Visitor Satisfaction of Kampung Flory Agritourism

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Abstract. Agritourism was developed as a form of environmental conservation and agricultural land resources. Agritourism presents a blend of natural beauty, agricultural production activities, and the culture of agricultural communities that are well managed so that they have an attractive appeal to visitors. The purpose of this study is to examine the level of visitor satisfaction of Kampung Flory agritourism. Besides, the study also attempts to investigate the factors related to visitor satisfaction. One hundred visitors of the agritourism were used as a sample selected by accidental sampling. The level of visitor satisfaction was measured by the Importance Performance Analysis (IPA) index. The Spearman rank analysis is used to determine the factors related to visitor satisfaction. The research location is determined purposively, in the Kampung Flory agritourism. Results from the IPA analysis show that the overall visitor satisfaction index achieved by Kampung Flory Agritourism is 80.24%. The results suggest that Kampung Flory Agritourism is in a position to satisfy consumers. Meanwhile, results from Spearman rank correlation analysis revealed that product quality, service quality, emotional, cost and convenience are correlate with consumer satisfaction. On the other hand, the entrance ticket price does not any correlation with consumer satisfaction.

1. Introduction

Agritourism as a form of tourist services, or as a special tourism product, is no longer a new phenomenon in tourism, but a very distinctive tourist offers. As a tourist product, agritourism is constantly evolving by creating new values through tourism services, without neglecting the traditional component and, above all, presenting the way of life of rural communities. Agritourism did not originate as a mere tourist attraction. Its nature is more complex taking into account its emphasized social component, since it is directed towards full utilization of existing resources of agricultural farms by creating opportunities for employment of household members and income from sales of products and services. The attractiveness of agritourism is evident in its presentation of authentic customs, cuisine, environmental values, heritage, cultural specificities, traditions, and other elements, which can be defined as a “way of life”[1].

Rural communities possess advantages of natural resources and cultural heritage to attract agritourism development; its success will greatly increase if rural communities observe and practice self-sufficiency farming and employ sustainable agriculture practices while preserving their local cultural heritage [2]. The presence of agritourists provides the opportunity for direct sales of agricultural products. The types of products offered to the guests included fresh fruit, vegetables, eggs, milk, and some food preparations. These products are of both animal and plant origin and can be either processed or unprocessed. When preparing dishes and preserves, farmers can use their own traditional production methods[3].
Yogyakarta is a province that has the potential for developing agritourism. Land resources are the basic capital that can be used to develop agritourism. In addition, there needs to be supported by the younger generation to care for the environment by participating in building agritourism. Agritourism will be an agricultural tourism place that has the appeal of an area for tourists of all ages to visit. Therefore, it is the same as said by Lago [4] that Establishing the tourism and agriculture linkage is a vital factor for the promotion of agritourism.

Kampung Flory agritourism is an agritourism located in Sleman, Yogyakarta. This agritourism was formed from the initiation of local residents and is currently managed by the community with the help of the local government. The concept of Kampung Flory agritourism is managed creatively, uniquely, and educatively. The area occupied is four hectares with several zones. The Taruna Tani Zone provides a variety of ornamental plants, fruit trees, and culinary tours. The Dewi Flory Zone provides lodging and the Agro Buah Zone offers fruit picking tours straight from the trees as well as educational tours. Visitors will get information about fruit plant cultivation and can even be directly involved in cultivation activities. This agritourism can be used as a vacation spot because there are various facilities needed by visitors. Kampung Flory agritourism provides outbound facilities, playgrounds, fish therapy, bicycle tracks, gazebos, and local specialties. This agritourism also provides rice fields and rivers that can be used as a place for refreshing for the family.

Kampung Flory agritourism received Anugerah Pesona Indonesia award in 2019 from the Ministry of Tourism and Creative Economy. This achievement is an encouragement for the local community as agritourism managers to improve facilities and services in order to become agritourism that is progressive, growing rapidly, and inspiring other areas. The award obtained by the Kampung Flory agritourism is used as a promotional event to attract visitors from outside the region because the majority of visitors come from within the city. It is not known that people who come to Kampung Flory are visitors who always change or are visitors who have come many times. Kampung Flory agritourism is not the only agritourism in the Yogyakarta region, so it must maintain the facilities and all services provided to visitors. Kampung Flory agritourism has a challenge to attract the hearts of tourists so that they choose to visit this location. This is important because agritourism is a business in the service sector, and visitors are an important indicator in the success of their business. Thus, it is necessary to know the visitor's satisfaction with the Kampung Flory agritourism.

Understanding visitor satisfaction and future behaviour were very important with a strong bearing on agritourism development and expansion in the country [5]. Visitor satisfaction will have a positive impact on the development of Kampung Flory agritourism because the location has given a good image to the visitors. This will make visitors interested in coming back or informing others about the Kampung Flory agritourism. The more visitors who come will provide additional income for the local community as agritourism managers. This study aims to determine the index of visitor satisfaction to the Kampung Flory agritourism and determine the factors related to the satisfaction of visitors to the Kampung Flory.

2. Literature review and hypotheses development

There have been several studies regarding agritourism visitor satisfaction analysis. [6] The use an importance-performance analysis (IPA) to examine the level of accomplishment of different goals driving agritourism and on-farm entrepreneurial development in Canada. IPA shows that goals with high levels of both importance and accomplishment are -to continue farming; -to enhance personal/family quality of life; -to increase or diversify the market; and -to respond to a market need or opportunity. Further, results show differences in goals between agritourism and other types of farm entrepreneurs. [5] There are 21 attributes under five different aspects selected for the satisfaction measurement. This study also provides a comparative picture of local and foreign visitors. out of 21 attributes, nine attributes emerge at the satisfied level, and there were ten indifferences and two dissatisfied. Further, the overall satisfaction levels of both groups of visitors were at moderate levels and comparatively a higher level of satisfaction of local visitors can be observed over foreign visitors. Although the possibility of revisiting the destinations is low, recommending the destinations to others was high for both groups. However, both groups emphasized the necessity of improving appropriate
educational programs, entertainment activities, variation of farm products with processing, availability of direct sales to visitors, increasing the efficiency of staff members, upgrading the hygiene and sanitation situation, and improving the road conditions leading to the destinations in order to enhance the satisfaction of visitors. [7] The relationship between perceived value, perceived quality, and corporate image have significant positive influence on customer satisfaction, whereas customer expectation has a positive but without statistical.

The difference between this study and others is in the variables studied. The basic methods and techniques of sampling also differ from previous literature. Data analysis in this study was not only using importance-performance analysis (IPA), but also using Rank Spearman analysis. The hypothesis proposed is as follows: H1: The visitor satisfaction index to Kampung Flory agritourism is in the satisfied category. H2: The factors related to consumer satisfaction of Kampung Flory Agritourism are product quality, entrance ticket prices, service quality, emotional, cost, and convenience.

3. Research method

This study uses a descriptive method with a quantitative approach. Descriptive analysis characterizes the world or a phenomenon; it identifies patterns in data to answer questions about who, what, where, when, and to what extent [8]. Good descriptive analysis presents what we know about capacities, needs, methods, practices, policies, populations, and settings in a manner that is relevant to a specific research or policy question. Furthermore according to Neuman [9] that in a quantitative study, we rely more on positivist principles and use a language of variables and hypotheses. We usually try to verify or falsify a relationship or hypothesis we already have in mind. We focus on an outcome or effect found across numerous cases. We employ a logic that is systematic and follows a linear research path.

Determination of the research location was carried out purposively at Kampung Flory agritourism in Sleman Regency. The research location was chosen with several considerations: the first that kampung flory agritourism received the Anugerah Pesona Indonesia award in 2019 from the Ministry of Tourism and Creative Economy. The second consideration, Kampung Flory agritourism is located in a strategic location so that it is easy to reach. The third consideration, the presence of agritourism can motivate local youth to care about the environment and participate in managing the location. Fourth consideration, that the existence of Kampung Flory agritourism creates jobs for local residents.

Respondents in this research are visitors who are visiting Kampung Flory agritourism. The sampling technique was carried out by accidental sampling with a total sample of 100 people. [10] Accidental sampling can also be called convenience sampling. Convenience sampling is a sampling selection based on the accessibility of respondents within reach. Subjects or units are merely selected because they can easily be found around and the researcher has regular access to them. Examples of this sampling method could entail surveying friends, neighbours or families, moving across the corners of the streets to ask for volunteers for their opinion, online polls, and so on.

This study uses primary and secondary data with data collection techniques including observation, questionnaires, and interviews. Importance-performance analysis (IPA) was used to determine the satisfaction of visitors to Kampung Flory agritourism. Martilla & James say that Importance-performance analysis (IPA) is a quantitative approach for measuring how people feel about certain characteristics of an issue or a thing [11]. IPA can help evaluate organizational service and provide guidance to formulate strategies, to allocate resources to the right place and the right people. IPA enables management to evaluate and identify the major strengths and weaknesses of key organizational success factors [12].

Importance Performance Analysis (IPA) is divided into four quadrants. Quadrant I (High Importance/Low Performance) is labeled Concentrate Here. Attributes that fall into this quadrant represent key areas that need to be improved with top priority. Quadrant II (High Importance/High Performance) is labeled Keep up the good work. All attributes that fall into this quadrant are the strength and pillar of the organizations, and they should be the pride of the organizations. Quadrant III (Low Importance/Low Performance) is labeled Low Priority. Thus, any of the attributes that fall into this quadrant are not important and pose no threat to the organizations. Quadrant IV (Low Importance/High
Performance) is labeled as Possible Overkill. It denotes attributes that are overly emphasized by the organizations; therefore, organizations should reflect on these attributes, instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I [13].

The Customer Satisfaction Index (CSI) is a method that uses an index to measure the level of satisfaction of consumers based on certain attributes. The formula is written by Keki R. Bhote for the Customer Satisfaction Index (CSI) as follows,

\[ CSI = \frac{T}{5Y} \times 100\% \]  \hfill (1)

- \( T \) : Total amount \((I \times P)\)
- \( Y \) : Total I
- \( I \) : Importance
- \( P \) : Performance

Satisfaction index criteria used a range of scales to indicate the level of customer satisfaction with products and services. The scale of customer satisfaction ranged from 0-100 percent. The scale range formula from Simamora as follows,

\[ RS = \frac{m-n}{b} \]  \hfill (2)

Where:
- \( m \) = Highest score
- \( n \) = Lowest score
- \( b \) = Number of classes or categories created

The range of scale used in this research is,

\[ RS = \frac{100\% - 0\%}{5} = 20\% \]  \hfill (3)

Based on the scale range above, the satisfaction criteria used in this study were:
- \( 0\% < \text{CSI} < 20\% \) = Very dissatisfied
- \( 20\% < \text{CSI} < 40\% \) = Dissatisfied
- \( 40\% < \text{CSI} < 60\% \) = Quite satisfied
- \( 60\% < \text{CSI} < 80\% \) = Satisfied
- \( 80\% < \text{CSI} < 100\% \) = Very satisfied

Furthermore, the Spearman rank analysis is used to determine the factors related to consumer satisfaction in Kampung Flory agritourism. [16] Spearman rank correlation was used to test the association between two ranked variables, or one ranked variable and one measurement variable. [17] Spearman’s Rank correlation is used to determine the strength of the relationship between two numerical variables. The data do not have to be normally distributed and the relationship does not have to be strictly linear either. The relationship should be one where the variables are generally headed in one direction though.

[18] Spearman’s rank correlation coefficient is the non-parametric version of the Pearson correlation coefficient calculated using rank values of two variables. It is expressed as the following formula.

\[ \rho = \frac{6 \sum d^2}{n(n^2-1)} \]  \hfill (4)

Where \( d = \text{Rank (Y)} - \text{Rank (X)} \) and \( n \) = sample size.

Spearman rank correlation can be applied to assess relationships between ordered categorical values. The range of Spearman correlation coefficient is from \(-1\) to \(+1\), which represent perfect negative and
positive relationships, respectively [18]. The relationship (or the correlation) between the two variables is denoted by the letter r and quantified with a number, which varies between −1 and +1. Zero means there is no correlation, where 1 means a complete or perfect correlation. The sign of the r shows the direction of the correlation. A negative r means that the variables are inversely related. The strength of the correlation increases both from 0 to +1, and 0 to −1 [19].

4. Result and discussion
4.1. Visitor Satisfaction of Kampung Flory Agritourism

Visitor satisfaction in this study is the level of a person's feelings after visiting Kampung Flory agritourism. Visitor satisfaction is assessed based on respondents’ rates on the level of importance and performance in the Kampung Flory agritourism. Attributes which are used to view visitor satisfaction including fast and precise service, employee capability, employee politeness, employee friendliness, facilities which are provided, visitor safety, comfortable and cleanliness area, as well as the taste of food and beverages. The Cartesian quadrant describes the priority of improvement based on the level of expectation and performance. It is presented in Figure 1.

Figure 1. The results Importance-Performance Analysis (IPA)

Where,
1: Fast and precise service
2: Employee capabilities
3: Courtesy of employees
4: Employee friendliness
5: Facilities provided
6: Safety, comfort and cleanliness
7: Taste of food and drink

In Quadrant I (Major Priority) Figure 1 Cartesian diagram of the results Importance-Performance Analysis (IPA) can be seen that there are no satisfaction attributes of Kampung Flory agritourism visitors. In this first quadrant shows a high level of expectation but it has low level of performance. Hence, it shows that there is no attributes that should receive more or major attention from the Kampung Flory agritourism.

Quadrant II (Maintain Achievement) shows the performance of satisfaction attribute of the Kampung Flory agritourism visitors has been appropriate with visitor’s expectation so that the Kampung Flory agritourism is better to keep maintaining its performance achievements. The attributes in this quadrant are employee friendliness at Cartesian coordinates (404,378), while safety, comfortable and cleanliness area are at (406,376). Attributes in quadrant II are considered to have a high level of importance and performance. Related to that explanation, the Kampung Flory agritourism must be able to maintain its achievements, then they must improve its performance by improving friendliness, safety,
comfortable and cleanliness area in the future. Therefore, that visitors will give a good point of view of the quality of Kampung Flory agritourism as well as it can maintain satisfaction visitors.

In quadrant III (Low Priority) consists of attributes which have low priority by the respondents because they have a low level of importance and performance. The attributes of visitor’s satisfaction of the Kampung Flory Agritourism in this quadrant are the employee capability at (398,373), while employee politeness is at (398,370), for the taste of food and drinks is at (390,372). Attributes in quadrant III do not really necessary to fix by now because the attributes of employee capability, employee politeness, taste of food and drinks are not really important for respondents and its improvements have a marginal effect on visitor satisfaction due to low priority.

Quadrant IV (Excessive) means having a low level of importance but it has a high level of performance. The attributes of visitor satisfaction to the Kampung Flory Agritourism are fast and precise service which are at Cartesian coordinates (402,372), while the facilities provided are at (410,373). Kampung Flory agritourism does not need to increase its performance because it will be considered excessive by visitors. The attributes in this quadrant have high performance and they do not need to worry about another impact because the visitors will still feel satisfied although it does not important.

Customer Satisfaction Index (CSI) is an index to determine the level of overall customer satisfaction by considering the importance level of the attributes of the product or service being measured. The customer satisfaction index is obtained by calculating in Table 1 as follow:

| Satisfaction Attribute                        | Importance (I) | Performance (P) | Score (S) (IxP) |
|----------------------------------------------|----------------|----------------|-----------------|
| Fast and precise service service             | 3.72           | 4.02           | 14.95           |
| Employee capability                          | 3.73           | 3.98           | 14.85           |
| Employee politeness                         | 3.70           | 3.98           | 14.73           |
| Employee friendliness                        | 3.78           | 4.04           | 15.27           |
| Available facilities                         | 3.73           | 4.10           | 15.29           |
| Safety, comfortable, and cleanliness         | 3.76           | 4.06           | 15.27           |
| Taste of food and drinks                     | 3.72           | 3.90           | 14.51           |
| **Total**                                    | **26.14**      | **28.08**      | **104.87**      |

Source: Primary Data Analysis

Result:

Total I = Y = 26.14  
Total S = T = 104.87  
The maximum value in measurement scale = 5

Customer Satisfaction Index formula:

\[
CSI = \frac{T}{5Y} \times 100\%  
\]

\[
= \frac{104.87}{5(26.14)} \times 100\% = 80.24\%  
\]

Thus, the customer satisfaction index is 80.24%. The value of the visitor satisfaction index of the Kampung Flory agritourism based on the CSI value (%) in range of 80% < CSI < 100%, therefore the overall visitor satisfaction index is included in the very satisfaction criteria. Even though visitors have
been very satisfied with the services provided by Kampung Flory agritourism, the next thing to do is improve and maintain that satisfaction. [20] There are two ways for companies to improve customer satisfaction: First, try to improve service levels, so as to enhance the customer experience; second, try to effectively manage customer expectations, reducing the desired level. Obviously, the first approach is currently widely used in the industry, and it has achieved great success. In the future, companies need to maintain continuous improvement.

4.2. The suspected factors related to visitor satisfaction Kampung Flory Agritourism

In order to determine the factors related to visitor satisfaction, the rank spearman correlation test is used. The results of the spearman rank correlation calculation are presented in Table 2.

Table 2. Spearman Rank Analysis Results

| Spearman’s rho | Product Quality (X1) | Price of Admission (X2) | Quality Service (X3) | Emotional (X4) | Cost Convenience (X5) | Satisfaction (Y) |
|----------------|----------------------|-------------------------|----------------------|----------------|-----------------------|------------------|
| X1 Correlation Coefficient Sig. (2-Tailed) | 1.000 | 0.098 | 0.533 | 0.477 | 0.540** | 0.690** |
| X2 Correlation Coefficient Sig. (2-Tailed) | 0.098 | 1.000 | 0.102 | 0.246* | 0.053 | 0.144 |
| X3 Correlation Coefficient Sig. (2-Tailed) | 0.533** | 0.102 | 1.000 | 0.473 | 0.432** | 0.690** |
| X4 Correlation Coefficient Sig. (2-Tailed) | 0.477** | 0.246* | 0.473 | 1.000 | 0.429** | 0.523** |
| X5 Correlation Coefficient Sig. (2-Tailed) | 0.540** | 0.053 | 0.432 | 0.429 | 1.000 | 0.586** |
| Y Correlation Coefficient Sig. (2-Tailed) | 0.690** | 0.144 | 0.609 | 0.523 | 0.586** | 1.000 |

Source: Primary Data Analysis

** Correlation is significant at the 0.01 level (2-tailed)
*Correlation is significant at the 0.05 level (2-tailed)

As presented in Table 2, the correlation is significant if the sig value (sig 2-tailed) is ≤ α. The interpretation of the correlation results is discussed as follows.

4.2.1. Product quality

Based on Table 2, the coefficient value of product quality is 0.690**, meaning that the level of strength of the relationship (correlation) between the variable product quality and visitor satisfaction is 0.690 or strong. The coefficient value is positive at 0.690, so that the relationship between the variable product quality and visitor satisfaction is in the same direction, thus it means that if product quality is improved, consumer satisfaction will also increase. The correlation coefficient or rs count 0.690> rs table 0.240, means that there is a significant relationship between product quality and visitor satisfaction. It is also known that the value of significance or sig. (2-tailed) of 0,000, because of the sig. (2-tailed) 0.000 <0.05 or 0.01, it means that there is a significant relationship between product quality variables and customer satisfaction. This is because visitors are satisfied with the quality of the product which includes the quality of ornamental plants, the quality of fruit plants, the quality of food and beverages, the quality of the rides, and the facilities available. [21] Previous research shows that perceived product quality has an overall effect on consumer satisfaction. Perceived product quality
(p=0.00) was significant. This means that there was a significant relationship between perceived product quality and consumer satisfaction. The relationship of product quality and customer satisfaction over the long term results to positive profitability to a company.

4.2.2. The entrance fee

In Table 2 also, the correlation coefficient of the entrance fee is 0.144, and the sig value. (2-tailed) of 0.152. It can be seen that rs count 0.144<rs table 0.240 or the sig value. (2-tailed) 0.152>0.05 or 0.01, it means that there is no significant relationship between the admission price variable and the visitor satisfaction of the Kampung Flory agritourism. This is because visitors think ticket prices are not expensive but the facilities provided are adequate. The entrance ticket price referred to here is the amount of costs that must be paid to enter the Kampung Flory rides such as outbound rides, playgrounds, fish therapy ponds, bicycle tracks, gazebos. The entrance fee is cheap because it only ranges from IDR 5,000 to IDR 10,000. With this affordable cost, the visitors have the satisfaction of enjoying the Kampung Flory agritourism. Previous research also stated that if we observed the mean scores of the marketing mix elements as independent variables we found the highest mean score of price that is the price (price of ticket and others cost) is not satisfactory by the tourists’ [22]. Therefore, price has no significant positive relationship with tourists’ satisfaction.

4.2.3. Service quality

The correlation coefficient of service quality is 0.609**, which means that the level of strength of the relationship between the service quality variable and visitor satisfaction is 0.609 or strong. The correlation coefficient is positive at 0.609 so that the relationship between the two variables is the same direction which means that if service quality is improved, visitor satisfaction will also increase. The significance value is known to be 0.000 <0.05 or 0.01, it means that there is a significant relationship between the quality service variable and the visitor satisfaction of the Kampung Flory agritourism. This is because visitors are satisfied with the services provided, such as parking services, relaxing places, selfie places, eating places, room prayer, toilets, environmental cleanliness, and employee friendliness. So, it can be said that an increase in service quality will increase visitor satisfaction. [23] Rush and Oliver say that the quality of service has become an aspect of customer satisfaction. It has been proven by some researchers that service quality is related to customer satisfaction. In relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of both satisfaction and service quality. Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, yet service quality focuses specifically on the dimensions of service. Amidst these debates, it is clear that there is a strong relationship between service quality and customer satisfaction.

4.2.4. Emotional

Based on Table 2, the correlation coefficient of emotional variable is 0.523**, which means that the level of strength of the relationship between emotional variables and visitor satisfaction is 0.52 or strong. The correlation value is positive at 0.523 so that the relationship between the two variables is the same direction and it means that if the emotional variables are increased, visitor satisfaction will also increase. The value of significance or sig. (2-tailed) 0.000 <0.05 or 0.01, which means that there is a significant relationship between emotional variables and visitor satisfaction. This is because visitors feel comfortable, safe, happy, calm, and have a sense of enthusiasm when visiting Kampung Flory. Emotional relates to affection which can be understood as a person's feelings. As stated in the following that [24]Satisfaction significantly mediates the relation between place attachment and loyalty intentions and there exists a strong relationship between satisfaction and loyalty intentions. Customer satisfaction-affective loyalty appears to be the strongest path. This suggests that customer satisfaction is an important factor for customers to become liking the destination more than its competitors.
4.2.5. Cost and Convenience

As can be seen in Table 2, the correlation coefficient on the variable cost and convenience is 0.586**, which means that the level of the relationship between the cost and convenience variables with visitor satisfaction is 0.586 or strong. The coefficient value of 0.586 is positive so that the relationship between the two variables is the same direction, which means that if the cost and convenience of service are increased, visitor satisfaction will also increase. The improvement referred to here is an increase in services which include convenience, comfort, and efficiency, so visitors will be more satisfied. The number of significance or sig. (2-tailed) is 0.000 <0.05 or 0.01, which means that there is a significant relationship between the cost and convenience variables with customer satisfaction. This is because visitors get various convenience in finding the location of the Kampung Flory, can access the location easily because it is strategic, and the tourist costs are cheap. This finding is consistent with the previous findings. [25] Results suggested that convenience is the only factor that significantly affects the customer satisfaction. Convenience came out to be the major driving factor for customer satisfaction.

5. Conclusion and limitation

The research aims to examine the level of visitor satisfaction of Kampung Flory agritourism and to examine the factors related to the satisfaction. The IPA index analysis suggests that the level of satisfaction is 80.24%, meaning that Kampung Flory agritourism is in a position to very satisfy visitors. The analysis of Spearman rank correlation indicates that product quality, service quality, emotional, cost and convenience have a correlation with visitor satisfaction. Meanwhile, the entrance ticket price is not correlated with consumer satisfaction. Based on these results, it can be suggested that the Kampung Flory agritourism should still maintain the factors that have gone well. These factors are contained in quadrant II, namely employee friendliness, security, comfort, and cleanliness. In addition, factors related to visitor satisfaction such as product quality, service quality, emotional, cost, and convenience must also be increased so that visitor satisfaction increases. This can be done by doing a briefing before employees start work by instilling motivation and encouraging them to prioritize quality in service. Even though it has reached a very satisfying level of visitors, it is hoped that Kampung Flory agritourism will be able to maintain the index and raise it to be even higher than what has been achieved. The way this can be done is by increasing the factors of employee ability, employee politeness, and the taste of food and beverages.

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