

INTISARI

Agrowisata menjadi bisnis agrikultur yang menjanjikan karena dapat menggerakkan beberapa akses atau memberikan dampak baik yang lebih luas. Salah satu komoditas yang berpotensi untuk menjadi agrowisata di Indonesia adalah cokelat dan kebun kakao. Kampung Cokelat Blitar berhasil mengembangkan fasilitas-fasilitas wisata yang menarik. Beberapa fasilitas tersebut antara lain pabrik cokelat, galeri cokelat, taman cokelat, dan tempat bermain anak. Penelitian ini bertujuan untuk menganalisis (i) pengaruh flywheel marketing (brand awareness, brand positioning, experience customer, exchange value) terhadap customer satisfaction di Kampung Cokelat Blitar (ii) pengaruh flywheel marketing (brand awareness, brand positioning, experience customer, exchange value) terhadap brand advocacy di Kampung Cokelat Blitar (iii) pengaruh customer satisfaction terhadap brand advocacy di Kampung Cokelat Blitar. Data dikumpulkan dari 150 wisatawan yang dipilih melalui incidental sampling dan diwawancarai menggunakan kuesioner. Structural Equation Modeling (SEM) digunakan untuk menguji hipotesis dengan menggunakan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (i) *customer experience* berpengaruh positif terhadap *customer satisfaction* (ii) *customer experience* berpengaruh positif terhadap *brand advocacy* (iii) *exchange value* berpengaruh positif terhadap *brand advocacy*. Penelitian ini menghasilkan tiga hipotesis yang berpengaruh dan sebanyak empat hipotesis yang tidak berpengaruh.

Kata Kunci: *flywheel marketing*, kepuasan konsumen, advokasi merek

ABSTRACT

Agrotourism is a promising agricultural business because it can drive several accesses or provide a wider good impact. One of the commodities that has the potential to become agrotourism in Indonesia is chocolate or cocoa plantations. Kampung Cokelat Blitar has succeeded in developing attractive tourist facilities. Some of these facilities include a chocolate factory, a chocolate gallery, a chocolate garden, and a children's playground. This study aims to analyze (i) the influence of flywheel marketing (brand awareness, brand positioning, experience customer, exchange value) on customer satisfaction in Kampung Cokelat Blitar (ii) the influence of flywheel marketing (brand awareness, brand positioning, experience customer, exchange value) on brand advocacy in Kampung Cokelat Blitar (iii) the influence of customer satisfaction on brand advocacy in Kampung Cokelat Blitar. Data was collected from 150 tourists who were selected through incidental sampling and interviewed using questionnaires. Structural Equation Modeling (SEM) is used to test the hypothesis using SmartPLS 4.0 software. The results of the study show that (i) *customer experience* has a positive effect on *customer satisfaction*, (ii) *customer experience* has a positive effect on *brand advocacy*, and (iii) *exchange value* has a positive effect on *brand advocacy*. This study produced three hypotheses that has effect and as many as four other hypotheses has no effect.

Keywords: *flywheel marketing*, consumer satisfaction, brand advocacy