Visitor Satisfaction at Aan Secret Waterfall Agrotourism

I Dewa Gede Wirabawa[1] and Ni Luh Made Indah Murdyani Dewi[1,2]
Udayana University, Bali, Indonesia[1]
Center of Excellence for Food Sovereignty, Udayana University, Bali, Indonesia[2]

Corresponding Author   :   I Dewa Gede Wirabawa
E-mail   :   dewawirabawa@gmail.com
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ABSTRACT

BACKGROUND AND OBJECTIVES:
Aan Secret Waterfall Agrotourism offers a peaceful and beautiful rural atmosphere, complemented by picturesque rice fields and a hidden waterfall. Visitor numbers to Aan Secret Waterfall Agrotourism have declined, with 250 visitors in 2023 and 225 visitors in 2024. The decline in visitors is attributed to the emergence of new agrotourism destinations. The objective of this study is to analyze visitor characteristics, determine the level of importance visitors place on the destination, assess the performance of the agrotourism destination, and analyze visitor satisfaction levels. This analysis aims to identify destination attributes that require improvement to enhance the performance of Agrowisata Aan Secret Waterfall.

METHODS:
Data was collected using questionnaires and then tested for validity and reliability. The data was then analyzed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods.

FINDINGS:
The results show that visitors to Aan Secret Waterfall Agrotourism are predominantly males aged 17-25 years old, with a high school/vocational school education level, an income level of Rp. 1.000.000-Rp. 2.500.000, and residing in Bali. The visitor satisfaction level, analyzed using the Customer Satisfaction Index (CSI), stands at 82.39%. The results of the Importance Performance Analysis (IPA) indicate a high level of alignment between performance and importance, with an average score of 95.55%.

CONCLUSION:
The high scores obtained reflect visitors' expectations, indicating that the performance level of Agrowisata Aan Secret Waterfall is already satisfactory, resulting in high visitor satisfaction. However, improvements are needed in several areas, including trash bins, road access, promotion through social media platforms, and promotion using banners. These improvements are essential to further enhance visitor satisfaction.

Keywords: Agrotourism; Satisfaction; Performance; Importance; Visitors

INTRODUCTION

One of the agrotourism sites in Klungkung Regency is Aan Secret Waterfall Agrotourism, located in Banjarangkan District. Aan Secret Waterfall Agrotourism opened to the public on December 10, 2018. Aan Secret Waterfall Agrotourism offers a beautiful and hidden waterfall panorama. Before seeing the hidden waterfall, visitors will be taken to a reflection hut containing photo albums of the process of creating the trail and cleaning the environment at Aan Secret Waterfall Agrotourism, as well as an inspirational hut. During the journey to find the waterfall, visitors will be taken on a trek along the water flow and between rock cliffs or canyons, adding to the peaceful and tranquil atmosphere. In addition to the beauty of the waterfall, Agrowisata Aan Secret Waterfall also features a café that introduces and sells various Balinese-style foods and beverages, which can be enjoyed while breathing in the fresh air and taking in the scenic views of the rice fields.

According to the management, visitor numbers to Aan Secret Waterfall Agrotourism in 2023 were 250 visitors, and in 2024, 225 visitors. There was a 10% decrease in the number of visitors in 2023 and 2024. Customer satisfaction is a very important and determining factor in maintaining the continuity of the company's business (1). This will lead to an increase in new customers. Given this, it is important to know the level of visitor satisfaction in order to maintain and increase the number of visitors.

Previous studies have examined the factors that influence visitor satisfaction in tourism. A study at Telaga Menjer measured visitor satisfaction with attractions, amenities, and accessibility (2). A study at Batu Angus Nature Park in Bitung City previously examined visitor satisfaction with attractions, accessibility, amenities, and ancillary services (3). A different approach was taken in the study of Sentulfresh Educational Agrotourism, where visitor satisfaction was assessed based on marketing mix elements such as product, price, place, promotion, people, process, and physical evidence (4). Similarly, the study of tourist satisfaction with the facilities at Kuwaru Beach in Yogyakarta also utilized the marketing mix as attributes in determining visitor satisfaction during tourism activities (5). Similarly, the study on visitor satisfaction with the Tebing Wetan Tea Garden Agrotourism in Tangsi Duren Village, Kebawetan District, Kepahiang Regency, used the marketing mix as an attribute to determine satisfaction (6). The study on visitor satisfaction with services at Kusuma Agrotourism in Batu City used the marketing mix, such as location, price, product, and promotion, as attributes in determining visitor satisfaction (7).

The novelty of this study is that it looks at satisfaction levels based on factors including attractions, facilities, accessibility, additional services, prices, promotions, processes, and tangible evidence. Therefore, this study aims to: 1) identify the characteristics of visitors to Aan Secret Waterfall Agrotourism, 2) determine visitor satisfaction levels, and 3) analyze visitor importance levels and the performance of Aan Secret Waterfall Agrotourism.

RESEARCH METHOD

This study was conducted at Aan Secret Waterfall Agrotourism, located in Aan Village, Banjarangkan District, from March 2025 to May 2025. The selection of the research location was done intentionally or purposively, considering that Aan Secret Waterfall Agrotourism is a developing agrotourism site in Klungkung Regency. Aan Secret Waterfall Agrotourism is a pioneer in agrotourism with waterfalls in Klungkung Regency. The sample in this study was determined using random sampling, which is a method of determining the sample by randomly selecting respondents aged 17 years or older. The sample size was determined using Hair's formula, which calculates the sample size representing the population by multiplying the number of indicators by

5-10 (8). The sample size for this study was 8x6 = 48 respondents. Data collection for this study used a questionnaire with a Likert scale. Therefore, validity and reliability tests were required.

Visitor characteristics will certainly differ from one another, and this can also influence visitors' decisions to visit tourist attractions (9). Visitor characteristics are important to consider when determining strategies to attract visitors. Visitor characteristics are divided into age, gender, income level, education level, and region of origin. Visitor characteristics will be analyzed using descriptive analysis.

To determine visitor satisfaction levels, the Customer Satisfaction Index (CSI) measurement method is required. The Customer Satisfaction Index is a measurement used to determine the level of customer satisfaction with overall service by providing assessments based on performance considerations for the attributes being measured (10). The steps involved in using the CSI method are as follows:

1. Determine *Mean Importance Score* (MIS) and *Mean Satisfication Score* (MSS):

$$\text{MIS} = \frac{\lfloor \sum_{i}^{n} = 1 \, Y_i \rfloor}{n}$$
$$\text{MSS} = \frac{\lfloor \sum_{i}^{n} = 1 \, x_i \rfloor}{n}$$

Explanation:
N = Number of respondents
Yi = Importance value of parameter i
Xi = Performance value of parameter i
Parameter i = XX parameters used in the research variables, namely.

2. Determine *Important Weighting Factors* (WF):

$$\text{WF} = \frac{MIS_i}{\sum_{i=1}^{p} MIS_i} \times 100\%$$

Explanation:
p = Number of importance parameters
i = parameter i

3. Calculating *Weighted Score* (WS)

$$WS_i = WF_i \times MSS$$

4. Calculating *Weighted Total* (WT) by summing all WS from each attribute
5. Calculating Customer *Satisfaction Index,* by dividing WT by *Highest Scale* (HS) or the maximum scale used (in this study, the maximum scale used was 5), then the result of the division is multiplied by 100%.

$$CSI = \frac{WT}{HS} \times 100\%$$

The previously calculated consumer satisfaction percentage will be included in the consumer satisfaction criteria based on the following criteria

Tabel 1
Criteria for Consumer Satisfaction Percentage Scores.

To analyze visitor interest levels and the performance of Aan Secret Waterfall agrotourism,

NO	Nilai CSI	Kriteria CSI
1.	0% - 20%	Very dissatisfied
2.	21% - 40%	Not Satisfied
3.	41% - 60%	Quite Satisfied
4.	61% - 80%	Satisfied
5.	81% - 100%	Very Satisfied

we will use Importance Performance Analysis (IPA). Importance Performance Analysis is a method of analyzing data to determine the important aspects or factors of performance that an organization must develop and demonstrate in order to satisfy consumer satisfaction with the products or services used [11]. For the importance and performance analysis, it is necessary to calculate the level of suitability using the following formula [12].

$$\text{TK}i = \frac{Xi}{Yi} \; x \; 100\%$$

Explanation:
Tki   = level of suitability
Xi   = performance assessment score
Yi   = importance assessment score

Then calculate the average for each attribute perceived by consumers, using the formula:

$$\text{XI} = \frac{\sum XI}{n} \qquad \text{YI} = \frac{\sum YI}{n}$$

Explanation:
XI   = Average score for product performance level
YI   = Average score for level of importance of the product
n   = Number of respondents

The relationship between the level of importance and the level of performance perceived by customers in Importance Performance Analysis (IPA) is divided using a Cartesian diagram. The Cartesian diagram is divided into four parts and bounded by two perpendicular lines (x and y), where x is the average of the average n performance level scores and y is the average of the average n importance level scores.
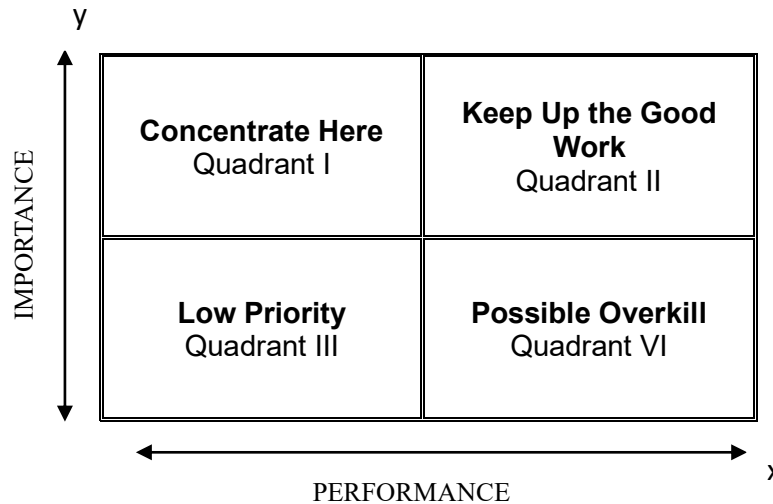
Figure1 Cartesian Diagram Important Performance Analysis (IPA)

RESULTS AND DISCUSSION
Characteristics of Visitors to Aan Secret Waterfall Agrotourism

Of the 48 respondents, 33 were aged 17-25 years, 9 were aged 26-35 years, 3 were aged 36-45 years, and 3 were over 45 years old. The 17-25 age group dominated because this age group has a high level of curiosity and tends to enjoy exploring to gain new experiences (13). Regarding gender, 29 respondents were male and 19 were female. This finding is supported by a study conducted in Kembang Kuning Tourism Village in East Lombok District, where the majority of visitors to the tourist destination were male (14). Based on the respondents' educational level, 32 respondents had completed high school/vocational school, 6 had diplomas, 8 had bachelor's degrees, and 2 had master's degrees. This result is supported by the characteristics of tourists at the Simpang Tigo Buayo Putiah Nagari Taratak tourist destination, where 75% of visitors had a high school education or equivalent (15).

Regarding income levels, 12 respondents had an income below Rp. 1.000.000, 24 respondents had an income between Rp. 1.000.000 and Rp. 2.500.000, and 12 respondents had an income above Rp. 2.500.000. The dominance of the Rp. 1.000.000–Rp. 2.500.000 income level was also found among visitors to the Sipiso-piso Waterfall natural tourist area, with 25 respondents or 25% (16). Three respondents were from outside Bali, and the remaining respondents were from Bali. This result was also observed at Watu Pecak Beach in Lumajang Regency, where 78% of visitors were from Lumajang Regency (17). This is influenced by differences in expenses incurred, such as transportation costs for visitors from outside the region, which are higher than those for local visitors (18).

Visitor Satisfaction Level at Aan Secret Waterfall Agrotourism

The level of visitor satisfaction at Aan Secret Waterfall Agrotourism is measured using the Customer Satisfaction Index (CSI) method. The CSI value is directly proportional to the average importance value and performance value (19).

Tabel 2
Customer Satisfaction Calculation Results

NO	Indicators	Parameter	MIS	MSS	WF	WS
1		Beautiful and lush natural scenery	4.46	4.35	4.14	18.02
2	Attraction	Panorama Canyon tracking	4.31	4.40	4.00	17.60
3		Panorama Waterfall	4.33	4.31	4.02	17.35
4		Parking stasion	4.08	4.06	3.79	15.40
5		Cafeteria	3.88	4.00	3.60	14.39
6		Photo spot	4.50	4.13	4.18	17.23
7	Amenity	Bathroom	4.19	3.31	3.89	12.88
8		Trash can	4.42	4.06	4.10	16.66
9		Place of worship	4.23	4.21	3.93	16.52
10		Ticketing counter	4.06	3.96	3.77	14.93
11		Access way	4.31	3.52	4.00	14.09
12	Accessibility	Directions sign	3.81	3.67	3.54	12.98
13		Communication network	4.40	4.27	4.08	17.43
		Total	54.98	52.25	51.04	205.48

Primary Data Processing Sources, (2025)

From Table 2, the attribute with the highest performance level is beautiful and natural scenic views. This indicates that visitors are satisfied with the natural scenery available at Aan Secret Waterfall Agrotourism. This finding was also observed at Hidden Strawberry Garden Agrotourism in Pancasari Village, where the attraction indicator received a high performance score (20).

Tabel 3
Customer Satisfaction Calculation Results

No	Indicators	Parameter	MIS	MSS	WF	WS
1		Tour guide	4.69	4.33	4.35	18.86
2		Friendliness of the people	4.46	4.35	4.14	18.02
3	Anciliary	Safety	4.38	4.15	4.06	16.84
4		Healthcare Facilities	4.52	4.50	4.20	18.88
5	Price	Entrance fee to tourist destinations	4.17	4.52	3.87	17.49

6		Parking fee	4.29	4.19	3.98	16.68
7	Promotio	Promotion via social media platforms	4.33	4.06	4.02	16.34
8		Promotion using banners	4.38	3.73	4.06	15.14
9		Service process when purchasing tickets at Aan Secret Waterfall Agrotourism	4.23	4.25	3.93	16.68
10	Proses	Officers respond quickly to customer complaints and feedback.	4.35	4.17	4.04	16.84
11	Physical	Interesting tourist destinations	4.56	4.23	4.24	17.91
12	Evidence	Full facilities	4.40	4.13	4.08	16.83
		Total	52.76	50.61	48.97	206.51

Primary Data Processing Sources, (2025)

In Table 3, which is a continuation of the data from Table 2, the lowest performance level was found in the promotion indicator. Low promotional performance was also observed at Mulyono Starfruit Agrotourism (21).

The total weight obtained from Table 2 and Table 3 is 411.97. The CSI (Customer Satisfaction Index) value is calculated by dividing the Total Weight by the Highest Scale, which in this study is 5. The CSI value indicates that 82.39% of respondents are very satisfied with the 25 attributes of Aan Secret Waterfall Agrotourism. The high satisfaction score obtained indicates the good performance of the tourist destination and provides a satisfying travel experience. Although the CSI score shows "very satisfied," there are several attributes that need improvement, especially those with low scores (21). For example, a study on visitor satisfaction at Edelweiss Garden Agrotourism showed a score of 71.36%, indicating the need for improvement in the attributes provided there (22). A study on Visitor Satisfaction at Batu Angus Natural Tourist Park showed a CSI value of 84.01%. This value indicates that visitors to Batu Angus Natural Tourist Park are very satisfied (3).

Importance Visitors and Performance *Aan* Secret Waterfall Agrotourism

To analyze visitor importance and agrotourism performance, you can use Importance Performance Analysis. Importance Performance Analysis helps to identify attributes that need to be improved at Aan Secret Waterfall Agrotourism based on what visitors expect and how well Aan Secret Waterfall Agrotourism meets those expectations.

Tabel 4

Calculation Results for the Average Importance and Performance Levels of Aan Secret Waterfall Agrotourism

NO	Parameter	Average (Xi)	Average (Yi)	Level of suitability (TKi) (%)
1.	Beautiful and lush natural scenery	4.35	4.46	97.66%
2.	Panorama Canyon tracking	4.40	4.31	101.93%
3.	Panorama Waterfall	4.31	4.33	99.52%
4.	Parking stasion	4.06	4.08	99.49%
5.	Cafeteria	4.00	3.88	103.23%
6.	Photo spot	4.13	4.50	91.67%
7.	Bathroom	3.31	4.19	79.10%
8.	Trash can	4.06	4.42	91.98%
9.	Place of worship	4.21	4.23	99.51%
10.	Ticketing counter	3.96	4.06	97.44%
11.	Access way	3.52	4.31	81.64%
12.	Directions sign	3.67	3.81	96.17%
13.	Communication network	4.27	4.40	97.16%
14.	Tour guide	4.33	4.69	92.44%
15.	Friendliness of the people	4.35	4.46	97.66%
16.	Safety	4.15	4.38	94.76%
17.	Healthcare Facilities	4.50	4.52	99.54%
18.	Entrance fee to tourist destinations	4.52	4.17	108.5%
19.	Parking fee	4.19	4.29	97.57%
20.	Promotion via social media platforms	4.06	4.33	93.75%
21.	Promotion using banners	3.73	4.38	85.24%
22.	Service process when purchasing tickets at Aan Secret Waterfall Agrotourism	4.25	4.23	100.49%
23.	Officers respond quickly to customer complaints and feedback.	4.17	4.35	95.69%
24.	Interesting tourist destinations	4.23	4.56	92.69%
25.	Full facilities	4.13	4.40	93.84%
	Average	4.11	4.31	95.55%

Primary Data Processing Sources, (2025)

From Table 4, it's clear there's a gap between visitor reality and expectations on site. This disparity is evident from the level of suitability across the parameters. The obtained suitability levels are useful for the agrotourism management to identify areas that still need improvement to

achieve visitor satisfaction (20). The average performance and importance values are used to determine the X and Y axes on the Cartesian diagram.
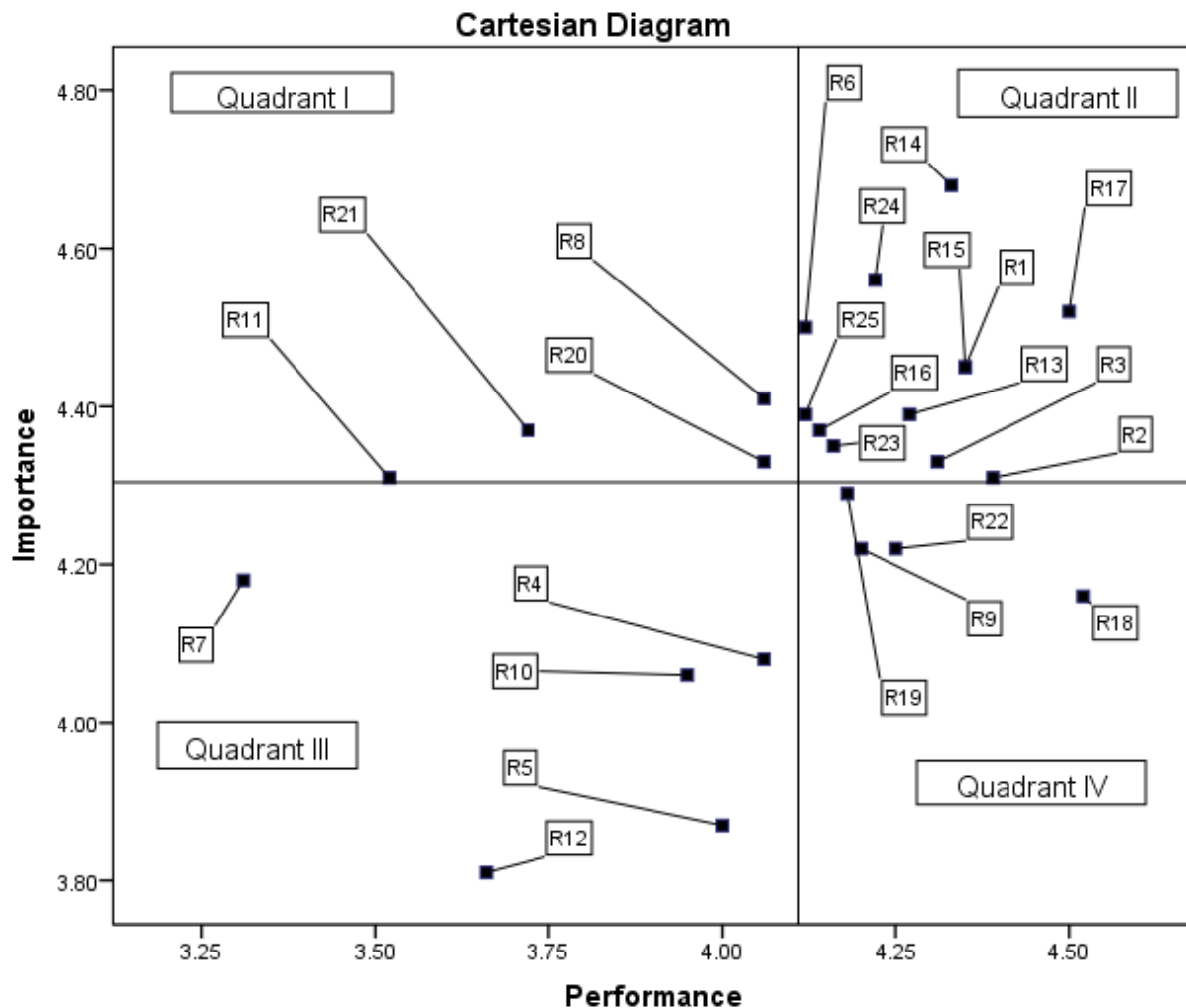

Figure 2
Cartesian Diagram of Importance-Performance Analysis
Primary Data Processing Sources (2025)

Quadrant I	Quadrant II
8) Trash can 11) Access way 20) Promotion via social media platforms 21) Promotion using banners	1) Beautiful and lush natural scenery 2) Panorama Canyon tracking 3) Panorama Waterfall 6) Photo Spot 13) Communication network 14) Tour guide 15) Friendliness of the people 16) Safety 17) Healthcare Facilities 23) Service process when purchasing tickets at Aan Secret Waterfall Agrotourism 24) Interesting tourist destinations 25) Full facilities
Quadrant III	Quadrant IV
4) Parking area 5) Cafetria 7) Bathroom 10) Ticket counter 12) Directions sign	9) Place of worship 18) Entrance fee to tourist destinations 19) Parking fee 22) Officers respond quickly to customer complaints and feedback.

Quadrant I: High Importance, Low Performance

Attributes in this quadrant are considered important by visitors but are not yet optimally managed by Aan Secret Waterfall Agrotourism. The management needs to pay close attention to the following: trash bins, access roads, promotion through social media platforms, and promotion using banners. This is similar to Batu Angus Natural Tourist Park in Bitung City, where the road to the tourist spot, the suitability of food prices, environmental cleanliness, and the availability of public restrooms are top priorities for management to address (3).

Quadrant II: High Importance, High Performance

This quadrant represents attributes that visitors consider important and where the management has successfully satisfied visitors. Therefore, Aan Secret Waterfall Agrotourism management should strive to maintain these services to continue satisfying visitors who have experienced good quality service. Attributes of Aan Secret Waterfall Agrotourism in Quadrant II include: beautiful and natural scenic views, canyon trekking views, waterfall views, photo spots, communication networks, tour guides, local hospitality, security, health facilities, staff showing quick response to complaints and customer feedback, attractive tourist destinations, and complete facilities. In a study of tourist satisfaction based on attractions, amenities, and accessibility at Telaga Menjer Wonosobo, attributes like natural conditions, natural scenery, photo spots, transportation access, intention to revisit, and willingness to recommend were also in Quadrant II (2).

Quadrant III: Low Importance, Low Performance

Attributes in this quadrant tend to be less important to visitors, and management has not yet optimized their handling. Based on Figure 2, the attributes in Quadrant III are: parking areas, availability of restaurants, public restrooms, ticket purchase points, and directional signs. This

differs from a visitor satisfaction study at Batu Angus Natural Tourist Park in Bitung City, where the distance to the tourist spot from the city center and the availability of public transportation to the site were in Quadrant III. This is because the distance was considered reasonable and acceptable by visitors in the context of tourism activities, and most visitors were local or had private vehicles, thus not requiring public transportation (3).

Quadrant IV: Low Importance, High Performance

In this quadrant, attributes are less important to visitors, but management is providing excessive attention to them. The attributes in this quadrant include: places of worship, destination entrance ticket prices, vehicle parking prices, and the service process during ticket purchase at Aan Secret Waterfall. Attributes in this quadrant are important for management to consider for resource efficiency. At Tebing Wetan Tea Garden Agrotourism in Tangsi Duren Village, Kabawetan District, Kepahiang Regency, attributes such as good promotion, ease of obtaining information, good staff/guide service, speed and readiness of staff, interactive tour guides, friendly tourist staff, attractive tourist objects, spacious parking, and comfortable and clean toilets were in this quadrant (6).

CONCLUSION

Visitors to Aan Secret Waterfall Agrotourism are predominantly males aged 17-25, with a high school (SMA/SMK) education level, an income between Rp. 1,000,000 - Rp. 2,500,000, and are residents of Bali. The Customer Satisfaction Index (CSI) results indicate that visitors are very satisfied with the 25 attributes available at Aan Secret Waterfall Agrotourism.. Based on the importance-performance analysis, the restroom attribute received the lowest performance score, and destination entrance ticket price received the highest performance score. Regarding the importance level of attributes is attractive tourist destination" received the highest score, dan directional signs received the lowest importance score.

RECOMMENDATIONS

Based on the results of the research that has been conducted, it is recommended that the management of Aan Secret Waterfall Agrotourism pay attention to and improve performance in several attributes in order to meet visitor expectations. Researchers suggest that future researchers investigate the influence of satisfaction on loyalty and word of mouth, where visitor satisfaction has an impact on repeat visits and recommendations to others, as a marketing strategy for agrotourism destinations.

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AUTHOR CONTRIBUTIONS

1	I Dewa Gede Wirabawa	
	Institutions	Bachelor of Agribusiness Student, Faculty of Agriculture, Udayana University PB Sudirman Street, Dangin Puri Klod, West Denpasar District, Denpasar City, Bali, Indonesia.
	Contributions	Conducting research (data collection and analysis of research findings)
	Homepage	https://pddikti.kemdiktisaintek.go.id/detail-mahasiswa/Zli6HG723j22_abPXpNF9CyE7u0-C0KJpe_au5QhBGjcSXgwXL5DFvjatjzrkMUJOKnffg==
2	Ni Luh Made Indah Murdyani Dewi	
	Institutions	Lecturer, Bachelor of Agribusiness Study Program, Faculty of Agriculture, Udayana University. PB Sudirman Street, Dangin Puri Klod, West Denpasar District, Denpasar City, Bali, Indonesia.
	Contributions	Guiding and directing students in conducting research and analyzing data.
	Homepage	https://sinta.kemdikbud.go.id/authors/profile/6795486

GRAPHICAL ABSTRACT