The Service Quality of Kampoeng Kopi Banaran Agrotourism, Central Java Province, Indonesia

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Abstract. Agro-tourism is a combination of tourism and farming activities that can be a solution to increase farmer income beyond production quantity’s value. Excellent service quality is the first step to agrotourism success. Therefore, this study analyses the Kampoeng Kopi Banaran agro-tourism’s service quality. The SERVQUAL, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI) methods are applied to estimate the service quality performance. Results suggest that Kampoeng Kopi Banaran agrotourism’s service quality is unsatisfactorily by the SERVQUAL method. On the other hand, the IPA method measures that there are five attributes in quadrant I (keep up the good work), five attributes in quadrant II (concentrate here), six attributes in quadrant III (low priority), and seven attributes in quadrant IV (possible overkill). The CSI method found out that customers are not satisfied with the agro-tourism service. It is necessary to improve the service quality by the provision of science and technology that facilitates visitors to learn and understand more about the environment and processes within this agro-tourism site.

1. Introduction
Agro-tourism or agricultural tourism can be defined as a combination of tourism and farming activities where visitors can use gardens or farms from the beginning of production to obtain agrarian products to expand knowledge, understanding, adding experience, and getting entertainment or recreation [1]. Agro-tourism is a part of tourism activities that utilize agriculture as a tourist attraction to become an alternative for tourists. Agro-tourism that is properly developed will create jobs and increase farmers’ incomes beyond the production quantity’s value. The development of agro-tourism activities can conserve resources, preserve local wisdom and technology, and increase farmers’ income or communities around agro-tourism [2].

The increase in farmer income comes from outside the value of the production quantity [3]. It is because farmer income will increase from the tourism service sector as happened in the Ketep and Banyuroto Tourism Villages in Magelang Regency. According to [4], the development of agricultural areas into agro-tourism will attract attention and increase the number of tourist visits, then contributes to the rise in community income, including farmers [2]. With the various benefits that can be obtained from the existence of an agro-tourism, it is necessary to develop agro-tourism so that the agricultural potential can be utilized optimally. One of the agrotourism currently developing in Central Java is...
*Kampoeng Kopi Banaran* (Coffee Village of Banaran), located in the Semarang Regency. This agrotourism offers a coffee garden tour with a beautiful environment, various game facilities, restaurants, and resorts. In the development of *Kampoeng Kopi Banaran* agrotourism in the future, other than complete facilities, the Human Resources that are reliable in providing service quality is required. Friendly and excellent service quality will give satisfaction to visitors. Society as consumers no longer acts as objects but has become the determining subject in evaluating the quality of an agrotourism’s services. Excellent service quality satisfies customers and is the first step to agrotourism’s success [5]. The creation of quality services will undoubtedly create satisfaction with service users. This service’s quality can ultimately provide several benefits, including establishing a harmonious relationship between agrotourism providers and visitors; it will provide a reasonable basis for the creation of visitor loyalty to form a word of mouth recommendation that is beneficial for the service provider. This research aims to determine the quality of *Kampoeng Kopi Banaran* agrotourism services through the SERVQUAL method, Importance Performance Analysis, and Customer Satisfaction Index.

2. The Service Quality

Various studies related to the expectations and performance of service quality using the SERVQUAL method have been performed in public service. The SERVQUAL method is used to determine customer satisfaction [6, 7]. The SERVQUAL method is used to examine the level of customer satisfaction of a public service organization in Greece called Citizen’s Service Centers (CSCs) of Greece. The SERVQUAL method is also used to compare customer perceptions with managers in a mobile company [9]. The results showed that from the customer’s point of view, SERVQUAL consists of 3 dimensions, namely reliability, tangibility, and interaction quality (empathy, assurance, and responsiveness). Meanwhile, based on the manager’s perspective, the SERVQUAL dimension consists of empathy, tangibility-reliability, and responsiveness-assurance.

Descriptions of the level of expectation and performance of service quality can also be measured through Importance Performance Analysis [10, 11]. Importance-Performance Analysis (IPA) was applied to measure students’ readiness to work through four different dimensions. The study was conducted in 2017 involving 16 universities in Taiwan with 723 student respondents. The results found that the dimensions of professional attitude are in quadrant I (keep up the good work), the dimensions of career planning and professional knowledge as dimensions in awareness III (low priority), and the overall ability dimension is in quadrant II (concentrate here) [12]. The level of student satisfaction in Korea in online course services found that instructor attributes are in quadrant I (keep up the good work), text attributes are in quadrant II (concentrate here), cost and interaction attributes are in quadrant III (low priority) and attributes accessibility is in quadrant IV (possible overkill). The text attribute and instructor are the most critical factors in determining the level of satisfaction of online education services, but not education services in general [13].

Importance Performance Analysis is used to determine the level of satisfaction/safety of institutional health patients in Taiwan. Based on the study results, it was found that five dimensions are categorized as “strengths” so that they need to be managed to increase the hospital’s competitive power. The dimensions in question are teamwork climate, safety climate, job satisfaction, stress recognition, and working conditions. Meanwhile, a dimension of “weakness” was found in perceptions of management [14].

The Importance Performance Analysis (IPA) technique is used to evaluate a public management decision on convention tourism in Macao SAR. The results of the IPA test show that the service quality attributes in a tourism convention are categorized in six attributes, namely “Professional convention services,” “Extra-convention opportunities,” “Convention supporting services,” “Accommodation,” “Cost,” and “Image.” Professional convention services and Cost attributes become attributes that need to be improved. Convention supporting services and accommodation are excellent attributes in Macao SAR, while Extra-convention opportunities and Images are attributes with low priority [15].
In this study, the service quality level is also measured based on the Customer Satisfaction Index Model. The model was also developed to describe the perceptions and behavior of users of telecommunications services in Jordan. The analysis results found that customer expectations, perceived quality, and perceived value are essential predictors in measuring customer satisfaction [16].

3. Research Methodology

3.1. Samples and data collection
In this study, a sample of 180 respondents was obtained through the accidental sampling method. Respondents were visitors who had toured the Kampoeng Kopi Banaran agrotourism site. The data collected through interviews.

3.2. Measurement
The questionnaire consisted of 23 question items, which were divided into five dimensions: tangible, responsiveness, reliability, assurance, and empathy. There are four categories of answers to determine the expected value of service quality, namely SP (essential), P (significant), TP (not significant), and STP (very unimportant). While the categories to determine the value of service quality performance consist of SM (very satisfying), M (satisfying), TM (unsatisfactory), and STM (very unsatisfactory).

3.2.1. Reliability. Reliability is used to measure consistency. Cronbach’s alpha is used as a reliability coefficient to estimate the internal consistency of the instrument. Cronbach’s alpha value of 0.60 is typical in analytical research while 0.70 is often used as a scale of acceptance of internal consistency [17]. In this study, the instrument was accepted when a Cronbach’s alpha value is more than 0.60 [18].

3.2.2. Validity. Validity is used to determine whether research instruments measure what should be measured. Validity testing is done based on the correlation between one or more external criteria and the number of samples (test measure) [19].

3.2.3. SERVQUAL. SERVQUAL method is a model that can assess consumers’ perceptions and the importance of service quality using physical dimensions, reliability, responsiveness, assurance, and empathy. SERVQUAL is also able to determine areas that need to be improved to improve service quality. Service assessment is done by determining the SERVQUAL scores for each Q item (perceived quality) obtained from Q=P-E, where P and E are the levels of perception and importance statements. Based on the Q value as a perception-importance gap score, it can be used to measure the service quality [20].

3.2.4. Importance Performance Analysis (IPA). IPA method measures the importance and performance attributes in developing marketing programs. The average importance and performance attributes are used as a two-dimensional grid [21].

4. Result and Discussion

4.1. Demographic profile of visitors
In this study, most of respondents were dominated by women (53.3%). The age of visitors mostly ranged from 36 to 48 years (37.8%), with the majority of the education level is undergraduate (48.3%). As many as 48 people or 26.7% of respondents have a job as an employee. It is known that 53.9% of the visitors are residents from outside Semarang Regency that explained Kampoeng Kopi Banaran agrotourism is one of the exciting sites visited by tourists from outside of Semarang Regency.

4.2. Reliability test
Based on the test, all dimensions in this study are tangible, responsiveness, reliability, assurance, and empathy in importances and performance statements that are reliable because they have a Cronbach’s
Alpha value of greater than 0.60 so that it can be stated as a determinant variable in the quality of *Kampoeng Kopi Banaran* agrotourism.

### 4.3. Validity test

The result of validity test shows that all items of statement of importance and performance in the agrotourism service quality questionnaire are declared valid so that they can be used in this research. All items of the states have a correlation value that is greater than the value of the tested table, which is equal to 0.15 (n=180) with a confidence level of 5%, that indicates that all statement items in the questionnaire can be used to explain the quality of service at the study site.

### 4.4. SERVQUAL method

SERVQUAL analysis uses the difference between performance perception and important data, which is called the gap. Based on Table 4, the quality of *Kampoeng Kopi Banaran* agrotourism services based on the value of all items of statement on tangible dimensions, responsiveness, reliability, assurance, and empathy are declared less satisfactory for visitors because they have a negative gap value.

The tangible dimension is one of the dimensions with the level of service quality that is considered unsatisfactory to visitors with a gap of -0.30. The comfort attribute of toilet facilities is the lowest service quality attribute with a gap value of -0.48. The availability of toilet facilities considered to be still lacking, as well as the lack of direction signs to the location of the toilet, which resulted in the queue of toilet use, especially when entering the peak season.

Visitors to *Kampoeng Kopi Banaran* agrotourism have a low level of satisfaction with the comfort attributes of worship facilities where the SERVQUAL analysis results have a gap value of -0.34. Worship facilities, including prayer rooms and ablutions, are considered to have a low capacity so that many visitors have to wait long enough to take advantage of religious facilities, especially during peak season. The architectural style of the *mushola* (Muslim place of prayer) building, which only has one door for entering and leaving the worship facility users, is one aspect of visitor dissatisfaction. Visitors expect an increase in the quality of worship facilities services through the separation of ablution facilities between men and women and the separation between the entrance and the exit.

Based on SERVQUAL analysis, the attributes of comfort and safety of parking facilities have a gap value of -0.33. Visitor dissatisfaction with parking facilities tends to be caused by the unavailability of canopy facilities in the vehicle parking area. Canopy facilities are expected to be available in the *Kampoeng Kopi Banaran* agrotourism parking area, which has an outdoor concept.

The average value of the gap in the dimensions of responsiveness of *Kampoeng Kopi Banaran* agro-tourism is equal to -0.26, which means that, on average, the service quality of the responsiveness dimension is still below the level of visitor satisfaction. The employee readiness attribute in serving visitor requests has a gap value of -0.31. Visitor dissatisfaction is caused by the lack of employees standing in some vital areas of agro-tourism, making it difficult for visitors to obtain services more easily and quickly.

Service attributes that are swift and minimal errors occur to have a gap value of -0.31. The service attribute is considered still below the level of visitor satisfaction. Alertness in service is needed to create a positive impression for visitors on the quality of agro-tourism services. One visitor dissatisfaction occurs when some employees are not swift when doing a park bench table setting where many visitors want to use the facility immediately.

The reliability dimension has a gap value of -0.30, which means that the quality of service in the reliability dimension is still below the visitor satisfaction level. The attribute of agro-tourism facilities that provide education to visitors has a gap value of -0.32. Visitors to *Kampoeng Kopi Banaran* agro-tourism expect additional educational facility services with elements of science and technology, mainly to introduce visitors to various types of plants, seeds, and processed coffee products directly as a mark of agro-tourism.
The clarity in providing information has a gap value of -0.32. Visitors feel unclear about the service information conveyed by employees, such as information about the mechanism of use of tourist train facility services. Information related to the ticketing system is considered unclear by visitors. Visitors find it difficult to get a ticket because the information on the location of the order delivered is vague. Some visitors order tickets directly for the tour train at the booking counter in the tourist train station. However, some visitors have to order tickets at the restaurant cashier because there are no ticketing officers at the booking counter.

The gap value of the service timeliness attribute is -0.24, which is still below the visitor satisfaction level. The dissatisfaction of visitors includes when using the facilities of the train around the agrotourism garden. Visitors must wait long enough to be able to use the tourist train facilities because the tour guide, ticketing, and train driver officers are not on standby at the train station location. The dual system of work that is still being carried out by several agro-tourism employees, including the tour train driver’s position, makes the timeliness of the services provided not according to visitor importance.

Based on the gap value of the assurance dimension, the service quality of Kampoeng Kopi Banaran agro-tourism is still considered below the level of visitor satisfaction, with a value of -0.15. The security attribute around the agro-tourism area has a gap value of -0.19. The security level around the agro-tourism area is considered the most crucial factor to be immediately improved. The absence of security officers in several agro-tourism areas, such as outbound areas, is one of the lack of services in Kampoeng Kopi Banaran. Besides, visitor dissatisfaction also exists in the attributes of employees’ attention to visitors and the hospitality and politeness of employees in serving visitors.

SERVQUAL analysis shows that the empathy dimension has a gap value of -0.16, which indicates that the service quality of Kampoeng Kopi Banaran agro-tourism is still below the level of visitor satisfaction. The lowest service quality is contained in the attributes of the seriousness of employees in serving visitors who have a gap value of -0.26. Visitors feel dissatisfied with some services such as the seriousness of employees maintaining cleanliness and service facilities in the tourist area of the rabbit park so that visitors are less interested in visiting the facility. Other attributes deemed unsatisfactory to visitors are the attributes of attention given to employees, the willingness of employees to listen to visitors’ criticisms and suggestions, and the attributes of employee patience in handling complaints.

![Figure 1. The polygon of perception, importance, and gap](image-url)
4.5. Importance of Performance Analysis

The IPA analysis mapped the relationship between expectations and the performance of each of the attributes described. In this method, quadrant analysis is used, which has the utility of knowing consumer responses to attributes that have been plotted based on the level of expectations and performance of these attributes. Based on the result of the test through the Importance Performance Analysis method, the average value of Kampoeng Kopi Banaran agro-tourism service quality performance is 3.93, and the average visitor expectation value is 4.18. This value is used as abscissa and ordinate in the Cartesian diagram for mapping attributes into four quadrant positions, namely, quadrant I (maintain performance), quadrant II (top priority), quadrant III (low priority), and quadrant IV (redundant). The purpose of the mapping is to determine the priority of improvement to Kampoeng Kopi Banaran agro-tourism’s performance attributes.

Based on Figure 2, note that the statement attributes in the quadrant I associate with the level of service that must be maintained by the company because visitors consider the service performance on these attributes as expected. The statement attributes included in quadrant I are the convenience of the meeting room/pavilion, the convenience and security of parking facilities, the comfort of the agrotourism environment, and the communication network that functions well in the agrotourism area, and the seriousness of employees in serving visitors.

The meeting room/pavilion facility at Kampoeng Kopi Banaran agrotourism is rated to have a level of comfort according to visitor expectations. The architectural style of the meeting/pavilion room is quite impressive. The atmosphere of meeting room/pavilion facilities makes visitors comfortable. The comfort and safety of parking facilities are considered satisfactory by visitors. It has a large outdoor parking facility and is supported by the presence of parking attendants in helping the parking area. It is also equipped with security aspects such as lock gates, security posts, and adequate lighting. Parking location security standards are supported by security personnel to increase visitors confidence and avoid crime.

Visitors feel quite satisfied with the comfort of the environment at Kampoeng Kopi Banaran agrotourism. The agrotourism environment is comfortable and spacious with the shade of various types of trees. The availability of ample park bench/seating facilities with an efficient layout is one reason visitors feel comfortable. The architectural style of the park bench is often considered to attract visitors’ attention to use the facility. Visitors also gave a positive impression of the comfort of the fresh camping ground and outbound arena with the shade of rubber trees around the location.

The communication network in the Kampoeng Kopi Banaran agrotourism environment is considered to provide comfort for visitors. An excellent cellular signal network will facilitate agrotourism visitors to communicate and upload photos and videos on social media. There is a free Wi-Fi facility with fast and stable connectivity in several locations, including prayer rooms and restaurants. The seriousness of employees in serving visitors is an attribute of Kampoeng Kopi Banaran agrotourism services that are considered satisfactory. Employees always try to provide services optimally and wholeheartedly so that visitors feel satisfied, including in outbound facilities and tours around coffee plantations.

Quadrant II consists of attributes of the convenience of worship facilities, the convenience of toilet facilities, employee readiness in serving visitor requests, employees who are fast in handling visitor complaints, and clarity in providing information. Attributes that are classified into quadrant II are attributes that are considered very important. However, the performance of service attributes is not per the expectations of visitors so that improvements are needed to improve the performance of these attributes.

The quality of worship facilities services in Kampoeng Kopi Banaran agro-tourism is considered unsatisfactory because the ablution facilities are not separated between men and women as well as the size of worship facilities considered inadequate for worshipers, especially when entering the peak season. The dissatisfaction of visitors with the comfort of toilet facilities is emphasized by the lack of
directions to the toilet location and the facilities and cleanliness of the toilets, which are considered to be weak, especially in toilets around the rabbit park area and outbound for kids.

Employee readiness in serving the requests of visitors is considered less satisfactory by the visitors. One of the essential aspects of visitors’ dissatisfaction with this attribute is because Kampoeng Kopi Banaran agrotourism has a reasonably extensive leisure location but is not followed by an increase in the number of employees. That condition happens when entering the peak season, many visitors complained of dissatisfaction with the readiness of employees in serving the requests of visitors because they have to wait long enough to get excellent service.

Agro-tourism visitors are dissatisfied with employee services that they feel are not fast enough in handling visitor complaints. Many visitors feel they have to wait long enough to get complaints handled in the service of agrotourism facilities. Complaints of visitors are found as in the case of the table setting where visitors are considered to be less attention to tidiness and cleanliness by agrotourism employees after being abandoned by previous visitors.

The clarity in providing the information is one of the attributes that must be prioritized to be improved by agro-tourism managers. The layout of the agro-tourism information board, which was felt to be less strategic, and the location of the tourist area that was not provided by the information board, was still one of the visitors’ dissatisfaction. Also, there is some information content on agro-tourism facilities that are conveyed in a less informative and entertaining manner so that the information is felt to be less useful for visitors.

Quadrant III is an area that contains attributes with low priority because it is considered less critical by visitors, and the company does not prioritize service performance on these attributes. The attributes of Kampoeng Kopi Banaran agrotourism included in quadrant III are adequate and functioning electrical attributes, ongoing renewal of information media related to agro-tourism activities, neat appearance of employees (uniform), service that is swift and minimal errors, agro-tourism facilities that provide education to visitors, and on-time service.

Adequate and functioning electricity is a low priority attribute of the service to visitors. The attractiveness of Kampoeng Kopi Banaran agro-tourism, which prioritizes nature-based tourism, is one of the crucial aspects that the use of electricity facilities for agrotourism visitors can be minimized. The charm of this agro-tourism site, which is widely enjoyed in the morning and afternoon, makes the service of electricity facilities less prioritized by visitors and managers.

Visitors and managers give the ongoing renewal of information media related to agro-tourism activities low priority. Information media updates related to the Kampoeng Kopi Banaran agrotourism activity received weak attention, especially for visitors. Most agro-tourism visitors are more interested in enjoying the tourism facilities that are already available, including a tour around the coffee plantation. Besides, Kampoeng Kopi Banaran agro-tourism activities that tend to be seasonal make the ongoing renewal of the information media less prioritized.

Attributes of employees’ neat appearance (uniform) get low priority for visitors and managers of Kampoeng Kopi Banaran agro-tourism. The objects and attractions of Kampoeng Kopi Banaran agro-tourism that offer nature-based tourism so that visitors will tend to get more satisfaction by finding new things/new challenges according to their wishes. The role of the neat appearance of employees (uniforms) was not prioritized by visitors even though employees only wore t-shirts and jeans. However, it is precisely the relaxed and modish impression that is more expected by visitors to the employee’s appearance.

The service is swift and minimal errors occur to be the fourth attribute that is not prioritized by visitors and agro-tourism managers. Many agro-tourism visitors prefer the moment to relax with family and enjoy the beauty of agro-tourism locations so that the demands of visitors for spry services tend to below. However, the performance of service attributes that are swift and minimal errors occur must still be improved by the manager to increase visitor satisfaction.

The attribute of agro-tourism facilities that provide education to visitors is a crucial service attribute for a tourist location. The attribute was prioritized low by visitors and managers of Kampoeng Kopi Banaran agro-tourism. Most visitors are more interested in relaxing to enjoy the beauty and
comfort of the agro-tourism environment and children’s playground. Agro-tourism education facilities tend to get less visitor interest, possibly because of the lack of these facilities and the management of educational facilities that have not been optimized.

Punctuality of service gets low priority by visitors and agro-tourism managers. Visitors tend to be less demanding to get the timely assistance. The consideration that the number of Kampoeng Kopi Banaran agro-tourism employees is not comparable to the number of visitors makes the service timeliness less prioritized. Also, the comfort of the agro-tourism environment relaxing area makes many visitors do not force to get services on time.

Quadrant IV shows a quadrant with service attributes that are considered less important for visitors. However, the performance of services provided by the company on these attributes is too high, so it is considered excessive. The attributes that are classified into quadrant IV are the attributes of employees’ willingness to provide information, knowledge, and insights of employees regarding agrotourism, hospitality and politeness of employees in serving visitors, security around the agrotourism area, attention given by employees to visitors, willingness employees listen to visitors’ criticisms and suggestions, and their patience in handling visitor complaints/criticisms.

The willingness of employees to provide information is considered to have an excessive performance by visitors. Visitors tend to expect to provide brief and precise information, including information provided by tour guides around the garden. Employees’ knowledge and insight attributes regarding agrotourism are considered to exceed the level of visitors’ satisfaction. In general, visitors are satisfied with the knowledge and insights that employees have about the Kampoeng Kopi Banaran agrotourism.

The friendliness and politeness of employees in serving visitors are considered to be an excessive attribute for visitors. The aspects of friendliness and courtesy of employees are considered less important for some visitors because tourist sites include natural attractions where visitors can freely and freely explore the agro-tourism area’s natural beauty. Some aspects of employee hospitality and politeness that are considered excessive are greeting the guest and taking orders at the Kampoeng Kopi Banaran agrotourism restaurant facility.

Security around the agro-tourism area is considered excessive for visitors; for example, are quite a lot around the entrance gate, parking area, and the gate of agro-tourism. Visitors more expect the presence of security officers focused on one point, but on various locations in the agrotourism area. The empathy dimension is a dimension with an excessive level of service for visitors. There are three attributes of statements that are considered excessive, namely the attention given by employees to visitors, the willingness of employees to listen to visitors’ criticisms and suggestions, and the patience of employees in handling complaints/criticisms of visitors. In general, the three attributes are considered less critical to visitors but are given too much by the employee.
4.6. Customer Satisfaction Index
The Customer Satisfaction Index (CSI) method is a comprehensive analysis of service quality based on the importance of statement attributes. Based on the result of analysis, it is known that the average value of expectations and performance is 4.18 and 3.93. CSI value of 65.52% was obtained, which means that overall, visitors were not satisfied with the tangible dimensions of service quality, responsiveness, reliability, assurance, and empathy in Kampoeng Kopi Banaran.

5. Conclusion
Based upon the SERVQUAL analysis, the service quality of Kampoeng Kopi Banaran agro-tourism is not meet visitor expectations. In addition, the IPA method shows that there are five main priority attributes, five maintain performance attributes, six low priority attributes, and seven redundant attributes. Furthermore, the CSI method indicates that service quality in this agro-tourism site is considered as unsatisfactory.

6. Recommendation
It is necessary to improve the quality of service to the Kampoeng Kopi Banaran agro-tourism, primarily regarding the parking facilities by providing a canopy to increase visitor comfort. Based on the analysis of the SERVQUAL method, the assurance dimension has a low level of service quality, so it is necessary to improve services by providing free welcome drinks in the form of processed local coffee products as a mark of agrotourism. Based on the SERVQUAL method, the attributes of agrotourism facilities that provide education are deemed unsatisfactory to visitors, and it is necessary to improve services such as the provision of science and technology information to introduce various types of plants, seeds, and processed coffee products to visitors.

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