

MEDIATION OF PERCEIVED VALUE ON THE EFFECT OF SERVICE QUALITY AND OBJECT UNIQUENESS ON CUSTOMER SATISFACTION AT TENAYAN RAYA AGROTOURISM PEKANBARU

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Abstract: This research aims to analyze the influence of service quality and object uniqueness on perceived value and consumer satisfaction and then to analyze the role of perceived value as a mediator on the influence of service quality and object uniqueness on consumer satisfaction at Tenayan Raya Agrotourism. This research quantitative research by distributing questionnaires to visitors of the Tenayan Raya Agrotourism. The sample for this research consisted of 142 respondents. Data analysis uses the Structural Equation Model (SEM) with AMOS. The research results show that service quality has a positive and significant effect on perceived value, object uniqueness has an insignificant effect on perceived value, service quality has a positive and significant effect on consumer satisfaction, and object uniqueness has an insignificant effect on customer satisfaction. Then, perceived value is able to mediate the influence of service quality on consumer satisfaction, but it can't be able to mediate the influence of object uniqueness on customer satisfaction.

Keywords: Service quality, uniqueness, perceive value, satisfaction

1. Introduction

Agrotourism is a unique and growing sector within the broader tourism industry that combines agricultural activities with tourism experiences. It involves visitors travelling to rural or agricultural areas to immerse themselves in farming and rural life, often staying on farms, ranches, or rural properties. Agrotourism offers tourists a chance to connect with nature, learn about traditional farming practices, and experience the rural lifestyle while providing economic benefits to the local farming communities.

The primary goal of agrotourism is to bridge the gap between urban and rural life, promote sustainable agriculture, and create a deeper understanding of where food comes from. Visitors to agrotourism destinations can participate in a wide range of activities, such as picking fruits and vegetables, milking cows, shearing sheep, harvesting crops, and even learning about the production processes of various agricultural products like cheese, wine, and honey.

Agrotourism destinations vary widely, from working farms and vineyards to agro-ecotourism spots that focus on environmental conservation and wildlife preservation. The experiences offered often include farm tours, farm-to-table dining experiences, cooking classes, and

opportunities to interact with farm animals. Additionally, some agrotourism destinations provide accommodations ranging from rustic cabins and cottages to more luxurious farm stays. Shifting almost every city to the modern city makes agrotourism most popular. Modern cities are full of modern buildings, modern tourism and are crowded with settlements. Most of the city doesn't have land for agriculture, plantations, and farms. This also happens in Pekanbaru city, Riau Province, Indonesia. As a metropolitan city and the capital of Riau Province, with a population of 1.122 million, it doesn't have a lot of land to farm and agriculture. It's cause of people's longing for a rural atmosphere. Because of that, agrotourism has emerged in Pekanbaru to treat people's longing for a rustic atmosphere.

Based on Pekanbaru tourism service data, in 2022, there are eight agrotourism in Pekanbaru City, and agrotourism is the most tourist attraction in Pekanbaru. One of the agrotourism in Pekanbaru is Tenayan Raya Agrotourism. Tenayan Raya Agrotourism has a challenge to compete with the other agrotourism. One of the indicators to show Tenayan Raya Agrotourism is successful is the amounts of visitors. The past five years tend to decrease from 8031 visitors in 2016 to 5491 in 2022 (excluding Covid-19 in 2020-2021). The average decline in visitors to Tenayan Raya Agrotourism is 31.6%.

Decreases of visitors in Tenayan Raya Agrotourism cause of consumer satisfaction is still low. The result of a preliminary survey conducted on 20 visitors shows that 50 percent of respondents answered dissatisfied. Visitors are customers of Tenayan Raya Agrotourism, which must be satisfied. If customer satisfaction is ignored by management, Tenayan Raya Agrotourism business sustainability in the long-term period will be threatened.

According to Akram, Abbas, and Khan (2022), one of the ways to increase customer satisfaction is by improving service quality. Service quality is giving the service fit with the customer need. Özkan et al. (2020) declare that service quality has a significant and positive impact on customer satisfaction, good service quality will improve customer satisfaction. The other research conducted by Dam and Daam (2021) also proves that customer satisfaction is obtained by good service quality. But, other research shows a different result, Ibrahim and Thawil (2019) and Andalusi (2018) state that service quality has an insignificant impact on customer satisfaction.

Customer satisfaction is also affected by object uniqueness. According to Peranginangin et al. (2023) declare that object uniqueness has a significant and positive impact on customer satisfaction. Anshori et al. (2020) also state that customer satisfaction is affected by object uniqueness. However, Abosag et al. (2020) declare a different result and show that object uniqueness has an insignificant effect on customer satisfaction.

Because of inconsistencies in previous research results about the effect of service quality and object uniqueness on customer satisfaction. Therefore, this research proposes perceived value as a mediation variable. The reason for using perceived value as a mediation variable is because previous research shows that service quality has a significant impact on perceived value (Ge et al. 2021; Keshavarz and Jamshidi 2018; Suariedewi and Sulistyawati 2016). Object uniqueness also has a significant impact on perceived value (Liao, Chen, and Cai 2013). Then, perceived value has a significant effect on customer satisfaction (Akram et al. 2022; Maghfiroh 2017; Perwira, Yulianto, and Kumadji 2016).

The purposes of this research are to analyze the effect of service quality and object uniqueness on perceived value and customer satisfaction, analyze the impact of perceived value on customer satisfaction, and analyze the mediation effect of perceived value on influences service quality and object uniqueness on customer satisfaction.

2. Literature Review

Customer Satisfaction

Customer satisfaction is a form of customer needs, wants, and hopes can be fulfilled by a product or service (Dam and Dam 2021). Customers who are satisfied with the product or service will have the potential to use the product or service the next time, then make the customer loyal to the product and also make the customer talk to others about the product voluntarily. According to Özkan et al. (2020) customer satisfaction is an important thing in business competition; to win, an organization must focus on customer satisfaction. Organizations must be innovative to improve their product or services. Customers will evaluate when they use the product and compare the evaluation result and customer expectations while consuming (Özkan et al. 2020).

According to Saputra and Alwie (2015), indicators that use to estimate customer satisfaction are: (a) experience, indicating the customer experience while using the product or service from the organization, (b) expectation, indicating the evaluation from customer about the product or service whether that received match with expectation, (c) overall satisfaction, indicate the level of customer satisfaction toward product or service on the whole.

Service Quality

Service quality is every activity that is based on intangible and doesn't impact any ownership (Dewi et al. 2021). Service is an organization's behavior to fulfill customer needs, and the customer wants that aim for customer satisfaction (Özkan et al. 2020). According to Hardiansyah (2018) service quality is an intangible product that lasts a while and can be felt.

Dewi et al. (2021) explains explain that there are five indicators to measure service quality: (1) Tangible, physical evidence like physical facilities, equipment, and employee uniforms. (2) Reliability, consists of performance consistency and ability to trust. (3) Responsiveness is the willingness and readiness of employees to provide services that match with customers. (4) Assurance consists of knowledge, competence, politeness, and attitude, which can be trusted. (5) Empathy is providing genuine attention to the customer personally by trying to understand customer needs and wants, like easy relationships, effective communication, and personal attention.

According to Ge et al. (2021), to obtain perceived value need to increase service quality. Keshavarz and Jamshidi (2018) and Suariedewi and Sulistyawati (2016) also prove that service quality has a significant and positive effect on perceived value. Service quality can also increase customer satisfaction, and good service quality will increase customer satisfaction (Akram et al. 2022). Özkan et al. (2020), Dewi et al. (2021), Dam and Dam (2021) and Lubis et al. (2021) also prove that service quality has a significant and positive effect on customer satisfaction.

H1: Service quality has a significant effect on perceived value

H2: Service quality has a significant impact on customer satisfaction

Object Uniqueness

Object uniqueness is the object in agrotourism different from the other agrotourism and has uniqueness (Peranganing et al. 2023). According to Anshori et al. (2020) object uniqueness is added value, which the agrotourism object shows differently from the competitor. The object uniqueness can influence customers to be more attracted to the agrotourism.

According to Su and Chang (2018), to measure object uniqueness, there are three indicators, as follows: (1) different from the others, (2) Stand out from the crowd, and (3) Unique from others.

Object uniqueness can influence perceived value. More unique objects in agrotourism can increase perceived value (Liao et al. 2013). Object uniqueness also affects customer satisfaction, Peranganing et al. (2023) and Anshori et al. (2020) state that object uniqueness has a significant and positive effect on customer satisfaction.

H3: Object uniqueness has a significant effect on perceived value

H4: Object uniqueness has a significant effect on customer satisfaction

Perceived Value

Perceived value is the result or benefit that is accepted by the customer compared with the cost release. In simple words, value is different between benefit and cost (Akram et al. 2022). The benefit received by the customer is a combination of physique attributes, services, and technical support obtained when the product or service is used. According to Agustin (2020) value is a trade-off perception deviation between multi-benefit and sacrifice.

Tjiptono (2014) declares that to measure perceived value, there are four indicators: (1) emotional value, which indicates benefit based on feeling or affective emotions, (2) social value, which indicates benefit obtained from the product's ability to increase social status in society. (3) functional value is the benefit of product or service function and quality. (4) cost is the benefit obtained from benefit perception compared to the cost incurred.

According to Akram, Abbas, and Khan (2022) perceived value has a significant effect on customer satisfaction. Customers who feel they benefit more than the cost will produce customer satisfaction. Maghfiroh (2017) also declares that high perceived value will increase consumer satisfaction. Perwira, Yulianto, and Kumadji (2016) also prove that customer satisfaction is obtained from high perceived value. Perceived value is affected by service quality, good service quality is able to increase perceived value (Suariedewi and Sulistyawati 2016). Service quality has a significant impact on perceived value (Ge et al. 2021; Keshavarz and Jamshidi 2018; Suariedewi and Sulistyawati 2016). Object uniqueness also has a significant impact on perceived value (Liao et al. 2013). Then, perceived value has significant impact on customer satisfaction Then, perceived value has a significant effect on customer satisfaction (Akram et al. 2022; Maghfiroh 2017; Perwira et al. 2016).

H5: Perceived value has a significant effect on customer satisfaction.

H6: Perceived value mediates the effect of service quality on customer satisfaction.

H7: Perceived value mediates the effect of object uniqueness on customer satisfaction.

Conceptual Framework

The conceptual framework in this research is shown in Figure 1.

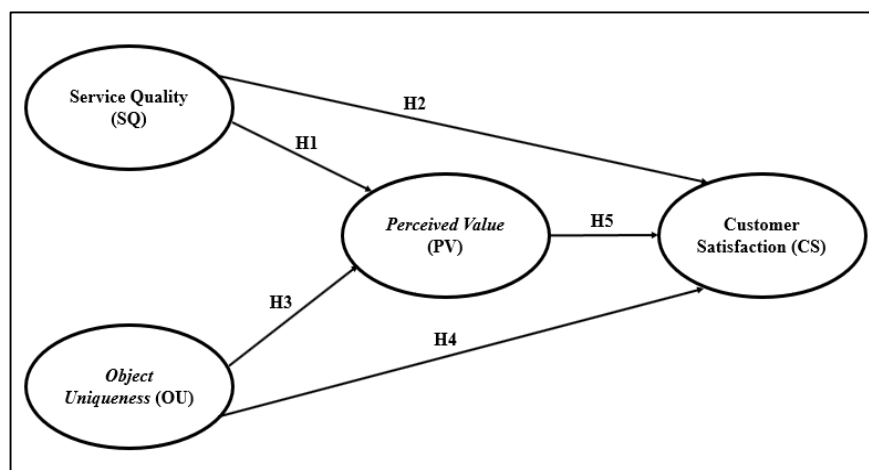


Figure 1. Conceptual Framework

3. Method

This research is quantitative research by distributing questionnaires to respondents. The research was carried out in Tenayan Raya Agrotourism, Pekanbaru, Riau Province. The research period is from August to October 2023.

Population and Sample

The population in this research is customers of the Tenayan Raya Agrotourism. The total population in the study based on visitors in 2022 is 5491. To calculate the number of samples using the Slovin formula, the minimum number of samples is 98.21 or 99 respondents. In this research, 150 questionnaires were distributed, and 142 questionnaires were returned and filled in completely, so the total sample in this research was 142.

Measures

Measuring each variable by distributing questionnaires to respondents with a 5-Likert scale (1 =strongly disagree, 5=strongly agree). Customer satisfaction is measured by three indicators proposed by Saputra and Alwie (2015), from the three indicators, six statements were developed. Service quality is measured by five indicators proposed by Dewi et al. (2021), from the five indicators, 14 statements were developed. Object uniqueness is measured by three indicators proposed by Su and Chang (2018), from the three indicators, six statements were developed. Perceived value is measured by four indicators proposed by Tjiptono (2014), from the four indicators, eight statements were developed..

Data Analysis Techniques

Data analysis was carried out using descriptive analysis, validity test, reliability test, loading factor, goodness of fit, and hypothesis test using Structural equation Modelling (SEM) with AMOS. Then, a Sobel test was carried out to determine the mediation effect.

4. Result and Discussion

Descriptive Analysis

The first step of descriptive analysis is characteristic respondents. Characteristic respondent in this research is shown in Table 1 below.

Table 1. Responden Characteristic

Characteristic	Category	Count	Percentage
Gender	Male	53	37.32%
	Female	89	62.68%
Age	< 25 years old	78	54.93%
	25-40 years old	53	37.32%
	41-57 years old	11	7.75%
Education	Junior H School	2	1.41%
	Senior H School	82	57.75%
	Diploma	6	4.23%
	Undergraduate	42	29.58%
	Postgraduate	10	7.04%
Occupation	Student	73	51.41%
	Employee	25	17.61%
	Entrepreneur	22	15.49%
	Trader	9	6.34%
	Others	13	9.15%
Total		141	100%

Source: Processed data, 2023

The second step of descriptive analysis is the respondent's response to the questionnaire. Respondents' responses on the customer satisfaction variable have an average of 3.89 with a high category. Respondents gave the highest score for the statement, I felt happy during my visit to Tenayan Raya Agrotourism, and the lowest score for the statement; overall, I am satisfied with the services provided by Tenayan Raya Agrotourism. Then, respondents' responses on the perceived value variable have an average of 3.81 with a high category. Respondents gave the highest score for the statement, Visiting Tenayan Raya Agrotourism increases positive evaluations of myself from others and the lowest score for the statement, The entrance ticket price to Tenayan Raya Agrotourism is in accordance with the benefits obtained. Then, Respondents' responses on the service quality variable have an average of 3.85 with a high category. Respondents gave the highest score for the statement, Tenayan Raya Agrotourism provides adequate places of worship/mashallah, and the lowest score for the statement, Tenayan Raya Agrotourism provides personal attention to visitors. Then, Respondents' responses on the object uniqueness variable have an average of 3.69 with a high category. Respondents gave the highest score for the statement, The Tenayan Raya Agrotourism environment is different from other Agrotourism, and the lowest score for the statement, The objects in Tenayan Raya Agrotourism are more unique than other Agrotourism.

Validity Test

The result of the validity test is shown in Table 2 below.

Table 2. Validity Test Result

Variable	Indicators	Item	R calculate	R table	Conclusion
Customer Satisfaction (CS)	CS1	CS11	0.705	0.3	Valid
		CS12	0.632		Valid
	CS2	CS21	0.817		Valid
		CS22	0.824		Valid
	CS3	CS31	0.802		Valid
		CS32	0.810		Valid
Perceived Value (PV)	PV1	PV11	0.792		Valid
		PV12	0.831		Valid
	PV2	PV21	0.798		Valid
		PV22	0.820		Valid
	PV3	PV31	0.879		Valid
		PV32	0.890		Valid
	PV4	PV41	0.830	Valid	
		PV42	0.812	Valid	
Service Quality (SQ)	SQ1	SQ11	0.635	0.3	Valid
		SQ12	0.676		Valid
		SQ13	0.622		Valid
		SQ14	0.603		Valid
	SQ2	SQ21	0.784		Valid
		SQ22	0.838		Valid
	SQ3	SQ31	0.801		Valid
		SQ32	0.806		Valid
		SQ33	0.879		Valid
	SQ4	SQ41	0.813		Valid
		SQ42	0.790		Valid
		SQ43	0.803		Valid
SQ5	SQ51	0.794	Valid		
	SQ52	0.809	Valid		
UO1	UO11	0.828	Valid		
	UO12	0.855	Valid		

Variable	Indicators	Item	R calculate	R table	Conclusion
Object Uniqueness (UO)	UO2	UO21	0.856		Valid
		UO22	0.913		Valid
	UO3	UO31	0.892		Valid
		UO32	0.894		Valid

Source: Processed data, 2023

Based on data from Table 2, all statements used in this research are valid because the r calculated or correlation is higher than 0.3 (Robinson 2018).

Reliability Test

The result of the reliability test is shown in Table 3 below.

Table 3. Reliability Test Result

Variable	Cronbach Alpha	Cut Of	Conclusion
Customer Satisfaction	0.917	> 0.7	Reliable
Perceived Value	0.955		Reliable
Service Quality	0.956		Reliable
Object Uniqueness	0.960		Reliable

Source: Processed data, 2023

Based on data from Table 3, all variables used in this research are reliable because the Cronbach Alpha value is higher than 0.7 (Robinson 2018).

Loading Factor

Loading factor each indicator in this research is shown in Table 4 below.

Table 4. Loading Factor

Variable	Indicators	Loading Factor	Cut Off	Conclusion
Customer Satisfaction (CS)	CS1	0.737	> 0.5	Valid
	CS2	0.932		Valid
	CS3	0.866		Valid
Perceived Value (PV)	PV1	0.880		Valid
	PV2	0.833		Valid
	PV3	0.940		Valid
	PV4	0.853		Valid
Service Quality (SQ)	SQ1	0.684		Valid
	SQ2	0.819		Valid
	SQ3	0.866		Valid
	SQ4	0.901		Valid
	SQ5	0.895		Valid
Object Uniqueness (UO)	UO1	0.854		Valid
	UO2	0.961		Valid
	UO3	0.934		Valid

Source: Processed data, 2023

Based on data from Table 4, all indicators used in this research are valid because the loading factor value is higher than 0.5 (Hair et al. 2010).

Goodness of Fit Test

The result of the Goodness of Fit test is shown in Table 5 below.

Table 5. Goodness of Fit Test Result

Goodness of Fit Index	Cut Of*	Result	Conclusion
Chi- Square		125.493	
Probability	≥ 0.05	0.000	Marginal
G F I	≥ 0.90	0.902	Fit
A G F I	≥ 0.90	0.836	Marginal
T L I	≥ 0.90	0.965	Fit
C F I	≥ 0.90	0.976	Fit
N F I	≥ 0.90	0.947	Fit
I F I	≥ 0.90	0.977	Fit
R M S E A	0.05 - 0.08	0.073	Fit

Source: *Hair et al. (2010); Processed data, 2023

Based on the goodness of fit data from Table 5, the proposed model in this research is a fit category. Although there are two criteria (Probability and AGFI) that are still marginal, however already close to fit. According to Hair et al. (2010) hypothesis test in this research can continue.

Hypothesis Test

The result of the hypothesis test is shown in Table 6 below.

Table 6. Hypothesis Test Result

<i>Direct Effect</i>						
Hypothesis	Exogen Variable	Endogen Variable	Standardized Coefficient	Critical Ratio	P-Value	Conclusion
H1	SQ	PV	0.836	5.871	0.000	Significant
H2	UO	PV	0.07	0.639	0.523	Insignificant
H3	SQ	CS	0.432	2.676	0.007	Significant
H4	UO	CS	-0.134	-1.400	0.161	Insignificant
H5	PV	CS	0.334	2.975	0.003	Significant
<i>Indirect Effect</i>						
Hypothesis	Exogen Variable	Endogen Variable	Intervening Variable	Critical Ratio	P-Value	Conclusion
H6	SQ	CS	PV	2.660	0.008	Significant
H7	UO	CS	PV	0.628	0.530	Insignificant

Source: Processed data, 2023

Discussion

Service Quality on Perceived Value

Based on the hypothesis test, service quality has a significant and positive effect on perceived value. Therefore, H1 is accepted. It means better service quality can increase the perceived value of customers of Tenayan Raya Agrotourism. The result of this research in line with the results of research which is conducted by Ge et al. (2021), Keshavarz and Jamshidi (2018), Suariedewi and Sulistyawati (2016) proves that service quality has a significant and positive influence on perceived value.

In order to increase the perceived value of Tenayan Raya Agrotourism, it is necessary to improve service quality. The service quality that needs to be improved is providing personal attention to customers because based on descriptive analysis, respondents' responses toward this item still below average.

Service Quality on Customer Satisfaction

Based on the hypothesis test, service quality has a significant and positive effect on customer satisfaction. Therefore, H2 is accepted. It means better service quality can increase the customer satisfaction of Tenayan Raya Agrotourism. The result of this research in line with the

results of research which is conducted by Akram, Abbas, and Khan (2022), Özkan et al. (2020) and Dam and Dam (2021) proves that service quality has a significant and positive influence on customer satisfaction. However, the result of this research does not support the result of research by Ibrahim and Thawil (2019), Andalusi (2018), Ali et al. (2015), Tee et al. (2018) and Santhi and Hartati (2018) prove that service quality has an insignificant influence on customer satisfaction.

Customer satisfaction of Tenayan Raya Agrotourism is an important thing. Therefore, obtaining customer satisfaction is necessary to improve service quality. The service quality that needs to be improved is providing personal attention to customers because based on descriptive analysis, respondents' responses toward this item still below average.

Object Uniqueness on Perceived Value

Based on the hypothesis test, uniqueness has an insignificant effect on perceived value. Therefore, H3 is rejected. It means the uniqueness of the object can't increase the perceived value of Tenayan Raya Agrotourism. The result of this research does not support the result of research Liao, Chen, and Cai (2013) prove that object uniqueness has a significant influence on perceived value.

The cause of the object uniqueness does not have a significant effect on perceived value based on the respondent's answer to the questionnaire is the object in Tenayan Raya Agrotourism uniqueness does not meet visitor expectations and the objects in Tenayan Raya Agrotourism are no more unique compared to other Agrotourism. These two reasons are the lowest scores given by respondents. Meanwhile, respondents gave a high score to the statement on perceived value; visiting Tenayan Raya Agrotourism can give a positive value.

Object Uniqueness on Customer Satisfaction

Based on the hypothesis test, uniqueness has an insignificant effect on customer satisfaction. Therefore, H4 is rejected. It means the uniqueness of the object can't increase the customer satisfaction of Tenayan Raya Agrotourism. The result of the research, in line with the result of research conducted by Abosag et al. (2020) proves that object uniqueness has an insignificant effect on customer satisfaction. However, the result of this research does not support the result of research by Peranginangin et al. (2023) and Anshori et al. (2020) prove that object uniqueness has a significant influence on customer satisfaction.

The reason why object uniqueness does not have a significant effect on customer satisfaction is the characteristic respondents, and the majority have an age younger than 40 years old. This age is the millennial and Z generation who use social media and the internet. Because of that, they can easily compare the object in agrotourism with others through social media or the internet. Then, the respondents provided an assessment of the objects in Tenayan Raya Agrotourism that do not meet visitor expectations, and the objects in Tenayan Raya Agrotourism are no more unique compared to other Agrotourism. Meanwhile, respondents felt happy during visit to Tenayan Raya Agrotourism.

Perceived Value on Customer Satisfaction

Based on the hypothesis test, perceived value has a significant and positive effect on customer satisfaction. Therefore, H5 is accepted. It means high perceived value can increase the customer satisfaction of Tenayan Raya Agrotourism. The result of this research in line with the results of research which is conducted by Akram, Abbas, and Khan (2022), Soegoto (2013), Maghfiroh (2017) and Perwira, Yulianto, and Kumadji (2016) proves that perceived value has a significant and positive influence on customer satisfaction. However, the result of this research does not support the result of research by Gultom, Yuliati, and Djohar (2016) and

Keshavarz and Jamshidi (2018) prove that perceived value has an insignificant influence on customer satisfaction.

Consumer satisfaction needs to be maintained continuously. Based on the result, this study to increase customer satisfaction is necessary to improve perceived value. As for improved perceived value necessary to entrance ticket price to Tenayan Raya Agrotourism must be in accordance with the benefits obtained.

Mediation of Perceived Value on the Effect of Service Quality on Customer Satisfaction

Based on the hypothesis test, perceived value can mediate effect of service quality on customer satisfaction. It means service quality effect on customer satisfaction through perceived value. The result of this research in line with the result of the research by Keshavarz and Jamshidi (2018).

The perceived value in this research is partial mediation. It means service quality has a direct effect on customer satisfaction without mediating by perceived value. Therefore, increasing customer satisfaction necessary to improve service quality will influence perceived value, then because high perceived value can increase customer satisfaction.

Mediation of Perceived Value on the Effect of Object Uniqueness on Customer Satisfaction

Based on the hypothesis test, perceived value can't mediate the effect of object uniqueness on customer satisfaction. This is caused by object uniqueness having no significant effect on perceived value, and perceived value has no significant effect on customer satisfaction.

The reason why perceived value can't mediate the effect of object uniqueness on customer satisfaction is the characteristic respondents, and the majority have an age younger than 40 years old. This age is the millennial and Z generation who use social media and the internet. Because of that, they can easily compare the object in agrotourism with others through social media or the internet. Then, the respondents provided an assessment of the objects in Tenayan Raya Agrotourism that do not meet visitor expectations, and the objects in Tenayan Raya Agrotourism are no more unique compared to other Agrotourism. Meanwhile, respondents gave a high score to the statement on perceived value; visiting Tenayan Raya Agrotourism can give a positive value, and respondents felt happy during visit to Tenayan Raya Agrotourism.

5. Conclusions

Service quality has a significant effect on perceived value, and perceived value has a significant effect on customer satisfaction. However, object uniqueness has no significant effect on perceived value and customer satisfaction. Then, perceived value can mediate the effect of service quality on customer satisfaction. Perceived value is partial mediation in this research. However, Perceived value can't mediate the effect of service quality on customer satisfaction. Tenayan Raya agrotourism is supposed to increase customer satisfaction by developing service quality and perceived value, particularly by providing personal attention to customers. Then, the next research is supposed can improve this research with the different exogenous variables and expand the research to other agrotourism.

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