

Antecedents of Happiness and Tourism Servicescape Satisfaction and the Influence on Promoting Rural Tourism



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<https://doi.org/10.18280/ijstdp.191033>

ABSTRACT

Received: 20 May 2024
Revised: 12 August 2024
Accepted: 10 October 2024
Available online: 30 October 2024

Keywords:

happiness, safety, cleanliness, tourism servicescape satisfaction, promote rural tourism

The increasing popularity of rural tourism necessitates a deeper understanding of the factors contributing to visitor happiness and satisfaction with the tourism servicescape satisfaction. This study investigates the antecedents of happiness and tourism servicescape satisfaction, examining their influence on the promotion of rural tourism. Grounded in a thorough review of existing literature on tourism, servicescape, and rural development, this research employs a quantitative survey methodology. A sample of 300 respondents, selected through purposive sampling, comprised individuals aged 17 and over who had visited tourism villages in Bali at least once in the past year. The study explores the antecedents of happiness within the rural tourism context, focusing on variables such as natural beauty, cultural authenticity, social interaction, and recreational activities. Additionally, tourism servicescape satisfaction is analyzed through factors like cleanliness, aesthetics, accessibility, and hospitality. The findings highlight the crucial role of natural and cultural elements in enhancing visitor happiness and emphasize the importance of well-designed and hospitable tourism servicescapes in promoting rural tourism. Furthermore, the study reveals a strong correlation between happiness, tourism servicescape satisfaction, and the intention to promote rural tourism. This promotion is manifested through positive word-of-mouth, community engagement, and repeat visits. The implications of this research are significant for rural tourism stakeholders, policymakers, and destination marketers. It offers actionable insights for enhancing visitor experiences, developing sustainable tourism infrastructure, and formulating effective promotional strategies. By elucidating the antecedents of happiness and tourism servicescape, this study contributes to the advancement of rural tourism as a key driver of economic development, cultural preservation, and environmental conservation.

1. INTRODUCTION

The tourism industry in Indonesia attracts domestic and foreign tourists. Many regions in Indonesia offer tour packages to attract visitors because it can help create jobs and reduce poverty [1]. Tourism is one potential that continues to be planned to increase regional income [2]. The tourism industry provides opportunities for the emergence of various formal sectors, such as hotels, restaurants, and other industries that require knowledge. In this way, the government seeks to ensure the physical well-being of Indonesian citizens at the expense of economic progress [3]. Likewise to ensure the welfare of citizens.

Although the recovery of the tourism sector and creative economy has not reached previous levels, according to the Central Statistics Agency, total visits by foreign tourists in the first quarter of 2023 reached 2.5 million, an increase of 508.87% compared to the same period in 2022. Until the end of this year, the Ministry of Tourism and Creative Economy

estimates that there will be around 9 million foreign tourist visits [4].

During the pandemic, the government made various efforts to revive the tourism sector, so the number of visits by foreign and domestic tourists exceeded the target in 2022 [5]. According to the Ministry of Tourism and Creative Economy, tourist visits to Indonesia reached 5.5 million arrivals, exceeding the target of 1.8 to 3.6 million arrivals, and tourist movements reached 800 million trips, exceeding the target of 550 million trips [6].

Development of tourist villages, incentives for tourism businesses, and certification of tourist attractions according to standards are some of the programs that support these efforts, namely Hygiene and Cleanliness, Happiness, Safety, and Tourism Servicescape Satisfaction. Therefore, promoting rural tourism in safe and healthy conditions is a priority goal in the tourism industry, so that tourists can enjoy positive experiences and undertake healthy activities while staying in these tourist destinations to enjoy happiness [7, 8].

Considering the above, promoting rural directs tourism managers to develop management models based on the theories of Hygiene and Cleanliness, Happiness, Safety, Tourism servicescape satisfaction [9]. In this case, Happiness is an important factor in promoting rural tourism. Therefore, it is necessary to implement public policies that prioritize tourist welfare through attractive promotions and safety for the community.

Safety is one type of task for managing tourist destinations [10]. This is also one of the factors that determine whether a tourist attraction is worth visiting or not, especially because tourist safety is very important for tourist activities because public order at tourist attractions indicates security [11]. If a tourist attraction cannot provide sufficient security and comfort to tourists, it can hurt future rural tourism marketing.

To promote rural tourism, and to provide the best tourism results, it is important to consider aspects of cleanliness and health. This health and cleanliness must include oneself and the environment. Tourist villages must have a good, healthy, clean, and safe environment [11]. If basic needs such as clean water, waste disposal, food and poor environmental conditions are not met, the village will become less attractive to tourists and threaten the village economy and the welfare of its people.

Hygiene and cleanliness play a crucial role in maintaining an individual's health by ensuring the proper upkeep of personal hygiene. Personal hygiene refers to the practices and routines that individuals follow to keep their bodies clean and free from harmful bacteria, viruses, and other pathogens [12]. This includes regular activities such as washing hands, bathing, brushing teeth, and maintaining clean clothing and living environments. Effective personal hygiene practices are essential for preventing the spread of infectious diseases, reducing the risk of illnesses, and promoting overall well-being [13].

Maintaining cleanliness and hygiene is not only about individual practices but also about creating environments that support health [14]. For example, ensuring that public spaces, such as bathrooms, kitchens, and communal areas, are regularly cleaned and disinfected helps to minimize the presence of germs and contaminants [15]. This preventive approach helps to create a healthier environment for everyone, reducing the transmission of diseases and contributing to better public health outcomes [16]. By adopting good personal hygiene habits and promoting cleanliness in various settings, individuals and communities can significantly enhance health, prevent disease, and support a higher quality of life [17]. Meanwhile, cleanliness is a service or aspect that is important in shaping tourists' emotions [18]. Thus, it is important to pay attention to this, so that tourism feels happy and satisfied with rural tourism, so that the tourist area can develop well.

Happiness is a positive feeling, but empirical research shows that happiness does not correlate with desired behavioral intentions, such as the intention to make a return visit. In other words, happy tourists do not necessarily have the intention to make a return visit to a destination, because this depends on the experience process that occurs between them and the destination they visit [19]. So, by increasing tourists' happiness, you can increase their satisfaction, which can ultimately impact their behavior, such as deciding to visit again or giving good recommendations to others. Results of studies [20] found that happiness is directly correlated with satisfaction, so overall happiness is highly correlated with satisfaction in the leisure travel industry.

Tourism Servicescape Satisfaction is a man-made physical

environment created by a service business for tourism development with the delivery of services including good architecture, a pleasant atmosphere, appropriate facilities, beautiful decoration, and pleasant aromas, and a clean environment. Therefore, the more attractive the servicescape offered by rural tourism, the more satisfied tourists will be, so that tourists can influence the tourism and will have a positive impact on guests and create satisfaction in them with a healthy and safe environment. With this good response, tourists who have visited will want to repeat this pleasant experience and intend to visit Bali again.

Some studies show that cleanliness, safety, and environmental sustainability influence visitor satisfaction [21, 22]. Others show that Cleanliness, Health, Safety, and Environment (CHSE) influences tourist satisfaction [23]. Contrary to previous research, Robina-Ramírez et al. [24] show that Cleanliness, Health, and Safety do not affect tourist satisfaction.

Research conducted by Juliana et al. [21] indicates that implementing CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) is crucial for restoring tourist destinations severely impacted by the COVID-19 pandemic, which in turn can help tourism activities at these attractions recover in the coming years.

If CHSE protocols are effectively implemented as suggested by research [25] then tourist destinations adversely affected by the COVID-19 pandemic are likely to experience a revival, leading to increased economic value for the local communities.

According to the studies [20, 21], the first step to reviving tourist destinations post-Covid-19 is the implementation of CHSE measures, which will subsequently facilitate the recovery of tourism and contribute to the economic life of the community. Research [21] emphasizes that destinations that adopt CHSE protocols are more likely to recover and thrive post-pandemic compared to those that do not, thereby adding value to the community's economic life.

Based on gaps and previous research, many have researched Cleanliness, Health, Safety, and Environment as variables and research on safety Hygiene and cleanliness in the tourism sector is still limited, although research on the association between tourist satisfaction and happiness has been widely studied [26]. Several researchers have not involved Satisfaction as an intervening variable in Promote Rural Tourism. In previous research, the safety, hygiene, and cleanliness variables on tourist satisfaction were research variables [26]. Therefore, researchers want to study using Safety, Hygiene and Cleanliness, and Happiness, Tourism Servicescape satisfaction as intervening variables to develop a destination into a superior tourist destination Promote Rural Tourism. So this research can help increase the number of tourist visits to Bali's rural tourism. This research aims to study further about Safety, Hygiene and Cleanliness, Happiness, and Tourism Servicescape Satisfaction towards promoting rural tourism.

2. LITERATURE REVIEW

According to the Theory of Planned Behavior, a person's intention towards behavior. Thus, the stronger a person's intentions, the more likely they will be motivated to behave well or not [27]. Beliefs and attitudes are predictive of intention if the action itself, the context of the behavior, and

the timing of the action are congruent. Attitudinal and normative beliefs are two groups of beliefs that differentiate behavioral intentions.

The relative importance of a perspective to behavior and the level of normative support are thought to determine behavioral intentions. However, the relative importance of these perspectives may vary according to the situation [27]. TPB integrates the behavioral control perspective into action theory research. Therefore, three main components influence behavioral intentions: evaluation of the behavior (attitude toward the behavior), perceived social pressure to perform or perform the behavior (normative support), and the degree of prerogative to control the behavior [27]. If someone evaluates it positively, believes that others want to do it too, and finds it easy, they will have a strong intention to perform a given action.

Happiness and well-being theories, servicescape models, such as Bitner's Servicescape Model, provide a structured way to examine how the physical environment impacts tourist behavior and satisfaction [28]. Bitner's model emphasizes the influence of environmental factors—such as design, layout, ambient conditions, and social interactions on customers' perceptions, emotions, and behaviors. By applying this model to tourism, researchers can better understand how different elements of the servicescape, like aesthetics, functionality, and safety, affect tourists' overall experience and satisfaction. Integrated models that combine aspects of happiness and servicescape satisfaction offer a more holistic view of how these factors interact to shape tourism outcomes, particularly in rural settings [29]. These integrated approaches can reveal how a well-designed servicescape not only enhances immediate satisfaction but also contributes to long-term happiness, encouraging repeat visits and positive word-of-mouth promotion [30].

In the context of tourism, "happiness" refers to the positive emotional state and overall sense of well-being that tourists experience during their travels [31]. This can be measured through various indicators, including subjective well-being, life satisfaction, and tourists' emotional responses to their experiences. Studies often assess happiness by evaluating how content tourists feel with their trips, how these experiences contribute to their overall life satisfaction, and the specific emotions such as joy, relaxation, and excitement that they encounter while engaging with different aspects of their journey [32].

Tourism servicescape encompasses a tourism destination's physical environment and atmosphere, including elements like architecture, landscaping, cleanliness, and the overall ambiance [33]. Satisfaction with the servicescape is a critical factor in shaping a tourist's overall experience, as it influences their perceptions of the destination's aesthetic appeal, functional convenience, and social interactions [34]. In rural tourism, the servicescape might include natural landscapes, traditional village settings, and cultural authenticity, all of which contribute to the unique charm and appeal of rural destinations [35].

Safety is part of the responsibility of tourist destination managers [10]. This is also one way to find out whether a tourist destination is worth visiting, especially in terms of tourist safety [10]. Safety promotion should focus on promoting wholeness and health, rather than just focusing on injury prevention. Safety science is the development of concepts, theories, principles, and methods to understand, assess, communicate, and manage safety in various contexts

[36]. Tourist security is an important factor in tourist activities because security is proof of the security of the community in the tourist destination area [37]. Furthermore, safety indicators have five indicators, namely minimizing the risk of accidents in using tourist facilities and being free from danger, physical safety, personal security, environmental safety [38-40].

The theory of authentic happiness states that happiness involves living a pleasant life [41]. Meanwhile, happiness is a positive feeling [42], but empirical research shows that happiness does not correlate with desired behavioral intentions, such as the intention to make a return visit. In other words, happy tourists do not necessarily have the intention to return to a destination, because this depends on the experience process that occurs between them and the destination they visit [43].

Hygiene is an effort to maintain a person's health by maintaining their hygiene, such as washing hands with clean water and soap, bathing regularly, cleaning nails, cleaning hair, washing dirty dishes, throwing away damaged food parts to maintain overall food health, and so on. Meanwhile, cleanliness is a service or aspect that is important in shaping tourists' emotions. Tourism Servicescape Satisfaction is a man-made physical environment created by a service business for tourism development with the delivery of services including good architecture, a pleasant atmosphere, appropriate facilities, beautiful decoration, pleasant aromas, and a clean environment [44]. Promote Rural Tourism is an effort to increase tourism sales, which includes the dissemination of information [45]. Therefore, tourism promotion is an important component of your tourism marketing strategic plan [46].

2.1 Antecedents of happiness in tourism

The antecedents of happiness in tourism are shaped by a combination of psychological and environmental factors that significantly influence the overall well-being of tourists [47]. Psychological factors, such as personal fulfillment, relaxation, and the sense of escape from daily routines, play a crucial role in enhancing tourists' happiness [48]. For instance, the opportunity to unwind, engage in meaningful activities, or achieve personal goals during travel contributes to a sense of satisfaction and joy. Environmental factors, such as the natural beauty of a destination, cultural heritage, and the quality of the surroundings, also have a profound impact [49]. In rural tourism, these factors are especially relevant, as the serene landscapes, cultural authenticity, and close connection with nature often provide a unique and fulfilling experience that urban settings may not offer [50]. The combination of these psychological and environmental elements creates a holistic experience that enhances tourists' happiness and overall satisfaction with their trip [51].

The tourism servicescape, which refers to the physical environment and ambiance of a destination, is another critical antecedent of tourists' happiness. The quality of accommodations, the appeal of attractions, and the cleanliness and safety of the environment all contribute to the overall atmosphere that tourists experience [52]. A well-maintained and aesthetically pleasing servicescape can evoke positive emotions and enhance the tourist experience, making the trip more enjoyable and memorable [53]. For example, in rural tourism, a servicescape that integrates natural beauty, cultural elements, and a welcoming atmosphere can greatly influence tourists' emotional responses and satisfaction levels. The

servicescape not only affects the immediate perception of the destination but also contributes to long-term happiness by creating lasting positive memories and encouraging repeat visits.

2.2 Antecedents of tourism servicescape satisfaction

The antecedents of tourism servicescape satisfaction are deeply influenced by the physical environment, which plays a significant role in shaping tourists' perceptions and overall experience. Key elements of the physical environment, such as the design, layout, and aesthetic appeal of tourist facilities, contribute directly to how satisfied tourists feel with the servicescape [54]. In the context of rural tourism, these factors take on added importance, as the natural landscape, traditional architecture, and cultural authenticity become central to the experience. A well-preserved natural environment, combined with architectural elements that reflect local traditions and culture, enhances the visual and emotional appeal of the destination, leading to higher levels of satisfaction among tourists [55]. The harmony between the built and natural environment in rural areas not only creates a pleasing aesthetic but also fosters a sense of connection to the place, which is essential for positive tourist experiences [52].

Service quality is another critical antecedent of servicescape satisfaction, encompassing the behavior and professionalism of staff, the availability of amenities, and the quality of local products and services [56]. High service quality can significantly enhance tourists' satisfaction with the servicescape, as attentive and friendly staff, well-maintained facilities, and locally sourced products add value to the overall experience. In rural tourism, where personal interactions and authenticity are often valued, the quality of service can make a profound difference [57]. Additionally, cultural and social factors also play a pivotal role in servicescape satisfaction. Interactions with locals, participation in cultural events, and opportunities to learn about and experience local traditions enrich the tourism experience, making it more meaningful and memorable [58]. These cultural and social elements contribute to a deeper understanding and appreciation of the destination, further increasing satisfaction and the likelihood of positive word-of-mouth promotion [59].

2.3 Safety and happiness

According to Maslow's hierarchy of needs, safety is a fundamental prerequisite for achieving higher levels of psychological well-being and self-actualization. When individuals feel secure in their environment, free from physical harm or psychological threats, they are more likely to experience positive emotional states, including happiness. Empirical studies have shown that perceptions of safety, whether in personal life or within broader community settings, significantly contribute to overall life satisfaction and happiness [60, 61]. This is particularly evident in contexts where safety concerns are prevalent, such as in areas with high crime rates, where improvements in safety measures have been associated with increases in residents' happiness levels [62].

Furthermore, the positive impact of safety on happiness is supported by research in environmental psychology, which suggests that the presence of safety cues in a physical environment can enhance individuals' emotional well-being. For instance, studies have found that well-designed public spaces that incorporate elements of safety, such as adequate lighting and visible security measures, are linked to higher

levels of public satisfaction and happiness [63, 64]. The sense of safety not only reduces stress and anxiety but also promotes social interaction and community engagement, which are critical components of happiness. Therefore, based on theoretical frameworks and empirical evidence, it is hypothesized that safety has a positive and significant effect on happiness.

Safety is one of the duties of a tourism manager [10]. The relationship between safety and happiness, where in promoting rural tourism, safety is an important factor. If there is security in rural tourism, tourists can feel joy in that destination. Such as research shows that safety has a positive and significant effect on happiness [65].

H1: *Safety has a positive and significant effect on happiness.*

2.4 Safety and tourism servicescape satisfaction

The concept of servicescape encompasses the physical and social environment in which service interactions occur, and safety is a critical component of this environment. Research has shown that tourists prioritize safety as a key factor when choosing destinations and evaluating their overall satisfaction with the tourism experience. A well-maintained and secure servicescape can enhance tourists' perceptions of safety, leading to higher levels of satisfaction [66, 67]. The presence of safety features such as surveillance systems, well-lit areas, and visible security personnel contributes to a positive perception of the servicescape, thereby improving overall satisfaction.

Moreover, studies in tourism management have indicated that the perceived safety of a destination significantly influences tourists' behavioral intentions, including their willingness to revisit or recommend the destination to others. When tourists feel safe within the servicescape, they are more likely to have a positive overall experience, which enhances their satisfaction with the tourism servicescape [68]. This relationship is particularly pronounced in high-risk or unfamiliar destinations, where safety concerns can make or break the tourist experience. Thus, based on the theoretical understanding of servicescape and empirical findings, it is hypothesized that safety has a positive and significant effect on tourism servicescape satisfaction.

Tourism Servicescape Satisfaction is a man-made physical environment created by a service business for tourism development with the delivery of services including good architecture, a pleasant atmosphere, appropriate facilities, beautiful decoration, pleasant aromas, and a clean environment [54]. The relationship between Safety and Tourism Servicescape Satisfaction, where tourists are increasingly attracted by the servicescape offered by rural tourism, the safer tourists will be in that destination, so that tourists can experience a healthy and safe environment. This is supported by previous research [54, 69, 70]. The results show that Safety has a positive and significant effect on Tourism Servicescape Satisfaction.

H2: *Safety has a positive and significant effect on Tourism Servicescape Satisfaction.*

2.5 Hygiene and cleanliness on happiness

Hygiene and Cleanliness are a health effort to maintain and protect the personal hygiene of its subjects in service places or important elements that influence tourists' feelings. Hygiene

and Cleanliness Relationship with Happiness. Where a place is kept clean, such as the facilities in the tourist village are clean and the food is also healthy, then tourists will increasingly feel happy with the tourist village [71, 72]. The results show that Hygiene and cleanliness have a significant effect on Happiness.

According to environmental psychology, the physical environment significantly influences individuals' emotional and psychological states. Cleanliness and hygiene are essential components of a healthy environment, reducing the presence of harmful pathogens and promoting physical health. When people live in clean and hygienic conditions, they experience lower levels of stress and anxiety, contributing to an overall sense of happiness and well-being [73, 74]. Clean environments also enhance aesthetic pleasure and create a sense of order, further boosting individuals' positive emotions.

Moreover, empirical studies have shown that the perception of cleanliness in both public and private spaces is closely linked to life satisfaction and happiness. For example, research in urban settings has demonstrated that residents who perceive their neighborhoods as clean and well-maintained report higher levels of happiness and community satisfaction [75, 76]. Similarly, in hospitality and tourism contexts, the cleanliness of facilities is a crucial determinant of customer satisfaction, which is strongly associated with positive emotional outcomes [77]. Therefore, based on theoretical frameworks and empirical evidence, it is hypothesized that hygiene and cleanliness have a positive and significant effect on happiness.

H3: *Hygiene and cleanliness have a positive and significant effect on Happiness.*

2.6 Hygiene and cleanliness on tourism servicescape satisfaction

The relationship between Hygiene and cleanliness and Tourism Servicescape Satisfaction, where tourism is clean and good, tourists are increasingly satisfied with rural tourism, so that the tourist area can develop well. Research conducted by [19, 68, 69]. The results show that Hygiene and cleanliness have a positive and significant effect on Tourism Servicescape Satisfaction.

The servicescape, which includes the physical environment in which tourism services are delivered, greatly influences tourists' overall satisfaction. Hygiene and cleanliness are fundamental aspects of the servicescape, especially in the hospitality and tourism industries, where they directly impact tourists' comfort, safety, and perception of quality. Studies have shown that tourists often associate clean and well-maintained environments with high service standards, which significantly contributes to their overall satisfaction with the tourism experience [56, 70] example, in hotel settings, the cleanliness of rooms and public areas is consistently rated as one of the most important factors affecting guest satisfaction.

Moreover, in the post-pandemic era, the importance of hygiene and cleanliness in the tourism servicescape has become even more pronounced. Research indicates that tourists are now more concerned about cleanliness and hygiene protocols when choosing travel destinations and accommodations, making these factors critical determinants of satisfaction [71, 72]. A clean and hygienic servicescape not only enhances the perceived value of the tourism experience

but also fosters a sense of safety and well-being, leading to higher levels of satisfaction. Therefore, based on the significance of hygiene and cleanliness in shaping the tourism experience, it is hypothesized that hygiene and cleanliness have a positive and significant effect on tourism servicescape satisfaction.

H4: *Hygiene and Cleanliness have a positive and significant effect on Tourism Servicescape Satisfaction.*

2.7 Tourism servicescape satisfaction and promote rural tourism

The relationship between Tourism Servicescape Satisfaction and Promoting Rural Tourism, where the more attractive the servicescape offered by rural tourism, the more satisfied tourists will be, so tourists can influence tourism and will have a positive impact on guests and will create satisfaction in with a healthy and healthy environment [46, 73, 74].

Happiness is a positive feeling, but practical research shows that happiness is not related to desired behavioral intentions, such as the desire to visit [19]. Tourism servicescape satisfaction has a relationship with Promote Rural Tourism. Where, the better the promotion of a tourist village, the happier tourists are with the tourist village, so that tourists want to visit it. This is supported by previous research [61, 75, 76].

The servicescape in rural tourism encompasses not only the physical environment but also the natural, cultural, and social elements that define rural destinations. When tourists are satisfied with the servicescape be it the scenic beauty, the quality of facilities, or the authenticity of local experiences—they are more likely to have a memorable and enjoyable experience. This satisfaction, in turn, can drive positive word-of-mouth, repeat visits, and recommendations, all of which are crucial for the promotion and sustainability of rural tourism [77, 78]. Studies have shown that positive experiences in rural servicescapes significantly influence tourists' intentions to promote these destinations to others, thereby contributing to the growth of rural tourism [79-89].

Moreover, rural tourism heavily relies on the reputation and perceived quality of the destination, which are directly influenced by tourists' satisfaction with the servicescape. When tourists perceive a rural area as offering a high-quality experience—characterized by cleanliness, safety, accessibility, and cultural richness they are more inclined to endorse the destination, both through informal recommendations and online reviews. This positive promotion is essential for attracting new visitors, especially in an era where digital platforms play a crucial role in destination marketing [90]. Therefore, based on the relationship between servicescape satisfaction and promoting rural tourism, it is hypothesized that tourism servicescape satisfaction has a positive and significant effect on promoting rural tourism. The results show that tourism servicescape satisfaction has a positive and significant effect on promoting rural tourism.

The results show that Tourism Servicescape Satisfaction has a positive and significant effect on Promoting Rural Tourism.

H5: *Tourism Servicescape Satisfaction has a positive and significant effect on Promoting Rural Tourism.*

2.8 Tourism servicescape satisfaction influence on happiness

The relationship between Tourism Servicescape Satisfaction and Happiness, that the more attractive the servicescape offered by rural tourism, the happier tourists will be, so tourists can influence rural tourism and will have a positive impact on tourists and will create satisfaction in them with a healthy and safe environment. This is supported by previous research [73, 81, 82].

The servicescape, which includes the physical environment, ambiance, and social interactions at a tourism destination, plays a crucial role in defining the tourist experience. When tourists find the servicescape appealing whether through beautiful landscapes, clean and well-maintained facilities, or friendly service they are likely to experience positive emotions such as joy, contentment, and relaxation [56, 77]. These positive emotions are integral to the concept of happiness, as they contribute to an overall sense of well-being and satisfaction with life. Research has consistently shown that pleasant and fulfilling tourism experiences lead to increased happiness, both during the visit and afterward as part of lasting memories [91-93].

Furthermore, the relationship between tourism servicescape satisfaction and happiness can be understood through the lens of the affective and cognitive evaluations that tourists make. A well-designed and satisfying servicescape not only enhances the immediate emotional experience but also influences tourists' long-term perceptions and evaluations of their trip. Studies have found that tourists who are satisfied with the servicescape are more likely to report higher levels of happiness related to their travel experiences [84, 85]. This is particularly relevant in leisure tourism, where the primary goal is often to escape daily routines and seek pleasure, relaxation, and happiness. Therefore, it is hypothesized that Tourism Servicescape Satisfaction has a positive and significant effect on happiness. The results show that Tourism Servicescape Satisfaction has a positive and significant effect on happiness.

H6: *Tourism Servicescape Satisfaction has a positive and significant effect on Happiness.*

2.9 Happiness and servicescape satisfaction on promoting rural tourism

The link between happiness experienced during a visit and tourists' intentions to revisit or recommend the destination is well-documented in the literature. Studies have shown that when tourists experience high levels of happiness during their trip, they are more likely to return to the same destination and encourage others to visit through positive word-of-mouth [94-96]. This relationship is particularly crucial in rural tourism, where sustainability often depends on repeat visitors and personal recommendations rather than large-scale marketing campaigns. In rural settings, where tourists seek unique and fulfilling experiences, the happiness they derive from their visit becomes a key factor in their decision to return or promote the destination to others. This reinforces the importance of creating experiences that not only meet but exceed tourists' expectations, ensuring that their overall sense of well-being is enhanced during their stay [97].

Satisfaction with the tourism servicescape is another significant driver for promoting rural destinations. When tourists are satisfied with the servicescape meaning they

appreciate the quality of the physical environment, the services provided, and the cultural interactions—they are more likely to share their positive experiences through online reviews, social media posts, and personal recommendations [98]. These forms of promotion are vital for rural tourism, as they help to build a destination's reputation and attract new visitors without the need for extensive advertising. Positive online reviews and social media sharing can amplify the reach of a rural destination, making it more visible to potential tourists who are influenced by the opinions and experiences of others. Thus, ensuring high levels of servicescape satisfaction is essential for rural tourism operators aiming to drive promotion and sustain tourism in their areas [99].

3. RESEARCH METHOD

This research employed an explanatory research approach, focusing on a set of well-defined variables related to tourism in Bali. The safety variable adopted from minimizing the risk of accidents in using tourist facilities and being free from danger, physical safety, personal security, environmental safety [90, 91]. Hygiene and Cleanliness indicators were adopted by providing cleanliness of facilities, sanitation standards, food hygiene, personal hygiene facilities, environmental cleanliness, and visitor perception of hygiene [40]. Indicator Tourism Servicescape Satisfaction adopted from ambient Condition, spatial layout and functionality, signs, symbols, and artifacts [92, 93]. The happiness indicator is adopted from a sense of joy or pleasure, self-perception of positive affect, visitor perception of happiness, and enjoyment of scenic beauty and natural landscapes [61, 62]. Indicators promote rural tourism adopted from positive word of mouth, repeat visitation, community engagement, social media and digital presence [39].

This quantitative research utilized a Likert scale (1-5) to measure these variables, gathering numerical data from 300 respondents through purposive sampling [95, 96]. Purposive sampling technique was used to recruit 300 respondents. Inclusion criteria are: (1) aged 17 years or over, (2) having visited a Bali tourism village at least once in the last year, and (3) other relevant criteria. This sampling approach was chosen to ensure participants had current and relevant experience with rural tourism in Bali.

The inclusion criteria for respondents were that they had to be aged 17 years or older, have visited a Bali tourism village at least once in the past year, and meet other relevant criteria [100-104]. Purposive sampling was chosen to ensure that participants had current and relevant experience with rural tourism in Bali, allowing for more accurate and meaningful data collection.

The study employed a purposive sampling technique to select participants. Purposive sampling, also known as judgmental or non-probability sampling, is a technique where researchers select individuals based on specific characteristics or criteria that are relevant to the research objectives. This method is often used when researchers need participants who possess particular traits or have specific experiences that are crucial for the study [104].

A total of 300 respondents were recruited for the study. The choice of sample size can impact the reliability and validity of the research findings. A sample size of 300 is typically chosen to ensure a sufficient representation of the population, which allows for more accurate and generalizable results.

Participants had to be at least 17 years old. This criterion ensures that respondents are likely to have the cognitive maturity and experience necessary to provide meaningful insights into their experiences with rural tourism. Participants need to have visited Bali tourism villages within the past year. This criterion is crucial because it ensures that the respondents have recent and relevant experience with rural tourism in Bali, which is essential for providing accurate and current feedback on their experiences.

The data analysis was conducted using structural equation modeling (SEM-PLS), a method that corrects measurement errors and includes interaction effects in the model. SEM-PLS was employed to predict the relationships between the variables and indicators through an inner model (relationships between latent variables) and an outer model (relationships between indicators and latent variables) [105]. The outer model tested the reliability and validity of the indicators as tools for measuring the constructs, while the inner model's results were derived from bootstrapping on non-parametric data.

Hypothesis testing was conducted using the SmartPLS4 software, comparing the t-statistic values with t-table values to determine the significance of the relationships between variables. The path coefficient analysis further compared the direct and indirect effects of the independent variables on the dependent variables, considering the mediation effect of certain variables. A significance level of $\alpha = 0.05$ was used, and if the T-statistic exceeded the t-table value, the influence of the variable was deemed significant [104]. Path analysis was also performed to understand the mediation ability of variables within the research model, providing a comprehensive understanding of how different factors influence each other in the context of promoting rural tourism in Bali.

Research analysis uses structural equation modeling (SEM-PLS) to correct measurement errors by including interaction effects in the model [106] SEM-PLS was used to test the estimates and significance of the Bootstrap method. Apart from that, SEM-PLS is used to predict the relationship between variables and indicators through an inner model, namely the relationship between latent variables and the outer model, known as the relationship between indicators and latent variables [106].

This is shown to test the reliability and validity of the indicators as a tool for measuring constructs in the research model. Second, is the inner model also known as the structural model. The inner model results are obtained from the bootstrapping process on non-parametric data [107, 108]. Hypothesis data testing is obtained from the bootstrapping or re-sampling menu with SmartPLS4 software. Firstly, by testing the significance of the relationship between variables by using a comparison of the t-table values with the t-statistic values produced in empirical tests. If the t-statistic value is found to be higher or exceeds the t-table value, then the influence of the variable can be said to be significant. The path coefficient is a path analysis model that systematically compares various paths that directly or indirectly influence the independent variable and the dependent variable.

In this research, the level of significance used is $\alpha=0.05$, with the degree of freedom classified as infinity, the t-table value for the one-tailed hypothesis is 1.645 [109]. The standardized coefficient is crucial for testing the hypothesis. If the coefficient's direction matches the hypothesis and there is significant influence, the hypothesis is supported. This

conclusion is further examined through path analysis to understand the variable relationships via the mediating variable [110].

4. RESULT AND DISCUSSION

4.1 Respondent profile

From the distribution of the questionnaire, 300 people met the research criteria and the respondent profiles were presented descriptively. All respondents' answers were arranged in a table and then analyzed quantitatively to answer the research questions.

Table 1 shows the demographic data of research respondents based on gender. the total of respondents, 155 (55.0%) were male and 145 (45.0%) were female. Therefore, it can be concluded that there were more male than female respondents in this study.

From the age data, the study has the largest respondent population from the 17-24 year age group, consisting of 27 respondents (9.0%). The 25-30 year age group consists of 80 respondents (20.0%), and the 31-35 year age group consists of 173 respondents (64.3%). The age group 36-40 years consists of 14 respondents (4.7%), and the age group over 40 years consists of 5 respondents (1.7%).

The last level of education in this study was dominated by respondents who had a high school/equivalent education level, namely 6 people (2.0%), followed by respondents who had a diploma level, namely 74 people (24.7%), followed by respondents who had a diploma level. SI education was 215 people (71.7%), respondents who had a postgraduate level of education were 3 people (1.0%). So it can be seen that in this study the most respondents' last education was a bachelor's degree.

Respondents' expenses in this study amounted to Rp. 3,500,001 - Rp. 5,000,0000 / month, namely 218 people (69.0%), followed by respondents < Rp. 3,500,000 / month, namely 46 people (20.0%), then respondents Rp. 5,000,001 - Rp. 7,500,000 / month totaling 31 people (10.0%) and respondents had Above Rp. 7,500,000 / month amounting to 5 people (1.0%).

Meanwhile, the income of respondents in this study was <Rp. 5,000,000 amounting to 150 people (52.5%), then Rp. 5,000,001- IDR 10,000,000 amounted to 105 people (45.5%) and 10,000,001-IDR 15,000,000 amounted to 45 people (2.00%).

Respondents who knew about Bali tourism village from Advertisements were 90 people (30.0%), then from Friends there were 100 people (40.0%), from Magazines there were 30 people (9.5%), then from radio there were 57 people (19.5%) and from Newspaper there were 23 people (1.0%).

Respondents who intended to promote Bali tourism villages in this study were 180 people (70.0%) and those who did not intend to promote Bali tourism villages in this study were 120 people (30.0%).

4.2 Evaluation of measurement models

From the results of the validity test, each item that measures the variable has an AVE value greater than 0.6, so all of them are considered valid [111]. The AVE value can be seen in Table 2 below.

Table 1. Demographic profile of respondents

Demographic Variables		Samples (n)	Percentage (%)
Gender	Male	155	55.0
	Female	145	45.0
Age	17-24 years old	27	9.0
	25-30 years old	80	20.0
	31-35 years old	173	64.3
	36-40 years old	14	4.7
	Over 40 years old	5	1.7
	Education	High School/Equivalent	6
	Diploma/Equivalent	74	24.7
	S1	215	71.7
	Postgraduate	3	1.0
Expenditure	IDR 3,500,001 - Rp. 5,000,0000 / month	218	69.0
	< Rp. 3,500,000 / month	46	20.0
	IDR 5,000,001 - Rp. 7,500,000 / month	31	10.0
	Above Rp. 7,500,000 / month	5	1.0
Income	< Rp. 5,000,000/month	150	52.5
	IDR. 5,000,001- IDR 10,000,000/month	105	45.5
	IDR 10,000,001-Rp 15,000,000/month	45	2.00
	Advertisement	90	30.0
Get to know Bali Tourist Villages	Friend	100	40.0
	Magazine	30	9.5
	Radio	57	19.5
	Newspaper	23	1.0
Intending to promote Bali Tourist Villages	Yes	180	70.0
	No	120	30.0

Source: Processed data, 2024

Table 2. Reliability and validity test

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Happiness	0.756	0.776	0.844	0.577
Hygiene & Cleanliness	0.747	0.754	0.840	0.567
Promote Rural Tourism	0.774	0.802	0.852	0.592
Safety	0.760	0.765	0.846	0.579
Tourism Servicescape Satisfaction	0.853	0.856	0.888	0.530

Source: Processed data, 2024

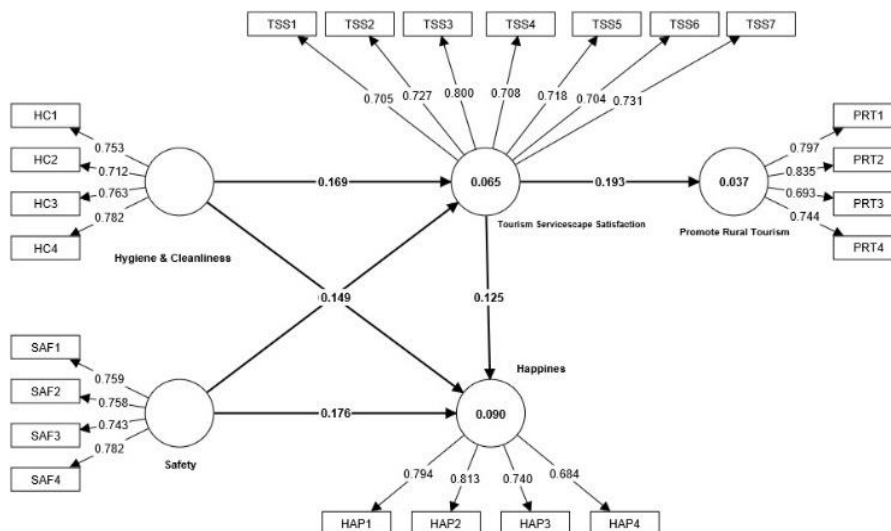


Figure 1. Outer model

The validity test was carried out using the Heterotrait-Monotrait Ratio (HTMT) proposed before [112]. The test results are shown in Table 3 that the HTMT value is below 0.90, it can be concluded that all indicators can be discriminated against to measure their respective constructs. This is supported if the factor loadings are high and the Average Variance Extracted (AVE) is above 0.5. This suggests that the latent variable explains a significant portion of the variance in the indicators (Figure 1)

4.3 Structural models

Testing of the structural model (inner model) can be

continued if the existing model is declared valid (outer model) Based on the explanation from explained that structural model testing was carried out to observe the quality of the relationships between variables and be able to test existing hypotheses [113]. The results can be displayed in Table 4 below and Figure 2.

Based on the results presented in Table 4, the R-Square value for Promote Rural Tourism is 0.037 with a weak category. the R-Square value for Tourism Servicescape satisfaction is 0.065 with a weak category. On the other hand, the R-Square value for Happiness is 0.090 with a weak category.

Table 3. HTMT Ratio

	Happiness	Hygiene & Cleanliness	Promote Rural Tourism	Safety	Tourism Servicescape Satisfaction
Happiness					
Hygiene & Cleanliness	0.251				
Promote Rural Tourism	0.253	0.126			
Safety	0.268	0.147	0.083		
Tourism Servicescape Satisfaction	0.220	0.224	0.228	0.228	

Source: Processed data, 2024

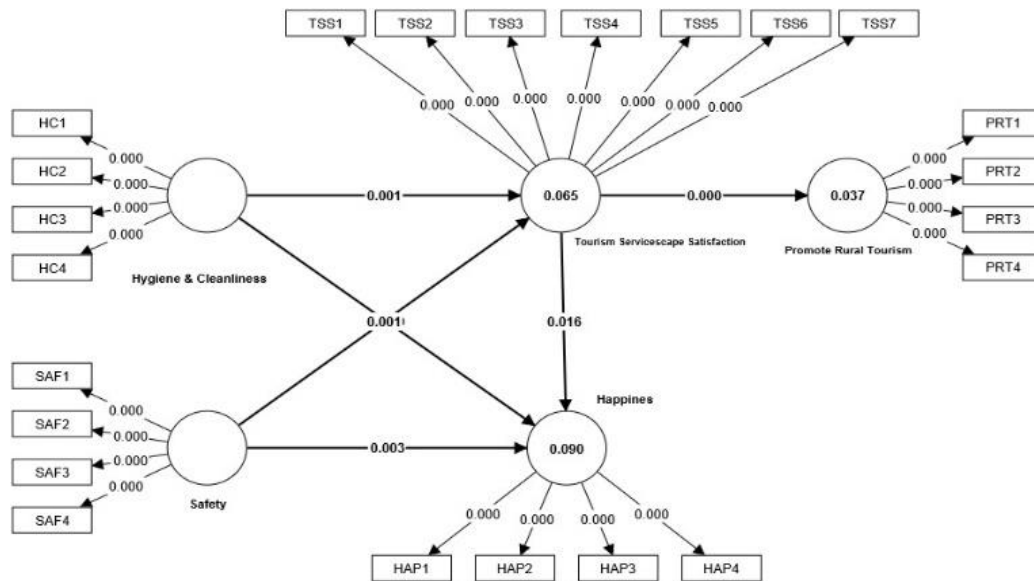


Figure 2. Inner model

Table 4. R square

	R-Square	R-Square Adjusted
Happiness	0.090	0.081
Promote Rural Tourism	0.037	0.034
Tourism Servicescape Satisfaction	0.065	0.058

Source: Processed data, 2024

4.4 Hypothesis test

Hypothesis testing is carried out to determine whether the influence of variables is supported or not [113]. Testing was carried out by bootstrapping using a one-tailed test approach with an alpha value of 0.05. The test results are displayed in Table 5.

The results of the first hypothesis test or H₁ (Table 5) state that H₁ is supported. These results mean that the null hypothesis in H₁ is rejected and conversely the alternative

hypothesis which shows an influence is accepted. There are two data results from the empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.009 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a lower limit (lower) and an upper limit (upper) where both have positive values (0.051-0.257) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Hygiene & Cleanliness has a significant influence.

Table 5. Hypothesis testing

	Hypothesis	T Statistics (O/STDEV)	Path Coefficients	Confidence Intervals		P Values	Significant	Results
				Lower 5.0%	Upper 95.0%			
H ₁	Hygiene & Cleanliness -> Happiness	2,356	0.149	0.051	0.257	0.009	Significant	Supported
H ₂	Hygiene & Cleanliness -> Tourism Servicescape Satisfaction	2,992	0.169	0.084	0.268	0.001	Significant	Supported
H ₃	Safety -> Happiness	2,753	0.176	0.075	0.286	0.003	Significant	Supported
H ₄	Safety -> Tourism Servicescape Satisfaction	3,116	0.173	0.089	0.270	0.001	Significant	Supported
H ₅	Tourism Servicescape Satisfaction -> Happiness	2,157	0.125	0.031	0.222	0.016	Significant	Supported
H ₆	Tourism Servicescape Satisfaction -> Promote Rural Tourism	3,583	0.193	0.121	0.295	0.000	Significant	Supported

Source: Processed data, 2024

Second, the Path coefficients value which shows path H₁ has a positive value of 0.149. A positive value can mean having a positive influence. The direction of influence of the coefficient on path H₁ is under the direction of positive influence as written in hypothesis H₁ which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H₁ has sufficient evidence to be supported. When the tourist village area is clean, tourists will find happiness in the tourist village.

The results of the second hypothesis test or H₂ (Table 5) state that H₂ is supported. This result means that the null hypothesis in H₂ is rejected and conversely the alternative hypothesis which shows an influence is accepted. There are two data results from empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.001 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a lower limit (lower) and an upper limit (upper) where both have positive values (0.031-0.222) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Hygiene & Cleanliness has a significant influence.

Second, the Path coefficients value which shows path H₂ has a positive value of 0.169. A positive value can mean having a positive influence. The direction of influence of the coefficient on path H₂ is by the direction of positive influence as written in hypothesis H₂ which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H₂ has sufficient evidence to be supported. Cleanliness standards in rural tourism areas are a key factor in increasing visitor satisfaction, thereby increasing the success of rural tourism initiatives.

The results of the third hypothesis test or H₃ (Table 5) state that H₃ is supported. These results mean that the null hypothesis in H₃ is rejected and conversely the alternative hypothesis which shows an influence is accepted. There are two data results from empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.003 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a lower limit (lower) and an upper limit (upper) where both have

positive values (0.075-0.286) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Safety has a significant influence.

Second, the Path coefficients value which shows path H₃ has a positive value of 0.176. A positive value can mean having a positive influence. The direction of influence of the coefficient in path H₃ is by the direction of positive influence as written in hypothesis H₃ which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H₃ has sufficient evidence to be supported. When there is security in rural tourist areas, visitors will be happy.

The results of the fourth hypothesis test or H₄ (Table 5) state that H₄ is supported. These results mean that the null hypothesis in H₄ is rejected and conversely the alternative hypothesis which shows an influence is accepted. There are two data results from empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.001 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a lower limit (lower) and an upper limit (upper) where both are positive (0.089-0.270) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Safety has a significant influence.

Second, the Path coefficients value which shows path H₄ has a positive value of 0.173. A positive value can mean having a positive influence. The direction of influence of the coefficient in path H₄ is by the direction of positive influence as written in hypothesis H₄ which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H₄ has sufficient evidence to be supported. When there is security in rural tourist areas, tourists will feel satisfied.

The results of the fifth hypothesis test or H₅ (Table 5) state that H₅ is supported. These results mean that the null hypothesis in H₅ is rejected and conversely the alternative hypothesis which shows an influence is accepted. There are two data results from the empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.016 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a

lower limit (lower) and an upper limit (upper) where both are positive (0.089-0.270) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Tourism Servicescape Satisfaction has a significant influence.

Second, the Path coefficients value which shows path H_5 has a positive value of 0.125. A positive value can mean having a positive influence. The direction of influence of the coefficient on the H_5 path is by the direction of positive influence as written in the H_5 hypothesis which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H_5 has sufficient evidence to be supported. When there is a view of the services offered in rural tourism, tourists will feel happiness.

The results of the sixth hypothesis test or H_6 (Table 5) state that H_6 is supported. These results mean that the null hypothesis in H_6 is rejected and conversely the alternative hypothesis which shows an influence is accepted. There are two data results from the empirical analysis based on which this hypothesis can be concluded to be supported.

First, a p-value of 0.000 was found, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. Based on the results of the analysis, it is known that the confidence interval (CI) value range has a lower limit (lower) and an upper limit (upper) where both are positive (0.121-0.295) and in the interval range there is no value of 0. Therefore, it can be interpreted that the variable Tourism Servicescape Satisfaction has a significant influence. Second, the Path coefficients value which shows path H_6 has a positive value of 0.000. A positive value can mean having a positive influence. The direction of influence of the coefficient in path H_6 is by the direction of positive influence as written in hypothesis H_6 which is directional (one-tailed).

From the two data, namely significance and coefficient, it can be the basis for the conclusion that H_6 has sufficient evidence to be supported. When there is a view of the services offered in rural tourism, visitors feel satisfied with rural tourism.

4.5 Discussion

The results of the first hypothesis test can be seen in Table 5 above, showing that H_1 is supported, and shows a significant positive relationship between hygiene & cleanliness and happiness ($\beta=2.356$, $p(0.009)$). In this case, it is in line with previous findings [71, 72, 114]. However, our research extends this understanding by showing this relationship specifically in the context of rural tourism in Bali. Hygiene standards in rural tourism areas may be a key factor in increasing visitor happiness and impacting the success of initiatives on rural tourism.

The hypothesis results demonstrating a significant positive relationship between hygiene & cleanliness and happiness suggests a robust connection between these variables. Specifically, the findings indicate that as standards of hygiene and cleanliness improve, so does the level of happiness reported by individuals. This relationship, supported by a significant statistical coefficient ($\beta=2.356$, $p(0.009)$), underscores that maintaining high levels of cleanliness is crucial for enhancing overall well-being. This result aligns with existing literature that has consistently shown that cleanliness contributes positively to individual satisfaction and emotional state [115]. By highlighting this connection, the study reinforces the importance of hygiene in various settings,

particularly in environments where cleanliness can significantly influence personal experiences and outcomes.

Moreover, this positive relationship has practical implications for industries and sectors where cleanliness is a key component of service quality. In the context of tourism, for instance, the findings suggest that maintaining high cleanliness standards in tourist areas not only satisfies visitors but also enhances their overall happiness and satisfaction [116]. This has significant implications for tourism management, where investing in rigorous cleaning protocols and maintaining high standards can lead to improved visitor experiences and greater success of tourism initiatives [29]. Overall, the study's results provide valuable insights into how specific aspects of the environment, such as cleanliness, can have a profound impact on individual happiness and underscore the need for continual focus on hygiene in enhancing user satisfaction across various contexts [117].

The results of the second hypothesis test can be seen in Table 5 above, showing that there is support for H_2 , showing that there is a significant positive relationship between Hygiene and Cleanliness and Tourism Servicescape Satisfaction ($\beta=2,992$, $p<0.001$), in line with previous findings [79, 118, 119]. However, our research extends this understanding by demonstrating this relationship specifically in the context of rural tourism in Bali. Hygiene standards in rural tourism areas may be a key factor in increasing visitor satisfaction, thereby increasing the success of rural tourism initiatives.

The hypothesis results indicating a significant positive relationship between hygiene and cleanliness and tourism servicescape satisfaction reveal that the quality of cleanliness directly impacts how tourists perceive and evaluate the overall environment of a tourism destination. This significant relationship, supported by a robust statistical measure ($\beta=2,992$, $p<0.001$), highlights that higher standards of hygiene and cleanliness are associated with greater satisfaction with the tourism servicescape satisfaction. This finding underscores that tourists' satisfaction is closely tied to their perceptions of cleanliness, which affects their overall experience and enjoyment [61, 120]. It reinforces previous research that identifies cleanliness as a critical factor in the assessment of tourism environments, suggesting that maintaining high cleanliness standards is essential for enhancing tourism servicescape satisfaction [121].

This result has important implications for tourism management and service quality improvement [122]. The positive link between hygiene and cleanliness and tourism servicescape satisfaction suggests that investing in rigorous cleaning protocols and ensuring high levels of cleanliness can lead to higher levels of tourism servicescape satisfaction [123]. For tourism operators and destination managers, this means that prioritizing and continuously improving cleanliness can significantly enhance the attractiveness and perceived quality of the tourism servicescape satisfaction [124]. Consequently, focusing on these aspects not only improves tourists' immediate experiences but can also contribute to positive reviews, repeat visits, and overall success in the competitive tourism market [55].

The results of the third hypothesis test can be seen in Table 5 above, showing that H_3 is supported by showing that there is a significant positive relationship between Safety and Happiness and the value of ($\beta=2,753$, $p<0.003$, in line with the previous findings [65, 125, 126]. However, our research extends this understanding by demonstrating this relationship

specifically in the context of rural tourism in Bali. Security in rural tourism areas may be a key factor in increasing visitor happiness, thereby impacting the success of rural tourism initiatives.

The hypothesis results indicating a significant positive relationship between safety and happiness reveals that as perceptions of safety improve, individuals' levels of happiness increase correspondingly. This finding suggests that safety plays a crucial role in influencing emotional well-being, as a secure environment reduces stress and anxiety, allowing individuals to experience greater contentment and joy. The significance of this relationship is supported by statistical measures ($\beta=2,753$, $p<0.003$, underscoring that individuals who perceive their surroundings as safe are more likely to report higher levels of happiness. This aligns with existing literature that identifies safety as a fundamental component of well-being, highlighting its importance in various settings, including residential areas, workplaces, and public spaces [54].

Practically, this relationship has important implications for sectors focused on enhancing personal and communal experiences [127]. For instance, in tourism, ensuring that destinations are perceived as safe can significantly boost visitor satisfaction and happiness, thereby promoting positive reviews and repeat visits [128]. Similarly, in workplace environments, enhancing safety measures can improve employee morale and job satisfaction. The study suggests that investments in safety infrastructure and clear communication about safety protocols are essential for fostering environments where individuals feel secure and, consequently, experience greater happiness [20]. This underscores the need for organizations and policymakers to prioritize safety as a key component in strategies aimed at improving overall well-being and satisfaction [129].

The results of the fourth hypothesis test can be seen in Table 5 above, showing that H_4 is supported by showing that there is a significant positive relationship between safety and tourism servicescape satisfaction with value ($\beta=3,116$, $p<0.001$, in line with previous findings [54, 69, 70]. However, our research extends this understanding by demonstrating this relationship specifically in rural tourism in Bali. Security in rural tourism areas may be a key factor in increasing visitor satisfaction, thereby impacting the success of rural tourism initiatives.

The hypothesis results indicating a significant positive relationship between safety and tourism servicescape satisfaction reveal that higher perceptions of safety within a tourism environment are closely associated with increased satisfaction with the overall tourism servicescape [124]. This relationship is statistically significant, suggesting that when tourists feel secure in their surroundings—whether due to visible security measures, well-maintained facilities, or effective emergency protocols their overall evaluation of the tourism environment improves [130]. The significant positive relationship highlights the critical role that safety plays in shaping tourists' perceptions and satisfaction, indicating that safety is a fundamental aspect of a positive tourism experience [131].

Practically, this finding emphasizes the need for tourism operators and destination managers to prioritize safety measures to enhance the attractiveness and their tourism servicescape satisfaction [132]. By ensuring that safety is effectively addressed through regular maintenance, visible security presence, and clear communication of safety protocols tourism destinations can improve tourists' overall satisfaction with their experience [133]. This, in turn, can lead to positive word-of-mouth recommendations, repeat

visits, and improved reputation [134]. Therefore, investing in safety not only contributes to immediate satisfaction but also supports long-term success and competitiveness in the tourism industry [135].

The results of the fifth hypothesis test can be seen in Table 5 above, showing that H_5 is supported by showing that there is a significant positive relationship between tourism servicescape satisfaction and Happiness with value ($\beta=2,157$, $p<0.016$, in line with previous findings [83, 91, 92, 136]. However, our research extends this understanding by demonstrating this relationship specifically in rural tourism in Bali. The tourism servicescape satisfaction offered in rural tourism may be a key factor in increasing visitor happiness, thereby impacting the success of rural tourism initiatives.

The hypothesis results showing a significant relationship between tourism servicescape satisfaction and happiness indicate that tourists' overall satisfaction with their environment significantly influences their level of happiness [20]. This relationship suggests that when visitors are pleased with the various aspects of a tourism servicescape satisfaction such as the quality of facilities, ambiance, and overall service experience—they are more likely to experience greater happiness [83]. This positive relationship is statistically significant, emphasizing that the more satisfied tourists are with the tourism environment, the higher their reported levels of happiness [137]. The results highlight the importance of a well-designed and managed tourism servicescape satisfaction in enhancing tourists' emotional well-being [138].

From a practical perspective, these findings underscore the need for tourism operators and destination managers to focus on improving the elements of the tourism servicescape satisfaction to boost tourist happiness [139]. By ensuring that all aspects of the tourism environment such as cleanliness, aesthetics, functionality, and customer service meet or exceed tourists' expectations, destinations can enhance the overall visitor experience [140]. This improved satisfaction can lead to higher levels of happiness among tourists, which is likely to translate into positive reviews, increased repeat visits, and enhanced destination loyalty [141]. Therefore, investing in and continually improving the tourism servicescape satisfaction is crucial for achieving high levels of tourist happiness [95]. The results of the sixth hypothesis test can be seen in Table 5 above, showing that H_6 is supported by showing that there is a significant positive relationship between tourism servicescape satisfaction and promotion of Rural Tourism with value ($\beta=3,583$, $p<0.000$, in line with previous findings [54, 122, 142]. However, our research expands this understanding by showing that this relationship, especially in rural tourism in Bali, to the tourism servicescape satisfaction offered in Bali tourism in rural tourism areas, may be a key factor in increasing visitor happiness, so that it can influence Bali tourist destinations and have a positive impact on guests and satisfaction arises in them as well as an impact on the success of rural tourism initiatives

The hypothesis results demonstrating a significant positive relationship between tourism servicescape satisfaction, and the promotion of rural tourism highlight that the quality of the tourism environment directly influences the effectiveness of promoting rural destinations [143]. This relationship indicates that when tourists are highly satisfied with the servicescape encompassing aspects such as the natural surroundings, local amenities, and overall ambiance—they are more likely to engage in positive word-of-mouth and promote the rural destination to others [24]. The statistically significant positive

relationship suggests that high levels of satisfaction with the tourism servicescape satisfaction enhance the likelihood of tourists advocating for the destination, which is crucial for attracting new visitors and sustaining interest in rural tourism [144].

Practically, this finding emphasizes the importance for rural tourism operators and destination managers to focus on improving and maintaining high standards within the tourism servicescape satisfaction to drive promotion and success [145]. By investing in the quality of the tourism environment through better facilities, engaging local culture, and ensuring a pleasant and functional ambiance destinations can increase tourist satisfaction, which in turn fosters positive recommendations and increased visibility. This proactive approach not only enhances the immediate visitor experience but also contributes to the long-term growth and sustainability of rural tourism by leveraging satisfied tourists as ambassadors for the destination.

5. CONCLUSIONS

The study concludes that all six tested hypotheses demonstrate positive and significant effects. Specifically, the research found that hygiene and cleanliness significantly influence both happiness and tourism servicescape satisfaction. Safety was also found to positively impact both happiness and tourism servicescape satisfaction. Additionally, tourism servicescape satisfaction positively affects happiness, and tourism servicescape satisfaction plays a crucial role in promoting rural tourism. These findings collectively highlight the integral role of various factors in enhancing tourist experiences and supporting the success of rural tourism initiatives.

This research provides valuable support for servicescape theory, which emphasizes the importance of the physical environment in shaping customer satisfaction and loyalty. The study reinforces the notion that elements like hygiene, cleanliness, and safety within the tourism servicescape satisfaction are crucial for enhancing tourist happiness and promoting positive outcomes. Additionally, the findings contribute to the theory of tourist satisfaction by confirming that high levels of tourism servicescape satisfaction are directly linked to happiness and the promotion of rural tourism. This suggests that theoretical models of tourism satisfaction and servicescape management should incorporate the impact of these factors more comprehensively, particularly in the context of rural tourism.

From a practical standpoint, the study underscores the importance of designing tourism servicescape satisfaction that align with tourists' needs and preferences. For tourism operators and local governments, focusing on high standards of hygiene and cleanliness, ensuring safety, and creating a pleasing servicescape are essential for enhancing tourist satisfaction. Incorporating elements such as the natural environment, local culture, and community involvement into tourism planning can improve the overall experience and foster successful rural tourism. Moreover, the study highlights the value of community-based tourism initiatives, where residents actively participate in tourism planning and management. Implementing sustainable and responsible tourism practices that consider the social, economic, and environmental impacts on local communities is crucial for long-term success. Future research should further explore how servicescape design influences tourist happiness and loyalty,

as well as the role of community involvement in tourism, to better understand and address the factors that impact tourism success in rural areas.

ACKNOWLEDGMENT

The author would like to thank LPPM UPH for providing the opportunity to conduct research and funding this research (No.P-68-FPar/VII/2023).

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