The Effect of Local Coffee Commodities and Community-Based Tourism on Tourist Satisfaction in Nglinggo Tourism Village Yogyakarta: The Mediating Role of Service Quality

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Abstract:

This study examines the impact of local coffee commodities and Community-Based Tourism (CBT) on tourist satisfaction in Nglinggo Tourism Village, emphasizing the mediating role of service quality. Adopting a quantitative explanatory design, the study collected data from 150 tourists through a structured Likert-scale questionnaire. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The findings indicate that local commodities, CBT, and service quality each have a positive and significant effect on tourist satisfaction. Moreover, service quality serves as a crucial mediating variable that strengthens the relationship between local commodities, CBT, and satisfaction outcomes. These insights are valuable for destination managers, policymakers, and CBT practitioners seeking to improve service standards, empower local communities, and enhance visitor experiences in village-based tourism. The novelty of this study lies in positioning service quality as an intermediary variable that bridges the cultural-economic contributions of CBT and local products with tourist satisfaction—an approach not widely explored in previous research on educational tourism destinations.
Keywords: Local Commodities, Community-Based Tourism, Service Quality, Tourist Satisfaction, Nglinggo Tourism Village.

Abstrak:

Penelitian ini mengkaji pengaruh komoditas lokal berupa kopi dan Community-Based Tourism (CBT) terhadap kepuasan wisatawan di Desa Wisata Nglinggo, dengan menekankan peran mediasi kualitas layanan. Dengan menggunakan desain penelitian kuantitatif eksplanatori, data dikumpulkan dari 150 wisatawan melalui kuesioner terstruktur berbasis skala Likert. Data kemudian dianalisis menggunakan Structural Equation Modeling (SEM) melalui perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa komoditas lokal, CBT, dan kualitas layanan masing-masing memiliki pengaruh positif dan signifikan terhadap kepuasan wisatawan. Selain itu, kualitas layanan berperan penting sebagai variabel mediasi yang memperkuat hubungan antara komoditas lokal, CBT, dan

hasil kepuasan wisatawan. Temuan ini memberikan wawasan yang berguna bagi pengelola destinasi, pembuat kebijakan, dan praktisi CBT dalam meningkatkan standar layanan, memberdayakan masyarakat lokal, serta memperkaya pengalaman pengunjung dalam pariwisata berbasis desa. Kebaruan dari penelitian ini terletak pada penempatan kualitas layanan sebagai variabel perantara yang menjembatani kontribusi budaya dan ekonomi dari CBT dan produk lokal terhadap kepuasan wisatawan—sebuah pendekatan yang belum banyak dijelajahi dalam studi sebelumnya mengenai destinasi wisata edukatif.
Kata Kunci: *Komoditas Lokal, Pariwisata Berbasis Masyarakat, Kualitas Layanan, Kepuasan Wisatawan, Desa Wisata Nglinggo.*

INTRODUCTION

Village-based tourism has gained growing attention in Southeast Asia as tourists increasingly seek meaningful, authentic, and educational travel experiences (Budiman, 2020). Educational tourism—where visitors learn about local livelihoods and cultural production—has become a key attraction model (Cong et al., 2022; Paulauskaite et al., 2017). One such example is Nglinggo Tourism Village, located in Kulon Progo Regency, Yogyakarta, which offers integrated experiences in coffee production and rural culture. The village emphasizes Community-Based Tourism (CBT) and promotes its signature product, Robusta coffee, as a primary attraction. In 2018, it received national recognition from the Ministry of Tourism for its CBT success. Visitors can observe firsthand the coffee process from plantation to post-harvest (Prandodo & Mustikarani, 2024). However, despite this potential, the uptake for coffee education tour packages remains low—only about 5% of total visitors. This suggests challenges in service delivery and product engagement, particularly in the edu-tourism sector.

Table 1. Tourist Visits to Nglinggo Tourism Village

Month	2023 Visitors	2024 Visitors
January	1,838	2,633
February	1,020	2,054
March	921	2,456
April	1,668	1,559
May	1,240	4,367
June	1,626	2,189
July	1,552	2,533
August	990	1,417
September	864	1,370
October	773	1,397
November	777	1,028
December	2,099	2,271
Total	15,368	25,274

Source: Pokdarwis Nglinggo Tourism Village, 2024.

Among those visitors, only 768 in 2023 and 1,263 in 2024 participated in the coffee education package—less than 5%. This is due in part to suboptimal service quality, limited tourism information, and a lack of digital access (Ghani et al., 2022). These findings highlight the importance of improving service infrastructure and enhancing local product appeal for better tourist satisfaction and sustainable economic impact (Ghani et al., 2022).

Previous studies on tourism satisfaction can be classified into three major streams. The first focuses on the role of local commodities in tourism experiences (Djuwendah et al., 2023; Estrada et al., 2024; Huang et al., 2024; Sulaiman et al., 2019), emphasizing the cultural and educational value of engaging with local products. The second explores the implementation and impact of Community-Based Tourism (CBT)**,** showing that community involvement enhances authenticity, trust, and economic benefits (Iqbal & Ahmed, 2022; Kurniadinata & Suhartini, 2024; Quang et al., 2023). The third highlights service quality as a determinant of tourist satisfaction (Dewi et al., 2024; El-Manhaly, 2024; Rahman et al., 2019), suggesting that poor service delivery leads to diminished perceptions and satisfaction. However, most existing research tends to treat these variables in isolation. Few studies have explored

the interconnection between local commodities, CBT, and service quality within a unified framework, particularly in the context of educational village tourism.

This study aims to address that gap by examining how local commodities and community-based tourism contribute to tourist satisfaction in Nglinggo Tourism Village, with service quality as a mediating variable. This research contributes to both academic and practical fields by providing an integrated framework that links local products, community engagement, and service excellence. By employing a quantitative explanatory method, this study also seeks to offer evidence-based recommendations for tourism stakeholders and policymakers to enhance local tourism competitiveness.

Building on this framework, the study hypothesizes that local commodities and CBT positively influence tourist satisfaction and that service quality significantly mediates these relationships. Specifically, it assumes that direct interaction with local coffee production enriches the tourist experience, while effective community management fosters trust and authenticity. Furthermore, high-quality services—such as staff responsiveness and cleanliness—strengthen the connection between product engagement and satisfaction. Based on this, the following hypotheses are proposed: H1: Local commodities have a positive influence on tourist satisfaction; H2: Community-based tourism positively influences tourist satisfaction; H3: Service quality positively affects tourist satisfaction; H4: Local commodities positively affect service quality; H5: Community-based tourism positively affects service quality; H6: Service quality mediates the effect of local commodities on tourist satisfaction; and H7: Service quality mediates the effect of community-based tourism on tourist satisfaction.

METHOD

This study focuses on tourists visiting Nglinggo Tourism Village in Kulon Progo Regency, Yogyakarta, Indonesia—particularly those participating in community-based tourism (CBT) and educational activities related to robusta coffee commodities. The unit of analysis is individual tourists who engage in these experiences and provide subjective evaluations of the core research variables: local commodities, CBT, service quality, and tourist satisfaction. These variables are assessed based on tourists' perceptions during and after their visit.

The research adopts a quantitative explanatory design, chosen for its capacity to measure relationships among variables and test hypotheses statistically (Gultom & Harianto, 2021; Lune & Berg, 2017). This approach is appropriate because it allows the researcher to explore both direct and indirect effects using a standardized method. Structural Equation Modeling (SEM) using SmartPLS software was selected as the analytical tool due to its effectiveness in handling complex models involving latent constructs and mediation (Hair et al., 2017). The SEM-PLS method provides flexibility in modeling relationships between multiple constructs, making it ideal for examining service quality as a mediating variable between local commodities, CBT, and tourist satisfaction.

Primary data were obtained directly from tourists who visited Nglinggo Tourism Village during the research period. The study employed purposive sampling to ensure that only respondents who met specific criteria participated. These criteria are listed below to ensure relevance and data integrity:

Table 2. Sampling Criteria

No.	Criteria
1	I visited Nglinggo Tourism Village at least once during the research period.
2	I participated in robusta coffee ecotourism activities or CBT-based activities.
3	I am at least 17 years old and capable of understanding and completing the questionnaire.

Source: Researcher, 2025.

A total of 150 respondents were targeted, in line with the "10 times rule" for SEM-PLS, which suggests a minimum sample size equal to 10 times the number of model indicators and arrows (Hair et al., 2017).

The study used structured questionnaires as the primary data collection instrument, chosen for their ability to provide standardized and measurable responses. The questionnaire was divided into two parts:

Table 3. ´Structured Questionnaire Model

Section	Description
Part I	Respondent Profile: Age, gender, regional origin, visit frequency, and activity participation
Part II	Statements measuring perceptions of the research variables:
	- Local Commodities (X1)
	- Community-Based Tourism (X2)
	- Service Quality (Z)
	- Tourist Satisfaction (Y)

Source: Researcher, 2025.

Questionnaires were distributed both online and in person. Tourists visiting Nglinggo Tourism Village were approached directly, and local officers assisted those who completed the survey on-site to ensure clarity and completeness of responses.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. The analysis process consisted of three main steps: evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing.

First, Measurement Model Evaluation included assessments of convergent and discriminant validity. Convergent validity was evaluated using outer loadings (>0.70) and Average Variance Extracted (AVE) (>0.50), while discriminant validity was assessed using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) (<0.85) (Fornell & Larcker, 1981; Hair et al., 2017). Composite Reliability and Cronbach's Alpha (>0.70) confirmed construct reliability.

Second, Structural Model Evaluation used R-square (R^2), F-square (f^2), and Q-square (Q^2) to assess explanatory power and predictive relevance. R^2 values for service quality and tourist satisfaction were 0.522 and 0.598, respectively, indicating substantial explanatory capacity. Q^2 values above 0.50 also confirmed strong predictive relevance.

Third, Hypothesis Testing was performed using path coefficients (β) from the PLS-SEM model. All proposed hypotheses were supported with p-values <0.05, confirming significant direct and indirect relationships. The mediation role of service quality was validated through the analysis of indirect effects (Hair et al., 2017).

Additionally, the study employed operational definitions and indicators to clarify variable measurement:

Table 4. Operational Definitions and Indicators

Variables	Indicators
Local Commodities	1. Product Uniqueness
	2. Transparent Production Process
	3. Positive Tourist Response (Morrison, 2023)
CBT	1. Community Ownership and Management
	2. Preservation of Resources
	3. Guest Interaction
	4. Sustainability and Innovation (CBT, S. A., 2022)
Service Quality	1. Tangibles
	2. Reliability
	3. Responsiveness
	4. Assurance (Parasuraman et al., 2008)
Tourist Satisfaction	1. Positive Experience
	2. Destination Image
	3. Activities Offered (Arismayanti et al., 2024)

Source: Researcher, 2025.

This structured and comprehensive methodology ensures the study can effectively test the proposed hypotheses and generate meaningful insights into the relationships among local commodities, CBT, service quality, and tourist satisfaction.

RESULTS AND DISCUSSION
ResultsResults
Overview of Research Objects

This research took place in Nglinggo Tourism Village, West Nglinggo Hamlet, Kulon Progo Regency, Yogyakarta, which was selected as one of the 50 Best Tourism Villages of ADWI 2021. The village offers robusta coffee ecotourism combined with natural beauty and the active involvement of the local community. Pokdarwis manages tourism with a community-based tourism (CBT) approach, emphasizing community participation, digital promotion, education, and culture-based services. This village was chosen as the research object to analyse the influence of Local Commodities, CBT, and Service Quality on Tourist Satisfaction.

Respondent Characteristics

Table 5. General Characteristics of Respondents

| Characteristics	Category	Frequency	Percentage (%)
Gender	Male	85	53,13%
	Women	75	46,87%
Age Group	17-25 years old	48	30,00%
	26-35 years old	52	32,50%
	36-45 years old	36	22,50%
	> 45 years	24	15,00%
Regional Origin	DIY (Special Region of Yogyakarta)	91	56,88%
	Outside DIY	69	43,12%
Last Visit Time	In the last 3 months	68	42,50%
	In the last 6 months	54	33,75%
	In the last 12 months	38	23,75%
Total		160	100,00%

Source: Researcher, 2025.

Data analysis revealed that 53.13% of respondents were male, and 46.87% were female, indicating a balanced gender distribution in tourism activities at Nglinggo Tourism Village. The majority of respondents were aged 26-35 years (32.50%), followed by 17-25 years (30.00%), suggesting that the village attracts many young, productive-age tourists who are open to educational and community-based tourism. In terms of origin, 56.88% of respondents were from the Special Region of Yogyakarta (DIY), and 43.12% were from outside the region, showing Nglinggo's appeal to both local and external tourists. Most respondents (42.50%) visited in the last three months, with consistent visitation patterns, indicating strong and sustainable tourism potential, particularly among young and local tourists.

Respondent Data Analysis

The survey findings indicate that most respondents rated all indicators of Local Commodities, Community-Based Tourism (CBT), Service Quality, and Tourist Satisfaction positively in Nglinggo Tourism Village. Over 80% of respondents agreed that Nglinggo robusta coffee is attractive, unique, high-quality, and valuable. More than 85% of respondents praised the active community participation in tourism, education, and social services. Service quality was also highly rated, particularly in staff friendliness, clarity of information, and service suitability for travelers' needs. Finally, over 90% of tourists were satisfied, had a memorable experience, and were willing to recommend and return to the village, reflecting the success of community-based destination management.

Assessment of the Measurement Model (Outer Model)

Figure 1. SmartPLS 4.0 Algorithm Results
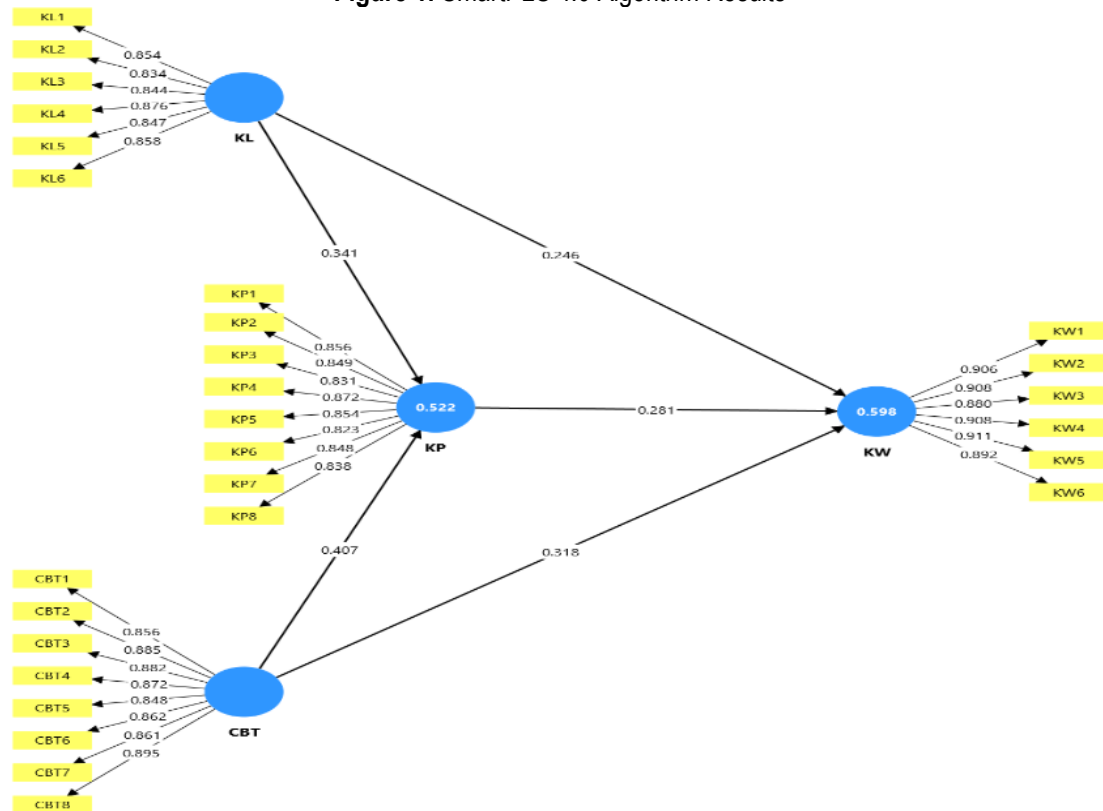
Source: Researcher, 2025.

The SmartPLS 4.0 tests confirm that all constructs are valid and reliable, with AVE values for Community-Based Tourism, Local Commodities, Service Quality, and Tourist Satisfaction surpassing the 0.50 threshold, indicating convergent validity. Discriminant validity was established using the Fornell-Larcker Criterion, and despite a slightly elevated HTMT value between Local Commodities and Community-Based Tourism, all constructs maintained acceptable reliability, exceeding the 0.70 thresholds for Cronbach's Alpha and Composite Reliability.

Structural Model Evaluation (Inner Model)

The inner model evaluation results show a good fit (SRMR), strong explanatory power (R^2), weak but collectively significant individual effects (f^2), and high predictive relevance (Q^2). These findings highlight that while no single variable stands out, the combined effects of local potential, community engagement, and service quality effectively explain and predict traveler satisfaction. This supports UNWTO (2019) guidelines, emphasizing that memorable tourism experiences arise from multidimensional interactions. The findings provide a solid foundation for developing inclusive and sustainable tourism strategies. Similar destinations can adopt strategies combining Community-Based Tourism (CBT) and local commodities to enhance competitiveness. By leveraging the uniqueness of local products, such as robusta coffee, and ensuring active community involvement and improved service quality, destinations can boost tourist satisfaction, improve the local economy, and strengthen competitiveness in the global tourism market.

Hypothesis Testing
Estimated Path Coefficient

This coefficient is calculated through the PLS algorithm and interpreted with the t-statistic and p-value from the bootstrapping process.

Table 6. Path Coefficient Results

Relationship between Variables	Path Coefficient (β)	T-Statistic	P-Value	Decision
comes not only	0,341	3,338	0,001	Accepted
Local Commodities → Traveller Satisfaction	0,246	2,41	0,016	Accepted
CBT → Service Quality	0,407	4,002	0	Accepted
CBT → Tourist Satisfaction	0,318	2,777	0,006	Accepted
Service Quality → Traveller Satisfaction	0,281	4,046	0	Accepted

Source: SmartPLS results processed by researchers, 2025.

The hypothesis testing indicates significant positive correlations among all model constructs (p-value < 0.05), confirming all proposed hypotheses (H1 to H5) and validating the study's theoretical framework. Consequently, tourism destinations can enhance service quality and tourist satisfaction by integrating Community-Based Tourism (CBT) with local products, while active community participation in management fosters authentic experiences and improves the overall image and competitiveness of the destination.

Indirect Effect

Table 7. Path Coefficient Results

Mediation Pathway	Indirect Effect (β)	T-Statistic	P-Value	Description
Local Commodities → Service Quality → Traveller Satisfaction	0,096	2,527	0,012	Significant
CBT → Service Quality → Traveller Satisfaction	0,114	2,744	0,006	Significant

Source: SmartPLS results processed by researchers, 2025.

This study examines the indirect effect of Service Quality (KP) as a mediator between Local Commodities (KL) and Tourist Satisfaction (KW), and between Community-Based Tourism (CBT) and Tourist Satisfaction (KW). The bootstrapping results show significant mediation for both paths, with the indirect effects of Local Commodities (0.096) and CBT (0.114) on Tourist Satisfaction. These findings highlight Service Quality's critical role in enhancing the tourist experience. Tourism managers should focus on improving service quality through personalized service, better facilities, and information, which will amplify the positive impact of local commodities and CBT, enhancing competitiveness and sustainability.

The study was conducted in Nglinggo Tourism Village, a well-known destination in Kulon Progo, Yogyakarta, recognized for its robusta coffee ecotourism and strong community participation. The survey involved 160 tourists, mostly aged between 26–35 years, with a balanced gender distribution and dominant regional origin from Yogyakarta. Most respondents had visited within the last three months. Overall, they gave high ratings to all four variables—Local Commodities, Community-Based Tourism (CBT), Service Quality, and Tourist Satisfaction. The analysis using SmartPLS showed that all indicators were valid and reliable, and all proposed hypotheses were accepted with significant path coefficients. Service quality also proved to be a significant mediating variable between local commodities, CBT, and tourist satisfaction.

Several key patterns emerge from the data. First, younger tourists, especially those in their productive years, dominate the visitor demographic, indicating that Nglinggo Village holds strong appeal for the millennial and Gen Z segments. Second, community participation in tourism management received high appreciation, especially in education and service delivery, demonstrating the success of the CBT approach. Third, service quality stood out as a consistent strength, particularly in staff friendliness and clarity of information. Fourth, mediation testing showed that service quality strengthens the positive impact of local commodities and CBT on overall tourist satisfaction. This suggests that although individual factors matter, their combined effect through high service quality creates a stronger, more memorable tourism experience.

These findings emphasize that tourist satisfaction in Nglinggo Tourism Village results from the synergy between cultural authenticity (via local commodities), community involvement (via CBT), and high-quality services. The fact that service quality significantly mediates the relationship between local uniqueness and visitor satisfaction shows that even authentic products must be paired with professional, hospitable delivery to achieve optimal impact. For tourism practitioners and local governments, this means prioritizing not only product development and community empowerment but also service improvement. Strategically, destinations that integrate local wisdom with structured service systems will likely outperform competitors in attracting and retaining tourists, especially in niche markets such as educational and cultural tourism.

Strategic Synergy of Local Commodities, Community-Based Tourism, and Service Quality in Enhancing Tourist Satisfaction

This study emphasizes the role of local commodities, community-based tourism (CBT), and service quality in boosting tourist satisfaction at Nglinggo Tourism Village. Local products like robusta coffee enhance both service quality and satisfaction, especially through community involvement and personalized interactions. CBT, involving educational and participatory activities, further improves the overall experience. To build on these findings, it's recommended that village governments and tourism stakeholders improve the management of local commodities, engage tourists in the production process, and offer authentic experiences. Additionally, training local communities in product presentation and service, along with promoting CBT destinations emphasizing local values, will enhance tourist satisfaction and sustainability.

Local Commodities on Service Quality (H1)

The results indicate that local products, particularly robusta coffee, improve tourists' views on service quality. Unique local items are essential for attracting visitors. Tourists involved in coffee production and community interactions find their experiences engaging and authentic. Engaging with local products strengthens emotional ties, enhancing perceived service quality. This supports the Tourist Experience Theory, emphasizing the significance of local goods in tourism satisfaction. This study corroborates and expands on previous research regarding the positive impact of local commodities on service quality and tourist satisfaction. Additionally, other studies have shown that local products increase perceived authenticity and enhance experiences. This research uniquely focuses on service quality as a mediating factor, providing fresh insights into how local goods affect satisfaction through better service delivery. The findings suggest integrating local commodities into tourism, especially via the Community-Based Tourism model. This integration benefits the community economically and promotes cultural exchange between tourists and locals. It advocates for sustainable tourism that preserves local culture and engages the community, enriching tourist experiences. The results underscore the importance of local businesses in tourism development and the role of authentic experiences in shaping perceptions of destinations. Both positive and negative outcomes are evident in these findings. Positively, enhancing service quality and local commodities can increase tourist satisfaction and loyalty. However, dependency on local resources may result in challenges like resource depletion or unequal benefit distribution. Additionally, not meeting service expectations can damage a destination's reputation. While this model shows promise for destination management, careful planning is essential for sustainability. Recommended strategies include improving local commodity management, service quality, community involvement, and digital marketing. These actions can foster a more sustainable tourism destination, increasing tourist satisfaction and economic benefits for local communities.

Local Commodities on Tourist Satisfaction (H2)

The test results show that local commodities, such as robusta coffee, positively affect tourist satisfaction in Nglinggo Tourism Village, as indicated by a path coefficient of 0.246, a t-statistic of 2.410, and a p-value of 0.016. Since the t-statistic exceeds the t-table threshold of 1.96 and the p-value is less than 0.05, we accept hypothesis H2. This finding suggests that local products significantly enhance tourist attraction and satisfaction. Tourists' interactions with these local commodities generate sensory memories (e.g., taste, aroma) and social and cultural experiences, especially when they can witness the production process or engage in conversations with local businesses. This aligns with the Tourist Experience Theory, which emphasizes that satisfaction arises from the interaction of emotional, sensory, and social elements in the tourist experience. In this context, local commodities are not only products but integral components of the overall experience that shape travelers' perceptions positively.

Comparing this finding with previous research, studies by Goffi et al. (2021), Junaid et al. (2021), and Usmonova et al. (2022) highlight the significance of local products in enhancing satisfaction in community-based destinations. Moreover, Katahenggam (2020) confirms that local commodities strongly influence travelers' experiences, particularly when presented through authentic and educational interactions. This study introduces the novel contribution of linking local commodities to tourist satisfaction through their sensory and social value, confirming that strategically managing local products is essential to increasing satisfaction in tourist villages. By focusing on the presentation and engagement with local commodities, tourism destinations can significantly improve the visitor experience and satisfaction, thus contributing to their long-term success.

Community-Based Tourism on Service Quality (H3)

The test results indicate that Community-Based Tourism (CBT) positively affects Service Quality, with a path coefficient of 0.407, t-statistic of 4.002, and p-value of 0.000. The t-statistic and p-value confirm hypothesis H3. Greater community involvement in tourism management leads to improved tourist perceptions of services. In CBT, the community acts as both executor and owner, resulting in personalized and sincere services that reflect local character. This aligns with the Tourist Experience Theory, which highlights the significance of interactions with the destination's social environment. CBT promotes interactions where service is both technical and social, impacting the overall tourism experience. The result emphasizes the importance of community involvement in service delivery, enhancing authenticity and warmth, which positively influences tourist perceptions. This research supports Dolezal & Novelli (2022), showing that CBT enhances tourists' perceptions due to genuine local service. Studies by Bratić et al. (2024), Paudyal et al. (2022), and Xia et al. (2024) further reinforce that community-based services offer more value than conventional ones, adding educational, emotional, and cultural elements. The research's novelty lies in highlighting CBT's critical role in enhancing service quality in tourist villages. The findings provide insight into how community social and cultural values significantly impact service delivery, illustrating CBT's effectiveness in improving tourism service quality. This study emphasizes the need for integrating local cultural values and community involvement to enhance tourism service quality and create memorable, authentic experiences for tourists.

Community-Based Tourism on Tourist Satisfaction (H4)

The test results indicate that Community-Based Tourism (CBT) significantly boosts Tourist Satisfaction, with a path coefficient of 0.318, t-statistic of 2.777, and p-value of 0.006. The t-statistic surpasses the t-table value (1.96) and the p-value is below 0.05, confirming the acceptance of hypothesis H4. This suggests that increased community involvement in tourism correlates with greater tourist satisfaction. In Nglinggo Tourism Village, tourists value not just the natural beauty and local goods, but also engaging experiences with the community, like coffee processing, educational tours, and local hospitality. CBT is crucial for creating meaningful experiences for tourists, aligning with the Tourist Experience Theory that highlights satisfaction arising from interactions with local people, culture, and traditions. CBT effectively promotes these interactions, offering tourists an authentic and engaging experience that enhances satisfaction. This research aligns with Junaid et al. (2021), which found that community involvement in tourism positively affects traveler satisfaction, particularly in cultural and nature-focused destinations. Additional studies by Goffi et al. (2021) and Sulaiman et al. (2019) reinforce that CBT gives travelers a sense of acceptance and value, improving their view of the destination. A novel aspect of this study is the confirmation that CBT serves not only as a tool for community empowerment but also as a strategy to enhance tourist experience quality and satisfaction. By promoting direct interactions, authentic services, and a positive social environment, CBT improves tourist perceptions, making it vital for sustainable tourism development. Thus, this study underscores the importance of community-based strategies to elevate service quality and tourist satisfaction through enhanced social engagement.

Service Quality on Tourist Satisfaction (H5)

The test indicates that Service Quality significantly boosts Tourist Satisfaction, with notable statistical values. As the t-statistic exceeds 1.96 and the p-value is under 0.05, hypothesis H5 is confirmed. Better services from tourism managers lead to higher tourist satisfaction in Nglinggo Tourism Village. Key service aspects include friendliness, efficiency, facility convenience, clear information, and community interaction. This finding supports the SERVQUAL Model, which underpins this research. The model identifies five service quality dimensions: tangibles,

reliability, responsiveness, assurance, and empathy. Positive perceptions of these dimensions enhance tourist satisfaction. Service quality is vital for traveler satisfaction, especially in community-based tourism like Nglinggo (Liang et al., 2023). These findings align with earlier studies by He et al. (2020) and Kumar et al. (2019), highlighting that local service quality boosts tourist satisfaction. This study reinforces Service Quality's role as a key factor determining tourist satisfaction. The research emphasizes community service capacity as essential for sustainable tourism development. Enhancing service quality in community tourism villages is crucial for long-term competitiveness. The study stresses the importance of improving service quality to boost tourist satisfaction and support sustainable local tourism development.

Local Commodities on Tourist Satisfaction through Service Quality (H6)

The test results indicate that Local Commodities positively influence Tourist Satisfaction through Service Quality, with an indirect effect of 0.096 and significant statistical values. Since the t-statistic exceeds 1.96 and the p-value is below 0.05, hypothesis H6 is confirmed. This suggests that service quality acts as a mediator between local commodities and tourist satisfaction. Tourists' views of local products, like robusta coffee, are enhanced by good service. Local goods are essential elements of the tourist experience rather than mere consumables. The theory of tourist experience posits that local elements within services significantly enrich this experience. Engaging with these products through personalized service greatly boosts tourist satisfaction. Compared to prior research, these findings corroborate studies by Nian et al. (2024), Tiganis & Chrysochou (2024), and Wang & Hao (2023), emphasizing that local products linked to community services enhance the travel experience and satisfaction. The study's uniqueness lies in showcasing that local commodity development must be coupled with improved service quality to optimize tourist satisfaction. This highlights that enhancing service quality involves more than basic offerings; it requires creating experiences that meld local products with community interactions. The findings stress the necessity of merging local product development with high service quality to boost tourist satisfaction and support the success of community-based tourism.

Community-Based Tourism on Tourist Satisfaction through Service Quality (H7)

The test results indicate that Community-Based Tourism (CBT) significantly boosts Tourist Satisfaction via Service Quality, with an indirect effect value of 0.114, a t-statistic of 2.744, and a p-value of 0.006. The t-statistic surpasses 1.96 and the p-value is under 0.05, thus supporting hypothesis H7. This suggests that service quality plays a mediating role between CBT and tourist satisfaction. The effectiveness of CBT in improving tourist satisfaction relies not only on direct community involvement but also on the sincerity, informativeness, and local value reflection in community services. This finding reinforces the theoretical framework that memorable tourism experiences stem from social interactions in services, rather than solely from attractions. In CBT, services gain significance as tourists engage with cultural hosts and tourism managers, enhancing their overall satisfaction. Compared to earlier studies, this research supports Xia et al. (2024), which found that service quality mediates the link between community empowerment and tourist satisfaction, especially in rural CBT contexts. Furthermore, studies by Paudyal et al. (2022) and Hussain et al. (2023) indicate that participatory and personalized services in CBT have a greater influence on satisfaction than traditional formal services. A novel aspect of this study is the affirmation that service quality serves as a crucial link between CBT success and heightened tourist satisfaction. This underscores the vital role of service quality in enhancing CBT outcomes by promoting direct community involvement and aligning services with tourist expectations, thereby improving the overall tourism experience.

DISCUSSION

This study demonstrates that local commodities, community-based tourism (CBT), and service quality significantly influence tourist satisfaction in Nglinggo Tourism Village. Local commodities such as robusta coffee have been proven to enhance service quality and satisfaction, especially when managed participatively by the community. CBT not only improves service quality through direct community involvement but also enriches tourist experiences through social interaction and cultural learning. Furthermore, service quality acts as a crucial mediating variable that bridges the positive impact of CBT and local commodities on tourist satisfaction.

These findings emerge as contemporary tourists increasingly seek authentic, educational, and personalized experiences. Local commodities are not merely consumed as physical products but are also experienced as part of a cultural narrative. When tourists witness the coffee-making process firsthand or engage in dialogue with local farmers, they develop emotional and social connections that enhance their perception of service quality. Meanwhile,

the CBT approach facilitates the delivery of more hospitable, context-sensitive, and socially meaningful services, thereby strengthening the relationship between tourists and the local community. Service quality becomes the key amplifier, as tourists tend to evaluate their entire travel experience through their interactions with service providers—whether in the form of hospitality, comfort, or information access.

These findings are consistent with previous studies such as Junaid et al. (2021) and Goffi et al. (2021), which highlight that community engagement in tourism and the use of local products increase tourist satisfaction. However, this study offers a novelty by positioning service quality as a mediating variable—an aspect not widely explored in CBT research. It also expands upon the findings of Nian et al. (2024) and Tiganis & Chrysochou (2024), who previously emphasized the role of service in enhancing the value of local commodities. By integrating the emotional, sensory, and social dimensions of tourist experience, this research adds new insights showing that the success of CBT and local commodity development heavily depends on the quality of service interaction.

More broadly, the results affirm that community-based tourism is not merely a local economic strategy, but also a mechanism for reinterpreting the relationship between tourists and local communities. When local commodities are presented through cultural narratives and direct interaction, they facilitate value transfer that deepens cross-cultural understanding. This fosters more egalitarian relationships between guests and hosts—an important outcome in rural contexts like Nglinggo, which also reinforces local cultural identity. Service quality no longer functions solely as a technical metric but becomes an expression of hospitality and local values enacted in everyday practices.

On a positive note, the findings indicate that strengthening local commodities and CBT strategies can enhance tourist satisfaction, bolster the local economy, and preserve social and cultural sustainability. However, potential dysfunctions remain. Over-reliance on a single commodity (such as robusta coffee) may result in economic monoculture risks (Basso & Fregolent, 2021; Feintrenie et al., 2010). Furthermore, if service standards are not consistently maintained, tourist experiences may decline, leading to reduced loyalty (Elysia & Wihadanto, 2020; Sudiarta & Suardana, 2016). Economic benefit disparities could also trigger local-level social conflicts. Therefore, the success of this model requires inclusive and sustainable management practices.

Based on these findings, several policy recommendations can be proposed to improve the quality and sustainability of tourism in Nglinggo Tourism Village. First, training and certification programs should be implemented for local tourism actors to raise standards of local hospitality. These programs should include communication skills, customer service, homestay management, and destination safety and sanitation. Second, digital promotion and information dissemination should be prioritized through the development of professional and integrated official websites and social media platforms. These platforms can display information about local commodities, educational tour packages, event schedules, and online reservation systems to improve tourist accessibility. Third, product diversification must be encouraged to avoid over-dependence on coffee as the main attraction. Other offerings such as local handicrafts, traditional cuisine, and cultural performances can enrich tourist experiences. Fourth, a fair profit-sharing system among tourism stakeholders should be implemented to prevent economic inequality at the local level. A transparent and participatory institutional model must be designed to ensure equitable benefit distribution among all community members.

Finally, collaborative partnerships between the village government, Pokdarwis (Tourism Awareness Groups), and academic institutions are essential for developing a data-driven and research-based roadmap for sustainable tourism development. This synergy is crucial to produce evidence-based, targeted, and context-sensitive policies that align with local needs and potentials. By implementing these policy recommendations, Nglinggo Tourism Village can enhance its competitiveness as a leading and sustainable community-based tourism destination.

CONCLUSION

This study concludes that all proposed hypotheses regarding the influence of Local Commodities, Community-Based Tourism (CBT), and Service Quality on Tourist Satisfaction in Nglinggo Tourism Village are statistically significant, both directly and indirectly. The most important takeaway from this research is the discovery that service quality not only plays a direct role in enhancing tourist satisfaction but also serves as a critical mediating factor that amplifies the positive effects of local commodities—such as robusta coffee—and CBT initiatives managed by the local community. These findings underscore the value of integrating local economic assets and community participation with quality service delivery to improve the overall tourism experience.

The scientific contribution of this study lies in its novel incorporation of service quality as a mediating variable in the relationship between local assets and tourist satisfaction. This conceptual approach enriches the existing body of knowledge on community-based tourism by offering a more nuanced understanding of how the traveler experience is shaped not only by tangible attractions but also by the quality of service interactions. By doing so, this research provides a strategic framework for tourism planners, village governments, and stakeholders to develop more effective, participatory, and sustainable tourism programs rooted in local potential.

Despite these contributions, the study has several limitations. The research sample was limited to tourists who visited Nglinggo Tourism Village, which may limit the generalizability of the findings to other destinations with different social, cultural, or geographic contexts. In addition, the reliance on self-reported survey data introduces the potential for response bias. This study also did not explore other potentially influential factors, such as cultural values, environmental awareness, or tourists' socioeconomic backgrounds. Future research could address these limitations by expanding the geographical scope, incorporating longitudinal methods, and exploring additional mediating or moderating variables such as community empowerment, sustainability practices, or the role of digital technology in service delivery and product promotion.

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