Original Research Article

VISITOR SATISFACTION OF AGRITOURISM ON THE ISLAND OF LOMBOK, INDONESIA

ABSTRACT

This research aims to analyze the level of visitor satisfaction, the factors that affect visitor satisfaction, and the visitor satisfaction index, and design a strategy for developing agritourism attractions on the island of Lombok. The method used in this research is quantitative, supported by a qualitative approach. The respondents were 150, and the sampling technique used convenience sampling. Data analysis used included Structural Equation Modeling - Partial Least Square (SEM-PLS), Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). The results showed visitor satisfaction, with the highest percentage in the manager's friendliness indicator and the lowest percentage in the information media facilities indicator. Factors directly influencing visitor satisfaction include price, manager services, and the agritourism environment. In contrast, agritourism products, tourism experiences, and agritourism facilities have no direct influence on visitor satisfaction. Tourism experience factors and agritourism products contribute to increasing satisfaction, and agritourism facilities contribute to decreasing visitor satisfaction. The visitor satisfaction index is at the satisfied level. The strategy for developing agritourism attractions on the island of Lombok is to improve the performance of indicators in quadrant I as the main priority for development, maintain the performance of indicators in quadrant II, which are the strengths of agritourism attractions and consider improving performance in quadrant III and Quadrant IV, indicators in this quadrant can be ignored.

1. INTRODUCTION

Indonesia holds great potential in the development of agritourism. Diverse agricultural commodities, including food crops, plantations, forestry, horticulture, fisheries, livestock, and diverse cultural wealth, are strong tourist attractions. If managed appropriately, it can be one of the strategies to attract domestic and foreign tourists, thereby driving national economic growth [1]. The main issue of agritourism in Indonesia is that development can increase local communities' income by providing opportunities for farmers to utilize agricultural resources to improve their quality of life.

West Nusa Tenggara (NTB) is one of the provinces in Indonesia that has the potential to develop agritourism, with natural and cultural beauty that is an attraction for tourists. According to BPS [2], the number of tourists visiting NTB has increased based on the number of guests staying in star hotels by class each year. The leading tourism in NTB is the island of Lombok. Agritourism on Lombok Island is supported by the potential attraction of various agricultural activities in the context of extensive rural tourism.

Based on an initial survey of the field, agritourism on the island of Lombok is closed, and the destination has become unsustainable. This shows that agritourism on Lombok Island still has several shortcomings that need to be addressed - Visitor complaints in the Google review summary evidence this. As agritourism is not yet well known by the public, visitors are still dominated by local people. Agritourism on the island of Lombok has the challenge of

attracting visitors to enjoy the attractions. Therefore, serious efforts need to be made to improve the quality of agritourism in order to provide maximum satisfaction to visitors in its development efforts. This study aims to analyze the level of visitor satisfaction, the factors that affect visitor satisfaction, and the visitor satisfaction index and design a strategy for developing agritourism attractions on Lombok Island.

2. MATERIAL AND METHODS

The method used in this research is quantitative, supported by a qualitative approach. The unit of analysis in this research is agritourism visitors on Lombok Island. This research was conducted at Saifana Organic Farm, Loloan Village, Bayan District, North Lombok Regency, Narmada Botanic Garden, Lembuak Village, Narmada District, West Lombok Regency, Kedai Sawah Sembalun, Sembalun Bumbung Village, Sembalun District, East Lombok Regency, Bonjor Organic, Bonjeruk Village, Jonggat District, Central Lombok Regency and Agrotourism Petik Buah Mas Ari, Karang Baru Village, Rembiga District, Mataram City. The number of samples sample in this study consisted of 150 respondents. The sampling technique in this study used the convenience sampling method, namely sampling based on spontaneity. The variables used in the study are one endogenous latent variable and six exogenous latent variables. Each latent variable is measured by several indicators, which are used later to reflect the latent variable. The latent variable indicators and their descriptions are briefly described in Table 1.

Table 1. Latent Variables, Indicators and Description

No	Latent Variables		Indicators		Description
1.	**(Y)**	Visitor satisfaction	(Y1)	Overall score Agritourism	How satisfied are you with the overall value of the agritourism experience?
			(Y2)	Revisit	How likely are you to return to visit the agritourism in the future?
			(Y3)	Agritourism recommendations	How likely would you be to recommend the agritourism to others?
2.	**(X1)**	Harga	(X1.1)	Activity price Tourism	How satisfied are you with the prices of tourist activities offered?
			(X1.2)	Product prices agriculture and processed products	How satisfied are you with the prices of agricultural and processed products sold?
3.	**(X2)**	Agritourism product	(X2.1)	Tourism activities	How satisfied are you with the tour activities provided regarding information and education on agricultural processes and agritourism management?
			(X2.2)	Agricultural and processed products	How satisfied are you with the agricultural products and processed products sold?
4.	**(X3)**	Manager service	(X3.1)	Friendliness	How satisfied were you with the friendliness of the agritourism managers?
			(X3.2)	Managers	How satisfied are you with the

			Knowledge, skills management	knowledge and skills of the agritourism managers?
		(X3.3)	Communication managers	How satisfied are you with the communication made by the agritourism managers?
5.	**(X4)**	Travel experience	(X4.1) Nuances agritourism	How satisfied are you with the ambience at this agritourism?
			(X4.2) Security agritourism	How satisfied are you with the level of security provided at this agritourism?
6.	**(X5)**	Agritourism environment	(X5.1) Environmental Hygiene	How satisfied are you with the cleanliness of the agritourism environment?
			(X5.2) Environmental Sustainability	How satisfied are you with the sustainability of the agritourism environment?
7.	**(X6)**	Agritourism facility	(X6.1) Support Facility	How satisfied are you with the completeness and condition of the supporting facilities (toilets, parking, prayer rooms, eating places, seating) available?
			(X6.2) Information media facility	How satisfied are you with the availability and completeness of information media facilities (information boards, directions, brochures and pamphlets)?

Measurement of the indicators used was carried out using a 5-category Likert scale. The data obtained is tabulated in the Microsoft Excel program. The data will be was processed using analytical methods, namely Structural Equation Modeling-Partial Least Square (SEM-PLS), Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA). SEM-PLS is was used to measure the factors that affect visitor satisfaction with the model evaluation stage in Table 2. CSI is used to determine the level of visitor satisfaction index using the analysis results from SEM-PLS with the value criteria in Table 3. IPA is used to design agritourism attraction development strategies by calculating the average importance represented by the loading factor value of each indicator from the SEM-PLS analysis results and performance represented by the average performance value of respondents' assessment of each indicator.

Table 2. SEM-PLS Model Evaluation Stage

Evaluation	Indicators	Criteria
Outer model	1. Indicator reliability	1. Ideal loading factor values ≤ 0.7 should be removed from the model.
	2. Internal consistency dan convergent validity	2. Composite reliability (CR) and Cronbach's Alpha ≥ 0.6 and Average variance extracted (AVE) ≥ 0.5.
	3. Discriminant validity	3. The indicator's cross loading on its latent variable must be greater in value than other latent variables. Fornell-Larcker, the value obtained on each latent variable must be greater than the correlation between other variables.
Inner model	1. Koefisien determinasi	1. The R^2 criterion consists of three

(R^2)		classifications, namely values of 0.67 (substantial), 0.33 (moderate), and 0.19 (weak).
2. Goodness of Fit (GoF)	2.	GoF value ranges from 0-1 with interpretations: 0.1 (small GoF), 0.25 (moderate GoF), and 0.36 (large GoF).
3. Path coefficient estimation	3.	The path estimation value is said to be significant, if the t-statistic value> t-table

Source: [3]

Table 3. Score Criteria Customer Satisfaction Index (%)

Index Number	Interpretation
$0 \leq x \leq 20$	Very Dissatisfied
$20 < x \leq 40$	Not Satisfied
$40 < x \leq 60$	Fair
$60 < x \leq 80$	Satisfied
$80 < x \leq 100$	Very Satisfied

Source: [4]

3. RESULTS AND DISCUSSION

Agritourism on Lombok Island offers a travel experience that combines natural beauty and cultural richness. With a backdrop of hilly landscapes and terraced rice fields, Lombok offers a unique tourist attraction. Activities such as fruit picking, learning traditional farming techniques, and enjoying local specialty foods and drinks are the main attractions of agritourism on the island of Lombok. In addition, integration with Sasak culture, such as tours to traditional villages and craft making, is an added value to enrich the visitor experience. The potential of agritourism on the island of Lombok lies not only in natural beauty and local wisdom but also in opportunities to support the community's economy and preserve the environment.

3.1 Respondent Characteristics

Visitors who were used as respondents in this study were visitors who came to visit agritourism on the island of Lombok. Visitor characteristics are distinguished by age group, origin (city/country), gender, latest education, occupation, purpose, and frequency of visits to agritourism on the island of Lombok, In Table 4.

Table 4. Respondent Characteristics

Respondent Characteristics		Quantity (Person)	Percentage (%)
Age	15-24	32	21
	25-44	98	65
	45-64	20	13
	Local	122	81
Origin (Country/City)	Domestic	15	10
	Overseas	13	9
Gender	Male	66	44
	Female	84	56
	Junior High	1	1
	High School	65	43
Last Education	Diploma	9	6
	Undergraduate	58	39

	Postgraduate	17	11
	Students	31	21
	Civil Servant	26	17
Jobs	Self-Employed	60	40
	Entrepreneur	20	13
	Other Profession	13	9
	Vacation	91	61
Purpose of Visit	Education	46	31
	More	13	8
Frequency of Visit	First	107	71
	Second or More	43	29

3.2 Visitor Satisfaction Level

The level of visitor satisfaction is done by calculating the percentage score of respondents' answers to the questions listed in the questionnaire. The distribution of respondents' answers with an average answer score of 5 (very satisfied) 16.5%, 4 (satisfied) 48%, 3 (sufficient) 31.5%, 2 (dissatisfied) 3.7% and 1 (very dissatisfied) 0.3%. Answers that refer to the top two boxes of satisfied answers (score 4) and very satisfied (score 5) with the highest percentage include indicators of manager friendliness and manager communication 77.3% followed by indicators of agritourism security 73.3%, tourist activities 71.3%, sustainability 70%, cleanliness 68.6%, price of tourist activities 67.3%, agricultural products and processed products 66%, feel of agritourism 65.4%, knowledge and skills of managers 62%, agritourism support facilities 56%, price of agritourism products 55.4% and with the lowest percentage of 48.7% on the indicator of information media facilities.

The group of respondents with a high level of satisfaction is the group of visitors who come from foreign visitors aged 44-64 years and have a postgraduate education. The group of visitors with a low level of satisfaction is the student group. Visitor groups with low categories are considered by agritourism in determining development steps.

3.3 Factors Affecting Visitor Satisfaction

The Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis method has two stages of evaluation carried out, namely the outer model and the inner model.

3.3.1 Outer Model

Model evaluation that determines the validity and reliability of construct indicators. Outer model criteria that have met the requirements can be continued with the inner model stage. The stages used in the outer model are:

3.3.1.1 Indicator Reliability

The initial calculation results showed no indicators with a loading factor value of less than 0.7. So, no indicators were removed or eliminated from the model, and all indicators were declared reliable. This Can be seen in Figure 1.
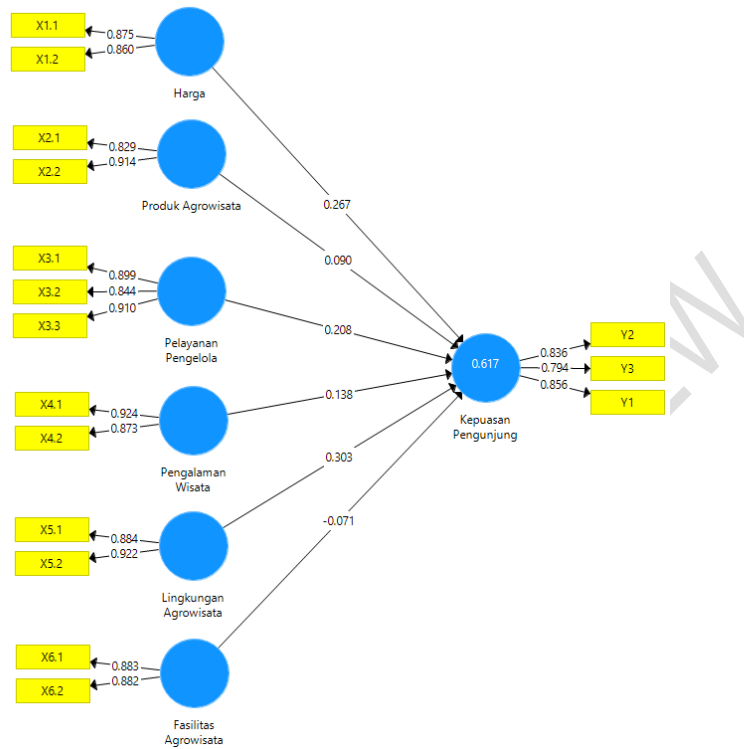
Figure 1. Measurement Model

3.3.1.2 Internal Consistency and Convergent Validity

The next stage shows that the composite reliability and Cronbach's alpha values on all latent variables are more significant than 0.6, the criteria for internal consistency have been met, and the variables have described the stability and internal consistency of the indicators. So, it can be concluded that the overall construct is said to be good and consistent, so no indicators need to be eliminated. Convergent validity is seen from the average variance extracted (AVE) value generated on each latent variable, which shows the test results with the AVE value on all variables above 0.5, so all latent variables have been able to be explained by each indicator. This can be seen in Table 5.

Tabel 5. Cronbach's Alph, Composite Reliability and Average Variance Extracted

Latent Variables	Cronbach's Alph	Composite Reliability	Average Variance Extracted (AVE)
Y	0,796	0,868	0,687
X1	0,671	0,859	0,753
X2	0,694	0,864	0,762
X3	0,863	0,915	0,783
X4	0,765	0,894	0,808
X5	0,776	0,898	0,816
X6	0,717	0,876	0,779

Source: Primary data processed (2024)

3.3.1.3 Discriminant Validity

Discriminant validity, this stage shows the cross loading value of all indicators. In this study, the cross loading value of the indicator is higher in its own construct than in other constructs. So that all indicators have met these criteria and are declared valid. Can be seen in Table 6.

Tabel 6 Cross Loadings

Latent Variables and Indicators	Y	X1	X2	X3	X4	X5	X6
X1.1	0,610	0,875	0,434	0,501	0,556	0,667	0,528
X1.2	0,579	0,860	0,617	0,529	0,524	0,413	0,330
X2.1	0,387	0,412	0,829	0,726	0,430	0,226	0,327
X2.2	0,532	0,615	0,914	0,647	0,425	0,210	0,152
X3.1	0,666	0,559	0,675	0,899	0,718	0,518	0,457
X3.2	0,437	0,421	0,818	0,844	0,480	0,224	0,364
X3.3	0,573	0,569	0,603	0,910	0,687	0,469	0,480
X4.1	0,678	0,680	0,471	0,672	0,924	0,738	0,713
X4.2	0,530	0,410	0,397	0,633	0,873	0,638	0,642
X5.1	0,522	0,461	0,017	0,343	0,657	0,884	0,762
X5.2	0,630	0,653	0,394	0,507	0,730	0,922	0,699
X6.1	0,475	0,411	0,114	0,408	0,631	0,763	0,883
X6.2	0,474	0,468	0,340	0,467	0,704	0,657	0,882
Y2	0,836	0,489	0,344	0,379	0,390	0,362	0,247
Y3	0,794	0,383	0,295	0,359	0,308	0,344	0,218
Y1	0,856	0,715	0,583	0,722	0,799	0,731	0,678

Source: Primary data processed (2024)

In Table 7, the discriminant validity evaluation of the fornell-larcker criteria is then carried out. The analysis results show that the fornell-larcker value of the latent variable in its own construct is higher than that of other variables, so all indicators can be declared good or valid.

Tabel 7. Fornell-Larcker Criterion

Latent Variables and Indicators	Y	X1	X2	X3	X4	X5	X6
Y	0,829						
X1	0,686	0,868					
X2	0,536	0,603	0,873				
X3	0,647	0,593	0,774	0,885			
X4	0,680	0,623	0,486	0,726	0,899		
X5	0,642	0,626	0,247	0,478	0,770	0,903	
X6	0,537	0,498	0,257	0,496	0,756	0,804	0,883

Source: Primary data processed (2024)

Based on the analysis results, the two criteria show that the discriminant validity evaluation requirements have been met, meaning that there are no discriminant validity problems in all models that have been evaluated. The results of the outer model evaluation indicate that the research model is valid and reliable based on the results of the SEM-PLS analysis on the outer model. The fulfillment of all conditions on the outer model evaluation criteria, so it can be concluded that the final measurement model in this study uses the initial measurement model in Figure 1 so that the satisfaction of agritourism visitors on the island of Lombok can be reflected by indicators including the overall value of agritourism (Y1), repeat visits (Y2) and agritourism recommendations (Y3) can describe the satisfaction of agritourism visitors.

In this study, the price factor is reflected by two indicators, namely the price of tourist activities (X1.1) and the price of agricultural products and processed products (X1.2), meaning that the price set on agritourism on the island of Lombok is described by the suitability of tourist activities and agricultural products and processed products offered and sold. The agritourism product factor is reflected by two indicators, namely tourism activities (X2.1), agricultural products and processed products (X2.2) this shows that the agritourism products offered have a variety of tourist activities that provide opportunities for visitors to gain new knowledge about agriculture, agritourism management and agricultural products and processed products purchased by visitors.

The manager service factor is reflected by three indicators, namely the friendliness of the manager (X3.1), knowledge, skills of the manager (X3.2) and communication of the manager (X3.3) this shows that the perception of agritourism visitors on the island of Lombok is seen from the friendliness, politeness and enthusiasm of the manager, the knowledge and skills of the manager in guiding and being alert to visitors' questions and complaints and visitors also feel good communication and behavior from the manager during the visit. In the indicators of agritourism nuances (X4.1) and agritourism safety (X4.2) can reflect the tourist experience.

The agritourism environment factor is reflected by two indicators, namely cleanliness (X5.1) and sustainability (X5.2) which shows that the cleanliness of the area and the sustainability of agritourism have a role in the agritourism environment which is a consideration for visitors in determining the agritourism to be visited. Meanwhile, indicators that reflect the agritourism facility factor include supporting facilities (X6.1) and information media facilities (X6.2).

The final stage in the outer model evaluation, the relationship between indicators and their factors or latent variables has met the requirements of each criterion, then proceed with the inner model evaluation to see the relationship between endogenous and exogenous latent variables.

3.3.1 Inner Model

The next stage is the evaluation of the inner model which is carried out to explain the relationship between factors or exogenous latent variables to endogenous latent variables based on the estimated coefficient of determination (R^2) and its significance level. The R^2 distribution analysis of 0.617 is in the moderate or moderate category, which shows that the variability of the endogenous construct can be explained by the exogenous construct variable of 0.617 or 61.7% and the remaining 0.383 or 38.3% percent is explained by other variables outside the model.

Furthermore, the overall Goodness of Fit (GoF) evaluation can be done using the GoF criteria. Based on the calculation results in Table 8, the GoF value generated is 0.689,

meaning that the model fit with a strong predictive value. It can be concluded that the model on exogenous and endogenous variables in this study has good overall performance and validates the model.

Tabel 8. Goodness of Fit (GoF)

Latent Variables	Average Variance Extracted (AVE)	R^2
Y	0,687	0,617
X1	0,753	-
X2	0,762	-
X3	0,783	-
X4	0,808	-
X5	0,816	-
X6	0,779	-
Average	0,770	
GoF	$\sqrt{(0,770 \text{ x } 0,617)} = \sqrt{0,475} =$	0,689

Source: Primary data processed (2024)

The last stage in evaluating the inner model is the significance test obtained from the bootstrapping data output in SmartPLS. Variables are said to directly affect if the T-statistic value is above the T-table value, with P values being less than the significance level. Table **9** and Figure 2 show three variables that have a direct value (direct effect) on visitor satisfaction, namely price, manager services, and agritourism environment**.** In contrast, variables that have indirect effects (no direct effect) are agritourism products, tourist experiences, and agritourism facilities.

Table 9. Results Of Construct Coefficients, T-Statistics And P Values Of Exogenous Latent Variables On Latent Variables Endogenous

Exogenous Latent Variables To Endogenous Latent Variable	Construct Coefficient	T-Statistics	P Values
X1 -> Y	0,267	3,434	0,001
X2 -> Y	0,090	1,028	0,304
X3 -> Y	0,208	2,140	0,033
X4 -> Y	0,138	1,189	0,235
X5 -> Y	0,303	2,597	0,010
X6 -> Y	-0,071	0,663	0,508

Source: Primary data processed (2024)

X1.1
X1.2
41.776
31.202
Harga

X2.1
X2.2
18.004
47.896
Produk Agrowisata

X3.1
X3.2
X3.3
66.936
30.825
55.221
Pelayanan Pengelola

X4.1
X4.2
93.571
26.569
Pengalaman Wisata

X5.1
X5.2
36.705
88.018
Lingkungan Agrowisata

X6.1
X6.2
33.512
35.209
Fasilitas Agrowisata

3.434
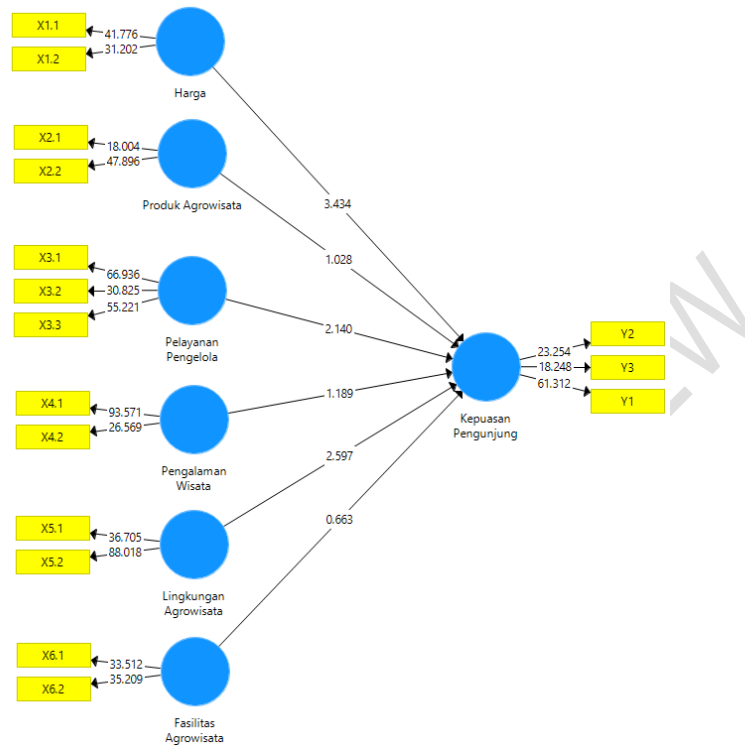1.028
2.140
1.189
2.597
0.663

Kepuasan Pengunjung
23.254
18.248
61.312
Y2
Y3
Y1

Figure 2. Structural Model

Based on the significant test results in Table 9, price shows a positive and significant influence on the satisfaction of agritourism visitors on the island of Lombok. The positive sign on the construct coefficient illustrates that the price factor has contributed to increasing the satisfaction of agritourism visitors on the island of Lombok. In line with the research of [5], price is one of the important factors in influencing visitor interest in agritourism, prices that match the experience offered by agritourism can increase the perception of satisfaction value and revisit.

The second factor that has a positive and significant effect on the satisfaction of agritourism visitors on the island of Lombok is the manager's service. This shows that an increase will follow an increase in the quality of the manager's service and visitor satisfaction, according **to** the results of previous research from [6], which shows that the quality of manager services has a partial positive effect on visitor satisfaction at Kusuma Agrowisata Batu. The results of this research are based **on** the theory from [7] that service quality encourages consumers to establish mutually beneficial ties in the long term and allows companies to understand the expectations and needs of consumers.

Agritourism environmental factors positively and significantly influence the satisfaction of agritourism visitors on the island of Lombok, meaning that the cleanliness and sustainability of the agritourism environment describes visitor satisfaction. [8], there is a significant influence between the environment and visitor satisfaction. The theory put forward by [9] states that consumers rely on physical evidence of the environment to evaluate services

before making a purchase and to assess consumer satisfaction with services during and after the experience.

In contrast to the results on agritourism products, tourist experiences, and agritourism facilities, the three factors do not significantly affect the satisfaction of agritourism visitors on the island of Lombok. Contrary to the results of research conducted by [10], it is explained that visitor satisfaction is influenced by the factors of tourist activities and products, tourist experiences, and tourist attraction facilities simultaneously. However, the research of [11] concluded that the factors of agritourism products, tourist experiences, and agritourism facilities do not significantly affect visitor satisfaction.

Factors that do not significantly affect visitor satisfaction have the potential to play a role in increasing and decreasing the satisfaction of agritourism visitors on the island of Lombok. Based on the analysis results in Table 9, agritourism products and tourism experience are positive in the construct coefficient, indicating that these factors have a potential role in increasing visitor satisfaction. The tourism experience factor has a higher construct coefficient value than the agritourism product factor, meaning that the tourism experience has a **more** significant contribution than the agritourism product to the satisfaction of agritourism visitors on the island of Lombok. Visitors pay more attention to the feel and safety of the agritourism environment. Thus, any mismatch in the feel and safety of the agritourism environment can reduce visitor satisfaction and vice versa.

Meanwhile, the agritourism facility factor has a value with a negative construct coefficient, indicating that this factor has contributed to a decrease in visitor satisfaction. In contrast to the concept of tourism in general described by [12], according to Spillane's theory, supporting facilities are facilities whose existence is important in supporting destination development. Based on this difference, it is necessary to evaluate the performance of the agritourism facility factor in order to minimize visitor dissatisfaction. This is supported by some respondents' answers to open questions that expect other supporting facilities, such as the primary photo spot at the destination and a special place for children to play. While evaluating the information media facilities, it is suspected that there is a need for additional facilities such as information posts and social media such as TikTok and Instagram that update about agritourism. Effective information media will help visitors understand the concept of agritourism, agritourism facilities, and various products available.

The final evaluation results show an increase in the price factor, manager services, and the agritourism environment, followed by increased visitor satisfaction. At the same time, the relationship between agritourism products, tourist experiences, agritourism facilities, and visitor satisfaction does not have a significant effect but contributes positively and negatively.

Table 10. Loading Factor, T-statistic and P values of Indicators of Exogenous Latent Variables

Exogenous Latent Variables	Indicators	Loading Factor	T-statistic	P Values
X1	X1.1	0,875	41,776	0,00
	X1.2	0,860	31,202	0,00
X2	X2.1	0,829	18,004	0,00
	X2.2	0,914	47,896	0,00
X3	X3.1	0,899	66,936	0,00
	X3.2	0,844	30,825	0,00
	X3.3	0,910	55,221	0,00
X4	X4.1	0,924	93,571	0,00
	X4.2	0,873	26,569	0,00
X5	X5.1	0,884	36,705	0,00
	X5.2	0,922	88,018	0,00
X6	X6.1	0,883	33,512	0,00

	X6.2	0,882	35,209	0,00

Source: Primary data processed (2024)

Table 10 shows seven exogenous latent variables of 13 indicators that significantly influence each factor. It can be explained in detail as follows:

The price factor consists of two measurement indicators, namely the price of tourist activities and the price of agricultural products and processed products, which significantly influence the factor. The indicator of the price of tourist activities has a higher loading factor value than the price of agricultural products and processed products but does not have a significant. This means that it can be concluded that the indicator of the suitability of the price of tourist activities and the price of agricultural products and processed agrotourism products with the benefits felt by visitors is the main thing considered in determining visits in terms of price.

The product factor consists of two indicators, including tourism activities and agricultural products and processed products, which contribute to determining agritourism products chosen by visitors in general. Indicators of agricultural products and processed products have a higher loading factor value than tourism activities. This shows that the diversity and quality of agricultural products and processed agritourism products are important things that visitors consider when considering the products offered by agritourism.

Indicators in the manager service factor, namely the manager's friendliness of the manager, the knowledge and skills of the manager, and the manager's communication, have a significant influence on the factor. The manager's communication indicator owns the loading factor with the most significant value, and this shows that the most significant contribution to the manager's service factor comes from the manager's communication indicator, it is concluded that visitors will consider the ease and speed of access to communication set by agritourism before visiting. The loading factor with the lowest value is owned by the manager's knowledge and skills indicator, meaning that this indicator has the most minor contribution to the manager's service factor. It is suspected that managers' knowledge and skills are lacking by visitors.

The tourism experience factor has two indicators, including agritourism nuances and agritourism security, with a loading factor value of agritourism nuances higher than agritourism security. This shows that in terms of tourism experience, the feel of agritourism is an important consideration for visitors in determining agritourism, and visitors' assessment of agritourism security is lower than that of agritourism.

In the agritourism environmental factor, the sustainability indicator is an indicator that has a more significant contribution than the cleanliness indicator. This shows the principle of preservation of the agritourism environment, such as organic farming, good water, and waste management, which is an important consideration for visitors in determining the agritourism they want to visit. At the same time, the cleanliness indicator indicates that visitors' assessment of agritourism for environmental cleanliness is lower than environmental sustainability.

There are two indicators of the agritourism facility factor, namely supporting facilities with a higher loading factor value than information media facilities, but they do not differ much. This shows that when visitors determine agritourism in terms of facilities, they pay more attention to the supporting facilities owned by agritourism than information media facilities. Supporting facilities owned by agritourism include parking lots, toilets, prayer rooms, places to eat, and places to sit.

Table 11. Loading Factor, T-statistic and P values of Indicators of Endogenous Latent Variables

Variable Laten Endogenous	Indicators	Loading Factor	T-Statistics	P Value
Y	Y1	0,856	61,312	0,00
	Y2	0,836	23,248	0,00
	Y3	0,794	18,248	0,00

Source: Primary data processed (2024)

Table 11 shows three indicators, including the overall value of agritourism, repeat visits, and agritourism recommendations, significantly influencing the endogenous latent variable, visitor satisfaction. The most considerable loading factor value is the indicator of the overall value of agritourism, which shows that the indicator has the most considerable contribution compared to the other two. It is suspected that all indicators on each exogenous latent variable factor provide important contributions to the formation of visitor satisfaction.

The indicators of repeat visits and agritourism recommendations have a lower contribution than the indicators of the overall value of agritourism. This shows that some visitors do not want to make repeat visits and recommend agritourism, which is one of the causes of the lower contribution of repeat visits and agritourism recommendations to visitor satisfaction. Nine respondents answered that they did not want to make a repeat visit, and 19 respondents did not want to recommend agritourism. It is suspected that the lack of satisfaction of visitors is due to higher expectations than the performance carried out by agritourism, in line with research by [13], which states that there is an effect of visitor satisfaction on repeat visits and can influence others so that other people want to visit and prove it. [14] conveyed that tourists who intend to make a repeat visit will logically recommend tourist destinations. As one of the perceptions of visitor satisfaction with agritourism, visitor recommendations to others are very important.

3.4 Visitor Satisfaction Index

The Visitor Satisfaction Index in this study uses the customer satisfaction index (CSI) calculation method from the loading factor value with the output construct coefficient from the Structural Equation Modelling - Partial Least Square (SEM-PLS) analysis.

Table 12. The Result of Customer Satisfaction Index (CSI)

Exogenous Latent Variables	Indicators	Loading Factor	Coefficient Construct	Weight Factor	Weight Score	CSI %	Weight CSI
X1	X1.1	0,875	0,267	0,234	0,127	67,3	8,54
	X1.2	0,860	0,267	0,230	0,125	55,4	6,90
X2	X2.1	0,829	0,090	0,075	0,041	71,3	2,89
	X2.2	0,914	0,090	0,082	0,045	66,0	2,95
X3	X3.1	0,899	0,208	0,187	0,102	77,3	7,85
	X3.2	0,844	0,208	0,176	0,095	62,0	5,91
	X3.3	0,910	0,208	0,189	0,103	77,3	7,95
X4	X4.1	0,924	0,138	0,128	0,069	65,4	4,52
	X4.2	0,873	0,138	0,120	0,065	73,3	4,80
X5	X5.1	0,884	0,303	0,268	0,145	68,6	9,99
	X5.2	0,922	0,303	0,279	0,152	70,0	10,62
X6	X6.1	0,883	-0,071	-0,063	-0,034	56,0	-1,91
	X6.2	0,882	-0,071	-0,063	-0,034	48,7	-1,65

CSI Total Score	69,35

Source: Primary data processed (2024)

The results of the CSI analysis in Table 12 show the difference in the amount of influence on each indicator. The highest satisfaction index is shown in the environmental sustainability indicator, which is 10.62. This is due to the influence of the indicator on visitor satisfaction, which is the most significant influence, namely 0.152. The percentage of satisfied respondents is also relatively large, namely 70%, meaning that environmental sustainability provides the highest level of satisfaction compared to other indicators that can be felt by agritourism visitors on the island of Lombok. Overall, the agritourism environment factor has the most significant influence on visitor satisfaction, and this is in line with the results of the inner model evaluation, which shows that the agritourism environment variable has a significant effect on visitor satisfaction. Environmental sustainability and cleanliness of the agritourism environment have the most significant influence on increasing visitor satisfaction. Maintaining an environment using these two indicators is the main thing agritourism can do on the island of Lombok. Improving the quality of the environment will be followed by an increase in visitor satisfaction.

The indicator with the lowest level of satisfaction is supporting facilities, with a satisfaction index of -1.91, which is caused by the influence of the supporting facilities indicator on the agritourism facility factor, which is -0.063. The agritourism facility factor negatively contributes to the visitor satisfaction variable, -0.071. The percentage satisfied with the supporting facilities indicator is 56%. It can be concluded that the agritourism facility factor has little effect on visitor satisfaction or significantly affects decreasing visitor satisfaction. This aligns with the **inner** model evaluation results, which show that the agritourism facility factor has no direct effect on visitor satisfaction and contributes to decreased visitor satisfaction.

The overall level of visitor satisfaction based on the resulting CSI analysis in Table 12 is 69.35, indicating that the level of satisfaction of agritourism visitors on the island of Lombok is at the "satisfied" level criteria. Overall, visitors are satisfied with the performance of agritourism on the island of Lombok, although not at the highest level of satisfaction. This shows that there are still visitors who feel dissatisfied with the performance of agritourism on the island of Lombok, where there are visitors who answer that they do not want to make a repeat visit and do not want to recommend agritourism in the post-visit decision-making process.

3.5 Development Strategy for Agrotourism Attraction on Lombok Island

Determining agritourism attraction development strategies on the island of Lombok is based on the Importance Performance Analysis (IPA) cartesian diagram matrix. Cartesian diagrams are used to determine development priorities based on the performance of each indicator in quadrant I, quadrant II, quadrant III, and quadrant IV.

IPA is an analytical tool used to determine the priority level based on visitor responses to indicators in the diagram. Based on the results of the IPA analysis, the priority of attraction development that can be applied by agritourism will be obtained according to the level of importance and performance of existing indicators.

Table 13. Level of Importance and Performance of Indicators

Exogenous Latent Variables	Indicators	Importance	Performance
X1	X1.1	0,875	3,740

	X1.2	0,860	3,580
X2	X2.1	0,829	3,947
	X2.2	0,914	3,847
X3	X3.1	0,899	4,047
	X3.2	0,844	3,747
	X3.3	0,910	3,900
X4	X4.1	0,924	3,787
	X4.2	0,873	3,933
X5	X5.1	0,884	3,760
	X5.2	0,922	3,893
X6	X6.1	0,883	3,607
	X6.2	0,882	3,667
Rata-rata		0,884	3,804

Source: Primary data processed (2024)

Table 13 shows the importance and performance of the indicators of each construct. The importance value is represented by the loading factor value on each indicator, while the performance value is represented by the average performance value sourced from respondents' answers. The higher the performance value, the better the indicator/, and the lower the performance value indicates that the indicator is not good. The importance value describes how strongly the indicator affects the construct. The greater the importance value, the greater the influence of the indicator **on** the construct. The average value of all performance obtained is drawn from indicators on all constructs, namely 3.804, and the average value of the importance level of all indicators is 0.884. The Cartesian diagram is then made based on calculating each indicator's importance and performance values to determine each indicator's location in quadrants I, II, III, and IV. The IPA cartesian diagram of this research is in Figure 3.
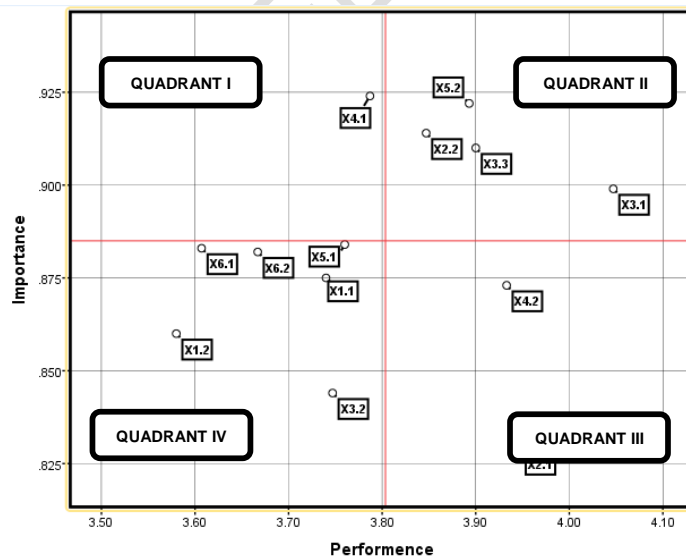

Figure 3. Cartesian Diagram

In quadrant I, one indicator, the agritourism nuance indicator (X4.1), is used. Indicators in quadrant I are the main priority for improvement because visitors consider them important in

influencing the contract but have not provided good performance. The performance of this quadrant indicator is still relatively low, so it has not satisfied agritourism visitors on the island of Lombok.

Indicators in quadrant II show visitor important indicators and already perform well. Indicators in this quadrant have good performance by visitor expectations so that they fulfill their satisfaction. The good performance of the indicators in this quadrant is the strength of the agritourism attraction, so its performance must be maintained. There are four indicators in quadrant II, namely agricultural products and processed products (X2.2), manager friendliness (X3.1), manager communication (X3.3), and agritourism environmental sustainability (X5.2).

Quadrant III contains indicators considered less important by visitors and have a relatively low influence on visitor satisfaction because they have a low level of importance and low priority for improvement. However, performance improvements in this quadrant can be considered. A total of five indicators in quadrant III are not included in the performance improvement priorities, namely: price of tourist activities (X1.1), price of agricultural products and processed products (X1.2), knowledge and skills of managers (X3.2), cleanliness of the agritourism environment (X5.1), agritourism support facilities (X6.1) and information media facilities (X6.2).

Quadrant IV has two indicators: agritourism security (X4.2), and tourism activities (X2.1). This quadrant is included in the excess category because it has excessive performance and a low level of importance. Indicators in this quadrant, and can be ignored.

4. CONCLUSION

Based on the research results, it can be concluded as follows: The level of visitor satisfaction with the highest percentage on the indicator of manager friendliness, followed by indicators of manager communication, agritourism security, tourism activities, sustainability, cleanliness, price of tourism activities, agricultural products and processed products, nuances of agritourism, knowledge and skills of managers, agritourism supporting facilities, prices of agricultural products and processed products and the lowest percentage on the indicator of information media facilities. Respondents with a high level of satisfaction are groups of visitors who come from foreign visitors, aged 44-64 years, and have a postgraduate education. Groups of visitors with a low level of satisfaction are student groups. Factors influencing visitor satisfaction with agritourism on the island of Lombok include price, manager services, and the agritourism environment. In contrast, agritourism products, tourist experiences, and agritourism facilities do not have direct effects (indirect effects) on visitor satisfaction. However, these factors have contributed to the formation of satisfaction both in increasing and decreasing satisfaction. Tourism experience factors and agritourism products increase satisfaction, and agritourism facility factors decrease visitor satisfaction. The visitor satisfaction index on agritourism on the island of Lombok is satisfied. This shows that visitors are satisfied with agritourism on the island of Lombok. The strategy for developing agritourism attractions on the island of Lombok based on the Cartesian diagram matrix is to improve the performance of indicators in quadrant I as the main priority for development, maintain the performance of indicators in quadrant II which are the strengths of agritourism attractions, and consider improving performance in quadrant III and Quadrant IV, indicators in this quadrant and can be ignored.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that no generative AI technologies like large language models (ChatGPT, copilot, etc.) Moreover, text-to-image generators have been used during the writing or editing of this manuscript.

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