). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *PSU Research Review*, 6(2), 105-119. <https://doi.org/10.1108/PRR-08-2019-0029>
  22. Kotler, P. (1994). Reconceptualizing marketing: An interview with Philip Kotler. *European Management Journal*, 12(4), 353-361. [https://doi.org/10.1016/0263-2373\(94\)90021-3](https://doi.org/10.1016/0263-2373(94)90021-3)
  23. Li, X., Xie, C., Morrison, A. M., & Nguyen, T. H. H. (2021). Experiences, Motivations, Perceptions, and Attitudes Regarding Ethnic Minority Village Tourism. *Sustainability*, 13(4), 2364. <https://doi.org/10.3390/su13042364>
  24. Liu, Y.-F., Zhu, Y.-B., Wu, H.-H., & Li, F.(S). (2024). Are there any differences in the tourists' perceived destination image between travel e-commerce platforms and social media platforms? *Tourism Critiques*, 5(2), 229-253. <https://doi.org/10.1108/TRC-05-2024-0018>
  25. Leotta, A., & Ruggeri, D. (2022). Coherence in the use of a performance measurement system and compatibility between institutional logics in public hospitals. *Qualitative Research in Accounting & Management*, 19(5), 604-632. <https://doi.org/10.1108/QRAM-08-2020-0123>
  26. Lu, F., Hu, M., Zhou, W., & Wang, K.Y. (2022). Based on "Computer Internet +" Rural Homestay Tourism Product Marketing. *Wireless Communication and Mobile Computing*, 2022(1), 2809541. <https://doi.org/10.1155/2022/2809541>
  27. Luekveerawattana, R. (2024). Key factors facilitating homestay success: a focus on cultural and natural values. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/023311886.2024.2341479>
  28. Ma, E., Bao, Y., Huang, L., Wang, D., & Kim, M. (Sunny). (2023). When a Robot Makes Your Dinner: A Comparative Analysis of Product Level and Customer Experience Between the U.S. and Chinese Robotic Restaurants. *Cornell Hospitality Quarterly*, 64(2), 184-211. <https://doi.org/10.1177/19389655211052286>
  29. Maghsoodi, A.I., Saghaei, A., & Hafezalkotob, A. (2019). Service quality measurement model integrating an extended SERVQUAL model and a hybrid decision support system. *European Research on Management and Business Economics*, 25(3), 151-164. <https://doi.org/10.1016/j.iedeen.2019.04.004>
  30. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. <https://doi.org/10.1037/0021-9010.88.5.879>
  31. Qiu, W. W., Yu, H. T., Lin, P. M. C., & Au, W. C. C. (2024). Evaluating rural homestay accommodations in China using the hospitality index: An online review-based approach. *International Journal of Hospitality Management*, 121, 103792. <https://doi.org/10.1016/j.ijhm.2024.103792>
  32. Quang, T. D., Tran, N. M. P., Sthapit, E., & Garrod, B. (2024). Exploring Guests' Satisfaction and Dissatisfaction with Homestay Experiences: A Netnographic Study of a Rural Tourism Destination in Vietnam. *International Journal of Hospitality & Tourism Administration*, 1-25. <https://doi.org/10.1080/15256480.2024.2350005>
  33. Royo-Vela, M., Frau, M., & Ferrer, A. (2024). The role of value co-creation in building trust and reputation in the digital banking era. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/023311975.2024.2375405>
  34. Rua, O.L., & Santos, C. (2022). Linking brand and competitive advantage: The mediating effect of positioning and market orientation. *European Research on Management and Business Economics*, 28(2), 100194. <https://doi.org/10.1016/j.iedeen.2021.100194>
  35. Samal, R., & Dash, M. (2023). Ecotourism, biodiversity conservation and livelihoods: Understanding the convergence and divergence. *International Journal of Geoheritage and Parks*, 11(1), 1-20. <https://doi.org/10.1016/j.ijgeop.2022.11.001>
  36. Terblanche, N. S., & Babin, B. J. (2024). The gloomy side of value co-creation for service employees. *Journal of Services Marketing*, 38(10), 44-65. <https://doi.org/10.1108/JSM-12-2023-0465>
  37. Thielemann, V. M., Ottenbacher, M. C., & Harrington, R. J. (2018). Antecedents and consequences of perceived customer value in the restaurant industry: A preliminary test of a holistic model. *International Hospitality Review*, 32(1), 26-45. <https://doi.org/10.1108/IHR-06-2018-0002>
  38. Tsaor, S.-H., Teng, H.-Y., Han, T.-C., & Tu, J.-H. (2023). Can perceived coolness enhance memorable customer experience? The role of customer engagement. *International Journal of Contemporary Hospitality Management*, 35(12), 4468-4485. <https://doi.org/10.1108/IJCHM-08-2022-1031>
  39. Winell, E., Nilsson, J., & Lundberg, E. (2023). Customer engagement behaviors on physical and virtual engagement platforms. *Journal of Services Marketing*, 37(10), 35-50.

- <https://doi.org/10.1108/JSM-03-2023-0084>
40. Xu, F., Niu, W., Li, S., & Bai, Y. (2020). The Mechanism of Word-of-Mouth for Tourist Destinations in Crisis. *Sage Open*, 1-14. <https://doi.org/10.1177/2158244020919491>
41. Yang, P., Liu, Y., Xiong, R., Run, P., & Junaidi, J. (2025). The emotional impact of cultural tourism: Tourist cultural attributes and delight. *Tourism Recreation Research*, 1-15. <https://doi.org/10.1080/02508281.2025.2493165>
42. Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences*, 14(13), 5763. <https://doi.org/10.3390/app14135763>
43. Zhan, X., & Shi, X.(C). (2024). Delineating wine tourism experiences in Ningxia, China: a supply-demand perspective. *International Journal of Contemporary Hospitality Management*, 36(8), 2703-2727. <https://doi.org/10.1108/IJCHM-07-2023-1099>
44. Zhao, Y., Chau, K.Y., Shen, H., Duan, X., & Huang, S. (2020). The influence of tourists' perceived value and demographic characteristics on the homestay industry: A study based on social stratification theory. *Journal of Hospitality and Tourism Management*, 45, 479-485. <https://doi.org/10.1016/j.jhtm.2020.10.012>
45. Zhou, J., Ho, H.W., & He, W. (2024). Physical evidence, branding, and behavior intention: Differential policy in integrated resorts marketing. *Journal of Destination Marketing & Management*, 34, 100930. <https://doi.org/10.1016/j.jdmm.2024.100930>