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The Analysis of Community Based Agrotourism Customer Satisfaction in Yogyakarta

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Abstract:

This study aims to determine the level of customer satisfaction by Customer Satisfaction Index (CSI) and knowing what service attributes should be improved by IPA-Kano integration analysis. The research method used was a qualitative research on community based Salak Agrotourism in each category of Agrotourism, namely growing, developing and independent Agrotourism category. The measurement of visitor satisfaction uses the Service Quality (SERVQUAL) attributes (Reliability, Responsiveness, Assurance, Empathy and Tangibles). Based on the results of CSI, the services provided by the community based Salak Agrotourism manager are considered Satisfied in the Growing and Developing Agrotourism and Very Satisfied in the Independent Agrotourism. Priority of the attributes that should be improved are attributes that included in the Fatal, Defenseless Strategy Point, and Dusty Diamond category. The attributes included in the Fatal category are attributes that must be corrected immediately because they cause high dissatisfaction of service users. Attributes included in the Defenseless strategy point category are attributes that can be used as weapons to attack and defeat competitors. The attributes included in the Dusty Diamond category are attributes that if corrected can attract consumers' attention.

Keywords: consumer satisfaction; SERVQUAL; IPA-Kano integration.

JEL Classification: M31; Z32.

Introduction

Tourism is an industry that is widely developed by developed countries and developing countries to increase state revenue in the form of currency exchange. One of the tourism sectors in Indonesia that has a potency to be developed is agritourism. As regards agritourism, it offers an opportunity to experience the rural lifestyle, to be in close contact with nature and directly to be involved in agricultural activities such as animal feeding, pick-your-own, participation in manufacturing process, etc. (Zarenthung Ezung 2012). M. Sznajder and L. Prezebórska

(2009) emphasizes that agritourism gives an opportunity to the tourists to be involved in a recreational activity in the rural area to extend their knowledge, to get a recreational experience, and a business relationship in the agricultural sector. Past studies have shown that agritourism is an efficient economic driver against rural underdevelopment and depopulation which is used as an important element of regional development strategy (Hurst and Niehm 2012; Malkanthi and Routry 2011; Niedziółka and Brzozowska 2009).

In practice, the development of agrotourism cannot be separated from the community around the agrotourism area. Local communities play a major role in the success of an agrotourism. An effort to involve the community in developing agrotourism, there was an idea to develop tourism that pro-community, known as Community-Based Tourism (CBT). Community-Based Tourism (CBT) can be identified as a community development strategy through selfreliance, empowerment, sustainability, and conservation, and cultural development to improve livelihoods in the community (Diharto *et al.* 2018). Society occupies a position as an integral part that participates, both subject and object. Community participation is the main instrument because it provides the potential for the development of tourism businesses, especially in developing agrotourism.

Salak (*Salacca zalacca*) agrotourism managers awared that they have to compete with similar businesses, so the development of their services must be improved. Agrotourism development is related to the presence of visitors. Marketing plays a role in attracting and increasing the number of visitors. Market research and understanding of visitor expectations when visiting a CBT are very important in enhancing the success of CBT development (Mtapuri *et al.* 2015). Kayat (2014) argued that efficient marketing is needed to be able to raise awareness about their offerings and inform potential visitors as they choose destinations and for purposes of ensuring sustainability.

Customer satisfaction is an important parameter to sustainability business. The increasingly fierce competition has demanded a service provider to always pamper consumers by providing the best service. Service quality is an important component in consumer perception, also very important in its influence on customer satisfaction. The better the quality of services provided, the better the image of customers. According to Afthamohan *et al.* (2019) quality of service had a significant impact on customer satisfaction. Therefore, the purpose of this study was to determine the level of satisfaction of visitors of community based Salak Agrotourism in the Special Province of Yogyakarta and to know what attributes must be improved to increase customer satisfaction. The core concepts within the research stream of customer satisfaction are assumed by the "service quality" (Kuo *et al.* 2012; Zhao *et al.* 2012).

1. Literature Review

1.1. Consumer Satisfaction

The importance of the topic of tourist satisfaction is testified by many academic contributions, whose literary production started in the 1960s (Xia *et al.* 2009), and by the increasing attention that practitioners have given to this research issue.

The increasingly fierce competition has demanded a service provider to always pamper consumers by providing the best service. Customers will look for products in the form of goods or services from companies that can provide the best service to them (Assauri 2003). Customer satisfaction is often defined in the marketing literature as a customer's overall evaluation of his or her purchase and consumption experience of a good or service (Hui *et al.* 2007; Flint *et al.* 2011; Qi *et al.* 2012); it is critically important because it reflects subjective customer evaluations, an emotional response associated with the consumption experience (Grewal *et al.* 2009; Falk *et al.* 2010).

Kotler and Keller (2007) and Ooi *et al.* (2011) define consumer satisfaction as the level of one's feelings as a result of a comparison between reality and expectations received from a product or service. When product performance is lower than the expectations of customers, buyers are not satisfied. If performance matches expectations or exceeds expectations, buyers feel satisfied or feel very happy. Satisfied customers will repurchase, and they tell others about good experiences about the product. The key is to integrate customer expectations with company performance. Smart companies have the goal of making customers happy by promising only what they can give, then giving more than they promised.

Customer satisfaction is the key to creating customer loyalty (Kumar and Petersen 2005; Fornell *et al.* 2006). Many benefits are received by the company by achieving a high level of customer satisfaction, which is in addition to increase customer loyalty but also prevent customer turnover, reduce customer sensitivity to prices, reduce marketing failure costs, reduce operating costs caused by increasing numbers of customers, increase advertising effectiveness, and improve business reputation (Fornell 1992).

1.2. Service Quality

Service quality is an important component in consumer perception, also very important in its influence on customer satisfaction. The better the quality of services provided, the better the image of the service in the eyes of consumers. According to some authors (Kozak and Rimmington 1999), some attributes can contribute to the real destination competitiveness. These attributes refer to the variables that influence the satisfaction or dissatisfaction of tourists during their vacation. Parasuraman *et al.* (1985) stated the ten dimensions of service quality resulting from his research, namely:

1. Reliability (reliability), involves consistency of performance and relevance. Means the company is demanded to provide services correctly at the right time.
2. Responsiveness related to preparedness or willingness of employees to provide services. Responsiveness involves the timeliness of service.
3. Competence means having the knowledge and skills needed to carry out services.
4. Access (easily obtained), means having an approach and making contacts easy.
5. Courtesy, involving politeness, respect, consideration, and familiarity from personnel contacts.
6. Communication (communication), means maintaining consumers with a language that is easy to understand and listen to consumers.
7. Credibility (trustworthy means worthiness, trust, and honesty).
8. Security (security), means free from danger, risks and threats.
9. Understanding / knowing (understanding), which is an effort to understand the needs of consumers.
10. Tangibles (tangible evidence), means physical evidence including physical facilities, appearance of personnel, equipment and equipment provided.

In a subsequent study conducted by Parasuraman *et al.* (1988), of the ten service quality dimensions resulting from previous research found the essence of service quality merged into five dimensions of service quality known as SERVQUAL, namely:

1. Reliability (reliability), the ability to carry out the promised service convincingly and accurately.
2. Responsiveness, willingness to help consumers and provide services quickly.
3. Assurance (knowledge), knowledge and politeness and their ability to convey trust and confidence.
4. Empathy (empathy), willingness to give deep and special attention to each consumer.
5. Tangibles (tangible objects), physical appearance, equipment, employees and communication materials.

2. Methodology

This study uses a qualitative research. The business sampling method is done with purposive sampling, which is a deliberate sampling technique that is based on certain criteria. The Sleman Regency Tourism Office divides community-based tourism (Tourism Village) into 3 categories, namely Growing, Developing and Independent category. The sample taken in this study was community based Salak Agrotourism and represented each category of tourism villages, they are Independent tourism village (Pulesari Tourism Village), Developing tourism village (Pancoh Tourism Village), and Growing tourism village (Ledok Nongko Tourism Village). The visitor sample taking was done with purposive sampling. Respondents were chosen that respondents conducted tourism activities by choosing the Salak Agrotourism tour package in addition to other tour packages. The number of visitors that are used as the sample were 30 visitors in each designated Salak Agrotourism.

Data collection is done through a questionnaire, that is by providing a list of questions to Salak Agrotourism visitors as respondents. The questions are given using a Likert measurement scale, which is a tiered interval scale from 1 to 5 with score value from very unimportant to very important for importance level questions, ranging from 1 to 5 with score value from very dissatisfied to very satisfied for questions about the level of performance attributes, and levels 1 to 5 with score value from dislike to likes to questions function and disfunction services. The measurement of visitor satisfaction uses the Servqual attribute (Reliability, Responsiveness, Assurance, Empathy and Tangibles).

The analytical tool used to determine the level of customer satisfaction is the Important Performance Analysis (IPA) by calculating the Customer Satisfaction Index (CSI). The first step to measure Customer Satisfaction Index is determination the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS). This value comes from the average level of importance and performance of each attribute, with the formula:

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

Here, n is amount of respondent, Y_i is importance value of attribute at-i and X_i is performance value of attribute at-i. The second step is calculation the Weight Factors (WF) that is the percentage of MIS values per attribute against the total MIS of all attributes.

$$WFi = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\%$$

Here, p is number of attributes of interest and i is attribute at-i. The third step is calculation the Weight Score (WS) that is the multiplication of Weight Factor (WF) with the average level of satisfaction (Mean Satisfaction Score = MSS).

$$WS_i = WFi \times MSS_i$$

The last step is calculation CSI with the formula:

$$CSI = \frac{\sum_{i=1}^p WS_i}{5} \times 100\%$$

The overall level of satisfaction of respondents can be seen from the visitor satisfaction criteria listed in Table 1

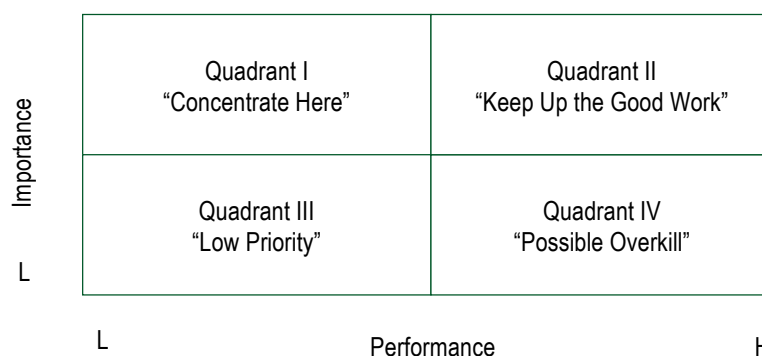
Table 1. Visitor Satisfaction Criteria

CSI Value	CSI Criteria
0,81 – 1,00	Very Satisfied
0,66 – 0,80	Satisfied
0,51 – 0,65	Satisfied Enough
0,35 – 0,50	Less satisfied
0,00 – 0,34	Dissatisfied

Source: Chandrawatisma and Sukardi (2006)

Service attributes that must be improved to increase customer satisfaction can be determined using the IPA-Kano Integration Analysis. The IPA-Kano Integration Analysis is an analysis that combines the results of the IPA analysis and the results of Kano analysis, which can later be determined the service attributes included in the priority of improvement. The first step is to identify service attributes with Important Performance Analysis (IPA) by analyzing and classifying attributes into "Concentrate Here", "Keep Up the Good Work", "Low Priority" and "Possible Overkill".

Figure 1. Quadrant of Important Performance Analysis (Martilla and James 1977)



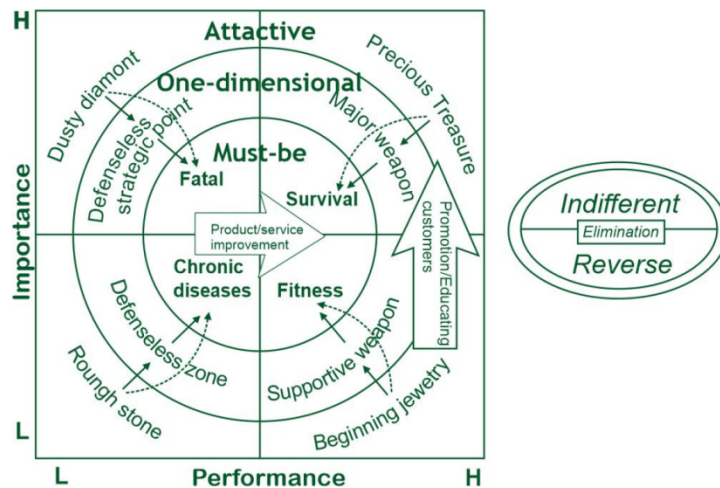
The next step is the identification of attributes with the Kano Model by classifying attributes into Kano categories namely Questionable (Q), Reverse (R), Attractive (A), Indifferent (I), One dimensional (O) and Must be (M). The must be (M) occurs if the customer will feel dissatisfied when the performance of product attributes (goods or services) is low, but customer satisfaction will not increase beyond the neutral area even though the performance of product attributes is high. The one dimensional (O) occurs if customer satisfaction has a linear function with the performance of product attributes. High product attribute performance also results in high customer satisfaction. The attractive (A) occurs if customer satisfaction increases multiple times as attribute performance increases, but the decrease in performance of this attribute does not cause a decrease in the level

of customer satisfaction. Indifferent (I) occurs if the presence or absence of attributes in this category does not affect service user satisfaction. Questionable (Q) occurs if service users feel satisfied or dissatisfied with the existence of attributes in this category, so there is no clarity whether the attributes in this category are expected or not. Reserve (R) occurs if service users will be satisfied if the attributes in this category do not exist or in other words service users do not feel satisfied if there are attributes in this category (Kano *et al.* 1984).

After the analysis of Importance-performance analysis and Kano model, the attributes that are included in the priority of improvement can be determined with several indicators, which are (Kuo *et al.* 2012):

1. These attributes are attributes that include IPA I quadrant. The reason for choosing quadrant I because it has a large level of importance but service user satisfaction is still lacking
2. For the Kano category that is chosen for improvement is in accordance with the rules $M > O > A > I$.

Figure 2. IPA-Kano Model (Kuo *et al.* 2012)



3. Research Result

Consumer satisfaction can only be achieved by providing good quality services to consumers. Therefore an effort is needed to improve the quality of services provided in order to fulfil the desires and increase customer satisfaction. So, service quality is an important thing that must be considered by the company in order to achieve customer satisfaction. The consumer satisfaction of Community-Based Salak Agrotourism in each Agrotourism category can be seen in Table 2.

Table 2. Community-Based Salak Agrotourism Consumer Satisfaction at Each Category of Agrotourism

No	Agrotourism	CSI	Criteria
1	Growing Category	72,10	Satisfied
2	Developing Category	79,10	Satisfied
3	Independent Category	83,70	Very satisfied

Based on the calculation of the Customer Satisfaction Index (CSI), the services provided by the community based Salak Agrotourism manager are considered Satisfied in the Growing and Developing agrotourism category and considered Very Satisfied in the Independent agrotourism category.

After knowing the level of visitor satisfaction, then what service attributes should be improved to increase visitor satisfaction. In this research, the priority attributes that have to improve were determined using the IPA-Kano Integration analysis. The results of the IPA-Kano Integration Analysis can be seen in Table 3.

According to the IPA-Kano Integration Analysis, the priority attributes are attributes that include in Quadrant I ("Concentrate Here") of IPA matrix and accordance with the rules $M > O > A > I$ in Kano Model (Kuo *et al.* 2012). The priority attributes that have to improve can be seen in Table 4.

Table 3. The IPA-Kano Analysis

Symbol	Attributes	Growing Agrotourism				Developing Agrotourism				Independent Agrotourism			
		MMS	MIS	Quadrant IPA	Kano Category	MMS	MIS	Quadrant IPA	Kano Category	MMS	MIS	Quadrant IPA	Kano Category
T1	The public facility	3.00	4.70	I	M	3.97	4.70	II	M	4.20	4.73	II	M
T2	The environmental cleanliness	4.03	4.73	II	O	3.97	4.83	II	O	4.23	4.70	II	O
T3	The employee cleanliness	3.90	4.43	II	A	3.97	4.63	II	O	4.20	4.70	II	O
T4	The medical equipment	3.17	3.37	III	A	3.97	4.63	II	M	4.20	4.70	II	M
T5	The signpost	3.93	4.43	II	O	4.00	4.67	II	O	4.20	4.70	II	O
T6	The meeting room	3.03	4.57	I	O	3.67	4.63	I	O	4.20	4.70	II	O
T7	The parking area	3.13	4.23	III	A	4.20	4.67	II	O	4.20	4.70	II	O
T8	The tour package information	3.50	4.50	I	A	3.97	4.63	II	A	4.20	4.70	II	A
T9	The availability and cleanliness of toilets	3.07	4.57	I	M	3.73	4.70	I	M	4.00	4.73	I	M
T10	The product Sales Shop	3.27	4.50	I	O	3.90	4.63	I	O	4.07	4.77	I	O
RS1	The ability to be responsive in dealing with problems	3.63	4.60	II	O	3.97	4.67	II	O	4.20	4.73	II	O
RS2	The ability to be responsive in facing visitor complaints	3.57	4.50	I	O	4.07	4.87	II	O	4.27	4.70	II	O
RS3	The ability to quickly provide services	3.93	4.67	II	O	4.00	4.77	II	O	4.27	4.70	II	O
RL1	The compatibility between facilities offered with performance	3.73	4.73	II	O	4.03	4.70	II	O	4.20	4.70	II	O
RL2	The timeliness of activities	3.63	3.37	IV	A	3.87	4.13	III	A	4.20	4.70	II	A
RL3	The ease of reservation	3.57	3.43	III	A	3.83	4.13	III	A	4.20	4.70	II	A
A1	The knowledge and skill of manager in dealing of visitor complaints	3.83	4.50	II	O	3.97	4.63	II	O	4.20	4.70	II	O
A2	The polite and friendly service	4.13	4.80	II	O	4.07	4.63	II	O	4.23	4.73	II	O
A3	The guarantee of security and trust in service	3.90	4.57	II	A	4.00	4.67	II	O	4.20	4.70	II	O
E1	Sensitivity to receive complaints from visitors	3.43	4.47	I	O	4.00	4.63	II	A	4.20	4.70	II	O
E2	Giving individual attention to visitors	3.97	3.33	IV	A	3.83	4.27	III	O	3.97	3.97	III	A
E3	Responsible for the safety and comfort of visitors	3.87	4.50	II	M	4.00	4.63	II	M	4.20	4.70	II	M

Priority Service quality attributes that must be improved are attributes that included in the Fatal, Defenseless Strategy Point, and Dusty Diamond category. The attributes included in the Fatal (Quadrant I – Must be) category are attributes that must be corrected immediately because they cause high dissatisfaction of service users. Attributes included in the Defenseless strategy point category are attributes that can be used as weapons to attack and defeat competitors. The attributes included in the Dusty Diamond category are attributes that if corrected can attract consumers' attention.

Table 4. The Priority Service Attributes Based on IPA-Kano Integration Analysis

Agrotourism	Service Attribute Category	Service Attribute
Growing	Fatal (Quadrant I – Must be)	- The public facilities - Availability and cleanliness of toilets
	Defenseless Strategic Point (Quadrant I – One Dimensional)	- The product sales shop - The ability to be responsive in facing visitor complaints - Sensitivity to receive complaints from visitors - The meeting room
	Dusty Diamond (Quadrant I – Attractive)	- The tour package information
Developing	Fatal (Quadrant I – Must be)	- Availability and cleanliness of toilets
	Defenseless Strategic Point (Quadrant I – One Dimensional)	- The meeting room - The product sales shop
Independent	Fatal (Quadrant I – Must be)	- Availability and cleanliness of toilets
	Defenseless Strategic Point (Quadrant I – One Dimensional)	- The Product Sales Shop

4. Discussion

Satisfaction can be measured from tourists' expectations as well as their actual formation of positive feeling to reach tourist destinations during or after the process of tourism consumption (del Bosque and Martín 2008). Al-Ababneh (2013) said that service quality directly impacted tourist satisfaction throughout destination facilities, destination accessibility and destination attraction. (Sugandini *et al.* 2017), stated that community that can satisfy the tourists have an impact on the willingness of tourists to visit tourism destination, and improve word of mouth communication (Dyah *et al.* 2017; Haryono *et al.* 2017). However, increasing customer satisfaction by enhancing the tourist experience requires a better understanding of customer needs and their individual preferences (Hurst and Niehm 2012).

Based on CSI analysis, each agrotourism has given satisfaction to consumers. However, most visitors cannot be loyal to these agrotourism. They only come once to these agrotourism. In the research's Sugandini *et al.* (2018), the primary data analysis shows that tourism destination quality, satisfaction, and image according to the visitor perception is good, but the visitor loyalty shows a bad result. Most of the tourists visit Special Region of Yogyakarta just once and it is just a transit destination.

4.1. The Fatal Category (Quadrant I – Must be)

In general, Community-Based Salak Agrotourism in Sleman Regency have the same problem, namely availability of toilets that have not according to the level of cleanliness of the urban community. Complaints about the availability and cleanliness of toilets are often felt by visitors coming from big cities outside Yogyakarta, because of the different standard of living between rural communities in Yogyakarta and other big city communities. Choo *et al.* (2017) said in their research that the factors of price and cleanliness are the most salient for rural accommodation selection criteria.

In the Growing Agrotourism, there is no public facility such as public toilet, so the visitors must use villager's toilet to use that facility. There is no more space for public facility and additional attractions because there is no village donated land, the rivers for river flow activities, open fields for outbound activities or areas for meetings, product sales shops, and art shows. The attractions offered in this agrotourism only specialize in educational and training activities in organic 'Salak' cultivation for students and university students. Other tourism activities have not yet been developed. This resulted in the majority of visitors only being able to feel the sensation of harvesting and enjoying organic salak fruit directly and not being able to linger in the tourist village for a long time.

Therefore, it is necessary to provide facilities that make visitors feel at home or comfortable to stay longer such as lodging facilities (accommodation) and providing more attractive tour packages. The provision of a salak education tour package does not only provide education for organic salak cultivation but also can educate various processed foods or snacks from salak. This facility supports the achievement of increasing the added value of agrotourism products perceived by consumers. This was also conveyed by Engeset & Reidun (2015) that one of the strategies for developing agrotourism is to provide accommodation, restaurant, food and beverage production and sales and cultural events. Umar (2003) revealed that if the facilities needed by consumers in tourist attractions were available, the level of customer satisfaction would increase.

4.2. The Defenseless Strategic Point (Quadrant I – One Dimensional)

All Agrotourism do not have a proper product sales shop. They sell their 'salak" and processed products in front of their homes and have not been coordinated well. Availability of product sales shop is needed to sell the typical product of the agrotourism so that it can be used as souvenirs. Suhartanto *et al.* (2018) revealed that food souvenirs are one of the important drivers for the satisfaction of visiting tourists. This is an opportunity for business managers to develop strategies to satisfy tourists by providing unique food souvenirs and showing local symbols.

The meeting rooms are needed as a gathering place for visitors. The existence of meeting rooms in Growing and Developing agrotourism category was considered very simple and did not provide comfort for visitors. If the meeting room can be improved better, it will increase customer satisfaction.

The manager of Growing Agrotourism has not provided an optimal response to criticisms and suggestions from visitors because the managers feel the limitations they have. This has led to the existence of the growing agrotourism to be passive which has even decreased the quality of tourism. Umar (2003) states that managers must have the ability to communicate to convey information to customers or obtain input from customers and understanding customers about the needs and desires of customers. Lin *et al.* (2018) also stated that tourists' perceptions of service quality were significantly influenced by professional competence (professional attitude, professional knowledge, and professional skills) of tour guides. A positive professional attitude can bridge the gap between tourists, tour guides and tourism managers. In addition, employee service can influence consumer satisfaction that comes from shopping experience (Lovelock and Wirtz 2011). Service failure is caused by employees who are rough or slow negatively influencing customer satisfaction and customer loyalty (Kelley *et al.* 1993; Hess *et al.* 2006). Likewise, good employees can have a very positive effect on customer satisfaction. Engeset & Reidun (2015) also states that an important strategy in agrotourism product development is personal contact with consumers. Managers can confirm orders by contacting guests again, either by email or by calling them. Thus, the manager can find out the shortcomings of the business being run, so that it can improve the quality of service.

4.3. The Dusty Diamond (Quadrant I – Attractive)

Improvements in service attributes included in the Dusty Diamond category also need to be carried out by the management of Growing Agrotourism such as tour package information. Travel package information is needed to provide information and promote to the community about tourism packages offered by agrotourism. Park, *et al.* (2014) states that sustainable investment in the development and promotion of agrotourism products/services has a positive effect on operations and results in increased competitiveness and survival. If these attributes are fixed, it can attract the attention of visitors to come in agrotourism.

Conclusion

Quality of service encourages customers to commit to products and services of a company so that it has an impact on the increasing market share of a product. Quality of service is very crucial in maintaining customers for a long time. Companies that have superior services will be able to maximize the company's financial performance (Gilbert *et al.* 2004).

Based on the calculation of the Customer Satisfaction Index (CSI), the services provided by the community based Salak Agrotourism manager are considered Satisfied in the Growth and Development Tourism Village category and considered Very Satisfied in the Independent Tourism Village category. Priority Service quality attributes that must be improved are attributes that included in the Fatal, Defenseless Strategy Point, and Dusty Diamond category. The attributes included in the Fatal category are attributes that must be corrected immediately because they cause high dissatisfaction of service users. Attributes included in the Defenseless

strategy point category are attributes that can be used as weapons to attack and defeat competitors. The attributes included in the Dusty Diamond category are attributes that if corrected can attract consumers' attention.

The existence of agrotourism is expected to give better contribution to the future of Indonesian regional tourisms in general. Finally, human resources as a major asset in an organization also need to be improved since capabilities, skills and knowledge of tourism service providers has significant roles in the success of agrotourism (Handriana and Raya 2016).

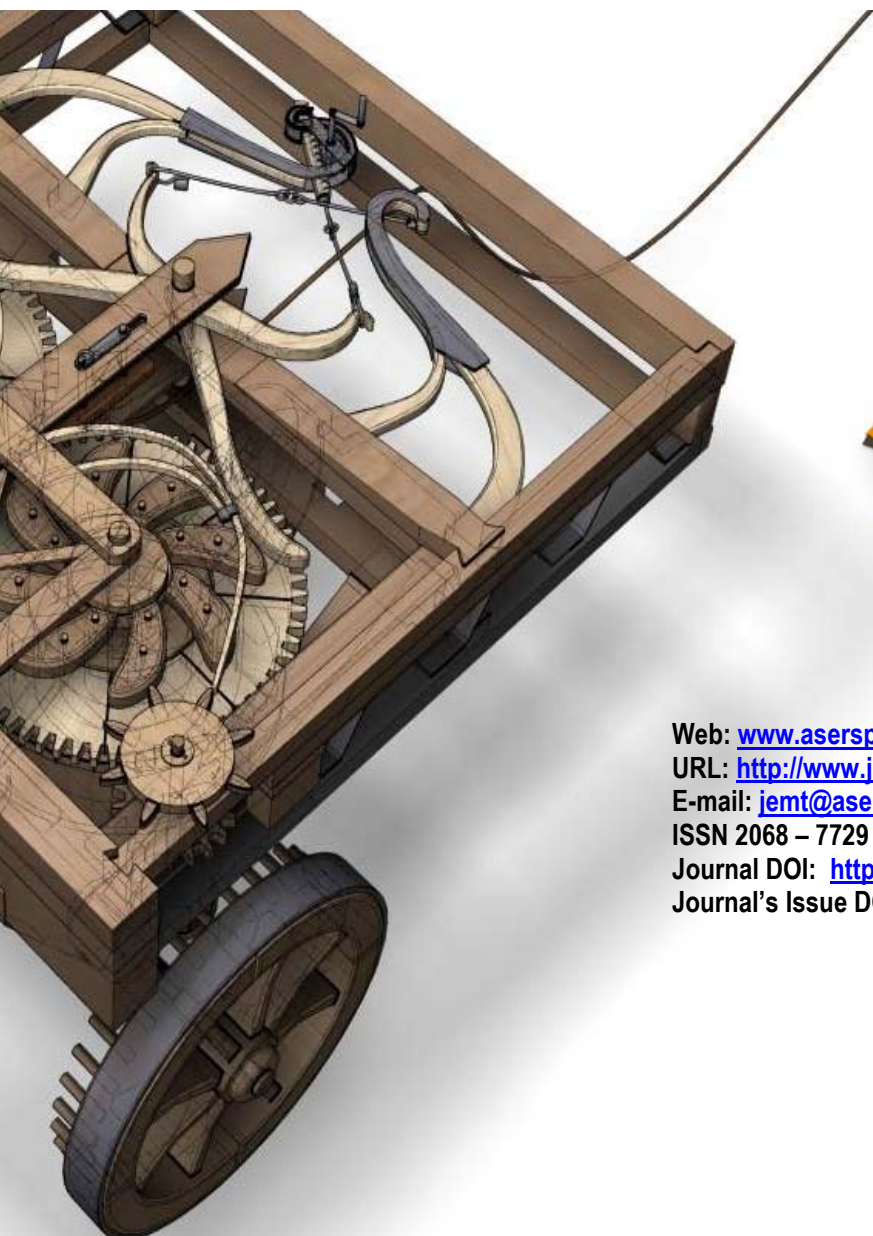
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