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Analysis of Visitors' Satisfaction on the Quality of Omah Salak Agro Tourism Services

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Abstract

The development of the agricultural sector into agro tourism is carried out to realize the desires of people who wish for educational and environment-friendly tourism activities. Omah Salak Agro Tourism provides a variety of reservation packages, culinary packages, and souvenirs of processed zalacca products. Consumer satisfaction to the services is an important factor to be considered. This study aimed to analyze visitor satisfaction with the quality of services including physical evidence, reliability, responsiveness, assurance, and care given by Omah Salak Agro Tourism. The study used a case study method with a sample size of 100 respondents. The sampling method used was purposive sampling technique. The measurement scale used was the Likert scale. Data analysis methods used were the customer satisfaction index (CSI), gap analysis, and importance performance analysis (IPA). The results of the analysis showed a CSI value of 77.44%, meaning that overall visitors were satisfied with the service performance at the Omah Salak Agro Tourism. The results of the gap analysis showed the performance <importance with a value of 3.87 <4.33, the average gab was -0.46, meaning that the Omah Salak Agro Tourism service has not met the wishes of the visitors. The results of the IPA analysis showed that the top priority attributes for the improvement of Omah Salak Agro Tourism are the availability of worship facilities, bathroom facilities, adequate parking facilities, timely events, friendly and courteous guides and company staff to make visitors feel safe

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INTRODUCTION

Agro-tourism is a tourism activity that utilizes agricultural activities or business as an alternative tourism object. Agro-tourism provides consumers with recreational experiences and agricultural-based education (Utama, 2015). Tourism and zalacca plantations are combined into agro-educational tourism to become a destination that is not only interesting to visit but also provides educational values of knowledge especially related to zalacca fruit. The development of the agricultural sector into Agro-tourism is carried out to realize the desires of people who wish for a quality tour. Mondy & Martocchio, (2010) said that most people at this time are considering locations for sightseeing, both to unwind and relax in sports, educational recreation and business lobbying.

According to Saadillah & Syairudin, (2019) one way to get satisfaction from visitors is by providing the best service (quality service). Al-Ababneh, (2013) also stated that the quality of service directly affects tourist satisfaction, especially on the factors of facilities, accessibility and attractiveness. Furthermore Hurst & Niehm, (2012) added that tourist satisfaction will be in line with the increasing tourist experience, companies need more understanding of the needs of tourists and the preferences of each individual. Previous research has been conducted by Indrayanti et al., (2019) that the value of CSI in Pancoh Tourism was 73.51, which means that visitors were satisfied with the services provided by the manager of Pancoh Tourism Village. As a result of the Natural Sciences, there were still service attributes included in the fatal category and must be improved by the manager of Pancoh Tourism, namely market promotion, availability, and toilet cleanliness. Shiwei et al., (2017) stated in their research that the price and cleanliness factors are the most prominent for the community criteria in determining visits, besides that public transportation access to tourist sites also influences women who want to come individually or in small groups.

Omah Salak Agro Tourism provides a variety of reservation packages, culinary packages, and souvenirs of processed zalacca products. Data of tourist visits in Agro Tourism experienced fluctuations. The case was allegedly due to the dissatisfaction of visitors with the facilities, products, prices, zalacca harvesting season, holiday periods, and skills of the tour guides. One of the service quality dimensions is assumed from this conjecture which influences the satisfaction of visitors at the Omah Salak Agro Tourism. According to Kotler & Keller, (2009) consumer satisfaction is someone's happiness or disappointed feeling caused by comparing their expectations with perceived performance. Furthermore, Gandhi et al., (2019) said that an indicator of a company's success in providing services is the creation of customer satisfaction. Consumer satisfaction is very important and must be considered by the company as the goal of a business. Giaccio et al., (2018) also added that customer satisfaction is the basis for developing the company's strategy in the future, because it is positively related to customer loyalty and company profitability.

Research on the analysis of visitor satisfaction on the quality of service at the Omah Salak Agrotourism in Turi District, Sleman Regency is needed in solving the problem, especially to determine the satisfaction of Omah Salak Agro Tourism visitors. The expectation is that the tour will be enjoyable to the visitors and they are satisfied with the services provided by the Salak Omah Agro Tourism. The results of the study may be used as an evaluation and reference material by the Omah Salak Agro Tourism Company and as an improvement material in the future. Improving the quality of services in accordance with the expectations of visitors is able to provide visitor satisfaction Omah Salak Agro Tourism and encourage an increase in the number of visits. The aim of this study was to analyze visitor satisfaction with the quality of services provided by Omah Salak Agro Tourism.

RESEARCH METHODS

The study was conducted in December 2019 - February 2020 in Agahisata Omah Salak, Turi District, Sleman Regency, Special Region of Yogyakarta. Omah Salak Agro Tourism is a business that operates in the agricultural sector in the form of zalacca plantations and tourism services. The business utilizes salak plantation land with a building that has classic and beautiful atmosphere as a tourist attraction. In addition to offering garden recreation as the main focus, this agro tourism offers study tours about zalacca fruit as well as reservation packages for various rustic and processed zalacca food packages. Omah Salak Agro Tourism is under the auspices of CV. SAS Indomerapi, which was founded in 2003 and is engaged in agrotourism, exporters and consultants. This agrotourism has had legal certification since 2006.

The location of the study was determined purposively because the place is one of the special agro tourism commodities in Sleman Regency. This research used the case study method. The sampling method used was purposive sampling technique in which the respondents were determined by the researcher based on the criteria of the visitors of the Salak Omah Agro Tourism not including a tour guide, and were 15 years old or older. The method used for data collection was through observation, interviews and documentation. This study used primary data and secondary data. The measurement scale in this study was the Likert scale. The data collected was analyzed descriptively quantitatively. Data analysis methods in this study were using the customer satisfaction index (CSI) gap analysis and importance performance analysis (IPA).

Technical data analysis was done by obtaining answered questionnaire, and then conducting a validity test, further reliability of the instrument data that passed can be used for further testing. The tabulated questionnaire data was analyzed using CSI, gap and IPA tests. A more detailed explanation of the method to be used is as follows:

Customer Satisfaction Index (CSI)

Customer satisfaction index is another method besides the IPA as an analysis to determine the level of consumer satisfaction by considering the level of importance and performance of the measured product and service attributes. Customer Satisfaction Index (CSI) has several advantages including getting satisfaction index information as well as information related to dimensions / attributes that need to be improved. Customer satisfaction index (CSI) analysis is simple, easy to use, and uses

a scale that has a fairly high sensitivity and reliability. According to Aritonang, (2005) the steps of the Customer Satisfaction Index analysis are as follows:

1. Calculating the Mean Importance Score (MIS) of each attribute.
2. Determining the Weight Factors (WF) of each variable.
This weight is the percentage of MIS values per variable with the total MIS of all variables.
3. Calculating the Mean Satisfaction Score (MSS) for each attribute,
4. Determining the Weight Score (WS) for each attribute.
This weight represents WF multiplication with MSS,
5. Calculating the Customer Satisfaction Index (CSI) score.

The interpretation of CSI values was based on the following table:

Table 1. Interpretation of Customer Satisfaction Index

No	Index	Interpretation
1	81% – 100%	Very satisfied
2	66% – 80%	Satisfied
3	51% – 65%	Fairly Satisfied
4	35% – 50%	Less Satisfied
5	1% – 34%	Unsatisfied

Source: (Sukardi & Chandrawatisma, 2006)

Gap Analysis

Gap analysis is an analysis to determine the difference between performance levels and expectations. A positive gap value means that the attribute meets visitor satisfaction, while a negative value means that the attribute has not provided satisfaction. However, if the entire gap values are negative, the alternative way to interpret is to compare the absolute value of the gap with the scale range of the performance level criteria and the expectation level of 0.8. If the absolute value of the gap is less than equal to 0.8, the performance level and expectation level are within a range of criteria. The following is the gap calculation formula:

$$\text{GAP} = \text{Performance} - \text{Expectations} \quad (6)$$

Importance Performance Analysis (IPA)

Importance performance analysis (IPA) is an analytical method used to measure attributes or variables at the level of performance with consumer expectations (Simamora, 2000). This analysis is useful for developing marketing strategies. Analysis of consumer satisfaction with the IPA method has several advantages which can indicate the attributes that must be maintained, enhanced and excessive to maintain customer satisfaction. The results obtained are relatively easy to interpret in the Cartesian diagram quadrant. The stages of the importance performance analysis (IPA) method are as follows:

- 1) Comparing the performance score with the importance score to determine the level of correspondence between the interests and the performance attributes studied. The suitability formula used is:

$$T_{ki} = \frac{X_i}{Y_i} 100\%$$

Explanation:

T_{ki} = level of correspondence

X_i = performance score

Y_i = interest score

- 2) Calculating the average rating of each attribute using the formula:

$$X_i = \frac{\sum X_i}{n} \quad Y_i = \frac{\sum Y_i}{n}$$

Explanation:

X_i = Average score of attribute i performance

Y_i = Average score of attribute i interest

n = Number of Respondents

- 3) Determining the limit of the Cartesian diagram by calculating the average of all attributes of interest and performance using the formula:

$$\bar{X} = \frac{\sum X_i}{k} \quad \bar{Y} = \frac{\sum Y_i}{k}$$

Keterangan :

\bar{X} = average score of performance level

\bar{Y} = average score of interest level

k = number of attributes that can affect buyer satisfaction

- 4) Interpreting each attribute in the Cartesian diagram quadrant as in the following illustration :

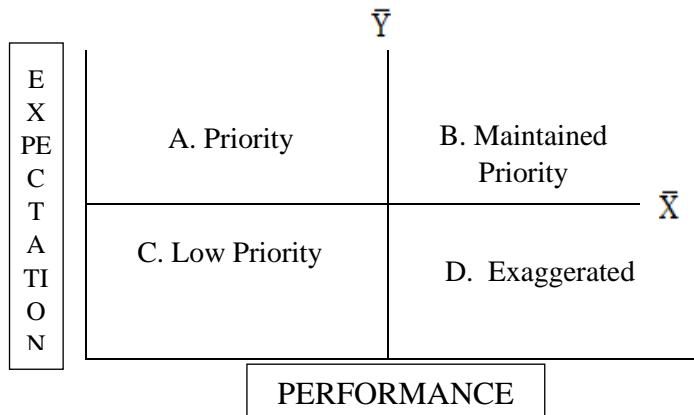


Illustration 1. Cartesian Diagram

Explanation:

Y = consumer expectation level.

X = the level of service performance provided by the company.

\bar{Y} = the average score of all factors of the level of consumer interest.

\bar{X} = the average score of all factors of a company's service performance.

Mapping of the Cartesian diagram:

1. Quadrant A: attributes in this quadrant indicated the level of importance above the average, yet did not get enough attention from the company. Consumers were unsatisfied because the level of performance was still below the average level of consumer expectations.
2. Quadrant B: attributes in this quadrant indicated the level of performance considered by consumers were above average, and implemented well by the company, resulting to the satisfaction of customers.
3. Quadrant C: the attributes in this quadrant indicated that the performance of the company was mediocre and not considered as important by consumers
4. Quadrant D: attributes in this quadrant indicated that the performance given by the company was done very well; however, was not considered so important by the company.

RESULT AND DISCUSSION

Suitability Level of Performance and Expectations

Satisfaction is a feeling or expression of someone's pleasure and disappointment based on the assessment of expectations compared to the performance provided. Consumers will be satisfied if the service performance is in line with expectations, and disappointed if the performance is not in line with expectations. This measurement is carried out to determine the scale and improvement of performance in the future. Based on the data obtained, the following table shows the result of calculating the level of suitability between the average score of expectations and performance:

Table 2. Suitability Level of Performance and Expectations

No	Variable	Performance	Expectation	Suitability Level
				---%---
1	Interesting Building	3.96	4.31	91.88
2	Comofort and Cleanliness	4.05	4.38	92.47
3	Availability of maps and tourism information	3.27	4.20	77.86
4	Availability of praying facilities	3.81	4.52	79.20
5	Availability of restrooms	3.87	4.45	86.97
6	Availability of parking lot	3.71	4.33	85.68
7	Availability of health facilities	3.53	4.26	77.93
8	Availability of medical personnel	3.41	4.14	77.54
9	Easy transportation access	3.81	4.26	89.44
10	Outbound/gardening equipment completeness	3.72	4.14	89.86
11	Tidiness and cleanliness of tour guides' appearance	4.03	4.30	93.72
12	Fresh products for visitors	4.02	4.35	92.41
13	Good taste of the product packages	4.03	4.34	92.86
14	Wide variety of products	4.15	4.33	95.84
15	Attractive packaging of the products	3.87	4.20	92.14
16	Clear and reasonable price	3.95	4.31	91.65
17	Understandable materials	3.84	4.34	88.48
18	Entertaining tour guides	3.92	4.35	90.11
19	Professional tour guides	3.97	4.34	91.47
20	Keen and energetic tour guides	3.92	4.38	89.50
21	Fast and skillful cashiers	3.78	4.27	87.59
22	Responsive to complaints	3.81	4.31	87.47
23	Simple administrative services	3.86	4.28	90.19
24	Informative tour guides	3.94	4.35	90.57
25	On time schedules	3.84	4.34	88.48
26	Visitor safety guarantee	3.84	4.48	85.71
27	The guide focuses on the material	3.94	4.32	91.20
28	Hospitable employees	4.04	4.43	91.20
29	Helpful employees	4.03	4.42	91.18
30	Ease of communication to the management of Omah Salak Agro Tourism	4.17	4.45	88.99
	Total	116.09	129.88	

Source: Omah Salak Agro Tourism Research Data, 2020.

Based on table 2, it is known that the suitability level between performance and expectations is already more than 50%. The highest percentage is found in the attributes of neatness and cleanliness of tour guides at 93.72% and the lowest percentage is in the attributes of the availability of medical personnel at 77.54%. This means that the service attributes of Omah Salak Agro Tourism are good and need to be maintained. Adhayanti & Aprilliyani (2018) also stated the same thing; the need for improvement (action) on the attribute if the percentage of the performance score is smaller than the expectation score, and if the performance score is greater than

the expectation score, it needs to be maintained.

Omah Salak Agro Tourism has not provided adequate health facilities, places of worship and parking lots, due to limited space for additional attractions. This has resulted in these attributes having a low level of suitability, especially inadequate health facilities, parking lots, maps of attractions, restrooms and places of worship. This is in line with Indrayanti et al., (2019), stated that service attributes that can increase visitor satisfaction are variations in tourism attractions, infrastructure, and adequate facilities including toilet cleanliness.

The attitude and communication skills of employees and tour guides greatly attract the attention of visitors. The cleanliness and neatness of the guides' appearance and the skills of the Omah Salak Agro Tourism guide have been well considered by the management. Guides and other employees are given special uniforms and have expertise in their respective fields. This causes the attributes to have a high degree of conformity. The opinion expressed by Lin et al., (2018) stated that tourist perceptions about service quality are significantly influenced by the attitudes, knowledge, and skills of tour guides. Engeset & Heggem, (2015) also added that personal contact with consumers is an important key in maintaining the company's existence.

Customer Satisfaction Index (CSI)

Satisfaction level of Omah Salak agrotourism visitors in this study was tested using the Customer Satisfaction Index (CSI) test, Importance Performance Analysis (IPA), and gap analysis. The results of the visitor satisfaction test are explained as follows;

Customer Satisfaction Index (CSI) was conducted to determine the level of overall customer satisfaction by taking into account the level of expectation and performance of service attributes. CSI calculation results are presented in the following table:

Table 3. CSI Calculation Results

No	Variables	MIS	WF	MSS	WS
					--%--
1	Interesting Building	4.31	3.32	3.96	13.14
2	Comofort and Cleanliness	4.38	3.37	4.05	13.66
3	Availability of maps and tourism information	4.20	3.23	3.27	10.58
4	Availability of praying facilities	4.52	3.48	3.81	13.25
5	Availability of restrooms	4.45	3.43	3.87	13.26
6	Availability of parking lot	4.33	3.33	3.71	12.37
7	Availability of health facilities	4.26	3.28	3.53	11.58
8	Availability of medical personnel	4.14	3.19	3.41	10.89
9	Easy transportation access	4.26	3.28	3.81	12.49
10	Outbound/gardening equipment completeness	4.14	3.19	3.72	11.85
11	Tidiness and cleanliness of tour guides' appearance	4.30	3.31	4.03	13.35
12	Fresh products for visitors	4.35	3.35	4.02	13.46
13	Good taste of the product packages	4.34	3.34	4.03	13.47
14	Wide variety of products	4.33	3.33	4.15	13.84
15	Attractive packaging of the products	4.20	3.23	3.87	12.51
16	Clear and reasonable price	4.31	3.32	3.95	13.11
17	Understandable materials	4.34	3.34	3.84	12.83
18	Entertaining tour guides	4.35	3.35	3.92	13.13
19	Professional tour guides	4.34	3.34	3.97	13.27
20	Keen and energetic tour guides	4.38	3.37	3.92	13.22
21	Fast and skillful cashiers	4.27	3.29	3.78	12.41
22	Responsive to complaints	4.31	3.32	3.81	12.63

23	Simple administrative services	4.28	3.30	3.86	12.72
24	Informative tour guides	4.35	3.35	3.94	13.20
25	On time schedules	4.34	3.34	3.84	12.83
26	Visitor safety guarantee	4.48	3.45	3.84	13.24
27	The guide focuses on the material	4.32	3.33	3.94	13.11
28	Hospitable employees	4.43	3.41	4.04	13.78
29	Helpful employees	4.42	3.40	4.03	13.72
30	Ease of communication to the management of Omah Salak Agro Tourism	4.45	3.43	4.17	14.29
Total		129.88	129.88		116.09
CSI value					77.44

Source: Omah Salak Agro Tourism Research Data, 2020.

Table 3 shows the CSI values obtained at 77.44% found in the range of 76% - 85% (Table 1). This indicates that overall visitors are satisfied with the service performance at the Omah Salak Agro Tourism. This is in accordance with what was stated by Sukardi & Chandrawatisma (2006). They stated that the maximum value of CSI is 100%. If the CSI value is more than 60% then the service performance is good, in accordance with customer expectations. However, 22.66% of visitors are not satisfied with the Omah Salak Agro Tourism service. Therefore, the management should continue to make improvements to the quality of service, so that overall visitors feel very satisfied with their performance. This is in accordance with the opinion of Oktaviani & Suryana, (2006) which stated that although consumers are satisfied with existing services, companies still need to make improvements to service attributes due in part to consumer dissatisfaction in order to increase consumer satisfaction. Gandhi, (2018) added that companies still have to make improvements and develop performance on attributes that are still considered unfavorable by consumers, even though the value of CSI has a good level of satisfaction.

Many agro-tourism destinations had given satisfaction to visitors, but most of them cannot depend on one agro-tourism. According to Indrayanti et al., (2019) almost all visitors only come once to enjoy the agro-tourism services provided. Furthermore, Sugandini et al.'s (2018) primary data analysis showed that the quality, satisfaction, and visitor perceptions of tourism imagery were not in line with the level of visitor loyalty. This is because most visitors only visited the agro tourism once and they only consider Special Region of Yogyakarta as a transit destination.

Gap analysis is an analysis to determine the difference between performance levels and expectations. A positive gap value means that the attribute meets visitor satisfaction, while a negative value means that the attribute has not provided satisfaction. The results of the gap analysis are presented in the following table:

Table 4. Results of Gap Analysis of Performance and Expectations

No	Variables	Performance	Expectation	Gap
1	Interesting Building	3.96	4.31	-0.35
2	Comofort and Cleanliness	4.05	4.38	-0.33
3	Availability of maps and tourism information	3.27	4.20	-0.93
4	Availability of praying facilities	3.81	4.52	-0.71
5	Availability of restrooms	3.87	4.45	-0.58
6	Availability of parking lot	3.71	4.33	-0.62
7	Availability of health facilities	3.53	4.26	-0.73
8	Availability of medical personnel	3.41	4.14	-0.73
9	Easy transportation access	3.81	4.26	-0.45

10	Outbound/gardening equipment completeness	3.72	4.14	-0.42
11	Tidiness and cleanliness of tour guides' appearance	4.03	4.30	-0.27
12	Fresh products for visitors	4.02	4.35	-0.33
13	Good taste of the product packages	4.03	4.34	-0.31
14	Wide variety of products	4.15	4.33	-0.18
15	Attractive packaging of the products	3.87	4.20	-0.33
16	Clear and reasonable price	3.95	4.31	-0.36
17	Understandable materials	3.84	4.34	-0.50
18	Entertaining tour guides	3.92	4.35	-0.43
19	Professional tour guides	3.97	4.34	-0.37
20	Keen and energetic tour guides	3.92	4.38	-0.46
21	Fast and skillful cashiers	3.78	4.27	-0.49
22	Responsive to complaints	3.81	4.31	-0.50
23	Simple administrative services	3.86	4.28	-0.42
24	Informative tour guides	3.94	4.35	-0.41
25	On time schedules	3.84	4.34	-0.50
26	Visitor safety guarantee	3.84	4.48	-0.64
27	The guide focuses on the material	3.94	4.32	-0.38
28	Hospitable employees	4.04	4.43	-0.39
29	Helpful employees	4.03	4.42	-0.39
30	Ease of communication to the management of Omah Salak Agro Tourism	4.17	4.45	-0.28
Median		3.87	4.33	-0.46

Source: Omah Salak Agro Tourism Research Data, 2020

Based on table 4 it is known that the level of performance perceived by visitors is lower than the level of interest of visitors (performance <importance) indicated by the value of 3.87 < 4.3, these results indicate that there is a significant gap between visitor expectations with the performance provided by Omah Salak Agro Tourism. Pratiwi & Yuliawati, (2019) said that if the performance <importance, means that the services provided are not in accordance with the level of importance yet can fully meet the desires of visitors. Based on the results of the gap analysis there is a negative gap from the reduction in the average value between the level of performance and the level of visitor expectations, which amounted to -0.46. The value of the gap indicates that visitors are not yet satisfied with Omah Salak Agro Tourism services. Pratiwi & Yuliawati's research results, (2019) obtained a positive gap value of 0.04, which means that there was a match between service performance and visitor expectations. This is consistent with what was stated by Suprihatin et al., (2017) that the greater the value of the gap in this service gap means the less good the services provided. Based on the gap analysis, to find out the attributes that need to be improved can be seen from the plot diagram presented in the following illustration:

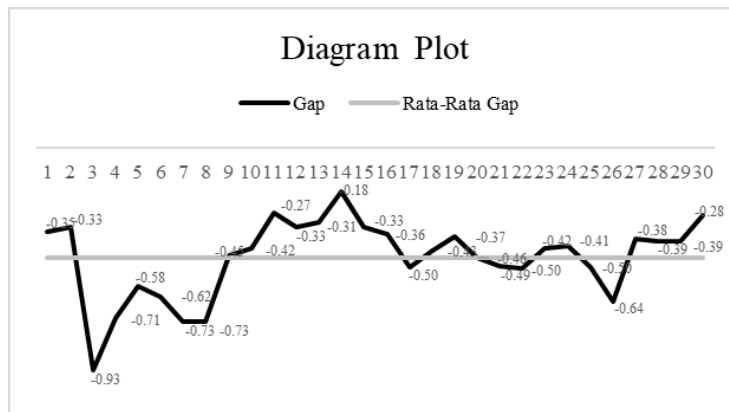


Illustration 2. Gap Plot Diagram of Performance and Expectations

Based on illustration 2, it can be seen that all services provided by Omah Salak agro tourism are still below the expectations of visitors. Some attributes below the average gap value are attributes that need to be prioritized to be corrected immediately. These attributes are the attribute number:

1. Availability of maps and clear tourism information (No. 3)
2. Adequate praying facilities (No. 4)
3. Availability of adequate restrooms (No. 5)
4. Availability of Parking lot (No. 6)
5. Availability of health facilities (No. 7)
6. Availability of medical personnel (No. 8)
7. On-time schedules (No. 17)
8. Fast and skillful cashiers (No. 21)
9. Responsive to complaints (No. 22)
10. Hospitable guides and employees (No. 25)
11. Visitor safety guarantee (No. 26)

Visitors would feel satisfied if the company pays attention to the above attributes by giving priority scale in improving it. This is in line with what was stated by Lestari et al., (2016) that things that need to be taken care of by Agro Tourism management to increase visitor satisfaction are the availability of supporting facilities such as clean and adequate restrooms and praying facilities, the neat appearance and entertaining disposition of employees, has a beautiful natural view and is different from other tourist attractions, adequate outbound facilities, as well as the dexterity and attitude of employees in providing services. Intan et al., (2019) added consumer perceptions of good service quality will have a positive impact on customer satisfaction.

Increasing visitor satisfaction needs to be done while forming loyalty is a priority. More variations of tourist destinations around Omah Salak Agro Tourism give more choices for visitors to visit. This requires Omah Salak Agro Tourism to always provide new innovations on attractions and attributes in order to attract tourists. This is in accordance with the opinion Soelasih, (2017) which stated that satisfaction alone is not enough to form consumer loyalty, based on descriptive data, respondents said they were satisfied, but that satisfaction did not cause them not to want more, did not want to buy more products and still considering moving.

Based on the average level of expectations and performance that had been known, it was then interpreted in the Cartesian diagram quadrant to determine the position placement of service attributes. The results of mapping each attribute are presented in illustration 3 below:

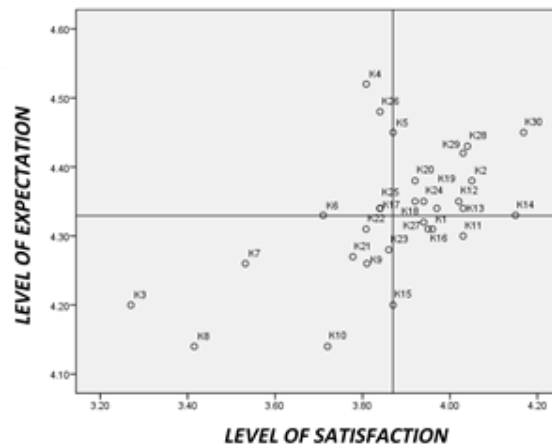


Illustration 3. Attribute Mapping Results

Based on illustration 3 it can be seen that the location of service quality items based on perceptions of expectations and performance is divided into four quadrants. The interpretation of the Cartesian diagram mapping results is explained as follows:

1. Quadrant A

Based on Figure 1, there are six attributes that appear in quadrant A. This quadrant shows the service attributes at the level of importance above the average while not getting enough attention from the company, therefore visitors are not satisfied. The matter is suggested to be immediately handled by the Omah Salak Agro Tourism. These attributes are:

- 1) Availability of praying facilities
- 2) Availability of adequate restrooms
- 3) Availability of adequate parking lot
- 4) On-time schedules
- 5) Hospitable staff and guides
- 6) Vistors' safety guarantee

Limited area of attraction resulted in the availability of inadequate facilities. For example, the parking lot cannot facilitate groups of visitors that exceed 3 buses. As a result, bus drivers park the busses in areas along the highway. This situation reduces the portion of the highway and creates inconvenience for other drivers. The need for collaboration between nearby agro-tourism or related parties is needed to create a more adequate parking area. According to Bagi & Reeder, (2012) public access to agriculture for recreation has a positive impact. Therefore, there is a need for partnerships that can help in overcoming these problems with collaboration between tourism villages and travel agents.

Security guarantees from tour guides and company staff need to be provided. This is required if visitors buy a reservation package in the form of outbound activities, so they need personal protective equipment or safety guarantees. Direct information from the guides or staff related to this matter makes visitors feel safe and confident with the services provided and is highly recommended. Alanazi, (2016) stated that safety will increase customer satisfaction; consumer safety is a priority attribute to be improved.

2. Quadrant B

Based on illustration 6, there are nine attributes that appear in quadrant B. These attributes are considered important by visitors and have been implemented well by the Omah Salak Agro Tourism, so that the visitors feel satisfied. The task of Omah Salak Agro Tourism management is to maintain its

performance and prevent them from decreasing. These attributes are:

- 1) Comfort and cleanliness of Omah Salak Agro tourism
- 2) Fresh product packages for visitors
- 3) Delicious food and snack packages
- 4) Wide varieties of products (Zalacca products and others)
- 5) Entertaining tour guides
- 6) Professional tour guides
- 7) Company staff are willing to serve and help the visitors
- 8) Helpful and thoughtful staff
- 9) The guides give individual attention to visitors
- 10) Ease of communication to the management of Omah Salak Agro Tourism

Omah Salak Agro Tourism had fulfilled the desires of visitors related to some of the attributes above. According to Lestari et al., (2016) complaints from visitors make companies must pay attention to employee attitudes in dealing with complaints, readiness in helping visitors in a sudden situation, speed of service to reduce the visitors' waiting time, willingness to help visitors immediately, and the dexterity of field officers in helping visitors. Company staffs who give full attention to visitors makes the company get satisfaction from visitors. Company staffs who welcome visitors with smiles and greetings will be more memorable and give a positive assessment before starting the activities. Visitors are not left to wait long to get direction from staff or tour guides. According to Gandhi et al., (2019) consumers were left waiting for staff to come because they left the place for some reasons, and less professional staff answering customer questions would make visitors confused and lower their positive ratings. These problems can be overcome by evaluating the rotation of employee shift schedules, and each staff must have regular training to improve work knowledge, communication skills, and professionalism.

3. Quadrant C

Based on illustration 6, there are eight attributes that appear in quadrant C. This attribute had been implemented by the Omah Salak Agro Tourism, although the implementation of mediocre attributes is not too noticed by visitors. These attributes are:

- 1) Availability of maps and tourism information
- 2) Adequate health facilities
- 3) Availability of medical personnel
- 4) Easy transportation access
- 5) Complete gardening/outbound facilities
- 6) Fast and skillful cashiers
- 7) Responsive to complaints
- 8) Simple administration services

Omah Salak Agro Tourism should only maintain and not focus on improving the quality of the attributes above, because visitors do not pay much attention. According to Lestari et al., (2016) an increase in responsiveness variable will reduce the level of satisfaction, including attributes in the willingness to help visitors immediately, and the dexterity of field officers in helping visitors. Map of attractions and gardening or outbound equipment are considered less important by visitors. Some visitors gave input to post information about the location of the garden, the name of the plant, the description of zalacca fruit, as additional information on the area of attraction. The above attributes are also not separated from the company's attention to remain improved, although less important. According to Gandhi et al., (2019) when visitors arrived and waited for each other to start activities, staff should

be responsive and not busy preparing infrastructure. Even so, not all consumers see it as an important thing. However, it will be better if it can be improved by the company.

4. Quadrant D

Based on illustration 6, there are five attributes that appear in quadrant C. This quadrant shows service attributes that are considered less important by visitors, in other words, low priority. These attributes are:

- 1) Sturdy and attractive main and supporting buildings of Omah Salak Agro Tourism.
- 2) Tidiness and cleanliness of tour guides' appearance
- 3) Attractive packaging of the products
- 4) Clear and reasonable prices
- 5) Skillful and knowledgeable tour guides

This attribute had been implemented very well by Omah Salak Agro Tourism, and might be something that was very excessive. Omah Salak Agro Tourism should reduce spending on this attribute and allocate savings for performance in quadrant one that needs to be prioritized. Companies should reduce expenses for the above attributes that do not really need to be improved, especially the attributes that burden the company. According to Padma, (2016) attributes that are considered less important by visitors can be reduced by the company, especially if it can burden the company. All the staff of the Omah Salak agro tourism wear identity uniforms neatly. This should be maintained as long as it does not burden the company, even though it is considered less important by visitors. According to Gandhi et al., (2019), staff must wear uniforms in doing their work especially during office hours. Employees are also required to wear uniforms well and politely to give the polite and neat impression according to visitors.

CONCLUSION

Based on the results of the discussion, relating to the analysis of visitor satisfaction with the Salak Omah Agro Tourism service, it can be concluded that the CSI value obtained by 77.44% means that overall the visitor was satisfied with the performance of the service in the Omah Salak Agro Tourism. From the results of the gap analysis, it is known that the value of performance <importance indicated by the value of $3.87 < 4.33$, with an average gap of -0.46 means that the services provided do not meet the wishes of visitors. Attributes that should be a concern of Omah Salak Agro Tourism to be immediately improved are: the availability of a tourist map or clear tourist information, the availability of worship facilities, restrooms, parking lots, and adequate health facilities. In addition, the availability of medical personnel, on-time activities, fast and skillful cashiers, employees are fast and responsive to complaints or problems from customers, hospitable guides and employees, and safety guarantee are also considered important. The results of the IPA analysis show that the top priority attributes for the improvement of Omah Salak Agro Tourism are the availability of praying facilities, restrooms, adequate parking lot, on-time activities, hospitable guides and employees, and safety guarantee.

RECOMMENDATION

Based on the results of the discussion and conclusion, the suggestions given to improve customer satisfaction are; 1). Management should prioritize the not optimized attributes for immediate improvement in the form of a map of tourism objects or clear tourism information, worship facilities, restrooms, parking lots, and more adequate health facilities with medical personnel, activities undertaken in accordance with rundown and finish on time, increasing the hospitability and courtesy of company guides and staff, and provide guarantees that make visitors feel safe during the activities. In addition, it would be nice for the manager to also try in getting visitors' loyalty by always innovating and improving the quality of attraction attributes that are different from the others. 2). The local government should provide support to the community in order to advance the potential of agriculture educational tourism especially zalacca, in order to break the low selling value of zalacca fruit while increasing regional income per capita.

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