AGRISOCIONOMICS
Jurnal Sosial Ekonomi dan Kebijakan Pertanian

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
6 (1): 174-182, May 2022

THE EFFECT OF LOCATION, SERVICES, AND PROMOTION ON THE INTEREST OF TOURIST VISITS TO AGRO PURWOSARI, MIJEN DISTRICT, SEMARANG CITY

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Submitted 17 December 2020; Approved 20 April 2021

ABSTRACT

Agro Purwosari is one of the leading agro-tourism in Semarang, managed by the Technical Implementation Unit of the Garden Service of the Semarang City Agricultural Service. The role of visitors is vital for the existence of Agro Purwosari. Factors that can influence visitors' interest include service quality, destination image, tourist attraction, and promotion. This study aims to analyze the effect of service quality, location, and advertising on interest in visiting Agro Purwosari. This research uses quantitative research. The sampling technique in this study used accidental sampling. The number of respondents who were taken in this study was 75 respondents. The results of the logistic regression test prove that the quality of service has a positive and significant effect on the interest in visiting Agro Purwosari with the regression coefficient value is 2.424 or 24.24% with α value = 0.001 <0.05. The promotion has a positive and significant impact on interest in seeing Agro Purwosari by regression coefficient value 1.493 or 14.93% and value of α = 0.023 <0.05, Location has a positive but not significant effect on the interest in returning to Agro Purwosari withThe regression coefficient value is 0.963 or 96.3% and value of α = 0.175 > 0.05.

Keywords: *agrotourism, location, promotion, service, visiting interest*

BACKGROUND

Agrotourism is a form of rural tourism that offers agricultural activities as a tourist attraction and involves residents planning and managing agro-tourism areas. According to Jolly and Reynolds (2005), agrotourism is a business carried out by farmers who work in the agricultural sector for the enjoyment and education of visitors. Agrotourism presents a potential source of income and increases community profits. Visitors to agro-tourism areas can relate directly to farmers and support the improvement of agricultural products indirectly. According to Subowo (2002), the development of agro-tourism will create jobs and increase farmers' income or communities around agro-tourism. One of the leading agro-tourism in Semarang City is Agro Purwosari, one of the Work Unit Gardens managed by the Technical Implementation Unit of the Agricultural Service Office Semarang City Agricultural Service. It is located in Kedungjangan RW 03, Purwosari Village, Mijen Subdistrict, Semarang City, situated at an altitude of ± 300 m above sea level, previously Agro Purwosari was a plantation with coconut plantations that were productive and then replaced with fruit crops. The area of Agro Purwosari Mijen is 5.43 ha. Previously, Agro Purwosari was a plantation with coconut plantations that were less effective and then replaced with fruit crops. The area of Agro Purwosari Mijen is 5.43 ha. Previously, Agro Purwosari was a plantation with coconut plantations that were less productive and then replaced with fruit crops. The area of Agro Purwosari Mijen is 5.43 ha.

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Agro Purwosari started operations in 2017 by offering an atmosphere of the expanse of gardens or agricultural land with a natural beauty that provides comfort and distance to tourist attractions close to the city. Strategic location close to Nirwana Stable, which supports Agro Purwosari tourism, offering tours such as picking fruit directly from the tree, there is a meeting and reunion place in the hall in the middle of the garden and has greenhouses, namely a hydroponic vegetable greenhouse, a fruit greenhouse, and a flower garden greenhouse.

The role of visitors is vital for the existence of Agro Purwosari. Therefore, using appropriate marketing strategies in marketing agro-tourism is essential because many new tourism objects currently appear as competitors. Applying the right marketing strategy will bring in tourists or visitors and make tourists who have visited have an interest in seeing again. According to Nuraeni (2014), interest in visiting is an encouragement for someone to carry out activities to visit again to a destination that has been seen. Several factors can influence visitors to visit again: service quality, destination image, tourist attraction, and promotion. Promotion and service quality can be important factors in influencing staying interest.

The decision to visit tourist sites is closely related to consumer behavior. Consumer behavior is an essential element in tourism marketing activities in tourism marketing activities. The trend of the influence of price, location, and facilities on visiting decisions made by consumers, suggests that management needs to consider aspects of consumer behavior, especially in the visiting decision-making process. Location often determines service success because the site is closely related to a company's potential market. According to Tjiptono (2008), selecting a place or location requires consideration of access, visibility, traffic, and a large, comfortable, and safe parking space.

Based on the observations that the authors have made in terms of the services that have been provided at Agro Purwosari, it can be said to be quite satisfying because the officers serving visitors are friendly, polite, hand honest, and the products sold are of good quality such as fruit, hydroponic vegetables, ornamental plants, gowns, and processed products (lemongrass and passion fruit drink). The strategic location is close to Nirwana Stable, and there is a tour of picking your fruit directly from the tree; the atmosphere of a stretch of garden, garden and there is a gazebo in the middle that makes visitors comfortable, but because of the large plantation area, it is sometimes difficult for visitors to find garden staff. The promotions are not optimal in electronic and non-electronic forms such as pamphlets.

RESEARCH METHODS

Research Location and Time

The research location was chosen intentionally (purposive sampling), namely in the UPTD of the Semarang City Agricultural Service Gardens, Agro Purwosari, Purwosari Village, Mijen District, Semarang City. The time of the study was carried out from July to August 2020.

Research Methods and Sampling

This research is a type of quantitative research. Sampling technique using accidental sampling through a list of questions/questionnaires filled out by visitors to Agro Purwosari. The number of samples was 75 visitors to Agro Purwosari.

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Validity and Reliability Test

According to Sugiyono (2016), validity shows the degree of accuracy between the data that occurs on the object and the data collected by researchers to find the truth of an item; we correlate the item score with the total of these items. If the coefficient between the items and the total items is equal to or above 0.3, the item is declared valid. Still, if the correlation value is below 0.3, the item is declared invalid.

According to Sugiyono (2012), the reliability test is the extent to which the measurement results using the same object will produce the same data. Reliability is a measure that shows how high an instrument can be trusted or reliable, meaning that reliability concerns the accuracy (in terms of consistency) of the measuring device. Test the valistudy's validity and reliability the SPSS 21 application.

Simultaneous Test

A simultaneous test was conducted to determine the significance of the parameter on the dependent variable as a whole. According to Homser and Lemeshow (2000), simultaneous testing of model parameters uses a ratio likelihood test using the G test statistic, which tests the role of independent variables in the model together.

Logistics Regression

Is one approach used to analyze the relationship of one or more predictor variables (independent) with a variable (dependent) category that is dichotomous/binary. According to Sharma (1996), logistic regression predicts the probability of a specific condition. In logistic regression, there are several differences from regression in general, namely, logistic regression does not assume a linear relationship between the independent variable and the dependent variable, does not require the assumption of multivariate normality on the independent variable, there is no assumption of homoscedasticity, the independent variable does not need to be converted into metric form (interval or ratio scale), the dependent variable must be dichotomous, the absence of multicollinearity, the categories in the independent variables must be separate from each other or are exclusive. In general, the logistic regression equation (Hosmer and Lemeshow, 2000) is expressed in the equation:

$$\pi(x) = \frac{\exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_k x_k)}{1 + \exp(\beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots + \beta_k x_k)}$$

Information:

$\pi(x)$: Dependent variable probability
exp : Exponential function (another notation ex, where e =2.718)
β : Regression coefficient
x : Independent variable value

Tendency Ratio (Odds Ratio)

According to Hosmer and Lemeshow (2000), the odds ratio is a measure that predicts how big the tendency of the independent variables is to the dependent variable. In other words, the risk of the

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influence of the observation x = 1 is m times the risk compared to the observation x = 0. In the case of research with logistic regression, this value can be seen from the value of Exp (β) in the results of data analysis or (eβ1,) where 1 is the estimated parameter of the first, second, and so on independent variables. These results will show the effect of each independent variable on the dependent variable.

RESULT AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents in this study are described by gender, age, education level, type of work, and income level can be seen in Table 1.

Table 1. Characteristics of Respondent

No	Parameter	Frequency (n)	Percentage (%)
1	Number of Respondents	75	100
2	Gender		
	Man	37	49.3
	Woman	38	50.7
3	Age		
	19-28	16	21.3
	29-38	19	25.3
	39-48	26	34.7
	49-58	14	18.7
4	Number of Visits		
	≤ 3 visits	60	80
	> 3 visits	15	20
5	Level of education		
	Junior High School/Equivalent	1	1.30
	Senior High School/Equivalent	21	28.00
	Diploma (D3)	8	10.7
	Bachelor (S1)	39	52.00
	Master (S2)	6	8.00
6	Type of work		
	PNS/TNI/POLRI/BUMN	24	32.00
	Self-employed	6	8.00
	General employees	12	16.00
	Farmers/ Planters	9	12.00
	Housewife	9	12.00
	College student	11	14.7
	Other	4	5.3
7	Income Level		
	Less than Rp. 1,000,000	11	14.70
	Rp. 1,000,001 to Rp. 2,000,000	8	10.70
	Rp. 2,000,001 to Rp. 3,000,001	27	36.00

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	More than Rp. 3,000,001	29	38.7
8	Marital status		
	Single	19	25.3
	Marry	56	74.7
9	Origin of Respondent		
	Inside Semarang City	61	81.3
	Outside Semarang City	14	18.7

Source: Processed Primary Data, 2020

Validity Test

Test the validity of the variables in each statement so that the data obtained can be declared valid or not. Before being given to the respondents, the questionnaire has been tested for the validity of each question item. This validity test was carried out on 20 respondents, namely people who had visited Agro Purwosari Semarang City. The data obtained were then processed using SPSS 21. From Table 2, it can be seen that the questions on the questionnaire consisted of the independent variables (location, service quality, and promotion) and the dependent variable (consumer visit interest).

Table 2. Instrument Validity Test Results

No	Items	r count	r table	Information
1	Item 1	0.740	0.444	Valid
2	Item 2	0.750	0.444	Valid
3	Item 3	0.656	0.444	Valid
4	Item 4	0.830	0.444	Valid
5	Item 5	0.863	0.444	Valid
6	Item 6	0.830	0.444	Valid
7	Item 7	0.658	0.444	Valid
8	Item 8	0.756	0.444	Valid
9	Item 9	0.459	0.444	Valid
10	Item 10	0.858	0.444	Valid
11	Item 11	0.808	0.444	Valid
12	Item 12	0.476	0.444	Valid
13	Item 13	0.834	0.444	Valid
14	Item 14	0.769	0.444	Valid
15	Item 15	0.789	0.444	Valid
16	Items 16	0.829	0.444	Valid
17	Item 17	0.856	0.444	Valid
18	Item 18	0.845	0.444	Valid
19	Item 19	0.804	0.444	Valid
20	Items 20	0.682	0.444	Valid
21	Item 21	0.509	0.444	Valid
22	Item 22	0.682	0.444	Valid
23	Item 23	0.862	0.444	Valid
24	Items 24	0.829	0.444	Valid
25	Items 25	0.649	0.444	Valid
26	Item 26	0.743	0.444	Valid
27	Item 27	0.787	0.444	Valid
28	Items 28	0.566	0.444	Valid

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Based on the validity test results, the total instrument questionnaire consists of 28 questions. It can be seen from the value of r-count > the value of r-table, which indicates that the questionnaire is valid. This is to the research of Sibi and Nuswantara (2020), which states that the validity test is a step taken to measure the validity of a research instrument. This shows that the question indicators used can measure what should be measured on each variable or can be continued for testing at the next stage, namely the reliability test of the questionnaire.

Reliability Test

The reliability test of the questionnaire was processed using the SPSS 21 program by looking at the Cronbranch Alpha value. The results of the reliability test can be seen in Table 3.

Table 3. Questionnaire Reliability Test Results

Instrument	Cronbach's Alpha	Information
Promotion (X1)	0.875	Reliable
Location (X2)	0.930	Reliable
Service Quality (X3)	0.934	Reliable
Visiting Interest (Y)	0.814	Reliable

Source: Data processed by researchers, 2020

Based on the reliability test results, it shows that the variable has a Cronbach alpha value, namely promotion of 0.875, location of 0.930, service quality of 0.934, and visiting interest of 0.814. The value of crobanch alpha > r table and the value of crobanch alpha is more than 0.6, so it can be concluded that the instrument used is reliable. This is in accordance with the opinion of Herlina (2019), which states that with the value of crobanch alpha of 0.6-0.79, it can be concluded that reliability is accepted. The reliability test determines whether the instrument remains consistent when used again. This follows Purnomo's research (2017), which states that the reliability test is used to determine the consistency of measuring instruments when used again.

Simultaneous Test

A simultaneous test was conducted to determine the significance of the parameters to the model simultaneously (overall). This test can be done with the G test with the following hypothesis:
H_0: $\beta_1 = \beta_2 = \ldots = \beta_j = 0$ (There is no effect from independen variable to dependent variable)
H_1: Minimal have one $\beta_j \neq 0$ with j= 1,2,...p (Have an from independen variable to dependent variable)
H_0 accepted if $G < X^2_{(a,v)}$ and H_0 rejected if $G \geq X^2_{(a,v)}$.

The level of data variation can be seen using Cox & Snell R Square, as shown in Table 4.

Table 4. Model Summary

Step	-2 Logs likelihood	Cox & Snell R Square	Nagelkerke R Square
1	60,868a	.432	.578

Source: Data Processed by Researchers (2020)

Based on Table 4, the probability ratio value is 60.868. The value of the Chi-square table = 7.815 with a value of $\alpha = 0.05$ and df = 3, so it can be seen that $G \geq X^2_{(a,v)}$ is $60.868 \geq 7.815$ so that H_0 is rejected; this means that there is at least one independent variable that has an effect

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simultaneously on the dependent variable at α = 0.05. The value of the coefficient of determination (R^2) of logistic regression is 0.578, so it can be said that the contribution of the independent variable to the dependent variable is 57.8%.

Logistics Regression

Table 5. Variable Coefficient Value

Variable	B	Sig.	Information
Promotion (X1)	1.493	0.023	Positive and Significant
Location (X2)	0.963	0.175	Positive but Not Significant
Service Quality (X3)	2.424	0.001	Positive and Significant
Constant	-7.300	0.000	

Source: Data processed by researchers, (2020)

Based on the results of the logistic regression analysis, the interpretation results are obtained as follows:

1. The regression coefficient value is 1.493 or 14.93% on the promotion variable (X1) and has a positive and significant effect on the interest in visiting Agro Purwosari consumers (Y). This can be shown by a significance value of 0.023, smaller than the value of α = 0.05. It can be concluded that the higher the promotion variable (X1) given by Agro Purwosari to consumers, the higher the interest in consumer visits. This follows Sarjono's (2012) research, which shows that promotional strategies have a positive and significant effect on increasing repurchase interest. According to Nuraeni's (2014) study, the interest in repeat visits can be improved through increased promotion in terms of quality, quantity, and reach.
2. The regression coefficient value of 0.963 or 96.3% on the location variable (X2) positively affects the interest in visiting Agro Purwosari consumers (Y) but is insignificant. This can be shown by a significance value of 0.175, more significant than the α = 0.05. It can be concluded that the location variable (X2) has a positive but not significant effect on interest in visiting; this is because other factors influence the interest in seeing consumers to Agro Purwosari, other factors such as there are supporting tourism objects located in one complex with Agro Purwosari. The road to Agro Purwosari is quite broad and can be passed by visitors' vehicles. This follows research conducted by Fatimah (2019), which shows that location has a positive but not significant effect on interest in returning to Ledok Sambi Eco Playground.
3. The regression coefficient value is 2.424 or 24.24% on the service quality variable (X3) and has a positive and significant effect on the interest in visiting Agro Purwosari consumers (Y). This can be shown by a significance value of 0.001, smaller than the value of α = 0.05. It can be concluded that the higher the service quality variable (X3) provided by Agro Purwosari to consumers, the higher the interest in consumer visits. This is to Chandra and Tielung's (2015) research, which shows that service quality positively affects consumer decisions. This research supports previous research. According to Marpaung (2019), that there is a direct positive and significant influence on the quality of service on repeat visits by tourists, where the higher the quality of service provided by the manager to tourists, the greater the desire of tourists to visit again.

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Parameter Coefficient Interpretation (Odds Ratio)

Table 6. Odds Ratio

		B	SE	Wald	df	Sig.	Exp(B)	95% CIfor EXP(B) Lower	Upper
Step 1a	Promotion (X1)	1.493	.658	5,146	1	.023	4.449	1.225	16,157
	Location (X2)	.963	.711	1,837	1	.175	2,621	.651	10,555
	Service Quality (X3)	2.424	.709	11,696	1	.001	11.292	2.815	45.304
	Constant	-7.300	1.587	21,161	1	.000	.001		

Source: Data processed by researchers, (2020)

Based on the results of Table 6. We can interpret the odds ratio as follows:

1. Exp (B) on promotion aspect (X1) = 4,449. This can be interpreted if the promotion aspect is improved. The chances of visiting consumers' decisions to visit will increase by 4,449 times. The more frequent promotions are carried out, the more consumers' visiting decisions will increase.
2. Exp (B) on the location aspect (X2) = 2.621. It can be interpreted that if the location is increased, the probability of visiting consumers will increase by 2,621 times. The increasing access, cleanliness, and availability of facilities in agro-tourism will increase the decision to visit.
3. Exp (B) on service quality aspect (X3) = 11,292. This can be interpreted if the element of service quality is improved, the chances of visiting consumers' decisions will increase by 11.292 times; the higher the quality of service, the higher the decision to stay.

CONCLUSION AND SUGGESTION

Conclusion from this research are bellows:

1. Promotion (X1) has a positive and significant effect on visiting interest (Y) of Agro Purwosari consumers.
2. Location (X2) has a positive but not significant effect on interest in visiting (Y) Agro Purwosari.
3. Service quality (X3) has a positive and significant effect on visiting interest (Y) of Agro Purwosari consumers.

From this research, suggestions that can give are as follows:

1. For the manager of Agro Purwosari, garden staff should be given training in tour guides to provide services that are by the wishes of visitors.
2. Agro Purwosari managers to be more aggressive and massive in promoting Purwosari Agro both online and offline.
3. The need for tour packages in collaboration with Nirvana Stable and Event Organizer (EO).
4. The need for access to public transportation that passes through Agro Purwosari.

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