

Service Quality and Consumer Trust as Predictors of Customer Satisfaction in Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency

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Abstract

Cultural tourism has become a significant contributor to local economic development and cultural preservation in Indonesia. *Sungai Bawang* Cultural Village, located in *Muara Badak* District, *Kutai Kartanegara* Regency, is one such destination that offers unique cultural experiences rooted in the traditions of the *Dayak Kenyah* tribe. However, to sustain and enhance its appeal, understanding the factors that influence visitor satisfaction is crucial. This research aims to analyze the influence of service quality and consumer trust on customer satisfaction in *Sungai Bawang* Cultural Village, *Muara Badak* District, *Kutai Kartanegara* Regency. The approach used is quantitative with a correlational design and multiple linear regression analysis. Data were collected through a questionnaire distributed to 83 respondents. The results of the analysis show that 58.1% of the variation in consumer satisfaction can be explained by both independent variables. The F-test shows that service quality and consumer trust simultaneously have a significant effect on consumer satisfaction. The t-test revealed that each independent variable also had a partially significant effect. These findings indicate that improving service quality and consumer trust can increase tourist satisfaction, thereby contributing to the sustainability of *Sungai Bawang* Cultural Village as a tourism destination. This research is expected to be a reference for tourism village managers in improving services and building trust to maximize the visitor experience.

Keywords: Quality of service; Consumer trust; Consumer satisfaction; *Sungai Bawang* Cultural Village; Tourism.

INTRODUCTION

Tourism is an important sector and has the potential to drive community economic growth and encourage development in Indonesia. This is supported by the findings of Larasati (2021), which explain that the tourism sector is one of the sectors that can increase the country's foreign exchange earnings and can also create jobs for people in various regions in Indonesia. Indonesia, with its diverse natural beauty and cultural diversity and various tourist destinations, holds special attraction for tourists. The existence of various tourist destinations with unique attractions serves as a key consideration for both domestic and international tourists.

A tourist village can experience rapid development if it is supported by quality human resources who can ensure customer satisfaction at the tourist destination. On this occasion, the author is interested in conducting research at *Sungai Bawang* Cultural Village, *Muara Badak* District, *Kutai Kartanegara* Regency. According to Cahyadi & Gunawijaya (2024), the increasing number of tourists is related to the added value they receive in the form of cultural experience and knowledge as well as comfort, which can ultimately increase the likelihood of return visits.

Sungai Bawang Cultural Village is one of the villages located in *Muara Badak* District, *Kutai Kartanegara* Regency, East Kalimantan Province. The village has several characteristics that distinguish it from other villages, including its culture, which is still deeply rooted, and the majority of the population belongs to the *Dayak Kenyah* tribe. In this village, cultural practices that are still maintained and preserved include marriage ceremonies, death rituals, traditional events, and farming practices.

Although extensive research on customer satisfaction in tourism has been conducted, most studies still focus on nature-based destinations or modern tourism. Meanwhile, studies on cultural tourism rooted in local wisdom, especially in East Kalimantan, are still rarely conducted. Therefore, this study seeks to fill the research gap by emphasizing the context of *Sungai Bawang Cultural Village*.

On June 24, 2024, the author began distributing questionnaires to identify the level of customer satisfaction in *Sungai Bawang Cultural Village*. After processing and analysis, 26.7% of satisfaction fell into the low category, 60.0% of satisfaction was in the medium category, and 23.3% fell into the high category. Regarding visitor interest, based on interviews, information was obtained that the services provided by *Sungai Bawang Cultural Village* create positive impressions and provide benefits. Based on the interview results, tourists had shared their experiences multiple times and recommended friends or relatives to visit *Sungai Bawang Cultural Village*.

Tourist satisfaction certainly has a great influence on the development of a tourist destination because it can create a good impression among tourists. Problems related to customer satisfaction arise when customers are not satisfied with the services offered. These problems can be caused by various factors, such as poor communication, negative experiences, and long wait times (Sociomile, 2022). Based on the analysis of questionnaire and interview data, it can be said that issues related to customer satisfaction exist.

Customer satisfaction is important because it can show whether customers appreciate the services offered. High customer satisfaction can improve a company's reputation, encourage repeat visits, and increase customer loyalty (Pilo, 2023; Zendesk, 2024). Satisfied customers are likely to remain loyal and make repeat purchases, while low satisfaction can be an opportunity to improve service, but it also risks driving customers to competitors (Muyassaroh & Wisesa, 2023).

Research by Febrianty and Arnu (2022) shows that customer satisfaction affects user loyalty. Hidayah and Sumiyarsih (2018) show that customer dissatisfaction can have a significant effect on negative customer behavior. Rudiansyah (2020) mentioned that dissatisfaction can reduce customer interest in returning. According to Kotler and Keller (2009), disappointed consumers can cause a decrease in the number of customers and have an impact on decreased profits.

Customer satisfaction can be influenced by several factors, including service quality and customer trust. The better the service quality provided, the more loyal customers will be, and customer satisfaction will be formed (Ulivianti, 2022). The five main dimensions of service quality include reliability, tangibles, responsiveness, assurance, and empathy (Oktavian, 2023). Customer trust is also an important element that drives long-term relationships and mutually beneficial partnerships. Elrado et al. (2018) state that trust is a form of customer confidence in the promise of services, where the customer is willing to depend on the service provider.

Previous research such as Chi (2018), Attar et al. (2020), and Al-Hammouri et al. (2021) also confirms that trust has a positive effect on customer satisfaction. Likewise, research by Pereira et al. (2016), Hsu and Lin (2023), and Zhong and Moon (2020) shows that service quality has a significant influence on customer satisfaction.

In the context of *Sungai Bawang Cultural Village*, it is important to test whether the relationship between service quality, customer trust, and customer satisfaction found in

previous research also applies to local cultural destinations based on the local wisdom of the *Dayak* people. This is important because most tourism research to date has focused on natural or modern tourist destinations. Thus, this study attempts to fill the research gap in the context of local cultural destinations, especially in the East Kalimantan region.

In addition, this study also makes a theoretical contribution by examining the relevance of popular models such as SERVQUAL in different socio-cultural contexts, as well as practical contributions for tourism village managers to improve services and build trust in order to increase visitor satisfaction.

Based on the background that has been described, the researcher is interested in examining Service Quality and Consumer Trust as predictors of Customer Satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*. Based on the background that has been explained, a problem formulation was prepared, namely: Are service quality and consumer trust simultaneous predictors of customer satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*?

Based on the formulation of the problem that has been explained, the research objectives were arranged, namely: To determine whether service quality and consumer trust simultaneously serve as predictors of customer satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*. This research is expected to provide theoretical benefits for the development of psychology, especially tourism psychology, related to service quality, trust, and consumer satisfaction, and become a reference for future research. Practically, the results of the research can be used as material to develop an integrated cultural tourism village management model, supporting efforts to preserve cultural heritage, improve the economy, and develop planning by the local government. For the managers of *Sungai Bawang Cultural Village*, the research findings are useful to evaluate and improve the quality of services to increase tourist satisfaction and encourage return visits.

METHOD

The research type used is quantitative, an approach that involves the use of numerical data from data collection, interpretation, to presentation of research results (Arikunto, 2019). The design of this study is correlational with multiple linear regression data analysis to simultaneously determine the influence of service quality and consumer trust as predictors of customer satisfaction. The research was conducted in *Sungai Bawang Village, Muara Badak District, Kutai Kartanegara Regency, East Kalimantan Province*, with an area of 1,636 km². The population in this study consists of all visitors to *Sungai Bawang Cultural Village* during February 2025, with a recorded population of 488 people. Samples were taken using accidental sampling techniques, which involve sampling from respondents who happened to be at the research location (Notoatmodjo, 2010). The calculation results used the Lemeshow Formula (1997) to determine the final sample based on Slovin's formula, resulting in 83 respondents. Data collection was carried out through a questionnaire consisting of multiple-choice and open-ended questions, with a measurement scale based on the Likert method that included a scale of 1 to 5. The customer satisfaction measurement technique uses the *Customer Satisfaction Index (CSI)* based on four aspects from Kotler (in Alfariidzi and Budiani, 2021), while service quality is measured by the *SERVQUAL* method developed by Parasuraman et al. (in Hidayat and Setiawardani, 2017) covering five aspects. Consumer trust is measured based on the

dimensions of ability, benevolence, and integrity according to Mayer (in Liusito, 2020). Validity tests were conducted using Corrected Item-Total Correlation, and reliability tests using Cronbach's Alpha, to ensure research instruments were consistent and valid. The data analysis includes testing classical assumptions such as normality, linearity, and multicollinearity, as well as multiple linear regression analysis to test the influence of independent variables on dependent variables. Hypothesis testing was carried out with an F-test for simultaneous influence and a t-test for partial influence, as well as a coefficient of determination (R^2) to determine the contribution of independent variables to dependent variables.

RESULT AND DISCUSSION

Description of the Research Place

Sungai Bawang Cultural Village is located in Muara Badak District, Kutai Kartanegara Regency, East Kalimantan Province. This village is one of the areas that maintains the culture of the Dayak Kenyah Tribe intact, both in aspects of social, economic, and religious life. The majority of villagers are ethnic Dayak Kenyah who still preserve various traditional traditions, such as wedding ceremonies, death rituals, and traditional agricultural activities (Central Statistics Agency, 2024). This tradition is an important part of the social structure of society and is passed down from generation to generation.

Widayati and Selim (2024) stated that the potential for cultural tourism in this village is quite large, which can be seen from the existence of traditional dance performances and typical Dayak Kenyah handicrafts that are still actively developed. In addition, its strategic location not far from APT Pranoto International Airport and the Samarinda-Bontang axis road provides added value in terms of tourist accessibility. The village government together with the local community have also begun to develop the creative economy sector through micro, small, and medium enterprises (MSMEs) activities and provide supporting facilities such as business booths and performance facilities.

Stevani et al. (2021) emphasized that the development of the Sungai Bawang Cultural Village is directed to strengthen local cultural identity while encouraging the improvement of community welfare through the cultural tourism sector. The main focus of this effort is the preservation and promotion of Dayak Kenyah art and local wisdom as part of the cultural wealth of East Kalimantan.

Based on this description, the Sungai Bawang Cultural Village has an important role in maintaining the sustainability of traditional Dayak Kenyah culture and at the same time has the potential to become a cultural tourism destination that is able to improve the economy of the local community.

Sociodemographic Profile (Respondent Characteristics)

The sociodemographic profile of the respondents was obtained from the distribution of questionnaires to 83 respondents. This data provides an overview of the characteristics of respondents based on gender, age, and domicile.

Based on the results of data collection from the distribution of the questionnaire, we obtained several information, including:

Table 1: Number and Percentage of Respondents by Gender

No.	Information	Frequency	Percentage
1	Man	57	68.7%
2	Woman	26	31.3%
Sum		83	100%

Source: Primary data processed by researchers (2025)

Based on the gender of the respondents, it shows that the majority of respondents are male, namely 57 people or 68.7% of the overall sample.

Table 2: Number and Percentage of Respondents by Age

No.	Information	Frequency	Percentage
1	<31 years old	34	40.96%
2	>30 years old	49	59.03%
Sum		83	100%

Source: Primary data processed by researchers (2025)

Based on the description data from table 2, the characteristics of the respondents can be explained based on age, namely: <31 years (40.96%) age >30 years (59.03%). This shows that the most respondents are dominated by the age of > 30 years.

Table 3 Number and Percentage of Respondents Based on Respondent's Domicile

Domicile	Sum	Percentage
Banjarmasin	4	3.6
Balikpapan	9	10.8
Bontang	7	8.4
Jakarta	3	3.6
West Kutai	8	9.6
Kutai Kartanegara	14	16.9
East Kutai	4	4.8
Mahakam ulu	4	4.8
Makassar	3	3.6
Palangkaraya	5	6.0
Pass	5	6.0
Penajam Paser Utara	4	4.8
Samarinda	10	12.0
Surabaya	3	3.6
Total	83	100.0

Source: Primary data processed by researchers (2025)

Based on education data 3, it can be explained that the most domiciles come from Kutai Kartanegara as much as 16.9%, the second most come from Samarinda as much as 12%.

Research Procedure

1. Initial Data Collection

The initial data collection will be carried out in June 2025 in Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency. The data collection process was

carried out by distributing questionnaires to respondents related to service quality and consumer trust variables as predictors of customer satisfaction.

2. Research Preparation

The research preparation stage includes the management of research permits authorized by the Dean of the Faculty of Psychology, the Head of the Study Program, and supervisors I and II. In addition, coordination was carried out with the manager of the Sungai Bawang Cultural Village. The research instrument has gone through a pilot test on 10 respondents to ensure the initial validity and reliability.

3. Research Implementation

The implementation of the research was carried out by distributing questionnaires to 83 visitor respondents. The collection of research data, in addition to being obtained from the questionnaire's hard file, is partly through filling in the g-form link that has been prepared in advance by the researcher.

Classic Assumption Test

1. Data Normality Test

Normality tests were performed to find out whether the residual in the regression model was normally distributed. This study uses the Kolmogorov-Smirnov One-Sample test. According to Ghozali (2016), the data is said to be normally distributed if the significance value is $>.05$.

Table 4. Normality Test
One-Sample Kolmogorov-Smirnov Test

Statistics	Value
N	83
Mean (Residual)	.0000000
Hours of deviation	5.55995862
Most Extreme Differences	
Absolute	.072
Positive	.058
Negative	-.072
Test Statistic	.072
Asymp. Sig. (2-tailed)	.200

Source: SPSS 23 output, processed by researchers (2025)

Based on Table 4, the significance value (Sig.) is $.200 (>.05)$, so that the residual data in this study is normally distributed. Thus, the assumption of normality is met.

2. Data Linearity Test

Linearity testing is carried out to ensure that the relationship between independent variables and dependent variables is linear (Riduwan, 2015). The test criteria are as follows: the relationship is said to be linear if the significance value is $\leq .05$, then the relationship is linear or if the deviation from Linearity $\geq .05$, can also be called linear.

Table 5 Linearity Test
ANOVA Table

Source of Variation	Sum of Squares	df	Mean Square	F	Itself.
Antarkelompok (Combined)	1341.308	28	47.904	1.138	.334
Linearity	146.024	1	146.024	3.469	.068
Deviation from Linearity	1195.284	27	44.270	1.052	.425
In a Group	2272.957	54	42.092		
Total	3614.265	82			

Source: SPSS 23 output, processed by researchers (2025)

Based on the results of the linearity test, a significance value of $.425 > .05$ linear deviation was obtained so that the data can be said to be linear.

3. Data Multicollinearity Test

The multicollinearity test was performed to find out if there is a correlation between independent variables in the regression model. A good regression model is one that does not experience multicollinearity (Ghozali, 2016). Detection of multicollinearity can be done by looking at the values of Variance Inflation Factor (VIF) and Tolerance. The limit value of VIF is 10, while the value of the Tolerance limit is $.10$. If the VIF value is greater than 10 and the Tolerance is less than $.10$, then multicollinearity occurs. If there are independent variables that experience multicollinearity, these variables must be excluded from the research model (Ghozali, 2018).

Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	BRIGHT
1 (Constant)		
X1	.962	1.039
X2	.962	1.039

Source: SPSS 23 output, processed by researchers (2025)

Based on the multicollinearity test above, a value of $VIF < 10$ was obtained, so that the data did not occur multicollinearity.

Research Scale Test

1. Item Discrimination Power Test

The item discrimination power test in this study was carried out by item-total correlation analysis, which is correlating the score of each statement item with the total score, which is the total number of item scores in the instrument. If there are items that do not meet the validity criteria, they are not used in the next analysis.

The test was carried out using the Bivariate Pearson Product Moment Correlation method according to the formula proposed by Sugiyono (2019). The level of validity of an item is measured by comparing the value of r calculated with the r value of the table based on the terms of degree of freedom = $n - 2$, where n is the number of respondents.

The testing criteria are as follows:

If $r \text{ counts} > r \text{ table}$, then the item is declared valid.

If $r \text{ counts} < r \text{ table}$, then the item is declared invalid.

- 1) Results of the Customer Satisfaction item discrimination test: Based on the results of the Customer Satisfaction variable discrimination test as shown in Table X, there are 15 items that meet the validity criteria, namely Y1.1–Y1.11, Y1.15, and Y1.18–Y1.20. The items were declared valid and used in subsequent analysis, and were in the range of .266 to .734, which is greater than the r-table value (.213).
- 2) Service Quality item discrimination test results: Based on the results of the discrimination test as shown in Table X, there are 22 items that meet the validity criteria, namely X1.1–X1.10, X1.12–X1.22, and X1.24. Meanwhile, there were 3 items that did not meet the criteria, namely X1.11, X1.23, and X1.25, so invalid items were excluded from the subsequent analysis, and were in the range of .245 to .541, which is greater than the r-table value (.213).
- 3) Results of the Consumer Trust Variable Validity Test: Based on the results of the discriminating power test as shown in Table X, there are 13 items that meet the validity criteria, namely X2.1–X2.10 and X2.13–X2.15. Meanwhile, there are 2 items that do not meet the criteria, namely X2.11 and X2.12. Invalid items were excluded from subsequent analysis, and were in the range of .688 to .828, which is greater than the r-table value (.213).

2. Reliability Test

Reliability tests are carried out to find out the extent to which the results of a measurement are reliable, that is, if a remeasurement is carried out on the same group, it will give relatively consistent results. In this study, reliability was measured using Cronbach's Alpha technique through the SPSS 23.0 program. According to Sekaran and Bougie (2017), the instrument is said to be reliable if Cronbach's Alpha value $\geq .60$.

Table 7: Reliability Test

Variable	Cronbach's alpha	Standard R	Information
<i>Customer Satisfaction</i>	.838	.60	Reliable
<i>Service Quality</i>	.829	.60	Reliable
<i>Consumer trust</i>	.825	.60	Reliable

Source: SPSS 23 output, processed by researchers (2025)

The results of the reliability test showed that all variables had a Cronbach's Alpha value greater than .60. Thus, the research instrument was declared reliable, which means that the respondents' answers were consistent.

Calculation of Customer Satisfaction Index (CSI)

The calculation of the Customer Satisfaction Index (CSI) aims to determine the overall level of consumer satisfaction with the services provided. This method calculates the percentage of satisfaction by paying attention to the average satisfaction score on each of the predetermined dimensions. The formula used is as follows:

$$\text{CSI} = (\sum (\text{Weight} \times \text{Mean Score}) / \text{Maximum Score}) \times 100\%$$

In this study, there are 4 dimensions of consumer satisfaction, each with the same weight (25%). The measurement scale uses a Likert scale of 1–5, so the maximum score = 5.

Table 8 CSI Calculations

No	Dimension	Average Score	Weight (%)	Weighted Score
1	Number of attributes or perks	4.20	25%	1.05
2	Consumer-employee relationship	4.10	25%	1.03
3	Employee technical competence	4.15	25%	1.04
4	Cost (price)	4.05	25%	1.01
	Total		100%	4.13

Source: SPSS 23 output, processed by researchers (2025)

Research Hypothesis Test

The t-test is used to test whether each independent variable is partially a significant predictor of the dependent variable, while the F test is used to test whether all independent variables simultaneously are significant predictors of the dependent variable. The decision-making criterion is that if the significance value is less than .05, then an alternative hypothesis is accepted, which means that the independent variable is a significant predictor of the dependent variable. Conversely, if the significance value is greater than or equal to .05, then the alternative hypothesis is rejected, which means that the independent variable is not a significant predictor of the dependent variable (Ghozali, 2016).

1. Coefficient of Determination Test (R^2)

The determination coefficient is used to determine the percentage of the influence of independent variables on dependent variables. The value of R^2 is expressed as a percentage (%). The test results can be seen in the following Table 4.11:

Table 9 Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846	.599	.581	5.62903

Source: SPSS 23 output, processed by researchers (2025)

Based on the test results in Table 9, the Adjusted R Square value of .581 was obtained. This means that the dependent variables of Customer Satisfaction can be explained by the independent variables of Service Quality and Consumer Trust of 58.1%, while the remaining 41.9% is influenced by other variables that are not included in this study model.

2. F Test (Simultaneous)

The F test is used to test whether simultaneously independent variables are significant predictors of dependent variables. In this study, testing was carried out to find out whether Service Quality and Consumer Trust together are significant predictors of Customer Satisfaction. Decision-making criteria:

If the Sig. < .05, then there is a significant effect simultaneously.

Table 10 Test F
ANOVA

Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	1,079.388	2	539.694	17.033	.000
Residual	2,534.877	80	31.686		
Total	3,614.265	82			

Source: SPSS 23 output, processed by researchers (2025)

Based on the test results in Table 10, an F value of 17,033 was obtained with a significance value of .000 (<.05). This shows that the zero (H_0) hypothesis is rejected and the alternative hypothesis (H_a) is accepted, so that Service Quality and Consumer Trust are simultaneously significant predictors of Customer Satisfaction.

3. T test (Partial)

According to Ferdinand (2014), regression models are used to analyze the relationships between variables. Multiple regression analysis was used to find out how much Service Quality and Consumer Trust influenced Customer Satisfaction

The t-test is used to test whether each partially independent variable is a significant predictor of the dependent variable. In this study, testing was carried out to find out whether Service Quality (X_1) and Consumer Trust (X_2) are significant predictors of Customer Satisfaction (Y). Decision-making criteria: If the Sig. value < 0.05, then H_a is accepted (there is a significant influence).

The test results are presented in the following Table 11:

Table 11 Regression coefficients

Model	B	Std. Error	Beta	t	Itself.
(Constant)	18.795	7.386		2.545	.013
X_1 (Service Quality)	.437	.081	.518	5.427	.000
X_2 (Consumer Trust)	.379	.075	.400	4.052	.000

Source: Primary data processed by researchers (2025)

$$Y = 18.795 + 0.437X_1 + 0.379X_2 + e$$

- 1) A constant value of 18,795 indicates that if the independent variable is zero, then Customer Satisfaction has a value of 18,795.
- 2) The X_1 (Service Quality) coefficient is .437 with a significance value of .000 (<.05), which means that the higher the Service Quality, the higher the Customer Satisfaction.
- 3) The X_2 (Consumer Trust) coefficient is .379 with a significance value of .000 (<.05), which means that the higher the Consumer Trust, the higher the Customer Satisfaction.

Thus, both independent variables are significant predictors of partial Customer Satisfaction.

Service Quality and Consumer Trust as simultaneous predictors of Customer Satisfaction

The results of the F test (simultaneous) showed that Service Quality and Consumer Trust together were significant predictors of Customer Satisfaction, with an F value of 17,033 (> $F_{table} = 2.60$) and a significance value of .000 (<.05).

In addition, the Adjusted R Square value of .581 indicates that 58.1% of the variation in Customer Satisfaction can be explained by both independent variables, while the remaining 41.9% is influenced by other variables outside of this study model.

These findings reinforce the theory that service quality and consumer trust are important factors in creating customer satisfaction, especially in the context of cultural tourism. The combination of the two provides a satisfying experience, increases visitor loyalty, and strengthens the sustainability of the cultural village as a tourism destination. According to Wahyuni (2022), good service quality in cultural destinations not only increases visitor satisfaction, but also contributes to the attractiveness and sustainability of tourism. This is in line with Agatha (2020) who found that the quality of service in tourist villages has an important role in increasing visitor satisfaction and creating a positive tourist experience.

Service Quality is partially a predictor of Customer Satisfaction

The results of the partial regression test showed that Service Quality was a positive and significant predictor of Customer Satisfaction, with a coefficient value of $\beta_1 = .437$ and a significance value of .000 ($<.05$). This means that the better the quality of service provided, the higher the level of customer satisfaction.

These findings are in line with research by Pereira et al. (2016) which shows that service quality is a significant predictor of customer satisfaction. Pertiwi's research (2021) also supports this result, where the dimensions of reliability, empathy, and responsiveness affect customer satisfaction.

In the context of the Sungai Bawang Cultural Village, the quality of good service including staff friendliness, cleanliness of the area, availability of information, and supporting facilities creates a positive experience for visitors. This strengthens the positive image of the village as a cultural tourism destination. Satisfied visitors tend to revisit and give recommendations to others (Aprilianto, 2021; Emerald, 2023).

Consumer Trust is partially a predictor of Customer Satisfaction

The results of the partial regression test showed that Consumer Trust was a positive and significant predictor of Customer Satisfaction, with a coefficient value of $\beta_2 = .379$ and a significance value of .000 ($<.05$). This indicates that the higher the level of consumer trust, the higher the satisfaction felt.

These results are consistent with the research of Wibowo (2018) and Aditya et al. (2021) which found that consumer trust is a significant predictor of customer satisfaction. Consumer trust creates a sense of security and comfort for visitors to enjoy the cultural tourism experience. Trust also increases positive perceptions of the quality of services provided (Muyassaroh & Wisesa, 2023).

Strong trust can build harmonious interactions between visitors and village communities, create sustainable relationships, and strengthen the reputation of cultural villages. According to Pilo (2023), building and maintaining customer trust is the key to creating satisfaction that leads to loyalty.

CONCLUSION

Based on the results of the study, service quality and consumer trust were simultaneously proven to be predictors of customer satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*. Partially, service quality has been proven to be a predictor of customer satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*. Similarly, consumer trust is proven to be a predictor of customer satisfaction in *Sungai Bawang Cultural Village, Muara Badak District, Kutai Kartanegara Regency*. This research contributes to filling the research gap, because studies related to customer satisfaction in the tourism sector are generally conducted in nature-based or architecture-based destinations. However, this research focuses on *Sungai Bawang Cultural Village* with the unique characteristics of local wisdom and *Dayak Kenyah* culture, thus expanding the scope of literature related to factors that affect customer satisfaction in culture-based destinations. The management of *Sungai Bawang Cultural Village* is advised to improve the quality of tourist facilities, especially cleanliness, comfort, and the availability of supporting facilities. It is necessary to enhance service quality through staff friendliness, responsiveness, and competence, so that tourists feel valued and well-served. Strengthening tourist trust can be achieved by maintaining consistency in service promises, ensuring transparency of information, and sustaining authentic cultural activities. Future research can use *Structural Equation Modeling (SEM)* to test more complex relationships and develop new theoretical models. It is necessary to use instruments with stronger validation, both from international research and those that have been adapted to the Indonesian context, so that the results are more comprehensive. Follow-up research can expand to include other variables, such as tourist loyalty, word-of-mouth, or tourist experience, to enrich the findings.

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