

INTISARI

Penelitian ini mengkaji pengaruh persepsi kualitas, persepsi nilai, dan komponen Teori Perilaku Terencana (sikap, norma subyektif, dan kontrol perilaku yang dipersepsikan) terhadap niat kunjungan ulang di Agrowisata Boemisora. Penelitian ini bertujuan untuk mengkaji pengaruh persepsi kualitas dan persepsi nilai terhadap kepuasan pengunjung, serta dampaknya terhadap niat kunjungan ulang, dengan menggunakan pendekatan Teori Perilaku Terencana (TPB) yang mencakup dimensi sikap, norma subyektif, dan kontrol perilaku yang dipersepsikan. Pengumpulan data dilakukan dengan teknik survei menggunakan kuesioner daring yang disebarikan kepada responden. Sebanyak 236 responden berhasil didapatkan dengan 231 responden berhasil memenuhi kriteria untuk dapat diolah dan sebanyak 5 responden tidak dapat diolah karena tidak memenuhi kriteria. Data yang telah dikumpulkan dianalisis menggunakan metode Partial Least Square – Structural Equation Modelling (PLS-SEM) untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan bahwa persepsi kualitas dan persepsi nilai berpengaruh positif signifikan terhadap kepuasan pengunjung. Selanjutnya, sikap, kepuasan pengunjung, dan norma subyektif berpengaruh positif secara signifikan terhadap niat kunjungan ulang, sedangkan kontrol perilaku yang dipersepsikan tidak berpengaruh terhadap niat kunjungan ulang. Penelitian ini diharapkan dapat berkontribusi terhadap Agrowisata Boemisora dalam merumuskan strategi pengembangan dengan mempertimbangkan persepsi kualitas dan persepsi nilai untuk mendorong niat kunjungan ulang.

Kata kunci : Agrowisata, Persepsi Kualitas, Persepsi Nilai, Kepuasan Pengunjung, Niat Kunjungan Ulang, Teori Perilaku Terencana.

ABSTRACT

This study aims to determine the influence of perceived quality, perceived value, and components of the Theory of Planned Behavior (attitude, subjective norm, and perceived behavioral control) on revisit intention at Boemisora Agrotourism. The purpose of this research is to investigate the effects of perceived quality and perceived value on visitor satisfaction, as well as their impact on revisit intention, using the Theory of Planned Behavior (TPB) framework which includes the dimensions of attitude, subjective norm, and perceived behavioral control. Data were collected through an online survey using a structured questionnaire distributed to respondents. A total of 236 responses were collected, of which 231 met the eligibility criteria and were included in the analysis, while 5 were excluded. The collected data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method to test the research hypotheses. The results indicate that both perceived quality and perceived value have a significant positive effect on visitor satisfaction. Furthermore, attitude, visitor satisfaction, and subjective norm significantly influence revisit intention, while perceived behavioral control does not have a significant effect. This study is expected to contribute to the strategic development of Boemisora Agrotourism by emphasizing the importance of perceived quality and value in encouraging visitor revisit intention.

Keywords: Agrotourism, Perceived Quality, Perceived Value, Visitor Satisfaction, Revisit Intention, Theory of Planned Behavior