



**THE INFLUENCE FACTORS OF TOURIST VISITING
MUMBUL GARDEN AGROTOURISM PT. PERKEBUNAN
NUSANTARA XII**

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Abstract

This research was conducted at Agrotourism Mumbul Garden, PT Perkebunan Nusantara XII. The variables used in this study are service factors (X_1), facilities and infrastructure factors (X_2), attraction factors (X_3), accessibility factors (X_4), and tourist visit decision (Y). This study aims to analyze the influence of the independent variables both simultaneously and partially, as well as to determine the most dominant variable affecting tourists' visit decisions. The analytical techniques used in this research include multiple linear regression analysis, coefficient determination, F-test, and t-test, processed using SPSS version 16.0. The results of this study indicate that: (1) service factors, facilities and infrastructure factors, attraction factors, and accessibility factors have a significant influence on tourists' visit decisions; (2) accessibility factors partially have a significant influence on tourists' visit decisions; and (3) accessibility factors are the most dominant variable influencing tourists' visit decisions.

Keywords: Accessibility, Attraction, Infrastructure, Service, Tourism

INTRODUCTION

Tourism industry has proven itself to be one of the main drivers of the Indonesian economy. This sector has successfully generated significant foreign exchange earnings for the country while simultaneously opening extensive job opportunities for the community. Not only does it impact economy direct through expenditure tourists but also creates profitable multiplier sectors supporters like hospitality, culinary, transportation, and crafts local. In the context of this, development of various forms of tour alternative becomes an important strategy for enriching experience traveler at a time empowering public local.

Draft agrotourism is present as form tourism that combines activity agriculture with recreation, creating simultaneous experience entertaining and adding outlook visitors. Department Agriculture of the Republic of Indonesia (2005) define agrotourism as activity tours that take business agriculture as Power pull main, with objective increase knowledge, giving experience recreation, and strengthening network business in the sector Agriculture. More than just entertainment, this tourism model also plays a role in preserving nature, maintaining local agricultural practices, and increasing the income of farmers and local communities.

In context offer tourism, Medlik in (Ariyanto, 2005) identify four fundamental aspects that must be These four elements are considered: attraction, accessibility, amenities, and ancillary services. These four elements are interrelated and determine the competitiveness of a tourist destination. Meanwhile, Smith (Pitana & Gayatri, 2005) emphasized the importance of providing a variety of integrated services including transportation, accommodation, food service, activities and attractions, and retail facilities to create a holistic tourism experience.

Mumbul Garden Agrotourism, managed by PT Perkebunan Nusantara XII, is one of the agrotourism destinations in Jember Regency, East Java. Located in Lengkong Village, Mumbulsari District, this destination was established on September 18, 2010, as a transformation of a former coffee and cocoa processing factory. Mumbul Garden offers a unique concept that combines water tourism with plantation tourism, showcasing various commodities such as rubber, sugar cane, papaya, banana, and dragon fruit. The facilities available are quite diverse, including a swimming pool, lake boats, water bikes, jet skis, ATVs, flying foxes, outbound areas, and educational rides on plant cultivation. Visitors can also enjoy authentic sugar cane juice products and participate in fruit picking activities in the guava and dragon fruit gardens.

Despite having adequate potential and facilities, data on tourist visits to the Mumbul Garden Agrotourism during the 2011-2016 period shows a fluctuating and stagnant pattern, as shown in the following table:

Table 1
Visitor Data Agrotourism Mumbul Garden 2011-2016

Month	2011	2012	2013	2014	2015	2016	Total	%
January	834	2,105	6,063	12,243	9,955	9,583	40,783	16
February	892	1,274	2,034	3,153	2,359	2,368	12,080	5
March	531	1,084	3,064	4,219	2,693	3,110	14,701	6
April	625	1,544	2,502	4,083	2,900	2,244	13,898	5
May	908	1,555	3,862	6,768	4,214	3,919	21,226	8
June	1,043	3,148	6,883	6,998	3,885	1,070	23,027	9

Month	2011	2012	2013	2014	2015	2016	Total	%
July	215	1,147	1,403	3,199	5,348	6,840	18,152	7
August	1,170	3,170	8,066	7,098	4,176	2,012	25,692	10
September	710	2,131	3,077	2,933	3,629	2,599	15,079	6
October	640	1,560	4,862	4,496	3,366	3,211	18,135	7
November	630	1,892	4,369	3,716	4,098	2,409	17,114	7
December	952	2,084	8,112	5,825	8,253	7,603	32,829	13
Total	8,440	22,692	54,297	64,731	54,876	46,968	252,716	100

Source: Primary data processed by researchers (2025)

The data indicates a gap between potential and actual tourist arrivals. After peaking at 64,731 visitors in 2014, the number dropped to 54,876 in 2015 and continued to 46,968 in 2016. This decline indicates issues in destination management that need to be identified and addressed.

The literature shows that many studies have examined what motivates tourists to visit a destination. The Shahada Study (2005) in Gede Pangrango National Park identified that service quality, infrastructure availability, tourist attraction appeal, and security levels were significant factors in determining visitor numbers. Wedelia (2011) identified the availability of facilities and area comfort as significant factors in revisiting decisions. Meanwhile, Kustini (2015) emphasized the importance of attractions, amenities, accessibility, and additional services in influencing tourist numbers.

This study adopts a similar theoretical framework but within a different context. The fundamental differences lie in the research object, agrotourism, with its unique characteristics of combining plantation and water tourism, and the more recent research period. This study will utilize multiple linear regression analysis to determine how service, facilities and infrastructure, attractiveness, and accessibility, both collectively and individually, influence tourists' decision to visit.

The importance of this research arises from a real challenge: the decline in tourist visits requires a thorough understanding of the underlying factors, allowing for targeted solutions to be developed. By identifying the most dominant influencing variables, Mumbul Garden Agrotourism will be able to utilize available resources more strategically to enhance competitive advantage and long-term business resilience. More broadly, this research is expected to provide practical benefits for the development of agrotourism destinations in Indonesia, particularly amidst intense competition in the modern tourism industry.

This study aims to analyze the influence of services, facilities and infrastructure, attractiveness, and accessibility on tourist visiting decisions at the Mumbul Garden Agrotourism of PTPN XII simultaneously and partially, and to identify the variables with the most dominant influence. The results are expected to provide strategic recommendations to management in increasing visitor volume and optimizing the management of agrotourism destinations.

REVIEW OF LITERATURE

Topic around driving factors visit travelers Already become attention Lots researchers, with various place studies and methods applied. Through review to studies previously, we can get a richer understanding of How traveler behave and what becomes

motivation they in choose destination tourism. The following section will outline a summary of previous research that is relevant to this study:

Table 2
Previous Research Review

No	Researchers	Research result
1	Shahada (2005)	Services, infrastructure, ODTWA, and security are not significant simultaneously; only security has a partial effect.
2	Wedelia (2011)	The availability of facilities and comfort of the area has a significant influence on return visits to the Bogor Botanical Gardens.
3	Prawerti et al. (2015)	Eight factors were formed in Candi Dasa; the most dominant attraction factor (eigenvalue 8.171)
4	Khasani & Arianti (2014)	Income and amenities have a positive effect on Cahaya Beach; travel costs have no effect.
5	Kustini (2015)	Attractions, amenities, accessibility and additional services greatly influence visits to Ndayu Park (70-75%)
6	Levinanda & Arianti (2015)	Age, distance, length of visit, and group size have a significant influence on the Central Java Grand Mosque
7	Yelly (2011)	Facilities, services and the socio-economic conditions of the community cause fluctuations in visits to the Seven-Tiered Waterfall.
8	Mulyani (2006)	Travel costs, income, distance are affected; for overnight stays plus accommodation and attraction costs
9	Pradnyana et al. (2015)	Ticket prices and ODTWA are the dominant factors in Ngurah Rai Grand Forest Park
10	Nugroho (2016)	Price increases, ride-price imbalance, and slow service have reduced visits to Air Bojongsari.

Source: Secondary data processed by researchers (2025)

Previous research shows that services, infrastructure, attractions, and accessibility generally influence tourist visits with varying levels of significance depending on the characteristics of the destination.

Agrotourism Concept

Agrotourism can be understood as a tourism activity that utilizes the agricultural sector as its main attraction, with the aim of increasing visitor insight, providing recreational experiences, and building business connections in the agricultural industry (Department of Agriculture of the Republic of Indonesia, 2005b). Maruti (2009) emphasizes that the uniqueness of agrotourism lies in the opportunity for tourists to be directly involved in various agricultural activities.

Tirtawinata & Fachruddin (1999) identified a number of benefits that can be obtained from organizing agrotourism, including: environmental preservation, adding value to natural beauty, providing quality recreation, support for scientific research activities, and economic benefits that are beneficial for both managers and local communities.

Tourist Concept

IUOTO (1963) defines tourists as temporary visitors who stay for at least 24 hours

for the purpose of sightseeing, recreation, health, study, or business relations. Plog in (Pitana & Gayatri, 2005) classifies tourists into: Allocentric (adventurous), Psychocentric (standard comfort seekers), and Mid-Centrist (combination).

Factors Influencing Tourist Visits

Medlik in (Ariyanto, 2005) identified 4A: Attraction, Accessible, Amenities, and Ancillary as fundamental aspects of tourism offerings.

1. Service

Service is a series of activities provided by an institution to another party, where these activities are intangible (Kotler, 1994). To measure service quality, Berry et al. in (Payne, 2000) proposed five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Tjiptono (2000) offer another perspective with prioritizing a differentiation strategy that focuses on People, Physical environment, and Process.

2. Facilities and infrastructure

Tourism facilities include all facilities and equipment available at tourist destinations to meet visitors' needs (Suwanto, 2004). Wahab in (Pendit, 1999) classify means tour to in three categories: Receptive Tourist Plant, Residential Tourist Plant, and Recreational and Sportive Plant. Temporary infrastructure is infrastructure enabling support means develop optimally, such as network road, system electricity, clean water supply, and networks telecommunications.

3. Tourist Attractions

Tourist attractions encompass anything with unique characteristics, compelling beauty, and high values that can attract visitors. Tirtawinata & Fachruddin (1999) have identified various potential areas that can be developed in agrotourism, including food crops, horticulture, fisheries, livestock, and plantations. Meanwhile, Wolfe and Bullen (in Budiasa, 2011) describe the types of activities that can be implemented in agrotourism, such as farm tours, harvesting tours, agricultural festival celebrations, and educational programs for visitors.

4. Accessibility

Accessibility refers to how easily visitors can reach and reach their intended tourist destination. Law No. 10 of 2009 defines accessibility as the availability of transportation facilities and infrastructure that play a role in facilitating tourist mobility. Mill (2000) emphasizes that accessibility plays a crucial role in facilitating tourists' visits to destinations. More specifically, Government Regulation No. 50 of 2011 regulates accessibility by considering three main aspects: the availability of transportation facilities, the development of transportation infrastructure, and the establishment of a well-integrated transportation system.

Decision to Visit

The decision to visit is a process in which potential tourists choose from a variety of available destination options. Kotler & Armstrong (2008) describe this process as consisting of five sequential stages: recognizing a need or desire, searching for and gathering information, evaluating each destination option, making a decision to visit, and post-visit visitor behavior.

Framework of thinking

Mumbul Garden Agrotourism combines plantation and water tourism but has experienced fluctuations and a decline in visits, so it is necessary to identify the factors that

influence tourists' visiting decisions.

Medlik (in Ariyanto, 2005) and Smith (in Pitana & Gayatri, 2005) emphasize service, facilities and infrastructure, attractions, and accessibility as fundamental elements of tourism. Quality service creates a positive experience; adequate infrastructure provides comfort; unique attractions are a primary motivation; and good accessibility makes it easier for tourists to reach destinations.

Analysis of the influence of the four factors simultaneously and partially is expected to identify key factors to prioritize in increasing visits and provide strategic direction for management.

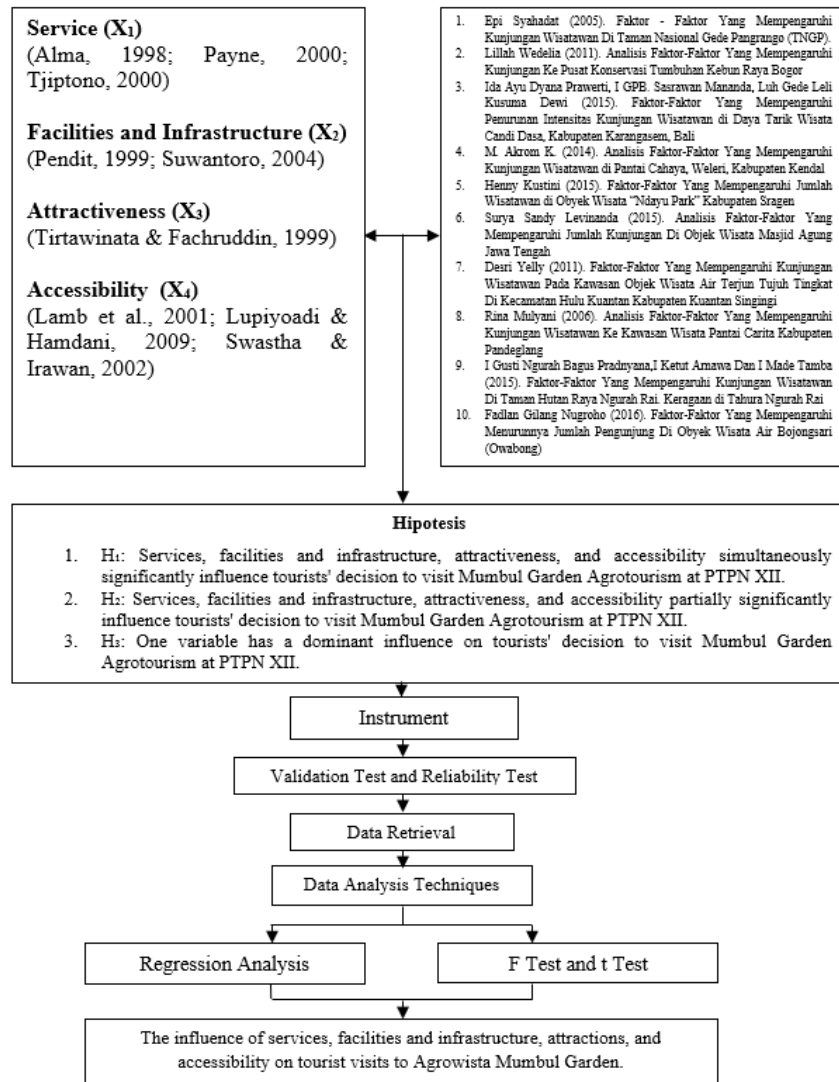


Figure 1
 The framework of thinking will be presented by the researcher
 Source: Processed by Researchers (2025)

Conceptual Framework

This study analyzes the influence of service (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) on visiting decisions (Y) simultaneously and partially.

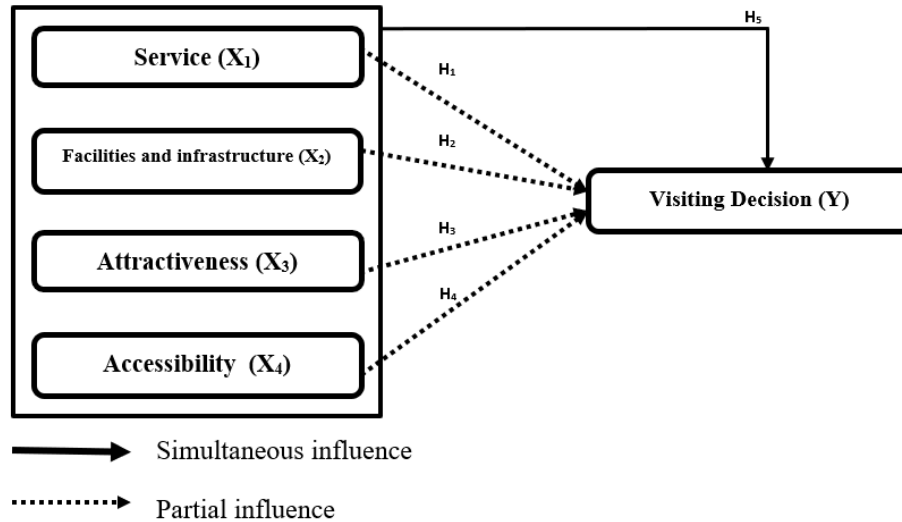


Figure 2

Conceptual Framework

Source: Processed by Researchers (2025)

Research Hypothesis

By considering the theoretical basis that has been put forward, the results of relevant previous research, and the conceptual framework that has been explained in detail, the hypothesis in this research can be stated as follows:

1. H_1 : Service has a significant influence on tourists' decision to visit the Mumbul Garden Agrotourism PTPN XII.
2. H_2 : Facilities and infrastructure have a significant influence on tourists' decision to visit the Mumbul Garden Agrotourism PTPN XII.
3. H_3 : Attraction has a significant influence on tourists' decision to visit the Mumbul Garden Agrotourism PTPN XII.
4. H_4 : Accessibility has a significant influence on tourists' decision to visit the Mumbul Garden Agrotourism PTPN XII.
5. H_5 : Services, facilities and infrastructure, attractions, and accessibility simultaneously have a significant influence of tourists' decision to visit the Mumbul Garden Agrotourism PTPN XII.

RESEARCH METHOD

Type and Location of Research

This study used a quantitative approach with a survey method (Hardani et al., 2010). The research location was at the Mumbul Garden Agrotourism of PT. Perkebunan Nusantara XII, Lengkong Village, Mumbulsari District, Jember Regency, was conducted for three months (December 2016 - February 2017). The location was selected based on strategic

considerations and the phenomenon of declining visitors.

Population and Sample

The population in this study was tourists who visited the Mumbul Garden Agrotourism of PTPN XII (Sugiyono, 2014). To determine the sample, the study used incidental sampling with a total of 50 respondents, guided by the Roscoe principle, which stipulates that research with multivariate analysis requires a minimum sample of 10 times the number of variables (Sugiyono, 2014). The characteristics set for respondents were tourists who were at least 15 years old.

Variables and Operational Definitions

The study used four independent variables (service, facilities and infrastructure, attractiveness, accessibility) and one dependent variable (visiting decision). The operationalization of the variables is presented in the following table.

Table 3
Operationalization of Variables

Variables	Definition	Indicator
Service (X₁) (Alma, 1998; Payne, 2000; Tjiptono, 2000)	Service activities to meet the needs of tourists	Tangibles, reliability, responsiveness, assurance, empathy
Facilities & Infrastructure (X₂) (Pendit, 1999; Suwanto, 2004)	Complete facilities to serve tourists	Recreational facilities, souvenirs, information, parking, trash cans
Attraction (X₃) & Accessibility (X₄) (Tirtawinata Fachruddin, 1999)	Uniqueness that attracts tourists	Plantation, location, history, cultivation, integration
(Lamb et al., 2001; Lupiyoadi & Hamdani, 2009; Swastha & Irawan, 2002)	Ease of reaching the destination	Distance, travel time, ease of access, transportation costs
Visiting Decision (Y) (Kotler & Armstrong, 2008)	The process of tourists' decision to visit	Problem recognition, information search, evaluation, decision, post-visit

Source: Secondary data processed by researchers (2025)

Instruments and Data Collection

This study used a questionnaire as the main instrument with a Likert scale of 1-5 (Sugiyono, 2014). Data collection was conducted in two ways: direct interviews with respondents and documentation collection. To ensure the validity of the instrument, a validity test was conducted using Product-Reference correlation. Moment, with the reference that the calculated correlation value must be > or equal to the table correlation value at a significance level of 5% (Sugiyono, 2009). Meanwhile, the reliability test was carried out using the Cronbach's method. Alpha, with the standard alpha value must be > 0.60 (Ghozali, 2005).

Classical Assumption Test

This test includes four components: (1) Multicollinearity is tested with the criteria

that Tolerance must be > 0.10 or VIF must be less than 10 (Ghozali, 2011) ; (2) Heteroscedasticity is evaluated through the interpretation of scatterplot analysis (Ghozali, 2011); (3) Normality is detected using PP Plot graphic visualization (Ghozali, 2011) ; (4) Autocorrelation is measured with the Durbin-Watson value which ranges from -2 to +2 (Ghozali, 2005).

Data Analysis Techniques

Data analyzed use multiple linear regression with equality as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

- Y = decision to visit;
a = constant;
 b_1 - b_4 = regression coefficient;
 X_1 - X_4 = independent variable;
e = error.

Hypothesis testing in this study employs three approaches. First, Adjusted R^2 is used to measure the extent to which the independent variable contributes to explaining the dependent variable. (Ghozali, 2005). Second, the F test is conducted to see the joint influence of all independent variables, with the criteria that the calculated F value must be higher than the F table at a significance level of 5% (Sugiyono, 2009). Third, testing the individual influence of each independent variable is conducted through a t test, which requires that the calculated $t > t$ table at a significance level of 5% (Sugiyono, 2009). The most influential variables are identified based on the magnitude of the regression coefficient and its statistical significance. All data analysis is carried out with SPSS 16.0 for Windows program help.

RESULTS AND DISCUSSION

Agrotourism Overview Mumbul Garden

Agrotourism Mumbul Garden is a destination tourism managed by PTPN XII Kebun Mumbul, located in Lengkong Village, District Mumbulsari, Jember Regency. Founded on September 18, 2010, destination This is transformation creative from used factory processing of coffee and cocoa that is not operated for 6 years. Concept development initiated by Khairul Amal Ady as Mumbul Garden Manager together team its management for change idle assets become means productive tourism.

Carrying one stop service concept that combines water tourism and tourism plantation in an area of 4 hectares, Mumbul Garden provides various facility recreation covering pool swimming, lake boat water bikes, jet skis, ATV bikes, flying fox, buildings meeting rooms, playground area, and outbound arena. Facilities support is also available like a culinary market with dish typical (tofu petis, fresh vegetables chicken Laos, Rawon), souvenir market, prayer room, clinic health, gazebo, and place parking. Uniqueness destination This lies in integration building historic Dutch heritage from used factory that provides mark historical and educational for visitors.

The company's vision is to become a competitive agribusiness player capable of sustainable development. In line with this, its mission includes implementing business transformation by applying good corporate governance principles. corporate governance, corporate value creation through innovation and efficiency, and business development that integrates commitment to environmental sustainability and social responsibility.

The tourist destination operates daily from 7:00 a.m. to 4:30 p.m. WIB. The destination's development strategy involves adding new attractions periodically each year to continuously enhance its appeal to visitors.

Respondent Characteristics

describes the characteristics of tourists visiting the Mumbul Garden Agrotourism of PTPN XII. involving 50 selected respondents use incidental sampling techniques with limitation minimum age 15 years. Analysis respondents cover dimensions, gender, age, education last name, occupation, and origin area, with the results shown in the table following:

Table 4
Characteristics of Respondents of Agrotourism at Mumbul Garden PTPN XII

Characteristics	Category	Number of people)	Percentage (%)
Gender	Man	31	62%
	Woman	19	38%
Age	15-21 years	17	34%
	22-28 years old	13	26%
	29-35 years old	9	18%
	36-42 years	6	12%
	43-49 years	3	6%
	50-56 years	1	2%
	64-70 years	1	2%
Education	School (Elementary/Middle/High School)	33	66%
	Diploma	8	16%
	Bachelor degree)	6	12%
	Masters (S2)	3	6%
Work	Employee	14	28%
	Self-employed	13	26%
	housewife	8	16%
	Student	7	14%
	civil servant	5	10%
Place of Origin	Students	3	6%
	Jember	47	94%
	Outside Jember	3	6%

Source: Primary Data processed by Researchers (2025)

Based on the table above, the profile of visitors to Mumbul Garden Agrotourism is dominated by men (62%), with the largest age group in the 15-21 year range (34%), indicating that this destination is more attractive to young tourists and families. The majority of respondents' education level is high school graduates (66%), with the most professions being employees (28%) and self-employed (26%). Geographically, 94% of visitors come from Jember Regency, confirming that Mumbul Garden plays a more measurable role as a local tourist destination that serves the surrounding community. By understanding the

characteristics of respondents, management has a more measurable picture of market segmentation to design marketing strategies and facility development that align with the characteristics of key visitors.

Validity and Reliability Test Results

Validity Test Results

Questionnaire data from 50 tourists at Agrotourism Mumbul Garden PT. Perkebunan Nusantara XII was used to test validity and reliability. Instrument validity was tested to verify that the questionnaire was able to measure the intended construct (Ghozali, 2005). The instrument was declared valid if the calculated r value > the table r value. The complete results can be seen in the following table:

Table 5
Validity Test Results

Variables	Item	r-count	r-table	Information
Service (X₁)	X1.1	0.750		
	X1.2	0.908		
	X1.3	0.825	0.514	Valid
	X1.4	0.889		
	X1.5	0.875		
Facilities & Infrastructure (X₂)	X2.1	0.736		
	X2.2	0.867		
	X2.3	0.791	0.514	Valid
	X2.4	0.814		
	X2.5	0.832		
Attraction (X₃)	X3.1	0.748		
	X3.2	0.707		
	X3.3	0.819	0.514	Valid
	X3.4	0.952		
	X3.5	0.950		
Accessibility (X₄)	X4.1	0.887		
	X4.2	0.895	0.514	Valid
	X4.3	0.902		
	X4.4	0.821		
Visiting Decision (Y)	Y1.1	0.904		
	Y1.2	0.660		
	Y1.3	0.685	0.514	Valid
	Y1.4	0.797		
	Y1.5	0.808		

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

The test results prove that the variables of service, facilities and infrastructure, attractiveness, accessibility, and tourist visiting decisions all have $r\text{-count} > r\text{-table}$ (0.514; $n=50$). Because they meet the requirements criteria significance 5% (0.05), all grains question valid and reliable questionnaire used for research data collection.

Reliability Test Results

According to Ghozali (2005), reliability instrument study measured through Cronbach Alpha value. Instrument considered reliable (reliable) if Cronbach Alpha > 0.60 . Test results are reliability the shown in the table following:

Table 6
Reliability Test Results

Cronbach's Alpha N of Items Information		
0.948	24	Reliable

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Cronbach's value The alpha obtained reached 0.948, exceeding the minimum standard of 0.60, so that the instrument used has met the reliability criteria and can be considered reliable.

Classical Assumption Test Results

Normality Test Results

Normality test aim knows whether variables dependent and independent own normal distribution, which is condition important in the regression model. Testing done with see distribution of data on the diagonal line of the graph; data is considered normal if spread following the diagonal line, but If spread Far from the diagonal line then assumptions normality No fulfilled. The results of the model analysis are shown in the figures:

Normal P-P Plot of Regression Standardized Residual

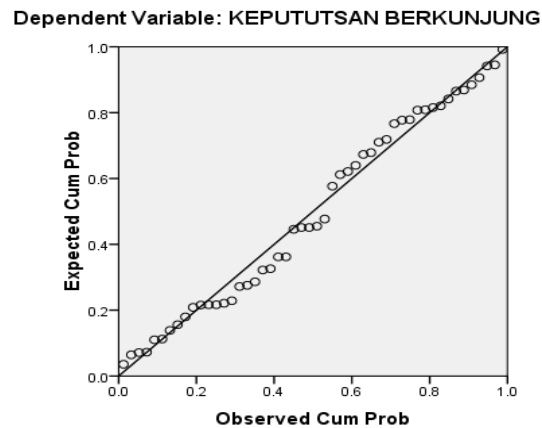


Figure 3

Normal PP Plot Results of Regression Standardized Residual

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

The data points are spread around the diagonal line and follow the direction of the diagonal line, indicating that the data is normally distributed.

Multicollinearity Test Results

Multicollinearity indicates a linear correlation between independent variables in a regression model. Testing is performed by observing the VIF value using SPSS 16.0 for Windows, with the following criteria: $VIF > 5$ indicates the presence of multicollinearity, while $VIF < 5$ indicates the absence of multicollinearity. The test results are presented in the following table:

Table 7
Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Service (X_1)	0.744	1,344	$VIF < 10$; $TOL \neq 0$
Facilities & Infrastructure (X_2)	0.491	2,037	$VIF < 10$; $TOL \neq 0$
Attraction (X_3)	0.633	1,580	$VIF < 10$; $TOL \neq 0$
Accessibility (X_4)	0.903	1.108	$VIF < 10$; $TOL \neq 0$

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

VIF analysis shows that the regression model of this study is free from multicollinearity symptoms. This is evidenced by all variables having VIF values < 10 and $TOL \neq 0$.

Heteroscedasticity Test Results

Heteroscedasticity occurs when the residual variance is not constant and fluctuates. Heteroscedasticity is detected by observing a scatterplot, as shown in the following figure:

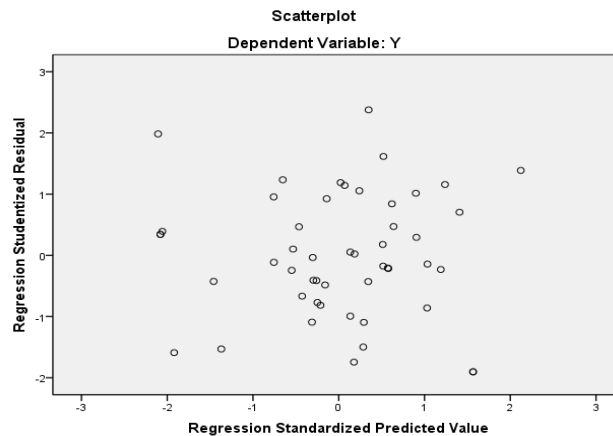


Figure 4
Scatterplot Results

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

scatterplot graph shows that the data distribution does not form a specific pattern with points randomly scattered above and below zero on the Y-axis, indicating no heteroscedasticity in the regression model. This model is suitable for analyzing the influence of service variables (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and

accessibility (X_4) on tourist visiting decisions (Y).

Autocorrelation Test Results

Autocorrelation detects whether there is a correlation between the nuisance errors in period t and the previous period ($t-1$) in a regression model; a good model should be free from autocorrelation. Testing uses the Durbin test. Watson (DW) with the criteria: $DW < -2$ indicates positive autocorrelation, $DW > +2$ indicates negative autocorrelation, and DW between -2 to $+2$ indicates no autocorrelation. The results of SPSS 16.0 for Windows are presented in the table following:

Table 8
Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698a	.488	.442	.49117

a. Predictors: (Constant), Total_X4, Total_X3, Total_X1, Total_X2

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Durbin Value Watson (DW) of 1.973 indicates that the regression model is free from autocorrelation.

Analysis Results

Results of Multiple Linear Regression Analysis

Study involving 50 tourists Agrotourism Mumbul Garden PT. Perkebunan Nusantara XII for analyze influence service (X_1), facilities infrastructure (X_2), power attraction (X_3), and accessibility (X_4) to decision visit tourists (Y). Data analyzed use multiple linear regression via SPSS 16.0 for Windows, with results presented in the table following:

Table 9
Analysis Results Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.502	.626		.801	.427
	Total_X1	.230	.143	.199	1,607	.115
	Total_X2	.183	.143	.196	1,285	.206
	Total_X3	.062	.147	.057	.423	.674
	Total_X4	.366	.084	.491	4,374	.000

a. Dependent Variable: Total_Y

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Data processing with SPSS 16.00 produces the following regression equation:

$$Y = 0.502 + 0.230X_1 + 0.183X_2 + 0.062X_3 + 0.366X_4$$

Detailed explanation of equality multiple linear regression This is as follows:

1. A positive constant indicates that when all independent variables, namely service (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) have no effect or have a value of 0 (zero), the tourist's visiting decision (Y) still has a value of 0.502. In other words, an increase in the tourist's visiting decision (Y) will occur by 0.502 when all these factors are also influential.
2. Service (X_1) shows a positive influence on tourists' visiting decisions (Y). Each one-level increase in the service variable (X_1) will cause an increase in tourists' visiting decisions

- (Y) by 0.230, assuming that facilities and infrastructure (X₂), attractions (X₃), and accessibility (X₄) remain unchanged.
- Facilities and infrastructure (X₂) have a positive influence on tourists' visiting decisions (Y). When facilities and infrastructure (X₂) increase by one level, tourists' visiting decisions (Y) will increase by 0.183, while the service variables (X₁), attractiveness (X₃), and accessibility (X₄) are considered constant.
 - The attraction (X₃) gives contribution positive to decision visit tourists (Y). Increase One level of power pull (X₃) results in increase decision visit tourists (Y) of 0.062, with condition variables service (X₁), facilities and infrastructure (X₂), and accessibility (X₄) remain constant.
 - Accessibility (X₄) shows influence the biggest positive to decision visit tourists (Y). Increase One level of accessibility (X₄) will produce improvement decision visit tourists (Y) is 0.366, if services (X₁), facilities and infrastructure (X₂), and power constant pull (X₃) No changed.

Hypothesis Testing

T-Test Results

The t-test is used to determine the influence of individual services (X₁), facilities and infrastructure (X₂), attractiveness (X₃), and accessibility (X₄) on tourists' visiting decisions (Y). If the calculated t-value > t-table at a significance level of 5% ($\alpha = 0.05$), then H₁ is accepted, meaning that the independent variable has a significant influence on the dependent variable; conversely, H₁ is rejected if the calculated t-value < t-table. The results of the t-test using SPSS 16.0 for Windows are presented in the table. following:

Table 10
t-Test Results

Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1	(Constant)	.502	.626		.801	.427
	Total_X1	.230	.143	.199	1,607	.115
	Total_X2	.183	.143	.196	1,285	.206
	Total_X3	.062	.147	.057	.423	.674
	Total_X4	.366	.084	.491	4,374	.000

a. Dependent Variable: Total_Y

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Based on the results of the t-test, the following is a partial hypothesis test:

- Service (X₁) shows a t-test of 1.607 with a significance of 0.115. Because the significance value of 0.115 > the significance level of 0.05 (0.115 > 0.05), H₁ is rejected. This means that service (X₁) does not significantly influence tourists' visiting decisions (Y) at the Mumbul Garden Agrotourism PTPN XII.
- Facilities and infrastructure (X₂) own t - value of 1.285 with significance of 0.206. Since the significance value of 0.206 > the significance level of 0.05 (0.206 > 0.05), H₂ is rejected. Thus, facilities and infrastructure (X₂) do not have a significant effect on tourists' visiting decisions (Y) at the Mumbul Garden Agrotourism PTPN XII.
- Attractiveness (X₃) shows t- count of 0.423 with significance of 0.674. Because the value

significance $0.674 >$ level significance of 0.05 ($0.674 > 0.05$), then H_3 is rejected. Therefore that, power pull (X_3) no influential significant to decision visit traveler (Y) in Agrotourism Mumbul Garden PTPN XII.

4. Accessibility (X_4) has a t-value of 4.374 with a significance of 0.000. Since the significance value of $0.000 <$ the significance level of 0.05 ($0.000 < 0.05$), then H_4 is accepted. This shows that accessibility (X_4) has a significant effect on tourists' visiting decisions (Y) at the Mumbul Garden Agrotourism PTPN XII and is the variable with the most dominant influence.

F Test Results

The F test analyzes the simultaneous influence of services (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) on tourists' visiting decisions (Y). If the calculated $F >$ F-table at a significance level of 5% ($\alpha = 0.05$), the independent variable has a significant influence on the dependent variable. The results are presented in the table. following:

Table 11
F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,335	4	2,584	10,710	.000a
	Residual	10,856	45	.241		
	Total	21,191	49			

a. Predictors: (Constant), Total_X4, Total_X3, Total_X1, Total_X2

b. Dependent Variable: Total_Y

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Based on the results of the F test, the F-count value is 10.710 with a significance of $0.000 >$ F-table (2.58). Because the F-count $>$ F-table and the significance of $0.000 <$ 0.05 , then H_5 is accepted. This proves that services (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) together have a significant influence on tourists' visiting decisions (Y) at the Mumbul Garden Agrotourism PTPN XII.

Analysis Results Coefficient Determination (Adjusted R Square)

Adjusted R Square measures the contribution of the independent variables of service (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) to tourists' visiting decisions (Y). The results of the analysis using SPSS 16.0 for Windows are presented in the following table:

Table 12
Coefficient Results Determination

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.698	0.488	0.442	0.49117

Predictors: (Constant), Total_X4, Total_X3, Total_X1, Total_X2

Source: Primary data processed by researchers using SPSS 16.0 software (2025)

Adjusted R Square value of 0.442 or 44.2% shows that the service variables (X_1), facilities and infrastructure (X_2), attractiveness (X_3), and accessibility (X_4) explain 44.2% of

changes in tourist visiting decisions (Y), while the remaining 55.8% is explained by other factors not examined in this study.

Discussion

This study reveals the relationship between the independent variables of service, facilities and infrastructure, attractiveness, and accessibility on tourists' visiting decisions at the Mumbul Garden Agrotourism of PT. Perkebunan Nusantara XII.

From the analysis conducted at the Mumbul Garden Agrotourism PTPN XII, the following regression model was obtained:

$$Y = 0.502 + 0.230X_1 + 0.183X_2 + 0.062X_3 + 0.366X_4$$

The constant value indicates that when all independent variables of service, facilities and infrastructure, attractiveness, and accessibility have no influence (value zero), the tourist's visit decision still reaches 0.502. In other words, there is a basic influence of 0.502 on the visit decision, and an increase will occur as these factors increase.

To determine the extent of the independent variables' contribution to tourists' decision to visit, researchers used Adjusted R Square. The SPSS 16.0 analysis showed an Adjusted R Square value of 0.442, or 44.2%. This figure indicates that services, facilities and infrastructure, attractions, and accessibility explain 44.2% of the variation in tourists' decision to visit. The remaining 55.8% is influenced by other factors not examined in this study.

Simultaneous Influence Variables Free Against Variables Bound

The F test proves that that when observed in a way together, services, facilities and infrastructure, power attraction, and accessibility influence significant decisions to visit tourists of the Agrotourism Mumbul Garden. This result shows that combination fourth factor the own Power relevant pull in influence decision decide traveler for visit destination This.

Influence In a way Partial Variables Free Against the Dependent Variable

The Influence of Service Variables on Tourists' Visiting Decisions

The analysis shows that service has a positive relationship with tourists' decision to visit. However, the effect is not statistically strong, with a significance value of 0.115, exceeding the 0.05 threshold. This indicates that service is not a primary consideration for tourists deciding to visit Mumbul Garden Agrotourism. Service here refers to the speed, responsiveness, courtesy, and friendliness of staff, such as during ticket sales.

The t-value of 1.607 with a probability of 0.115 (>0.05) reinforces the conclusion that service does not significantly impact tourists' decision to visit. Why is this? Because tourists seem to prioritize supervision and security, particularly in the swimming pool area, aspects not covered by the service indicators used.

This finding is in line with research by Wedelia (2011) and Syahadat (2005), both of which show that service does not have a significant influence on tourists' visiting decisions.

The Influence of Facilities and Infrastructure Variables on Tourists' Visiting Decisions

Facilities and infrastructure also showed a positive relationship with the decision to visit. However, like service, the effect was also insignificant because the significance value of 0.206 exceeded the 0.05 standard. Therefore, facilities and infrastructure are not a determining factor for tourists in making a decision to visit the Mumbul Garden Agrotourism PTPN XII. In this study, facilities and infrastructure include recreational facilities, souvenir availability, information, parking capacity, and trash cans.

The t-value of 1.285 with a significance of 0.206 (> 0.05) proves that facilities and

infrastructure do not have a significant influence on tourists' decision to visit the Mumbul Garden Agrotourism of PTPN XII. This insignificant result is suspected because tourists actually want other supporting facilities, such as the availability of accommodation or hotels, so they can stay longer, something that is not measured in the facilities and infrastructure indicators of this study.

Previous research by Syahadat (2005), Prawerti et al. (2015), and other studies also found that facilities and infrastructure do not have a significant influence on tourists' visiting decisions.

The Influence of Attraction Variables on Tourists' Visiting Decisions

Attractiveness showed a positive correlation with the decision to visit, but again, the effect was insignificant, with a significance value of 0.674, well above the 0.05 threshold. Therefore, attractiveness is not a significant factor influencing tourists' decisions to visit Mumbul Garden Agrotourism. The attractiveness aspects measured included the presence of plantations, historical sites, cultivation systems, and traditionalism.

With a t-value of 0.423 and a significance of 0.674 (> 0.05), it can be confirmed that the attractiveness does not significantly influence tourists' visiting decisions. This insignificance is suspected to occur because tourists are more interested in the water tourism aspects of the Mumbul Garden Agrotourism PTPN XII, even though the indicators compiled by the researcher focus more on plantations in accordance with the chosen theoretical basis, so that the attractiveness of water tourism is not explored.

Research by Syahadat (2005) and Khasani & Arianti (2014) also showed similar results that attractiveness did not have a significant influence on tourists' visiting decisions.

The Influence of Accessibility Variables on Tourists' Visiting Decisions

Unlike the previous three variables, accessibility has been shown to have a positive and significant influence on tourists' decision to visit, making it a significant factor for tourists. Accessibility here encompasses distance to the location, travel time, ease of access, and transportation costs.

The t-value of 4.374 with a significance level of 0.000 (< 0.05) proves that accessibility significantly influences tourists' decision to visit. This means that the better tourists' perceptions of the accessibility of the Mumbul Garden Agrotourism PTPN XII in terms of distance, travel time, ease of access, and cost, the more likely they are to visit.

According to Yoeti (1997), without adequate accessibility, no matter how good a destination's attractions are, it will be very difficult for it to develop into a successful tourism industry. Conversely, if tourists feel that accessibility meets their expectations, they are more likely to make repeat visits and even recommend the destination to others.

Kustini's (2015) research supports this finding, showing that accessibility factors have a significant influence on tourists' visiting decisions.

Variables which have dominant influence On Purchasing Decisions

Data analysis shows that accessibility is the variable with the most dominant influence on tourists' decision to visit the Mumbul Garden Agrotourism Site of PTPN XII. This is evident from the accessibility regression coefficient, which is the largest compared to the other three variables.

According to Yoeti (1997), the success of tourism sector development is highly dependent on transportation and communication factors, given that distance and time play a significant role in influencing a person's desire to travel. Good road infrastructure, proximity

to airports, and the availability of transportation to destinations are factors that contribute to a region's increased visitor numbers. Therefore, the ease or difficulty of reaching a destination significantly impacts its development.

CONCLUSION

Based on the results of partial regression analysis, it can be concluded that the service variables (X_1), facilities and infrastructure (X_2), and attractiveness (X_3) have positive regression coefficients, but all three do not have a significant effect on tourists' decision to visit Mumbul Garden Agrotourism PTPN XII. This insignificance is due to the service indicator emphasizing more on employee service aspects, the facilities and infrastructure indicator does not include accommodation facilities, and the attractiveness indicator focuses more on plantations, while tourists are more interested in water tourism. In contrast to these three variables, the accessibility variable (X_4) is proven to have a positive and significant effect and is the most dominant variable in influencing tourists' decision to visit, because tourists really consider distance, travel time, ease of getting to the location, and travel costs.

Based on these conclusions, the management of the Mumbul Garden Agrotourism PTPN XII is advised to prioritize improving accessibility aspects, such as repairing and maintaining road infrastructure, facilitating transportation, and providing clear directions to tourist locations. Furthermore, the management also needs to develop service indicators by paying attention to supervision and security aspects, especially in the swimming pool area, equipping facilities and infrastructure with supporting facilities such as accommodation, and developing water tourism attractions to complement the plantation's attractions, so as to increase tourist visiting decisions more optimally and sustainably.

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