ABSTRACT

An Analysis of the Consumers’ Preference for Agrotourism
(A Case Study of PT. Kusuma Agrowisata, Batu)

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The objectives of the study are (1) to analyze the factors influencing the preference for tourism, (2) analyze the preference for agrotourism, and (3) to formulate the managerial implication toward PT. Kusuma Agrowisata for its business development.

The respondents were selected by the convenience method. Primary data are obtained from the questionnaires filled-in by 140 visitor respondents and 100 non-visitor respondents, and from the interviews with the company management. Secondary data are obtained from the company record data, the Central Bureau of Statistic, and other related literatures. The sample taking is through non-probabilistic sampling with the convenience sampling technique. The statistical analyses used are (1) descriptive analysis, (2) cross-tabulation, (3) logistic regression analysis, (4) conjoint analysis, and (5) multivariate analysis.

The result of study shows that the respondents prefer the Fresh and Clean Air, The Cultivating Attraction, The Play Ground, and The Inn. The ranks of the Relative Importance Values for the attributes of Kusuma Agrowisata, respectively, are: the Facilities (42.32%), The Recreational Value (34.49%), and The Aesthetic Value and Natural Beauty (23.19%). The Fresh and Clean Air, The Cultivating Attraction, and The Inn are the combination of attributes preferred by the visitors.

The business development for Kusuma Agrowisata through its attribute leadership can be in form of the product and service to development for improving its services and its customers’ satisfaction, which eventually can increase the number of the visitors.