MINAT KUNJUNGAN KEMBALI KE AGROWISATA: PERAN MEDIASI KEPUASAN PENGUNJUNG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan nilai yang dirasakan terhadap kepuasan pengunjung dan minat berkunjung kembali. Kemudian juga bertujuan untuk menganalisis kepuasan pengunjung sebagai variabel mediasi pada pengaruh kualitas layanan dan nilai yang dirasakan terhadap minat berkunjung kembali. Penelitian ini merupakan penelitian kuantitatif dengan cara menyebarkan kuesioner kepada 120 responden dengan menggunakan metode Accidental Sampling. Analisis data menggunakan Structural Equation Modeling (SEM) dengan menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan mempunyai pengaruh positif dan signifikan terhadap minat berkunjung kembali, dan kepuasan pengunjung dapat memediasi pengaruh kualitas pelayanan terhadap minat berkunjung kembali. Kualitas pelayanan dan nilai yang dirasakan berpengaruh positif dan signifikan terhadap kepuasan pengunjung. Sedangkan nilai yang dirasakan secara langsung tidak mempunyai pengaruh yang signifikan terhadap minat berkunjung kembali. Namun nilai yang dirasakan berpengaruh signifikan terhadap minat berkunjung kembali melalui kepuasan pengunjung. Kemudian kepuasan pengunjung mempunyai pengaruh positif dan signifikan terhadap niat berkunjung kembali.

Kata Kunci: *Agrowisata; Minat Berkunjung Kembali; Kepuasan Pengunjung; Kualitas Pelayanan; Nilai yang Dirasakan*

VISITOR REVISIT INTENTION TO AGROTOURISM: ROLE OF VISITOR SATISFACTION MEDIATION

ABSTRACT

This research aims to analyze the influence of service quality and perceived value on visitor satisfaction and revisit intention. Then, it also aims to analyze visitor satisfaction as a mediating variable that influences service quality and perceived value on revisit intention. This research is quantitative research, which involves distributing questionnaires to 120 respondents using the accidental sampling method. Data analysis using structural equation modeling (SEM) using SEM-PLS. Results of this research show that service quality has a direct positive and significant influence on revisit intention, and visitor satisfaction can mediate the effect of service quality on revisit intention. Service quality and perceived value have a positive and significant effect on visitor satisfaction. While perceived value does not directly have a significant impact on revisit intention. However, perceived value has a significant effect on revisit intention through visitor satisfaction. Then, visitor satisfaction has a positive and significant influence on revisit intention.

Keywords: Agrotourism; Revisit Intention; Visitor Satisfaction; Service Quality; Perceived Value

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INTRODUCTION

Agritourism, or agricultural tourism, is a growing segment of the tourism industry in many countries, including Indonesia. This concept combines tourism activities with experiences in agricultural settings, allowing visitors to learn about farming practices, enjoy fresh products, and experience authentic rural life. In recent years, agritourism has rapidly developed and become a popular choice for tourists seeking alternatives to conventional destinations.

The development of agrotourism in Pekanbaru could be an important part of the regional tourism development strategy. Even though it does not have beaches or mountains, the main tourist attractions, Pekanbaru and its surroundings have great potential for agrotourism thanks to its natural and cultural riches.

According to tourism service data for Pekanbaru in 2023, there are eight agrotourism sites within the city, with agrotourism being the primary attraction for tourists. The large number of agrotourism in Pekanbaru shows a high level of competition. High level competition agrotourism in Pekanbaru makes revisit intention important. Apart from that, there is still little research examining agrotourism, so this research can provide new insight into visitor revisit intention on agrotourism.

The interest in revisiting agrotourism is an intriguing phenomenon to explore. Revisit intention refers to the likelihood or willingness of a person to return to a particular place, service, or product after their initial visit or experience. Numerous factors influence visitors' desire to return to agrotourism destinations, including enjoyable experiences, diverse activities, interaction with nature, and the quality of service provided. Additionally, educational opportunities offered by agrotourism often serve as unique attractions for environmentally-conscious visitors who seek to deepen their knowledge of sustainable agriculture.

Improving service quality optimizes agritourism's potential as a leading sector in the tourism industry. Thus, agritourism can serve not only as a means of recreation but also as a vehicle for education and economic empowerment of local communities. Service quality encompasses all intangible activities that do not involve ownership (Dewi et al., 2021). It refers to an organization's actions aimed at meeting customer needs and desires to achieve customer satisfaction (Özkan et al., 2020). Hardiansyah (2018) describes service quality as an intangible product that endures over time and can be experienced.

According to Manyangara et al., (2023), An et al., (2023) and Eren et al., (2023) service quality has a significant effect on revisit intention. However, different results were stated by Yolanda and Rahmidani (2020), Alshiha (2022), Manoppo and Santosa (2023), namely that service quality did not have a significant effect on revisit intention.

Service quality also has an impact on visitor satisfaction. Visitor satisfaction reflects the extent to which a product or service meets customers' needs, wants, and expectations (Dam and Dam, 2021). Satisfied visitors are more likely to use the product or service again, fostering loyalty and encouraging them to recommend it to others voluntarily. As per Özkan et al., (2020), Visitor satisfaction is crucial in business competition; to succeed, an organization must prioritize it. To enhance their products or services, organizations must be innovative. Visitors assess the product by comparing their experiences with their expectations during usage (Özkan et al., 2020).

According to Chitthanom (2020), Alshiha (2022), Khoo (2022) and Alonazi et al., (2023), good service quality can improve visitor satisfaction significantly. However, the other research from Andalusi (2018) and Ibrahim and Thawil (2019) stated that service quality does not significantly impact visitor satisfaction.

Perceived value is also important to increase revisit intention in agrotourism. Perceived value refers to the outcome or advantage the customer acknowledges in relation to the cost incurred. In simpler terms, it is the difference between what the customer gains and gives up financially (Akram et al., 2022). The benefits received by customers encompass physical attributes, services, and technical assistance acquired through product or service usage. According to Agustin (2020), value is the perception of a trade-off between multiple benefits and sacrifices.

According to Abbasi et al., (2021), Alkhawaldeh (2022), Juliana et al., (2022) and Yang et al., (2023), perceived value has a significant impact on revisit intention. However, the other research from Manoppo and Santosa (2023), perceived value has no significant effect on revisit intention. Perceived value also impacts visitor satisfaction. According to Perwira et al., (2016), Maghfiroh (2017), Akram et al., (2022), perceived value can significantly increase visitor satisfaction. However, Gultom et al., (2016), Keshavarz and Jamshidi (2018), Kustianti and Nisa (2024), declare that perceived value has no significant effect on visitor satisfaction.

From the explanation above, there are inconsistencies in previous research results about the effect of service quality and perceived value on visitor satisfaction and revisit intention. Therefore, it is necessary to exercise this in agrotourism. This research also proposed a model in which visitor satisfaction is created as a mediation variable that is expected to solve inconsistencies in previous research. This is supported by research results which show the influence of visitor satisfaction on revisit intention (Chitthanom, 2020; Khoo, 2022; Rajput and Gahfoor, 2020).

LITERATURE REVIEW

Revisit Intention

Revisit intention is a person's intention or desire to revisit a place, reuse a product, or reuse a service after their initial experience (Abbasi et al., 2021). Factors that influence revisit intention include: Positive experiences during

previous visits or use of products/services greatly influence the desire to return; a high and responsive level of service can increase customers' willingness to return if customers feel that they are getting good value for their money, they are more likely to return, positive perceptions of a brand, place or service can increase revisitation intention, ease of accessing products, services or locations also influences the desire to return.

According to Putri et al. (2019), four indicators evaluate revisit intention. (1) Transactional intention: transactional intention is a person's intention or desire to carry out a transaction to purchase a product or service shortly. This concept is essential in marketing and consumer behavior because it reflects consumers' readiness and willingness to turn their intentions into concrete actions. (2) Referential intention: referential intention is a person's intention or tendency to recommend certain products, services, or experiences to others, such as friends, family, or colleagues. This term is often used in marketing, particularly in word-of-mouth and viral marketing strategies. (3) Preferential intention: preferential intention is a person's intention or tendency to choose or prefer a product, service, or brand compared to other alternatives. It reflects consumer preferences that various factors, such as product quality, previous experience, price, and brand image, can influence. (4) Exploratory intention: exploratory intention is a person's intention or tendency to search for, explore, or try something new. This could be a product, service, place, experience, or information.

Visitor Satisfaction

Visitor satisfaction is the level of satisfaction felt by visitors regarding the experiences they experience while visiting a place, such as a tourist destination, museum, amusement park, or certain event (Dam and Dam, 2021). This level of satisfaction is usually influenced by various factors, including: How visitors are served by staff, guides, or other personnel, Cleanliness, comfort, and completeness of facilities such as toilets, rest areas, parking, the match between the price paid and the experience or service received, ease of reaching the location, availability of information, and convenience of transportation and other aspects such as attractions, views, available activities, and overall atmosphere.

According to Saputra dan Alwie (2015), 3 indicators evaluate visitor satisfaction. (1) Experience: Visitor Experience is the overall interaction and feelings experienced by someone when visiting a place or event. This covers various aspects ranging from ease of access, comfort, and services provided, to how the place or event leaves an emotional impression on visitors. (2) Expectation: Visitor Expectation is the hope or perception that visitors have before they visit a place or event. These expectations can be influenced by various factors, such as information they received previously, previous experiences, reviews from other people, as well as promotions or marketing carried out by the organizer (3) Overall satisfaction: Overall Visitor Satisfaction is a measure of how satisfied visitors are overall with their experience when visiting a place or event. This satisfaction reflects the extent to which visitors' experiences meet or exceed their expectations.

Service Quality

Service quality is a measure of how well a service provided by a company meets the expectations or standards expected by customers (An et al., 2023). This concept is often used in the service industry to evaluate and improve the services provided.

According to Dewi et al., (2021), there are several main indicators of service quality namely: (1) Tangibles (Physical Evidence): Appearance of physical facilities, equipment, personnel, and communications materials. (2) Reliability: The ability to perform promised services reliably and accurately. (3) Responsiveness: Willingness to help customers and provide service quickly. (4) Assurance: The knowledge and courtesy of employees and their ability to instill a sense of trust and confidence. (5) Empathy: Individual attention given to customers.

Perceived Value

Perceived Value is a concept used in marketing and economics to describe how valuable a product or service is perceived by consumers or customers (Masithoh and Widiartanto, 2020). This includes not only the tangible or physical value of the product, but also the psychological, emotional, and social value perceived by the customer. Several factors that influence perceived value include product quality, relative price, brand or brand reputation, user experience, and customer perceptions of the benefits of the product or service. Perceived value can be very subjective and varies between individuals and consumer groups. In marketing strategy, it is important to understand how and why customers perceive a particular value from a product or service. High perceived value can increase product attractiveness in the market, help in setting the right price, and influence consumer purchasing decisions (Yang et al., 2023).

According to Tjiptono (2014), four indicators evaluate perceived value. (1) Emotional value: emotional value is a concept that refers to the value or meaning given to a person or an object, situation, or experience based on the feelings or emotions involved. (2) Social value: Social value refers to the value or benefits generated by individuals or groups in a social context. (3) Functional value: Functional value refers to the benefit or value received by consumers from a product or service based on its performance or functionality. (4) Cost: cost refer to

the analysis carried out to evaluate the relationship between the costs incurred (costs) and the value obtained or the benefits produced (value).

Influence Between Variables
Service Quality on Visitor Satisfaction
Service quality plays a crucial role in visitor satisfaction across various industries, including hospitality, tourism, retail, and more. According to Chitthanom (2020), Alshiha (2022), Khoo (2022) and Alonazi et al., (2023), good service quality can improve visitor satisfaction significantly. However, the other research from Andalusi (2018) and Ibrahim and Thawil (2019) stated that service quality does not significantly impact visitor satisfaction.
Hypothesis 1 (H$_1$): Service quality has a significant effect on visitor satisfaction.

Perceived Value on Customer Satisfaction
Perceived value is a key determinant of customer satisfaction, influencing how customers evaluate the products or services they receive relative to what they paid or invested. Perceived value also impacts visitor satisfaction. According to Perwira et al., (2016), Maghfiroh (2017), Akram et al., (2022), perceived value can significantly increase visitor satisfaction. However, Gultom et al., (2016), Keshavarz and Jamshidi (2018), Kustianti and Nisa (2024), declare that perceived value has no significant effect on visitor satisfaction.
Hypothesis 2 (H$_2$): Perceived value has a significant effect on visitor satisfaction.

Service Quality on Revisit Intention
Service quality has a significant impact on customers' intention to revisit a business or service. Consistently delivering high-quality service reinforces customers' positive perceptions. It builds trust and confidence that future visits will also meet or exceed their expectations, thereby increasing their intention to revisit. According to Manyangara et al., (2023), An et al., (2023) and Eren et al., (2023) service quality has a significant effect on revisit intention. However, different results were stated by Yolanda and Rahmidani (2020), Alshiha (2022), Manoppo and Santosa (2023), namely that service quality did not have a significant effect on revisit intention.
Hypothesis 3 (H$_3$): Service quality has a significant effect on revisit intention.

Perceived Value on Revisit Intention
Perceived value refers to the outcome or advantage the customer acknowledges in relation to the cost incurred. In simpler terms, it is the difference between what the customer gains and gives up financially (Akram et al., 2022). The benefits received by customers encompass physical attributes, services, and technical assistance acquired through product or service usage. According to Agustin (2020), value is the perception of a trade-off between multiple benefits and sacrifices.
According to Abbasi et al., (2021), Alkhawaldeh (2022), Juliana et al., (2022) and Yang et al., (2023), perceived value has a significant impact on revisit intention. However, the other research from Manoppo and Santosa (2023), perceived value has no significant effect on revisit intention.
Hypothesis 4 (H$_4$): Perceived value has a significant effect on revisit intention.

Visitor Satisfaction on Revisit Intention
Visitor satisfaction reflects the extent to which a product or service meets customers' needs, wants, and expectations (Dam and Dam, 2021). Satisfied visitors are more likely to use the product or service again, fostering loyalty and encouraging them to recommend it to others voluntarily. As per Özkan et al., (2020), Visitor satisfaction is crucial in business competition; to succeed, an organization must prioritize it. To enhance their products or services, organizations must be innovative. Visitors assess the product by comparing their experiences with their expectations during usage (Özkan et al., 2020).
This is supported by research results which show the influence of visitor satisfaction on revisit intention (Chitthanom, 2020; Khoo, 2022; Rajput and Gahfoor, 2020). Previous study conducted by Siswandi and Marchyta (2022), which proved that visitor satisfaction can act as a mediation variable to influence service quality on visitor satisfaction. Masithoh and Widiartanto (2020) also proved that visitor satisfaction can act as a mediation variable to influence perceived value on visitor satisfaction
Hypothesis 5 (H$_5$): Visitor Satisfaction has a significant effect on revisit intention.
Hypothesis 6 (H$_6$): Service quality has a significant effect on revisit intention through visitor satisfaction.
Hypothesis 7 (H$_7$): Perceived value has a significant effect on revisit intention through visitor satisfaction.

RESEARCH METHOD
This research employed a quantitative approach by distributing questionnaires to respondents. It was conducted in Pekanbaru, Riau Province, Indonesia.

Population and Sample

The study targeted visitors of Agrotourism in Pekanbaru, an infinite population. Based on Roscoe, for the infinite population, the total sample can calculate 10-20 times variabel. In this research, there are 5 variables, therefore the minimum samples are 100 respondents, 130 questionnaires were distributed, and 120 were returned and fully completed, making the final sample size 120. Sample selection using the accidental sampling method.

Table 1. Research Instrument

Variable	Indicators	Items	Items Code	Adaptation from
Revisit Intention (RI)	Transactional intention	1. Come back to visit in the future 2. Will come back to enjoy a different service	RI1 RI2	Putri et al. (2019)
	Referential intention	3. Would recommend to others 4. Provide positive comments	RI3 RI4	
	Preferential intention	5. Be the main choice 6. Always visit	RI5 R16	
	Exploratory intention	7. Try different services 8. Looking for the latest information	RI7 RI8	
Visitor Satisfaction (VS)	Experience	1. Feeling happy 2. Smoothly during the visit	VS1 VS2	Saputra dan Alwie, (2015)
	Expectation	3. Service as expected 4. Environment as expected	VS3 VS4	
	Overall satisfaction	5. Overall satisfied with the service 6. Overall satisfied with the environment	VS5 VS6	
Service Quality (SQ)	Tangibles	1. The area is kept clean 2. Neatly dressed employees 3. Adequate place of worship 4. Provide adequate toilets	SQ1 SQ2 SQ3 SQ4	Dewi et al., (2021)
	Reliability	5. Employees provide good service from start to finish 6. Provide services in accordance with promised	SQ5 SQ6	
	Responsiveness	7. Provide service quickly 8. Employees are willing to help with difficulties visitors well 9. Employees are willing to respond to complaints visitors quickly	SQ7 SQ8 SQ9	
	Assurance	10. Good reputation 11. Employees have internal competence the field 12. provides standard guarantees service	SQ10 SQ11 SQ12	
	Empathy	13. provide personal attention to visitors 14. Pay attention to visitor needs in earnest	SQ13 SQ14	
Perceived Value (PV)	Emotional value	1. Happy after visiting 2. Proud after visiting	PV1 PV2	Tjiptono (2014)
	Social value	3. Good impression to myself from others 4. Increase positive evaluations of myself from others	PV3 PV4	
	Functional value	5. Provided benefits according to my expectations 6. Has high benefits for visitors	PV5 PV6	
	Cost	7. Ticket prices are in accordance with the benefits obtained 8. Ticket prices are affordable for visitors	PV7 PV8	

Measures
Variables were measured using questionnaires with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was created based on indicators put forward by previous researchers and developed into statement items as shown in Table 1.

Data Analysis Techniques
The data analysis included descriptive analysis, validity testing, reliability testing, inner model, outer model and hypothesis testing using Structural Equation Modeling (SEM) with PLS.

RESULT AND DISCUSSION
Respondents Characteristic
There are 120 respondents in this research with characteristics based on gender: 60% female and 40% male. Based on age, 46.67% were under 25 years old, 25-40 years old 44.17%, and 9.16% higher than 41 years old. Based on education background, 50% senior high school, 35% undergraduate, 8.33% postgraduate, 5% diploma, and 1.67% junior high school. Based on occupation, 42.50% students, 20.83% private employees, 25.83% entrepreneurs, and 10.83% other occupations.

Table 2. Instrument Test Result

Variable	Item	Correlation (>0.3)	Validity	Cronbach' Alpha (>0.7)	Reliability
RI	RI1	0.775	Valid	0.933	Reliabel
	RI2	0.843	Valid		
	RI3	0.868	Valid		
	RI4	0.919	Valid		
	RI5	0.444	Valid		
	RI6	0.568	Valid		
	RI7	0.882	Valid		
	RI8	0.911	Valid		
VS	VS1	0.625	Valid	0.814	Reliabel
	VS2	0.632	Valid		
	VS3	0.605	Valid		
	VS4	0.657	Valid		
	VS5	0.513	Valid		
	VS6	0.470	Valid		
SQ	SQ1	0.437	Valid	0.926	Reliabel
	SQ2	0.497	Valid		
	SQ3	0.636	Valid		
	SQ4	0.547	Valid		
	SQ5	0.818	Valid		
	SQ6	0.837	Valid		
	SQ7	0.866	Valid		
	SQ8	0.784	Valid		
	SQ9	0.820	Valid		
	SQ10	0.621	Valid		
	SQ11	0.547	Valid		
	SQ12	0.519	Valid		
	SQ13	0.727	Valid		
	SQ14	0.747	Valid		
PV	PV1	0.870	Valid	0.958	Reliabel
	PV2	0.779	Valid		
	PV3	0.798	Valid		
	PV4	0.819	Valid		
	PV5	0.901	Valid		
	PV6	0.907	Valid		
	PV7	0.814	Valid		
	PV8	0.841	Valid		

Source: Processed Data (2024)

Respondent's Response

The average score for respondents' responses at the revisit intention variable is 3.73, a high category, the lowest score found in items trying different services and looking for the latest information. However, the highest score was found for items returning to visit in the future. This means that almost all visitors intend to go back to agrotourism.

The average score for respondents' responses at the visitor satisfaction variable is 3.78, a high category, the lowest score found in item environment as expected. However, the highest score was found for items smoothly during the visit. This means that almost all visitors declare that there are no obstacles during a visit to agrotourism.

The average score for respondents' responses at the service quality variable is 3.84, a high category. The lowest score was found in items neatly dressed employees. However, the highest score was found for an item where the area is kept clean. This means that almost all visitors evaluate the agrotourism area kept clean.

The average score for respondents' responses at the perceived value variable is 3.79, a high category. The lowest score was found in item; ticket prices are based on the benefits obtained. However, the highest score was found for an item that made a good impression on me and others. This means that almost all visitors get social value after visiting agrotourism.

Instrumen Test

Instrumen test consist of validity test and reliability test to 30 respondents. The questionnaire is valid if the correlation value higher than 0.3 and reliable if Cronbach alpha value higher than 0.7 (Robinson, 2018). The result instrumen test is shown in Table 2.

Model Evaluation

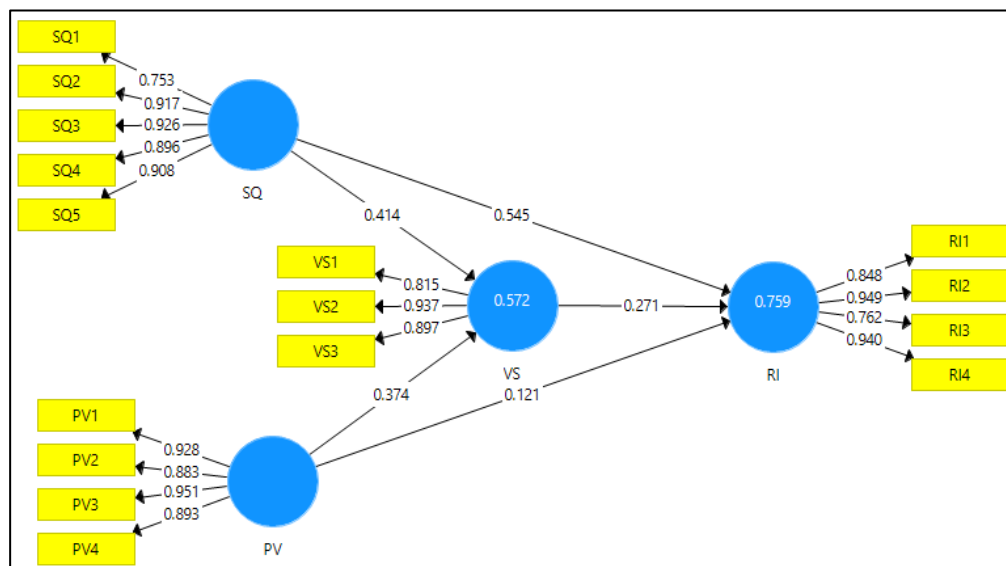Model SEM-PLS in this research is shown in Figure 1.

Figure 1. Model SEM-PLS

Based on the SEM-PLS evaluation, we can conclude that loading factor all the indicators used in this research have a loading factor higher than 0.6 and a value of Average Variance Extracted (AVE) higher than 0.5. The value of the loading factor and AVE show that all indicators are valid. In the SQ variable, the highest indicator value is SQ3, namely responsiveness; in the PV variable, the highest value indicator is PV3, namely functional value; in the VS variable, the highest value indicator is VS2, namely expectation. In the RI variable, the highest value of the indicator is RI2, namely referential intention.

The value of the determination coefficient (R^2) toward the VS variable is 0.572. This means that 57.2% of the VS variable is affected by SQ and PV; this value shows a moderate model. Then, the value of R^2 on variable RI is 0.759. It means that 75.9% of the RI variable in this research is affected by SQ, PV, and VS; this value shows a good model. The values of predictive relevance (Q^2) at the VS and RI are 0.415 and 0.558, and the values are higher than 0. This means that the model in this research has good predictive relevance.

Hypothesis Tes Result

The hypothesis test in this study uses SEM-PLS, and the result is shown in Table 3.

Table 3. Hypothesis Test Result

Direct Effect					
Hypothesis	**Variable Relation**	**Original Sample**	**T Statistics**	**P-Value**	**Conclusion**
H1	SQ -> VS	0.414	3.529	0.000	accepted
H2	PV -> VS	0.374	3.049	0.002	accepted
H3	SQ -> RI	0.545	2.900	0.004	accepted
H4	PV -> RI	0.121	0.553	0.581	rejected
H5	SQ -> RI	0.545	2.900	0.004	accepted
Indirect Effect					
Hypothesis	**Variable Relation**	**Original Sample**	**T Statistics**	**P-Value**	**Conclusion**
H6	SQ -> VS -> RI	0.112	2.190	0.029	accepted
H7	PV -> VS -> RI	0.101	2.212	0.027	accepted

Source: Processed Data (2024)

Based on the hypothesis test result shown in Table 3, six hypotheses were accepted, and one hypothesis was rejected.

Discussion

Service Quality (SQ) on Visitor Satisfaction (VS)
Based on the hypothesis test result, SQ has a positive and significant effect on VS. It means that good service quality can improve visitor satisfaction in agrotourism. The result of this research is in line with the result from a previous study conducted by Chitthanom (2020), Alonazi et al., (2023), Alshiha (2022) and Khoo (2022), which stated that service quality has a significant effect on visitor satisfaction. However, the result of this research is different from the research result by Ibrahim and Thawil (2019), who stated that service quality has no significant effect on visitor satisfaction.

The influence of service quality on visitor satisfaction in agrotourism is an important aspect of improving visitor experience and the desire for the agrotourism business. From the respondents' responses, the responsiveness indicator is the indicator with the highest score. The staff's willingness and speed in helping and answering visitors' questions, as well as handling complaints, can increase feelings of appreciation and satisfaction. However, respondents gave the lowest score for item employee neatness. Therefore, the appearance of agrotourism employees needs to be paid attention to so that visitor satisfaction is higher.

Apart from that, all SQ indicators need to be considered by agrotourism to increase visitor satisfaction. Clean and well-maintained facilities, as well as attractive and educational physical conditions of the land, can improve the visual experience and comfort of visitors. Accurate information and consistent services, such as timely tours and agricultural product availability, increase satisfaction. Knowledge and friendliness of staff in providing education about agriculture, production processes, and product benefits, increasing visitors' sense of security and trust in the services offered. Personalized service and attention to individual needs, such as providing special experiences for children or visitors with special needs, can increase feelings of satisfaction.

Perceive Value (PV) on Visitor Satisfaction (VS)
Based on the hypothesis test result, PV has a positive and significant effect on VS. It means that high perceive value can increase visitor satisfaction in agrotourism. The result of this research is in line with the result from a previous study conducted by Perwira et al., (2016), Maghfiroh (2017), and Akram et al., (2022), which stated that perceived value has a significant effect on visitor satisfaction. However, the result of this research is different from the research result by Gultom et al., (2016), Keshavarz and Jamshidi (2018) and Kustianti and Nisa (2024), who stated that perceived value has no significant effect on visitor satisfaction.

Perceived value by visitors is very important in determining their level of satisfaction when visiting an agrotourism destination. Perceived value in this context can be understood as visitors' subjective assessment of the benefits they receive compared to the sacrifices they incur. From the respondents' responses in the questionnaire, the respondents gave the highest score for an item, visit agrotourism gave me a good impression of other people. However, the respondent gave the lowest score for an item; the entrance ticket price to agrotourism is in accordance with the benefits obtained. Therefore, this circumstance needs to be considered. Visitors will feel satisfied if they feel the costs they pay are comparable or lower than the benefits and experiences they get. Discounts, promotional packages, or reasonable prices can increase perceived value.

Service Quality (SQ) on Revisit Intention (RI)
Based on the hypothesis test result, SQ has a positive and significant effect on RS. It means that good service quality can increase revisit intention in agrotourism. The result of this research is in line with the result from a previous study conducted by Manyangara et al., (2023), An et al., (2023), and Eren et al., (2023), which stated that

service quality has a significant effect on revisit intention. However, the result of this research is different from the research result by Alshiha (2022), Manoppo and Santosa (2023), and Yolanda and Rahmidani, 2020), who stated that service quality has no significant effect on revisit intention.

From the respondents' responses, the responsiveness indicator is the indicator with the highest score. The staff's willingness and speed in helping and answering visitors' questions, as well as handling complaints, can increase feelings of appreciation and satisfaction. However, respondents gave the lowest score for item employee neatness. Therefore, the appearance of agrotourism employees needs to be paid attention to so that visitor revisit intention is higher. Apart from that, agrotourism managers must focus on improving all aspects of service quality to encourage visitor loyalty. In this way, they can not only increase return visit intentions but also strengthen the positive image and competitiveness of agrotourism.

Perceive Value (PV) on Revisit Intention (RI)

Based on the hypothesis test result, PV has no significant effect on RI. It means that high or low perceived value does not have a significant impact on revisit intention. The result of this research is in line with the result from a previous study conducted by Manoppo and Santosa (2023), who stated that perceived value has no significant effect on revisit intention. However, the result of this research is different from the research result by Juliana et al., (2022), Abbasi et al., (2021), Alkhawaldeh (2022), and Yang et al., (2023), who stated that perceived value has a significant effect on revisit intention.

Perceived value is often considered an important factor in influencing a customer's decision to revisit a place or reuse a service. However, in some cases, perceived value may not have a significant effect on revisit intention. From the respondents' responses in the questionnaire, the respondents gave the lowest score for an item; the entrance ticket price to agrotourism is in accordance with the benefits obtained. This means that customer expectations toward agrotourism are very high and are not met, and the perceived value may not be enough to motivate return visits.

Apart from that, the result of this research found that perceived value does not have a significant effect on revisit intention because there is a mediating visitor satisfaction variable. This means that to increase revisit intention in agrotourism, perceived value is needed, which can provide satisfaction to visitors.

Visitor Satisfaction (VS) on Revisit Intention (RI)

Based on the hypothesis test result, VS has a positive and significant effect on RI. It means that high visitor satisfaction can increase revisit intention in agrotourism. The result of this research is in line with the result from a previous study conducted by Chitthanom (2020), Alshiha (2022), Rajput and Gahfoor, (2020) and Khoo (2022), which stated that visitor satisfaction has a significant effect on revisit intention. However, the result of this research is different from the research result by Christiarini and Lee (2021), who stated that visitor satisfaction has no significant effect on revisit intention.

Visitor satisfaction will have an impact on the desire to return to agrotourism. From the respondents' responses in the questionnaire, the respondents gave the highest score for an item: I felt happy during my visit to agrotourism. However, the respondents gave the lowest score for an item; the agrotourism environment is in line with my expectations. It means that the agrotourism environment can't fulfill visitor expectations, so it needs to improve.

Service Quality (SQ) on Revisit Intention (RI) through Visitor Satisfaction (VS)

Based on the hypothesis test result, SQ has a significant effect on RS through VS. It means that good service quality can increase visitor satisfaction. Then, visitors' high satisfaction will impact their intention to revisit agrotourism. The result of this research is in line with the result from a previous study conducted by Siswandi and Marchyta (2022), which proved that visitor satisfaction can act as a mediation variable to influence service quality on visitor satisfaction.

Visitor satisfaction is the feeling of joy or satisfaction that visitors feel after receiving service that meets or exceeds their expectations. When service quality is high, visitors tend to feel satisfied. This satisfaction is influenced by how the agrotourism meets or exceeds visitors' expectations in terms of service, facilities, comfort, and overall experience. Visitor satisfaction plays a key role in forming this intention. Satisfied visitors tend to have positive experiences that encourage them to return. This means that good service quality first increases visitor satisfaction, and this satisfaction then drives revisit intentions. Without visitor satisfaction, the impact of service quality on revisit intention becomes stronger. Visitor satisfaction in the influence of service quality on revisit intention acts as partial mediation because service quality has a significant direct effect on revisit intention (Baron and Kenny, 1986).

Perceive Value (PV) on Revisit Intention (RI) through Visitor Satisfaction (VS)

Based on the hypothesis test result, PV has a significant effect on RS through VS. It means that high visitor perceived value can increase visitor satisfaction. Then, visitors' high satisfaction will impact their intention to

revisit agrotourism. The result of this research is in line with the result from a previous study conducted by Masithoh and Widiartanto (2020) which proved that visitor satisfaction can act as a mediation variable to influence perceived value on visitor satisfaction.

Revisit intention, or the intention to return is greatly influenced by visitor satisfaction. If visitors are satisfied with their experience at agrotourism, they are likely to have the intention to return to visit that place in the future. However, to achieve this intention, the perceived value must also be high. Admission prices and other additional costs will also influence the perceived value. Visitors will assess whether what they pay is commensurate with the benefits and satisfaction they get and will impact revisit intention. Visitor satisfaction in the influence of perceived value on revisit intention acts as full mediation because the perceived value has no significant direct effect on revisit intention (Baron and Kenny, 1986).

CONCLUSION AND SUGGESTION
Conclusion
Revisit intention is an important thing in agrotourism and, therefore, needs to be paid attention to. From the research, it can be seen that service quality has a direct influence on revisit intention and visitor satisfaction can mediate effect of service quality on revisit intention. Service quality and perceived value have a positive and significant effect on visitor satisfaction. While perceived value does not directly have a significant impact on revisit intention. However, perceived value has a significant effect on revisit intention through visitor satisfaction. Then, visitor satisfaction has a positive and significant influence on revisit intention.

Visitor satisfaction in this research can act as a mediation variable on the effect of service quality and perceived value on revisit intention. On the impact of service quality on revisit intention, visitor satisfaction acts as a partial mediation. On the effect of perceived value on revisit intention, visitor satisfaction acts as a full mediation.

Suggestion
Suggestions that can be given from the results of this research for agrotourism management are as follows: agrotourism management needs to improve service quality in terms of employee neatness and quick response to visitor complaints to increase visitor satisfaction, which will have an impact on revisit intention. Then, agrotourism management is also advised to increase perceived value by evaluating entrance ticket prices in accordance with the value given so that visitor satisfaction can be influenced, which has an impact on revisit intention.

Suggestions for further research are to develop this research on different tourist attractions and look for other factors that can influence revisit intention.

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