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Construction of the Agrotourism Dimensional Model: Perspective of Attraction of Visitor Experiences in Agrotourism Salak, Sibetan Karangasem Bali

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Abstract
Tourism has become one of the industries that has a major impact on Bali's economic growth. This study aims to explore the various factors that build important dimensions as a determinant of the formation of visitor experience in agro-tourism. The collecting data by interviews related to the form of expectations and responses of visitors as informants about the Sibetan agro-tourism object. This type of data is for exploring the dimensions and factors that reflect the dimensions to construct a measurement scale. The next step is to classify by group category to build dimensions, then the data processed using descriptive statistical analysis tools, namely confirmatory factor analysis. The indicator that produces the largest loading factor is determined as the indicator that most strongly reflects the variable in question. This result shows that the better the Tourist Visit Experience to Sibetan Agrotourism object, Karangasem, the more loyal these visitors are to Sibetan Agrotourism object, Karangasem. Based on the results of the study, information was obtained that based on the Experience of Tourists visiting Sibetan Agrotourism objects, Karangasem the biggest factor influencing tourists to visit Sibetan Agrotourism objects, Karangasem is the Security factor, then followed by the Coolness of tourist objects, Service and Hospitality, Order and Uniqueness and Beauty of Sibetan Agrotourism objects, Karangasem. Tourist Visiting Experience to Sibetan Agrotourism Object, Karangasem has a positive and significant effect on Visitor Loyalty.
Keywords: agrotourism, local wisdom, salak, tourism, tropical fruit.

1. Introduction

The tourism sector is one of the largest economic sectors and has the fastest growth so that there is an assumption that this sector is the main driver of economic growth in the world (Goodwin & Chaudhary, 2017). Many developing countries look to the tourism sector as a booster for their national economic performance, including Indonesia. Bali is a region part of Indonesia, has the biggest contribution to the success of Indonesian tourism. In 2011, Bali's GRDP amounted to 73,478.16 billion rupiah, while the contribution of the trade, hotel and restaurant sector was 30.62% (Central Bureau of Statistics, 2011). However, the economic benefits derived from the tourism sector are often accompanied by environmental damage, land conversion, socio-cultural exploitation and crime (Diparda Prop. Bali 2009; Putra, D, 2010; Sumantra et al., 2017; Sumantra et al., 2015). In addition, the gap between the tourism industry and agriculture in Bali is also motivated by the unequal distribution of agricultural utilization for tourism purposes (Sumantra et al., 2017), so that Balinese people are reluctant to develop the agricultural sector (Sumantra et al.,

2015). On the other hand, the results of the study show that natural resources are an important factor in the competitiveness of national tourism in international markets (Mechinda, et al., 2010). Various studies have attempted to explore this as policy input, especially efforts to align the development of the tourism sector with the preservation of natural resources (Sumantra et al., 2017). The development of the tourism sector needs to reduce the risk of natural damage and cultural exploitation of the community (Sumantra, 2017). France,L.A. (1997) states that there are three important factors that must be accommodated in the development of a sustainable tourism industry, namely ecological maintenance, relations with local communities and tourist satisfaction. To harmonize these three important factors, especially in countries formed by an agrarian cultural climate, the appropriate tourism sector is agro-tourism based on eco-tourism.

Developing countries have great potential for the development of eco-tourism because most of the natural environmental aspects of eco-tourism are in developing countries (Clifton & Benson, 2006). The advantages of eco-tourism include ecological, economic and social aspects and the prospects have been proven and recognized by several ASEAN countries, namely Malaysia, Thailand, Cambodia and Laos. (Goodwin & Chaudhary, 2017). The benefit for the community is that eco-tourists are able to reside and interact with facilities owned and managed by local communities rather than multinational companies (West & Carrier, 2004).

The ecotourism community defines ecotourism as responsible travel to natural areas that preserves the environment and improves the welfare of local people (Handriana & Ambara, 2016). If the meaning and essence of ecotourism are further exploited then, it is very closely related to the sustainable tourism industry development model (France, L.A 1997), therefore, ecotourism is a form of sustainable tourism that is based on ecological principles as well as a concept of sustainable development (Seba, J, 2012). Eco-tourism as a concept relates to nature and local community tourism which emphasizes conservation, sustainability and biodiversity (Panigrahi & Sethi, 2013).

Based on various interesting aspects of eco-tourism development, the success of the tourism product development process requires planners to ensure harmony with the local environment (Meler & Ham, 2012), and the benefits of a satisfying experience received by visitors. This reason requires exploration activities to obtain data support in the form of factors that are considered to be interesting experiences expected by visitors when visiting agro-tourism objects. Research is considered important, considering that not much research has been done on ecotourism in developing countries (Handriana and Ambara, 2016), including research to build agro-tourism dimensions, so it is very difficult to obtain references as a basis for establishing sustainable ecotourism development policies including agro-tourism.

Based on the limitations of the research data as mentioned above, this study aims to explore the various factors that build important dimensions as a determinant of the formation of visitor experience in agro-tourism. Several similar studies have been conducted previously to explore important factors related to ecotourism (Goodwin & Chaudhary, 2017), but very limited to agro-tourism.

2. Methods

Data collection was carried out in two stages, namely; first, the collection of primary data types by means of direct interviews related to the form of expectations and responses of visitors as informants about the Sibetan agro-tourism object. The time of the interview was carried out after the informants finished visiting. This type of data is for exploring the dimensions and factors that reflect the dimensions to construct a measurement scale. The second stage is collecting secondary data by distributing questionnaires that have been tested for validity and reliability. Data that has been collected from informants in the first

stage of data collection, all significant statements are selected, then the meaning is captured (formulated meaning). The next step is to classify by group category to build dimensions.

Data obtained from the second stage of collection were then processed using descriptive statistical analysis tools, namely confirmatory factor analysis. The loading factor resulting from the confirmatory factor analysis can be used to determine which indicator is the strongest in building dimensions. The indicator that produces the largest loading factor is determined as the indicator that most strongly reflects the variable in question.

3. Results and Discussion

The loading factor resulting from confirmatory factor analysis can be used to determine which indicator most strongly influences the latent variable. The indicator that produces the greatest loading factor is determined to be the indicator that most strongly influences the latent variable concerned. The complete results of confirmatory factor analysis are presented in Figure 1 (PLS Diagram).

Results of confirmatory factor analysis for Sibetan Agrotourism Safety variable, Karangasem (X1).

Table 1. Confirmatory Factor Analysis ResultsSafety of Sibetan Agrotourism, Karangasem

	Indicators	Loading Factor
X1.1	Safe from Theft	2.018
X1.2	Treatment is available if you are sick	0.614
X1.3	Life Safety	1.850
X1.4	Safe from Criminal Harassment	1.552
X1.5	Safe from Accidents	1.622
X1.6	Safe from Local Community Disturbances	1.629
X1.7	Safe from Healthy Food Sold Locally	1.793
X1.8	Safe from Forest Animal Disturbance	1.048
X1.9	Safe from Forest Plant Disturbance	1.882
X1.10	Safe from Food Tourism	0.481
X1.11	Safe from Terrorism	2.146
X1.12	Free Healthcare	0.459
X1.13	Health Insurance Coverage	0.557
X1.14	Optimal hospital services	0.945

Based on Table 1 above, it can be seen that the indicator that most strongly affects the Sibetan Agrotourism Security variable, Karangasem is Safe from Terrorism Disturbances with a loading factor of 2.146, then followed by Safe from Theft with a loading factor of 2.018, Safe from Forest Plant Disturbances, Life Safety, while the weakest indicator is Free Health Services with a loading factor of 0.459.

The results of the confirmatory factor analysis for the Coolness variable (X2) are as in Table 2.

Table 2. Confirmatory Factor Analysis Results Coolness of Sibetan Agrotourism, Karangasem

	Indicators	Loading Factor
X2.1	Quality of Environmental Structuring	0.466
X2.2	Landscaping Setup	0.452
X2.3	Greening	0.198
X2.4	The Beauty of Flora / Fauna	0.764
X2.5	Waste Management	1.460

X2.6	Liquid Waste Management	1.484
X2.7	Organic Farming	0.112
X2.8	Facilities for Visitors	0.919
X2.9	Trash Can	0.122
X2.10	Shelter/Tree Shade	0.414

Based on table 2 above, it can be seen that the most powerful indicator affecting the Coolness of Sibetan Agrotourism, Karangasem is the existence of Liquid Waste Management with a loading factor of 1,484 then followed by the availability of Waste Management, Facilities for visitors, Beauty of Flora / Fauna, Greening, Shelter, Garbage Bin, while the weakest indicator is Organic Agriculture with a loading factor of 0.112.

The results of the confirmatory factor analysis for the Order variable (X3) are as in Table 3.

Table 3. Confirmatory Factor Analysis Results Sibetan Agrotourism Order, Karangasem

	Indicators	Loading Factor
X3.1	Visitor Order	0.495
X3.2	Visitor Responsibilities	0.747
X3.3	Explanation of Rules from Officers	1.229
X3.4	Adequacy of Visitor Rules/Restrictions	0.167
X3.5	Rules during the agrotourism environment	0.811
X3.6	Traffic Signs	1.063
X3.7	Sanction littering	0.020
X3.8	Doubt if picking fruit	0.085
X3.9	Instructions on the prohibition of plastic waste disposal	1.296
X3.10	Street vendor regulations in tourist attractions	0.559
X3.11		1.187

Table 3 shows that the Directive on the Prohibition of Disposing of Plastic Waste is the indicator that most strongly affects the Sibetan Agrotourism Order with a loading factor of 1,296, followed by Explanation of Rules from Officers, Traffic Signs, Rules while in the Agrotourism Environment, Visitor Responsibilities, Street vendor regulations at tourist attractions, Sanctions if picking fruit, Visitor order, while the weakest indicator affects Agrotourism Order Sibetan is the existence of littering sanctions with a loading factor of 0.020.

The results of the confirmatory factor analysis for the Service and Hospitality variable (X4) are as in Table 4.

Table 4. Confirmatory Factor Analysis Results Service and Hospitality (X4)

	Indicators	Loading Factor
X4.1	Officer Friendliness	0.470
X4.2	The impression of conscious tourism by the community	1.080
X4.3	Tourist Environmental Information	1.281
X4.4	Flora and Fauna Information	0.164

X4.5	Information on Sacred Places in the Agrotourism Environment	0.793
X4.6	Free Internet/WIFI Service	1.516
X4.7	Tour Guide Services	0.022
X4.8	ATM Services	0.094
X4.9	Toilet Facilities	1.281

Table 4 shows that Free Internet Service is the indicator that most strongly affects Sibetan Agrotourism Service and Hospitality with a loading factor of 1,516, followed by Flora and Fauna Information, Toilet Availability, Tourism Awareness Impression by the Community, Information on Sacred Places in the Agrotourism Environment, Officer Friendliness, Flora and Fauna Information, ATM Services, while the weakest indicator affects Sibetan Agrotourism Services and Hospitality is a Tour Guide Service with a loading factor of 0.022.

The results of the confirmatory factor analysis for the variables of Uniqueness and Beauty of Sibetan Agrotourism, Karangasem (X5) are as in Table 5.

Table 5. Confirmatory Factor Analysis Results The Uniqueness and Beauty of Sibetan Agrotourism, Karangasem (X5)

	Indicators	Loading Factor
X5.1	Natural Beauty	1.431
X5.2	Cultural Uniqueness	0.124
X5.3	Environmental Sustainability	0.712
X5.4	Integrity of the Tourism Environment	1.234
X5.5	Attractions	0.306
X5.6	The uniqueness of Salak Garden	1.337
X5.7	Uniqueness of Salak Processed Products	0.437
X5.8	Culinary Made from Salak	1.201
X5.9	Adventure Tour	1.244

Based on Table 5, it turns out that natural beauty is the most powerful indicator affecting the Uniqueness and Beauty of Agrotourism, Sibetan with a loading factor of 1,431, then followed by the Uniqueness of Salak Garden, Adventure Tour, Integrity of Tourism Environment and Culinary Made from Salak. The weakest indicator affecting the Uniqueness and Beauty of Sibetan Agrotourism, Karangasem is Cultural Uniqueness with a loading factor of 0.141.

The results of the confirmatory factor analysis for the Visiting Experience variable (Y1) are as in Table 6.

Table 6.Confirmatory Factor Analysis Results Visiting Experience (Y1)

	Indicators	Loading Factor
Y1.1	Unique Service Impression	1.704
Y1.2	Uniqueness of Attractions	1.648
Y1.3	Cool Air Weather Comfort	1.543
Y1.4	Spiritual/Religious Impressions	0.091
Y1.5	Souvenir Effect	1.142
Y1.6	Cultural Impressions	0.780
Y1.7	Tourism Facilities	1.081
Y1.8	Resident Friendliness	1.722
Y1.9	Public Transportation to attractions	0.117

Y1.10	Communications/IT	0.086
Y1.11	Service	0.084
Y1.12	Cleanliness of Attractions	1.288

The Table 6 shows that Friendliness of Residents is the indicator that most strongly influences the Visit Experience with a loading factor of 1.722 followed by the factors of Unique Service Impression, Uniqueness of Tourist Objects, Cool Air, Cleanliness of Tourist Objects, Impression of Souvenirs, Facilities of Tourism Objects while the Availability of Communication / IT Facilities and Health Services are the two indicators that most weakly affect the image of tourists with loading factors of 0.086 and 0.084 respectively.
The results of the confirmatory factor analysis for the Visitor Loyalty variable (Y2) are as in Table 7.

Table 7. Confirmatory Factor Analysis Results Visitor Loyalty (Y2)

	Indicators	Loading Factor
Y2.1	Inten to Repurchase	1.560
Y2.2	Purchase Frequency	1.643
Y2.3	Recommendation Product Wish	1.184
Y2.4	Time of Participation Product Activity	1.198

Based on the table above, Purchase Frequency is the indicator that most strongly affects Visitor Loyalty with a loading factor of 1,643 followed by Inten to Repurchase and Time of Participation Product Activity, while the weakest indicator affecting Visitor Loyalty is Recommendation Product Wish with a loading factor of 1,184.

Based on the PLS diagram (Figure 1), the estimation results show that the T-Statistic values are not all above 1.96 so it can be concluded that not all paths are significant. The coefficient of the relationship path of Sibetan, Karangasem Agrotourism Security (X1) to Visiting Experience (Y1) is 2,890 greater than 1.96 so it can be concluded that the influence of Sibetan, Karangasem Agrotourism Security (X1) on Visit Experience (Y1) is significant. The Path coefficient of the relationship between Sibetan, Karangasem Agrotourism Coolness (X2) to Visit Experience (Y1) of 1.210 is smaller than 1.96 so that the influence of Sibetan, Karangasem Agrotourism Coolness (X2) on Visit Experience (Y1) is positive but not significant. The Path Coefficient of the relationship between Sibetan, Karangasem Agrotourism Order (X3) to Visit Experience (Y1) of 0.827 is smaller than 1.96 so that the influence of Sibetan, Karangasem Agrotourism Order (X3) on Visit Experience is positive but not significant. The Path Coefficient of the relationship between Service and Hospitality (X4) on Visiting Experience (Y1) of 1,116 is smaller than 1.96 so that the effect of Service and Hospitality (X4) on Visit Experience (Y1) is positive but not significant. The Path Coefficient of the relationship between the Uniqueness and Beauty of Sibetan, Karangasem Agrotourism (X5) to the Visiting Experience (Y1) of 0.740 is smaller than 1.96 so that the influence of the Uniqueness and Beauty of Sibetan, Karangasem Agrotourism (X5) on the Visiting Experience (Y1) is positive but not significant. The Path Coefficient of the relationship between Visit Experience (Y1) and Visitor Loyalty (Y2) of 6,622 is greater than 1.96 so that the Visiting Experience of tourists to Sibetan Agrotourism objects, Karangasem has a positive and significant effect on Visitor Loyalty. This shows that the better the Tourist Visit Experience to the Sibetan Agrotourism object, Karangasem, the more loyal these visitors are to the Sibetan Agrotourism object, Karangasem.

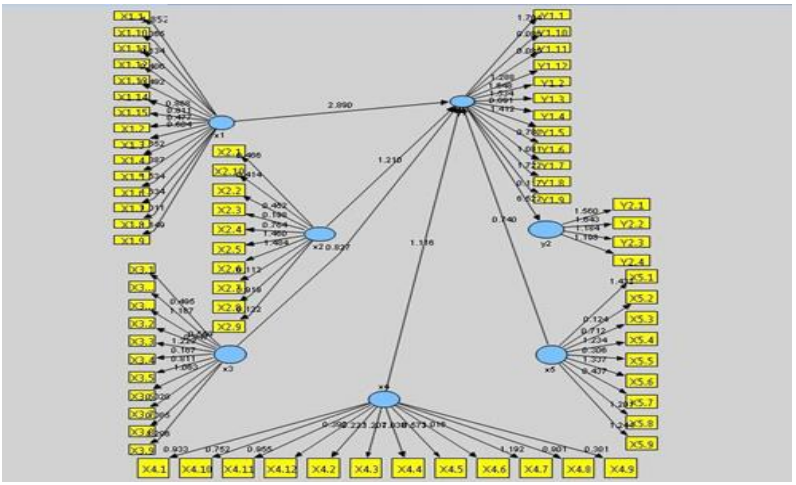

Figure 1.
Partial Least Square (PLS) Diagram

4. Conclusions

The management of the Sibetan Salak Agrotourism object, in Karangasem should pay more attention to the security factor of tourists visiting, so that tourists feel safe to visit the Sibetan Agrotourism object, Karangasem. However, other factors need to get better attention, especially the service and hospitality of the management and the people in Sibetan Village, Karangasem towards tourists. Apart from that, another important factor that needs to be improved is maintaining the Sibetan Agrotourism Environment, Karangasem so that the coolness of this tourist attraction increases, besides maintaining visitor order and the availability of rules to maintain order in these attractions including regulations for souvenir/food traders. The uniqueness and beauty of the Sibetan Agrotourism object still needs to be improved, especially the uniqueness of Salak Gardens, Adventure Tours, Tourism Environmental Integrity, Salak-Based Culinary and Cultural Uniqueness.

Author Contribution

1. I Dewa Ayu Tita Permata Tabita : Research concept and design, Collection and/or assembly of data, Data analysis and interpretation, Writing the article, Final approval of the article
2. Ida Ayu Suryaningsih : Collection and/or assembly of data, Data analysis and interpretation; Writing the article

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The study was conducted in accordance with the NAME OF LAW and approved by the Institutional Review Board (LP3M) of UNIVERSITAS TRIATMA MULYA.

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Data sharing is not applicable to this article as no new data were created or analyzed in this study.

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