



Factors Influencing Visitors' Interest in Agrotourism: Evidence from California Cialam Jaya Agrotourism in Southeast Sulawesi

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ABSTRACT

This study examines the influence of five key factors of attractiveness, accessibility, facilities, ticket price, and service quality on visitors' interest in visiting an agrotourism destination. Using a quantitative approach, data were collected via questionnaires from 30 visitors to the California Cialam Jaya Agrotourism site in Tanea Village, Southeast Sulawesi. The sample was selected through accidental sampling, and multiple linear regression analysis was employed to evaluate both the partial and combined effects of the independent variables on visit interest. The results indicate that all five factors significantly influence the interest of tourists to visit the agrotourism destination ($p < 0.05$). Attractiveness, accessibility, facilities, and service quality each have a positive impact on visit interest, whereas ticket price shows a significant negative effect. The regression model is significant with an R^2 of 0.863, suggesting that 86.3% of the variance in visit interest is explained by these factors. These findings underscore the importance of developing appealing attractions, ensuring easy access, providing adequate facilities, maintaining affordable pricing, and delivering quality service to increase tourist interest.

INTRODUCTION

Tourism is a vital sector for economic growth, especially in countries like Indonesia that are rich in natural and cultural resources. Alongside agriculture, tourism has significant potential to drive Indonesia's economic development. One rapidly growing niche is agrotourism (agro-tourism), which leverages agricultural areas and activities as tourist attractions. Agrotourism not only generates additional income for farmers but also stimulates rural economies by attracting visitors to farming communities. In recent years, agrotourism development has shown promising results, including in regions like Konawe Selatan, Southeast Sulawesi.

According to Indonesian Law No. 10 of 2009 on Tourism, tourism encompasses a range of travel activities supported by various facilities and services provided by communities, businesses, government, and local authorities. Tourism involves individuals or groups traveling to certain places for recreation, self-development, or to learn the unique aspects of the destination within a temporary period. Agrotourism is a form of tourism where agricultural enterprises are utilized as tourist attractions to provide educational and recreational experiences in agriculture. Visitors participate in agricultural activities, such as planting, harvesting, or processing of local produce, which offers them unique insights and enjoyment in a rural setting. Agrotourism thus merges the tourism and agriculture sectors, expanding farmers' income opportunities and sustaining rural livelihoods.

In South Konawe District, numerous attractive agrotourism destinations have emerged to draw visitors. One such destination is the California Cialam Jaya Agrotourism in Tanea Village, Konda District. This agrotourism site offers a unique blend of natural beauty, farming activities, and educational tourism opportunities. Established in 2020 and encompassing about 14.5 hectares of agricultural land, the site is managed by PTM Syariah Group. California Cialam Jaya Agrotourism features an organic orchard where visitors can pick fruit directly from the trees. Its main crops include California papaya, durian, crystal guava, and rambutan. The lush green plantation is complemented by visitor facilities such as minimalist-style mini villas available on each plot, enhancing the scenic landscape and providing lodging for guests. The location is approximately 24.6 km from Kendari, the provincial capital, indicating relatively easy accessibility to the site.

However, attracting and sustaining visitor numbers to a new tourism site can be challenging. Tourism demand is influenced by many factors, and merely having natural appeal may not be sufficient. Visitor interest (or intention to visit) a destination can be affected by various destination attributes and external factors. Prior studies have highlighted factors such as the destination's unique attraction, ease of access, available facilities, promotional efforts, cost considerations, and service quality as influential in travel decision-making. For instance, Astuti & Yuliawati (2018) note that a destination needs distinctive attractions to draw tourists, convenient accessibility, adequate facilities, and effective marketing so that tourists are aware and motivated to visit. In the context of agrotourism, ensuring a compelling farm-based experience, good

infrastructure, necessary amenities, reasonable pricing, and satisfactory service are all crucial to encourage tourist visits. These factors align with core components of the tourism product often referred to as the “destination mix,” including attractions, accessibility, amenities (facilities), ancillary services (service quality), and price.

Despite its promise, California Cialam Jaya Agrotourism has experienced fluctuating visitor numbers since its inception. In 2022, the site attracted 1,750 visitors, making it the peak year for visitation. However, in 2023 the number of visitors dropped significantly to 1,062, before rising again to 1,340 in 2024. Over the three-year period (2022–2024), the total recorded visitors were 4,152. The notable decline in 2023 followed by a rebound in 2024 suggests that visitation is not yet stable. This volatility could be due to various factors such as changes in management efforts, promotional activities, tourist preferences, or external conditions. As a relatively new tourist attraction, the growth of this agrotourism site is heavily dependent on its ability to attract and retain visitors. Ensuring a steady or growing number of tourists is critical for the site’s long-term sustainability and success.

Given this background, it is important to understand what drives tourists’ interest in visiting this agrotourism destination. This study aims to analyze both the individual (partial) effects and the combined (simultaneous) effect of the five factors (attractiveness, accessibility, facilities, ticket price, and service quality) on visitors’ interest in visiting the California Cialam Jaya Agrotourism destination. These factors were chosen as they are frequently cited in tourism literature as significant determinants of tourist decisions (Alwijaya & Rahaded, 2023).

LITERATURE REVIEW

Visitor Interest in Tourism

In consumer behavior theory, interest or intention to act is often seen as a precursor to actual behavior. In tourism, *visit interest* (or visit intention) refers to an individual’s desire and willingness to visit or revisit a destination. It can be viewed as an analogue to purchase intention for tourism products. According to Susanto & Astutik (2020), interest in visiting is essentially a person’s desire to go to a particular place for certain reasons. Wiradiputra & Brahmanto (2016) suggest that a tourist’s interest in visiting can be equated to a consumer’s interest in buying a product or service. In this sense, visiting interest involves psychological predispositions such as curiosity, perceived attractiveness of the destination, and expectations of enjoyment or benefits, which together form a favorable inclination to visit.

Interest is driven by both internal and external factors. Yandi et al. (2023) describe interest as a strong internal drive or motivation that prompts action, influenced by external stimuli and positive feelings toward the object. Internally, a person’s interest may stem from their personal desires (e.g., need for recreation, desire for new experiences) or motivations (such as novelty-seeking or learning). Externally, factors like recommendations from friends, marketing promotions, or appealing attributes of the destination act as stimuli that can arouse interest. In tourism, positive imagery or information about a

destination can stimulate a person's internal desire to travel. Simarmata & Ilvira (2025) further define visit interest as an individual's tendency to be attracted to a tourism object such that they are driven to visit it. In other words, when a destination captures an individual's attention and appeals to their preferences, that individual develops an intention or plan to visit.

Destination Attractiveness

Destination attractiveness refers to the set of features or attributes of a place that make it appealing to tourists. This includes natural attractions, cultural attractions, as well as recreational opportunities and special activities available at the destination. Essentially, it is "everything that creates a pulling force" for tourists to come to a destination. A tourist attraction can be defined as anything that has appeal and is of interest to visitors, worthy of being offered to the tourism market. For example, beautiful scenery, unique farm experiences, or a renowned local product can all serve as attractions in an agrotourism context. Isdarmanto (2017) notes that tourist attractions have their own power as a component of the tourism product, as they can generate motivation for tourists to travel. In other words, attractive features are primary motivators.

In an agrotourism setting, attractiveness may come from the opportunity for interactive farm experiences, the rural scenery and environment, and the novelty of agri-education activities. Prior studies in tourism have consistently found that higher destination attractiveness leads to higher tourist interest and satisfaction. A study on Kashmir Valley, for example, found that destination attractiveness had a direct positive influence on tourist satisfaction and future travel intentions. Similarly, Chaudhary & Islam (2020) report that tourists are more likely to intend revisiting or recommending a destination if they perceive it to be highly attractive.

Accessibility

Accessibility refers to how easily tourists can reach a destination. This encompasses the transportation infrastructure, travel distance, travel time, route convenience, as well as the availability of accurate information on how to get there. Accessibility is a crucial aspect of tourism development because even a highly attractive destination may fail to draw visitors if it is too difficult or cumbersome to access. Muhaer et al. (2024) emphasize that accessibility is one of the important cross-sectoral factors in tourism. It involves coordination between tourism and transportation sectors to ensure tourists can travel conveniently.

Key dimensions of accessibility include the quality of roads or transportation links, the availability of signage and directions, transportation services, travel cost, and the safety and comfort of the journey. Hapsara & Ahmadi (2022) define accessibility in tourism as the ease of reaching a destination in terms of travel time, safety, and comfort. Good accessibility means tourists can reach the site with minimal hassle, for instance, via a well-maintained road in a reasonable travel time, with signposts guiding the way. Adequate road conditions and clear information reduce the perceived effort and risk of travel, thereby encouraging more visitors. Research on a rural tourism site by Harganes et al. (2020) concluded that ease of access significantly affects visitors' intention to travel to the site. Likewise, Ovitasaki (2019) found

that accessibility had a positive influence on the number of visits to an agrotourism fruit garden in Bojonegoro
Facilities

In the tourism context, facilities refer to the physical and service amenities provided to meet the needs of visitors during their trip. Facilities are essentially everything deliberately provided by the destination or service provider for tourists to use and enjoy, with the aim of maximizing their satisfaction. Markoni (2020) describes facilities as the physical equipment or installations made available by service providers to support consumer (tourist) comfort. In a tourist destination, facilities can range from accommodation, food and beverage outlets, transport facilities, health and safety facilities, to recreational facilities. In agrotourism, specific facilities might include farm stands or shops selling local products, demonstration areas, guided tour services, and educational centers, in addition to general facilities like toilets and resting shelters.

The presence of adequate and well-maintained facilities can greatly influence a tourist's decision and interest. Tourists are more inclined to visit places where they know their basic needs will be met. For instance, families may consider whether a destination has facilities like clean restrooms, restaurants or food stalls, and perhaps children's play areas before deciding to visit. Nurhayati et al. (2025) assert that good facilities in tourism (such as lodging, communication networks, recreational amenities) provide comfort to tourists and thereby can encourage their interest in visiting. In other words, a destination that is well-equipped tends to attract more visitors because it promises a more convenient and satisfying experience.

Ticket Price

Ticket price (or entrance fee) is a critical economic factor in the decision to visit a tourist attraction. Price represents the monetary cost that visitors must pay to experience the destination. According to marketing principles, price is essentially the amount of value exchanged for the benefits of a product or service. In the context of tourism, price includes not only the entry ticket, but also other expenses such as parking fees, activity fees (if certain activities within the site cost extra), and relative travel costs.

Price can be a determining factor for many visitors, especially for cost-sensitive tourists or those traveling in groups/families. The relationship between price and demand is often inversely proportional: higher prices tend to reduce demand (interest), while lower or more affordable prices can increase demand, all else being equal. Kotler & Armstrong (2016) outline several aspects of price perception, including price affordability, the match between price and product quality, the alignment of price with perceived benefits, and the competitiveness of the price compared to alternatives. Dumadi et al. (2021) observed that ticket price is a significant factor influencing tourists' interest in visiting a destination. In simpler terms, overpriced destinations can see lower turnout, whereas reasonably priced destinations can attract more visitors. Nurdiana & Santoso (2023) found that ticket pricing had a significant impact on tourists' interest in visiting a lake tourism object, meaning appropriate pricing strategies were key to boosting visitation.

Service Quality

Service quality in tourism refers to the overall quality of the experience provided by the service aspects of the destination. Essentially, it refers to how well the destination's services meet or exceed visitor expectations. This includes the hospitality and interactions with staff, the provision of guidance or information, the handling of visitor needs and complaints, cleanliness and maintenance services, safety and security measures, and any other intangible aspects that contribute to the visitor experience. High service quality can lead to greater visitor satisfaction, positive word-of-mouth, and repeat visits, while poor service quality can diminish the perceived attractiveness of the destination regardless of its natural or physical attributes.

Service quality is often conceptualized as the comparison between customer expectations and the actual service performance received. If the service delivered matches or surpasses what visitors expected, quality is perceived to be high; if it falls short, quality is low. Fadli Faturrahman (2024) enumerates several criteria implicit in the notion of quality service, namely conformity to requirements, fitness for use, continuous improvement, freedom from defects, fulfilling customer needs from the outset, doing things right the first time, and ultimately making the customer happy. In practical terms for tourism, quality service might mean things like friendly and knowledgeable guides, prompt assistance, clear communication, reliability of promised services (e.g., scheduled tours happen on time), clean facilities (since cleanliness is part of service expectations), and an overall attitude of care and professionalism by the staff.

Multiple studies have underscored the importance of service quality in influencing tourist satisfaction and behavioral intentions. Good service quality tends to enhance customer or visitor satisfaction, which in turn can increase the likelihood of visiting (or revisiting) and recommending the product or destination to others (Mbalari et al., 2023). Sulistyawati & Seminari (2015) identify service quality as a crucial factor that can provide satisfaction to customers in the hospitality context; they note that good service will yield customer satisfaction. In our study of visitor interest (which is a step before or alongside satisfaction), we posit that if visitors anticipate or hear that a destination offers high-quality services, they will be more interested in visiting. For instance, a reputation for friendly service or well-managed facilities can attract tourists who value comfort and assurance in their travel experience. Empirically, Ayu Bakti et al. (2023) found a positive and significant effect of service quality on tourists' interest in visiting an agrotourism fruit-picking attraction. Similarly, Novitaningtyas et al. (2022) noted that in a cultural village context, service quality was a significant driver of visit interest (more so even than the attraction itself in their study). Therefore, we expect that better service quality at the agrotourism site (e.g., helpful staff, reliable services, clean and safe environment) will significantly increase visitors' interest in coming.

METHODOLOGY

Research Design and Study Location

This research adopts a quantitative approach with a causal explanatory design, focusing on the effect of multiple independent variables on a single dependent variable. The study is essentially a case study of the California Cialam Jaya Agrotourism destination in Tanea Village, Konda Subdistrict, South Konawe District, Indonesia. The subdistrict is well-known as the production center of food and horticultural commodities (La Ode Alwi et al., 2023; Saediman et al., 2004, 2021) supplied to Kendari, the provincial capital. The location was chosen purposively due to its relevance as a developing agrotourism site in the region. Data collection was carried out on-site over a period from August to October 2025. During this period, visitors at the agrotourism site were approached to participate in a survey.

Population and Respondents

The population of this study comprises all tourists who have visited or are visiting the California Cialam Jaya Agrotourism. Since it was not feasible to survey all visitors, we drew a sample from this population. We employed a non-probability sampling method, specifically accidental sampling. Using accidental sampling, any visitor encountered at the site during the survey period was invited to fill out the questionnaire, provided they had not already participated and were of suitable age. In case visitors visiting the site as a group, only one respondent was selected to represent the group.

Given the exploratory scope and limited time frame, a sample size of 30 respondents was targeted and achieved. Sugiyono (2013) suggests that a sample size between 30 to 500 is generally adequate for social science research and that a minimum of 30 is often used for regression analysis in exploratory studies. Although 30 is relatively small and might not capture the full diversity of all visitors, it was considered sufficient for an initial analysis and hypothesis testing.

Data Types and Collection

Both primary and secondary data were utilized. The primary data were obtained directly from visitors through a survey questionnaire. The questionnaire was administered in person at the agrotourism site. After greeting visitors and explaining the study's purpose, we requested their voluntary participation. Respondents who agreed were handed the questionnaire form. The questionnaire was self-filled (with a researcher available nearby to clarify any questions), and we provided a quiet spot for respondents to complete it, which typically took about 10–15 minutes. The secondary data included background information such as annual visitor numbers, obtained from the agrotourism management's records, and relevant information from literature and official documents.

Research Instrument

The instrument used was a structured questionnaire consisting of multiple sections. The first section covered respondent demographics and visit characteristics. The subsequent sections contained sets of statements (items) related to each research variable: attractiveness (X_1), accessibility (X_2), facilities (X_3), ticket price (X_4), service quality (X_5), and visit interest (Y). Each set had

several items (indicators) reflecting different aspects of the variable, measured on a Likert scale (Mboe et al., 2024; Saediman et al., 2024; Surni & Saediman, 2020). Respondents were asked to indicate their level of agreement with each statement on a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral (neither agree nor disagree), 4 = Agree, and 5 = Strongly Agree. This scale was used to quantify subjective perceptions.

To ensure the validity and reliability of the instrument, we conducted preliminary testing. Validity test was performed using the Pearson product-moment correlation on pilot data. Reliability was assessed using Cronbach's alpha for each multi-item scale. The results indicated that all constructs had Cronbach's alpha values greater than 0.60, which is above the commonly accepted threshold for exploratory research.

Data Processing and Analysis

Completed questionnaires were checked for completeness and then coded for analysis. The Likert-scale responses (1 to 5) were treated as ordinal data initially. Because multiple linear regression assumes interval or ratio data for independent variables, we transformed the ordinal Likert data into an approximate interval scale using the Method of Successive Interval (MSI). This is a statistical technique that assigns interval values to ordinal responses based on their cumulative frequency distribution, thereby linearizing the scale. After transformation, we obtained interval-scaled scores for each variable by averaging the item scores (after MSI conversion) for that construct.

We conducted descriptive analysis to summarize the data for each variable. This included computing mean scores for attractiveness, accessibility, facilities, price, service quality, and visit interest. These descriptive results provided an initial sense of how the visitors rated the agrotourism site on each factor and their interest level. Additionally, we categorized the mean scores into qualitative categories (e.g., "high", "medium", "low" interest) based on certain cut-offs for interpretation (Mboe et al., 2024; Saediman et al., 2024; Surni & Saediman, 2020), although the primary analysis remained quantitative.

For hypothesis testing, we employed Multiple Linear Regression Analysis using SPSS software. The regression model is specified as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon,$$

Where:

- Y = Visit Interest (the dependent variable),
- β_0 = constant (intercept),
- $\beta_1, \beta_2, \dots, \beta_5$ = regression coefficients for each independent variable,
- X_1, \dots, X_5 = Attractiveness, Accessibility, Facilities, Ticket Price, and Service Quality respectively,
- ε , = error term (residual).

Before interpreting the regression results, we performed the standard classical assumption tests to validate the model, namely normality, multicollinearity, and heteroscedasticity tests. Given the assumptions were adequately met, we proceeded with the regression analysis. We evaluated the results by looking at the F-test for the overall model significance, the R-squared

(R²) value for goodness of fit, and the t-tests for the significance of individual coefficients. We established a significance level (α) of 0.05 for hypothesis testing. Thus, if $p < 0.05$, we reject the null hypothesis (no effect) in favor of the alternative that there is a significant effect (Amalia et al., 2025).

RESULT AND DISCUSSION

Descriptive Statistics of Variables

Before examining the regression outcomes, it is useful to consider the descriptive statistics of each research variable as rated by respondents. On a scale of 1 to 5, the mean score for Visit Interest (Y) was approximately 4.20, indicating that overall interest in visiting the agrotourism site was high among the surveyed visitors. This suggests that most respondents expressed agreement that they were interested in visiting (and in fact, they were visitors or potential revisitors themselves by virtue of being on site). For the independent variables, the mean scores were as follows: Attractiveness 4.30 (very high, implying the site's natural and activity appeal was rated very positively), Accessibility 4.10 (high, indicating most found the site reasonably easy to reach), Facilities 3.80 (slightly above neutral, some respondents saw room for improvement in amenities), Ticket Price 4.40 (very high, suggesting that visitors generally found the ticket price affordable and fair for the experience), and Service Quality 4.15 (high, reflecting satisfaction with service elements such as staff and information). These descriptive results mean that visitors being already on site have favorable views of the destination across these factors, which is expected to correlate with their interest level.

Regression Analysis Results

The multiple linear regression was run with visit interest (Y) as the dependent variable and the five factors (X₁-X₅) as independent variables. Table 1 presents a summary of the regression coefficients and significance levels for each predictor:

Table 1. Regression Coefficients for Factors Influencing Visit Interest

Predictor (Variable)	Unstandardized B	Standard Error	Standardized β	t-value	p-value
(Constant)	-0.502	0.449	-	-1.117	0.275
Attractiveness (X ₁)	0.538	0.093	0.538	5.798	0.000**
Accessibility (X ₂)	0.251	0.080	0.242	3.140	0.004**
Facilities (X ₃)	0.290	0.082	0.284	3.531	0.002**
Ticket Price (X ₄)	-0.205	0.088	-0.179	-2.338	0.028*

Service Quality (X ₅)	0.288	0.092	0.283	3.129	0.005**
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Notes: Dependent Variable = Visit Interest (Y). Significance levels: $p < 0.05^*$, $p < 0.01^*$

From Table 1, we observe that all five independent variables have p-values below 0.05, which means each has a statistically significant effect on visit interest at the 5% significance level. This provides an affirmative answer to our first research question that attractiveness, accessibility, facilities, ticket price, and service quality each significantly influence visitors' interest in visiting the agrotourism destination. In other words, the hypothesis that each factor has a partial effect is supported for all five variables.

Looking at the coefficient signs and magnitudes:

- Attractiveness (X₁): $B = 0.538$, $\beta = 0.538$, $p < 0.001$. This indicates a strong positive impact. The standardized coefficient ($\beta = 0.538$) is the largest among the predictors, suggesting that attractiveness is the most influential factor in explaining variations in visit interest when other factors are held constant. The highly significant t-value ($t = 5.798$) underscores the robustness of this effect.
- Accessibility (X₂): $B = 0.251$, $\beta = 0.242$, $p = 0.004$. Accessibility has a positive effect as well. While its unstandardized coefficient (0.251) is smaller than that of attractiveness, it is still meaningful. The standardized β of 0.242 indicates that among the factors, accessibility has a moderate impact on visit interest, other things being equal.
- Facilities (X₃): $B = 0.290$, $\beta = 0.284$, $p = 0.002$. Facilities also show a significant positive relationship with interest. The standardized effect size is $\beta = 0.284$, very comparable to service quality (and the second largest after attractiveness). This implies that improving facilities could have a notable impact on raising visitor interest.
- Ticket Price (X₄): $B = -0.205$, $\beta = -0.179$, $p = 0.028$. This is the only factor with a negative coefficient, consistent with our expectation that higher prices discourage interest. The result confirms a significant inverse relationship: as the perceived appropriateness/affordability of the ticket price decreases (or as actual price increases), the interest in visiting declines. Conversely, keeping ticket prices affordable contributes positively to visit interest.
- Service Quality (X₅): $B = 0.288$, $\beta = 0.283$, $p = 0.005$. Service quality has a significant positive effect on visit interest. The standardized coefficient ($\beta = 0.283$) is on par with that of facilities, indicating a substantial influence. High service quality can boost visitors' desire to come (or come back) to the destination. Tourists value assurance that they will be treated well and have their needs met, which can be a deciding factor for visits.

The F-test for overall model yielded $F = 30.329$ with $p < 0.001$. This confirms that the regression model as a whole is statistically significant, meaning that the five factors jointly have a significant effect on visit interest. In other words, at least one of the predictors is related to the outcome, and the model provides a better fit than a null model with no predictors.

The model's R-Squared (R^2) value is 0.863 (with an adjusted R^2 of 0.835). This R^2 of 0.863 indicates that approximately 86.3% of the variance in visitors' interest to visit the agrotourism site is explained by the five independent variables in our model. The adjusted R^2 (83.5%) is slightly lower, which accounts for the number of predictors relative to sample size, but still very high. There remains about 13.7% of variance unexplained, which could be due to other factors not included or simply random variation and measurement error.

Overall, the regression results support all our hypotheses that each factor has a significant partial effect, and together they significantly influence visit interest. The standardized coefficients suggest that Attractiveness appears to be the most influential factor, followed by Facilities and Service Quality (nearly tied), then Accessibility, and finally Ticket Price. However, it is important to note that these factors are interrelated in practice. For example, a beautiful attraction can be undermined by poor access or service, and a great service might not draw people if the attraction itself is weak.

Influence of Attractiveness on Visit Interest

The finding that destination attractiveness significantly boosts visitor interest is unsurprising yet critical. It reinforces the core idea that the primary draw for tourists is the appeal of what they will see and experience. In our study, the agrotourism site's attractions (the scenery, the unique fruit-picking activity, the overall environment) clearly play a vital role in stimulating tourist interest. Respondents acknowledged that the more attractive and unique the offerings of Agrowisata California Cialam Jaya, the more it heightened their desire to visit. This aligns with the notion from Mulyati & Masruri (2019) that one of the key factors influencing the decision to visit a destination is the attractiveness it offers. They found that in the context of Bukittinggi, the more interesting or appealing a tourist object is, the higher the tendency for tourists to be interested in visiting. Our results mirror that understanding: California Cialam Jaya's attractive features, such as its lush organic garden landscape and the novelty of picking papaya and other fruits directly from the tree, likely generated considerable interest and word-of-mouth, drawing people who seek those experiences.

The significant role of attractiveness is also supported by Hasibuan (2025), who reported a positive and significant effect of tourist attraction on visit interest at a tourism park in North Sumatra. The implication is that investing in enhancing the core attractions of the agrotourism site can pay off in greater visitor numbers. This could involve developing more interactive farm activities, maintaining the scenic beauty, and perhaps adding attractive supplementary features like small petting zoos or flower gardens. It is also about communicating the attractiveness. Marketing efforts should highlight what is unique and visually appealing about the site to spark interest among potential visitors.

Our findings are consistent with broader tourism literature, including international studies like Chaudhary & Islam (2020) who found that destination attractiveness has a direct positive influence on tourists' satisfaction and their future travel intentions. Tourists often choose destinations based on how

attractive they perceive them to be. For agrotourism, combining the appeal of nature with the allure of agricultural experiences provides a multifaceted attractiveness that can target both nature lovers and those looking for educational leisure.

Influence of Accessibility on Visit Interest

Accessibility was found to have a significant positive effect on interest, confirming that ease of access is indeed a facilitator of tourism demand. In practical terms, this means that the more conveniently people can reach the agrotourism location, the more likely they are to be interested in visiting. In our case, even though the site is a rural destination, it is reachable by car or motorcycle in under an hour from the nearest city, and respondents generally felt the accessibility was good. Features like clear directional signs, a relatively smooth road, and manageable travel time likely contributed to higher interest.

The importance of accessibility is echoed by theoretical perspectives such as those by Kotler & Keller (2016) who describe accessibility as an element of the destination mix that can either enable or inhibit travel. Without adequate accessibility, even interested tourists might postpone or cancel trips due to the inconvenience or uncertainty of reaching the place. Our findings show that respondents recognized the site's accessibility (e.g., "the location is easy to reach, roads are in decent condition, travel time is reasonable") as a factor that positively influenced their decision to come. This aligns with Ovitari (2019), who found a positive influence of accessibility on tourist visits to a similar agricultural tourism site.

Despite the generally positive rating of accessibility, the local government and managers should not become complacent. Accessibility can be further improved, for example, by maintaining road quality, adding or updating signage on the route, and possibly offering shuttle services during peak seasons. From the data, it appears that visitors appreciate that the journey to the site is "easy and comfortable", which is exactly what Hapsara & Ahmadi (2022) stressed that smooth accessibility provides a sense of safety and comfort that encourages tourism. Continual efforts, such as ensuring Google Maps information is accurate and providing parking facilities at the site, also enhance perceived accessibility.

Influence of Facilities on Visit Interest

Facilities emerged as a significant contributor to visit interest, underlining those tourists value the amenities and comfort available at a destination. Our respondents indicated that the availability of good facilities at Agrowisata California Cialam Jaya (such as the lodging villas, rest areas, toilets, etc.) positively affected their interest in coming. Tourists likely feel more confident visiting a rural or farm-based destination when they know basic needs will be met, such as having a place to rest, eat, pray, or use clean restrooms. The presence of the mini-villas not only adds to the aesthetic appeal but also provides functional value.

Our result is in line with Nurbaeti et al. (2021) who highlighted that adequate tourist facilities fulfill visitor needs and thereby can attract tourists to visit. Additionally, it supports findings by Ovitari (2019) who noted that better facilities were associated with higher visitation in an agrotourism context.

This suggests a clear message that to boost and sustain visitor interest, continual investment in facilities is needed. For the agrotourism site, this might include increasing the number of amenities, maintaining current facilities in clean and working order, and possibly expanding facilities as visitor numbers grow (like adding more picnic tables, expanding parking, or improving on-site eateries).

In the context of the visitor experience journey, good facilities contribute to positive on-site experiences, which in turn lead to satisfaction and positive word-of-mouth. Even if facilities were not the top factor for initial interest, they could become crucial for repeat visits and recommendations, which indirectly fuels future interest from new visitors.

Influence of Ticket Price on Visit Interest

The analysis confirmed that ticket price has a significant negative relationship with visit interest, which is logically consistent: as the perceived cost increases, interest tends to decrease. The negative coefficient in our results means that higher (or less affordable) ticket prices would deter some visitors. Conversely, the current pricing of the agrotourism (which was generally viewed as affordable by respondents) contributes positively to their interest in visiting. In fact, the descriptive data indicated visitors found the price very reasonable (mean score 4.4 on “ticket price is affordable”), which likely helped encourage their decision to come.

This finding is in line with fundamental economic principles and tourism pricing studies. Dumadi et al. (2021) articulated that the relationship between price and interest is akin to that between price and purchase intention. If price goes up, interest goes down; if price is fair or “value for money,” interest goes up. Our data support that contention, highlighting that management should be cautious in how they price the experience. Even though price had the smallest beta among factors in our model, it is still a significant factor, especially for price-sensitive groups such as students or large families. Nurdiana & Santoso (2023) also found ticket price to significantly affect tourists’ intention to visit a local attraction, reinforcing that competitive pricing is a must for local destinations.

In practical terms, Agrowisata California Cialam Jaya’s management appears to have set a ticket price that visitors consider a bargain or at least appropriate for what they get. This is a strength that should be maintained. It might be tempting to increase ticket prices to raise revenue as popularity grows, but our results caution that any substantial increase could dampen interest levels. A strategy of keeping the base entrance fee moderate and generating additional revenue through optional activities or product sales might be wiser than steep entry fees that could turn visitors away.

Influence of Service Quality on Visit Interest

Service quality was found to significantly influence visit interest, affirming that the human and service aspects of the tourist experience matter even at the intention stage. Visitors in our sample likely formed impressions of service quality from the information they got, the ease of communication, and from the on-site service at the gate, with guides, etc. Those who perceived that

Agrowisata California Cialam Jaya provides high-quality service showed higher interest in visiting.

This result is consistent with studies in service-driven sectors of tourism. Even though one might think that interest to visit is mostly about the attraction itself, tourists today often read reviews or hear from others about how well a place is managed and how visitors are treated. Ayu Bakti et al. (2023) found that service quality positively affects tourists' interest in an educational tourism setting. It suggests that even before experiencing the service firsthand, potential visitors are influenced by the reputation or initial encounters of service quality. For example, a prompt and polite response to a phone inquiry or a well-organized ticketing system can increase someone's inclination to go. Conversely, reports of rude staff or poor management can dissuade potential visitors.

In the case of our agrotourism site, the significant role of service quality could also be connected to the fact that part of the draw is educational or guided experiences (e.g., learning about organic farming). If knowledgeable and engaging guides are present, visitors anticipate a richer experience, hence they are more interested in coming. On-site service touches like offering farm tours, explaining the planting processes, helping visitors pick fruit safely, or even simple hospitality gestures (welcome greetings, tea tasting sessions, etc.) all contribute to perceived quality.

Combined Influence and Managerial Implications

Importantly, our study demonstrates that the five factors together have a significant simultaneous effect on visit interest. This means that it is not just any single factor, but the combination of an attractive, accessible, well-facilitated, affordable, and well-serviced destination that creates the strongest pull for tourists. For California Cialam Jaya Agrotourism, the findings suggest a strategic focus on maintaining a balanced excellence across all these aspects. The management and local authorities should continue to enhance the site's attractiveness (through conservation and creative development of agri-tourism activities), ensure roads and access are good, improve and expand facilities, keep prices reasonable, and uphold high service quality.

The synergy of these factors can produce a compelling value proposition: a highly attractive destination that is easy to get to, comfortable to stay at, affordable to enjoy, and provides excellent service. Such a combination is likely to not only increase the number of visitors but also their satisfaction, leading to repeat visits and recommendations which would sustain interest and growth in the long term. A synergy of attractive features, easy access, good facilities, reasonable price, and quality service will lead to a marked increase in visitor interest.

Moreover, this comprehensive approach aligns with sustainable tourism principles: by focusing on quality and visitor satisfaction, the destination can achieve a positive reputation and potentially implement controlled growth strategies. Since agrotourism often involves community participation (farmers, local residents), service quality and local hospitality become part of the unique experience that can differentiate this destination from others.

It is also beneficial to compare our findings with some earlier studies in similar domains. For example, Novitaningtyas et al. (2022), researching a rural tourism area in Borobudur, found that not all factors uniformly influenced interest. In their case, attraction did not significantly affect interest while service quality did. This divergence underscores that context matters; in our study, attraction is key (likely because the site's core concept is attractive), whereas in theirs perhaps attraction was considered given and variance came more from service and trust factors. Another study by Simarmata & Ilvira (2025) on a fruit garden tourism in North Sumatra found factors like accessibility, cleanliness, and safety influenced visit interest. Cleanliness and safety could be seen as part of facilities and service quality, which we also indirectly cover. Thus, our comprehensive approach encapsulates those concerns as well. Essentially, our results resonate with the broad consensus that a mix of destination attributes and service elements drive tourist interest.

CONCLUSIONS AND RECOMMENDATIONS

This study investigated the effects of five factors (attractiveness, accessibility, facilities, ticket price, and service quality) on visitors' interest in visiting the California Cialam Jaya Agrotourism destination in Southeast Sulawesi, Indonesia. The study concluded that all five factors significantly influence visitor interest, both individually and collectively. Attractiveness of the destination emerged as a paramount driver; the unique and appealing features of the agrotourism site (such as its natural beauty and interactive farm experiences) play a crucial role in motivating tourists to visit. Accessibility was also important; ease of access and comfortable travel to the site significantly increased the likelihood of visitation. Adequate facilities and infrastructure at the destination were found to enhance visitor interest by providing comfort and meeting tourists' needs during their visit. The ticket price factor showed a negative relationship with interest; the affordable pricing of the destination has been instrumental in attracting visitors, whereas higher prices would likely deter them. Finally, service quality significantly influenced interest, underscoring that good service, hospitality, and a satisfying customer experience are key incentives for tourists.

In combination, these factors account for approximately 86% of the variance in visit interest, indicating a strong model. This confirms that providing an attractive attraction, ensuring easy access, offering good facilities, keeping prices reasonable, and delivering high-quality service collectively create a compelling proposition that drives tourists' interest in visiting the agrotourism site.

For the management of California Cialam Jaya Agrotourism and similar destinations, the results highlight key areas of focus: (1) continually develop and maintain the attractiveness of the site, (2) ensure the accessibility remains good or improves, (3) invest in facilities and amenities that enhance comfort, (4) keep the ticket price at an affordable level, and (5) maintain high service quality through staff training and customer service standards.

Limitations: The sample size was relatively small, and all respondents were actual visitors. The use of accidental sampling means the sample may not be

fully representative of the broader tourist population. Additionally, the study was cross-sectional, capturing perceptions at one point in time; visitor interest and factor evaluations might change seasonally or as the destination evolves. Finally, other factors like promotion, destination image, personal motivation, or external circumstances were not included and could play a role in tourist decision-making.

FURTHER STUDY

Future researchers should consider incorporating other factors such as promotion/marketing, destination image, word-of-mouth, and visitor satisfaction into the analytical model. Future studies would benefit from a larger sample size for more robust statistical power. Moreover, collecting data from potential visitors (not just those on-site) could capture perceptions of those who have not yet visited. Since agrotourism is closely linked with sustainable and community-based tourism, future research might also consider outcomes beyond visit interest, such as the impact on visitor satisfaction, loyalty (revisit intention) or even community benefits. Additionally, exploring visitor interest in relation to sustainability perceptions could add an interesting dimension, which aligns with modern trends in responsible tourism.

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