

VISITOR'S PERCEPTION OF PAGILARAN TEA GARDEN AGROTOURISM**Muhammad Aulia Rachman, Kadhung Prayoga, and Joko Mariyono***Agribusiness Study Program, Faculty of Animal and Agricultural Sciences,
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ABSTRACT

Visitors to tourism objects have the motivation and perception of traveling. Therefore, a study is needed to analyze visitors' perceptions that arise from the visitors and the push and pull factors that influence the motivation of visitors to the Pagilaran Tea Garden Agrotourism. This study aims to analyze the perceptions and motivations that develop in the decisions of visitors when traveling, as well as to analyze the influence of perceptions, motivations, age, education, income, distance, and gender on the interest in revisiting. The research was conducted in March 2022 at Pagilaran Tea Garden Agrotourism, Keteleng Village, Blado District, Batang Regency, Central Java. The research method used is descriptive quantitative research by distributing questionnaires to 97 respondents selected by the incidental sampling method. The perception data analysis technique is frequency tabulation using Likert scale scoring with a number line, motivation data with the Guttman scale, and ordinary least square techniques using the SPSS application software. The study found that visitors were satisfied based on a perception score of 74% and a motivation score of 85%. Of the variables perception, motivation, age, education, income, distance, and gender, obtained from multiple linear regression tests, income and gender variables have positive values on the F test for all variables that affect the interest in revisiting, as well as on the results of the t-test. It stated that only perception, income, and distance variables were significant.

Keywords: *agrotourism, motivation, perception, tea garden, visitors***BACKGROUND**

Agrotourism is a form of tourism in which the form of tourism objects is in the form of natural treats and tourism objects that utilize the ins and outs of agricultural activities. Agrotourism in Indonesia has promising prospects in the future because, at present, the tourism paradigm is changing from the old mass tourism (mass tourism) to more environmentally friendly tourism, and ecotourism is one of them (Asmin, 2018). According to data (BPS, 2019), the number of tourists visiting eco-based tourism areas is continuously increasing. It was increasing the number of tourist visits at a national level. This can be a benchmark that every year, the number of tourists visiting nature-based tourism areas such as agro-tourism in Indonesia experiences increase. Today's society tends to travel to natural and beautiful places, so natural tourist attraction is increasing potential. Depleting areas with a natural atmosphere resulted in the beauty of the fantastic natural atmosphere becoming a potential tourist attraction because it became rare, so tourists hunted it. This makes agro-tourism destinations increasingly popular with the public, especially people from urban areas and even foreign tourists (Dwiridotjahjono et al., 2017).

Table 1. Number of Visitors to Environment-Based Tourism Areas in Indonesia, 2013–2018

Year	Number (millions)
2013	250.04
2014	251.24
2015	256.42
2016	264.34
2017	270.00
2018	303.40

Source: BPS, 2019

In Indonesia, many tea plantations are now starting to develop tourism potential with the concept of Agrotourism. In Batang Regency, Central Java, there is an agro-tourism area called the Pagilaran Tea Garden. Pagilaran Agrotourism has an area of 1,131.25 ha (Bappeda, 2016). Pagilaran Tea Garden is located about 1,000 meters above sea level, with an average temperature of 15°C – 21°C. The atmosphere is cool and refreshing. Visitors can enjoy beautiful hillside views of green tea plantations and the atmosphere of natural life and enjoy the processing of tea leaves at the factory.

As a tourist area, the Pagilaran tea garden has become a tourist spot that is in great demand by the surrounding community. Data from the Tourism Office of Batang Regency in 2017-2019 shows that visitors to the Pagilaran Tea Garden Agrotourism have increased. The number of visitors to Pagilaran Tea Garden Agrotourism can be seen in Table 2.

Table 2. Number of Visitors, 2017 – 2019

Year	Number
2017	57,200
2018	87,100
2019	95,337

Source: Youth, Sports and Tourism Department, 2019

Based on the data on the number of visitors above, it can be seen that tourist visits to Pagilaran Tea Garden Agrotourism, Batang Regency, are increasing every year. This proves that Pagilaran Tea Garden Agrotourism attracts many visitors, impacting tourism activities. The positive trend of increasing tourist visits presents a variety of visitors with different backgrounds. The interest of visitors to travel is based on motivation which is influenced by push factors and pull factors regarding their decision to visit. Visitors expect an agro-tourism area regarding the atmosphere, comfort, facilities, beauty, etc. (Khuong and Ha, 2014).

Motivation as the background for the visitor's decision, research is needed to find out what motivations make the visitors decide Pagilaran Tea Garden Agrotourism is a place to spend their time. This, of course, creates a perception in the minds of visitors because, certainly, not all parts of the agro-tourism area can satisfy their hearts. Therefore, research is needed on the perceptions of visitors who travel to see the shortcomings that need to be addressed in Pagilaran Tea Garden Agrotourism. The assessment of perception is carried out against the background of the state of agrotourism itself in the form of the beauty that is presented, security, availability of facilities, to services which, of course, still need to meet perfect expectations for visitors. This study also aims to determine whether there is an influence of tourist perceptions on the attractiveness of tourist objects and motivation on

the interest of returning tourists. The results of this study will later look at the behavior of tourists visiting or visiting Pagilaran Tea Garden Agrotourism.

The development of a tourist area can be considered good if the tourist attraction is managed properly, the form of service, facilities, and accessibility as well as good information for the needs of tourists. If the perception of tourists perception is good, it will lead to an interest in repeat visits and motivation. If tourists' motivation is more remarkable, it will lead to an interest in revisiting someone. Therefore, an assessment of Pagilaran Tea Garden Agrotourism is vital to do in order to know the extent of its development and what are the weaknesses of Pagilaran Tea Garden Agrotourism that need to be improved. The assessment is carried out by researching to determine the perceptions that exist in the minds of the community, especially the visitors who enjoy the beauty and facilities in the tourist area. This will be the focus of researchers on the topics to be discussed in the research design. Based on the description above, this study aimed to analyze visitor perceptions of the Pagilaran Tea Garden agro-tourism. The results of this study are expected to be used as input for managers to attract more visitors and increase the number of tourists.

RESEARCH METHODS

This study was conducted in March 2022 at Pagilaran Tea Garden Agrotourism, Keteleng Village, Blado District, Batang Regency, Central Java. The research location was chosen purposively to examine public perceptions of the existence of the Pagilaran Tea Garden Agrotourism Area. The location is currently trying to develop, which results, of course, still many things that could be improved. This is also because this is the first time anyone has discussed similar research in that location.

The data analysis method used was descriptive quantitative research. The method used in this study is distributing questionnaires to visitors to the Pagilaran Tea Garden Agrotourism Area, Keteleng Village, Blado Sub-district, Batang Regency. The selection of respondents is conducted by incidental sampling. The sampling technique used the Cochran formula because previously, the population in the study was unknown with certainty, so the calculation of the number of samples used the Cochran formula as follows:

$$n = \frac{z^2 pq}{e^2} \text{ (Sugiyono, 2018)}$$

Information:

n : Number of samples required

z : Curve with normal deviation for 5% deviation, with a value of 1.96

p : 50% chance of being correct = 0.5

q : 50% chance of being wrong = 0.5

e : Sampling error (10%)

Based on the calculations, the number of samples to be studied as research respondents amounted to 97. In this study, sample selection was carried out by incidental sampling. The respondent requires that any visitors who are found traveling in the Pagilaran Tea Garden Agrotourism are not limited to any area where the visitors come. The sample is limited to the minimum age of the respondent, 17 years.

This study employed a Likert scale in the questionnaire to measure visitor perceptions of each variable studied. The Likert scale is used to measure the variables of people's perceptions of the conditions of Pagilaran Tea Garden Agrotourism. The measured Likert scale is then translated into variable indicators and used as a starting point for compiling instrument items as statements. The answer to each instrument item that uses a Likert scale has a score ranging from numbers 1-2-3-4-5; the following are the assessment criteria used on the Likert Scale (Sugiyono, 2014).

Validity Test

A validity test is a measure that shows the levels of validity or validity of an instrument (Arikunto, 2010). An instrument can be if it can measure what is desired in disclosing data from the variables studied appropriately. In this study, an internal validity test technique was used to test whether there was a match between the instrument parts. The product-moment correlation formula was used to measure the validity, proposed by Pearson as follows (Arikunto, 2010).

$$r_{xy} = \frac{n \cdot \sum XY - (\sum X) \cdot (\sum Y)}{\sqrt{n \cdot \sum X^2 - (\sum X)^2} \cdot \sqrt{n \cdot \sum Y^2 - (\sum Y)^2}}$$

Information:

- n : Sample size
- X : Score of each item
- Y : Total score
- r_{xy} : Product moment correlation

Then the results of the calculated r_{xy} were consulted with the r table with a 95% confidence level.

1. If the calculated $r_{xy} > r_{table}$, the instrument item is said to be valid
2. If the calculated r_{xy} value $< r_{table}$, then the item of the instrument is said to be invalid

Reliability Test

Reliability shows an understanding that an instrument is quite reliable or used as a data collection tool because the instrument is already good (Arikunto, 2012). So reliability is a term used to indicate the extent to which a measurement result is relatively consistent when the measuring instrument is used repeatedly. Reliability testing is conducted by testing the scores between items to test the level of reliability, in this study, using the Alpha Cronbach method, with the following formula.

$$r = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Information:

- r : Reliability of instrument
- k : Number of itemized questions
- $\sum \sigma_b^2$: Number of items
- σ_t^2 : Total variance

A research instrument is said to be reliable by using this technique if the reliability coefficient ($r > 0.6$)

Data Analysis Technique

This study uses ordinary least squared analysis to determine the effect between the independent and dependent variables, Arikunto (2012), formulated as follows.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

Information:

- Y : Interest in revisits
- X₁ : Perception of visitors
- X₂ : Visitor motivation
- X₃ : Visitor age
- X₄ : Visitor's area of origin
- X₅ : Visitor education
- X₆ : Visitor income (Rp)
- β_0 : constant
- $\beta_1 - \beta_6$: coefficient of regression

Normality Test

The normality test is used to determine whether, in the regression model, the residuals have a normal distribution or not (Ghozali, 2009). One of the easiest ways to see the normality of the residuals is to look at the histogram graph, which compares the observed data with a distribution close to a normal distribution. The normal distribution will form a straight diagonal line, and plotting the residual data will be compared with the diagonal line. If the distribution of residual data is normal, then the line that describes the actual data will follow the diagonal line. In principle, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the standard of normality. If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line, the regression model does not meet the normality assumption.

Heteroscedasticity Test

Testing of heteroscedasticity can be conducted by observing the scatter plot pattern generated through SPSS. If the scatter plot pattern forms a particular pattern, then the regression model has symptoms of heteroscedasticity. The emergence of heteroscedasticity symptoms shows that the regression model's estimator is inefficient in large or small samples (Sugiyono, 2019). If there is no clear pattern and the points spread above and below zero on the Y axis, it can be concluded that there is no heteroscedasticity.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model (Sugiyono, 2019). It can be seen from the tolerance value and its opponent or variance inflation factor (VIF). In a good regression model, serious multicollinearity occurs in the regression model if the calculation results in a VIF value < 10 and if it produces a VIF value > 10 . In addition, the VIF value can also be detected from the tolerance value if the resulting tolerance value is close to 1; then, the model is free of multicollinearity symptoms (Lupiyoadi and Bramulya, 2015).

Simultaneous F-test

The F test was conducted to see the significant effect of the independent variables, namely the perception of tourists on the attractiveness of tourist objects and tourists' motivation together on the dependent variable, namely interest in revisits.

Partial t-test

The t-test was used to test whether the independent variables, namely visitor perception and visitor motivation, had a significant effect or not on the dependent variable, namely interest in repeat visits.

Perception Level Analysis

This analysis technique is used to calculate the specified variables, namely Attraction, Amenities, Access, and Ancillary Service. The technique to identify the perception of Agrotourism in the Pagilaran tea garden is used a qualitative descriptive analysis technique using a scoring technique with a Likert scale., In its use, this technique will observe the current perception of Pagilaran Tea Garden Agrotourism through questionnaires distributed to 97 respondents who are visitors of Pagilaran Tea Garden Agrotourism. In measuring public perception, several questions will be arranged with 97 respondents. Each answer is associated with the form of a statement or attitude support that is expressed with alternative answer parameters in Table 4.

Table 3. Likert's Scale

Response	Score
Very poor	1
Poor	2
Neutral	3
Good	4
Very good	5

The overall score calculation technique to determine the level of public perception on the indicators of agrotourism visitors' perceptions of each variable is calculated by the formula:

$$TS = S \times N \times Q$$

Information:

TS : Total score of criteria

- S : Score of each criterion
 N : Number of respondents
 Q : Number of questions.

Further analysis is a descriptive analysis using Likert scale measurements with the interpretation of values as formulated by Sugiyono (2008).

$$TPS = \frac{TSC}{TS} \times 100\%$$

Information:

- TPS : Total perception score
 TSC : Total score for each criterion
 TS : Total score

Motivation Analysis Method

The measurement of visitor motivation data is carried out using the Guttman scale. According to Sugiyono (2014), the Guttman scale is firm and consistent in providing answers to questions (yes/no). The yes assessment is given with a score of 1, and the answer that is not given a score of 0. After scoring, it is calculated by percentage (%). The following formula answers the questions to determine the respondents' motivation.

$$P = \frac{a}{b} \times 100\%$$

Information:

- P : Percentage (%)
 b : number of questions
 a : number of response "yes"

Table 4. Interpretation Category Assessment

Percentage (%)	Category
90-100	Very high
80-89	High
70-79	Fairly high
60-69	Fairly low
50-59	Low

The data were then analyzed descriptively and quantitatively using tabulations and calculating the cumulative value. The method used is the internal method (Wahyudi, 2017). Table 5 shows the results of motivation.

RESULT AND DISCUSSION

Overview of Pagilaran Tea Garden Agrotourism

Pagilaran Tea Garden Agrotourism is located in Keteleng Village, Blado District, Batang Regency, Central Java. Central Java. The location of this tea agrotourism is about 30 km from the center of Batang Regency, which can be reached in 1 hour by road. The Pagilaran tea plantation is a Dutch colonial heritage plantation managed by E. Blink, a Dutch citizen. In 1840 E. Blink opened a forest to cultivate quinine and coffee. Seen not giving satisfactory results, then in 1899, quinine and coffee plants were replaced with tea plants, and it turned out that these plants gave quite good results. In its development, the company's ownership rights were replaced with a Dutch airline based in Semarang. Currently, Pagilaran tea garden is managed by the Faculty of Agriculture, Gadjah Mada University, as a research site and a PT. Pagilaran Industrial and Trade Plantation.

In the development, PT. Pagilaran turns the exotic green expanse of tea gardens into a tourist location by wrapping the Pagilaran Tea Garden Agrotourism brand. The Pagilaran Tea Plantation also completes various facilities that visitors need. Among other things, there are four guesthouse units with a capacity of 100 people, namely Wisma Aselea, Amarilis, Bougenville, and Gladiola, and two homestays with a capacity of 20 people, which are equipped with hot water facilities. There is a meeting room with a capacity of 50 and 500 people. This object also provides tennis courts, badminton, soccer, volleyball, billiards, etc. The manager also provides transportation facilities and local guides to take visitors around the garden (Khasanah, 2010).

Visitor Characteristics

The number of visitors who became respondents in this research data collection amounted to 97 people. Data were collected by distributing about 100 questionnaires. The following will discuss the conditions of each demographic classification of the respondents. The composition of respondents by gender is presented in Table 5. It can be seen that the majority of respondents were women, namely 51 people, while the male respondents were 49 people. Judging from the data, the number of male and female respondents seems quite balanced; this shows that recreational needs do not differentiate between certain genders (Yang et al., 2017). This balance proves that there is no gender gap for visitors; this can also mean that Pagilaran Tea Garden Agrotourism is friendly to women. A tourist area that has good security for women will undoubtedly lead to a reasonable perception (Siregar, 2014)

Table 5. Number of Respondents by Gender

Gender	Number	Percentage (%)
Male	47	49
Female	50	51
Total	97	100

Source: Primary Data, 2022

Table 5 shows the composition of the respondent by gender. It can be seen that the number of respondents is dominated by visitors aged from their teens to 30 years. This phenomenon proves that someone at that age usually desires to spend time on vacation by visiting a tourist location based on natural beauty compared to older people. According to Long and Morpeth (2016), most young people prefer physical activities related to natural beauty.

Table 6. Composition of Respondent by Age

Age	Number	Percentage (%)
< 20 years	36	37.1
21 – 30 years	38	39.2
31 – 40 years	6	6.2
41 – 50 years	13	13.4
50 years >	4	4.1
Total	97	100

Source: Primary Data, 2022

Occupation often affects the behavior of respondents. Tabulations regarding work are presented in Table 7. It can be seen that the respondents' occupation is dominated by students, with a total of 28 people. From the amount of data, it is known that the respondent students. They took their education in SMA/SMK in the Batang Regency area, and some others from Pekalongan City visited Pagilaran tea plantation Agrotourism in groups with their peers. The second position is 23 university students, the visitors with professional backgrounds as students come to visit mainly to unwind from the hustle and bustle of lectures with friends or partners, and some come for necessities. Education, such as internship or research in the Agrotourism area of the Pagilaran tea garden, explains that visitors to the Pagilaran Tea Garden Agrotourism are dominated by young people who are still in school or lectures.

Table 7. Composition of Respondent by Job

Occupation	Number	Percentage (%)
Student	28	29
University student	23	24
Entrepreneur	11	11
Housewife	6	6
Unskilled labor	8	8
Employee	13	13
Artist	3	3
Total	97	100

Source: Primary Data, 2022

In the relationship between work and the tourist needs of an individual, that is, traveling becomes an activity to relieve fatigue from the daily work undertaken. In the current era, relieving fatigue from busy work is popular among young people. The term "healing" is trendy among young people in the current era and has become an entrenched habit. The most common example is that most of those visiting our young people reasoned that traveling is a form of healing because they were tired of activities both on campus and at school. This was done as a form of temporary escape from the monotonous activities they were doing. According to Husein (2019), fulfilling tourism needs is a healing activity from the busyness and fatigue of work which often burdens the mind.

A person's level of income or material income can explain a person's ability concerning a person's behavior in deciding to visit tourist attractions (Utama, 2015). The following tabulation of respondents regarding the amount of income is presented in Table 8.

Table 8. Respondents by Income Group (Rp mil/month)

Income Group	Number	Percentage (%)
< 0,500	27	27.8
0,501 –1,500	31	32.0
1,501– 3,000	21	21.6
3,001– 5,000	11	11.3
> 5,000	7	7.2
Total	97	100

Source: Primary Data, 2022

Table 8 shows that the number between Rp dominates the respondents' income group of Rp 1,500,000 – Rp 2,000,000, which accounted for 31 people, was filled mainly by respondents still in college and laborers. This shows that Pagilaran Tea Garden Agrotourism is a destination dominated by student visitors and students whose income still comes from their parents' pocket money. This shows that one's earning ability will determine which destination to visit (Rey et al., 2011).

Respondents by Education Level

The level of education often affects a person's behavior and thinking skills in choosing a destination. (Ferinia et al, 2021). The tabulation of respondents regarding the level of education is presented in Table 9.

Table 9. Number of Respondents by Education Level

Education	Number	Percentage (%)
Elementary school	3	3.1
Junior high school	7	7.2
Senior high school	44	45.4
University	43	44.3
Total	97	100

Source: Primary Data, 2022

Table 9 shows that the level of education of visitors who attended most of the respondents was dominated by visitors with high school education/equivalent and university students, respectively, amounting to 44 and 43, from the fewest respondents, only elementary school education, with a total of 3 people. Based on these data, Pagilaran Tea Garden Agrotourism is dominated by quite educated visitors. This also shows that a person's level of education is very influential on the decision to travel. A person's level of education affects the way of thinking about perceptions when visiting a place because the higher a person's education level, the more critical when responding to something. This is per Arfani's opinion (2020).

Frequency of Respondents' Visits

The frequency of respondents' visits to tourist sites explains the form of satisfaction that has been obtained previously. The tabulation of respondents regarding the frequency of visits is presented in Table 10.

Table 10. Respondent Composition by Number of Visits

Visit	Number	Percentage (%)
Once	30	30.9
More than once	67	69.1
Total	97	100

Source: Primary Data, 2022

Table 10 shows that the number of visits is dominated by respondents who have visited tourist attractions more than once, with a total of 67 people. Most visitors who visit more than once are from Batang Regency and the surrounding areas, such as Kendal Regency and Pekalongan City, which are just a short distance from tourist sites. Based on the conditions in the field, visitors who come repeatedly are not only because of the close distance but also because Pagilaran tea plantation agrotourism is a nature-based tourism area with easy access.

It can be seen that visitors visiting Pagilaran Agrotourism for the first time are 30 respondents. Most visitors who visited the Pagilaran tea plantation agrotourism for the first time came from outside Batang Regency. Based on the data in the field, the first-time visitors visited because they were invited by friends or relatives who had previously been there. Group activities such as community gatherings and campus events are also why the respondents visited the Pagilaran Tea Garden Agrotourism for the first time.

Origin of Visitors

The following is a tabulation of where visitors come from based on research data presented in Table 11. Table 11 shows that most visitors who travel are dominated by the people of Pekalongan, with a total of 41 people, followed by people from Batang Regency, with a total of 29. The origin of each visitor has a different mileage, which affects the motivation to travel. According to Becker (2016), the distance to a tourist location affects a person's decision to make a trip. Tourists who come farther away are fewer than tourists who live closer to tourist sites.

Table 11. Number of Respondents by Origin

District of Origin	Number	Percentage (%)
Batang	29	29.9
Pekalongan	41	42.3
Semarang	10	10.3
Kendal	7	7.2
Tegal	2	2.1
Pemalang	2	2.1
Brebes	1	1.0
Beyond Central Java	5	5.2
Total	97	100

Source: Primary Data, 2022

Instrumental Test Results

Validity and Reliability Tests

Based on the validity test data results, it is known that the perception variable for all indicator items has a significance value <0.05 , so the question indicator items are valid. Then the motivation variable is obtained. There are two items of invalid motivation variable indicator items, namely the pull factor indicator item 4 and the pull factor 6 indicator, because the significance value is > 0.05 .

Based on the results of the reliability test carried out using the SPSS application, it was found that the perceived value was categorized with a value of 0.909, or perfect reliability, and motivation with a value of 0.538, or moderate reliability; this is the following if $\alpha > 0.90$ then perfect reliability. According to Sugiyono (2014), the reliability is high if the alpha is between 0.70 – 0.90. If the alpha is 0.50 – 0.70, then the reliability is moderate. If $\alpha < 0.50$, then the reliability is low. If the alpha is low, one or more items are unreliable.

Test for Best Linear Unbiased Estimators

Normality test

Based on the results of the normality test using the Kolmogorov - Smirnov normality test, it can be seen that the significance value of the test in this study on the residual value obtained the Asymp value. Sig. (1-tailed) of 0.000 <0.05 , so it can be concluded that the data is normally distributed.

Heteroscedasticity Test

Based on the test results, the perception variable after the heteroscedasticity test has a sig value of 0.041 <0.05 . The motivation variable after the heteroscedasticity test has a sig value of 0.642 > 0.05 . The age variable after the heteroscedasticity test had a sig value of 0.995 > 0.05 . The distance variable after the heteroscedasticity test has a sig value of 0.000 <0.05 . The education variable after the heteroscedasticity test has a sig value of 0.120 > 0.05 . The income variable after the heteroscedasticity test has a sig value of 0.029 > 0.05 . The gender variable after the heteroscedasticity test has a sig value of 0.613 > 0.05 .

Multicollinearity Test

The results showed that each variable has a tolerance value of less than 0.10, or if the VIF value is more than 10, then there is no symptom of multicollinearity to the data being tested. This follows the opinion of Oktamawati (2019), which states that the regression model contains multicollinearity if the tolerance value is less than 0.10 or if the VIF value is more than 10.

Multiple Linear Regression Analysis

Multiple linear regression analysis was performed, which can be seen in Table 12.

Table 12. The Estimated Regression Model

Variable	Coefficients	Sig.
Constant	1.581	0.002
Perception	-0.007	0.041
Motivation	-0.012	0.642
Age	-3.338	0.995
Distance	-0.003	0.000
Education	-0.023	0.120
Income	0.114	0.029
Gender	0.042	0.613

Source: Primary Data, 2022

The explanation of the regression equation above is as follows:

1. Constant (a) is 1.581, meaning that if the value of perception, motivation, age, distance, education, income, and gender is equal to 0, then the variable interest in revisiting visitors to Pagilaran Tea Garden Agrotourism is 1.581.
2. The perception variable regression coefficient of -0.07 indicates a negative relationship between the variables of interest in revisiting. This shows that visitors only really care about high perceptions of interest in visiting occasionally. This means that the greater the perceived value, is inversely proportional to the interest in repeat visits. Satisfaction with the perception of visits felt by visitors makes them less interested in visiting again. However, if there is dissatisfaction, visitors are even more curious, making visitors want to see whether developments are improving, causing repeat visits.
3. The regression coefficient of the motivation variable is -0.012, indicating a negative relationship between the motivational variables and the interest in revisiting. This means that if the age variable occurs, the value increase to one, and the interest in revisiting will decrease by 0.12 on the condition that the other independent variables have a fixed value. This means that visitors' motivation for repeat visits is the same between high and low visitors.
4. The regression coefficient of the age variable is -3.338 indicating a negative relationship between the capital variable and perception. This means that if the age variable occurs, the value increase to one, then the perception will decrease by 3,338 on the condition that the other independent variables have a fixed value. This means that any age does not affect whether someone wants to be interested in visiting again. This means young and old are the same regarding willingness to visit again. The distance coefficient shows -0,003 indicating a negative relationship between capital and perception. This means that if the distance variable has an increase in value of one, then interest in visiting will decrease by 0.03, provided that the other independent variables are shown to be constant. This means that the farther the distance, the more expensive and tiring it will be, making it lazy to travel. Based on the field data obtained shows that the majority of visitors come from areas that are close to tourist attractions
5. The regression coefficient of the education variable is -0.023 indicating a negative relationship between the capital variable and the perception. This means that if the education variable has an increase of one value, then the interest in revisiting will decrease by 0.23 on the condition that the other independent variables have a fixed value. This explains that the level of education does not affect the interest in repeat visits. These results explain that a person's level of education does not

affect the interest in revisiting. Based on the data obtained, various levels of education visit the Pagilaran Tea Garden Agrotourism.

6. The income variable regression coefficient of 0.114 indicates a positive relationship between the income variable and the interest in revisiting. This means that the higher the income variable, the higher the interest in repeat visits. This means that the income of visitors influences their interest in returning to tourist attractions. Visitors travel all come because they already have money, whether from income from work or their parents' pocket money. Judging from the situation in the field, most visitors are young people whose profession is still student, and students, in general, can conclude that the money they get comes from pocket money from their parents.
7. The regression coefficient of the gender variable of 0.042 indicates a positive relationship between the gender variable and the interest in revisiting the Pagilaran tea plantation agrotourism. This means that the gender variable does not affect the interest in revisiting. Judging from both the male and female gender, it does not affect the interest in revisiting, which means that whatever the gender, there is no difference in the willingness to visit the Pagilaran Tea Garden Agrotourism.

F-test

Based on the F-test results, the calculated F-value test results are 8.264 with a significance value of 0.000. These results show that $F_{count} > F_{table}$ with a value of $8.246 > 2.46$ and a sig value < 0.05 , so H_0 is rejected and H_1 is accepted. This means that the variables of perception, motivation, age, distance, education, income, and gender simultaneously interest in influencing repeat visits. To see the significance of these factors partial t-test was performed.

Based on the results of the t-test, it was found that the perception variable had a sig value of 0.041. This shows the value of $sig < 0.05$, thus stating that the perception variable significantly affects visitors' interest in revisiting the Pagilaran Tea Garden Agrotourism. When the analysis results are compared with the results of the linear regression test, the correlation between perceptions of interest in repeat visits is negative. It can be stated that perceived value is inversely proportional to interest in revisiting. The more satisfied the visitor feels, the less interested in visiting again. This is because the visitor feels bored as innovation is not interesting anymore. For example, the ride condition is practically the same as two years ago. Access to garden tours tea is also unchanged, with the stones arranged to form a road that has existed since the colonial era. Judging from that, the need for innovation and improved facilities and infrastructure that are outdated will undoubtedly positively impact the future. This situation can be interpreted that if there is dissatisfaction, visitors are even more curious, making them want to see whether developments are improving, causing repeated visits. This follows the statement of Suwena and Widyatmaja (2017) that visitors are interested in repeatedly traveling in the same place because there is still an unsatisfied curiosity.

Based on this trend, the perception in Pagilaran tea plantation agrotourism has a slightly different rating from most tourist attractions. Usually, the better the tourist rating, the more interest in returning tourists will increase. On the other hand, if the tourist rating is terrible, the number of visits will decrease. This follows the opinion of Wiradiputra and Brahmanto (2016) that the higher the perception of travel satisfaction, the more interest in traveling to the same place.

The motivation variable has a sig value of 0.642. This shows a sig value > 0.05 , thus stating that the motivational variable has no significant effect on the interest in revisiting visitors to Pagilaran tea plantation agrotourism. The interest in revisiting the Pagilaran tea plantation is not affected by the

presence or absence of motivation from the bottom of the visitor. Because judging from the existing data, seen from the motivational variable, it is known that the motivation to travel has a high score on interest in visiting at that time but not to visit repeatedly, therefore the high. Low motivation scores are not significantly affected by the interest in revisiting.

The causes can vary, and when motivation has no effect, other factors such as perception, income, and distance can still affect the interest in revisiting. In this situation, these results are different from the research conducted by Fitroh et al. (2017), which explained that tourism motivation has a significant and positive effect on visiting interest. However, this hypothesis is in line with research conducted by Utama et al. (2017), which states that the tourist motivation factors of tourists have yet to be able to direct their goals to the Blimbingsari Bali Tourism Village. It is suspected that other factors can influence tourists to visit. In this variable, the interest in visiting tourists to Banyuwangi can be influenced by factors outside the tourist motivation variable. Therefore, the insignificant motivation factor on interest in revisiting also occurs in places other than Pagilaran Tea Garden Agrotourism.

Age variable, which has a sig value of 0.995. This shows a sig value > 0.05 , thus stating that the age variable has no significant effect on visitors' interest in revisiting the Pagilaran Tea Garden Agrotourism. The interest in revisiting is not affected regardless of the visitor's age. This proves that interest in continuing to travel still exists regardless of age. This reflects that Pagilaran tea plantation Agrotourism is a flexible tourist spot for people of any age to visit (Paringan, 2016).

The distance variable has a sig value of 0.000. This shows the value of sig < 0.05 , thus stating that the distance variable significantly affects visitors' interest in revisiting the Pagilaran Tea Garden Agrotourism. This shows that the closer to tourist attractions, the visitors from the surrounding area will be more interested in visiting these places. This follows the opinion of Karayilan and Cetin (2016) that distance affects a person's willingness to travel; the closer the distance, the higher the interest in traveling. The influence of distance will also affect the amount of expenditure. Therefore, the closer the tourist attractions are, the lower the money spent. This is in line with the reality in the field, which is dominated by visitors whose homes are close to the Pagilaran tea plantation agrotourism. Based on these circumstances, Hooper (2015) states that the distance to a tourist destination will affect the money spent.

The education variable has a sig value of 0.120. This shows a sig value > 0.05 , thus stating that the education variable has no significant effect on the interest in returning visitors to Pagilaran Tea Garden Agrotourism. In this case, it can be said that any level of education does not affect a person's decision when traveling. According to Suryadana (2013), recreational needs at tourist sites differ from a person's educational level.

The income variable has a sig value of 0.029. This shows the value of sig < 0.05 , thus stating that the income variable significantly affects visitors' interest in revisiting the Pagilaran Tea Garden Agrotourism. This is in line with Astuti and Yuliawati's (2018) opinion, which shows that the higher a person's income, the more interested they are in spending more on recreation and travel. From reality, agro-tourism visitors are dominated by young people whose income comes from a limited amount of parental pocket money. This situation suits the entry ticket fee at the affordable Pagilaran Tea Garden Agrotourism, Rp 5,000 per person, Rp 2,000 parking fee for motorbikes, and Rp 5,000 for the car. A beautiful yet cheap impression is also the main attraction for young couples who want a romantic impression without spending much money because many say it does not matter how

expensive the place is. The most important thing is how quality time is spent together. This situation supports Ferinia's (2021) statement, which says that young people choose affordable tourist destinations because they match their financial condition.

The gender variable has a sig value of 0.613. This shows a sig value > 0.05 , thus stating that the gender variable has no significant effect on visitors' interest in revisiting the Pagilaran Tea Garden Agrotourism. This shows that the travel needs of an individual are not affected by gender he has. Both men and women can decide their interest in visiting again when traveling without restrictions. This supports Suryadana's (2013) statement that tourism should not look at gender. With this statement, of course, the friendliness of tourist attractions must be comprehensive for all genders, and security from threats of harassment to threats of discrimination.

Visitor Perception

Assessment of visitor perceptions of Pagilaran tea plantation agrotourism shows that the perceived value is high, obtaining a score of 7,853 or 74% on a scale of 0-100%. This value comes from the total value of 4 variables assessed: attraction, amenities, access, and ancillary service. The total visitor perception score based on each variable is interpreted in Figure 1.

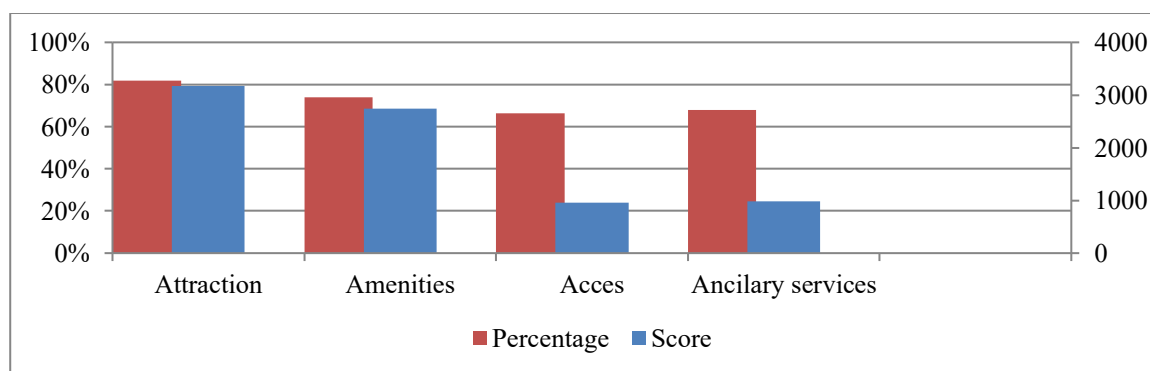


Figure 1. Number and proportion of factors

Attraction

Attraction is one aspect visitors see when traveling to Pagilaran tea plantation Agrotourism. Visitors assess the perception of the attraction variable is influenced by several factors such as the impression of beauty, attractiveness, panorama, and maintenance of tourist attractions. Judging from the presented recapitulation on the interval line, the score for calculating the amenities variable is relatively high. This can be based on the perception that the feasibility of the facilities presented in the agro-tourism area is entirely satisfactory.

Amenities

Some are good, judging from the reality in the amenities field or the facilities feasibility provided. Some still need to be improved. In terms of worship facilities such as mosques, the size of a tourist area is adequate for visitors. The canteen/food court facilities are complete, although the arrangement could be neater. The arrangement of the location of the food court should look neat and clean because it will increasingly support the panorama for tourist attractions that sell beauty to visitors who want to travel. This aligns with Hasbi's (2016) statement that spatial planning will support the panorama of a tourist area that relies heavily on beauty as its attraction to tourists.

Access

Access is a perception assessment variable that discusses the ease of access and its indication—easy access to tourist sites such as road conditions that are passed and available road signs. Based on the interpretation of the visitor's perception score on the ease and feasibility of access to the Pagilaran Tea Garden Agrotourism, it is sufficient. This needs to be highlighted because the ease of access will affect a visitor's perception, whether it is good or not. Besides that, it will also affect the willingness to visit again. It can be said that it is directly proportional to reality in the field.

A real example is the condition of the road as access to the tourist area, which could be better because many asphalt roads have peeled off and holes. The poor access conditions will undoubtedly affect visitors' perception negatively because of the inconvenience when traveling to tourist areas. This is supported by Aisah and Suseno's (2021) statement, which states that the better access to tourist sites, the more positive perceptions of visitors.

Ancillary Service

Ancillary service becomes a perception assessment variable that discusses the availability of information about Pagilaran tea plantation Agrotourism both physically in the tourist area and on social media. Based on the interpretation of the total visitor perception score on the variable ancillary service or additional services provided by the Pagilaran Tea Garden Agrotourism, it is sufficient but not too high. Additional services assessed are the availability of information both physically in the center of the tourist area and in cyberspace. Based on reality, the physical information service center, such as information signage, is good enough. However, some things need to be added to complete the information guide. According to Bafadhal (2018), in his book that discusses *Tourism Business Planning: Lean Planning Approach*, it is stated that in the basic concept of developing a tourist area, the availability of easily accessible information is essential in the morning of visiting visitors. Easy access to information with the keyword Agrowisata Pagilaran in the timeline is available, from news and journals to other social media accounts. The problem faced is when access to open it in a problematic tourist area. This is because only signals from certain providers are good at that location. Judging from this reality, managers and local governments should fix these shortcomings because, in the recent digital era, slow internet access will often irritate visitors, especially those active on social media.

Motivation

They were based on the recapitulation of the calculation of motivation data using the Guttman scale, divided into push and pull factors. It is known that the motivation score based on the driving factor is high, namely 83%, as seen from the indicators on the driving factor, namely the desire to take advantage of leisure time, recreation, relaxation, gathering with friends, and release from boredom. Reflecting on the field, many visitors with various backgrounds, such as employees, students, and university students, take advantage of their free time by traveling with friends, spouses, and families. Visitors have recreation at the Pagilaran Tea Garden Agrotourism by riding existing rides such as flying fox, suspension bridge, and bus tour.

Agrotourism Pagilaran tea garden is also a favorite location for relaxation because of the supportive atmosphere to presents a relaxed and relaxed inner feeling; activities such as sitting in the

tea plantation area while enjoying God's beauty are presented. By referring to these indicators, the driving factors encourage visitors to travel to Pagilaran tea plantation agro-tourism. All of the driving factors come from within the individual's own mind. According to Fandeli (1995), the factors that encourage a person to travel are wanting to be separated from the routine daily life, the polluted environment, the speed of traffic and the hustle and bustle of busy life in the city. The existence of a driving factor then someone wants to travel. Recreation and gathering with friends and partners are also factors driving the presence of young people in Pagilaran tea plantation Agrotourism. Many groups and couples enjoy the beauty of the tourist area, according to Darsono and Bahri (2020), which state that tourism activities are used as a vehicle for gathering with family, friends, and partners.

Based on the calculation of the pull factors of motivation to visit the Pagilaran tea plantation agrotourism, a score of 87% was obtained, which was classified as high. The motivational pull factors observed were the attractiveness of the beauty of the tea gardens' expanse, the easy access, and the invitation of friends to the condition of the atmosphere and the beautiful environment. The indicator of the pull factor of tourist attraction is the beauty of the tea plantation. Then the pull factor is that the Pagilaran tea plantation agrotourism has easy access because of its location close to the north coast route. Visiting because of the pull factor from a friend's invitation is also one factor that motivates someone to travel because of the social nature of humans who enjoy things with those closest to them. These indicators are part of the pull factors analyzed so that the results with a high score can be seen, proving that the pull factors influence a person's decision to visit Pagilaran Tea Garden Agrotourism. It can be proven that pull or external factors motivate tourists to visit a destination that comes from the circumstances or attractiveness of the destination (Abdillah, 2017).

CONCLUSION AND SUGGESTION

The analysis of the visitor perception toward agrotourism offered by PT Pagilaran Tea Garden can be concluded as follows.

1. Perceptions of visitors to the Pagilaran Tea Garden Agrotourism, Batang Regency, get a score of 7853 or 74%, which is included in the high category. Perception measurement is seen from the factors of attraction/attraction, amenities/facilities, access/access, and ancillary services/additional services. Visitors are impressed by the attractiveness of the beauty and the expanse of tea gardens with a beautiful and natural atmosphere. Visitors are satisfied with the feasibility of the existing facilities, although some things need to be improved and added. Visitors are not too satisfied with the conditions of access to Pagilaran Tea Garden Agrotourism because the road conditions are not good. Visitors feel that the availability of additional services, such as information centers, and how to access them could be better.
2. Visitors' motivation when traveling in Pagilaran Agrotourism is influenced by internal driving and external pull factors, with scores of 84% and 87%, respectively, which can be categorized as high.
3. Based on the linear regression test results regarding the effect of the variables perception, motivation, age, education, income, and gender, only income and gender variables are positive, which means they affect interest in revisiting the Pagilaran tea plantation agrotourism.
4. Based on the results of the F-test, the variables of perception, motivation, age, education, income, and gender affect the interest in revisiting the Pagilaran tea plantation agrotourism significantly on

interest in revisiting, while the variables of motivation, education, age, and gender did not affect interest in revisiting the Pagilaran Tea Garden Agrotourism

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