

The Influence of Motivation and Tourist Loyalty on Interest in Visiting Agro-tourism

The Influence of
Motivation

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ABSTRACT

Agrotourism is a form of tourism that involves visitors in activities related to agriculture, plantations, and other agro-based experiences. The increasing number of agrotourism destinations has created competition, making visitor loyalty essential for maintaining these attractions. Tourist loyalty can be influenced by high-quality experiences and overall satisfaction during visits to agrotourism sites. Additionally, tourists' motivation to visit agrotourism also affects their loyalty. This study was conducted to assess the relationship between loyalty to specific attractions and overall tourist destinations, as well as to examine the effect of motivation on visitor loyalty to agrotourism in Region K. The research employed a quantitative method using a five-point Likert scale for measurement. Data analysis was conducted using SmartPLS 4.0 software. A total of 314 responses were collected through a questionnaire distributed via Google Forms. The results of this study indicate that motivation influenced by pull factors does not affect satisfaction, whereas push factors do. Motivation has an impact on the quality of the experience. Furthermore, experience quality influences both satisfaction and loyalty. Satisfaction, in turn, affects loyalty. Lastly, attraction loyalty contributes to destination loyalty.

Keywords: Agritourism, Experience Quality, Tourist Loyalty, Tourist Motivation, Tourist Satisfaction

ABSTRAK

Agrowisata merupakan salah satu bentuk wisata yang melibatkan pengunjung dalam kegiatan yang berhubungan dengan pertanian, perkebunan, dan agroaktivitas lainnya. Banyaknya tempat agrowisata menimbulkan persaingan dan loyalitas pengunjung menjadi hal penting untuk mempertahankan tempat agrowisata. Loyalitas wisatawan dapat dipengaruhi oleh kualitas pengalaman yang baik dan kepuasan wisatawan selama berkunjung ke agrowisata. Selain itu, motivasi wisatawan untuk berkunjung ke agrowisata juga mempengaruhi loyalitas. Penelitian ini bertujuan untuk mengkaji hubungan antara loyalitas terhadap atraksi dan destinasi wisata serta mengkaji pengaruh motivasi terhadap loyalitas pengunjung terhadap agrowisata di Wilayah K. Metode penelitian yang digunakan adalah metode kuantitatif dan menggunakan skala pengukuran skala likert lima poin. Pengujian menggunakan software SmartPLS 4.0. Dengan menggunakan kuesioner melalui Google Form diperoleh 314 responden. Hasil penelitian ini adalah motivasi yang dipengaruhi oleh faktor penarik tidak mempengaruhi kepuasan, tetapi faktor pendorong mempengaruhi kepuasan. Motivasi mempengaruhi kualitas pengalaman. Kualitas pengalaman juga berpengaruh terhadap kepuasan dan loyalitas. Kepuasan mempengaruhi loyalitas. Loyalitas atraksi mempengaruhi loyalitas destinasi.

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INTRODUCTION

Agritourism has experienced significant growth, offering broader opportunities as a recreational space that provides agricultural knowledge, new experiences, leisure, and business activities utilizing agricultural land as a tourism attraction (Leo et al., 2020). Agritourism offers numerous economic and general benefits for farmers, visitors, and the surrounding community. Because it provides substantial economic advantages to farmers and local residents, many places in various countries, including Indonesia, have started developing creative attractions in agritourism. This has intensified competition among agritourism destinations, making visitor loyalty an essential aspect to understand—not only toward specific attractions but also toward agritourism destinations as a whole. To effectively market tourist attractions, several key elements are required, one of which is visitor loyalty. Loyalty is shaped by visitor experience and satisfaction. Additionally, the quality of attraction services provided to visitors plays a crucial role in influencing their likelihood of returning to a tourist destination. Another important factor in fostering visitor loyalty is motivation, which significantly impacts visitors both before and after their visit to a tourist attraction.

The potential for agritourism in Indonesia is vast, given the country's extensive agricultural land. Indonesia has approximately 45 million hectares of agricultural land, part of which is utilized as a tourism attraction (Fadilah, 2024). Transforming agricultural land into tourist destinations provides both educational benefits for visitors and economic advantages for farmers. The Indonesian government actively supports the development of agritourism across various regions. One of the leading cities for agritourism growth is Region K in East Java. The number of tourists visiting Region K has consistently increased each year. In 2022, the region welcomed over 8 million visitors, and this number rose to 9.6 million the following year (Amrullah, 2024). Situated at an average altitude of 1,200 meters above sea level, Region K has a mild climate, with an average temperature of 21°C, making it ideal for fruit cultivation. Among the many fruits grown in the city, apples are the most prominent and have become an iconic symbol of Region K (Susilo et al., 2021).

Region K is home to several well-known agro-tourism destinations that attract numerous visitors. These include Kusuma Agro Tourism, Agro Chrysanthemum Poncokusumo, The Highland Pujon Strawberry, Kebon Naga Bululawah, and various apple-picking tours such as Agro Rakyat, Orchard 8, and Makmur Abadi (Marliah, 2019; Ramadhani, 2024). These destinations offer a unique experience by allowing tourists to engage directly in agricultural and plantation activities. The opportunity to interact with nature and participate in farming-related experiences has made agro-tourism a distinctive attraction, encouraging tourists to return. Previous research has highlighted the significance of attractions in shaping visitor loyalty. This study aims to assess the relationship between loyalty to specific attractions and overall tourist destination loyalty. Additionally, it examines the impact of visitor motivation on their loyalty to agro-tourism destinations in Region K.

LITERATURE REVIEW

Destination Loyalty

Destination loyalty can be interpreted as tourists' desire and inclination to return and recommend agritourism destinations to others (Leo et al., 2020; Asmelash & Kumar, 2020). Tourist destinations that provide a sense of satisfaction will encourage tourists to return and recommend the destination to others (Lemy et al., 2020; Bursan, 2024). This also reflects the preference of tourist attractions to retain previous visitors rather than attract new ones. Loyal tourists who intend to revisit are generally less sensitive to

pricing, ensuring that the revenue of tourist attractions remains stable while reducing marketing costs (Lesmana & Hasbiyah, 2019). Destination loyalty is measured using the following indicators: preference for the destination, return visits, and recommendations.

Motivation

Motivation is defined as the combination of a traveler's wants and needs that provide benefits to the traveler (Lemy et al., 2020). Motivation arises when someone desires to seek new experiences outside the home, and this desire can be fulfilled by visiting tourist destinations (Afriesta, 2020; Arintawati et al., 2023; Arifah et al., 2024). Motivation is important for prospective tourists because it serves as the initial trigger for someone to travel to their desired tourist attractions (Harsono, 2017). In research conducted by Leo et al. (2020), the motivation model used is the push-pull model. According to them, this model is the most suitable for explaining tourist behavior.

Push Factor

According to Yang et al. (2023), the push factor is influenced by a tourist's psychological motivation to visit a tourist destination with the aim of gaining specific benefits. Tourists who seek an escape from their daily routines, opportunities to interact with others, improved fitness and health, new knowledge, and new adventures are driven by these intrinsic needs to visit tourist attractions (Leo et al., 2020). Sudaryanti et al. (2015) also argue that the push factor is influenced by internal motivations within tourists when deciding to visit a destination. Push factors can be measured using indicators such as mind refreshment, seeking different attractions, and enjoying a vacation.

Pull Factor

According to Afriesta (2020) and Yang et al. (2023), the Pull Factor refers to elements that make a destination attractive to tourists, including various destination attributes. These attributes can be both visible and invisible to visitors. Based on research conducted by Leo et al. (2020), visible attributes include services, facilities, attraction performance, and employee friendliness. Meanwhile, invisible attributes encompass uniqueness, value, culture, and the surrounding environment of the tourist destination. The key indicators for measuring the Pull Factor include traveling with friends or family, engaging in activities, and promotional efforts.

Experience Quality

Experience quality can be interpreted as visitors' expectations and the outcomes of their experiences during visits to agritourism destinations, which are managed to meet these expectations (Leo et al., 2020; Rohman, 2021). According to Suhartanto et al. (2022), experience quality is not only about the quality of service provided to tourists but also includes their interactions with employees and other visitors at tourist attractions. Tourists can directly assess the quality of their experience based on various factors, such as the ease of asking for help, respect for time, feeling valued, fulfillment of promises, problem-solving ability, comfort, competence, and ease of access (Njoto & Tjahyadi, 2016). A memorable experience enhances tourists' satisfaction, increasing the likelihood of revisits or prolonged stays at a destination. Experience quality can be measured using the following indicators: escape from routine, forgetting about daily activities, feeling relaxed, safety, involvement, uniqueness of experience, friendliness of staff, service, new knowledge, and new understanding.

Satisfaction

Satisfaction is a feeling of fulfillment after consuming a product or, in the context of tourism, after visiting a tourist attraction (Leo et al., 2020; Asmelash & Kumar, 2020; Tagiya & Mara, 2024). It can also be interpreted as tourists' attitudes after receiving services and their emotional responses when a tourist attraction provider meets their

needs, desires, and goals (Kurniawan & Monica, 2022). Satisfaction is influenced by whether tourists' expectations have been met and whether their experiences align with those expectations. When tourists perceive that the performance of a tourist attraction meets or exceeds their expectations, they believe that the tour provider has made a strong commitment to fulfilling their needs (Lesmana & Hasbiyah, 2019). The key indicators used to measure satisfaction are experience and expectations.

Attraction Loyalty

Tourists who have a strong preference for certain attractions and intend to revisit and recommend them to others can be defined as having attraction loyalty (Leo et al., 2020; Aziz, 2022). Loyalty can be influenced by a high-quality customer experience, as well as tourists' satisfaction with the attractions they visit. To provide the best possible experience, a tourist attraction must actively engage visitors (Sumarni et al., 2024; Arevin, 2024), allowing them to escape from routine and enjoy a higher-quality experience (Suhartanto et al., 2022). Indicators for measuring attraction loyalty include preference for attractions, return visits, and attraction recommendations. Motivational factors, including push and pull factors, influence the quality of tourists' experiences, ultimately leading to their satisfaction (Yang et al., 2023). Research by Leo et al. (2020) found that push factors impact both experience quality and tourist satisfaction. However, their study indicated that pull factors only influenced experience quality and had no effect on customer satisfaction. This finding contradicts Lemy et al. (2020), who reported that pull factors do affect tourist satisfaction. These differing results suggest that the impact of pull factors on tourist satisfaction may vary depending on the study's context.

According to Azis et al. (2020), tourists who have meaningful experiences and create valuable memories tend to feel more satisfied. High levels of tourist satisfaction increase their desire to explore various attractions at a destination. Research by Leo et al. (2020) indicates that the quality of experiences significantly impacts visitor satisfaction. Greater visitor satisfaction, in turn, fosters loyalty to tourist attractions. Additionally, loyalty to tourist attractions is influenced by high-quality, direct experiences. Visitors who are satisfied with their experiences at a destination tend to feel happier. Creating memorable moments at a destination enhances their desire to return. Satisfied visitors are also more likely to share their experiences through word of mouth and recommend the destination to others (Azis et al., 2020; Simanjorang, 2024). Furthermore, according to Leo et al. (2020), the quality of experiences influences destination loyalty. Visitors who develop lasting memories due to engaging attractions at a tourist destination are more likely to feel satisfied with their visit. As a result, they share their experiences and recommend the attraction to others (Azis et al., 2020). Attraction loyalty can be strengthened by enhancing existing attractions at tourist destinations. Improvements in attractions contribute to increased visitor satisfaction (Nurani et al., 2023; Manurung & Elizabeth, 2024). According to Lesmana & Hasbiyah (2019) and Leo et al. (2020), visitor satisfaction plays a crucial role in fostering attraction loyalty at tourist destinations.

Tourist attractions are a key element of a tourist destination. The quality of attractions can influence tourists' loyalty to a destination. If the existing attractions fail to provide satisfaction, tourists may become less loyal (Lemy et al., 2020). Research by Azis et al. (2020) states that satisfaction affects visitor loyalty to tourist destinations. However, research by Leo et al. (2020) found that satisfaction has no influence on visitor loyalty. Visitors who are loyal to attractions are also likely to be loyal to tourist destinations (Surya & Ningsih, 2020). The experience of attractions that leave a lasting impression and provide satisfaction influences destination loyalty. Memorable attractions can strengthen a visitor's attachment to the overall destination. Research by Leo et al. (2020) found that attraction loyalty has a significant impact on destination loyalty, indicating that improving attraction quality can enhance tourists' commitment to a destination.

- H1: Push factors have a positive effect on experience quality.
- H2: Push factors have a positive effect on satisfaction.
- H3: Pull factors have a positive effect on experience quality.
- H4: Pull factor has a positive effect on satisfaction.
- H5: Experience quality has a positive effect on satisfaction.
- H6: Experience quality has a positive effect on attraction loyalty.
- H7: Experience quality has a positive effect on destination loyalty.
- H8: Satisfaction has a positive effect on attraction loyalty.
- H9: Satisfaction has a positive effect on destination loyalty.
- H10: Attraction loyalty has a positive effect on destination loyalty.

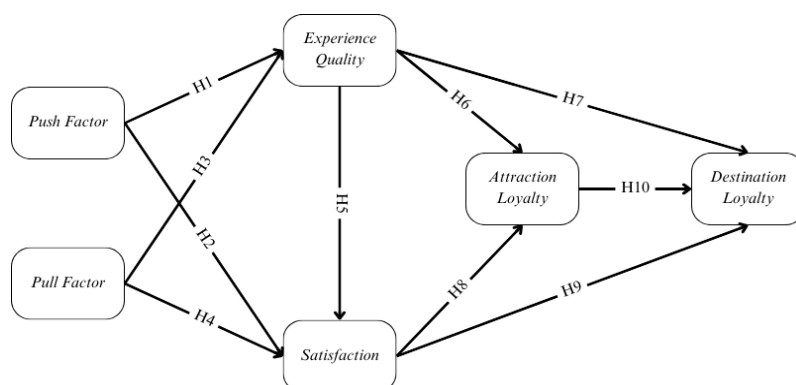


Figure 1. Research Conceptual Framework

METHODS

This study employs a quantitative method by collecting numerical data to measure objectivity. The research objects include all agrotourism destinations in Region K, with the research population consisting of individuals who have visited at least one agrotourism destination in the past year. According to Hair et al. (2014), the minimum required sample size is five times the number of research indicators, while an acceptable sample size is ten times the number of indicators. In this study, there are 27 indicators, so the required sample size is 270 respondents (27 × 10). The data used are primary data obtained from respondents who have visited agrotourism destinations in Region K in the past year. Data collection was conducted through an online questionnaire using Google Forms, which was distributed via various social media platforms. Respondents were categorized based on gender, age, highest level of education, domicile, and monthly expenditure. The measurement scale used was a five-point Likert scale, ranging from strongly disagree to strongly agree, where a value of one indicates strong disagreement and a value of five indicates full agreement. After data collection, two stages of testing were conducted. The first test aimed to ensure the validity and reliability of the data using IBM SPSS Statistics 26.0 to analyze respondent characteristics. The second test was conducted to analyze the data obtained from 270 respondents using SmartPLS 4.0. The variables in this study consist of the dependent variable, destination loyalty, and the independent variables, which include push factors, pull factors, experience quality, satisfaction, and attraction loyalty. Through this approach, the study aims to understand the factors influencing tourist loyalty to agrotourism destinations in Region K.

RESULTS

A total of 392 respondents completed the questionnaire via Google Forms. After filtering, only 365 respondents met the criteria. Some responses were inconsistent and were therefore excluded from the analysis. As a result, only 314 valid responses were used for the calculations listed in Table 1.

Table 1. Descriptive Test of Respondent Data

Variable	Description	Frequency	Percentage
Gender	Male	75	23.9%
	Female	239	76.1%
Age	17-25 y.o	181	57.6%
	26-35 y.o	67	21.3%
	36-45 y.o	45	14.3%
	>45 y.o	21	6.7%
Last Education	High school / vocational school / equivalent	180	57.3%
	Diploma	25	8%
	S1	104	33.1%
	S2	4	1.3%
	S3	1	0.3%
Jobs	Student	164	52.2%
	Private employee	78	24.8%
	Self-employed	31	9.9%
	Civil servant/TNI/POLRI	12	3.8%
	Housewife	25	8%
	Other	4	1.3%
Domicile	Surabaya Raya	112	35.7%
	Malang Raya	162	51.6%
	Other	40	12.7%
Monthly Expense	< Rp 1.500.000	73	23.2%
	Rp 1.500.000 - Rp 3.000.000	117	37.3%
	Rp 3.000.001 - Rp 4.500.000	37	11.8%
	Rp 4.500.001 - Rp 6.000.000	48	15.3%
	> Rp 6.000.000	39	12.4%

Source: Output IBM SPSS Stastic, 2024

The validity test was conducted on the qualified questionnaire to determine whether the indicators were valid for testing. According to Hair et al. (2019), indicators with an outer loading value greater than 0.7 are considered valid. During the testing process, several indicators had outer loading values below 0.7, including the push factor of seeking different attractions, the pull factor of accompanying friends or family, and the experience quality factors of escaping from routine, forgetting daily activities, and involvement. As a result, these five indicators will not be used in this research.

Table 2. Validity Test Results

Variables	Indicator	Loading
Push Factor	Mind refreshment	0.882
	Enjoy vacation	0.896
Pull Factor	Do activities	0.863
	Promotion	0.898
Experience Quality	Feel relaxed	0.714
	Safety	0.706
	Uniqueness of experience	0.747
	Friendliness of staff	0.720
	Service	0.759
Satisfaction	New knowledge	0.730
	New understanding	0.751
	Experience	0.885
Attraction Loyalty	Expectation	0.883
	Like of attraction	0.772
Destination Loyalty	Return visit to attraction	0.827
	Recommendation of attraction	0.813
	Like of destination	0.843
Destination Loyalty	Return visit to destination	0.836
	Recommendation of destination	0.829

Source: SmartPLS 4.0 output, 2024

Based on Table 2, Tourists' motivation to visit a destination is influenced by both push and pull factors. The push factors, such as the need for mind refreshment (0.882)

and the desire to enjoy a vacation (0.896), drive individuals to seek travel experiences. On the other hand, pull factors, including the opportunity to engage in activities (0.863) and the influence of promotions (0.898), attract visitors to a particular location. Once at the destination, the quality of experience plays a crucial role in shaping tourists' perceptions, with key aspects like feeling relaxed (0.714), safety (0.706), uniqueness of experience (0.747), friendliness of staff (0.720), service quality (0.759), gaining new knowledge (0.730), and developing new understanding (0.751) all contributing to overall satisfaction. Satisfaction itself is shaped by the fulfillment of expectations (0.883) and the actual experience (0.885). Consequently, a positive experience enhances attraction loyalty, reflected in tourists' liking of an attraction (0.772), intent to return (0.827), and willingness to recommend it (0.813). Similarly, destination loyalty is strengthened when visitors develop a preference for the destination (0.843), express a desire for repeat visits (0.836), and recommend it to others (0.829). These interrelated factors demonstrate the complex yet significant relationship between motivation, experience quality, satisfaction, and loyalty in tourism.

After testing the validity of each indicator, a reliability test is then conducted to measure the consistency of respondents' answers. This assessment is based on Cronbach's alpha and composite reliability, with a threshold of > 0.7 (Ghozali & Latan, 2015; Sarstedt et al., 2017). Additionally, the AVE value is evaluated to determine whether convergent validity has been met, ensuring that the variable explains at least half of the indicator variation, with a required value of > 0.5.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE	Description
Push Factor	0.735	0.883	0.790	Reliable
Pull Factor	0.712	0.873	0.775	Reliable
Experience Quality	0.856	0.890	0.537	Reliable
Satisfaction	0.721	0.878	0.782	Reliable
Attraction Loyalty	0.729	0.846	0.647	Reliable
Destination Loyalty	0.785	0.875	0.699	Reliable

Source: SmartPLS 4.0 output, 2024

Based on Table 3, the reliability analysis of the variables in the study indicates strong internal consistency and construct validity. The Push Factor demonstrates a Cronbach's Alpha of 0.735, Composite Reliability of 0.883, and an AVE of 0.790, confirming its reliability. Similarly, the Pull Factor exhibits a Cronbach's Alpha of 0.712, Composite Reliability of 0.873, and an AVE of 0.775, also meeting the reliability criteria. Experience Quality shows a higher Cronbach's Alpha of 0.856 and Composite Reliability of 0.890, though with a slightly lower AVE of 0.537, but it remains reliable. The Satisfaction variable maintains its reliability with a Cronbach's Alpha of 0.721, Composite Reliability of 0.878, and an AVE of 0.782. Meanwhile, Attraction Loyalty and Destination Loyalty have Cronbach's Alpha values of 0.729 and 0.785, Composite Reliability scores of 0.846 and 0.875, and AVE values of 0.647 and 0.699, respectively, confirming their reliability. Overall, all measured constructs exhibit satisfactory reliability and validity, ensuring the robustness of the study's findings.

The results of valid and reliable respondent data are used for hypothesis testing. This testing aims to determine whether the proposed hypothesis is accepted or rejected. The decision is based on the p-value obtained from the test. If the p-value is less than 0.05, the hypothesis is accepted. Conversely, if the p-value is greater than 0.05, the hypothesis is rejected.

Table 4. Hypothesis Test Results

Hipotesis	t-statistics	p-values	Description
Push factor → Experience quality	4,592	0,000	Accepted
Push factor → Satisfaction	2,665	0,000	Accepted
Pull factor → Experience quality	12,344	0,000	Accepted
Pull factor → Satisfaction	1,209	0,227	Rejected

Experience quality → Satisfaction	5,008	0,000	Accepted
Experience quality → Attraction loyalty	7,117	0,000	Accepted
Experience quality → Destination loyalty	3,506	0,000	Accepted
Satisfaction → Attraction loyalty	2,886	0,000	Accepted
Satisfaction → Destination loyalty	4,267	0,000	Accepted
Attraction loyalty → Destination loyalty	3,998	0,000	Accepted

Source: SmartPLS 4.0 output, 2024

Based on Table 4, push factors have a significant effect on both experience quality and satisfaction, whereas pull factors influence only experience quality but not satisfaction. Additionally, experience quality and satisfaction play a crucial role in enhancing both attraction loyalty and destination loyalty. Overall, visitor experience and satisfaction are proven to be the primary factors in shaping tourist loyalty, while pull factors do not directly contribute to satisfaction.

DISCUSSION

The results of the hypothesis testing showed that nine hypotheses were accepted and significant, while one hypothesis was rejected and found to be insignificant. The rejected hypothesis pertained to the influence of pull factor motivation on satisfaction. This finding aligns with the research of Leo et al. (2020), which found that pull factors do not affect customer satisfaction when visiting agro-tourism in Region K. However, research by Lemy et al. (2020) yielded different results, indicating that visitor satisfaction was indeed influenced by pull factors. Nevertheless, pull factors still impact the quality of experience, as supported by the findings of both studies. Meanwhile, push factor motivation has been shown to have a significant effect on both the quality of experience and satisfaction, consistent with previous research (Yang et al., 2023).

Further hypothesis testing of experience quality variables with satisfaction and attraction loyalty was conducted. These two hypotheses have p-values less than 0.05, indicating that they can be accepted, with t-statistics of 5.008 and 7.117. This demonstrates that experience quality has a significant influence on satisfaction and visitor loyalty to attractions in Region K agritourism. The results of this study align with those of Leo et al. (2020) and Aziz (2022), who state that tourists with a good experience will feel satisfied and develop a desire to revisit agritourism attractions. This, in turn, enhances the perceived value of their experience. Previous research has also suggested that loyalty to an agritourism destination occurs when tourists have a valuable experience. Consistent with these findings, this study confirms that experience quality has a significant effect on destination loyalty.

The hypothesis involving the satisfaction variable was tested against attraction loyalty in agro-tourism in Region K. Based on the tests conducted, the hypothesis was accepted and found to have a significant effect. This finding aligns with the research conducted by Lesmana and Hasbiyah (2019), which states that satisfaction can also influence destination loyalty. The test results confirm that this hypothesis is supported and consistent with previous studies (Azis et al., 2020; Lemy et al., 2020). However, it differs from the findings of Leo et al. (2020), which suggest that satisfaction has no effect on agro-tourism destination loyalty.

The final test examined the effect of attraction loyalty on destination loyalty in Region K's agritourism sector. The results indicated that the p-values were less than 0.05, demonstrating statistical significance. Furthermore, the t-statistic value of 3.998 provided additional support for accepting the hypothesis. These findings confirm that attraction loyalty significantly influences destination loyalty. Moreover, the results align with previous research by Leo et al. (2020), which also highlighted the positive relationship between these two variables.

CONCLUSION

Based on the research findings and the analysis presented earlier, it can be concluded that attraction loyalty and destination loyalty in agritourism in Region K are influenced by tourists' experience quality and satisfaction when visiting agritourism sites. This is also affected by motivation, which includes push and pull factors before tourists visit agritourism in Region K. Motivation influences both experience quality and tourist satisfaction after visiting agritourism. However, motivation driven by pull factors does not have a significant impact on customer satisfaction after visiting agritourism. This may occur because tourists are not primarily motivated by the attractiveness of agritourism itself. Based on the conducted research, several recommendations are suggested for future studies. The number of respondents in this study was relatively small; therefore, future research should include a larger sample size and ensure that respondents have the competence to accurately complete the given questionnaire. This will allow for more reliable data processing. Additionally, the scope of agritourism locations, which in this study was limited to Region K, could be expanded or replaced with other areas that have a greater number and variety of agritourism attractions.

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