

**THE INFLUENCING FACTORS OF TOURIST SATISFACTION AND VISITS
IN TAMAN SERIBU BUNGA AGROTOURISM**

**FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN DAN KUNJUNGAN
WISATAWAN DI AGROWISATA TAMAN SERIBU BUNGA**

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ABSTRACT

This study aims to determine the factors influencing tourist visits during the Covid-19 pandemic. The sampling method was selected purposively at Taman Seribu Bunga Agrotourism County 1, Raya, Berastagi District, Karo Regency, North Sumatra Province. This sampling method uses Purposive Sampling, which is a sampling technique that is not based on random, region or strata but based on considerations that focus on specific goals with a total of 100 respondents. The results showed that the factors influencing visitor satisfaction were: a) Independent variables (infrastructure with a beta coefficient of 0,426 and promotions with a beta coefficient of 0,315) had a positive effect on visitor satisfaction resources (with a beta coefficient of 0,051 and institutions with a beta path coefficient 0,023) simultaneously has a positive but not significant effect on visitor satisfaction. b) The factors that influence tourist visits are: a) Independent variables (infrastructure with a beta coefficient of 0,475, promotion with a beta coefficient of 0,440 and visitor satisfaction with a beta coefficient of 0,554) have a positive and significant effect on tourists visits and resource (coefficients beta line 0,027 and institutional coefficient beta line 0,152) has a positive but not significant effect on tourist visits.

Keywords: infrastructure, promotion, resources, institutions

ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi kunjungan wisatawan selama pandemi Covid-19. Metode pengambilan sampel dipilih secara purposif di Agrowisata Taman Seribu Bunga Kabupaten 1, Raya, Kecamatan Berastagi, Kabupaten Karo, Provinsi Sumatera Utara. Metode pengambilan sampel ini menggunakan *purposive sampling*, yaitu teknik pengambilan sampel yang tidak didasarkan atas *random*, daerah atau strata tetapi didasarkan atas adanya pertimbangan yang berfokus pada tujuan tertentu dengan jumlah responden sebanyak 100 orang. Hasil penelitian menunjukkan bahwa faktor-faktor yang memengaruhi kepuasan pengunjung adalah: a) Variabel independen (sarana prasarana dengan koefisien beta sebesar 0,426 dan promosi dengan koefisien beta sebesar 0,315) berpengaruh positif terhadap kepuasan pengunjung sumber daya (dengan koefisien beta sebesar 0,051 dan kelembagaan dengan koefisien jalur beta sebesar 0,023) secara simultan berpengaruh positif namun tidak signifikan terhadap kepuasan pengunjung. b) Faktor-faktor yang memengaruhi kunjungan wisatawan adalah: a) Variabel independen (infrastruktur dengan koefisien beta sebesar 0,475, promosi dengan koefisien beta sebesar 0,440 dan kepuasan pengunjung dengan koefisien beta sebesar 0,554) berpengaruh positif dan signifikan terhadap kunjungan wisatawan dan sumber daya (koefisien beta jalur 0,027 dan kelembagaan dengan koefisien beta jalur 0,152) berpengaruh positif tetapi tidak signifikan terhadap kunjungan wisatawan.

Kata kunci: Kelembagaan, Promosi, Sarana Prasarana, Sumber daya

INTRODUCTION

Karo Regency is an area with natural beauty and cool temperatures. That is why many tourists travel to Karo Regency for vacation or entertainment. Each region has the potential of a different tourist destination. To develop quality tourism and cultural potential, the Karo Regency Tourism and Culture Office as the person in charge of tourism and cultural development, certainly has marketing communication activities (Sinuhaji, Siregar, & Jamil, 2019).

Taman Seribu Bunga is an interesting tour located in Raya County, Berastagi District, Karo Regency. *Taman Seribu Bunga* is managed by a village-owned enterprise (*BUMDes Arikh Ersada Raya*). *Taman Seribu Bunga* has become the idol of new tourists every day to enjoy the beauty of nature and various kinds of flowers with thousands of colours that can spoil tourists and make them comfortable and last longer in this place with cool winds.

Taman Seribu Bunga was established in 2016 and operated in early January 2020. Data obtained from *BUMDes Arikh Ersada Raya Berastagi* village, *Taman Seribu Bunga*, experienced a decrease in tourist visits from 2020. The Law of the Republic of Indonesia No.9 of

1990 concerning tourism, which comes from the root word tourism, defines tourism as tourism activities carried out by a person or group of people who visit certain places for recreation, development, and tourism. Etymologically, tourism comes from Sanskrit, namely “*pari*”, which means “many, many times, circling,” and “*wisata*”, which means “travel” or “traveling.” Based on the meaning of the word, tourism is a trip carried out many times or around, from one place to another, with specific aims and objectives (Dwityas, 2016).

Agro-tourism is a form of agriculture that takes agricultural land and turns it into attractive tourism, focusing on selling tourist services. Services can be in the form of natural beauty, peace, and education. The development of the agro-tourism business needs good management. The management of agro-tourism must pay attention to the sub-systems, namely the availability of facilities, the destinations offered, and the offers and services offered (Sari, 2021). According to Arismunandar et al., (2019) the experiential marketing has a significant effect on customer satisfaction and loyalty either directly or indirectly.

The tourism industry is one of the potentials to boost Indonesia’s economic

growth. So, there is nothing wrong with the government establishing tourism as a leading sector in creative business practices in Indonesia. The potential for the tourism industry in Indonesia, which is very large, is agricultural tourism (agrotourism). The prospect of agriculture as Indonesia's leading economic sector and an increasingly advanced tourism sector, these two sectors offer extraordinary economic opportunities when combined into one monetary unit in the form of agritourism (Simatupang, Pakpahan, Panataria, Simatupang, & Hutapea, 2022).

Satisfaction is the level of feelings after comparing perceived performance or results with one's expectations. Understanding customer satisfaction to meet customer expectations directly impacts service or sales. The ability to react quickly increases customer loyalty, creating sales or services that can increase customer loyalty. Measuring customer satisfaction is very useful for companies to assess the current position of the company or organization and find out which parts need improvement (Sulistyo & Salindri, 2019).

Service is an activity carried out by a person or group based on material factors through certain systems, procedures and methods related to

conducting business and fulfilling other people's interests according to their rights (Sumada & Suradika, 2020).

According to Warpani in Ghani (2017), infrastructure, including) accessibility is the connecting power between zones through roads and transportation networks. Accessibility is an important factor in the process of travelling. The ease of reaching a tourist area is seen from accessibility in the form of road conditions and the availability of modes of transportation to get to the tourist area. Improved accessibility means reduced travel time and costs. b) Utilities. The utility group is considered as electricity. The availability of a source of electrical energy is a prerequisite for developing the tourism industry. But you have to pay attention to its use. Not all tourist areas need electricity or only a little electrical energy, clean water, drinking water supplies, toilets, prayer rooms, and service networks (Ghani, 2017). Tourism facilities complement tourist destinations that are needed to serve tourists' needs in enjoying their trips. Development of tourist facilities in tourist destinations and certain tourism objects must be adapted to the needs of tourists both quantitatively and qualitatively. Market tastes also determine the demands of the intended

facility. Tourist facilities that must be provided in tourist destinations are hotels, travel agencies, transportation equipment, restaurants, and other supporting facilities (Kusnadi, 2021).

Philip Kotler (1997) in Rahadian & Pratomo (2013) defines promotion as an activity carried out to convey a certain message about products, goods or services, trademarks or companies and so on to consumers so that they can help marketers increase sales. According to (Kesuma, Budiono, & Edi, 2015), sales promotion is defined as marketing activities that provide extra value or incentives to salespeople, distribution or final consumers and can stimulate direct sales.

Natural resources are the entire landscape (resources system/resources stock), including public space on a large scale, as well as all the natural resources in it, along with all the commodities produced (resources flow) (Winasis & Setyawan, 2016). Human resources are one of the factors that play an important role in advancing the tourism sector. The importance of human resources in the tourism sector is because people are a very important resource in most organizations. In service-based organizations, human resources play a key role in achieving

successful performance: Evans, Campbell, & Stonehouse, 2003 (Setiawan, 2016).

Institutions can be defined as a system with rules of the game in carrying out all activities. These rules of the game can be in the form of a set of rules, both formal and informal, written or unwritten, regarding the governance of human relations with the environment concerning their rights and protection and responsibilities. In addition, institutions can also be defined as hierarchical organizations coordinated by a system of administrative or authority mechanisms. Hence, institutions become very complex due to the many parties involved and the factors that influence the running of an institution (Fakhrurrazi, Tajuddin Bantacut, 2018). Institutions have a role in managing resources and distribution of benefits to increase tourism potential and activators by facilitating tourism. In line with this income, the Village Government of Parik Sabungan promotes village management by forming a Tourism Awareness Group (*Pokdarwis* or *Kelompok Sadar Wisata*). Towards the development of an institutional concept more oriented towards the District Government, it can increase the participation of all parties in the

framework of tourism development (Noor, 2014).

RESEARCH METHOD

This research is located in *Taman Seribu Bunga* Agrotourism in County 1, Raya, Berastagi District, Karo Regency, North Sumatra Province. *Taman Seribu Bunga* Agrotourism is one of the agrotourism destinations that will open in 2021 and receives high enthusiasm from tourists and is also one of the tourist destinations where the number of visitors is always crowded, especially on holidays. The population in this study were 100 people consisting of government, managers, tourists, and the community around the *Taman Seribu Bunga* Agrotourism area. In this research, there are four independent variables, namely; infrastructure (*SP* or *Sarana Prasarana*), resources (*SD* or *Sumber Daya*), institutions (*KL* or *Kelembagaan*), and one dependent variable, namely; visitor satisfaction (*KP* or *Kepuasan Pengunjung*) and tourists visits (*KW* or *Kunjungan Wisatawan*).

RESULT AND DISCUSSION

Results of Multiple Linear Regression Analysis

Looking at visitor satisfaction in a combined/simultaneous or partial way. Structural path analysis diagram model as depicted below:

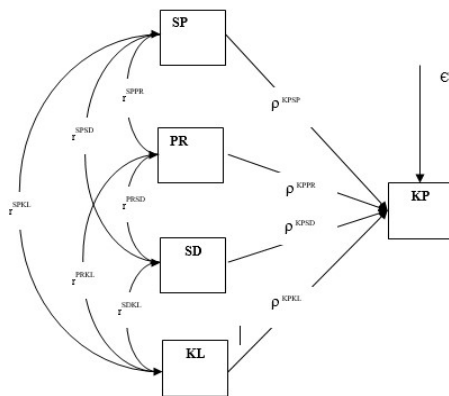


Figure 1. Substructure Path Diagram Model

SP is infrastructure, *PR* is promotion, *SD* is resources, *KL* is institutional, and *KP* is visitor satisfaction.

The equation for the multiple linear analysis diagram model in Figure 1 is written as follows:

$$KP = \rho^{KPSP}.SP + \rho^{KPPR}.PR + \rho^{KPSD}.SD + \rho^{KPKL}.KL + \epsilon_1$$

Knowing the influence of infrastructure, promotion, resources, and institutional variables on visitor satisfaction in a combined/simultaneous manner can be seen in Table 1.

Table 1. Test Results for the Effect of Infrastructure, Promotion, Resources, and Institutional Variables on Visitor Satisfaction

Description	R ²	Adjusted R ²	Coefficient of Other Variables (ρ^2C_1)	F grade	Sig.	α
Equation 1	0,375	0,348	0,652	14,222	0,000	0,05
Decision			H ₁ is accepted			

Source: Processed Primary Data (2022)

Table 1 shows that the Adjusted R-square number is 0,348. This figure means that the influence of infrastructure, promotions, resources, and institutions on visitor satisfaction is 0,348. Other factors outside the four variables influence the remaining 0,652.

The influence of infrastructure, promotion, resources, and institutional variables on visitor satisfaction individually/partially can be seen in Table 2.

Table 2. The Value of the Coefficient of Infrastructure, Promotion, Resources, and Institutional Pathways to Visitor Satisfaction

Influence Between Variables	Path Coefficient (Beta)	t value	Sig.	α	Decision
Infrastructure	0,426	4,822	0,000	0,05	H ₁ is accepted
Promotion	0,315	2,919	0,004	0,05	H ₁ is accepted
Resource	0,051	0,533	0,595	0,05	H ₀ is accepted
Institutional	0,023	0,199	0,842	0,05	H ₀ is accepted

Source: Processed Primary Data (2022)

Table 2 shows (a) the effect of infrastructure on visitor satisfaction with a path coefficient value of Beta, which is 0,426. The sig probability value is 0,000, which is smaller when compared to the probability value of 0,05, then H₁ is accepted; this shows an influence between infrastructure and visitor satisfaction. (b) the effect of promotion on visitor satisfaction with a path coefficient value of Beta is 0,315. The sig probability value is 0,004, which is smaller than the probability value of 0,05, then H₁ is accepted and shows an influence between promotions on visitor satisfaction. (c) the

impact of resources on visitor satisfaction with a path coefficient value of Beta is 0,051. The sig probability value is 0,595, which is greater than the probability value of 0,05, then H₀ is accepted, so there is no influence between the influence of resources on visitor satisfaction. (d) institutional impact on visitor satisfaction with a path coefficient value of Beta is 0,023. The sig probability value is 0,842, which is smaller when compared to the probability value of 0,05, then H₀ is accepted, so there is no influence between institutional influences on visitor satisfaction.

The magnitude of the correlation between variables overview

Analysis of infrastructure, promotion, resources, and institutional

influences on visitor satisfaction can be seen in Table 3.

Table 3. Correlation Values Between Infrastructure, Promotion, Resources, Institutional, and Visitor Satisfaction Variables Correlation

		KP	SP	PR	SD	KL
KP	Pearson Correlation	1	.510**	.467**	.096	.225*
	Sig. (2-tailed)		.000	.000	.340	.024
	N	100	100	100	100	100
SP	Pearson Correlation	.510**	1	.288**	-.135	-.022
	Sig. (2-tailed)	.000		.004	.179	.824
	N	100	100	100	100	100
PR	Pearson Correlation	.467**	.288**	1	.289**	.587**
	Sig. (2-tailed)	.000	.004		.004	.000
	N	100	100	100	100	100
SD	Pearson Correlation	.096	-.135	.289**	1	.522**
	Sig. (2-tailed)	.340	.179	.004		.000
	N	100	100	100	100	100
KL	Pearson Correlation	.225*	-.022	.587**	.522**	1
	Sig. (2-tailed)	.024	.824	.000	.000	
	N	100	100	100	100	100

- a) The correlation between infrastructure and promotion of 0,288 means that the relationship is quite strong. The direction of the positive correlation is 0,288, and the correlation is unidirectional. The correlation between the two variables is significant because the sig probability number is 0,004 < 0,05 probability, so the correlation between infrastructure and promotion is quite strong, significant, and in the same direction.
- b) The correlation between infrastructure and resources of -0,135 has a very weak meaning. The direction of the negative correlation is -0,135, and the correlation is not unidirectional. The

- correlation of the two variables is not significant because the sig probability number is 0,000 > probability 0,05, so the correlation between infrastructure and resources could be stronger, insignificant and in the same direction.
- c) The correlation between infrastructure and institutions of -0,022 means a very weak relationship. The direction of the correlation is -0,022; then, it is not unidirectional. The correlation between the two variables is insignificant because the sig probability number is 0,824 > 0,05 probability, so the correlation between infrastructure and institutions could be

stronger, significant, and in the sense direction.

- d) The correlation between promotions and resources is 0,289, which means the relationship is quite strong. The direction of positive correlation, namely 0,289; then the correlation is unidirectional. The correlation between the two variables is significant because the sig probability number is $0,000 < 0,05$ probability, so the correlation between promotions and resources is quite strong, effective, and unidirectional.
- e) The correlation between promotions and institutions is 0,587, which means a very strong relationship. The direction of positive correlation, namely 0,587, then the correlation of the two variables is unidirectional. The correlation between the two variables is significant because the sig probability number is $0,000 < 0,05$ probability, so the correlation between promotions and institutions is very strong, effective, and one-way.
- f) The correlation between resources and institutions is 0,522, which means that the relationship is quite strong. The direction of positive correlation, namely 0,522; then the correlation is unidirectional. The correlation

between the two variables is significant because the sig probability number is $0,000 < 0,05$ probability, so the correlation between resources and institutions is quite strong, effective, and unidirectional.

The substructural path diagram model after calculation can be seen in Figure 2.

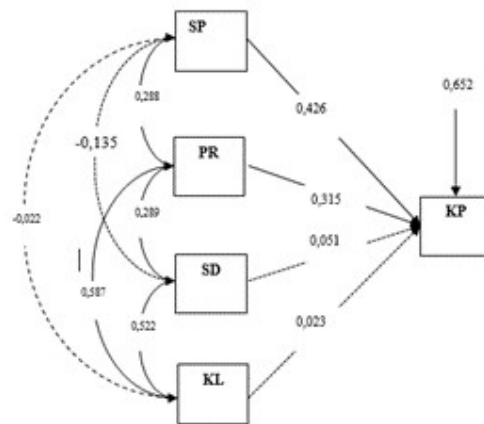


Figure 2. Substructure Path Diagram Model 1 After Calculation

The substructural equation I can be seen as the following equation:

$$KP = 0,426 SP + 0,315 PR + 0,051 SD + 0,023 KL + 0,652$$

or

$$\text{Visitor Satisfaction} = 0,426 \text{ Infrastructure} + 0,315 \text{ Promotion} + 0,051 \text{ Resources} + 0,023 \text{ Institution} + 0,652$$

The influence of the variable infrastructure, promotion, resources, and institutional visitor satisfaction on tourist visits combined/simultaneous or

individually/partially. The substructural path analysis diagram model can be seen in Figure 3.

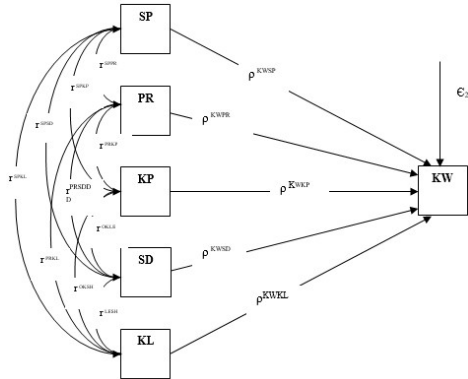


Figure 3. Substructure Path Diagram I

SP is infrastructure, *PR* is promotion, *SD* is resources, *KL* is

institutional, *KP* is visitor satisfaction, and *KW* is tourist visits.

The equation formula for the multiple linear analysis diagram model in Figure 1 can be written as follows:

$$KW = \rho^{KWSP}.SP + \rho^{KWPR}.PR + \rho^{KWSD}.SD + \rho^{KWKL}.KL + \rho^{KWKP}.KP + \epsilon_2$$

The influence of infrastructure, promotion, resources, institutions, and visitor satisfaction variables on combined/simultaneous tourist visits, can be seen in Table 4.

Table 4. Test Results for the Effect of Infrastructure, Promotion, Resources, Institutions, and Visitor Satisfaction on Tourist Visits during the Covid-19 period

Description	R ²	Adjusted R ²	Coefficient of Other Variables ($\rho^y\epsilon_1$)	F grade	Sig.	α
Equation 1	0,543	0,519	0,481	22,327	0,000	0,05
Decision			H ₁ is accepted			

Source: Processed Primary Data (2022)

Table 4 shows that the Adjusted R-square is 0,519, which means that there is an influence of infrastructure, promotions, resources, institutions, and visitor satisfaction on tourist visits of 0,519. Other factors outside the five variables

influence the remaining 0,481. The influence of infrastructure, promotion, resources, and institutional variables on visitor satisfaction individually/partially can be seen in Table 5.

Table 5. Path Coefficient Value of Facilities, Promotion, Resources, Institutions and Visitor Satisfaction with Tourists Visits

Influence Between Variables	Path Coefficient (Beta)	t value	Sig.	α	Decision
Infrastructure	0,191	2,249	0,027	0,05	H ₁ is accepted
Promotion	0,029	0,300	0,765	0,05	H ₀ is accepted
Resource	0,027	0,323	0,747	0,05	H ₀ is accepted
Institutional	0,152	1,554	0,124	0,05	H ₀ is accepted
Visitor Satisfaction	0,555	6,290	0,000	0,05	H ₁ is accepted

Source: Processed Primary Data (2022)

Table 5 shows (a) the effect of infrastructure on tourist visits with a path coefficient value of Beta, which is 0,191. The sig probability value is 0,027, which is smaller than the probability value of 0,05, so H1 is accepted. The results of this study indicate that infrastructure facilities increase tourist visits. (b) the effect of promotion on tourist visits with a path coefficient value of Beta is 0,029. The sig probability value is 0,765, which is greater than the probability value of 0,05, so H0 is accepted. The results of this study indicate that promotion does not increase tourist visits to *Taman Seribu Bunga* Agrotourism. (c) the influence of resources on tourist visits with a path coefficient value of Beta is 0,027. The sig probability value is 0,747, which is greater than the probability value of 0,05, so H0 is accepted. The results of this study do not increase tourist visits. (d) institutional influence on tourist visits with a path coefficient value of Beta, 0,152. The sig probability value is 0,124, which is greater than the probability value of 0,05, so H0 is accepted. The results of this study indicate that institutions need to increase tourist visits. (e) the effect of visitor satisfaction on tourist visits with a path coefficient value of Beta is 0,555. The sig probability value is 0,000, which is smaller than the

probability value of 0,05, so H1 is accepted. The results of this study indicate that visitor satisfaction increases tourist visits.

The magnitude of the path coefficient of the variable infrastructure, promotion, resources, institutions, visitor satisfaction, to tourist visits can be seen in Figure 4.

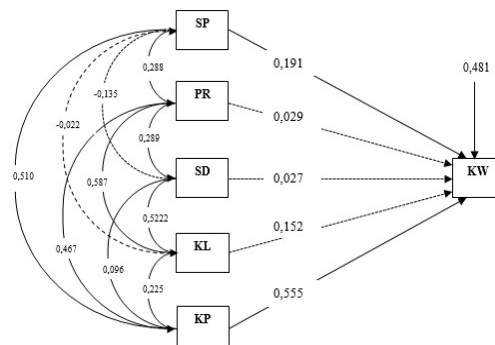


Figure 4. Substructure Path Diagram Model 1 After Calculation

The magnitude of the path coefficients of the infrastructure, promotion, visitor satisfaction, and tourist visits variables, as shown in Table 6, and the importance of the correlation between the variables shown in Table 7, results in the substructure path diagram model II after trimming II in Figure 5.

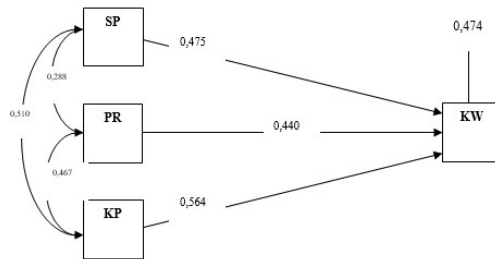


Figure 5. Diagram model II structure after trimming I

Substructural equation II after trimming I can be seen as the following equation:

$$KW = 0,475 SP + 0,440 PR + 0,564 KP + 0,474$$

The influence of infrastructure variables on tourist visits can be seen in Table 3. This table has a coefficient value of 0,475 and a significance value of 0,000. Infrastructure variables partially have a positive and significant influence on tourist visits.

The influence of the promotion variable on tourist visits has a coefficient value of 0,029 and a significance value of 0,765. It means that part there is a positive influence but not significant by the infrastructure variable on tourist visits. The first hypothesis was rejected, and trimming was carried out. Trimming model I was carried out by removing the infrastructure variable on tourist visits. The first hypothesis was rejected, and trimming was carried out. In the trimming model I removed the infrastructure, resources, and institutional variables from the model so that the path coefficient value of the promotion variable is 0,440 and the significance value is 0,000; the promotion variable partially has a positive and significant influence on tourist visits.

The influence of resources on tourist visits has a positive but insignificant effect, with a coefficient value of 0,027 and a significant value of 0,747. This condition explains that the higher the resource, the higher the tourist visit.

Institutional influence on tourist visits has a positive but insignificant effect, with a path coefficient value of 0,152 and a substantial value of 0,124. This condition explains that the lower the institution, the lower the tourist visits.

The effect of visitor satisfaction on tourist visits has a positive and significant impact, with a path coefficient value of 0,554 and a substantial value of 0,000. This condition explains that the higher the visitor satisfaction, the higher the number of tourist visits.

CONCLUSION

The factors that influence tourist visits are:

- a. Independent variables (infrastructure with a beta-coefficient of 0,475, promotion with a beta-coefficient of 0,440 and visitor satisfaction with a beta coefficient of 0,554) have a positive and significant effect on the dependent variable (tourist visits)
- b. The Independent variable (resource path coefficient beta 0,027 and

institutional beta path coefficient 0,152) has a positive but not significant effect on the dependent variable (tourist visits)

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