

Analysis of customer satisfaction of Kebun Refugia Magetan agrotourism in Magetan

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Abstract

Agricultural-tourism development (agritourism) is one of the alternatives that can encourage economic potential, one of which is agritourism carried out by the Magetan Regency government, namely the development of Kebun Refugia Magetan (KRM) agritourism. Agritourism is expected to be a means of showing local culture in the utilization of state asset land to increase the income of local governments and farmers which will increase local revenue (PAD). The purpose of this study was to determine the prioritized tourist attributes and the level of customer satisfaction in Kebun Refugia Magetan (KRM) Agrotourism Plaosan District Magetan Regency. The basic method of research is descriptive quantitative, determining respondents using non-probability sampling techniques, namely accidental sampling with a total sample size of 100. Statistical analysis used is Structural Equation Model Partial Least Square (SEM PLS), Importance performance analysis (IPA), and Customer satisfaction index (CSI). This study shows that the variables of attractions, amenities, and ancillary have a positive and significant effect on visitor satisfaction while the accessibilities variable is not significant. Importance performance analysis (IPA) and customer satisfaction index (CSI) show that customers are very satisfied with the tourist attributes at the Kebun Refugia Magetan but not maximized. This can be seen from the results of testing the level of customer satisfaction using the Customer Satisfaction Index (CSI) method of 84.50%. In testing with the Importance Performance Analysis (IPA) method, 3 attributes fall into quadrant A which means 3 tourist attributes have not been maximized according to customer expectations.

Keywords: Agritourism; Customer Satisfaction; Kebun Refugia Magetan.

1. Introduction

The tourism sector is the most effective sector to boost Indonesia's foreign exchange given that the resources needed to develop tourism are well available (Rahma, 2020). This makes the tourism sector able to become an economic driver (Elistia, 2020). Therefore, the tourism sector has great potential to be developed, especially agritourism (Priambodo and Suhartini, 2016). Agritourism can be defined as a unity of tourism activities that utilize the potential of agriculture in the form of

the natural beauty of agriculture as well as the distinctiveness and diversity of production activities and agricultural technology and the culture of the agricultural community (Palit, Talumingan and Rumagit, 2017).

Agritourism creates the potential for additional sources of income so as to increase profits for the surrounding community. Visitors to the Agrotourism area can transact directly with farmers so that the increase in agricultural products can be indirectly encouraged (Sembiring, Sunarso and Roessali, 2020). Agritourism can increase farmers' income, by utilizing the benefits of agritourism (Aini,


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Gayatri and Preasetyo, 2021), so that agritourism can provide alternative economic improvements to resource management activities, and to obtain income for local communities and local revenue (PAD) (Aji *et al.*, 2018).

The development of agritourism is becoming increasingly popular as a tourism segment around the world (Dare, Lucretia and Gondo, 2023). This development is due to the fact that most people now consider locations that can be used to relax rather than just unwind, both locations for sports, educational recreation and discussing business (Mondy, 2010). Agritourism is not only limited to a business in the service sector that sells services for consumer satisfaction by presenting beautiful scenery and fresh air, but can act as a medium for promoting agricultural products to educational media for the community (Sibi and Bayu, 2020).

The magnitude of the benefits of agritourism has encouraged the government and the private sector to invest. One of the agro-tourism developments is the construction of the Kebun Refugia Magetan (KRM) agro-tourism which is a Magetan Regency government program. However, tourist visits to agro-tourism experience fluctuations, Kebun Refugia Magetan is not yet optimal and stable. Customer dissatisfaction with supporting facilities, such as accessibility, attractiveness, tour packages, and additional services, is thought to be the basis of this case. These supporting facilities are tourist attributes that are an important part of a tourist destination that affects customer satisfaction at Kebun Refugia Magetan (KRM) Agrotourism. One of the business objectives is customer satisfaction.

According to Armansyah and Jailani (2020) customers are everyone who buys and uses products, both goods and services, in this case customer to KRM. Customer satisfaction is a person's feeling after comparing the perceived performance or results with their expectations (Engel, J.F., Blackwell, R.D. and Miniard, 1995). Service quality is defined as an effort to fulfill consumer needs and desires and the accuracy of

their delivery in balancing consumer expectations (Romadhoni, Nugroho and Sudiyarto, 2021). Agritourism business actors must be able to offer services that can meet consumer expectations. If consumers get service quality that exceeds their expectations, then consumers will feel satisfied. However, if consumer expectations of service quality are not met, consumers will feel disappointed (Marseva, Putri and Ismail, 2016).

Based on the above, it is very important to research the analysis of tourism attributes that affect customer satisfaction at Kebun Refugia Magetan (KRM) Agrotourism Plaosan District, Magetan Regency. This study aims to determine the level of customer satisfaction in Kebun Refugia Magetan (KRM) Agrotourism Plaosan District Magetan Regency and the factors that influence it and the strategy of prioritized tourist attributes. The results of the study are expected to help the manager of Kebun Refugia Magetan Agrotourism plan the development of tourist facilities and facilities so that customers enjoy the trip and feel satisfied with the tourist attributes offered and determine what components of tourist attributes affect customer satisfaction. The hope is that tourist attributes must be adjusted to the expectations or interests of customers so that customers are satisfied.

2. Materials and Methods

The research location was determined by purposive method or deliberately considering that the development of agriculture-tourism (agrotourism) in Magetan Regency, especially the Kebun Refugia Magetan, is one of the alternatives that can encourage regional economic potential. This research uses descriptive quantitative research methods that describe variables as they are supported by data in the form of numbers generated from the actual situation.

The method of determining respondents using non-probability sampling techniques. The type of

non-probabilty sampling used is Accidental sampling, namely sampling from the population by chance so that anyone who meets the researcher incidentally or by chance who is seen as suitable as a resource can be sampled (Sugiyono, 2008). The sample used in this study amounted to 100. The sample must meet the requirements as respondents, namely tourists who have visited the Kebun Refugia Magetan, are at least 17 years old and have understood the question and answer procedures in the questionnaire. Observation, documentation, and interviews were used to collect data. Methods of data analysis using Structural Equation Model Partial Least Square (SEM PLS) to determine the effect of tourist attributes on visitor satisfaction Refugia Magetan Agrotourism Garden. The next method Importance performance analysis (IPA) and Customer satisfaction index (CSI) to determine the prioritized tourist attributes and the level of visitor satisfaction Refugia Garden Magetan (KRM).

2.1. Structural Equation Model Partial Least Square (SEM PLS)

Structural Equation Model Partial Least Square (PLS) is a method that is able to describe latent variables using indicators (Ghozali, 2016). The tests carried out include:

a. Measurement Model Testing (Outer Model)

This test includes validity and reliability tests. The validity test is carried out in two ways, namely convergent validity and discriminant validity. Convergent validity is seen through the correlation value between item score and construct score. Meanwhile, discriminant validity is seen by comparing the cross loading value, where the loading value of the intended variable indicator must be greater than the loading value on other variables. In addition, these results are strengthened by looking at the Average Variance Extracted (AVE) value.

The reliability test is carried out to determine the extent to which the instrument used is reliable, consistent and able to reveal actual information in

the field. The reliability test is strengthened by looking at Cronbach's Alpha with a value above 0.70 for confirmatory research or 0.60 is still acceptable exploratory research (Ghozali, 2014).

b. Testing the Structural Model (Inner Model)

Inner model testing can be done by looking at the R-Square value which is also a goodness-fit test with criteria >0.67 good, >0.33 moderate and >0.19 weak (Ghozali, 2014). Then the Q-Square predictive relevance observation is carried out which can describe how well the observation value produced by the model and also the parameter estimate. A Q-Square value greater than zero indicates that the model has predictive relevance.

c. Hypothesis Testing

Hypothesis testing in this study uses Partial Least Square (PLS) where tests will be carried out on each path. The method used is bootstrapping. This study uses a significance level of 5%, which has a t-statistic value of 1.96 and a p-value smaller or equal to 0.05.

2.2. Importance performance analysis (IPA)

The stages in the Importance performance analysis (IPA) method are as follows:

a. Comparing the performance score with the importance score to determine the suitability between the interests and performance of the attributes studied. The formula for the level of conformity used is:

$$Tki = \frac{Xi}{Yi} 100\%$$

Description:

Tki = level of conformity

Xi = Performance score

Yi = Importance score

b. Calculate the average assessment on each attribute using the formula:

$$Xi = \frac{\sum Xi}{n} \quad Yi = \frac{\sum Yi}{n}$$

Description:

Xi = Average performance score of attribute i

Yi = Average score of importance of attribute i

- n = Number of respondents
- c. Determining the boundaries of the Cartesian diagram, namely by calculating the average of all attributes of importance and performance using the formula:

$$\bar{X} = \frac{\sum Xi}{k} \quad \bar{Y} = \frac{\sum Yi}{k}$$

Keterangan:

- \bar{X} = average performance level score
 \bar{Y} = average importance level
 k = number of attributes that can affect buyer satisfaction

- d. Interpret each attribute on the quadrant of the Cartesian diagram as in the following illustration:

	\bar{Y}		
HOPE	A. Priority	B. Keep Up the Good Work	\bar{X}
	C. Low Priority	D. Excessive	
PERFORMANCE			

Description:

- X = average score of all service performance level factors
 Y = level of consumer expectations
 \bar{X} = the level of service performance provided by the company
 \bar{Y} = average score of all consumer interest level factors

The formula used to calculate these values is as follows:

$$\bar{X} \text{ or } \bar{Y} = \frac{\text{(Sum of the answer value of each component)}}{n}$$

Description:

- n = Number of respondents

2.3. Customer satisfaction index (CSI)

Another analytical tool used is the Customer satisfaction index (CSI). Customer Satisfaction index is a method other than IPA that is used to determine the level of overall consumer satisfaction with an approach that considers the

level of importance and performance level of the measured product and service attributes. Customer satisfaction index (CSI) has several advantages, including efficiency (not only the satisfaction index but at the same time obtaining information related to dimensions / attributes that need to be improved), easy to use and simple and uses a scale that has high sensitivity and reliability.

Measuring customer satisfaction with the Customer satisfaction index method, the first step is to determine the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS). This value comes from the average level of importance and performance of each attribute, with the formula:

$$MIS = \frac{\sum_{i=1}^n Yi}{n} \quad MSS = \frac{\sum_{i=1}^n Xi}{n}$$

Description:

- n = number of respondents
 Yi = importance value of attribute i
 Xi = performance value to i

The second stage is to calculate Weight Factors (WF). This weight is the percentage of MIS value per attribute to the total MIS of all attributes.

$$Wfi = \frac{MISi}{\sum_{i=1}^p MISi} \times 100\%$$

Description:

- p = number of importance attributes
 l = i-th attribute

Next calculate the Weight Score (WS). This weight is a multiplication of weight factors (WF) with the average level of satisfaction (Mean Satisfaction Score = MSS).

$$Wsi = Wfi \times MSSi$$

Description:

- I = i-th attribute

The last step is to calculate the Customer Satisfaction Index (CSI) with the formula:

$$CSI = \frac{\sum_{i=1}^p WSi}{5} \times 100\%$$

The value obtained from the CSI calculation is used to determine the level of customer satisfaction. According to Mulyo Sanusi and Joko (2018) the overall level of respondent satisfaction can be seen from the CSI scale table criteria (very

satisfied = 81-100%), (satisfied = 66-80.99%), (moderately satisfied = 51-65.99%), (less satisfied = 35-50.99%), and (dissatisfied = 0-34.99%).

3. Results and discussion

Kebun Refugia Magetan (KRM) is an initiative of the local government through the Food, Horticulture, Plantation and Food Security Service of Magetan Regency to provide horticulture-based educational tourism (Renstra Dinas TPHPKP Kabupaten Magetan 2018-2023). Kebun Refugia Magetan has great tourism potential that can be developed to attract tourists supported by the natural conditions of the mountains.

The characteristics of respondents to the answers obtained from the distribution of questionnaires

Table 1. Respondent Characteristics

	Characteristics	Number of Respondents	Percentage
Gender	Male	33	33
	Female	67	67
Age	20 - 30 years old	4	4
	31 – 40 years old	37	37
	41 – 50 years old	43	43
	> 50 years old	16	16
Latest education	Elementary School	1	1
	Junior High School	-	-
	Senior High School	47	47
	Diploma	12	12
	S1	40	40
	S2	-	-
Jobs	Civil Servants	38	38
	Private Employees	18	18
	Self-employed	22	22
	Others	22	22
Income/month	< 1.000.000	2	2
	1.000.000 - 1.999.999	26	26
	2.000.000 – 2.999.999	43	43
	3.000.000 – 3.999.999	14	14
	4.000.000 – 4.999.999	12	12
	> 5.000.000	3	3

Data Source: Primary

3.1. Structural Equation Model Partial Least Square (SEM PLS)

that have been given to 100 respondents can be seen in Table 1. The majority of respondents are female, this is because women prefer beauty (Kim and Lee, 2018) compared to men. Customers are dominated by old age, because at that age people will prefer recreational places that provide tranquility and at the same time present natural beauty. This is in line with the results of research (Orr et al., 2016) where people of old age get considerable pleasure and enjoyment from seeing nature, being and doing activities in nature. The majority of customers have a high school or vocational school background and also have a bachelor's degree. Based on occupation, most respondents are civil servants. Based on monthly income, it is dominated by the monthly income group between Rp 2,000,000 to Rp 2,999,999 with a percentage of 43 percent.

3.1.1. Measurement model analysis (Outer Model)

Measurement model analysis is carried out to determine the validity and reliability of the indicators used in the SEM model.

a. Convergent Validity Testing

Assessment of convergent validity in evaluating the measurement model based on the correlation between item scores or construct stores calculated using PLS. Variables are said to have good validity against their latent variables if the loading factor value is greater than 0.70 (Ghozali, 2014).

The loading factor value after reducing the indicator shows that the model has met the convergent validity requirements. Next, test with Average Variance Extracted (AVE). Factor validity can be seen in Table 2 where the AVE value is above 0.5. AVE values above 0.5 are considered valid so it can be concluded that these measurements meet the criteria for convergent validity (Ghozali, 2014). So based on the outer loading value and AVE value that have met the criteria, it can be concluded that the research model is valid.

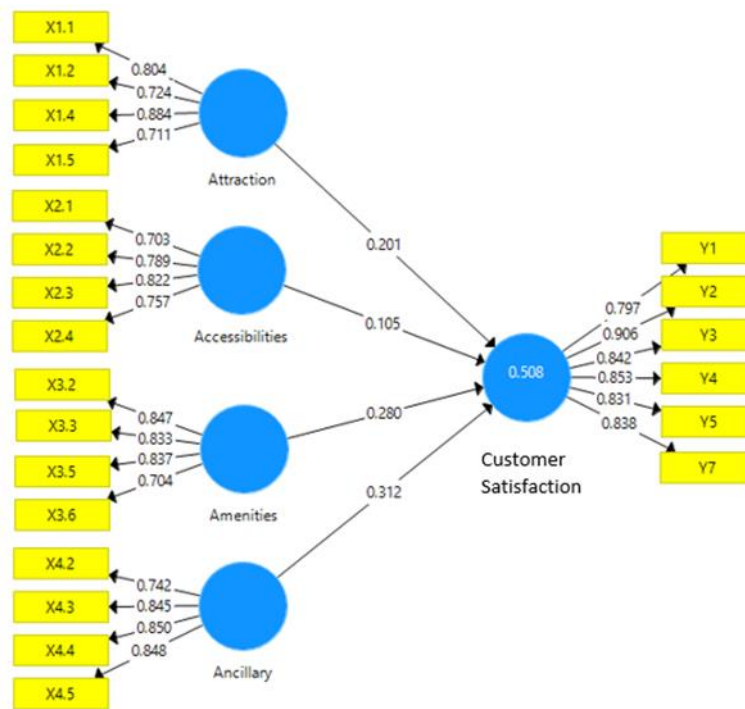


Figure 1. Loading Factor and Path Coefficient

Table 2. Average Variance Extracted (AVE)

Faktor	AVE
Accessibilities	0,591
Amenities	0,652
Ancillary	0,677
Attraction	0,614
Customer Satisfaction	0,714

Source: Primary Data Analysis

b. Discriminant Validity Testing

Testing discriminant validity using the Fornell-Larcker criterion. Decision making can be seen if the variable crossing value must be greater than to the left of it. For this Fornell-Larcker criterion

test, all crossing factor values are greater than the value on the left, so it can be concluded that the data meets discriminant validity.

c. Reliability Testing

Testing can be done by looking at the value of Cronbach's alpha and the composite reliability value. According to Ghozali (2014), a variable is said to be reliable if it has a composite reliability value above 0.6 and Cronbach's alpha above 0.7. The Composite Reliability and Cronbachs Alpha values of all latent variables are > 0.70. So that all

manifest variables in measuring latent variables in the estimated model are declared reliable. Thus

testing the structural model (inner model) can be continued.

Table 3. Testing result Fornell Larcker Criterion

	Accessibilities	Amenities	Ancillary	Attraction	Customer Satisfaction
Accessibilities	0,769				
Amenities	0,416	0,808			
Ancillary	0,469	0,649	0,823		
Attraction	0,331	0,381	0,440	0,784	
Customer Satisfaction	0,435	0,603	0,632	0,480	0,845

Source: Primary Data Analysis

Table 4. Composite Reliability and Cronbach’s Alpha

Variable	Cronbach's Alpha	Composite Reliability	Description
Accessibilities	0,775	0,852	Reliable
Amenities	0,820	0,882	Reliable
Ancillary	0,841	0,893	Reliable
Attraction	0,794	0,863	Reliable
Customer Satisfaction	0,920	0,937	Reliable

Source: Primary Data Analysis

3.1.2. Structural Model Analysis (Inner Model)

Evaluation of the structural model (inner model) is a stage in data analysis by looking at the coefficient of determination (R-square) and predictive relevance (Q-square) on endogenous variables. The value of the coefficient of determination is used to measure how far the model's ability to explain the variance of endogenous variables.

a. Path Coefficient Testing

Path coefficient means the effect of the value of exogenous factors (X) on endogenous factors (Y). This value ranges from 0 to 1 and can be positive or negative.

Table 5. Path Coefficient

	Customer Satisfaction
Accessibilities	0,105
Amenities	0,280
Ancillary	0,312
Attraction	0,201

Source: Primary Data Analysis

The path coefficient value is positive, meaning that the accessibilities, amenities, ancillary,

attraction variables have a positive influence on visitor satisfaction.

b. Testing the Coefficient of Determination

The coefficient of determination or R² explains the variance of endogenous factors (Y) that can be explained by exogenous factors (X). in this study the endogenous variable is visitor satisfaction, while the exogenous variables are accessibilities, amenities, ancillary, attraction.

Table 6. R-Square

	R Square
Customer Satisfaction	0,508

Source: Primary Data Analysis

Based on Table 6, it is known that the coefficient of determination is 0.508. According to (Hair *et al.*, 2016) the coefficient of determination of a factor if it is 0.75 is categorized as high, the value of 0.5 is categorized as moderate and the value of 0.25 is categorized as low. Based on this, it can be concluded that the coefficient of determination in this study is categorized as moderate. The coefficient of determination of 0.508 means that

50.8% of the visitor satisfaction factor can be explained by the factors in this study.

c. Predictive Relevance Testing (Q^2)

The predictive relevance value can be used to measure the observation value produced by the model and its parameter estimates.

Table 7. Nilai Q-Square

	Q^2
Kepuasan Pengunjung	0,344

Source: Primary Data Analysis

If the Q^2 value is greater than 0, the model is said to be quite good while the value is less than 0, the

model lacks good predictive relevance. Based on the table, it is known that the predictive number value in this study is 0.344, which means that the predictions made by the model are relevant or have relevant predictive value.

3.1.3. Hypothesis Testing

Hypothesis testing on smart PLS is done by bootstrapping. Testing is done by looking at the amount of the T-statistic and the original sample value and P value. The significance level used is 5%, the t-statistic value is 1.96 and the p-value ≤ 0.05 . If the p-value $\leq \alpha$, then the factor affects visitor satisfaction.

Table 8. Analysis Result of Bootstrapping Path Coefficients

	Original Sample	T Statistics	P Values
Accessibilities -> Kepuasan Pengunjung	0,105	1,078	0,282
Amenities -> Kepuasan Pengunjung	0,280	3,173	0,002
Ancillary -> Kepuasan Pengunjung	0,312	2,949	0,003
Attraction -> Kepuasan Pengunjung	0,201	2,323	0,021

Source: Primary Data Analysis

Based on Table 8, it can be seen that the attributes of amenities, ancillary and attraction have a positive and significant effect on visitor satisfaction. While the accessibilities attribute is not significant to visitor satisfaction. The results of this study are in line with the findings of (Dwiyanti, 2016) that accessibilities to the destination have no effect on tourist satisfaction. Huda, Dewi and Agus Wikanatha Sagita (2022), also state that accessibility has no significant effect on visitor satisfaction. The indicators used in the accessibilities variable have not been able to satisfy visitors. This encourages the need for improvements related to accessibilities owned by the Magetan Refugia Garden such as improving access to the location, reducing travel costs by cooperating with bureaus, and adding clear directions to the Magetan refugia garden.

X1 variable that is attraction partially significant effect on visitor satisfaction. This is in line with the findings of (Abdulhaji and Yusuf, 2016) that attractions affect tourist satisfaction. Attractions

have a significant role in attracting tourists to visit tourist destinations. According to Shaykh-Baygloo (2021) tourist satisfaction is largely related to the evaluation of attractions. Visitors are satisfied with the attractions owned by the Magetan Refugia Garden. This emphasizes that the landscape at the Magetan Refugia Garden is the main attraction considering that this agro-tourism offers beautiful natural scenery. Attraction in this study is supported by indicators of natural beauty, interesting photo spots, landscapes in KRM and the Agritourism market . Furthermore, the amenity variable, the results of research by Salasa and Ismail (2018) support the findings in this study where the amenity variable affects visitor satisfaction. Amenity in this study is supported by indicators of the availability of clean and affordable food stalls, complete and adequate cleaning facilities, and the availability of viewing towers. These facilities are proven to increase visitor satisfaction and are considered to support visitor needs.

Based on the analysis, it can be seen that ancillary variables have the most dominant influence on customer satisfaction. This is in line with the findings of Octafian and Palupiningtyas (2019), where the service quality variable has the most dominant effect on tourist satisfaction. So it can be said that the better the ancillary, the higher the level of tourist visits. These results are also supported by the results of research by Prawiranata, Yulianto and Kusumawati (2016), which states that hospitality has a significant

effect on customer satisfaction. Thus, the hospitality factor must be applied to every interaction with service provision. Ancillary in this study is supported by indicators of service quality, educational tourism, and hospitality of residents around KRM. Visitors will feel satisfied with informative and communicative tour guides Sukma Irmanda (2021). Based on the description above, it can be concluded that the main thing that tourists expect is service quality.

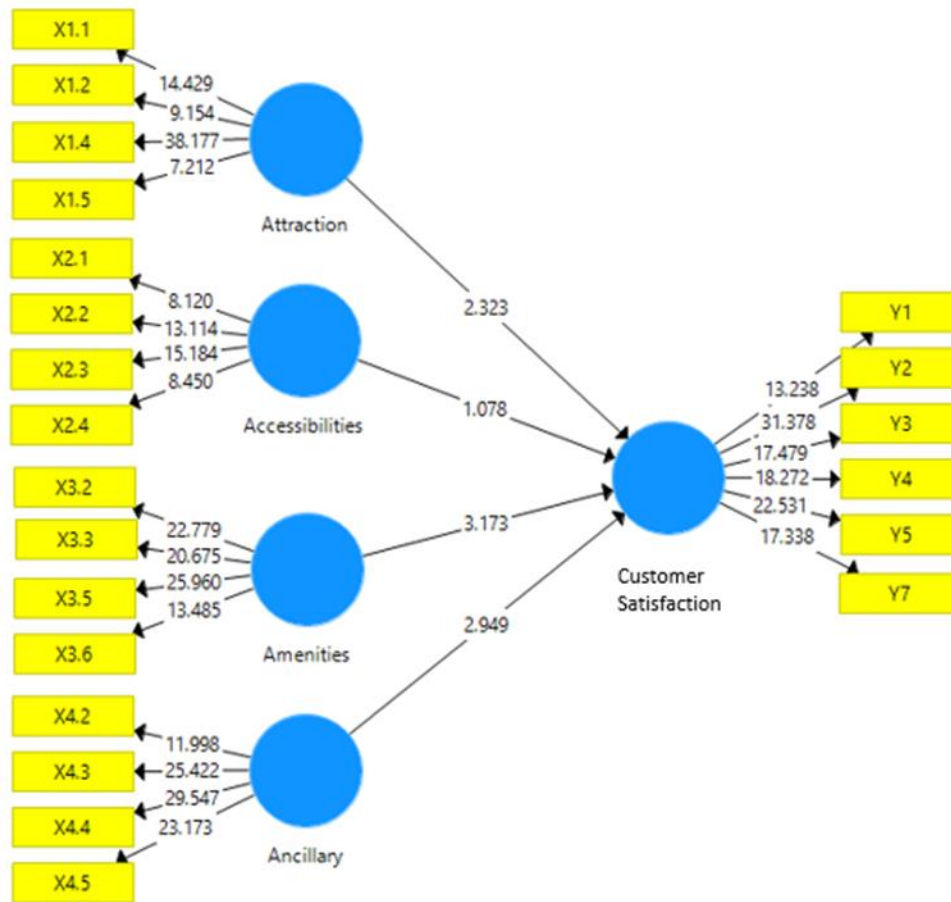


Figure 2. Path Diagram of T-Statistic value (Bootstrapping)

3.2. Importance Performance Analysis (IPA)

Tourism Attributes Kebun Refugia Magetan then analyzed by the method of Importance performance analysis (IPA) to determine the assessment of the performance/satisfaction of customers and expectations/interests of

customers to the Kebun Refugia Magetan according to the research objectives of knowing the tourism attributes that are prioritized for the strategic development of Kebun Refugia Magetan. In the Importance Performance Analysis (IPA) method will display the results of

the assessment of the performance/satisfaction of customers and expectations/interests of customers to the tourist attributes in the Kebun Refugia Magetan (KRM) into 4 quadrants in the form of a Cartesian diagram .

The diagram is used to display the distribution of performance ratings and expectations of the existing tourist attributes in the Kebun Refugia Magetan. Based on the results of the quadrant analysis, it can be seen the attributes contained in quadrants A, B, C, and D and their implications for these results. The attributes contained in each quadrant can be seen in Figure 3.

Based on Figure 3, there are statements that fall into the A IPA quadrant, which means that the tourism attributes are not satisfactory because they have not met customer expectations and are the main priority for improvement, namely at the attributes of employee service quality (19), clean and comfortable food stalls and affordable prices (11), and educational tours for customers and school children (20). The attributes contained in this quadrant have a high level of importance according to respondents but their performance is

still low. The implication is that the attributes contained in this quadrant must be prioritized for improvement. According to Daengs, Mahjudin and Hufron (2012) it is important to understand consumers in order to improve services considering that service affects the level of satisfaction.

There are 10 statements that fall into the B IPA quadrant, which means that the tourism attributes are satisfying so that they should be maintained, namely the attributes of interesting photo spots at KRM (2), the Ki Mageti mosque building local cultural assets (3), travel routes to tourist sites (7), travel costs (8), road access (9), gazebos (10), cleaning facilities (12), large and safe parking lots (13), clean and adequate number of bathroom facilities (14), and affordable ticket prices (16). The attributes contained in this quadrant have a high level of importance and their performance is also considered good by respondents. The attributes contained in this quadrant are strengths or advantages in the eyes of respondents. Managers need to maintain the quality and performance of these attributes.

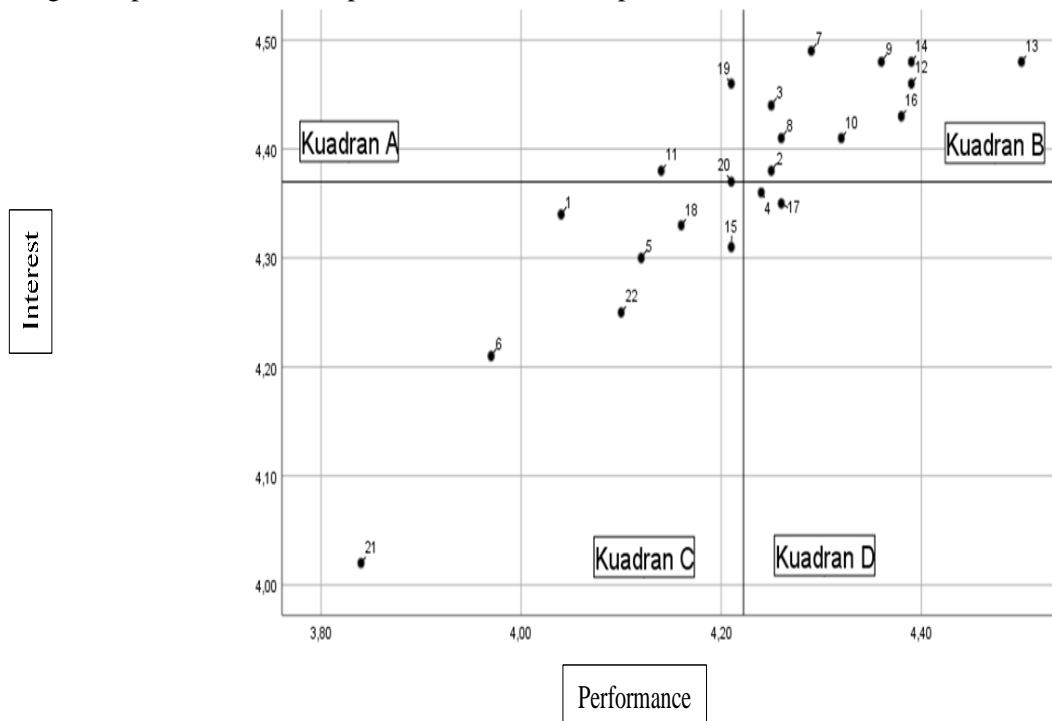


Figure 3. Cartesian Diagram IPA

There are 7 statements that fall into the IPA C quadrant, which means that the manager does not attach much importance to these tourism attributes because customers consider them unimportant and the performance assessment is also low so that it becomes a low priority, namely attributes of the beauty of KRM as an attraction of visiting interest (1), Agrotourism market (5), internet network (6), viewing tower (15), security (18), ATV tours (21), and hospitality of local residents (22). The attributes contained in this quadrant have a low level of importance and their performance is also considered unfavorable by respondents. Managers need to make performance improvements to these attributes to prevent these attributes from shifting to quadrant A.

3.3. Customer Satisfaction Index (CSI)

Customer Satisfaction Index (CSI) is a customer-based satisfaction benchmarking system and metric that has been widely implemented (Rajendrana and Suresh, 2017). According to (Yanova, 2015) using a weighted index in a scale or point evaluation system is a fairly simple method for formalizing the satisfaction index. Based on the research results, the CSI value is 84.50%, which is in the range $> 81\%$, meaning that customers feel very satisfied with the attributes that are measured by the level of satisfaction. Even so, the manager must maintain and make improvements to increase customer interest based on customer satisfaction with tourist attributes at the Kebun Refugia Magetan. Improving quality and determining the right strategy will increase customer satisfaction (Sumrit and Sowijit, 2023).

Table 9. Calculation of Tourism Attributes Customer Satisfaction Index

No	Tourism Attributes	MIS	MSS	WF (%)	WS (%)
Attraction					
1	The beauty of KRM	4.34	4.04	0.0451	0.1824
2	Supporting documentation of interesting photo spots	4.38	4.25	0.0456	0.1936
3	Ki Mageti Mosque Building	4.44	4.25	0.0462	0.1963
4	KRM Landscape	4.36	4.24	0.0454	0.1923
5	Agritourism Market	4.3	4.12	0.0447	0.1843
Accessibilities					
6	Internet Networks	4.21	3.97	0.0438	0.1738
7	Travel Routes	4.49	4.29	0.0467	0.2004
8	Travel Costs	4.41	4.26	0.0459	0.1954
9	Road Access	4.48	4.36	0.0466	0.2032
Amenities					
10	Gazebo	4.41	4.32	0.0459	0.1982
11	Food Stalls	4.38	4.14	0.0456	0.1886
12	Cleaning Facilities	4.46	4.39	0.0464	0.2037
13	Spacious parking lot	4.48	4.5	0.0466	0.2097
14	Bathroom Facilities	4.48	4.39	0.0466	0.2046
15	Viewpoint Tower	4.31	4.21	0.0448	0.1887
16	Affordable Ticket Prices	4.43	4.38	0.0461	0.2018
17	Photo spots are available	4.35	4.26	0.0452	0.1928
Ancillary					
18	Safety	4.33	4.16	0.0450	0.1874
19	Quality of Employee Services	4.46	4.21	0.0464	0.1953
20	Educational Tourism	4.37	4.21	0.0455	0.1914
21	ATV Tour	4.02	3.84	0.0418	0.1606
22	Friendliness of the local people	4.25	4.1	0.0442	0.1812
Total		96.14	92.89		4.225
CSI Value = 84.50%					

Source: Primary data analysis

Strategic steps need to be taken to increase consumer interest in visiting Kebun Refugia Magetan again. Amenities and ancillary services need to be maintained considering that these two things are proven to significantly affect tourist satisfaction. Steps that can be taken include optimizing the tourist attributes contained in quadrant A, including the quality of employee services, food stalls, and educational tours. Meanwhile, improving performance on these attributes will only cause a waste of resources. Tourist attributes contained in quadrant D are considered excessive, including KRM landscapes and travel routes. The addition of facilities for the KRM landscape and travel routes to KRM is considered not important by respondents as supporting interest in visiting the Kebun Refugia Magetan.

4. Conclusion

Based on the testing and discussion of the research results, it can be concluded that based on SEM analysis, it is found that the attributes of amenities, ancillary and attraction have a positive and significant influence on visitor satisfaction at Refugia Garden Magetan. Furthermore, ancillary variables show the most dominant influence on customer satisfaction, this emphasizes the importance of service quality and hospitality in influencing visitor perceptions. However, the accessibilities attribute is not proven to have a significant influence. Based on Importance performance analysis there is still a performance that has not met the expectations of visitors, so improvements need to be made. The priority attributes that need to be addressed are the quality of employee service, clean and comfortable food stalls and affordable prices and educational tours for visitors and school children. Furthermore, based on the Customer Satisfaction Index analysis, the visitor satisfaction index of the Magetan Refugia Garden is included in the very satisfied category. Based on the results of the

research that has been done, the researchers provide the following suggestions:

1. The manager needs to pay attention to variables that affect customer satisfaction, namely attraction, amenity and ancillary where the order of improvement starts from ancillary service attributes, especially indicators of employee service quality to visitors who have a large expectation / importance value but visitor satisfaction still has a low value. The manager needs to pay attention to additional services such as security, educational tours, ATV tours, hospitality of local residents and facilities such as gazebos, food stalls, cleaning facilities, parking lots, viewing towers, ticket prices, and photo spots as an effort to maintain and increase customer satisfaction.
2. Ancillary variables are the dominant variables in influencing tourist satisfaction at the Magetan Refugia Garden. Therefore, it is important for the manager to always maintain and provide innovation to employees to further improve hospitality and service to visitors as an attraction for return visits to the Magetan Refugia Garden and present new, more innovative game rides.
3. Managers are expected to be able to apply the results of this study to be able to prioritize the allocation of resources for significant attributes.
4. For further research is expected to examine changes in consumer expectations in order to renew the attributes of tourist products as a means of differentiation with other competing natural tourist destinations.

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All authors are contributed in this research.

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All Institutional Review Board Statements are confirmed and approved.

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Data presented in this study are available on fair request from the respective author.

Ethics Approval and Consent to Participate

Not applicable

Consent for Publication

Not applicable.

Conflicts of Interest

The authors disclosed no conflict of interest starting from the conduct of the study, data analysis, and writing until the publication of this research work.

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