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Analysis of Service Quality on Visitor Satisfaction at California Cialam Jaya Agrotourism Site, Tanea Village, Konda Subdistrict, South Konawe Regency

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Abstract

This study aims to analyze the quality of service on visitor satisfaction at California Cialam Jaya Agrotourism, Tanea Village, Konda District, South Konawe Regency. This study uses a quantitative descriptive method with the Importance Performance Analysis (IPA) approach. The research sample consisted of 44 respondents obtained through accidental sampling techniques. Data were collected through distributing questionnaires that measured five dimensions of service quality, namely: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. The results of the study indicate that the level of satisfaction with the performance of the quality of service of Agowisata California Cialam Jaya is in the "good" category with an average of 89.90% because it shows that most visitors are satisfied with the quality of service provided, but there are still several attributes and there are service attributes that are included in Quadrant III in the Cartesian Diagram which show low priority both in terms of importance and performance. This indicates that although these attributes are not the main concern of visitors, the quality of service still needs to be improved gradually to prevent potential dissatisfaction in the future and maintain consistency in improving the quality of service as a whole

Keywords: ***Service Quality, Visitor Satisfaction, Agrotourism, Importance-Performance Analysis (IPA).***

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INTRODUCTION

In the increasingly competitive tourism industry, service quality has become one of the key factors determining the success of a tourist destination. Good service quality creates a positive experience for visitors, thereby increasing their satisfaction levels. Visitor satisfaction is a crucial indicator in assessing the success of a tourist attraction's management, as satisfied visitors are more likely to return, recommend the destination to others, and build a positive image of the destination. Priyanto and Mahfud (2019) emphasize that satisfaction is an added value that can increase revenue and business sustainability. In line with this, Sholeha et al. (2018) state that optimal service quality can foster visitor loyalty toward the products or services offered.

The concept of service quality can generally be measured through five main dimensions known as the SERVQUAL model: tangible (physical evidence), empathy, responsiveness, reliability, and assurance. According to Buchari Alma, these five dimensions are key elements in assessing service quality from the consumer's perspective. Service quality assessment must be oriented toward visitors' perceptions, not solely based on the management's perspective. Thus, improving service quality becomes a key strategy in maintaining visitor satisfaction and achieving the long-term success of a tourist destination.

One form of tourism that is rapidly developing in Indonesia is agrotourism, which combines the agricultural sector with recreational and educational activities. Agrotourism offers a unique experience for tourists through direct interaction with the agricultural environment, such as picking fruit, learning about crop cultivation processes, and enjoying the serene natural surroundings. In South Konawe Regency, the potential for agrotourism development is immense, as the region boasts abundant natural resources and a variety of attractive tourist destinations.

One of the premier destinations in the area is the California Cialam Jaya Agrotourism site. This tourist attraction is managed by the PTM Syariah Group, spans approximately 14.5 hectares, and adopts a modern agricultural concept centered on millennial farmers. This agrotourism destination offers various attractions, such as an organic fruit garden, activities like picking fruit directly from the trees, a fishing area, sports fields, archery, horseback riding, hiking trails, a playground, as well as supporting facilities like mini villas, a prayer room, and a communal kitchen. Its strategic location, just about 24.6 kilometers from Kendari City, makes this destination easily accessible to tourists.

Despite its great potential, visitor data for the California Cialam Jaya Agrotourism site shows fluctuations over the past three years. In 2022, the number of visitors reached 1,750,

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then dropped significantly to 1,062 in 2023, and rose again to 1,340 in 2024. These fluctuations indicate that visitor numbers have not yet stabilized. This situation may be influenced by various factors, one of which is the quality of service received by visitors. If the services provided meet or even exceed visitors' expectations, satisfaction levels will increase and have the potential to foster loyalty and boost future visitation numbers.

Several previous studies have demonstrated a strong relationship between service quality and visitor satisfaction. Mandalika et al.'s (2023) study at Japrifarm Agrotourism in Mataram City showed that the dimensions of tangible evidence and assurance significantly influence visitor satisfaction, contributing 55.9%. A study by Arofah et al. (2022) also found a gap between visitors' expectations and perceptions of service quality, with the tangible evidence dimension being the aspect with the highest gap. Meanwhile, Muflihah et al. (2022), using the SERVQUAL approach and Importance-Performance Analysis (IPA), demonstrated that the tangible dimension is the aspect most in need of attention in efforts to improve service quality. Another study by Rachmadi et al. (2018) confirms that service quality analysis can be used to identify service attributes that need to be prioritized for improvement.

Although various studies have examined the relationship between service quality and visitor satisfaction, research specifically highlighting service quality at agrotourism destinations in South Konawe Regency, particularly at the California Cialam Jaya Agrotourism site, remains relatively limited. Yet, as one of the premier agrotourism destinations in Southeast Sulawesi, evaluating service quality is crucial for supporting the destination's sustainable development. Furthermore, fluctuations in visitor numbers indicate the need for an in-depth analysis of the factors influencing visitor satisfaction.

Based on the above, this study is important to analyze the influence of service quality on visitor satisfaction at the California Cialam Jaya Agrotourism site. The research results are expected to provide theoretical contributions to the development of tourism management studies, particularly regarding service quality and visitor satisfaction, as well as offer practical recommendations for managers to improve service quality in order to foster visitor satisfaction, loyalty, and the sustainability of the tourism destination.

METHOD

This study was conducted at California Cialam Jaya Agrotourism, Tanea Village, Konda Subdistrict, South Konawe Regency, from December 2024 to May 2025. The research location was selected purposively as it is one of the premier agrotourism destinations in South Konawe Regency. The population for this study consists of all visitors to California Cialam Jaya

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Agrotourism during the 2022–2024 period, totaling 4,152 people. The sample was determined using non-probability sampling with the accidental sampling method, which involves selecting respondents who were coincidentally encountered at the research site and were willing to participate. The sample size was determined using the Slovin formula with a 15% margin of error, resulting in 44 respondents. The types of data used include primary and secondary data.

Primary data was obtained directly from visitors through observation, interviews, and the distribution of questionnaires, while secondary data was obtained from management, relevant agencies, and official publications such as the Central Statistics Agency. Data collection techniques involved conducting structured interviews with visitors and distributing questionnaires using a five-point Likert scale in the form of a checklist to measure respondents' perceptions of service quality and their satisfaction levels.

Data analysis used to address the research questions in this study employed the *Importance-Performance Analysis* (IPA) method. Data processing was conducted using statistical software to analyze the research data obtained via *SPSS Statistics*.

RESULTS AND DISCUSSION

Visitor satisfaction significantly impacts the progress of California Cialam Jaya Agrotourism because if visitor satisfaction is neglected, the consequence will be a decline in visitor numbers. Dissatisfied visitors may also influence others not to return due to their negative experiences. Visitor satisfaction is detailed in the following subsection.

Visitor Satisfaction at California Cialam Jaya Agrotourism

The IPA method was used to measure the extent to which the performance of California Cialam Jaya Agrotourism employees meets visitor expectations in satisfying visitors. The *Importance Performance Analysis* (IPA) method was conducted by calculating the total service performance score and visitor expectations/importance levels at California Cialam Jaya Agrotourism. Next, the values of X (average performance score) and Y (average importance score) were calculated and plotted on a Cartesian diagram using SPSS software.

Levels of Visitor Satisfaction at Agrowisata California Cialam Jaya

A suitability analysis was conducted to assess the quality of service performance at California Agrotourism, specifically to identify attributes that need to be maintained or improved. Meanwhile, improvement priorities were determined using a Cartesian diagram; the

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attributes requiring the most improvement and the average suitability scores are shown in Table 1.

Table 1 Calculation of the Suitability Level of Service Attributes at California Agrotourism, Cialam Jaya

No. Attribute	Conformity Level
A1	100
A2	85.8
A3	80.5
A4	76.3
A5	99.3
A6	80.1
A7	84.9
A8	94.9
A9	95.4
A10	94.1
A11	89.1
A12	82.9
A13	89.5
A14	90.1
A15	97.8
A16	94.8
A17	87.1
A18	89.1
A19	95.3
A20	93.4
A21	93.1
A22	91.4
Average	**89.90**

Source: processed primary data, 2025

Based on Table 1, the level of alignment between service performance and visitor importance levels at Agrowisata California Cialam Jaya reached an average of 89.90%, which falls into the "good" category. This value indicates that the services provided have met visitors'

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expectations. This finding aligns with the SERVQUAL theory proposed by A. Parasuraman et al. (1988), which states that service quality is determined by the gap between consumer expectations and perceptions; the smaller the gap , the higher the perceived service quality. This high level of conformity indicates that the five dimensions of service quality—namely, tangibles, reliability, responsiveness, assurance, and empathy—have been well fulfilled by the management. These research findings are also consistent with those of Wulandari et al. (2018) at Agrowisata Amanah, which achieved a 93% level of alignment, indicating that service attributes with high alignment need to be maintained as they reflect the managers' success in meeting visitors' needs and expectations. Thus, the high level of conformity at Agrowisata California Cialam Jaya confirms that the management has been able to provide quality service, create satisfaction, and strengthen the destination's positive image and appeal in the eyes of visitors.

Level of Service Quality Relative to Agrotourism Visitor Satisfaction

According to Bilson Simamora (2003), performance is a measure of an organization's success in achieving its mission, reflected through a combination of ability, effort, and opportunity in producing optimal performance over a specific period. This performance can be assessed through several elements, such as the quantity of work output, the quality of results, attendance rates, and the ability to collaborate. In the context of this study, service quality performance serves as the basis for evaluating to what extent each service attribute has met the standards expected by visitors. The average score for each attribute is used as a reference to determine the level of importance and assess whether the quality of service provided falls into the "good" category. Subsequently, these assessment results are compared with the overall average score of all attributes to determine the performance level and importance of services at Agrowisata California Cialam Jaya. Complete data regarding respondents' assessments of service quality performance are presented in Table 2.

Table 2 Results of Respondents' Assessments of Service Quality Performance Attributes at Agrowisata California Cialam Jaya

No	Attribute	Score (%)	Performance
A1	Availability of water park facilities and sports facilities	100	Excellent
A2	Cleanliness within the California agrotourism environment	85.8	Good
A3	Availability of adequate trash bins	80.5	Good
A4	Availability of adequate toilets	76.3	Good
A5	Availability of photo spots	99.3	Very Good

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A6	Availability of adequate parking	80.1	Okay
A7	The presence of places of worship and religious paraphernalia	84.9	Good
A8	Availability of food establishments (eateries)	94.9	Very Good
A9	Neatly dressed staff	95.4	Very Good
A10	Service provided as promised	94.1	Very Good
A11	Demonstrates reliability in providing prompt service to	89.1	Very Good
A12	Staff are responsive in handling visitor requests	82.9	Good
A13	Providing visitors with complete and clear information	89.5	Very Good
A14	Staff respond quickly to visitors' difficulties	90.1	Very Good
A15	Visitors do not have to wait too long to purchase tickets	97.8	Very Good
A16	Feeling comfortable at the tourist attraction	94.8	Very Good
A17	Feeling safe at tourist attractions	87.1	Very Good
A18	Safety at tourist attractions is guaranteed	89.1	Very Good
A19	The location of the tourist attraction is not dangerous	95.3	Very Good
A20	Staff serve visitors with sincerity	93.4	Very Good
A21	Employees serve visitors with a polite and courteous attitude	93.1	Very Good
A22	The service provided meets expectations	91.4	Very Good

Source: processed primary data, 2025

Based on Table 2, visitor satisfaction with service quality performance at Agrowisata California Cialam Jaya achieved an average score of 89.90%, which falls into the "good" category. This score indicates that the majority of visitors are satisfied with the services provided by the management. Therefore, the level of service quality achieved must be maintained and even improved to ensure that visitor satisfaction remains high. From a service marketing perspective, Philip Kotler and Kevin Lane Keller (2016) state that customer satisfaction is determined by the degree of alignment between expectations and perceived performance. When service performance meets or even exceeds expectations, customers will experience high satisfaction. In the context of agrotourism, this is particularly important because satisfaction stems not only from the functional aspects of service but also from the recreational and emotional experiences gained during the visit.

In line with this, Richard L. Oliver (1997) explains that customer satisfaction is the result of a comprehensive evaluation of the service received in meeting needs, expectations, and perceived benefits. At agrotourism destinations, visitor satisfaction is shaped by a combination of adequate facilities, a comfortable environment, the quality of interactions with staff, and an enjoyable tourist atmosphere. Thus, the achievement of a score of 89.90% indicates that Agrowisata California Cialam Jaya is not only capable of practically meeting visitors' expectations but has also successfully created a meaningful, enjoyable, and memorable tourism experience.

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This serves as a key indicator that the quality of service provided is at an excellent level in supporting visitor satisfaction.

Performance and Importance Scores

Performance and importance scores are among the factors that must be considered when analyzing visitor satisfaction. The average performance and importance scores for California Cialam Jaya Agrotourism are shown in Table 3.

Table 3 Average Performance and Importance Scores of Respondents at California Cialam Jaya Agrotourism

No. Attribute	Performance Level	Importance Level
A1	3.75	3.72
A2	3.84	4.47
A3	3.56	4.43
A4	3.22	4.22
A5	3.70	3.72
A6	3.47	4.34
A7	3.72	4.38
A8	3.86	4.06
A9	3.79	3.97
A10	3.97	4.22
A11	3.93	4.40
A12	3.63	4.38
A13	3.88	4.34
A14	3.95	4.38
A15	4.04	4.13
A16	4.15	4.38
A17	4.20	4.56
A18	4.06	4.38
A19	4.22	4.43
A20	3.90	4.18
A21	4.25	4.56
A22	4.13	4.55
Total	**86.22**	**94.2**

Source: processed primary data, 2025

Table 3 shows that the average total performance score is 86.22 and the average total importance or expectation score is 94.2. The X-values represent the average performance scores

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for each attribute, which are then used as the x-axis. The Y1-values represent the average importance or satisfaction scores for each attribute, which are then used as the y-axis.

Cartesian- t Diagram

The Cartesian diagram serves as a framework for understanding visitor satisfaction as a function of expectations (*Importance* or level of importance) related to a specific attribute, as well as visitors' evaluations of the organization's performance. The Cartesian diagram is used to determine the level of visitor satisfaction—whether it falls in a position that requires improvement or one that should be maintained (Supranto, 2008).

The results of the levels of factors influencing visitor satisfaction will be described and divided into four sections within the Cartesian diagram. The location of each attribute in each quadrant of the Cartesian diagram is shown in Figure 1 below:

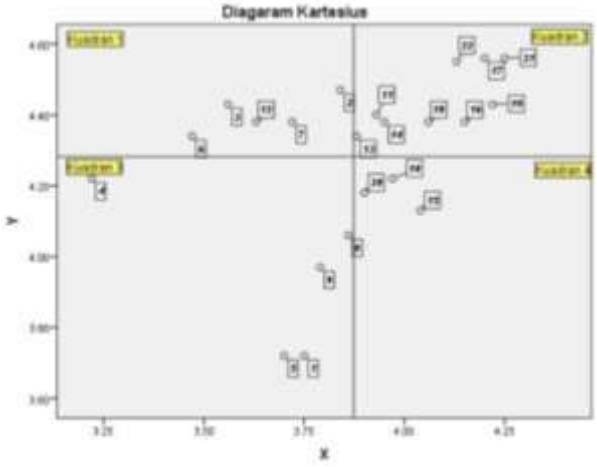


Figure 1. Cartesian Diagram

Figure 1 shows that there are five (5) attributes in Quadrant I, nine (9) attributes in Quadrant II, five (5) attributes in Quadrant III, and three (3) attributes in Quadrant IV. Each quadrant can be interpreted as follows:

1. Quadrant I (Improve Performance)

Quadrant I, or the performance improvement quadrant, is the top priority where visitors, as respondents, feel that the attributes in this quadrant are very important and have high expectations. The attributes or indicators included in this quadrant are as follows:

a) Cleanliness within the California Agrotourism environment (question 2)
b) Availability of adequate trash bins (question 3)

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c) Availability of adequate parking (question 6)
d) Availability of a place of worship and worship equipment (question 7)
e) Staff responsiveness in handling visitor requests (question 12)

Quadrant I indicates that there are four attributes from the Physical Evidence dimension and one attribute from the Responsiveness dimension. The attributes in Quadrant I are considered by respondents to already meet their expectations and thus should be maintained.

The attributes in this quadrant are crucial elements closely tied to visitors' perception and comfort while at the agrotourism site. For example, cleanliness and the availability of prayer facilities demonstrate respect for visitors from diverse backgrounds. Similarly, prompt responses from staff indicate proactive service. Therefore, managers must conduct regular reviews of facilities and service procedures to ensure visitor expectations are met to the fullest extent.

These findings are further supported by Sari and Ramadhani (2020) in their study at Salma Shofa Farm Agrotourism, where the attributes of staff responsiveness to visitors, cleanliness of public facilities, as well as the availability of parking and trash bins fall within Quadrant I. These attributes are considered very important in shaping the visitor experience, but they still do not fully meet expectations, so managers need to improve quality in these aspects.

2. Quadrant II (Maintain Performance)

Quadrant II, or the Maintain Performance quadrant, represents achievements that employees must continue to uphold based on visitors' evaluations as respondents. The attributes in this quadrant are considered important by visitors— , the respondents—and their performance is deemed satisfactory by visitors. The attributes or indicators included in this quadrant are as follows:

a) Demonstrating reliability in providing prompt service to visitors (question 11)
b) Providing visitors with complete and clear information to visitors (question 13)
c) Staff are responsive to visitors' difficulties (question 14)
d) Feeling comfortable at the tourist attraction (question 16)
e) Feeling safe at the tourist attraction (question 17)
f) The safety of the tourist attraction is guaranteed (question 18)
g) The location of the tourist attraction is not hazardous (question 19)
h) Staff serve visitors with a polite and courteous attitude (question 21)
i) The service provided meets expectations (question 22)

Quadrant II indicates that there is one attribute from the Reliability dimension, two attributes from the Responsiveness dimension, four attributes from the Assurance dimension,

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and two attributes from the Empathy dimension. The attributes in Quadrant II are considered by respondents to already meet their expectations and should therefore be maintained.

The attributes in this quadrant indicate the managers' success in providing services that meet visitors' expectations. Therefore, managers must consistently maintain the quality of these services, whether through regular employee training, improving public information that is easy to understand, or ensuring a safe and comfortable atmosphere at the agrotourism site for all visitors.

This aligns with research conducted by Ramadhan and Syafrida (2021) in the Bukit Lawang nature tourism area, where attributes such as a sense of safety, comfort, and staff friendliness were in Quadrant II, meaning they were deemed important and had been implemented well. The study recommended that managers maintain the service quality that has been positively evaluated by visitors to preserve the Agrotourism destination's positive image.

3. Quadrant III (Low Priority)

Quadrant III, or low priority, contains attributes that visitors consider less important and feel are excessive, yet their performance levels are not particularly outstanding. The attributes or indicators included in this quadrant are as follows:

a) Availability of water attractions and sports facilities (question 1)
b) Availability of adequate restrooms (Question 4)
c) Availability of photo spots (Question 5)
d) Availability of food stalls (Question 8)
e) Neatly dressed staff (Question 9)

Quadrant III is known to contain five attributes from the Physical Evidence dimension. Improving the attributes included in this quadrant may be reconsidered because their impact on the benefits expected by visitors is very small.

This finding is supported by the results of a study conducted by Putri and Hartono (2021) in the Agro Garden family tourist area. In that study, attributes such as photo spots, sports facilities, and the physical appearance of employees were also in Quadrant III, meaning visitors do not consider them particularly important. The researchers noted that although these elements can add value, their presence is not a primary factor in influencing visitor satisfaction. Therefore, improvements in these aspects can be implemented gradually, in line with budget availability and long-term needs.

4. Quadrant IV (Excessive)

Quadrant IV is the "Excessive" quadrant, indicating that, according to visitors, the performance of these attributes is already good and even tends to exceed expectations.

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However, visitors do not have high expectations for these service attributes, so there is no need to place excessive focus on them. Based on the analysis results, there are no attributes in this quadrant. The attributes or indicators included in this quadrant are as follows:

a) The service provided is in line with what was promised (question 10)
b) Visitors do not have to wait too long to purchase tickets (question 15)
c) Staff serve visitors with sincerity (Question 20)

Quadrant IV is known to contain one attribute from the Reliability dimension, one attribute from the Responsiveness dimension, and one attribute from the Empathy dimension. The attributes in Quadrant IV are considered not a top priority for visitors; however, they can still influence visitor satisfaction with the company's service management.

These results align with the study by Andriani and Prasetya (2021) conducted at the Kampung Flory educational tourism destination in Yogyakarta. In their study, attributes such as ticket purchase speed, adherence to service commitments, and the sincere attitude of staff also fall under Quadrant IV. These attributes are rated as having very good performance but are not among the aspects most prioritized by visitors. The researchers recommend that management maintain their quality but begin shifting focus and resources toward other attributes that have a greater impact on satisfaction.

Thus, it can be concluded that most service attributes at Agrowisata California Cialam Jaya fall into Quadrant III, the low-priority category. Attributes in this quadrant have relatively low levels of importance and performance according to visitor assessments. This indicates that while these attributes are not considered particularly important by visitors, their service quality is also not yet optimal. Therefore, although they are not the primary focus of improvement, the attributes in this quadrant still need to be addressed gradually to prevent dissatisfaction in the future and to continue supporting the overall improvement of service quality.

CONCLUSION

Based on the research findings regarding the analysis of service quality and visitor satisfaction at Agrowisata California Cialam Jaya, it can be concluded that visitor satisfaction falls into the "good" category with an average of 89.90%, and there are service attributes in Quadrant III of the IPA analysis that indicate low priority in terms of both importance and performance. This indicates that although these attributes are not the primary concern of visitors, service quality still needs to be improved gradually to prevent potential dissatisfaction in the future and maintain consistency in the overall improvement of service quality.

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Based on the research findings, it is recommended that the management of California Cialam Jaya Agrotourism continue to improve service quality, particularly in areas that visitors currently rate as merely adequate, such as environmental cleanliness, the availability of trash bins, prayer facilities, parking areas, and staff responsiveness in serving visitors. Additionally, support from the local government is essential through supportive policies, budgetary assistance, and technical training and guidance to promote the sustainable development of agrotourism. For future researchers, it is recommended to conduct a more in-depth study on service quality and its impact on visitor satisfaction using a broader range of variables or analytical methods.

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