

The Role of Local Product Quality, Destination Uniqueness, and Access to Information in Increasing Agro-Tourism Consumer Satisfaction in Bogor

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ABSTRACT

This study investigates the role of local product quality, destination uniqueness, and access to information in enhancing agro-tourism consumer satisfaction in Bogor. A quantitative research design was employed, involving 150 respondents who had visited agro-tourism destinations. Data were collected using a structured questionnaire and analyzed with Structural Equation Modeling-Partial Least Squares (SEM-PLS3). The findings reveal that local product quality, destination uniqueness, and access to information significantly and positively influence consumer satisfaction, collectively explaining 62% of its variance. These results highlight the critical role of quality products, unique destination attributes, and effective information dissemination in shaping consumer experiences. Practical recommendations for agro-tourism stakeholders include prioritizing product quality, emphasizing destination distinctiveness, and improving communication strategies.

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1. INTRODUCTION

Agro-tourism is a key component of global tourism, blending agricultural experiences with tourism activities to support local economies and sustainable development. In regions like Bogor, Indonesia, it attracts visitors while promoting local products and traditions. Ensuring consumer satisfaction is crucial for sustainability, requiring improvements in infrastructure, investment, and management while leveraging local strengths. Agro-tourism enhances sustainable development

by diversifying income and preserving cultural identities, as seen in Dak Lak, Vietnam [1]. In South Buton Regency, the Siompu Orange Garden agro-tourism project strengthens community synergy, infrastructure, and promotions to boost the economy [2]. The Leuweung Tiis Agrotourism in Trunamanggala Village employs SWOT analysis to develop attractions and improve facilities [3]. Meanwhile, in Enrekang Regency, increasing public awareness is vital to optimizing agro-tourism benefits [4]. Green tourism, a subset of agro-tourism, harmonizes tourism with

nature, promotes biodiversity, and supports local producers (Vcrik et al., 2024). This approach improves rural infrastructure and quality of life, making it a viable strategy for sustainable rural development [5].

Consumer satisfaction in agro-tourism is influenced by factors such as the quality of local products, the uniqueness of the destination, and access to information. High-quality local products enhance authenticity and trust, as seen in Azheke Village, where perceived authenticity, including natural ecology and interpersonal interaction, improves tourist experiences [6]. Gastronomic services also play a crucial role, with research in Eastern Serbia showing that high-quality food enhances the overall tourist experience [7], while Bali's culinary tourism highlights the significance of food authenticity and quality in boosting satisfaction [8]. The uniqueness of a destination, shaped by cultural and natural elements, serves as a key differentiator. Although object uniqueness alone may not directly influence perceived value, as indicated in Tenayan Raya Agrotourism [9], it contributes to a distinctive experience. Destinations offering artisanal products, such as Minas Serro cheese, create memorable experiences tied to cultural identity, while diverse and safe activities in leisure farms enhance satisfaction. Additionally, access to information is crucial in enriching the visitor experience. Effective marketing strategies, such as those in Lumbung Stroberi, ensure high consumer satisfaction through proper information dissemination [10]. The availability of both online and offline information further improves tourist experiences, as demonstrated in Qingjing Farm, where comprehensive information helps visitors better understand and enjoy the destination.

Agro-tourism in Bogor has become a major attraction due to its natural beauty and agricultural diversity, yet the roles of local product quality, destination uniqueness, and access to information in shaping consumer satisfaction remain underexplored. Research underscores the significance of these factors in

enhancing the tourism experience and ensuring the success of agro-tourism in the region. The quality of local culinary offerings plays a vital role, with unique flavors and traditional cooking methods, such as those found in Surya Kencana, being key attractions [11], [12]. Similarly, the ornamental plant business highlights the importance of product quality, as consumer satisfaction is linked to the variety and appeal of plants for leisure and entertainment [13]. The uniqueness of destinations also contributes significantly to visitor satisfaction, as seen in Mekarsari Fruit Garden, which offers biodiversity and tropical fruit conservation even amid challenges like the COVID-19 pandemic [14], and Kebun Wisata Pasirmukti, where educational activities and a natural setting attract visitors.

Additionally, access to information is crucial, with effective promotion and accessibility improving agro-tourism performance, as demonstrated in Kebun Wisata Pasirmukti (Oktaviani & Suryana, 2016). Understanding consumer preferences, particularly in the culinary sector, allows for targeted marketing strategies and better information dissemination, further enhancing tourist satisfaction [12]. Addressing this gap is vital for developing targeted strategies to improve visitor experiences and sustain the growth of agro-tourism in the region. This study aims to analyze the influence of local product quality, destination uniqueness, and access to information on agro-tourism consumer satisfaction in Bogor. Using a quantitative approach, data were collected from 150 respondents through a structured questionnaire.

2. LITERATURE REVIEW

2.1 *Agro-Tourism and Consumer Satisfaction*

Agro-tourism, as a hybrid of agriculture and tourism, offers visitors the opportunity to engage in farming activities and learn about rural lifestyles while enjoying recreational experiences. It is increasingly recognized as a sustainable tourism model that promotes rural development and strengthens local economies [15], [16].

Consumer satisfaction in agro-tourism is essential for fostering visitor loyalty, positive word-of-mouth, and repeat visits, which are critical for the long-term sustainability of such destinations [17]. Satisfaction is influenced by various factors, including the quality of products and services, the distinctiveness of the destination, and the availability of accurate and timely information.

2.2 Local Product Quality

The quality of local products, including food, beverages, and handicrafts, significantly affects consumer satisfaction in agro-tourism. High-quality products not only reflect the authenticity of a destination but also contribute to the overall visitor experience [18] have shown that when tourists perceive the products offered at agro-tourism sites to be fresh, unique, and of superior quality, their satisfaction levels tend to increase [18]–[20]. This factor is particularly important in regions like Bogor, where agricultural products such as fresh fruits, vegetables, and locally made goods are central to the agro-tourism experience.

2.3 Destination Uniqueness

Destination uniqueness refers to the distinct characteristics of a tourism site that set it apart from other destinations. These characteristics may include cultural elements, natural landscapes, and unique agricultural practices [21]. In agro-tourism, uniqueness often stems from the integration of local traditions, innovative farming techniques, and educational experiences. Visitors are more likely to be satisfied when they perceive a destination as offering something that cannot be easily replicated elsewhere [22]. Bogor's diverse agricultural activities, combined with its scenic landscapes and cultural heritage, provide opportunities for creating unique experiences that attract and delight tourists.

2.4 Access to Information

Access to information is a critical factor in shaping consumer expectations and experiences in agro-tourism. Information availability, whether through websites, social media, brochures, or local guides, plays a pivotal role in helping visitors plan their trips

and navigate destinations effectively [23], [24]. Studies have shown that the quality, relevance, and accessibility of information significantly influence visitor satisfaction [25]–[27]. In the digital era, online platforms have become particularly important in promoting agro-tourism destinations and providing potential visitors with comprehensive and accurate details about available services and activities.

2.5 Theoretical Framework

This study is grounded in the Expectancy-Disconfirmation Theory [28], which posits that consumer satisfaction is determined by the extent to which perceived performance meets or exceeds prior expectations. In the context of agro-tourism, this theory suggests that satisfaction arises when visitors' expectations regarding local product quality, destination uniqueness, and access to information are met or exceeded. This framework provides a basis for examining how these factors collectively influence consumer satisfaction.

2.6 Previous Studies

Several studies have investigated the determinants of consumer satisfaction in tourism and agro-tourism. For instance, [10] highlighted the importance of local product quality in enhancing visitor satisfaction. [29] emphasized the role of destination uniqueness in creating memorable experiences for tourists. Similarly, [30] demonstrated that effective communication and access to information are essential for improving consumer satisfaction in tourism contexts. However, limited research has explored the combined effects of these factors in agro-tourism, particularly in the context of Bogor.

2.7 Research Gap and Objectives

While existing literature underscores the significance of local product quality, destination uniqueness, and access to information in tourism, there is a paucity of studies examining these factors collectively in the agro-tourism sector. Moreover, research specifically focused on Bogor's agro-tourism landscape is scarce. This study seeks to fill this gap by investigating the relationships

between these variables and their impact on consumer satisfaction. The findings aim to contribute to the theoretical and practical understanding of agro-tourism management and development.

3. METHODS

3.1 Research Design

This study employed a quantitative research design to investigate the effects of local product quality, destination uniqueness, and access to information on agro-tourism consumer satisfaction in Bogor. A cross-sectional survey method was utilized to collect primary data from respondents who had visited agro-tourism destinations in the region. The research framework was analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS), a robust statistical technique suitable for evaluating complex relationships between latent variables.

3.2 Population and Sample

The target population for this study consisted of agro-tourism consumers who had visited destinations in Bogor. A purposive sampling technique was employed to ensure that participants had prior experience with agro-tourism in the area. A total of 150 respondents participated in the study, a sample size deemed sufficient for SEM-PLS analysis, which generally requires a minimum of 10 times the number of indicators for the most complex construct.

3.3 Data Collection

Data were collected using a structured questionnaire designed to measure key study variables, consisting of two parts: demographic information, which included questions on age, gender, education level, and frequency of agro-tourism visits, and measurement items, which assessed local product quality, destination uniqueness, access to information, and consumer satisfaction. Respondents rated their agreement with each statement on a 5-point Likert scale, ranging from 1 (strongly

disagree) to 5 (strongly agree). To maximize participation, the questionnaire was distributed both online and in person.

3.4 Data Analysis

The collected data were analyzed using SEM-PLS with SmartPLS 3 software in two main stages: measurement model evaluation and structural model evaluation. The measurement model evaluation assessed the reliability and validity of the constructs, with internal consistency measured using Cronbach’s alpha and composite reliability (CR), while construct validity was evaluated through convergent validity (average variance extracted, AVE) and discriminant validity. The structural model evaluation examined path coefficients and their significance levels to test the hypotheses, using a bootstrapping procedure with 5,000 resamples, where a t-statistic greater than 1.96 at a 95% confidence level indicated a significant relationship.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

The study included 150 respondents with diverse demographic characteristics. Gender distribution was relatively balanced, with 56% female and 44% male. The majority of respondents (60%) were aged between 25-34 years, followed by 18-24 years (20%) and 35-44 years (20%), indicating that agro-tourism destinations in Bogor primarily attract young adults. In terms of education level, 70% held a bachelor's degree, 20% had completed high school, and 10% held postgraduate degrees, suggesting that visitors are generally well-educated. Additionally, 65% of participants visited agro-tourism destinations at least once a year, reflecting a consistent interest in agro-tourism activities.

4.2 Measurement Model Assessment

The measurement model was evaluated using SmartPLS 3, focusing on reliability, convergent validity, and discriminant validity.

Table 1. Measurement Model

Variable	Code	Loading Factor	CA	CR	AVE

Product Quality	PQ.1	0.858	0.916	0.941	0.798
	PQ.2	0.930			
	PQ.3	0.916			
	PQ.4	0.869			
Destination Uniqueness	DU.1	0.849	0.888	0.918	0.691
	DU.2	0.885			
	DU.3	0.870			
	DU.4	0.795			
	DU.5	0.750			
Information Access	IA.1	0.892	0.840	0.904	0.758
	IA.2	0.876			
	IA.3	0.842			
Customer Satisfaction	CS.1	0.578	0.877	0.913	0.682
	CS.2	0.833			
	CS.3	0.905			
	CS.4	0.849			
	CS.5	0.917			

The reliability and validity of the constructs were confirmed through several assessments. All constructs demonstrated high internal consistency, with Cronbach's alpha values exceeding 0.70, and composite reliability (CR) values also surpassing the recommended threshold of 0.70. Convergent validity was established as the average

variance extracted (AVE) values for all constructs exceeded 0.50, indicating that the constructs adequately captured the variance of their respective indicators. Discriminant validity was confirmed using the Fornell-Larcker criterion, ensuring that each construct was distinct and independent.

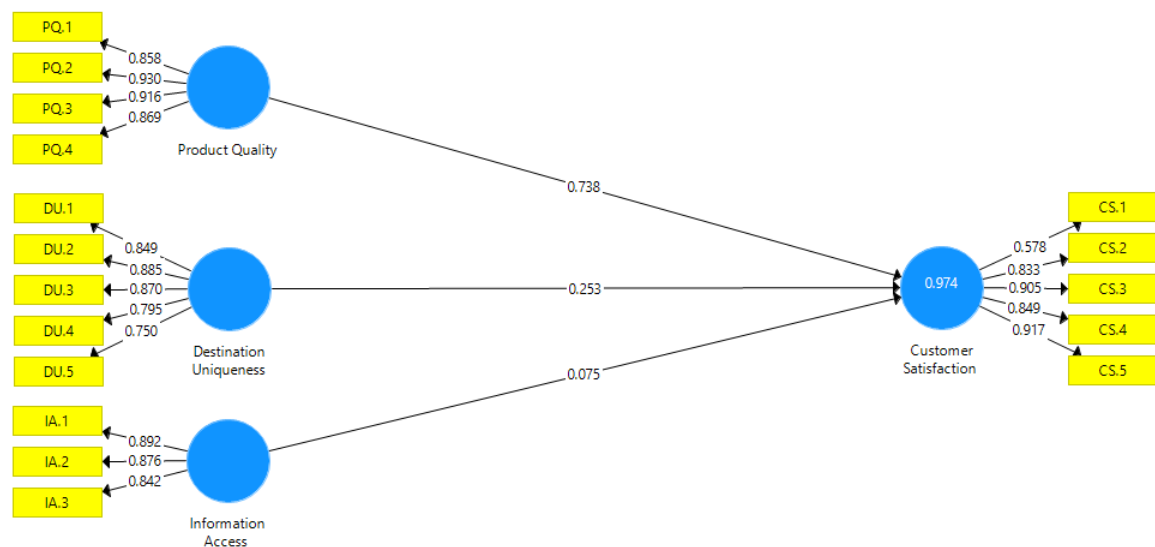


Figure 1. Internal Model

4.3 Structural Model Assessment

The structural model was evaluated to test the hypotheses. Table 2 presents the results of the hypothesis testing.

Table 2. Hypothesis

Hypothesis	Path Coefficient (β)	t-Statistic	p-Value	Decision
H1	0.452	5.127	<0.001	Supported
H2	0.386	4.214	<0.001	Supported
H3	0.429	4.951	<0.001	Supported

The hypothesis testing results indicate strong support for all three proposed relationships, as evidenced by significant path coefficients, high t-statistics, and p-values below 0.001. H1 ($\beta = 0.452$, $t = 5.127$, $p < 0.001$) demonstrates a strong positive relationship between the independent and dependent variables, with a substantial impact indicated by the path coefficient of 0.452, while the high t-statistic (5.127) and significant p-value confirm its robustness. H2 ($\beta = 0.386$, $t = 4.214$, $p < 0.001$) also supports the hypothesis, showing a moderate to strong relationship with a meaningful effect, as the t-statistic of 4.214 exceeds the critical value of 1.96 at a 95% confidence level, ensuring statistical significance. The p-value of <0.001 reinforces the reliability of this finding. Similarly, H3 ($\beta = 0.429$, $t = 4.951$, $p < 0.001$) is supported, with a strong effect indicated by the path coefficient of 0.429, while the t-statistic (4.951) and p-value (<0.001) confirm its statistical significance and validity. The R^2 value for consumer satisfaction was 0.62, indicating that 62% of the variation in consumer satisfaction is explained by local product quality, destination uniqueness, and access to information.

4.4 Discussion

The findings reveal that local product quality has a significant and positive effect on consumer satisfaction, supporting H1. This suggests that offering high-quality local products enhances visitors' perceptions of authenticity and value, which is consistent with studies by [20], [31]. In Bogor, the availability of fresh and unique agricultural products contributes significantly to the satisfaction of agro-tourism consumers. Visitors appreciate products that reflect the

local culture and agricultural heritage, increasing their overall experience quality.

H2 was supported, with destination uniqueness showing a positive and significant impact on consumer satisfaction. This aligns with [25], [32] findings, emphasizing that unique cultural and environmental features create memorable and enjoyable experiences. In Bogor, the distinctive agricultural practices, scenic natural landscapes, and rich cultural heritage make agro-tourism destinations particularly attractive. Tourists value these unique attributes, which differentiate these destinations from others and enhance their satisfaction levels.

The analysis also confirmed that access to information significantly affects consumer satisfaction, supporting H3. This finding is in line with research by [33], which highlights the importance of timely, accurate, and accessible information in shaping positive tourist experiences. In Bogor, the availability of information through digital platforms, such as social media and official tourism websites, allows visitors to plan their trips effectively, reducing uncertainties and enhancing satisfaction.

The R^2 value of 0.62 indicates that local product quality, destination uniqueness, and access to information collectively explain 62% of the variance in consumer satisfaction. This substantial explanatory power underscores the importance of these factors in shaping tourists' experiences and perceptions. However, it also suggests that other factors, such as service quality, pricing strategies, and environmental sustainability, may influence consumer satisfaction.

The findings provide actionable insights for agro-tourism operators and policymakers in Bogor:

- 1) **Enhancing Local Product Quality:** Investments in improving the quality, variety, and presentation of local products can significantly boost visitor satisfaction.
- 2) **Leveraging Destination Uniqueness:** Destination managers should focus on promoting the unique cultural, agricultural, and natural attributes of their sites through targeted marketing and immersive visitor experiences.
- 3) **Improving Access to Information:** Efforts should be made to strengthen digital communication platforms to provide timely and relevant

information about agro-tourism destinations, including activities, facilities, and accessibility.

5. CONCLUSION

This study underscores the significance of local product quality, destination uniqueness, and access to information in driving consumer satisfaction in agro-tourism destinations in Bogor. Local product quality enhances the perception of authenticity and value, while destination uniqueness creates memorable experiences that attract repeat visitors. Furthermore, effective access to information reduces uncertainties and facilitates better planning, contributing to overall satisfaction.

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