Vol. 14, No. 6 (2025): 2145 - 2156 http://dx.doi.org/10.23960/jtepl.v14i6.2145-2156

JURNAL TEKNIK PERTANIAN LAMPUNG

ISSN 2302-559X (print) / 2549-0818 (online)
Journal homepage : https://jurnal.fp.unila.ac.id/index.php/JTP

Intention to Revisit Agrotourism: Effect of Service Quality and Visitor Experience

Imatul Hidayah[1,✉], Abdul Wahid Muhaimin[1], Riyanti Isaskar[1]

[1] Department of Agribusiness, Postgraduate Program, Brawijaya University, Malang City, INDONESIA.

Article History:

Received : 03 July 2024
Revised : 09 Maret 2025
Accepted : 13 May 2025

Keywords:

Intention to Revisit,
SEM PLS,
Service Quality,
Visitor Experience,
Visitor Satisfaction.

Corresponding Author:
✉ imatulhidayah19@gmail.com
(Imatul Hidayah)

ABSTRACT

Agrowisata Kebun Belimbing in Bojonegoro faced a decline in visitor numbers from 2021 to 2023. To increase visitor interest to return, the Agrotourism needs to enhance the quality of experiences that tourists receive and enjoy. This study aims to examine how service quality and visitor experience affect revisit intention, with satisfaction function as a mediating variable. The research employed explanatory quantitative method with a Structural Equation Modeling - Partial Least Square (SEM-PLS) approach. As many as 100 respondents who have visited the agrotourism was selected purposively. Data was collected through an online questionnaire and was analyzed using WarpPLS software. The results conclude that service quality and visitor experience directly affect visitor satisfaction significantly, with path coefficients of respectively 0.45 ($p < 0.01$) and 0.38 ($p < 0.05$). Both factors, however, did not directly affect on revisit intention, with path coefficients of 0.12 ($p > 0.05$) and 0.15 ($p > 0.05$), respectively. Visitor satisfaction, on the other hand, significantly influences revisit intention, with a path coefficient of 0.52 ($p < 0.01$), indicating that higher satisfaction increases the likelihood of revisiting the destination. Notably, service quality and visitor experience indirectly affect revisit intention through satisfaction, with effect sizes of 0.23 and 0.21, respectively.

1. INTRODUCTION

A tourist attraction is a place that offers various natural or artificial resources, such as zoos, mountains, and unique cultures, which appeal to visitors (Trisna *et al*., 2023). Travelling plays an essential role in fulfilling human satisfaction, offering visual enjoyment and the joy of discovering new things during travel. It also serves as a means of learning, fostering a love for nature, and providing educational experiences (Albayrak & Caber, 2016). Travelling naturally seek travel experiences that meet their expectations, and maintaining the quality of tourism attributes at a destination is crucial in enhancing visitor satisfaction (Albayrak & Caber, 2016). According to Silalahi *et al*. (2023), tourism attributes significantly affect revisit intention through satisfaction, while service quality directly impacts both revisit intention and satisfaction.

In addition to tourism attributes and service quality, visitor experience is a key factor in tourism. A memorable visitor experience has a significant influence on the intention to revisit (Noerhanifati *et al*., 2020). These factors—service quality, visitor experience, satisfaction, and revisit intention—are interconnected elements that collectively influence tourists' decisions to revisit. In recent years, tourism has shifted from traditional sightseeing to experiential and sustainable travel, giving rise to niche sectors like agrotourism, where visitors seek authentic rural experiences. Despite the growing global interest in agrotourism, certain destinations, such as Agrotourism Belimbing, have experienced challenges. Number of visitors at the Agrowisata Kebun Belimbing in Bojonegoro have decreased, so that it vital to understand the factors behind this trend in order to revitalize its appeal.

Bojonegoro is well-known for its agricultural tourism in East Java, especially the Agrowisata Kebun Belimbing is very popular agrotourism site. This agrotourism manages 20.4 ha farm and offers starfruit picking, starfruit-based products, and a cool, serene atmosphere for visitors. However, following the COVID-19 pandemic, the site has seen a decline in visitors. To revive visitor interest, Agrowisata Kebun Belimbing must improve its service quality to meet tourists' expectations. While previous studies have examined the role of service quality and visitor experience in tourism, fewer have explored their indirect effects via satisfaction in the context of agrotourism. This study aims to fill this gap by emphasizing the importance of providing high-quality experiences for visitors to increase revisit intention. Visitor intention to return often arises from memorable experiences. Research by Sulistyanda *et al*. (2022) indicates that visitor experiences significantly influence revisit intention. Kotler & Keller (2016) explain that customer satisfaction impacts loyalty, which increases the likelihood of revisiting and recommending the destination.

1.1. Service Quality

Service quality is more challenging to evaluate than product quality. This is because services are intangible and variable in nature, whereas product quality can be detected for defects by quality control before sale. In contrast, services are produced and consumed simultaneously, making it difficult to correct deficiencies (Schiffman & Wisenblit, 2015).

Service quality is defined as the customer valuation of the overall superiority or excellence of a product or service. Service quality is frequently associated to customer satisfaction, where higher service quality generally trigger to greater satisfaction (Zeithaml *et al*., 2018). Service quality can be recognized by comparing perceptions of consumers about the service they actually get with the service they anticipate from the elements of a company service.

Kotler & Keller (2016) state that service quality should begin with customer desires and end with customer opinions. Customer perception of service quality is a complete evaluation of the superiority of a service. This implies that a good quality image is not grounded on the service provider perception but rather on the customer opinion. In this context, customers are the ones who consume and enjoy the company's services, so they should determine the quality of the services or products received.

1.2. Visitor Experience

Tourism experience is subjective evaluation of individual tourist and engagement (i.e., affective, cognitive, and behavioral) with events associated to tourist activities, starting from planning and preparation, during the visit, and after the trip (Tung & Ritchie, 2011). According to Prakoso *et al*. (2020), visitor experience can be defined as a subjective mental state sensed by participants and as subjective valuation of visitor about events involvding affective, cognitive and behavioral aspects. A positive travel experience is a significant determinant of post-travel tourist behavior that influences future behavior, such as the intention to revisit (Chang *et al*., 2014). The experience after visiting a tourist attraction relates to feelings and tastes, including a person's knowledge, attitude, and behavior.

1.3. Intention to Revisit

Interest is a personal matter closely related to attitude. Interest and attitude form the basis for prejudice and are crucial in decision-making. According to Simamora *et al*. (2024), the intention to revisit is visitor behavior based on previous visit experiences regarding the quality of destination services in the same country or region. Wang *et al*. (2018) described the intention to revisit as a form of behavioral intention or the willingness of visitors to return.

1.4. Satisfaction

Satisfaction in tourism is a crucial instrument to drive changes in tourist behavior in deciding to visit a tourist attraction. Satisfied tourist behavior reflects several aspects that can improve tourism performance: tourists will convey positive experiences about their visit, recommend their positive experiences to friends and family, and personally revisit the same tourist attraction. A customer feels satisfied or dissatisfied based on the product's performance relative to expectations. A satisfied customer means the product's performance matches expectations, while performance exceeding expectations results in feelings of satisfaction and even happiness (Suhartapa, 2022). According to Kotler & Keller (2016), consumer satisfaction is a pleasure or displeasure sense resulting from comparing the perceived performance to

expectation of a product. In the tourism industry, tourist satisfaction is a form of post-visit behavior. Tourist satisfaction can also be defined as the congruence between expectations and the reality perceived by tourists after visiting a tourist attraction.

1.5. Interrelationship of Service Quality, Experience, and Satisfaction with Revisit Intention

Service quality, experience, and satisfaction are expected to influence tourists' intention to revisit a tourist attraction. Understanding the relationship between these four variables (service quality, visitor experience, satisfaction, and intention to revisit) can help all stakeholders evaluate policies at a tourist destination and provide insight for the local community to deliver appropriate services to visitors.

Therefore, this study aims to analyze the factors that influence visitors' intention to revisit Agrotourism Belimbing, with a specific focus on service quality, visitor experience, and destination image. By using Structural Equation Modeling (SEM), the study seeks to identify which variables significantly affect revisit intention within the agrotourism context. The findings of this research are expected to provide practical insights for tourism managers and stakeholders in improving destination strategies, particularly in enhancing visitor retention. Moreover, the results may contribute to the academic discourse on rural and niche tourism, offering a more contextual understanding of tourist behavior in agrotourism destinations.

2. METHODS

This research was conducted at the Agrowisata Kebun Belimbing in Bojonegoro Regency. This location was chosen considering the relevance to the focus of this study, particularly because tourist satisfaction is a crucial aspect in the development of a tourist attraction. These considerations form the basis for selecting this research location. As many as 100 respondents who have visited the Agrowisata Kebun Belimbing was selected for this study. The sample determination was carried out using the purposive sampling approach. Purposive sampling is a technique for selecting samples based on specific considerations, meaning that each sample taken from the population is deliberately chosen based on certain objectives and considerations. According to Zuhdi *et al*. (2016), the sample size for the SEM-PLS method should be at least 100 respondents. Data was gathered through an online questionnaire and was analyzed using SEM-PLS (Structural Equation Modeling - Partial Least Square) approach performed using WarpPLS software.

3. RESULTS AND DISCUSSION

3.1. SEM-PLS Analysis

SEM combines factor analysis, structural model analysis, and path analysis to evaluate relationships between variables. This analytical approach has been widely adopted in social sciences for its ability to test complex models involving both observed and latent variables (Hair *et al*., 2014). In this study, SEM was conducted using WarpPLS 8.0. Consistent with standard SEM procedures, the analysis involved instrument validity and reliability testing, hypothesis testing between variables, and model estimation for predicting outcomes. This approach aligns with the methodology used in prior studies, such as those by Kock (2015), who emphasized the strength of WarpPLS in handling non-linear relationships in SEM analysis.

3.2. Evaluation of the Outer Model Measurement

The evaluation of the outer model was performed to assess the correlation between latent variables and their indicators. This evaluation is crucial to determine the quality of the instruments used in the study. Instruments are considered good if they meet two criteria: validity and reliability. Validity and reliability are essential as they impact the accuracy of the conclusions drawn from the research (Hair *et al*., 2014).

Construct validity can be detected from the values of cross-loadings and comparing the Root Mean Square Error (RMSE). If the factor loading values are higher than the cross-loading values, discriminant validity is achieved. The square root of AVE (Average Variance Extracted) should have a higher value as compared to other variables (Hair *et al*., 2014). Cross-loading results and square root of AVE can be seen in Table 2.

Table 2. Discriminant validity results (combined loading and cross loading)

Indicator	Loading and Cross Loading				Description
	X1	X2	Z1	Y1	
$X_{1.1}$ (Physical Evidence)	**(0.737)**	-0.119	0.308	-0.073	Valid
$X_{1.2}$ (Reliability)	**(0.705)**	-0.044	0.292	-0.165	Valid
$X_{1.3}$ (Responsiveness)	**(0.752)**	0.164	-0.607	0.383	Valid
$X_{1.4}$ (Assurance)	**(0.780)**	-0.101	0.222	-0.231	Valid
$X_{1.5}$ (Empathy)	**(0.834)**	0.089	-0.179	0.075	Valid
$X_{2.1}$ (Sense)	0.058	**(0.563)**	-0.404	0.426	Valid
$X_{2.2}$ (Feel)	-0.045	**(0.729)**	0.155	-0.208	Valid
$X_{2.3}$ (Think)	-0.118	**(0.703)**	-0.101	0.107	Valid
$X_{2.4}$ (Act)	0.122	**(0.785)**	-0.089	-0.017	Valid
$X_{2.5}$ (Relate)	-0.015	**(0.808)**	0.315	-0.186	Valid
$Z_{1.1}$ (Expectation Match)	-0.030	0.332	**(0.740)**	-0.268	Valid
$Z_{1.2}$ (Revisit intenstion)	-0.010	-0.298	**(0.806)**	-0.171	Valid
$Z_{1.3}$ (Willingness to recommend)	0.037	-0.007	**(0.813)**	0.414	Valid
Indicator	**Loading & Cross Loading**				**Description**
	X1	**X2**	**Z1**	**Y1**	
$Y_{1.1}$ (intention to revisit)	0.024	-0.191	0.335	**(0.782)**	Valid
$Y_{1.2}$ (intention to recommend)	-0.052	0.182	-0.244	**(0.787)**	Valid
$Y_{1.3}$ (intention to prompte)	0.026	0.007	-0.080	**(0.868)**	Valid

From Table 2, it is clear that the loading factor has a value ≥ 0.5 for each indicator. According to Solimun *et al.* (2017), a value ≥ 0.5 on the loading factor can fulfill convergent validity. The data also shows that the values of loading factor are higher than the values of cross loading, thus it is concluded that discriminant validity is achieved. The next step to assess whether discriminant validity is met is by examining the square root of AVE. This involves comparing the indicator loading with the cross loading. If the indicator loading value exceeds the cross loading value, then the indicator is valid. The calculation results of the discriminant validity test using the square root of AVE are explained in Table 3.

Table 3. Square root of AVE

Indicator	Square Root of AVE				Category
	X1	X2	Z1	Y1	
X1 (Service Quality)	**(0.706)**	0.561	0.516	0.405	Valid
X2 (Visitor Experience)	0.561	**(0.695)**	0.635	0.456	Valid
Z1 (Visitor Satisfaction)	0.516	0.635	**(0.787)**	0.727	Valid
Y1 (Intention to Revisit)	0.405	0.456	0.727	**(0.813)**	Valid

Based on Table 3, it is evident that all values are proven valid and unique compared to indicator values on other variables. These results indicate that all indicators used are capable of measuring the research variables. This validity test proves that each indicator in the research instrument has a level of accuracy in measuring the causal relationship within the research variables. All indicators are deemed capable of explaining the variables. Below is an explanation of the validity and reliability test values for each variable.

3.2.1. Service Quality Variable

The service quality variable (X1) has 5 indicators, including tangibles (X1.1), reliability (X1.2), responsiveness (X1.3), assurance (X1.4), and empathy (X1.5). The validity test values for reflective indicators can be determined by two criteria: Convergent Validity (the value must be ≥ 0.5), which can be seen in the Combined Loading View (CL), and AVE (the value must be ≥ 0.5). The values of reliability test are determined by two criteria: Composite Reliability (CR) and Cronbach's Alpha (CA). Table 4 shows the results of validity test for the service quality variable.

Table 4. Validity Test Results for the Service Quality Variable

Indikator	CL	*P* Value	CR	CA	AVE
$X_{1.1}$ (Tangibles)	-0.737	<0.001			
$X_{1.2}$ (Reliability)	-0.705	<0.001			
$X_{1.3}$ (Responsiveness)	-0.752	<0.001	0.87	0.82	0.58
$X_{1.4}$ (Asssurance)	-0.78	<0.001			
$X_{1.5}$ (Empathy)	-0.834	<0.001			

Source: Processed Primary Data (2024)

From Table 4, it is evident that all variables have values above 0.5, indicating they are valid and reliable. The highest loading factor is observed in empathy (X1.5) at 0.834, while the lowest loading factor is found in reliability (X1.2) at 0.705. The highest loading factor indicates the strongest indicator in measuring its respective latent variable. According to Solimun *et al*. (2017), the highest loading value in the outer model signifies the strongest indicator in measuring the latent variable.

3.2.2. Visitor Experience Variable

The visitor experience variable (X2) consists of 5 indicators, namely sensory (X2.1), feelings (X2.2), thoughts (X2.3), actions (X2.4), and relationships (X2.5). The validity test values of reflective indicators can be identified based on 2 criteria: Convergent Validity (values should be ≥0.5) as seen in the Combined Loading View (CL), and Average Variance Extracted (AVE) (values should be ≥0.5). Reliability test values are identified based on 2 criteria: Composite Reliability (CR) and Cronbach's Alpha (CA). Below is the table of validity test results for the consumer motivation variable.

Based on the table 5, it is evident that all variables have values above 0.5, indicating that they are valid and reliable. The magnitude of the loading factors for each indicator varies. The highest loading factor is found in relationships (X2.5) at 0.808, while the lowest is in sensory (X2.1) at 0.563. A higher loading factor indicates that the indicator is stronger in measuring its latent variable. This aligns with the statement by Solimun *et al*., (2017), which suggests that the highest loading in the outer model reflects the strongest indicator in measuring its latent variable.

Table 5. Validity test results for visitor experience variable

Indicator	CL	*P* Value	CR	CA	AVE
$X_{2.1}$ (Sensory)	-0.563	<0.001			
$X_{2.2}$ (Feelings)	-0.729	<0.001			
$X_{2.3}$ (Thoughts)	-0.703	<0.001	0.84	0.77	0.52
$X_{2.4}$ (Actions)	-0.785	<0.001			
$X_{2.5}$ (Relationships)	-0.808	<0.001			

3.2.3. Visitor Satisfaction Variable

The visitor satisfaction variable (Z1) consists of 3 indicators, namely activities (Z1.1), buying due to trends (Z1.2), and buying due to personal desires (Z1.3). The validity test of reflective indicators can be determined using 2 criteria: Convergent Validity (value must be ≥ 0.5) observed in the Combined Loading View (CL), and AVE (value must be ≥ 0.5). The reliability test values are determined by 2 criteria: Composite Reliability (CR) and Cronbach's Alpha (CA). Below is the table of validity test results for the consumer lifestyle variable.

Based on the Table 6, it is evident that all variables have values above 0.5, indicating they are valid and reliable. The highest loading factor is found in personal desire-based purchases (Z1.3) at 0.813, while the lowest is in the activities indicator (Z1.1) at 0.740. A higher loading factor indicates a stronger measurement indicator within its variable. As stated by Solimun *et al*. (2017), the highest loading value in the outer model represents the strongest indicator in measuring its latent variable.

Table 6. Validity test results of visitor satisfaction variable

Indicator	CL	*P* Value	CR	CA	AVE
$Z_{1.1}$ (Activities)	-0.74	<0.001			
$Z_{1.2}$ (Buying due to trends)	-0.806	<0.001	0.83	0.69	0.62
$Z_{1.3}$ (Buying due to personal desires)	-0.813	<0.001			

3.2.4. Variable Interest in Returning Visits

Variable interest in returning visits (Y1) has 3 indicators, namely transactional interest (Y1.1), referential interest (Y1.2), and preferential interest (Y1.3). The validity test results of reflective indicators can be determined by 2 criteria, namely Convergent Validity (value must be ≥0.5) seen in the Combined Loading View (CL), and Average Variance Extracted (AVE) (value must be ≥0.5). The reliability test results are known from 2 criteria, namely Composite Reliability (CR) value and Cronbach's Alpha (CA). Table 7 shows validity test results for consumer interest variables.

Table 7. Validity test results for variables Intention to Revisit

Indicator	CL	*P* Value	CR	CA	AVE
$Y_{1.1}$ (Transactional Interest)	-0.782	<0.001			
$Y_{1.2}$ (Referential Interest)	-0.787	<0.001	0.85	0.74	0.66
$Y_{1.3}$ (Preferential Interest)	-0.868	<0.001			

Based on the table above, it is known that all variables have values above 0.5, thus they can be considered valid and reliable. The highest loading factor is found in preferential interest (Y1.3) at 0.868, and the lowest value is in transactional interest (Y1.1) at 0.782. The highest loading factor indicates the strongest measuring indicator in its variable. As stated by Solimun *et al*., (2017), the highest loading value in the outer model indicates the strongest indicator in measuring its latent variable.

3.3. Evaluation of the Inner Model Measurement

Further analysis involves the structural model analysis (inner model). The analysis aims to understand the influence of relationships among latent variables based on theoretical substance. Several aspects to consider in the analysis of the structural model (Inner Model) include estimates for path coefficients, coefficient of determination (R-Squared), full collinearity VIF, Q-squared, effect size (f2), and Goodness of Fit Model (GoF). The stages in the analysis of the structural model can be explained as follows:

1. Estimates for Path Coefficients

Estimates for path coefficients serve to determine the magnitude of latent construct relationships. Whether these relationships have positive or negative values. Path coefficients range from -1 to 1. Positive relationships are indicated when path coefficients fall between 0 and 1. Negative relationships are indicated when path coefficients range from -1 to 0. According to hypothesis testing criteria, results are divided into three categories: p-value ≤ 0.10 considered weak significance, p-value ≤ 0.05 considered significant, and p-value ≤ 0.01 considered strong significance. Below is a diagram of the path.

Based on the path diagram in Figure 1, it shows 5 paths. Service quality (X1) has a positive influence on visitor satisfaction (Z1) with a p-value ≤ 0.01. Visitor experience (X2) positively affects visitor satisfaction (Z1) significantly with a p-value ≤ 0.01. Service quality and visitor experience (X2) do not directly influence intention to revisit (Y1).

2. Coefficient of Determination (R^2)

The coefficient of determination (R^2) tests the ability of model to explain the extent of latent variable influences. A higher R^2 value indicates a better fitting model, while a lower value suggests a poorer fit. There are three categorizations for R^2 values: strong if > 0.67, moderate if > 0.33, and weak if > 0.19. From the coefficient of determination presented in Table 8, it is evident that the variables visitor satisfaction (Z1) and intention to revisit (Y1) have R^2 values of 0.50 and 0.57, respectively. These values fall within the range indicating a strong R^2.

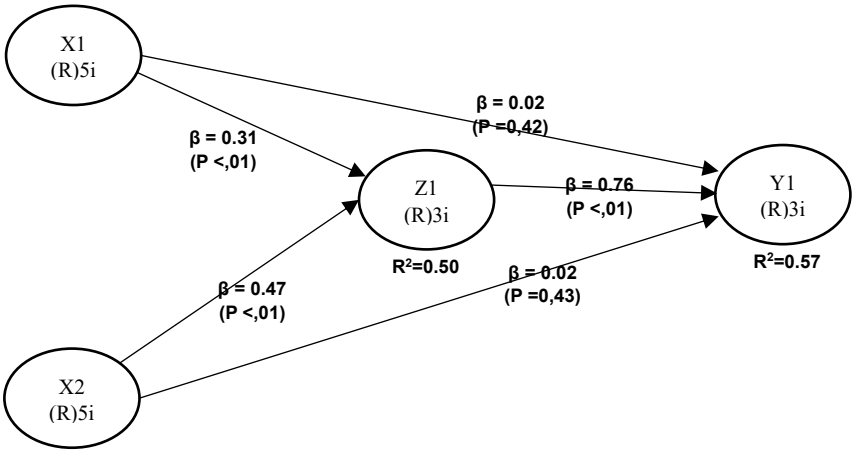

Figure 1. Path diagram results based on the Processed SEM-PLS Data 2024 [X1= Service Quality, X2 = Visitor Experience, Z1 = Visitor Satisfaction, Y1 = Intention to revisit]

Table 8. Values of coefficient of determination (R^2)

Variable	R^2
Visitor satisfaction (Z1)	0.50
Intention to revisit (Y1)	0.57

3. Full Collinearity VIF

The Full Collinearity VIF value is used to detect the presence or absence of multicollinearity issues. Lateral collinearity is the collinearity between exogenous latent variables with criteria and can be used to test for common method bias. The ideal Full Collinearity VIF value is ≤ 3.3, but values ≤ 5 are still acceptable (Latan & Ghozali, 2017). The following table shows the Full Collinearity VIF values. It is clear that the variables X1, X2, Z1, and Y1 have values of 1.71, 2.06, 2.96, and 2.13 respectively. All VIF values are ≤ 3.3, indicating that all VIF values fall into the ideal category. Therefore, it can be concluded that this study does not have multicollinearity issues.

Table 9. Full collinearity VIF values

Latent Variable	Full Collinearity VIF
X1 (Service Quality)	1.71
X2 (Visitor Experience)	2.06
Z1 (Visitor Satisfaction)	2.96
Y1 (Intention to revisit)	2.13

4. Q-Squared

Q-squared (Q^2) is employed to evaluate the predictive validity or relevance of a set of exogenous latent variables on endogenous variables. As per the standard rule, the expected Q^2 value is >0. This value indicates good predictive validity (Hair *et al*., 2014). Table 10 presents the Q^2 calculation used in the study. Based on the calculations above, the Q^2 values are 0.49 for Z1 (Visitor Satisfaction) and 0.58 for Y1 (Intent to Revisit). Both Q^2 values are greater than 0, indicating that the model has good predictive validity. This suggests that the latent variables (Z1 and Y1) in the research model effectively predict their respective endogenous variables, demonstrating good predictive relevance.

Table 10. Values for Q-squared (Q^2)

Latent Variables	Q-squared (Q^2)
Z1 (Visitor satisfaction)	0.49
Y1 (Intent to revisit)	0.58

5. Effect size (f^2)

The evaluation of effect size (f^2) is used to determine the proportion of variance in an endogenous variable explained by a specific exogenous variable. This helps assess whether the exogenous variable has a substantive influence on the R^2 of endogenous variable. As stated by Hair *et al*. (2014), effect size (f^2) is categorized into several value, namely ≥ 0.02 (small effect), ≥ 0.15 (medium effect), and ≥0.35 (large effect). Table 11 shows the values of effect size (f^2) for each variable. Based on Table 11, it is clear that the effect size (f^2) in the relationships between variables falls into several categories, namely small, medium, and large. The majority of effect sizes (f^2) in the study are categorized as medium.

Table 11. Effect size (f^2)

Variable	Path Correlation	Effect Size (f^2)	Effect
Service Quality (X1)	Service Quality (X1) => Visitor Satisfaction (Z1) (direct)	0.19	Medium
	Service Quality (X1) => Intention to Revisit (Y1) (direct)	0.12	Small
	Service Quality (X1) => Visitor Satisfaction (Z1) => Intention to Revisit (Y1) (indirect)	0.11	Small
Visitor Experience(X2)	Visitor Experience (X2) => Visitor Satisfaction (Z1) (direct)	0.31	Medium
	Visitor Experience (X2) => Intention to Revisit (Y1) (direct)	0.17	Medium
	Visitor Experience (X2) =>Visitor Satisfaction (Z1) => Intent to revisit (Y1) (indirect)	0.18	Medium
Visitor Satisfaction (Z1)	Visitor Satisfaction (Z1) => Intent to revisit (Y1) (direct)	0.57	Large

6. Goodness of Fit Model (GoF)

Goodness of Fit Model (GoF) is a measurement to assess how well a model fits a set of observations. The criteria used in this measurement are not rigid or absolute, allowing flexibility where 1 or 2 criteria may not perfectly fit, but the model can still be considered usable. The assessment of Goodness of Fit Model (GoF) consists of 10 criteria, including Average R^2 (ARS), Average Adjusted R^2 (AARS), Average Path Coefficient (APC), Average Block VIF (AVIF), Average Full Collinearity VIF (AFVIF), Sympson's Paradox Ratio (SPR), Tenenhaus Goodness of Fit (GoF), Statistical Suppression Ratio (SSR), R^2 Contribution Ratio (RSCR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR).

Based on the Table 12, the assessment of the Goodness of Fit Model (GoF) reveals several results. The *p*-values for APC, ARS, and AVIF must be less than 0.05. The *p*-values for APC, ARS, and AARS are below 0.05, indicating they are significant. Additionally, AVIF and AFVIF, used as indicators of multicollinearity, are accepted if they are ≤ 5 and ideal if they are ≤ 3.3. The GoF value obtained is 0.73, indicating a large criterion since a value of ≥ 0.36 is considered to have a large effect. Furthermore, the values for SPR, SSR, and NLBDCR are accepted if they are ≥ 0.7. According to the table results, all values are ideal as they meet the criterion of ≥ 1, and RSCR meets the criterion of ≥ 0.9, being ideal at ≥ 1, indicating the RSCR is ideal and the model does not have a Sympson's paradox issue. Based on the overall results, the Goodness of Fit for the model is fulfilled.

Table 12. Goodness of fit model (GoF)

Indicator	Criteria	Value	*p*-value	Description
ARS (Average R^2)	$p < 0.05$	0.54	$p<0.001$	Fulfilled
AARS (Average Adjusted R^2)	$p < 0.05$	0.52	$p<0.001$	Fulfilled
APC (Average Path Coefficient)	$p < 0.05$	0.31	0.003	Fulfilled
AVIF (Average Block VIF)	Accepted if ≤ 5, Ideal if ≤ 3.3	1.82		Ideal
AFVIF (Average Full Collinearity VIF)	Accepted if ≤ 5, Ideal if ≤ 3.3	2.21		Ideal
GoF (Tenenhaus GoF)	(small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36)	0.57		Large
SPR (Sympson's Paradox Ratio)	Accepted if ≥ 0.7, ideal = 1	0.80		Accepted
RSCR (R^2 Contribution Ratio)	Accepted if ≥ 0.9, ideal = 1	0.99		Accepted
SSR (Statistical Suppression Ratio)	Accepted if ≥ 0.7	1		Accepted
NLBCDR (Nonlinear Bivariate Causality)	Accepted if ≥ 0.7	1		Accepted

3.4. Hypothesis Testing

Hypothesis testing is conducted to evaluate the influence of each variable, both directly and indirectly. The hypothesis testing in this study consists of two parts: direct effect hypothesis testing and indirect effect hypothesis testing. The results of the hypothesis testing are as follows.

Tabel 13. Direct effect hypothesis testing results

Direct Effect		Path Coefficient	*p*-value	Result
H1	Service Quality (X1) => Intention to revisit (Y1)	0.02	0.42	Rejected
H2	Visitor Experience (X2) =>Intention to Revisit(Y1)	0.02	0.43	Rejected
H3	Visitor Satisfaction (Z1) => Intention to Revisit(Y1)	0.76	<0.01	Accepted
H4	Service Quality (X1) => Visitor Satisfaction (Z1)	0.31	<0.01	Accepted
H5	Visitor Experience (X2) => Visitor Satisfaction (Z1)	0.47	<0.01	Accepted

Based on the results of the direct influence hypothesis test, it is known that H1 and H2 are rejected, while H3 to H5 are accepted with a strong significance value of <0.01. The following table shows the results of the indirect influence hypothesis test for 2 segments.

Table 14. Results of the Indirect Influence Hypothesis Test

Variable Relationship		Path Coefficient	*p*-value	Description
Indirect Influence 2 Segments				
H6	Service Quality (X1) => Visitor Satisfaction (Z1) => Intention to revisit (Y1)	0.23	<0.01	Accepted
H7	Visitor Experience (X2) => Visitor Satisfaction (Z1) => Intention to Revisit (Y1)	0.35	<0.01	Accepted

Based on Table 14, it is known that there is an indirect influence. The data shows that hypotheses H6 and H7 are accepted with a strong significance value, indicated by a *p*-value < 0.01.

3.5. Total Effect Analysis

The total effect is the overall influence of exogenous variables on endogenous variables. This total effect is necessary to determine the extent to which each variable influences the endogenous variable. The following is the total effect of each variable. Based on Table 15, the influence of each path is as follows: Service Quality → Visitor Satisfaction → Intent to Revisit = 0.31 x 0.76 = 0.24. Thus, it can be concluded that the overall influence of service quality on intent to revisit is 0.24. This means that the influence of service quality on purchase decision is 24%. Next is the total effect of visitor experience. Based on the table above, the influence of each path is as follows: **Visitor Experience → Visitor Satisfaction → Intent to Revisit = 0.47 × 0.76 = 0.36**. Therefore, it can be concluded that the overall influence of visitor experience on intent to revisit is 0.36. This indicates the impact of visitor experience on revisit intention is 36%.

Table 15. Total effect of service quality on the revisiting intention to Agrowisata Kebun Belimbing

Path	Direct Influence Path	Direct Influence	Influence of Each Path
X1 => Z1 => Y1	X1 → Z1	0.31	0.24
	Z1 → Y1	0.76	
Total Effect : X1 → Y1			0.24

Table 16. Total effect of visitor experience on the revisiting intention to Agrowisata Kebun Belimbing

Path	Direct Influence Path	Direct Influence	Influence of Each Path
X2 => Z1 => Y1	X2 → Z1	0.47	0.36
	Z1 → Y1	0.76	
Total Effect : X2 → Y1			0.36

3.5.1. Influence of Service Quality on Intent to Revisit

The first hypothesis tests whether service quality affects intent to revisit. The test result shows a *p*-value = 0.42 (> 0.05), thus the first hypothesis is rejected. This implies that service quality does not significantly influence intent to revisit. This finding contradicts several recent studies that highlight a positive and significant relationship between service quality and revisit intention in the tourism sector. Ali *et al*. (2018) found that service quality plays a crucial role in determining tourist satisfaction and subsequent loyalty in eco-tourism destinations. Similarly, Prayag *et al*. (2017) emphasized that high-quality service enhances the emotional connection between tourists and the destination, increasing their likelihood of revisit.

The discrepancy in the current study may be explained by contextual factors. In agrotourism settings such as Agrowisata Kebun Belimbing, visitors might prioritize unique experiences, interaction with nature, or educational value over service attributes. As such, service quality may not be the primary determinant of return visits. This implies a need for destination managers to shift focus from solely improving service delivery to enhancing experiential elements that are more aligned with visitor expectations in niche tourism.

3.5.2. Influence of Visitor Experience on Intent to Revisit

The second hypothesis assess whether visitor experience affects intent to revisit. The result shows a *p*-value of 0.43 (> 0.05), thus the second hypothesis is declined. This suggests that visitor experience does not significantly influence intent to revisit. This result is somewhat unexpected, given that numerous recent studies have emphasized the critical role of memorable and positive visitor experiences in fostering revisit intention. For instance, Kim & Ritchie (2013) highlighted that memorable tourism experiences contribute significantly to destination loyalty.

The divergence observed in this study could be due to several contextual factors. It's possible that although the visitor experience is perceived positively, it lacks distinctiveness or emotional depth necessary to trigger return visits. Another explanation might be that the visitors consider agrotourism as a one-time novelty rather than a repeatable experience, especially if alternative destinations offer similar attractions. This insight highlights the importance of not only delivering a good experience but also designing unique, emotionally engaging, and evolving offerings that give visitors a compelling reason to return.

3.5.3. Influence of Visitor Satisfaction on Intent to Revisit

The third hypothesis evaluates whether visitor satisfaction affects intent to revisit. The result shows a *p*-value of 0.01 (< 0.05), meaning that the hypothesis is accepted. This indicates that visitor satisfaction significantly influences intent to revisit. Specifically, as visitor satisfaction increases, the intention to revisit also increases. Our results are in accordance with Sulistyanda *et al*. (2022) where satisfaction has a significant influence on repeat visitation. Likewise, Simamora *et al*. (2024) also stated that satisfaction has a vital influence on the revisitation.

3.5.4. Influence of Service Quality on Visitor Satisfaction

The fourth hypothesis tests whether service quality affects visitor satisfaction. The test result shows a *p*-value = 0.01 < 0.05, thus the fourth hypothesis is accepted. This indicates that service quality significantly influences visitor satisfaction. This shows that the expected service meets the desires of visitors, resulting in visitor satisfaction. One effort to improve service quality is by maintaining the cleanliness of the prayer room, toilets, parking areas and Agrotourism environments. This research supports the research of Suhartapa (2022) stating that service quality has a positive and significant influence on tourist satisfaction.

3.5.5. Influence of Visitor Experience on Visitor Satisfaction

The fifth hypothesis tests whether visitor experience affects visitor satisfaction. The test result shows a *p*-value of 0.01 (< 0.05), thus the fifth hypothesis is accepted. This indicates that visitor experience significantly influences visitor satisfaction. So if visitors get a memorable experience at Agrowisata Kebun Belimbing, visitors will be satisfied. This research supports the research of Syahputra & Anjarwati (2021) which states that experiential marketing has a positive and significant influence on visitor satisfaction.

3.5.6. Influence of Service Quality on Intent to Revisit Mediated by Visitor Satisfaction

The sixth hypothesis tests whether service quality affects intent to revisit through visitor satisfaction. The test result shows a *p*-value = 0.01 < 0.05, thus the sixth hypothesis is accepted. This indicates that visitor satisfaction significantly mediates service quality on intent to revisit. This means that the better the service quality provided by Agrowisata Kebun Belimbing to visiting tourists, the more satisfied tourists will feel, thus having an impact on their intention to revisit. This study is supported by the research of Amiruddin *et al*. (2022) stating that tourist satisfaction can partially mediate the influence of service quality on repeat visitation.

3.5.7. Influence of Visitor Experience on Intent to Revisit Mediated by Visitor Satisfaction

The seventh hypothesis tests whether visitor experience affects intent to revisit through visitor satisfaction. The test result shows a *p*-value = 0.01 < 0.05, thus the seventh hypothesis is accepted. This indicates that visitor satisfaction significantly mediates visitor experience on intent to revisit. This means that by improving the quality of visitor experiences when visiting Agrowisata Kebun Belimbing, it will also affect visitor satisfaction and create repeat visitation interest to Agrowisata Kebun Belimbing. This study is also supported by the research of Umayra *et al*. (2023) where high interest (70%) to revisit Museum Adityawarman in Padang related to good visitor experience.

4. CONCLUSION

Based on the objectives and results of the analysis performed in this study, the following conclusions can be drawn:

1. Service quality and visitor experience have a direct impact on visitor satisfaction at Agrowisata Kebun Belimbing Bojonegoro. However, the influence of service quality on satisfaction is the lowest value in this study, which is 0.31.
2. Service quality and visitor experience do not influence repeat visitation intention at Agrowisata Kebun Belimbing Bojonegoro.
3. Visitor satisfaction significantly influences repeat visitation intention at Agrowisata Kebun Belimbing Bojonegoro, with the highest impact value being 0.76.
4. Service quality and visitor experience influence repeat visitation intention at Agrowisata Kebun Belimbing Bojonegoro. Visitor satisfaction acts as a mediating function in this study.
5. Improving service quality in order to increase revisit of the tourists, tourism managers should prioritize visitor satisfaction and over direct service improvements.
6. This study focused on a single agrotourism site; future research should examine multiple locations for broader generalization.

REFERENCES

Albayrak, T., & Caber, M. (2016). Destination attribute effects on rock climbing tourist satisfaction: An asymmetric impact-performance analysis. *Tourism Geographies*. 18(3), 280–296. https://doi.org/10.1080/14616688.2016.1172663

Ali, F., Kim, W.G., & Ryu, K. (2018). The effect of physical environment on passenger delight and satisfaction: Moderating effect of national identity. *Journal of Travel & Tourism Marketing*, ***35***(1), 29–45. http://dx.doi.org/10.1016/j.tourman.2016.06.004

Amiruddin, S., Suharyana, Y., & Hermawan, A.A. (2022). Pengelolaan sektor pariwisata melalui pendekatan partisipasi stakeholders di kawasan wisata Desa Sawarna Kabupaten Lebak Provinsi Banten. *Jurnal Kebijakan Pembangunan Daerah*, ***6***(2), 1–21. https://doi.org/10.56945/jkpd.v6i2.202

Chang, W. (2014). *Metodologi Penulisan Ilmiah*. Erlangga

Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications (1st ed.).

Kim, J.-H., & Ritchie, J.R.B. (2013). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, ***53***(3), 323–335. https://doi.org/10.1177/0047287513496468

Kock, N. (2015). *WarpPLS 5.0 User Manual*. ScriptWarp Systems.

Kotler, P., & Keller, K.L., (2016). *Manajemen Pemasaran, 15th ed*. Erlangga.

Latan, H., & Ghozali, I. (2017). *Partial Least Squares: Konsep, Metode, dan Aplikasi WarpPLS 5.0*. Badan Penerbit UNDIP, Semarang.

Noerhanifati, S., Griandini, D., & Monoarfa, T.A. (2020). Pengaruh citra destinasi wisata dan pengalaman berwisata terhadap intensi mengunjungi kembali pada wisatawan obyek wisata pemandian air panas Gunung Torong Kabupaten Pandeglang. *Jurnal Industri Pariwisata*, ***3***(1), 61-73. https://doi.org/10.36441/pariwisata.v3i1.46

Prakoso, D.B., Pujiastuti, E.E., & Sadeli, S. (2020). The influence of tourist experience on satisfaction and trust and intentions to revisit. *Dialektika* : *Jurnal Ekonomi dan Ilmu Sosial*, ***5***(2), 185–201. https://doi.org/10.36636/dialektika.v5i2.465

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourist's emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, ***56***(1), 41–54. https://doi.org/10.1177/0047287515620567

Schiffman, L.G., & Wisenblit, J.L. (2015). *Consumer Behavior, Global Edition, 11/E*. Pearson Education Limited.

Silalahi, A.T., & Hutama, S.T.E.W. (2023). Peran kepuasan pengunjung sebagai mediator atribut pariwisata dan kualitas layanan terhadap niat berkunjung kembali (Studi kasus: Pantai Pulo Silalahi - Sumatera Utara). *TOBA (Journal of Tourism, Hospitality and Destination)*, ***2***(4), 50-58. https://doi.org/10.55123/toba.v2i4.2636

Simamora, V.I.J., Ruth, R., & Zai, Y.M.I. (2024). Pengaruh fasilitas dan penyelenggaraan event terhadap minat berkunjung kembali dengan kepuasan pengunjung sebagai variable intervening di objek wisata Gunung Dago Bogor Jawa Barat. *Matana Business Review*, ***18***(6). https://doi.org/10.33758/mbi.v18i6.545

Solimun., Fernandes, A.A.R., & Nurjannah. (2017). M*etode Statistika Multivariat. Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS*. UB Press.

Sulistyanda, B., Sulistiyowati, L.N., & Fauzi, R.U.A. (2022). Pengaruh pengalaman pengunjung dan citra destinasi terhadap minat berkunjung kembali dengan kepuasan sebagai Variable mediasi pada wisatawan Telaga Sarangan. *Seminar Inovasi Manajemen Bisnis dan Akuntansi (SIMBA), **4***.

Suhartapa, S. (2022). Pengaruh kualitas pelayanan terhadap kepuasan wisatawan di Taman Indonesia Kaya Semarang. *Khasanah Ilmu - Jurnal Pariwisata dan Budaya*, ***13***(2), 99–107. https://doi.org/10.31294/khi.v13i2.12337

Syahputra, S., & Anjarwati, A.L. (2019). Pengaruh kualitas layanan dan experiential marketing terhadap niat berkunjung ulang dengan kepuasan sebagai variabel mediasi: Studi pada pengunjung wisata edukasi Kampung Coklat Blitar. *Jurnal Ilmu Manajemen*, *7*(1).

Trisna, P.V., & Ritonga, R.M. (2023). Analisis pengaruh tourist experience terhadap behavioral intention di objek wisata perkampungan budaya Betawi Setu Babakan. *Jurnal Sosial dan Sains*, ***3***(6), 1-10. https://doi.org/10.59188/jurnalsosains.v3i6.814

Tung, V.W.S., & Ritchie, J.R.B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, ***38***(4), 1367-1386. https://doi.org/10.1016/j.annals.2011.03.009

Umayra, N.A., Nofriyandri, R., Dofest, H., & Wulandari, D.P. (2023). Pengaruh museum experience terhadap minat berkunjung kembali wisatawan di Museum Adityawarman. Jurnal Manajemen Pariwisata dan Perhotelan, 1(2), 110-121. https://doi.org/10.59581/jmpp-widyakarya.v1i2.688

Wang, Y., Chiu, J., Liou, J., & Yang, Y. (2015). Recreation benefit, recreation experience, satisfaction, and revisit intention: Evidence from Mo Zai Dun Story Island. *Journal of Business & Economic Policy*, ***2***(2), 53-61.

Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.

Zuhdi, Z., Suharjo, B., Sumarno, H. (2016). Perbandingan penggunaan parameter koefisien struktural model melalui SEM dan PLS-EM. *Jurnal Manajemen dan Agribisnis*, ***15***(2), 11-22. https://doi.org/10.29244/jmap.15.2.11-22