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Community Participation, Destination Quality, and Authenticity: Determinants of Tourist Satisfaction in Community-Based Tourism Villages Lejja

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Abstract : Community-based tourism (CBT) villages increasingly depend on tourist satisfaction as a sustainability indicator, yet few studies test community participation, destination quality, and perceived authenticity together, leaving authenticity's role as a direct predictor versus a moderator of the participation-satisfaction link unresolved. This study addresses that gap through a cross-sectional survey of 275 tourists at a CBT village, analyzed via Partial Least Squares Structural Equation Modeling with a two-stage interaction approach and bootstrapping (2,000 resamples). All constructs met reflective validity and reliability criteria, and the model showed adequate fit (SRMR = 0.050). Community participation ($\beta = 0.297$, $p < 0.001$) and destination quality ($\beta = 0.380$, $p < 0.001$) significantly predicted tourist satisfaction ($R^2 = 0.395$), with destination quality the strongest predictor. Perceived authenticity also significantly predicted satisfaction ($\beta = 0.126$, $p = 0.027$) but did not moderate the participation-satisfaction relationship ($\beta = 0.065$, $p = 0.111$). The model showed adequate predictive relevance ($Q^2 = 0.270$) with no serious common method bias. A multi-group analysis revealed that authenticity significantly predicted satisfaction among repeat visitors ($\beta = 0.240$). However, it did not predict satisfaction among first-time visitors ($\beta = 0.016$), suggesting visit frequency, rather than community participation, may be the more relevant boundary condition for authenticity's effect. These results indicate that perceived authenticity functions as a direct antecedent rather than a moderator in CBT settings; destination managers should therefore prioritize destination quality and community participation as primary levers for tourist satisfaction, treating authenticity enhancement as a complementary strategy tailored to visitors' experience level.

Keywords *: community participation, destination quality, perceived authenticity, tourist satisfaction, PLS-SEM*

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INTRODUCTION

Community-based tourism (CBT) has become a development strategy adopted by local governments in Indonesia to encourage local economic growth and preserve socio-cultural resources. Richards and Hall (2000) assert that, in contrast to mass tourism managed by external investors, the CBT model positions local communities as the main actors in planning, managing, and sharing tourism benefits. The success of this model

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ultimately depends on how tourists assess their visit experience, which is reflected in the level of tourist satisfaction as a key indicator of destination sustainability, as stated by Chi and Qu (2008).

Tourism literature consistently places destination quality as the main determinant of tourist satisfaction. This aligns with the disconfirmation of expectation framework put forward by Oliver (1980) and further developed by Parasuraman et al. (1988), who stated that the gap between expectations and the actual performance of tourist services and attractions forms satisfaction. On the other hand, CBT research emphasizes that local community participation is not only an issue of fair distribution of benefits, but also a direct input to the quality of tourist experience (Aref & Redzuan, 2009; Tosun, 2006).

Although the influence of destination quality and community participation on tourist satisfaction has been extensively studied separately, research that integrates the two constructs in a single model while examining the role of perceived authenticity as an additional explanatory variable remains relatively limited, especially in the context of tourist villages in developing countries. Kolar and Zabkar (2010), in line with Chhabra et al. (2003), treat authenticity solely as a direct predictor of satisfaction, while Zhou et al. (2013) assume authenticity functions as a boundary condition that strengthens or weakens the influence of community participation on tourist outcomes. These differing assumptions create a conceptual research gap: whether perceived authenticity should be positioned as a direct antecedent, a moderator, or both in models of traveler satisfaction in CBT. More critically, these positions rest on different empirical foundations: Kolar and Zabkar (2010) and Chhabra et al. (2003) established authenticity as a direct predictor in cultural-heritage settings where authenticity is the primary attraction, whereas Zhou et al. (2013) inferred a moderating role in a context of intense host–guest cultural interaction. Because neither condition fully characterizes recreation-oriented CBT villages, it remains unresolved whether perceived authenticity operates as a direct antecedent, a moderator, or both, which motivates a joint test of the two roles within a single model.

This study answers this gap by simultaneously examining two roles of perceived authenticity as a direct predictor and as a moderator of the community participation–tourist satisfaction relationship in a structural model that also includes destination quality. The novelty of this research lies in three things: the model is empirically tested in the context of tourist villages in Indonesia, where CBT settings are still under-represented; the interaction effect was tested using a two-stage approach within the framework of PLS-SEM, providing direct empirical evidence on the role of authenticity; the presence of destination quality as a comparative construct allows the evaluation of the relative strength between predictors. Theoretically, this study enriches the literature on CBT and authenticity theory; practically, the results provide a basis for decision-making for tourism village managers. These two roles rest on distinct theoretical mechanisms. As a direct predictor, perceived authenticity reflects an evaluative appraisal in which a destination judged genuine raises overall experiential value and therefore satisfaction (Wang, 1999). As a moderator, authenticity operates as a boundary condition that changes the strength of the community participation–satisfaction link, so that participation translates more strongly into satisfaction only when the interaction is experienced as authentic (MacCannell, 1973; Zhou et al., 2013). Distinguishing the mechanisms clarifies that a significant direct path does not imply moderation, and vice versa. The central conceptual contribution, beyond contextual and methodological

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differences, lies in disentangling the dual role of perceived authenticity within one model: by simultaneously estimating its direct and moderating paths, the study specifies whether authenticity contributes to satisfaction additively or conditionally, thereby refining authenticity theory for recreation-oriented CBT settings rather than merely transferring existing theory to a new location.

Tosun (2006) defines community participation in tourism as the involvement of local communities in planning, operational management, decision-making, and sharing of economic benefits from tourism activities. Within the framework of social exchange theory proposed by Ap (1992), people who feel they receive balanced benefits from tourism activities tend to show a more supportive attitude and friendlier service behavior toward tourists. Similarly, Aref and Redzuan (2009) and Rasoolimanesh et al. (2017) show that destinations with high levels of community participation tend to result in more positive assessments of the tourist experience. Based on these arguments, the first hypothesis is proposed as follows: Mechanistically, community participation reaches tourists through observable cues such as warm, knowledgeable local hosting, resident-led storytelling, and visible community ownership of attractions that signal genuine involvement. These cues raise the perceived quality and personal relevance of the encounter, which tourists appraise positively and convert into higher satisfaction.

H1**:** Community Participation has a positive and significant effect on Tourist Satisfaction.

According to Murphy et al. (2000), destination quality includes tourists' assessment of attractions, facilities, accessibility, cleanliness, and service quality. The expectancy-disconfirmation framework proposed by Oliver (1980) explains that satisfaction forms when a destination's actual performance meets or exceeds tourists' expectations. The service quality dimension, adapted from the SERVQUAL model of Parasuraman et al. (1988), has consistently been shown to strongly predict tourist satisfaction across various destination types, including rural destinations (Chen & Chen, 2010; Chi & Qu, 2008). Thus, the second hypothesis is proposed as follows: In this study, however, destination quality is conceptualized more broadly than service quality alone: alongside the SERVQUAL-derived service dimension, it also captures the appeal of natural and cultural attractions, accessibility, facilities, and cleanliness of the rural destination (Murphy et al., 2000). SERVQUAL is thus treated as one component within a broader destination-quality construct rather than as its full operationalization.

H2**:** Destination Quality has a positive and significant effect on Tourist Satisfaction.

Wang (1999) defines perceived authenticity as a tourist's subjective assessment of the authenticity of a destination's culture, traditions, and social environment. Authenticity literature distinguishes objective authenticity from existential authenticity, which is the experience of self-authenticity that tourists feel during interaction with destinations (E. Cohen, 1988; Wang, 1999). As MacCannell (1973) points out, in the context of CBT, authenticity is often the main attraction. Several studies, including Kolar and Zabkar (2010) and Chhabra et al. (2003), show that perceptions of cultural authenticity directly contribute to tourist satisfaction. Based on these arguments, the third hypothesis is proposed as follows: In this study, perceived authenticity is operationalized primarily as object-related cultural authenticity—the tourist's subjective appraisal of the genuineness of local culture, traditions, and social environment (Wang, 1999), consistent with indicators PA1–PA5, which measure perceptions of cultural and social genuineness rather than existential self-authenticity. The theoretical basis for H3 therefore aligns with the specific authenticity dimension measured.

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H3**:** Perceived Authenticity has a positive and significant effect on Tourist Satisfaction.

In addition to acting as a direct predictor, perceived authenticity can also be conceptually positioned as a boundary condition that strengthens the benefits of community participation in tourist satisfaction. This argument is based on MacCannell's (1973) idea of staged authenticity, later expanded by Zhou et al. (2013), who argued that community participation has a greater impact on satisfaction when tourists perceive the interaction as authentic. Based on these arguments, the fourth hypothesis is proposed as follows: The strengthening mechanism operates because authenticity confers credibility on host–guest interaction: when participation is experienced as genuine rather than staged, tourists attribute the community's involvement to sincere hospitality, amplifying its positive effect on satisfaction. Conversely, when interaction is perceived as staged (MacCannell, 1973), the satisfaction return on participation weakens; authenticity is therefore theorized to condition—not merely add to—the participation–satisfaction relationship.

H4: Perceived Authenticity moderates the influence of Community Participation on Tourist Satisfaction.

Based on these four hypotheses, the research model integrates Community Participation (X1) and Destination Quality (X2) as exogenous predictors, Perceived Authenticity (Z) as a direct predictor and moderator, and Tourist Satisfaction (Y) as an endogenous variable. Figure 1 presents the conceptual model.

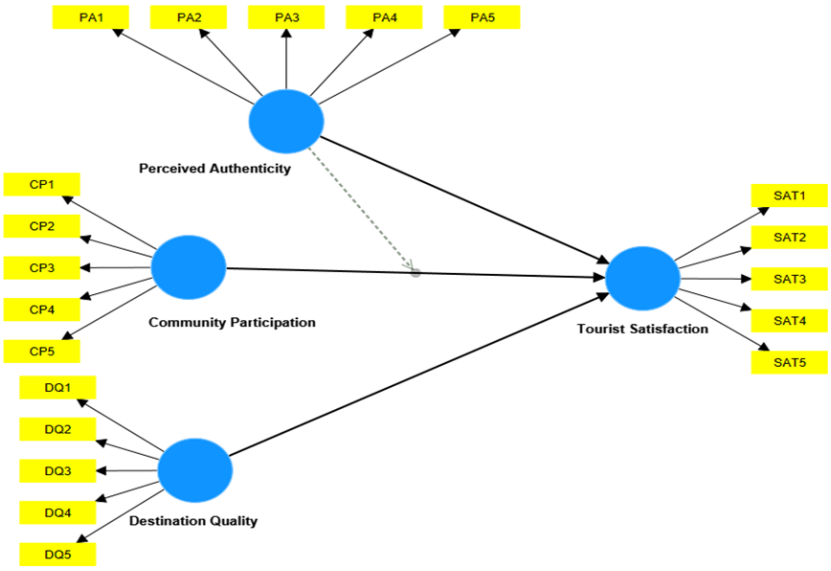


Figure 1. Research Model (SmartPLS Path Diagram)

Figure 1 shows the research model with an indicator structure consistent with real instruments and datasets and with Figure 2 (estimated model): Community Participation (CP1–CP5), Destination Quality (DQ1–DQ5), Perceived Authenticity (PA1–PA5), and Tourist Satisfaction (SAT1–SAT5), each with five indicators per construct. Conceptually, the model foregrounds the hypothesized relationships among constructs: Community Participation and Destination Quality act as exogenous predictors of Tourist Satisfaction, while Perceived Authenticity enters both as a direct predictor and as a moderator of the participation–satisfaction path. The indicator codes above are reported only for measurement traceability and are not the focus of the framework.

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RESEARCH METHODS

This study uses a quantitative approach with a confirmatory design (hypothesis-testing research) through a cross-sectional survey. This design was chosen because the research aims to test causal relationships between constructs formulated within a theoretical framework. The unit of analysis is individual tourists who have visited community-based tourism villages that are the locus of the research. Because the design is cross-sectional, the tested relationships are interpreted as theory-based associations consistent with the hypothesized directions, rather than as definitive causal effects; establishing causality would require longitudinal or experimental evidence.

The research population is all tourists who visit the tourist village where the research is located. Given the lack of a complete sampling frame, sampling was carried out using a non-probability sampling technique in the form of purposive sampling, with the criterion that respondents were tourists at least 17 years old who had visited the destination. Following Hair et al. (2019) guidelines on the minimum sample size for PLS-SEM, a sample of 275 respondents was determined to exceed the required minimum threshold. Data were collected through a structured questionnaire on a Likert scale of 1–5 (1 = strongly disagree, 5 = strongly agree), with no missing data (missing value = 0). Specifically, the target population is defined as domestic and international tourists who completed a visit to Lejja Tourism Village during the data-collection period of January May 2026. To ensure respondents could meaningfully evaluate every construct, an additional screening criterion required participants to have personally engaged with community-hosted activities and spent sufficient time at the destination to assess community participation, destination quality, and perceived authenticity. Rather than relying on this rule of thumb, the adequacy of the sample size is established primarily through the a priori power analysis reported below (J. Cohen, 1992), which serves as the main basis for justifying n = 275.

The location of the study is Lejja Tourism Village, Marioriawa District, Soppeng Regency, South Sulawesi Province, a community-based tourism village that was chosen because it actively implements community-based tourism management and has the potential for representative natural and cultural attractions to examine the relationship between community participation, destination quality, and perceived authenticity to tourist satisfaction.

Field data collection was carried out from January to May 2026. This time range was chosen to capture variations in the intensity of tourist visits, including school holidays and weekdays, so the data obtained can represent tourist characteristics more comprehensively.

Questionnaires are distributed to tourists who have completed a visit in person/face to face at the tourist site. Of the 300 questionnaires distributed, 275 were filled out and met the respondent criteria, resulting in a response rate of 91.7%. Table 1 presents the respondents' characteristics.

Table 1. Respondent Profile (n = 275)

Features	Most Categories	Complete Distribution
Gender	Female (140)	Male 129; Women 140; Not answering 6
Age	20–29 years old (113)	<20:10; 20–29: 113; 30–39: 79; 40–49: 50; ≥50:23
Education	Bachelor (108)	Junior High School 11; High School 83; Diploma 43; Bachelor 108; Postgraduate 25; Others 5

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Features	Most Categories	Complete Distribution
Jobs	Self-employed (64)	Students/students 49; S.S. 33; Private 58; Self-employed 64; Farmers/fishermen 23; IRT 35; Others 13
Origin of tourists	Within districts/cities (109)	In 109 districts/cities; Outside the district/city: 1 province 90; Outside the province 68; Overseas 8
Frequency of visits	First time (139)	1× 139; 2× 78; 3× 35; >3× 23
Purpose of the visit	Recreation (185)	Recreation 185; Education 28; Culture 24; Research 18; Family/friends 15; Other 5

Most respondents were domestic tourists visiting for the first time for recreational purposes.

Before the main data collection, the instrument underwent a content validity test by 3 expert judgments (academics in the field of tourism and marketing management) and a trial (pretest) with 30 tourists outside the main sample.

All constructs were measured reflectively with five indicators per construct, according to the instrument structure and the real dataset: Community Participation (CP1–CP5), Destination Quality (DQ1–DQ5), Perceived Authenticity (PA1–PA5), and Tourist Satisfaction (SAT1–SAT5). The indicators were adapted from established instruments: community participation from Tosun (2006), destination quality from Murphy et al. (2000) and the SERVQUAL scale, perceived authenticity from Wang (Wang, 1999) and Kolar and Zabkar (2010), and tourist satisfaction from Chi and Qu (2008), with item wording contextualized to the Lejja setting and refined through expert judgment and pretesting.

The adequacy of the sample size was evaluated through power analysis for a multiple regression model with four predictors of Tourist Satisfaction, at a significance level of $\alpha = 0.05$ and power of 80%, following the guidelines of Cohen (1992). The results showed that the minimum sample size to detect a medium effect size ($f^2 = 0.15$) was 85 respondents, while a small effect size ($f^2 = 0.02$) required 602 respondents. The sample size of this study (n = 275) exceeds the minimum threshold for small-to-medium effects. However, it falls below the threshold required for small interaction effects, so the lack of support for H4 should be interpreted in light of these power limitations.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Hair et al. (2019) recommend this approach because it suits predictive-exploratory research objectives and can handle structural models with moderation constructs. The PLS algorithm is run with a path weighting scheme (Mode A) until it converges. Evaluation of the measurement model (outer model) included outer loadings, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (AVE), discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2015), and outer VIF. The evaluation of the structural model (inner model) included inner VIF, R^2 and adjusted R^2, path coefficients, effect size (f^2) following Cohen (1988) and Chin (1998), model fit through SRMR (Hu & Bentler, 1999), predictive relevance (Q^2) through blindfolding, and PLSpredict (Shmueli et al., 2019). We tested the interaction effect using a two-stage approach (Henseler & Chin, 2010). We tested the significance of the path through bootstrapping with 2,000 subsamples. We tested for potential common method bias (CMB) using Harman's single-factor test and full collinearity VIF (Kock, 2015). As an additional analysis, we conducted a multi-group analysis (MGA) comparing first-time tourists and repeat visitors. Before comparing path coefficients, we assessed measurement invariance across the first-time and repeat-visitor groups using the MICOM procedure (Henseler et al., 2016); we established configural and compositional invariance, permitting a meaningful group comparison. We chose the parametric MGA

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test (Keil et al., 2000) because the bootstrap distributions of the estimates were approximately symmetric, satisfying its assumptions in this PLS-SEM application.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Table 2 presents the outer loadings for all indicators in each construct.

Table 2. Outer Loadings

Indicator No.	CP	DQ	PA	SAT
1st indicator (CP1, DQ1, PA1, SAT1)	0.768	0.859	0.788	0.867
2nd indicator (CP2, DQ2, PA2, SAT2)	0.823	0.854	0.738	0.845
3rd Indicator (CP3, DQ3, PA3, SAT3)	0.797	0.828	0.808	0.781
4th indicator (CP4, DQ4, PA4, SAT4)	0.722	0.755	0.719	0.860
5th Indicator (CP5, DQ5, PA5, SAT5)	0.845	0.865	0.787	0.830

All outer loadings were above the 0.70 threshold (Table 2), so no indicators were excluded from the model. Table 3 presents the convergent reliability and validity results.

Table 3. Convergent Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (rho_c)	AVE
Community Participation (CP)	0.851	0.894	0.627
Destination Quality (DQ)	0.889	0.919	0.694
Perceived Authenticity (PA)	0.828	0.878	0.591
Tourist Satisfaction (SAT)	0.893	0.921	0.701

Cronbach's alpha and composite reliability values for the entire construct were above 0.70, and AVE was above 0.50 (Table 3), meeting Hair et al. (2019) thresholds.

Table 4. Discriminant Validity – Fornell-Larcker (Thick Diagonal = AVE Root)

	CP	DQ	PA	SAT
CP	**0.792**			
DQ	0.355	**0.833**		
PA	0.278	0.488	**0.769**	
SAT	0.466	0.543	0.385	**0.837**

Table 5. Discriminant Validity – HTMT (95% Bootstrap CI, 2,000 samples)

	CP	DQ	PA
DQ	0.403		
PA	0.332	0.568	
SAT	0.533	0.606	0.438

The root of AVE (Table 4, diagonal) is larger than the interconstruct correlation, and the entire HTMT (Table 5) is below 0.85, with the upper limit of the 95% bootstrap confidence interval for the entire construct pair below 1 (range 0.455–0.690), so discriminant validity is confirmed.

Table 6. Outer VIF

Indicator No.	CP	DQ	PA	SAT
1st indicator (CP1, DQ1, PA1, SAT1)	1.688	2.403	1.616	2.571
2nd indicator (CP2, DQ2, PA2, SAT2)	1.980	2.423	1.608	2.307
3rd Indicator (CP3, DQ3, PA3, SAT3)	1.871	2.123	1.835	1.835
4th indicator (CP4, DQ4, PA4, SAT4)	1.514	1.767	1.547	2.491
5th Indicator (CP5, DQ5, PA5, SAT5)	2.147	2.633	1.694	2.133

All outer VIFs are below the conservative threshold of 3.3 (Kock, 2015).

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Common Method Bias Test

Harman's single-factor test showed that the first factor explained only 37.4% of the total variance, well below the 50% threshold (Podsakoff et al., 2003). The full collinearity VIF (Kock, 2015) ranges from 1.311–1.649, well below the 3.3 threshold. Both of these results indicate that common method bias is not a serious threat to the validity of the findings.

Structural Model (Inner Model)

The Inner VIF ranges from 1.021 (CP×PA) to 1.409 (DQ), well below the 3.3 threshold. R^2 Tourist Satisfaction = 0.395 (adjusted R^2 = 0.386), moderated according to Chin (1998). Table 7 presents the path coefficient test results.

Table 7. Path Coefficient and Hypothesis Testing (Bootstrapping n = 2,000)

H	Track	b	SE	t	p	95% CI	Verdict
H1	CP → SAT	0.297	0.048	6.204	<0.001	[0.204; 0.391]	Supported
H2	DQ → SAT	0.380	0.056	6.812	<0.001	[0.270; 0.493]	Supported
H3	PA → SAT	0.126	0.057	2.210	0.027	[0.018; 0.237]	Supported
H4	CP×PA → SAT	0.065	0.041	1.593	0.111	[-0.018; 0.143]	Not supported

The CP → SAT and DQ • SAT pathways are significant at the 1% level ($p < 0.001$), so H1 and H2 are supported. The PA → SAT pathway was significant at the 5% level ($p = 0.027$), so H3 was supported. The CP×PA → SAT interaction was not significant ($p = 0.111$), and the bootstrap CI included zero, so H4 was not supported.

Table 8. Effect Size (f^2)

Predictor	f^2	Category (Cohen, 1988)
CP → SAT	0.126	Small
DQ → SAT	0.169	Medium
PA → SAT	0.019	Small
CP×PA → SAT	0.007	Negligible

Destination Quality contributed the most ($f^2 = 0.169$), followed by Community Participation ($f^2 = 0.126$), while Perceived Authenticity ($f^2 = 0.019$) and CP×PA interactions ($f^2 = 0.007$) contributed much less.

Model Fit

Table 9. Model Fit Summary (Model Fit)

Fit Index	Saturated Model	Estimation Model
SRMR	0.050	0.050
d_ULS	0.532	0.532
d_G	0.195	0.195
Chi-square	310.665	310.591
NFI	0.893	0.893

SRMR = 0.050 is below the 0.08 threshold (Hu & Bentler, 1999), indicating a good model fit. The NFI value of 0.893 approaches the commonly used 0.90 benchmark, indicating an acceptable incremental fit; taken together with the SRMR, the model shows an adequate overall fit. Because standard covariance-based fit indices are only approximate in variance-based PLS-SEM, SRMR is used here as the primary approximate fit criterion, applying the conservative 0.08 threshold recommended for PLS-SEM by Henseler et al. (2015) rather than the covariance-based cutoffs of Hu and Bentler (1999).

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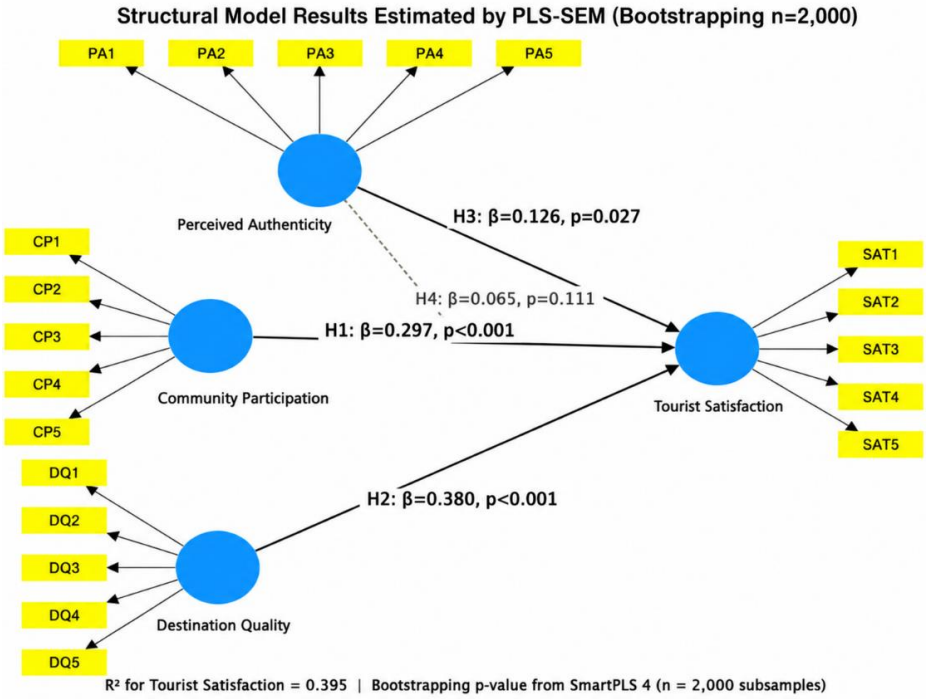


Figure 2. Structural Model of Estimated Results (Diagram Compiled by the Author Based on SmartPLS 4 Bootstrapping Output in Table 7)

Predictive Relevance (Q^2) and PLSpredict

The predictive relevance of the Tourist Satisfaction construct was tested through blindfolding (D = 7), resulting in Q^2 = 0.270 (cross-validated redundancy), classified as a medium-to-large category (Hair et al., 2019). PLSpredict with 10-fold cross-validation compares the PLS model RMSE with the linear model (LM) benchmark, as shown in Table 10. It should be noted that Q^2 (blindfolding, cross-validated redundancy) and PLSpredict (out-of-sample RMSE against a naive LM benchmark) are distinct evaluations: the former assesses in-sample predictive relevance, whereas the latter assesses out-of-sample predictive power. They are therefore reported and interpreted separately.

Table 10. PLSpredict – RMSE Model PLS vs. LM Benchmark

Indicator	RMSE PLS	RMSE LM	Conclusion
SAT1	1.068	1.072	PLS < LM
SAT2	1.067	1.074	PLS < LM
SAT3	1.074	1.077	PLS < LM
SAT4	1.065	1.071	PLS < LM
SAT5	1.074	1.073	LM ≤ PLS

Four of the five indicators (SAT1–SAT4) showed that the RMSE PLS was lower than the comparator, indicating that the model had medium predictive power (Shmueli et al., 2019) with no indication of excessive overfitting.

Multi-Group Analysis (MGA): New Travelers vs. Repeat Visitors

The MGA compared the path coefficient between first-time tourists (n = 139) and repeat visitors (n = 136), using a parametric test of Keil et al. (2000), presented in Table 11.

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Table 11. Multi-Group Analysis Results

Track	β (New)	β (Repeat)	DB	t	p
CP → SAT	0.349	0.260	0.089	0.869	0.386
DQ → SAT	0.356	0.415	-0.059	-0.524	0.601
PA → SAT	0.016	0.240	-0.224	-2.018	0.046
CP×PA → SAT	0.055	0.053	0.002	0.022	0.982

The CP → SAT, DQ → SAT pathways, and the CP×PA → SAT interactions did not differ significantly between groups ($p > 0.05$). However, the PA → SAT pathway differed significantly ($\Delta\beta = -0.224$; $p = 0.046$): not significant in new tourists ($\beta = 0.016$), but significant in repeat visitors ($\beta = 0.240$).

Discussion

Empirical support for H1 confirms that Community Participation contributes positively to Tourist Satisfaction, in line with social exchange theory (Ap, 1992) and reinforced by Rasoolimanesh et al. (2017), which show that CBT shapes the traveler experience through the hospitality and authentic involvement of the host community. In the Lejja context, community participation is enacted through resident-led guiding, the involvement of locals in maintaining natural attractions such as the hot springs, and community-run food and hospitality services; these direct, personal interactions enrich the visit experience and provide a plausible channel through which participation raises tourist satisfaction, rather than the effect resting on statistical agreement with prior studies alone.

Support for H2, with Destination Quality as the strongest predictor, is consistent with expectancy-disconfirmation (Oliver, 1980) and in line with Chi and Qu (2008) and Chen and Chen (Chen & Chen, 2010). This indicates that at this stage of tourism village development, functional factors (facilities, access, cleanliness, services) are still the main determinants of the tourist experience. For Lejja specifically, accessibility and the condition of on-site facilities around the natural hot-spring attraction are likely the most salient quality aspects for visitors; improvements in road access, cleanliness, and basic amenities plausibly carry greater weight than cultural programming at this stage of development.

Support for H3 confirms that perceived authenticity remains relevant as a direct antecedent in line with Wang (1999) and Kolar and Zabkar (2010). However, the effect size is very small ($f^2 = 0.019$), indicating that functional and social dimensions are much more dominant in these recreation-oriented tourism villages, in contrast to Chhabra et al. (2003) on cultural heritage destinations. Although statistically significant, the very small effect size ($\beta = 0.126$; $f^2 = 0.019$) indicates that the practical contribution of perceived authenticity to tourist satisfaction is limited in this setting, so it should be treated as a secondary rather than a primary driver relative to destination quality and community participation.

The lack of support for H4 contradicts the assumptions of Zhou et al. (2013). Community participation and perceived authenticity appear to be two independent, additive paths, not interactive. The results of the power analysis showed that the sample ($n = 275$) was adequate for the main effect but well below the threshold ($n \approx 602$) to detect interaction effects as small as CP×PA ($f^2 = 0.007$), consistent with McClelland and Judd (1993) regarding the low statistical efficiency of testing the effects of interactions in field studies compared to experimental studies. Beyond limited statistical power, a substantive interpretation is equally plausible: in a recreation-oriented CBT village, perceived

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authenticity and community participation may function as independent, additive drivers of satisfaction rather than interacting, so authenticity may genuinely not act as a moderator in this context regardless of sample size.

A series of robustness tests reinforced confidence in these findings: the model showed good fit (SRMR = 0.050), adequate predictive relevance (Q^2 = 0.270), PLSpredict outperformed the benchmark LM on the majority of indicators (Shmueli et al., 2019), and Harman's single-factor and full collinearity VIF did not indicate serious common method bias.

The MGA results add an important nuance: perceived authenticity significantly affects repeat visitors but not new tourists, in line with the idea of existential authenticity (Wang, 1999) that develops with the accumulation of experiences. This pattern opens up the possibility that the frequency of visits rather than community participation serves as a more relevant boundary condition for the role of authenticity, a direction worthy of future research. It should be emphasized that the MGA only shows that the PA → SAT coefficient differs across visitor groups; it does not constitute an explicit test of visit frequency as a moderator. A formal interaction (moderation) test treating visit frequency as a moderating variable would be required to substantiate this boundary condition.

CONCLUSION AND RECOMMENDATIONS

This study examines the influence of Community Participation and Destination Quality on Tourist Satisfaction, as well as the dual role of Perceived Authenticity as a direct predictor and moderator, in the context of community-based tourism villages. PLS-SEM results from 275 respondents showed that Community Participation, Destination Quality, and Perceived Authenticity had a significant positive effect on Tourist Satisfaction, with Destination Quality as the strongest predictor. The moderating role of Perceived Authenticity was not significant. The model shows adequate predictive relevance and is not indicated by serious common method bias; MGA found that Perceived Authenticity significantly affected repeat visitors but not new travelers. Given the cross-sectional design, the term “effect” is used here in the PLS-SEM structural sense and should be read as a hypothesized association consistent with theory rather than as established causation.

This study clarifies the position of perceived authenticity in the tourist satisfaction model in the context of rural CBT: authenticity functions as an independent direct antecedent, not as a condition for limiting community participation. The MGA findings suggest visit frequency as a more relevant boundary condition; this is offered as a preliminary indication and a direction for future research rather than a confirmed proposition for the CBT literature. This conclusion is based on a single sample at one location; a non-significant moderation path here does not establish that authenticity never functions as a moderator, and the proposition warrants replication across multiple CBT settings before it can be generalized.

Tourism village managers and local governments should prioritize improving destination quality and strengthening community participation as the main strategy to increase tourist satisfaction, while developing cultural authenticity as a complement, with different communication strategies for new tourists and repeat visitors. Concretely, for Lejja this implies prioritizing accessibility and the upkeep of core facilities and cleanliness around the hot-spring attraction (destination quality), and formalizing resident-led guiding, community hospitality, and local product offerings (community participation) as

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the primary levers; authenticity-focused cultural programming is best targeted at repeat visitors, for whom perceived authenticity significantly predicts satisfaction.

The study's limitations include a cross-sectional design that limits causal conclusions, insufficient statistical power to detect small interaction effects, purposive sampling at a single location that limits generalization, and potential self-report bias that has not been eliminated, even though the CMB test does not show serious problems. Future research should use longitudinal/experimental designs with larger samples, test visit frequency as an explicit moderator, expand the sample to include various tourist villages, and consider other mediators such as destination image or tourist trust. A further limitation is that the multi-group analysis identifies differences in path coefficients across visitor groups without an explicit moderation test of visit frequency, and unobserved differences in group characteristics may partly account for the observed pattern; future work should incorporate a formal moderation test and control for such group heterogeneity.

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