VISITORS SATISFACTION STUDY OF JOLLONG PATI AGRITOURISM IN TERMS OF SERVQUAL DIMENSIONS

Remaylian Nurani*, Wiludjeng Roessali, and Titik Ekowati

Faculty of Animal and Agricultural Sciences, Diponegoro University, Indonesia
*Correspondence Email: remaylian.nurani@gmail.com

ABSTRACT

Consumer satisfaction is an indicator of the sustainability of a business. A good visitor rating on the agro-tourism company will affect the sustainability of the company. Visitors will give a good rating when the performance of the services provided is also good. This study aimed to analyze the performance of Jollong Agro-tourism service quality attributes (servqual dimension) and to measure the satisfaction of Jollong Agro-tourism visitors from the service quality aspect. The research data collection was done by survey method. Data collection was conducted from December 2019 – to January 2020 at Jollong Agro-tourism, located in Sitiluhur Village, Gembong District, Pati Regency. The research location was determined purposively because of the conditions and natural beauty in Jollong Agro-tourism's potential to be developed. The research samples are visitors who were selected accidentally; 100 visitors were taken by the quota method. The analytical techniques used are Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The analysis results showed an average suitability score (Tki) measured by IPA of 86.70%, meaning that there was still a performance that did not fulfill the visitor expectations so needed to be repaired; the visitor satisfaction index of Jollong Agro-tourism measured by CSI of 67.20%, so it is classified as satisfied. The recommendations of this study are improving the performances of priority attributes by rebuilding toilet facilities, repairing the damaged facilities/vehicles, providing free wifi service, providing trash bins with a clue board, providing health facilities, and making the connecting access between Jollong and Jurang area.

Keywords: agro-tourism, CSI, IPA, service quality

BACKGROUND

Agrotourism is one of the business ventures in agriculture (agro) that utilizes agricultural land, including the diversity of products, production activities, and technology of farm products as a tourist attraction (Utama and Junaedi, 2019). Thus, not only recreational experiences are obtained, and visitors' knowledge in the field of agriculture. Jollong Agrotourism is one of the tourist attractions in Pati Regencywhich was developed and pioneered by a plantation company owned by the government of the Republic of Indonesia since 2010, which was originally a coffee plantation owned by the Dutch colonial government. Located on Mount Muria with an altitude of 700 – 900 meters above sea level with a distance of approximately 10 km from the center of Pati City. The area's total area is about 530.69 ha, consisting of the Jollong and Afdeling Jurang gardens which are 5 km apart. Types of commodities planted include coffee with a composition of 38.52% planted area, 3.01% dragon fruit, 8.85% pamelo orange, and 16.02% lemongrass. Jollong agrotourism also provides lodging, play areas, and instagramable photo spots called Jollong Garden Valey (PTPN IX, 2017).

Jollong Agrotourism is one of the leading tourist attractions in Pati Regency, with the highest visitation rate. This was conveyed directly by Head of Pati Regency Tourism Destinations, Joko Prasetyo. Every year more than 100,000 people from various backgrounds and regions visit Jollong Agrotourism. Based on research reported by Arioditha and Djuwendah (2016), the current trend of selecting tourist objects is motivated by the saturation of routine activities and the effects of pollution in urban areas. Natural attractions are one of the alternative tourist sites that can be chosen. Conditions like this can be an opportunity for natural tourism objects, including Jollong Agrotourism.

Along with the trend of selecting natural tourist objects and the back-to-nature lifestyle, the development of agro-tourism is proliferating. Going back to nature is the main attraction for Jollong Agrotourism tourists. But in reality, each visitor has different interests in selecting tourist objects and tends to change from time to time. Visitors are an essential aspect in maintaining the sustainability of the agro-tourism business. Utama and Junaedi (2019) stated that the sustainability of the agro-tourism business depends on the visitors, and ideally, these visitors are satisfied with the services provided. Satisfaction will be realized when the quality of service performance provided is more than what the customer expects (Madiana and Rubiyanti 2017).

Based on Mardiana and Rubiyanti (2017), service quality is essential in realizing visitor satisfaction. Agro-tourism managers are required to be able to read and fulfill the needs and desires of their visitors so that the quality of services provided is as expected. The servqual method is a method that can be used to determine the quality of service offered by the company to customers, whether it is appropriate or there are gaps (Wijaya, 2018). The service quality attributes in the servqual method include tangibles, reliability, responsiveness, assurance, and empathy. These attributes are indicators used to measure the quality of agro-tourism services (Zeithaml et al., 1990). If in fact there is a gap to the attribute in question,

Satisfaction is one of the variables that can encourage repeat purchases of products or services (Kotler and Keller, 2009). Visitor satisfaction will be a promotion for agro-tourism locations either by word of mouth or through dissemination of documentation. This is as stated by Firmansyah (2018) that word of mouth from satisfied and loyal customers can be an effective promotional media in improving the company's image. Therefore, meeting visitor satisfaction is something that needs to be done continuously by tourism managers in order to be able to compete with other tourist objects. It is hoped that with the realization of visitor satisfaction, the number of tourists visiting Jollong Agrotourism will increase. Based on the background that has been presented, The researcher intends to conduct a study on the performance of the service quality attributes (servqual dimension) of Jollong Agrotourism and measure the visitor satisfaction index of Jollong Agrotourism from the aspect of service quality. This research is expected to be used as an evaluation and reference material in the management of Jollong Pati Agrotourism.

RESEARCH METHODS

Research data collection is done by survey method. From December 2019 – to January 2020, research data collection was conducted in Jollong Agrotourism, Sitiluhur Village, Gembong District, Pati Regency. Determination of the research location was carried out purposively because the conditions and natural beauty in Jollong Agrotourism had the potential to be developed. Respondents in this study were visitors to Jollong Agrotourism. The method of determining the sample is carried

out by accident, i.e., visitors who coincidentally meet the researcher and are deemed suitable as a data source will be used as research samples (Sugiyono, 2018). The number of pieces used is 100 people, determined by the quota method. One hundred visitors with criteria aged 17-65 years are the categories used as samples.

The measurement scale used in this study is the Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about a social phenomenon or determined explicitly by researchers as research variables (Sugiyono, 2018). The variables measured are tangible (physical evidence), reliability (reliability), responsiveness (capability), assurance (guarantee), and empathy (empathy). The data used in this study are primary data obtained from interviews concerning the questionnaire compiled, secondary data obtained from the Jollong Agrotourism main office, and literature studies of journals/books/other sources related to the research topic.

Interviews, observations, and literature studies carried out data collection techniques. Data analysis was carried out using Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The IPA method is used to measure the suitability between the level of performance and the importance of attributes. The results of the IPA show attributes that are considered not by the expectations of visitors so there is a need for improvement. The stages of measuring science are as described by Supranto (2011), namely determining the level of conformity between the level of performance and the level of importance of the quality of the attributes studied by comparing the performance score with the score of matter, then measuring the average of each detail perceived by consumers to be translated into in an IPA Cartesian diagram, as shown in Illustration 1.

Interest (Y)

Main priority **I**	Keep Achievement **II**
III Low Priority	**IV** Excessive

Performance (X)

Illustration 1. IPA Cartesian Diagram

The IPA Cartesian diagram divides into four quadrants. Attributes located in quadrant I are the main priority for improvement because the level of satisfaction is shallow. Attributes in quadrant II indicate attributes that must be maintained because the performance provided is what the customer expects. Quadrant III shows that customers consider the attributes offered less critical, and the performance provided is mediocre. Quadrant IV shows that these attributes have a low level of importance with a high or excessive level of performance.

The following method to measure the Jollong Agrotourism visitor satisfaction index is the Customer Satisfaction Index (CSI) method. The first stage is carried out by determining each attribute's average performance value and importance (Husna and Syukri, 2014).

$$\text{MIS} = \frac{\sum_{i=1}^{n} Y_i}{n} \text{ and MSS} = \frac{\sum_{i=1}^{n} X_i}{n}$$

Information:

MIS : Mean Importance Score
MSS : Mean Satisfaction Score
n : Number of respondents
Yi : The importance value of the i-th attribute
Xi : The i-th attribute performance value

Second, determine the Weighting Factor (WF) by changing the importance value of each attribute to the total MIS (Mean Importance Score) to a percentage number, where MISi is the importance value or Mean Importance Score on the i-th attribute.

$$\text{Wifi} = \frac{\text{MIS}_i}{\text{total MIS}} \times 100\%$$

Third, calculate the Weighted Score (WS) for each attribute (i) which is the product of the Mean Satisfaction Score (MSS) and the Weighted Factor (WF).

$$\text{WS}_i = \text{WF}_i \times \text{MSS}_i$$

Fourth, determine the Weighted Average (WA) which shows all Weighted Scores (WS) with all product and service quality attributes and then calculate the CSI value.

$$\text{CSI} = \frac{\text{WA}}{\text{HS}} \times 100\%$$

Information:

WA : Weight Average
HS : Highest Scale (max scale)

The category of satisfaction index assessment (Customer Satisfaction Index) according to Malhotra (1996), namely 81% < CSI 100% indicates the category is very satisfied, 60% < CSI 80% indicates the category is satisfied, 40% < CSI 60% indicates the category is quite satisfied, 20% < CSI 40% indicates the category is not satisfied and 0% < CSI 20% indicates the category is very dissatisfied.

RESULT AND DISCUSSION

### Characteristics of Respondents Visiting Jollong Agrotourism

Characteristics of respondents is a way to describe a person/research respondent in a specific category. As stated by Umar (2003), the characteristics of respondents are used to facilitate researchers in describing/identifying respondents to a particular concept. The characteristics of Jollong Agrotourism visitor respondents can be seen in Illustrations 2 – 5.
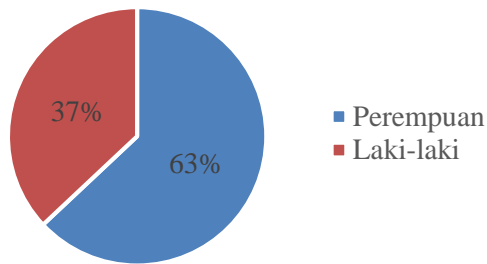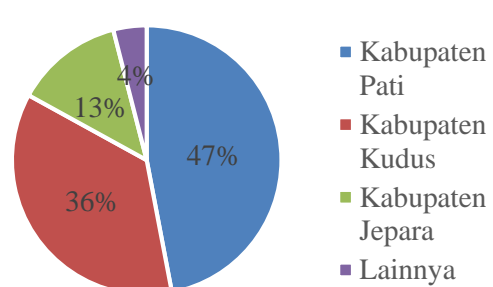
Illustration 2. Respondent's Gender
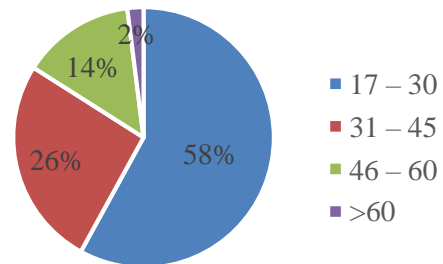
Ilustration 3. Respondent Age
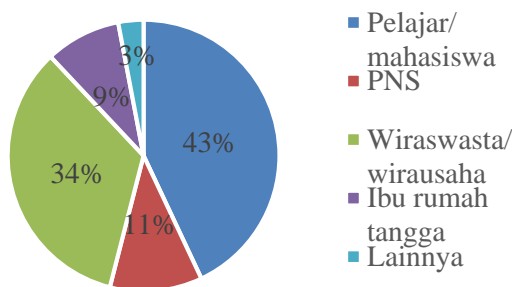
Illustration 4. Respondent's Type of Work

Illustration 5. Respondent's Origin

Most of the visitors used as research samples were dominated by women with a percentage of 63%. Waskito et al. (2018)explained that, in general, gender shows differences in the selection of needs, desires, expectations, and lifestyles. The age of the tourists who visit is quite diverse, dominated by 17-30 years; most of the respondents are students (43%) and entrepreneurs (34%). According to the Central Statistics Agency (2016), ages 17-30 years are productive ages. Visitors at a relatively young age do not have a problem with the steep and uphill agro-tourism location because the condition and location of tourist objects influence tourists to visit. As stated by Utama and Junaedi (2019), tourists will be interested in seeing a tourist attraction if it is influenced by several things, namely weather, natural scenery, and other factors such as the location of the tourist attraction. Visitors to Jollong Agrotourism are dominated by local tourists from Pati Regency with 47%. Other tourists come from areas directly adjacent to Pati Regency in the west, namely Kudus Regency, with 36%.

Importance Performance Analysis (IPA)

Jollong Agrotourism offers a variety of facilities, tour packages, and playgrounds, but in reality, there are still service performances that do not match expectations, causing gaps. Performance scores, importance, cracks, and level of attribute suitability can be seen in Table 2.

Table 2. Performance Score, Importance, Gap, and Level of Conformity of Servqual Attributes based on Tangible, Reliability, Responsiveness, and Assurance Variables.

No.	Servqual attribute	$\overline{X}$	$\overline{Y}$	gap	Tki
					---%---
1.	**Tangibles**				
	- Complete facilities offered	3.49	4.13	-0.64	84.50
	- Toilet facilities	3.35	4.03	-0.68	83.13
	- Worship facilities	3.34	3.82	-0.48	87.43
	- Parking facilities	3.58	4.17	-0.59	85.85
	- Gazebo facilities	3.84	3.82	0.02	100.52
	- Food stalls	3.48	3.70	-0.22	94.05
	- Souvenir shopping center	3.09	3.40	-0.31	90.88
	- Tour packages offered	3.50	3.50	0	100.00
	- The conditions of the rides offered	3.32	3.86	-0.54	86.01
	- Location comfort level	3.11	4.45	-1.34	69.89
	- Location cleanliness level	3.09	4.07	-0.98	75.92
	- Arrangement of the location of facilities / rides	3.44	3.82	-0.38	90.05
	- Neatness and cleanliness of employees	3.71	3.59	0.12	103.34
2.	**Reliability**				
	- Promotions done	2.62	3.39	-0.77	77.29
	- The suitability of ticket prices with the facilities/rides/tour packages offered	3.49	4.27	-0.78	81.73
3.	**Responsiveness**				
	- Service speed	3.54	3.94	-0.4	89.85
	- Information and reservation services	3.43	3.72	-0.29	92,20
4.	**Assurance**				
	Guaranteed safety on every ride	3.25	4.05	-0.8	80.25
5.	**Empathy**				
	- Attitude of employees to visitors	3.72	4.14	-0.42	89.86
	- Access roads and transportation to agro-tourism locations	3.06	4.25	-1.19	72.00
	- Visitor complaint service	3.01	3.50	-0.49	86.00
Total		**70.46**	**81.62**	**-11.16**	**1820.76**
Average		**3.36**	**3.89**	**-0.53**	**86,70**

Information:

$\overline{X}$: Average performance score

$\overline{Y}$: Average importance score

Tki   : Level of suitability of the i-th attribute

The calculation results of the gap 16 of the 19 attributes show negative values, meaning that most of the attributes have not met visitor satisfaction. Ariati and Anwar (2011) and Husna and Shukri (2014) explained that a negative score in the gap analysis indicates that visitors are dissatisfied because their expectations have not been exceeded. A positive score indicates that visitors are satisfied with the given performance. Based on the TKI score, it is known that most of the attributes have a value of less than 100%. Mardiana and Rubiyanti (2017) explained that TKI scores with

numbers below 100% indicate that the services provided have not met customer satisfaction. The attribute with the most significant level of the gap is related to road access and transportation to agro-tourism with a gap score of -1.19, while the score for conformity is 72%.

The study results shown in Table 2 show that there are still several attributes with a conformity level of more than 100%. The intended details can be seen from the tangibles variables, namely gazebo facilities and the neatness and cleanliness of employees, with scores of 100.52% and 103.34%, respectively. This shows that the performance given by the agro-tourism manager on this attribute is more than what visitors expect. Meanwhile, the attribute of the tour package indicates a score of 100% Tki, meaning that between performance and the level of interest expected by visitors, the results are the same. Ariati and Anwar (2011) explained that a score of 100% on the calculation of the level of conformity indicates that the performance given by the company is the same as the level of importance expected by consumers. This shows that the performance of the tour packages provided by Jolong Agrotourism is to visitors' expectations. Overall, the accumulation of gap scores and the level of suitability of service quality attributes for tangible variables (physical evidence), reliability (reliability), responsiveness (capability), assurance (guarantee), and empathy (empathy) can be seen in Table 3.

Table 3. Average Performance Score, Importance, Gap, and Level of Attribute Conformity based on Tangible, Reliability, Responsiveness, Assurance, and Empathy Variables

| Service Quality Attributes	X	Y	gap	Tki
				--%--
Tangible	3.41	3.87	-0.46	88.58
Reliability	3.06	3.83	-0.78	79.51
Responsiveness	3.48	3.83	-0.34	91.02
Assurance	3.25	4.05	-0.80	80.25
Empathy	3.26	3.96	-0.70	82.62
Average	3.36	3.89	-0.53	86.70

Information:

X   : Performance (*performance)*

Y   : Interest (*importance*)

Tki   : Level of suitability of the i-th attribute

The overall average score for Tki is 86.70%, meaning that Jollong Agrotourism still provides service gaps; in other words, there is still performance that has not met the expectations of visitors. Thus, the service quality attribute in the sequel dimension needs to be improved by the manager to increase visitor satisfaction which in turn can increase the number of visits to Jollong Agrotourism. Visitor satisfaction will be a promotion for this location either by word of mouth or through the dissemination of documentation. This is by Firmansyah's opinion (2018) that word of mouth from satisfied or loyal customers can be an effective promotional medium in improving the company's image. The average value of performance and importance in Table 3 is used to determine the two lines that intersect the X-axis and Y axis on the Cartesian IPA diagram. The intersection of these two lines will form the four quadrants in Illustration 6.
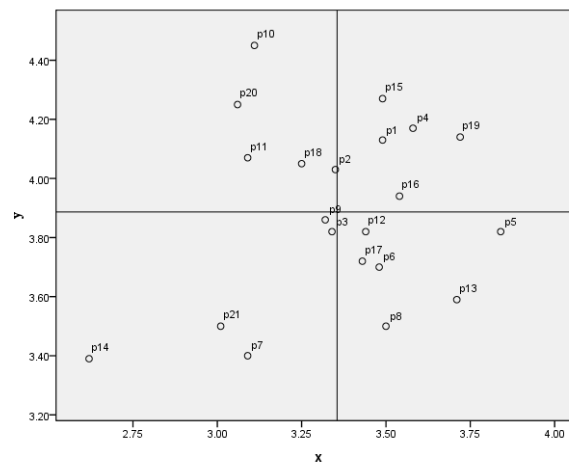
Illustration 6. Cartesian Diagram Between Performance (X) and Interest (Y) of Jollong Agro-Agrotourism

All attributes in Jollong Agrotourism are spread into four quadrants. Quadrant IV has the most distribution with a total of six points, namely gazebo facilities (p5), food stalls (p6), tour packages offered (p8), arrangement of facilities/game rides (p12), neatness and cleanliness of employees (p13) and service information and reservation (p17). Attributes belonging to quadrant IV mean that these attributes have a low level of importance with a high level of implementation. Gazebo facilities, food stalls, tour packages, structuring the location of facilities/rides for games, neatness, and cleanliness of employees, as well as information and reservation services provided by Jollong Agrotourism are less noticed by visitors so that the service performance that Jollong Agrotourism should provide does not need to be excessive.

Quadrant I is occupied by attributes of toilet facilities (p2), location comfort level (p10), location cleanliness level (p11), safety guarantee for each vehicle (p18), road access, and transportation to agro-tourism locations (p20). Attributes located in quadrant I indicate that customer satisfaction is still shallow because the manager has not implemented it to the wishes of the customer. Details found in quadrant I are the main priority for improvement because the level of implementation is still shallow and not what consumers want. The thing that needs to be done by agro-tourism managers is to improve the quality of their services by what visitors need/expect so that satisfaction arises. This is by the opinion Mardiana and Rubiyanti (2017)that the realization of customer satisfaction and loyalty is by improving the quality of service that most customers consider still lacking.

Quadrant II is occupied by attributes of completeness of facilities (p1), parking facilities (p4), suitability of ticket prices (p15), speed of service (p16), and employee attitudes to visitors (p19). Attributes located in quadrant B indicate that the features offered are by customer expectations. The thing that needs to be done by agro-tourism managers is to maintain the points in quadrant II. In practice, the performance provided is what visitors expect.

Quadrant III is occupied by attributes of worship facilities (p3), souvenir shopping center (p7), condition of rides (p9), promotions (p14), and visitor complaint services (p21). Attributes located in quadrant III indicate that visitors consider the features offered less critical and that their implementation is mediocre. Jollong Agrotourism has provided exemplary service performance on

these indicators/attributes. In the future, the manager should focus more on improving the features that are considered more important in visitors' eyes.

Customer Satisfaction Index (CSI)

Malhotra (1996) explains several things that are needed in measuring the customer satisfaction index or the Customer Satisfaction Index, including calculating the percentage of the weighted attribute importance or weighted factor (WF) and the weighted score (WS). Based on the study results, data on the rate of WF and WS values based on performance scores and the importance of the servqual attribute are presented in Table 4, with the total scores for WF and WS being 100% and 335.93%, respectively. Based on the calculation of the WS value, the WA (Weighted Average) value is 3.36. The results of the WA calculation are used to measure the visitor satisfaction index (CSI) of Jollong Agrotourism.

Table 4. Percentage of Weighted Factor (WF) and Weighted Score (WS) based on Performance Score and Importance of each SERVQUAL Attribute

No.	SERVQUAL Attribute	$\bar{X}$	$\bar{Y}$	WF	WS
				---%---	---%---
1.	**Tangibles**				
	- Completeness of facilities	3.49	4.13	5.06	17.66
	- Toilet facilities	3.35	4.03	4.94	16.54
	- Worship facilities	3.34	3.82	4.68	15.63
	- Parking facilities	3.58	4.17	5.11	18.29
	- Gazebo facilities	3.84	3.82	4.68	17.97
	- Food stalls	3.48	3.70	4.53	15.78
	- Souvenir shopping center	3.09	3.40	4.17	12.87
	- Tour packages offered	3.50	3.50	4.29	15.01
	- Condition of the rides	3.32	3.86	4.73	15,70
	- Location comfort level	3.11	4.45	5.45	16.96
	- Location cleanliness level	3.09	4.07	4.99	15.41
	- Arrangement of the location of facilities / rides	3.44	3.82	4.68	16,10
	- Neatness and cleanliness of employees	3.71	3.59	4.40	16.32
2.	**Reliability**				
	- Promotions done	2.62	3.39	4.15	10.88
	- Compatibility of ticket prices with facilities/ rides/ tour packages offered	3.49	4.27	5.23	18.26
3.	**Responsiveness**				
	- Service speed	3.54	3.94	4.83	17.09
	- Information and reservation services	3.43	3.72	4.56	15.63
4.	**Assurance**				
	Guaranteed safety on every ride	3.25	4.05	4.96	16.13
5.	**Empathy**				
	- Attitude of employees to visitors	3.72	4.14	5.07	18.87
	- Access roads and transportation to agro-tourism locations	3.06	4.25	5.21	15.93
	- Visitor complaint service	3.01	3.50	4.29	12.91
Total		**70.46**	**81.62**	**100.00**	**335.93**

Information:
$\overline{X}$: Average performance score
$\overline{Y}$: Average importance score
WF   : Weighted factor
WS   : Weighted score

The Jollong Agrotourism visitor satisfaction index, as measured by the Customer Satisfaction Index, shows 67.20%. This value is in the scale range of 60% < CSI 80%, meaning that overall Jollong Agrotourism visitors are satisfied with the services provided. Overall, Jollong Agrotourism visitor satisfaction still needs improvement until the CSI score approaches 100%. This can be done by improving the quality of service. According to Sudarno (2008), enhancing and improving services is necessary to minimize gaps and increase customer satisfaction.

Based on the results of the analysis, the researcher recommends several things to improve and improve the quality of services in Jollong Agrotourism:
1. Rebuild toilet facilities with sufficient numbers to easmake them ily accessible by visitors
2. Provide free wifi service to make it easier for visitors to access internet/telephone signals.
3. Provide trash cans in every facility/ride to be easily accessible by visitors and provide signage and warnings to dispose of trash in its place.
4. We are repairing damaged rides and provide health facilities, such as a First Aid (Post-Accident First Aid) box to treat initial post-accident injuries.
5. Make a one-way road by passing from Jollong Gardens to Jurang Gardens or vice versa so that large vehicles can pass and transportation access becomes smooth during the holiday season.

CONCLUSION AND SUGGESTION

The conclusion from this study were:
1. There are still performances that have not met visitors' expectations, so improvements need to be made. At the same time, the priority attributes that need to be addressed are toilet facilities, location comfort level, location cleanliness level, safety guarantee for each vehicle, and road access and transportation to agro-tourism locations.
2. The Jollong Agrotourism visitor satisfaction index belongs to the satisfied category.

From the result of the study, researchers made some suggestion that would be beneficially for the development in the study area bellow:
1. The management must focus more on improving indicators that are of concern to visitors because the level of satisfaction is low, including by rebuilding toilet facilities and repairing damaged facilities/rides, providing free wifi services, providing trash bins and signage, providing health facilities, and making connecting route between Jollong Gardens and Jurang Gardens.
2. Further research is needed on the factors that influence the satisfaction of agro-tourism visitors to realize loyalty.

REFERENCES

Ariati, Y. & Anwar. 2011. Analysis of the level of importance (importance) and performance (performance) of service quality on customer satisfactionon the Bedul Mangrove Nature Tourism Object, Banyuwangi Regency. Indonesian Journal of Management and Business Science 1(1): 75–102.

Arioditha, G. & E. Djuwendah. 2016. Analysis of visitor satisfaction visiting agro-tourism with the concept of edufarming at PT. The Natural Window of Parongpong, West Bandung Regency. Journal of Agribusiness and Agricultural Socioeconomics 1(1): 42–48.

Central Bureau of Statistics. 2016. Terms. https://www.bps.go.id/term/index.html?Istilah%5Bberawalan%5D=A&Istilah_page=3

Firmansyah, M. A. 2018. Consumer Behavior: Attitudes and Marketing. First Printing. Depublish, Yogyakarta.

Husna, S. & A. Shukri. 2014. Application of Customer Satisfaction Index (CSI) and gap analysis on service quality of Trans Jogja. Scientific Journal of Industrial Engineering 13(2): 103–111. Retrieved from journals.ums.ac.id/index.php/jiti/article/view/618.

Kotler, P. & K. L. Keller. 2009. Marketing Management. Erlangga, Jakarta.

Malhotra, N. K. 1996. Marketing Research And Applied Orientation. Prentice Hall Inc., New Jersey.

Mardiana, I. & R. N. Rubiyanti. 2017. Analysis of customer satisfaction based on the servqual dimension uses the importance performance analysis method (study at Indihome Witel Bandung). Journal of Economics, Business & Entrepreneurship, 11(1): 47–58.

PTPN IX. 2017. Jollong Agrotourism.https://ptpnix.co.id/jollong.

Sudarno, S., A. Rusgiyono, A. Hoyyi & L. Listifadah. 2011.*Service quality analysis* and control of service quality based on visitor perception. Media statistics 4(1):33–45.

Sugiyono. 2018. Quantitative, Qualitative and R&D Research Methods. 26th printing. Alfabeta, Bandung.

Supranto, J. 2011. Measurement of Customer Satisfaction Level to Increase Market Share. 4th printing. Rineka Cipta, Jakarta.

Umar, H. 2003. Business Research Methods. PT Gramedia Pustaka Utama, Jakarta.

Utama, I. G. B. R. & I. W. R. Junaedi. 2019. Agrotourism as Indonesia's Alternative Tourism: A Massive Solution to Poverty Reduction. Depublish, Yogyakarta.

Waskito, Y. A. P., W. Roessali & A. M. Legowo. 2018. Olive leaf extract agribusiness development strategy at Startup Center Depok West Java (strategy of Olive Leaf Extracts (OLES) agribusiness development at Startup Center Depok West Java). Agromedia 36(1): 75–85.

Wijaya, T. 2018. Service Quality Management: Servqual Design, QFD and Kano. Edition 2. PT Index, Jakarta.

Zeitham, V. A., A. Parasuraman, & L. L. Berry. 1990. Delivering Quality Service (Balancing Customer Perceptions and Expectations). The Free Press, New York.