DECISION MAKING TO VISIT KOPI LUWAK AGROTOURISM  
(Case Study of Kopi Luwak Cikole in Cikole Village, Babakan Village, Lembang District)

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ABSTRACT
The agricultural sector in tourism is often called agrotourism. Kopi Luwak (Civet Coffee) Cikole, located in Kampung Babakan, produces Luwak coffee that applies animal welfare, so that agrotourism is awarded as Animal Welfare-based agro-tourism. Kopi Luwak Cikole offers educational tours for its visitors. Visitorsto agrotourism are thought to have a specific purpose. Various people who visit Agro Tourism are seen from the characteristics of visitors and visiting decision making. The purpose of this study is to identify the characteristics and consumer decision-making processes of Kopi Luwak Cikole. Data analysis was carried out with descriptive analysis techniques. The results of this study indicate that the characteristics of Kopi Luwak Cikole respondents are mostly resident of Malaysia, male, 36-45 years old, their last education is Bachelor, have occupation as a Private or Government Employee with monthly income ≥ Rp. 5,000,001. The visiting decision at the need recognition stage is the motivation to visit agro tourism. This is because attractive facilities with benefits sought during a visit are adding to the knowledge of cultivation and process of civet coffee. Evaluation phase, consideration for visiting is because of civet coffee education. Furthermore, the decision to visit is carried out in a planned manner which on average is carried out during holidays. The level of satisfaction after post-visit, shows visitors feel satisfied with the facilities in agrotourism.

Keywords: Agro Tourism, Consumer Characteristics, Decision Making, Luwak Coffee

INTRODUCTION
Indonesia is an agricultural country that is wide and some of the society are running agricultural business. This is because tourism has a very important role as a foreign exchange earner. According to data from the Ministry of Tourism, foreign exchange income from the tourism sector in 2015 reached US $ 12.23 billion, or Rp. 169 trillion. Overall the increase in National GDP is caused by an increase in tourism GDP.
The agricultural sector in tourism is often called agrotourism. Agro-tourism is an integrated and coordinated system of activities to develop tourism like agriculture, related to environmental preservation, improving farmer prosperity (Sutjipta, 2001). Agro tourism has variations, such as corn mazes, fruit picking tours, feeding livestock, tours of agricultural production processes, to restaurants on the sea. Agro tourism is one of the potentials in the development of the tourism industry in the world (Utama, 2015).

Lembang Subdistrict is one of the nature conservation areas under the administration of West Bandung Regency which was developed into a tourism area. Tourists who come also vary, from domestic and foreign. The tourism objects in Lembang District are diverse, from natural tourism, cultural tourism until special interest tours.

Kopi Luwak Cikole (KLC) is a civet coffee agrotourism business in Lembang District that develops its business by producing civet coffee that applies prosperity from (Animal Welfare). Kopi Luwak Cikole as a pilot model of Civet Coffee in Indonesia. Because they are very concerned about the survival of mongoose animals, they are not exploited, so that agrotourism is awarded as Animal Welfare-based agro-tourism. Besides that, Kopi Luwak Cikole offers educational tours where visitors who come can interact directly with civet and see the processing of Civet Coffee itself.

The increase of Agrotourism in Lembang Subdistrict has caused competition between the Agrotourism. This makes every agrotourism to compete in attracting the consumer attention. The beauty and uniqueness of each tourist spot is the attraction possessed by every tourist spot that will determine the number of consumers who will visit. Visit from each tourist to agrotourism is thought to have specific purposes such as getting information on natural management, doing research, knowing the knowledge of agriculture and others related to a particular science. Therefore, tourists may not cover all people but only certain people who want to visit Agrotourism. Various people who visit Agro Tourism can be identified by examining the characteristics of agrotourism visitors. After knowing the characteristics of visitors, the results of these characteristics are then identified with the consumer decision-making process in visiting Agro Tourism. By identifying the characteristics of visitors it will be known to some people who are interested in visiting Kopi Luwak Cikole so that the manager of Kopi Luwak Cikole can predict the market segmentation.

**METHODOLOGY**

This research used qualitative design with a case study method. The informants were selected by accidental sampling that could provide information related to this research, that is business people from agro tourism, Cikole Civet Coffee and tour guides or educators from Kopi Luwak Cikole. The researcher also took informants from tourists who visited Kopi Luwak Cikole with accidental sampling, which is accidental sampling technique to whoever is met in the field.

The data collection techniques conducted in this research are:

1. Observation
2. Interview
3. Documentation
4. Literature Study

There are several steps in descriptive data analysis techniques according to Miles and Huberman 1984 (in Sugiyono, 2017), that are:
1. Analysis or Data Collection Phase
2. Data Reduction Phase
3. Data Presentation Phase
4. Conclusion Withdrawal Phase

RESULT AND DISCUSSION

General Description of Kopi Luwak Cikole
Kopi Luwak Cikole is one of the agrotourism located in Cikole village. Cikole Village is one of the villages under the administrative area of Lembang District, West Bandung Regency with an administrative area of around 342 Ha. Cikole Village including 4 hamlets, 15 CAs with administrative limits as follows:
- North : Ciater Village
- South : Cibogo Village
- East : Cikidang Village
- West : Jayagiri Village

Cikole Village is a division of Cibogo Village where the division took place happen in 1981. The name of Cikole Village is from the livelihoods of the Cikole Village residents in the past, that is taking banana leaves named Pisang Kole in the forest.

This agrotourism was established in January 2012, which was founded by a Veterinarian named Drh. Sugeng Pujiono who has the desire to research civet or civet mongoose that can produce coffee with various benefits called Civet Coffee.

Kopi Luwak Cikole has no doubt in the field of civet coffee so that in 2015 it was named a pilot model in the Civet Coffee Agribusiness in Indonesia by the Directorate General of Processing and Marketing of Agricultural Products from the Ministry of Agriculture of the Republic of Indonesia.

Characteristics of Kopi Luwak Cikole Visitors
The respondents chosen for this research were the tourists who visit were visiting Kopi Luwak Cikole when researchers were there. The general characteristics of respondents can be explained based on the domicile of visitors, gender, age group, recent education and employment.

Domicile
According to the table, that the average visitors of Kopi Luwak Cikole are not a visitor who domiciled in the this country, but also domiciled abroad including Malaysia and Brunei. It can also be seen that the majority of visitors are domiciled from Malaysia, with an average percentage of 63.33 percent.

In fact, agrotourism in Cikole, especially Kopi Luwak Cikole, is well-known by foreign tourists, not just local tourists. In addition, Kopi Luwak Cikole is a pilot model of civet coffee in Cikole that maintains animal welfare so that it is mostly interested by foreign tourists.
Table 1. Total and Percentage of Visitors Based on Domicile

| Domicile | Total (People) | Percentage (%) |
|----------|----------------|----------------|
| Indonesia | 15 | 25.00 |
| Malaysia  | 38 | 63.33 |
| Brunei    | 7  | 11.67 |
| Total     | 60 | 100.00 |

Gender

Based on Table 2, it shows that the most visitors are male, that is 60.00 percent. This shows that interest in visiting Kopi Luwak Cikole is dominated by men compared to women.

The predominance of male visitors is because Kopi Luwak Cikole is a coffee which is mostly interested by men. Besides, men usually enjoy coffee often in the morning or evening, so they want to know the process of civet coffee directly.

Table 2. Total Respondent Based on Gender

| Gender | Total |
|--------|-------|
| Male   | Female|       |
| Indonesia | 8 | 7 | 15 |
| Malaysia  | 23 | 15 | 38 |
| Brunei    | 5  | 2  | 7  |
| Total     | 36 | 24 | 60 |

Age Group

The respondent selection towards visitors of Kopi Luwak Cikole is at least 15 years old with the consideration that the average visitor of Kopi Luwak Cikole starts from 15 to 60 years old. With other considerations, because at this age limit they are considered to be able to determine decision making in choosing a tourist attraction.

Based on Table 3, most of the Kopi Luwak Cikole visitors are 36-45 years old which is 40.00 percent. Based in observations in the field, the majority of visitors are the final adult category, that is the 36-45 years age group. This is because this age group can make decisions about the place they will visit.

Table 3. Total Respondent Based on Age Group

| Age Group | 15-25 y.o. | 26-35 y.o. | 36-45 y.o. | 46-55 y.o. | ≥ 56 y.o. | Total |
|-----------|------------|------------|------------|------------|----------|-------|
| Indonesia | 2          | 6          | 2          | 5          | 0        | 15    |
| Malaysia  | 4          | 9          | 17         | 7          | 1        | 38    |
| Brunei    | 0          | 0          | 5          | 2          | 0        | 7     |
| Total     | 6          | 15         | 24         | 14         | 1        | 60    |

Last Education

Based on Table 4, the biggest educational background is Bachelor education, which is equal to 96.67 percent. Visitors who are educated quite highly when
making a visit to Kopi Luwak Cikole are not only for traveling, but also for increasing their insight. This is because of their way of thinking and perception is influenced by their educational background. Related to the facilities available at Kopi Luwak Cikole that is Educational Tourism, tourists not only see civet animals but also be given an education by the guide there about the cultivation and processing of Civet Coffee.

Table 4. Total Respondent Based on Last Education

| Last Education | Total |
|----------------|-------|
|                | ES    | JHS | SHS | Diploma | Bachelor |
| Indonesia      | 0     | 0   | 1   | 1       | 13       | 15     |
| Malaysia       | 0     | 0   | 0   | 0       | 38       | 38     |
| Brunei         | 0     | 0   | 0   | 0       | 7        | 7      |
| **Total**      | 0     | 0   | 1   | 1       | 58       | 60     |

Occupation

Based on Table 5, most tourists visiting Kopi Luwak Cikole are mostly Private or Government Employees which is 50.00 percent. This is related to the respondents whose highest level of education is Bachelor 1 (S1) education. The higher the education, the better the chance to get a job.

Table 5. Total Respondent Based on Occupation

| Occupation                  | Total |
|-----------------------------|-------|
|                             | Student/College Student | Privat Employees | Entrepreneur | Teacher/Lecturer | IRT | Others |
| Indonesia                   | 2     | 8    | 3    | 0    | 2    | 0    | 15     |
| Malaysia                    | 4     | 18   | 0    | 10   | 0    | 6    | 38     |
| Brunei                      | 0     | 4    | 0    | 0    | 0    | 3    | 7      |
| **Total**                   | 6     | 30   | 3    | 10   | 2    | 9    | 60     |

Income or pocket money per month

According to Table 15. The identification of respondent’s characteristics result based on income or pocket money per month were ≥ Rp. 5,000,001 which was 75.00 percent. This can provide information that most visitors of Cikole Civet Coffee are society with middle to upper economy.

This condition shows that Kopi Luwak Cikole is more being interested by people with middle to upper classes, those who have high income. They can allocate part of their income to make tourist visits.

Table 6. Total Respondents According to Income or Pocket Money per Month

| Income/Pocket Money | Total |
|---------------------|-------|
| Rp 500,001-Rp 1,000,000 | 1     |
| Rp 1,000,001-Rp 2,000,000 | 2     |
| Rp 2,000,001-Rp 3,000,000 | 7     |
| Rp 3,000,001-Rp 4,000,000 | 1     |
| ≥ Rp 5,000,001      | 4     |
| **Total**           | 15    |
Overall the recapitulation result of the characteristics of Tourist visiting Kopi Luwak Cikole can be seen in Table 7.

### Table 7. Consumers Characteristics Recapitulation Result

| Criteria      | Tourist Characteristics Result | Percentage |
|---------------|-------------------------------|------------|
| Domicile     | Malaysia                      | 63.33 %    |
| Gender       | Male                          | 60.00 %    |
| Age Group    | 36-45 y.o.                    | 40.00 %    |
| Last Education| Bachelor                      | 96.67 %    |
| Occupation   | Private or Government Employee| 50.00 %    |
| Income       | ≥ Rp 5.000.001                | 75.00 %    |

The Process of Taking Decision to Visit Cikole Civet Coffee

Basically the decision to choose a tourist object is a "purchase" decision, meaning spending money to get satisfaction. The decision-making model describes the tourist decision-making process or to reveal the general dynamics of internal and external factors that influence tourist decision-making (Choi et al., 2012). Therefore, before making a decision to make a purchase there are five phases that are passed by consumers in the purchasing process, that are the introduction of problems, information seeking, evaluation of alternatives, purchasing decisions and evaluation of purchases.

Introduction to Needs

In the decision making process of visiting Kopi Luwak Cikole, some visitors must know the background of the decision making process. The need introduction phases are the initial stage of the visiting decision process. Of course, visitors need to know and recognize the underlying needs when going to visit. In the process of introducing this need, it was analyzed through questions, that is motivation to visit Kopi Luwak Cikole and the benefits of visiting Kopi Luwak Cikole.

Based on Table 8. It shows that the research result on the motivation to visit the largest Kopi Luwak Cikole are attractive facilities which are equal to 80.00 percent. Thus, the manager of Kopi Luwak Cikole must pay more attention to the facilities provided to visitors who come. The facilities at Kopi Luwak Cikole can include seeing civet directly that consumers can interact with the civet animal that is there and can take pictures with the education of civet coffee which is in the form of an explanation of civet coffee cultivation and a good process of civet coffee.

Kopi Luwak Cikole Manager needs to pay attention to other public facilities such as bathrooms, places of worship, parking areas, souvenirs, cafetaria or coffee shops and so on. This of course also needs to be considered in terms of cleanliness of the place for the bathroom, then the convenience of worship and the parking area there. It can be concluded that by improving the facilities that are there, which are the main facilities, public facilities and other facilities will determine the satisfaction and convenience of the visitors who come.

### Table 8. Motivation of Visiting Kopi Luwak Cikole

| Visiting Motivation | Respondent |
|---------------------|------------|
|                     | Total (People) | Percentage (%) |
| Free Entry          | 0           | 0.00           |
Based on Table 9. It can be seen that the greatest benefit of visiting Kopi Luwak Cikole is to be able to increase knowledge about the cultivation and process of civet coffee which is equal to 80.00 percent. This is certainly expected to be no longer the society who think that civet coffee is not lawful because the process of civet coffee is produced through digestion of civet animals and comes out together with civet fases. With the need for knowledge about the cultivation and process of civet coffee, so that people who like to enjoy coffee and make lifestyle trends can find out how farmers cultivate coffee and also process civet coffee from fruit to coffee beans or powder.

| Benefit Wanted                                      | Respondent | Percentage (%) |
|-----------------------------------------------------|------------|----------------|
| Knowing the Cikole Civet Coffee Agro Tourism        | 8          | 13.33          |
| Increasing Knowledge About Cultivation and Process of Civet Coffee | 48         | 80.00          |
| Can Take Photos With Civets                         | 4          | 6.67           |
| Total                                               | 60         | 100.00         |

**Information Search**

Based on Table 10. It can be seen that the source of information obtained by visitors about Kopi Luwak Cikole comes mostly from friends, family or relatives, with a percentage of 50.00 percent. This shows that information from the closest environment, that are from friends, family or relatives is felt to be very helpful in providing information and also more effective. Beside that, someone trust towards friends, family or relatives from the experience gained by them after visiting Kopi Luwak Cikole.

| Information Source                          | Respondent | Percentage (%) |
|---------------------------------------------|------------|----------------|
| Friends/Family/Sibling                      | 30         | 50.00          |
| Magazine/Newspaper/Brochure                 | 2          | 3.33           |
| Television/Radio/Internet                   | 16         | 26.67          |
| Others (Travel)                             | 12         | 20.00          |
| Total                                       | 60         | 100.00         |

**Alternative Evaluation**

Alternative evaluation is the third stage in the decision making process. This stage is a process in evaluating a product and selection according to the wishes of visitors. This stage is intended so that consumers can make alternative choices to
consider. At the evaluation stage the alternative was analyzed with questions which were taken into consideration when visiting Kopi Luwak Cikole.

Based on the research result, there were some considerations from the results of the need for a visit. They are consideration of visitors to interact with civet, education about civet coffee, public facilities, accessibility and costs. Of the five, the consideration of visitors getting education of civet coffee has the largest number of percentage which is 53.33 percent (Table 11). This shows that the average visitor who wants to visit Kopi Luwak Cikole is visitor who wants to get knowledge about civet coffee and also the process of civet coffee itself.

In the research of Lucyana Trimo, et al (2018), stated that in Kopi Luwak Manglayang Agrotourism for the availability of facilities and infrastructure is still lacking such as souvenirs, bathrooms, access to agro-tourism locations and so on. Beside that, there is still a lack of tourist attractions offered by civet coffee agro tourism in Manglayang. This is certainly very different from Kopi Luwak Cikole which has very satisfying facilities and infrastructure for its visitors. Kopi Luwak Cikole has bathroom facilities that are very comfortable and clean, souvenir shops selling various kinds of souvenirs, easy access to locations, especially for visitors who use bus and also a large enough parking area for buses. Public transportation facilities to Kopi Luwak Cikole are also very adequate because along the main road, public transportation often passes and there is also taxibike base that can take visitors directly to Kopi Luwak Cikole.

Table 11. Distribution of Considerations in Visiting Kopi Luwak Cikole

| Consideration               | Respondent | Total (People) | Percentage (%) |
|-----------------------------|------------|----------------|----------------|
| Interacting with Civet      |            | 19             | 31.67          |
| Civet Coffee Education      |            | 32             | 53.33          |
| Public Facilities           |            | 3              | 5.00           |
| Accessibility               |            | 4              | 6.67           |
| Cost                        |            | 2              | 3.33           |
| Total                       |            | 60             | 100.00         |

Purchase Decision

In Table 12, it shows that in a visit of Kopi Luwak Cikole with a percentage of 70.00 percent the respondents made a planned visit previously, while for an unplanned visit was 30.00 percent. This shows that visitors of Kopi Luwak Cikole who have decisions with a planned way are visitors who have a large income (Yulianti, 2018). So they can set aside part of their income to plan a recreational visit with family or friends.

Table 12. Distribution according to how you decide to visit Kopi Luwak Cikole

| Visiting Decision | Respondent | Total (People) | Percentage (%) |
|-------------------|------------|----------------|----------------|
| Planned           |            | 42             | 70.00          |
| Sudden            |            | 18             | 30.00          |
| Other             |            | 0              | 0.00           |
It can be seen in Table 13. Kopi Luwak Cikole respondents made their visits on holidays, with a percentage of 91.67 percent. Those who visited the working day were 8.33 percent. Visits on holidays have a greater percentage compared to visits on weekdays. This is because consumers is intended for vacation or recreation with family after working for several days so they can spend their vacation time on holidays. While on weekdays it is usually conducted by office groups or study visits from schools and universities.

| Visiting Day | Respondent | Total (People) | Percentage (%) |
|--------------|------------|----------------|----------------|
| Working Days |            | 5              | 8.33           |
| Holidays     |            | 55             | 91.67          |
| Total        |            | 60             | 100.00         |

Post-Visit Evaluation
The last phase in the consumer decision-making process is evaluation of purchases. The evaluation phase of the purchase is to evaluate the purchases that have been made and evaluate the level of consumer loyalty. The evaluation results are visitor satisfaction that is feeling satisfied or dissatisfied with the product or services.

| Visiting Satisfaction | Total |
|-----------------------|-------|
| Satisfied             | 60    |
| Dissatisfied          | 0     |

Based on the research result, it is seen that visitor satisfaction after making a visit to Kopi Luwak Cikole visitors felt satisfied that they had a percentage of 100.00 percent (Table 14). Where if based on domicile, the average visitor from Malaysia has a greater level of satisfaction.

Visitors satisfaction is also seen from several facilities provided by Kopi Luwak Cikole. One of them is that visitors who come will be directly accompanied by one advanced educator with several languages, that are: Arabic, Malay, Dutch, English and French. Educators there will accompany their visitors to be invited to tour animal breeding to see civet animals and see the process of civet coffee that is good and correct, from drying coffee to coffee milling. Beside thst, visitors can also take pictures with the civet animals nearby.

Whole decision making process of visiting Kopi Luwak Cikole can be seen in Table 15.
Table 15. Recapitulation Results Analysis of Decision Making Process

| Phases                     | Results of Decision Making Process                                                                 | Percentage |
|----------------------------|----------------------------------------------------------------------------------------------------------------|------------|
| 1. Needs Introduction      | • Interesting Facilities                                                                                   | 80.00 %    |
|                            | • Add knowledge about and cultivation and process of Civet Coffee Making                                    | 80.00 %    |
| 2. Information Search      | • Friends/Family/Siblings                                                                                 | 50.00 %    |
| 3. Alternative Evaluation  | • Interacting with Civets                                                                                 | 31.67 %    |
|                            | • Civet Coffee Education                                                                                    | 53.33 %    |
|                            | • Public Facilities                                                                                        | 5.00 %     |
|                            | • Accessibility                                                                                           | 6.67 %     |
|                            | • Cost                                                                                                    | 3.33 %     |
| 4. Purchasing Decision     | • Planned                                                                                                  | 70.00 %    |
|                            | • Holidays                                                                                                 | 91.67 %    |
| 5. Post-Visit Evaluation   | • Satisfied                                                                                               | 100.00 %   |

CONCLUSION
1. Visitors of civet coffee are mostly foreign tourists domiciled from Malaysia and male. For the age group, most of them are in the range of 36-45 years, and mostly have undergraduate last education. Most occupation are private and government employees with salary per month is ≥ Rp. 5,000,001. Based on the monthly salary it can be concluded that the Kopi Luwak Cikole visitor is a society with middle to upper economy.

2. In the decision-making process of most visitors because the attractive facilities with the benefits of visiting are to increase knowledge of the cultivation and process of civet coffee. Information obtained by word of mouth is from friends/family/siblings. Consideration in visiting Kopi Luwak Cikole in the form of education about civet coffee. The average visitor who comes planned and for the day of his visit is a holiday. With the level of satisfaction after the post visit to Kopi Luwak Cikole, visitors were satisfied, therefore, some visitors wants to visit Kopi Luwak Cikole again.

SUGGESTION
1. The management of Kopi Luwak Cikole can further improve the facilities such as a place to take pictures, worship places, parking facilities and internet facilities even though some visitors there are quite satisfied with the facilities they offer.
2. The promotion of Kopi Luwak Cikole is more improved so that local tourists and foreign tourists are interested in coming. Promotions conducted include flyers and social media like Instagram and Facebook by posting the natural scenery, showing daily activities of civet animals and introducing products for sale by Cikole Civet Coffee so that visitors are interested in coming.

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