



EVALUATION OF AGRICULTURE-BASED TOURISM PRODUCTS IN TINGGAN TRADITIONAL VILLAGE

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Abstract :

This study aims to determine the condition of tourism products in the tourist village of Pucak Tinggan, and to measure the level of tourist satisfaction with the service performance of the manager. Data collection methods used are observation, interviews, questionnaires and documentation. While the analytical method used is descriptive qualitative and measurement of CSI (Customer Satisfaction Index). From this research, it is known that tourism products in the tourist village of Pucak Tinggan are in the form of trekking packages visiting Pucak Mangu Temple, honey bee farming in the middle of a coffee plantation, biogas education, production of ground coffee and production of taro chips. The condition of supporting facilities along the trekking route such as gazebos, selfie spots and toilets has been damaged and is not well maintained due to cost constraints. Training and mentoring have been carried out by a team of IPBI lecturers targeting increasing management resources and supporting SME products based on agriculture. Service quality based on CSI (Customer Satisfaction Index) analysis is in the satisfactory category. This shows that tourists who are respondents in this study are satisfied with the performance of tourism managers in Pucak Tinggan tourism village.

Keywords: Tinggan Tourism Village; Tourist Satisfaction

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INTRODUCTION

Tourism villages, as part of sustainable tourism, are considered an effective tool for sustainable development and are included in various countries' economic development and conservation strategies. The development of tourist villages can provide economic benefits for the community, create various social and cultural benefits, tourism, and can help achieve environmental conservation goals, and the community holds a large portion of the benefits.

The development of community-based tourism villages is needed to empower local communities, become more familiar with and understand their area's problems, and find the right solutions to overcome these problems. Through empowering local communities, good participation will be realized between the local community and the tourism industry in the area, and by involving the community in decision-making, it is hoped that a better form of cooperation will be realized between the local community and the tourism industry and the Government (Pitana and Suryadiarta, 2009; Priasukmana and Mulyadin, 2001; Sukmana, 2020; Arcana et al., 2021).

Tourist villages will be able to develop and be in demand by tourists or have competitiveness if managed properly. Professional tourism village management requires a strategy to get the added value and integrate the various potentials in the area to be competitive in its development. Based on the Badung Regency Regional Spatial Plan, the North Badung area has started the development of alternative tourism, which is expected to improve people's welfare. Tourism development in the North

Badung area cannot be like in the Central and South Badung areas with the mass tourism development model, where the construction of large hotels, artificial attractions, and other infrastructure facilities attracts large investors.

In the North Badung area, especially in Pelaga village, agricultural-based tourism activities (agro-tourism) have the potential to be developed. This agricultural area located in the highlands has local resources that support the development of agro-tourism, such as human resources, natural resources, and the environment, and policy support from the local government. The local community's limited knowledge and skills in managing agricultural-based tourist attractions have encouraged various parties, both private companies with their CSR programs and universities with their Community Service programs, to help and assist local communities in developing their regional potential.

The Tinggan traditional village located in the North Badung region to develop its tourism potential based on agriculture and ecotourism has formed a tourism village called Pucak Tinggan (Dewi Cakti) Tourism Village and is managed by the Dewi Cakti Tourism Awareness Group (Pokdarwis). From the preliminary study results, the operation of this tourist village has not gone well. Not many tourists have visited (an average of approximately 20 tourists per month), and tourists come from time to time, and this tourist village is not widely known by tourists. As a result, operations are running at a loss, and managers are starting to be passive, so many available infrastructure facilities are stalled, such as the camping ground assisted by BCA's CSR (Corporate Social Responsibility) that looks shabby overgrown with weeds, the manager's enthusiasm has begun to decline, especially during the Covid 19 pandemic. the activities did not work (results of interviews with the chief of the traditional village of Tinggan and observations).

For the development of rural tourism in the Tinggan customary village to increase and provide satisfactory results, research is needed to determine the response of tourists to the quality of services and tourism products offered to tourists. The purpose of this study was to evaluate the products of the Pucak Tinggan tourism village with a focus on the condition of the products of the Pucak Tinggan tourism village and to determine the level of tourist satisfaction with tourism products and the quality of their services.

RESEARCH METHOD

This research on the evaluation of agricultural-based tourism products in the traditional village of Tinggan, Petang sub-district, Badung district uses a mix method approach, which combines qualitative and quantitative approaches.

Data collection in this study was carried out by observation, documentation, interviews, and questionnaires on 30 tourists by accidental sampling.

Data analysis was carried out using a qualitative descriptive analysis as proposed by Miles and Huberman (1992). Quantitative analysis was also carried out in the form of measuring the Customer Satisfaction Index (CSI) according to Irawan (2004), namely: $CSI = (\sum WS : 5) \times 100\%$, with the following criteria:

Table 1. Criteria for CSI

Index Score	Criteria CSI
0.81 – 1.00	Very satisfied
0.66 – 0.80	Satisfied
0.51 – 0.65	Enough
0.35 – 0.50	Less satisfied
0.00 – 0.34	Not satisfied

In addition to CSI measurements, Gap analysis and IPA (Importance Performance Analysis) calculations were also carried out according to Parasuraman et al (1990).

RESULTS AND DISCUSSION

1. Products of the Pucak Tinggan Tourism Village

The Pucak Tinggan (Dewi cakti) Tourism Village, which is managed by the Banjar Tinggan Tourism Awareness Group, has a rural tourism product in the form of trekking packages visiting agricultural-based objects such as honey beekeeping on coffee plantations, biogas production from cow manure, and processing of taro chips.

During the trekking trip which takes approximately 4 hours, tourists are guided by guides who are Pokdarwis members to explain agro-tourism-based attractions such as how to cultivate honey bees to the process of making honey. During the trip, it was also explained about the typical plants that grow around the trekking route that is passed. Tourists are also given the opportunity to take pictures at agro-tourism attractions and at selfie spots which are purposely built at a height to fulfill their desire to take pictures against the backdrop of some of the lowlands of the island of Bali.

To support this trekking activity, trekking paths, signs, rest areas in the form of gazebos, selfie spots, and camping grounds have been built, equipped with meeting places and toilets. These supporting facilities were built through the assistance of Bank BCA's CSR program. The condition of some of these facilities has been damaged and neglected due to constraints on maintenance costs.



Figure 1. Agriculture-Based Tourism Attractions in Tinggan Traditional Village (Source: Research Team, 2021)

Through the Partner Village Development Program (PPDM) implemented by IPBI (Institute of Tourism and International Business) for 2 (two) years, then continued with the IPBI internal PKM (Community Service) program for 6 months, training and assistance has been conducted to Pokdarwis to improve the governance of the agriculture-based tourism business. The training that has been conducted is in the form of tour guide techniques, simple bookkeeping, and the application of CHSE (Clean, Health, Safety, and Environmental sustainability). Assistance is also provided for tourism supporting products such as repairing taro chip packaging, ground coffee packaging, as well as promotional materials on social media such as Youtube, Instagram and Facebook.

2. Service Quality of Trekking Tourism Products in the Pucak Tinggan Tourism Village

This study evaluates the quality of service which consists of responsiveness, reliability, tangibles, assurance, and empathy. The data from this variable was revealed using a questionnaire of 20 attributes, where these attributes came from the five variables.

a) Responsiveness

Responsiveness provided by the management of the Pucak Tinggan tourist village according to the respondents was good. This can be seen from the answers of the respondents who mostly looked favorably on this variable (attributes 1-4).

b) Reliability (Reability)

The reliability provided by the manager (pokdarwis) of the Pucak Tinggan tourist village is in the good category. This shows that according to the respondent, the manager's ability is good (attributes 5-8).

c) Physical Evidence (Tangible)

The physical evidence (tangible) provided by the management of the Pucak Tinggan tourist village is in the good category. This shows that the condition of tourist attractions is still said to be good by respondents (attributes 9-12).

d) Assurance

Guarantees and confidence given by the management to tourists in the good category. This can be seen in his response to attributes 13-16.

e) Attention (Emphaty)

The attention (emphaty) given by the manager is in the good category (attributes 17-20). This shows that the ability of officers/managers is good in communicating and understanding the needs of tourists.

3. Analysis of Tourist Satisfaction Levels Using the CSI Method

In this study, the level of tourist satisfaction or the Customer Satisfaction Index (CSI) is 80.18% or 0.80. Based on the CSI results, it can be seen that the quality of service at the trekking attractions managed by the Pucak Tinggan tourist village is in the satisfied category. This indicates that tourists who do trekking tours in the Pucak Tinggan tourist village are satisfied with the performance and services provided by the officers/managers (Pokdarwis). This could be due to training and assistance to managers (Pokdarwis members) regarding the management of tourist villages conducted by a team of lecturers from IPBI Denpasar.

Tourist satisfaction is an important element for maintaining long-term relationships with customers (Adinegara et al, 2017). Even according to Hallowell (1996) customer satisfaction, customer loyalty and profitability have a relationship. Satisfaction will create loyalty, and loyalty will affect the profitability of a company or organization.

4. Gap analysis

Gap analysis is an analysis to determine the difference between the level of performance (Performance) and the level of expectation (Importance). A positive gap value means that the attribute has fulfilled visitor satisfaction, while a negative value means that the attribute has not given satisfaction. Gap analysis results are presented in the following table.

Table 2. Results of Gap Analysis of Performance Levels and Expectations

Attributes	Performance	Expectation	Gap
Officers are ready and responsive in responding to positive requests from tourists	4.13	4.08	0.05
Officers are ready and responsive to respond to complaints from tourists	4.09	4.14	-0.05
The speed of officers in providing solutions to tourist problems and complaints	4.07	4.11	-0.04
Explaining all the information needed by tourists is very clear and detailed	4.19	4.03	0.16
Ease of getting information from the Pucak Tinggan Tourism Village Officer	4.10	4.06	0.04
Good service at first impression to tourists	4.08	4.26	-0.18
It does not differentiate between one tourist and another	4.06	4.17	-0.11
Ease of reaching the location of the Pucak Tinggan Tourism Village	4.18	4.17	0.01
Availability of facilities in the Pucak Tinggan Tourism Village, such as rest areas/gazebos, stalls	4.12	4.18	-0.06
Cleanliness and tidiness of the tourist attraction environment along the trekking route	3.81	4.20	-0.39
Supporting facilities and environment such as toilets and parking lots.	3.66	4.21	-0.55
The appearance of officers neat, clean, and attractive	3.85	4.08	-0.23
The suitability of the price of the trekking package	3.85	4.16	-0.31

Attributes	Performance	Expectation	Gap
with the facilities obtained			
Safety and comfort during trekking activities in the Pucak Tinggan Tourism Village	3.95	4.28	-0.33
Availability of insurance and health facilities (health post)	4.11	4.22	-0.11
Friendliness and courtesy of officers in serving tourists	4.12	4.09	0.03
Officers appreciate and prioritize the interests of tourists	4.08	4.15	-0.07
Honesty and patience of officers in providing services	4.01	4.17	-0.16
There is a place/means for submitting complaints, criticisms, and suggestions on service quality	3.90	4.20	-0.30
Image or image in the eyes of tourists of the Pucak Tinggan Tourism Village	3.96	4.18	-0.22
Mean	4.016	4.157	-0.14

Based on the table above, it turns out that the level of performance perceived by visitors is lower than the level of visitor importance (performance <importance) which is indicated by a value of 4.016 <4.157. These results indicate that there is a gap between visitor expectations and the performance provided.

The largest negative gap value is obtained from the supporting facilities and environmental attributes, such as toilets, parking lots. This means that the supporting facilities for tourist attractions in the Pucak Tinggan Tourism Village have not met tourist expectations. From these results, it is expected that the manager can pay attention to the condition of supporting facilities, such as toilets and parking lots.

While the largest positive gap value is obtained on the attribute of providing an explanation of all the information needed by tourists. This means that tourists' expectations have been fulfilled and provide satisfaction related to providing an explanation of tourist attractions in the agro-ecotourism-based tourist village of Pucak Tinggan.

5. IPA (Importance Performance Analysis)

From the results of data processing using Importance Performance Analysis it is known that the service attributes to tourists are top priority, low priority, maintained, and excessive. The distribution of service attributes in each quadrant can be seen in Figure 2.

Service attributes in quadrant 1 (Top priority) are attributes that are considered important by customers, but in reality these attributes are not in line with customer/tourist expectations, so they must be improved. These attributes include: Cleanliness and tidiness of the tourist attraction environment along the trekking route (10), Supporting facilities and environment such as toilets, parking lots (11), Price compatibility of the trekking package with the facilities obtained (13), Safety and comfort when tracking activities in the Pucak Tinggan Tourism Village (14), There is a place/means for submitting complaints, criticisms and suggestions for service quality (19), and Image or image in the eyes of tourists of the Pucak Tinggan Tourism Village (20).

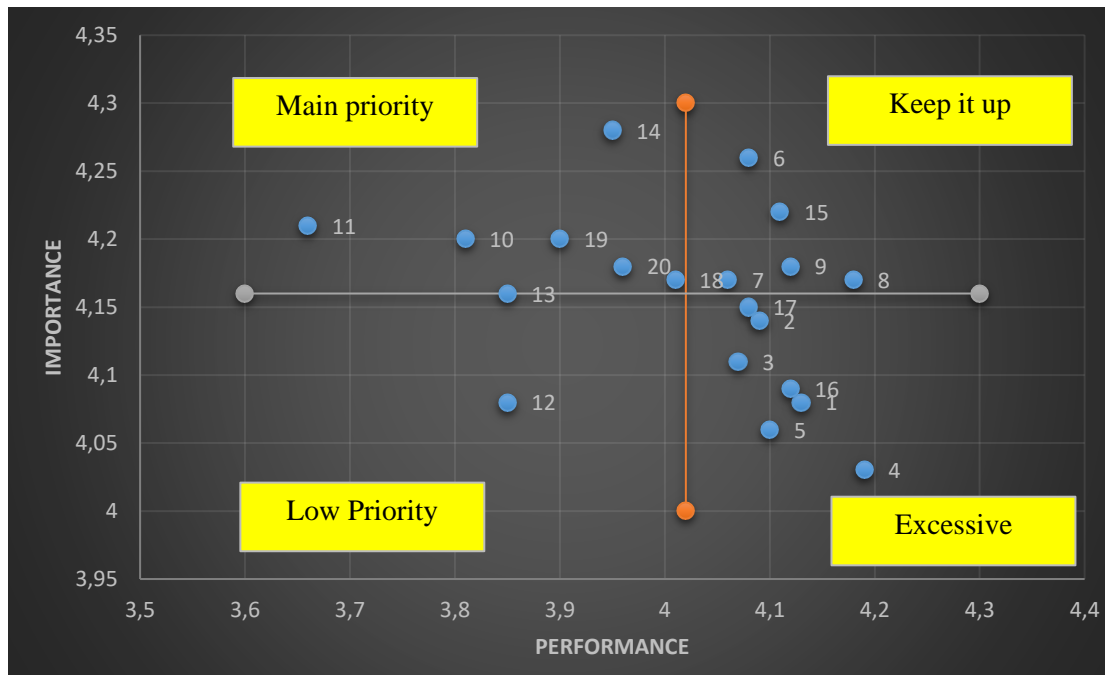


Figure 2. Kartisius diagram of service attributes using the IPA method

In quadrant 2 (Maintain), these service attributes are considered important by customers and are considered by customers to be in accordance with what they feel, so they must be maintained because all these attributes make products or services superior in the eyes of customers/tourists. The attributes included in this quadrant are: Good service at the first impression to tourists (6), Does not differentiate between one tourist and another (7), Ease of reaching the location of the Pucak Tinggan Tourism Village (8), Availability of facilities in the Village Mount Talang tourism such as rest areas/gazebos, stalls (9), Availability of insurance and health facilities (15), Honesty and patience of officers in providing services (18).

Service attributes in quadrant 3 (low priority), namely the appearance of officers who are neat, clean, and attractive (12), are considered less important by tourists, and in fact, their performance is not too special, so the effect on the benefits felt by tourists is very small.

Service attributes in quadrant 4 (Excessive) are considered less important by tourists and are felt to be too excessive. The attributes included in this quadrant can be reduced so that the company can save costs. These attributes include: Officers are ready and responsive in responding to positive requests from tourists (1), Officers are ready and responsive to responding to complaints from tourists (2), Speed of officers in providing solutions to problems and complaints from tourists (3), Giving an explanation of all the information needed by tourists is very clear and detailed (4), Ease of getting information from the Pucak Tinggan Tourism Village Officer (5), Friendliness and courtesy of officers in serving tourists (16), Officers really appreciate and prioritize the interests of tourists (17).

CONCLUSION

From research on the evaluation of tourism products in the Pucak Tinggan Tourism Village, it can be concluded that the tourism product in the form of a trekking package visiting Pucak Mangu Temple, honey bee farms in the middle of a coffee plantation, biogas education, ground coffee production and taro chips production are quite interesting, with several supporting facilities that poorly maintained due to cost constraints. The training and mentoring conducted by the IPBI lecturer team is aimed at improving human resources (Pokdarwis) in managing tourism products and supporting SME products based on agriculture/agro. Evaluation of service quality based on CSI (Customer Satisfaction Index) analysis is in the "satisfied" category. This shows that the tourists who were respondents in this study assessed that they were satisfied with the performance of tourism managers in the Pucak Tinggan Tourism Village.



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