

Factors Affecting the Attraction of Visitors from the Agricultural Education Tour in the Tani Belimbing Group, Artha Mandiri, Tulungagung District, Indonesian Country

Fatores que Afetam a Atração de Visitantes da Excursão de Educação Agrícola no Grupo Tani Belimbing, Artha Mandiri, Distrito de Tulungagung

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Abstract

Tourism is an important and most developed sector in the current era in supporting a country's economic growth. The tourism industry is currently able to produce products and services that are able to meet the needs of tourists so that tourists have a sense of satisfaction when they come to tourist sites. Tulungagung Regency has enormous potential related to tourist destinations. One of them is the Artha Mandiri Starfruit Farmers Group Agricultural Education Tour. Agricultural education tourism is a tour that prioritizes education or learning related to agriculture for tourist visitors. However, some aspects of educational tourism have not been able to maximize the potential to provide an optimal attraction for tourist visitors. This resulted in a very volatile related to the number of tourist visitors. The purpose of this study was to analyze the factors that influence the attractiveness of tourist visitors. The research method used is descriptive quantitative. Determination of the sample of respondents using proportionate stratified random sampling technique, and data analysis used is multiple linear regression. The results of this study indicate that 95% of visitors' attractiveness is in the high category. The factors that can affect the attractiveness of visitors at the location of agricultural education tourism in Tulungagung Regency are tourism material variables, accessibility, facilities and infrastructure, services, product quality and tourism concepts.

Keywords: Agrotourism; Agricultural Educational Tourism; Visitor Attractiveness

Resumo

O turismo é um setor importante e um dos mais desenvolvidos na era atual para apoiar o crescimento econômico de um país. Atualmente, a indústria do turismo é capaz de produzir produtos e serviços capazes de atender às necessidades dos turistas para que os mesmos tenham uma sensação de satisfação quando visitam os locais turísticos. Tulungagung Regency tem um enorme potencial relacionado aos destinos turísticos. Um deles é o Artha Mandiri Starfruit Farmers Group Agricultural Education Tour. O turismo de educação agrícola é um passeio que prioriza a educação ou aprendizagem relacionada à agricultura para os visitantes turísticos. No entanto, alguns aspectos do turismo educacional não foram capazes de maximizar o potencial de proporcionar uma atração ideal para os visitantes turísticos. Isso resultou em uma relação muito volátil com o número de visitantes turísticos. O objetivo deste estudo foi analisar os fatores que influenciam a atratividade dos visitantes. O método de pesquisa utilizado é quantitativo descritivo. A determinação da amostra de pessoas que responderam às perguntas utilizando a técnica de amostragem aleatória estratificada proporcional, e a análise dos dados utilizada é a regressão linear múltipla. Os resultados deste estudo indicam que 95% da atratividade dos visitantes está na categoria alta. Os fatores que podem afetar a atratividade dos visitantes no local do turismo educacional agrícola em Tulungagung Regency são variáveis materiais turísticas, acessibilidade, instalações e infraestrutura, serviços, qualidade do produto e conceitos turísticos.

Palavras-chave: Agroturismo; Turismo Agropecuário Educacional; Atração de Visitantes

1 Introduction

Tourism is an important and most developed sector in the current era in supporting a country's economic growth. The tourism industry is currently able to produce products and services that are able to meet the needs of tourists so that tourists have a sense of satisfaction when they come to tourist sites. The tourism industry is currently able to produce products and services that can meet the needs of tourists so that tourists have a sense of satisfaction when they come to tourist locations (Zaenuri, 2012) Tourism and entertainment are a human need that must be fulfilled as a brain refresher from daily activities. Although traveling and entertainment are secondary needs, these activities are very helpful in alleviating and forgetting the problems of everyday life. A solid routine of course requires high concentration so that a person will easily get bored and need travel activities to refresh his body and spirit. To meet the needs of traveling, there must have a tourist attraction that is a destination for carrying out these tourism activities. A tourist attraction is a place that is targeted in a tourist destination area to visit because it has its charm or advantage such as natural or artificial resources such as mountainous natural panoramas, flora and fauna, zoos, historic old buildings, inscriptions, temples, dances, and other attractions. other cultural attractions (Soleh 2017). In the current era, tourist attractions are experiencing improvements and renewal of innovations so that the attractions provided are not monotonous so that it creates more attraction for tourist visitors. This is because the perception of visitors in consuming products or enjoying activities and infrastructure facilities at tourist sites will be influenced by differences in facilities, tourist attractions and services that have been implemented at the tourist location. (Naidoo, Ramseook-munhurrin & Ladsawut 2010). In addition, according to Aprilia (2017) Satisfaction or dissatisfaction of visitors to a product or service is determined by the evaluation process of visitors by comparing the perception of the results of a product with the standards desired by the visitor.

Tulungagung Regency has enormous potential related to tourist destinations, which one of them is the Artha Mandiri Starfruit Farmers Group Agricultural Education Tour. Agricultural education tourism is a tour that prioritizes education or learning related to agriculture for tourist visitors. In addition, this educational tour has very adequate resources, quality and certified agricultural products and has adequate facilities and infrastructure. However, some of them have not been able to maximize the potential to provide an optimal attraction for tourist visitors. So that in educational tourism is still very volatile related to the number of tourist visitors.

Therefore, this study aims to examine the factors that influence the attractiveness of visitors in the Agricultural Education Tourism of Tulungagung Regency. By knowing

the factors that influence the attractiveness of visitors in Tulungagung Regency Agricultural Education Tourism, it is hoped that the results of this study can be used as consideration in making decisions to increase the number of tourist visits in the Tulungagung Regency Agricultural Education Tourism.

Agricultural Educational Tourism Belimbing Artha Mandiri Farmers Group is an educational-based agricultural tour. Initially this educational tour began operating on April 18 2018. This tour is located in Bono Village, Boyolangu District, Tulungagung Regency. This educational tour focuses on providing information and knowledge on fruit farming, especially organic star fruit. Agricultural management here applies an organic system with various innovations that can increase the productivity and quality of star fruit and the economy of the surrounding community. Carambola agricultural educational tourism has had many partners including: the Tulungagung Regency Agriculture Service, the East Java Province Agriculture Service, Dompot Dhuafa, the Tulungagung District Police, the East Java Provincial Police and many more. This tour is one of the targets for tourists, so it has great potential in the future. This educational tour for starfruit farming can be classified in a new category that is able to increase the existence of the area and a variety of activities can be carried out here so that it is not wrong if the number of tourist visits tends to increase.

2 Method

The location used in this research is in the Agricultural Educational Tour of the Artha Mandiri Starfruit Farmer Group, Bono Village, Boyolangu District, Tulungagung Regency, Indonesian. Determination of the research location was carried out purposively with the following considerations: 1) Including educational tourism or agro-tourism in the Tulungagung Regency area, 2) There were always visitors every day, 3) Having facilities and infrastructure to support tourism activities, 4) Access roads to tourist attractions were easy. The time used for this research is from January to May 2021.

The research method used is descriptive quantitative, which according to Sugiyono (2018) What is meant by quantitative research is research based on the philosophy of positivism which is used to examine certain populations or samples that are useful in formulating the results of a study. The population in this study were visitors who came to the Artha Mandiri Starfruit Farmers Group Agricultural Education Tour. The number of visitors at the Agricultural Education Tourism was taken from the time series data for 1 month, which was 129 visitors. In this study, the technique of proportionate stratified random sampling was used. Proportionate stratified random sampling technique is a sampling technique when the population

has members/elements that are not homogeneous and stratified proportionally.

The basis for making sample decisions is based on the population for 1 month by determining the proportionate stratified random sampling technique. The use of the sample so that the sample used has the same proportions in each category so that the sample can represent the population. Based on population data of 196 people, a total sample of 129 people can be obtained. Consisting of a sample of 31 elementary school education, 35 junior high school education, 53 people with high school education, and 10 undergraduate educations.

Data collection techniques used in this study are structured interview techniques and questionnaires. In this study, the target interviewed was the manager of Agricultural Educational Tourism who knew information about educational tourism and also visitors to Educational Tourism. The questionnaire used in this study contains aspects of forming the level of visitor attractiveness related to agricultural education tourism. For the distribution of online questionnaires via the google form which is shared on Whatsapp.

The variables used in this study are Independent Variables (X), among others, Tourism Materials, Accessibility, Facilities and Infrastructure, Services, Product Quality, Tourism Objects, Tourism Activities, Leisure, Tourism Concepts on Dependent Variables (Y) Tourist Attraction on Tourism Tulungagung Agricultural Education.

Analysis of the data used in this study is by using multiple linear regression analysis through the SPSS (Statistical Product and Service Solution) program. 25. Multiple linear regression analysis is used to determine whether there is an effect of variable X on variable Y. It is suspected that the variables of Tourism Material, Accessibility, Facilities and Infrastructure, Services, Product Quality, Tourism Objects, Tourism Activities, Leisure, Tourism Concepts affect the Attractiveness of Visitors to Tulungagung Agricultural Education Tourism. The steps taken to analyze the data that have been studied are as follows: (1) Data Preparation (Data Tabulation), (2) Linear Regression Model Estimation (Multiple), (3) Classical Assumption Testing, (4) Model Feasibility Test (Goodness of Fit Model), (5) Linear Regression Model Interpretation (Multiple).

3 Results and Discussions

3.1 Overview of Tulungagung Regency Agricultural Education Tourism

Artha Mandiri Starfruit Farmer Education Tourism Group is located in Bono Village, Boyolangu District,

Tulungagung Regency, in Indonesian Country. Bono Village is included in the potential of a Tourism Village because of its very beautiful natural resources and one of them has been used as educational-based agricultural tourism. This tourism can support the local community's economy and provide knowledge about agriculture to visitors so that it can be used as a means for farmer regeneration for young people in the future.

The topography of the Bono Village area is flat land with an altitude of 85 m above sea level with an average temperature of 20-30°C. The center for agriculture, especially for star fruit, is in Cluwok Hamlet with an area of ± 8.36 Ha and extends to neighboring villages, namely Moyoketen Village, Kedungsoko Village, Waung Village, and Gondosuli Village.

The number of starfruit farmers in Cluwok hamlet, Bono Village, who are members of the independent artha starfruit farmer group is 56 people. On average, they work as farmers and farm laborers with an average education level of elementary and junior high school graduates, as seen in Figure 1.

3.2 Travel Material

The tourist materials given to visitors are very diverse according to what is available at the location of agricultural education tours. Tourism materials are intended so that visitors can absorb optimally related to the information and knowledge that has been provided. Based on the results of the data tabulation of respondents' answers, tourism material is a high attraction for 41% of visitors and 43% with moderate attractiveness, and another 16% in the low category. This needs to be a concern by the manager so that in the future tourism materials can attract the interest of visitors, ranging from material design, material content, material language procedures, and material delivery methods.

3.3 Accessibility

Accessibility in this study is intended to make it easier for visitors to access agricultural educational tourism sites. Tabulation of respondent's answer data shows that 58% of visitors stated that access to agricultural education tourism was in the easily accessible category and 40% thought that accessibility was in the medium category and another 2% in the difficult category. With this in the future, it can be improved periodically according to the existing budget, so that access is easier and visitors are not reluctant to visit agricultural tourism sites, as seen in Figure 2.



Figure 1 Research locations.



Figure 2 Tulungagung Regency Tourism Map.

3.4 Facilities and Infrastructure

Facilities and infrastructure are very supportive of the activities and activities of agro-tourism. The ease and completeness of facilities and infrastructure will facilitate the process of activities in educational tourism. Reviewing the results of the tabulation of respondents' data regarding answers regarding the facilities and infrastructure in educational tourism, 62 respondents rated the facilities and infrastructure in the high category and 61 respondents rated it in the medium category, while the remaining 6 respondents rated the low category. With such results, there is a need for a review of facilities and infrastructure as well as a re-evaluation to improve the function of existing infrastructure in agricultural education tourism sites.

3.5 Service

Service is a series of attitudes, priorities, and everything that is done to create satisfaction for visitors. Services on agricultural education tourism by 87% of respondents were rated in the satisfactory category and another 13% in the medium or mediocre category. Of course, this is a good achievement in the service category, so that in the future it can be maintained and improved gradually.

3.6 Product Quality

Product quality is all the physical conditions, properties, and functions of existing products at tourist sites based on existing quality. Product quality has several aspects of assessment such as taste, texture, physical condition, and quality of star fruit products that are marketed at agricultural education tourism sites. The results of tabulation of respondent's answer data show that 51% rate the product quality is very good and the quality category is high. While the other 47% rated it in the medium category and 2% in the low category. These results indicate that the quality of products in educational tourism has good quality in the categories of taste, texture, and other aspects. So for respondents who rate in the low and medium categories, it is necessary to review what aspects are lacking in product quality so that the products marketed at educational tourism sites are really of high quality and become the main attraction for visitors to starfruit farming education tours in Tulungagung Regency.

3.7 Tourist Attraction

A tourist attraction is everything that exists in educational tourism that becomes an attraction for visitors. The attractions in educational tours are very diverse, ranging

from very beautiful natural conditions, very many star fruit so that it gives a comfortable feeling for visitors besides that there are also photo spots that support visitors to capture their moments on agricultural education tours. Based on the results of the tabulation of data related to visitor assessments regarding tourist objects, 74% of respondents stated that the tourist objects in educational tourism were in the category of adequate objects and felt complete at the level of completeness of tourist objects. While the other 16% think that the tourist attraction is in the moderate or moderate category.

3.8 Tourism Activities

Tourism activities are all activities carried out by visitors when visiting agricultural educational tourism sites. Tourism activities in agricultural education tourism include activities to express oneself through activities to capture oneself through photos or videos, learning and reading activities, as well as activities to enjoy nature in agricultural education tours. The results of tabulation of respondent data show that 19% of respondents rate activities in the low category or lack of varied activities, 48% in the medium category, and 33% in the high activity category. With these results, the manager must review and bring up innovations related to the variety of activities that will be raised so that the attractiveness of visitors increases and can become a tourist characteristic.

3.9 Comfort

Comfort in this study is a state of visitors who have a sense of calm, comfort in an environment that embodies a sense of pleasure with these conditions. The aspect of comfort is a condition that is quite difficult for someone to achieve. So that the person should enjoy when visiting tourist attractions so that the feeling of comfort arises in him. In the aspect of comfort in agricultural education tourism, respondents rated 40% as having comfort in the high category, 58% in the medium category comfort, and another 2% in the low category. These results can be used as evaluation material for managers so that the comfort aspect appears in each visitor who comes to agricultural education tourism sites.

3.10 Travel Concept

The concept of tourism is a series of methods or paths that exist in agricultural education tourism. The concept of tourism in the study area with the theme of educational tourism which aims to provide education related to agricultural sciences to visitors, thus allowing tourist

visitors' interest in agriculture to increase, in addition to being a means of agricultural regeneration starting from generating interest and changing people's mindsets about agriculture does not have to be dirty and spend a lot of energy. Based on the results of the tabulation of data, it shows that the concept of tourism in educational tourism according to 55% is considered in the high category or interpreted according to the needs of visitors, 30% in the medium category, and 15% in the low category. Of course, in the future, there is a need for regulation and development of innovations related to the concept of tourism to allow the complexity of the concept of tourism to be fulfilled.

3.11 Visitor Attraction

The visitor attraction from the overall aspect includes tourism materials, accessibility, facilities and infrastructure, services, product quality, tourist objects, tourist activities, tourist comfort and tourism concepts, 95% are in the high attractiveness category and 5% in the medium category. These results show very good results in the field of agricultural tourism, in the future it needs to be maintained and able to bring up the latest innovations that have a positive impact on visitors and managers of agricultural education tours.

3.12 Effect of Independent Variables on Dependent Variables

The influence of the independent variables including tourism materials, accessibility, facilities and infrastructure, services, product quality, tourist attractions, tourist activities, tourist comfort and tourism concepts on

the dependent variable, namely tourist attraction, can be seen in the following multiple linear regression analysis output in Table 1.

Based in Table 1, a multiple linear regression equation model can be made as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 - b_3 X_3 + b_4 X_4 + b_5 X_5 - b_6 X_6 - b_7 X_7 - b_8 X_8 + b_9 X_9$$

$$Y = 21,828 + 0,280 X_1 + 0,680 X_2 + 0,551 X_3 + 0,537 X_4 + 0,538 X_5 - 0,678 X_6 - 0,469 X_7 - 0,547 X_8 + 0,543 X_9$$

Information:

- Y = Visitor attraction
- α = Constant
- b₁ b₂ b₃ b₄ b₅ = Regression coefficient
- X₁ = Travel Material
- X₂ = Accessibility
- X₃ = Facilities and infrastructure
- X₄ = Service
- X₅ = Product quality
- X₆ = Tourist attraction
- X₇ = Tourism Activities
- X₈ = Comfort
- X₉ = Travel Concept

Based on the regression equation model above, it can be explained as follows:

The constant of 21.828 means that tourism materials, accessibility, facilities and infrastructure, services, product quality, tourist attractions, tourist activities, tourist comfort and tourism concepts are 0, then the attractiveness value is 21.828.

Table 1 The influence of Tourism Materials on Visitor Attractiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	21.828	3.513		6.213	.000		
Travel Material	.280	.106	.315	2.654	.009	.271	3.685
Accessibility	.680	.189	.248	3.602	.000	.807	1.239
Facilities and infrastructure	.551	.211	.227	2.616	.010	.508	1.970
Service	.537	.153	.245	3.499	.001	.783	1.277
Product quality	.538	.262	.204	2.050	.043	.388	2.579
Tourist attraction	-.678	.343	-.168	-1.976	.051	.530	1.885
Tourism Activities	-.469	.257	-.186	-1.826	.070	.368	2.716
Comfort	-.547	.335	-.147	-1.633	.105	.471	2.123
Travel Concept	.543	.231	.237	2.348	.021	.375	2.668

Source: Respondent Data Processing, 2021

The regression coefficient of the tourism material variable is .280, accessibility is .680, facilities and infrastructure is .551, service is .537, product quality is .538 and the concept of tourism is .543, meaning that if the value of the 6 variables has increased by 1%, then the value of the visitor attraction variable has increased. according to the value of these 6 variables. A positive coefficient means that there is a positive relationship between the variables of tourism materials, accessibility, facilities and infrastructure, services, product quality and tourism concepts on visitor attraction, the higher the value of tourism materials, accessibility, facilities and infrastructure, services, product quality and tourism concepts, the higher the value of tourism materials, accessibility, facilities and infrastructure, services, product quality and tourism concepts. the higher the attraction of visitors to agricultural education tourism.

The regression coefficient of the tourism object variable is -.678, the tourist activity is -.469 and the convenience is -.547, meaning that if the other independent variables have a fixed value and the tourist attraction, tourist activity and convenience have increased by 1%, then the value of visitor attraction will decrease by 3 that variable.

A Travel Material

Tourism materials are knowledge, skills, and attitudes that must be mastered by visitors in order to meet predetermined competency standards. Educational tourism materials are very diverse and have details that are able to provide an understanding of educational tourism visitors. Based on Table 1, the significance value is .009 and less than .05, this means that tourism materials are able to affect the attractiveness of tourist visitors. If we look at the t-count, t-count and regression coefficients on the tourism material variable, the notation is positive, this indicates that the effect is not reversed. So, the better and the more tourist materials provided, the more attractive the visitors will be. This is supported by the statement Mauludin (2017) that more and more attractions or tourist content that are useful both educationally and personally can increase visitor interest on a regular and sustainable basis. With this, the tourism material presented in the future must be educational in nature, the invitation and the language in the delivery of the material must be friendly, interesting and communicative so that it can be understood more deeply by tourist visitors.

B Accessibility

Accessibility is an easy thing to achieve. This means that accessibility is not only the willingness of everything but also the willingness to be easily achieved. Based on the

multiple linear regression output in Table 1, the accessibility sig value is 0.000, which means that there is a very high significant influence between accessibility and visitor attraction. And when viewed from the t count of 3,602, this shows a positive notation. So, the easier the accessibility to agricultural educational tourist attractions, the more visitors will come to these tourist attractions. Mulyati and Masruri (2019) states that when accessibility to tourist attractions is easy, visitors will find it easier to come to the location without thinking long. This is because with easy access the distance and travel time will be faster so that visitors are not bored to wait while traveling.

C Facilities and infrastructure

Facilities and infrastructure are directly related to supporting the comfort of visitors at the location of agricultural education tours. Based on Table 1, the significant value shows a number of .010 and less than .05. This shows that there is a significant influence between facilities and infrastructure on the attraction of visitors. So, the better and complete the facilities and infrastructure in agricultural education tourism will affect the increase in the attractiveness of visitors to agricultural education tours. These results are consistent with research Khuong and Nguyen (2017), which states that when the facilities and infrastructure have good completeness, the satisfaction of visitors will be created. So that it becomes an attraction for visitors to return to the tour.

D Service

The service is intended to provide satisfaction to agricultural education tourism visitors through the attitude of the manager and all aspects that support better service. The sig value from the results of multiple linear regression analysis shows a number of .001 and is smaller than the alpha value of .05. In addition, the value of t arithmetic and the value of the regression coefficient shows a positive notation that is 3.499 and .537, respectively. This shows that there is a significant positive influence between the effect of service on the attractiveness of visitors. The better the service provided to visitors, the higher the attraction of visitors to the tour. These results are supported by research Wiratini et al. (2018) and Widiyanto (2015) which states that services that are carried out and implemented properly are the determinants of the success of a tourist attraction because it provides satisfaction to visitors. When the quality of service provided exceeds the expectations of visitors or more precisely exceeds the expectations of visitors, it will have a better impact in the future.

E Product Quality

Product quality is an aspect of the quality and physical condition of a product. Based on the data analysis above, the sig value is .043 and is smaller than .05. In addition, if you look at the standard regression coefficient, it is at .204 and the t-count is 2.050. From these data, it can be concluded that the quality of the product is able to significantly affect the attractiveness of visitors. When product quality is met with good and quality, the attraction of visitors will increase, because good product quality will have an impact on the health of visitors. Nova and Yusrini (2016) stated that product quality had a positive impact on visitor satisfaction which resulted in visitors being more interested in tourist sites. With high product quality, it is possible for visitors to always enjoy the products that have been marketed.

F Tourist attraction

A tourist attraction is everything that exists in the area of a tourist destination that makes an attraction so that visitors or the public want to come and visit that location. The results of multiple linear regression showed a sig value of .051 and was greater than the alpha value of .05. This shows that there is no significant positive effect between the influence of tourist objects on visitor attraction. Various tourist objects are not necessarily able to attract more visitors, this is because various tourist objects provide different views for each individual person, sometimes this view is false. (Soleh 2017), stated that the tourist attraction is adequate and gives a sense of pleasure because of its beauty so as to allow the attraction of visitors to be more optimal. This is different from the research that has been done because educational tourism does not show the natural beauty of coolness. On agricultural education tours, showing and prioritizing learning in the form of organic starfruit cultivation and techniques so that star fruit is able to bear fruit in a sustainable and continuous manner.

G Tourism Activities

Tourism activities are all activities carried out by visitors when visiting tourist locations. The tourism activities in agricultural education tours are very diverse so that they are able to make visitors not bored when visiting. However, in Table 1 the value of the tourism activity sig is .070 which means that there is no influence between tourism activities on visitor attraction. The more diverse or the more activities that can be done in agricultural education tourism, it will not affect the attractiveness of tourist visitors. These results are different from the research conducted by Dyana, Sasrawan Mananda and Leli Kusuma Dewi (2015) stated that tourism activities within the scope of tourist attractions

that are flexible and expressive can influence the intensity of visitor visits. This is because in agricultural education tourism the activities are learning and mind draining so that complex tourism activities in agricultural education tours do not necessarily affect the level of attraction of visitors to agricultural education tours.

H Comfort

A person's comfort is very difficult to achieve in several aspects because comfort arises because of a calm and a sense of happiness in an environment so that to reach this stage it is necessary to have stages that must be passed. Based on the output table of the data analysis, the significance value is .105 and more than .05, this comfort is not able to affect the attractiveness of tourist visitors. This is because the location in agricultural education tours is quite crowded and as a vehicle for learning, so that one's comfort will be difficult to achieve with these conditions. This is supported by the statement Diana (2019) which states that a person goes to a tourist location to gain knowledge, carry out activities and actively participate in fun activities. So, it is not the comfort that is sought when visiting tourist sites.

I Travel Concept

The concept of tourism in the research location with the theme of educational tourism, namely providing agricultural sciences which is expected to be able to provide positive feedback for visitors. The sig value is .021 and is smaller than the alpha value of .05. In addition, the value of t arithmetic and the value of the regression coefficient shows a positive notation. This shows that there is a significant positive influence between the concept of tourism on the attraction of visitors. The better and more useful for visitors related to the concept created will make visitors more interested in the tour. Ananda and Koswara (2018) mentions that the factors that influence the attraction of visitors are the complexity of the tourism concept such as the availability of souvenir shops, cafes, relaxing places, adequate government institutions, involvement of local communities, updated tourist information, availability of integrated information service centers and the availability of places to eat. . With the complexity of the integrated tourism concept, it can increase the attractiveness of visitors so that visitors feel happy when they come to the location.

4 Conclusions

The attraction of visitors to the starfruit agricultural education tourism in Tulungagung Regency which most dominates is at the level of attractiveness in the high category. The results of multiple linear regression analysis

show that the factors that can influence the attractiveness of visitors at the agricultural education tourism site in Tulungagung Regency are tourism material variables, accessibility, facilities and infrastructure, services, product quality, and tourism concepts. So that in the future tourism managers must pay attention to this and must fix it regularly so that the attraction of visitors increases.

5 Suggestions

Other researchers and writers can use this research as the basis for further research. In future research, it can be studied about the impact of improving the factors that influence the attractiveness of visitors to increase the quantity and income of agricultural tourism.

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Author contributions

Ugik Romadi: conceptualization; formal analysis; methodology; validation; writing-original draft; writing – review and editing; visualization. **Hamyana:** formal analysis; methodology; validation. **Yastutik:** methodology; validation. **Mochlisin Fatkur Rohman:** writing – original draft; supervision.

Conflict of interest

The authors declare no conflict of interest.

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