

MODEL OF TOURIST VISITING DECISION FOR AGRITOURISM IN LAMPUNG PROVINCE

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ABSTRACT

Background: Indonesia has major potential in utilizing agricultural-based tourism or what is known as agritourism. The concept of agritourism is quite popular globally and is recognized to support agricultural growth through diversification of activities that generate income for farmers and lead to rural development. Lampung Province is one of the provinces that focuses on developing agritourism areas. Agritourism in Lampung has been new intensively developed in 2018, so it still needs development in advancing the agritourism sector. Research that focuses on tourist decision factors to visit is important to carry out.

Purpose: The purpose of this study is to identify the characteristics and visiting decision models of agritourism tourists in Lampung.

Design/methodology/approach: This research used Structural Equation Modelling (SEM) analysis.

Findings/Result: The study's findings indicate that the extended TPB model has a favourable impact on traveller's decisions to travel. The intention of tourists to visit is unaffected by anything but subjective norms. Optimizing the attractions and products is crucial in forming a positive attitude among tourists in agritourism visit decision. Providing facilities and infrastructure can also be done to increase the number of visits to agritourism.

Conclusion: Attitude as the most contributing variable in shaping the behavior of tourist visits to agritourism, makes agritourism actors need to provide attractive facilities including unique decorations, adding photo spots, adding children's educational spots, providing more family leisure spaces, and providing facilities that support child-friendly activities. The addition of innovation in agricultural education activities also needs to be added to provide a perception of authenticity for agritourism related to superior or characteristics commodities in Lampung Province. This will make the image of agritourism in Lampung Province as a destination that provides pleasure and education for tourists.

Originality/value (State of the art): This study uses the TPB concept in analyzing tourist behavior in visiting agritourism of Lampung Province. Previous research using the TPB concept has been conducted in the context of tourists in agritourism by adding variables of perception of authenticity and environmental concern. This study expands the concept of TPB by improving and adding other variables that have an influence in shaping tourist behavior such as destination image, family influence, eWOM, self-efficacy and facilitating conditions.

Keywords: agritourism tourists, SEM, TPB, tourist, visit decision

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INTRODUCTION

Marketing plays an important role in the success of an industry or business. In the context of marketing, consumers are one of the key factors that are important to pay attention to. Consumer behavior is defined as the science of understanding individuals in choosing, buying, and using a product (Kotler and Keller, 2016). Several studies have proven that consumer behavior is an important factor in the success and effectiveness of marketing (Prabhu, 2020; Qiu et al. 2023). In the context of tourism, things that can affect the interests and decisions of tourists visit some of them are destination image, perception of authenticity, environmental aspects, interpersonal factors including family and intrapersonal factors such as digital promotion, to aspects of infrastructure and facilities (Ayumi et al. 2022; Hedlund, 2011; Khan et al. 2018; Zhang and Luo, 2021).

In predicting consumer behavior can be used various analyses including the Theory of Planned Behavior (TPB). TPB have advantages because this theory is a continuation and development of the Theory of Reasoned Action (TRA) so as to perfect the theory in predicting individual behavior and intentions. Research proves that TPB can predict behavior in areas including tourism (Pahrudin, Chen and Liu, 2021; Rahmafritria et al. 2021). TPB can predict 39 percent of intentions and 27 percent of individual behavior (Armitage and Conner, 2001). This makes the TPB feasible to use in this study that seeks to uncover the need to use the TPB to predict.

The economy in a country is certainly supported by many components that play a role, including one of which is the tourism sector. The increase in tourism contribution in regional income and foreign exchange of the country is important evidence of the tourism sector. Aggregate since 2016-2019, the tourism sector contributed to the addition of the country's foreign exchange by 63.24 trillion and an increase in the proportion of GDP by 0.32%. This increase is possible due to the development of strategies through natural attractions and tourist destination services. The tourism industry's contribution to the Gross Regional Domestic Product (GRDP) provides a regional perspective on its importance. Each province and region in Indonesia has different levels of GDP depending on the contribution of all existing sectors. Lampung Province is a province with a fairly high GRDP, which is in 11th position out of a total of 34 Provinces in Indonesia in 2021.

Specifically, Lampung Province occupies the fourth position out of a total of ten provinces on the island of Sumatra, with a value of 371,903 billion rupiah (Central Agency of Statistics, 2022b). Based on the amount of GDP, the tourism sector is in the top 10 main contributors (Central Agency of Statistics, 2022a). The progress of the tourism sector is the effect of optimizing the attractiveness of a destination. In addition, the natural wealth and cultural diversity in Indonesia are able to attract foreign tourists and domestic tourists (Rahma, 2020). According to The Ministry of Tourism (2018), the diversity of natural and cultural resources has led to the grouping of three focus categories for the development of Indonesian tourism products. Natural tourism products, cultural tourism, and artificial tourism are the three categories. Agritourism is one that is included in the category of tourism products.

Agritourism in Lampung province contributes to the income of farmers in the village through land use for agrotourism purposes. In addition, the existence of agrotourism in Lampung province is also useful in opening up employment land for the surrounding community. The community around agrotourism also offers unique processed products so that this gives a positive signal in increasing the creative economy in the community. The obstacle to the growth of agrotourism in Lampung province is that there are still limitations in destination marketing. This is possible because most agrotourism actors in Lampung Province are independent businesses or farmer-owned land, causing limitations on destination promotion by farmers who do not understand marketing. In addition, this marketing limitation is due to the lack of optimization of the destination image.

Agritourism is also an alternative tourism by prioritizing agricultural education in a tourist destination. Indonesia, which is an agricultural country, has great potential in the development of agriculture-based tourism (The Ministry of Agriculture, 2012). Agritourism resilience can be proven from the success of agritourism in the Covid-19 pandemic crisis that has occurred since early 2020. The pandemic has caused many tourists to discourage their intentions in traveling, but it does not apply to agritourism. Some tourists travel to agritourism because they think that agritourism is the right and safe destination during a pandemic (Wojcieszak-Zbierska et al. 2020). This is in line with Bruneian people who choose domestic ecotourism and agritourism sites as safe places to travel (Chin and Musa, 2021).

Lampung Province, which has uniqueness and diversity, can be used as a leading potential for the tourism sector. Lampung Province has a wealth of natural resources in agriculture including food and horticulture (The Ministry of National Development Planning, 2015). This is what makes Lampung Province has potential in agriculture that can be directed in the development of tourist attractions.

There is potential for the development of agritourism as an alternative tourism in Lampung Province or known as agropolitan. Agritourism as an alternative tourism strives to offer a different experience by educating the public (Syafrizal et al. 2018). Intensive agritourism development in Lampung Province can be said to be quite new. This makes there are still limited agritourism attractions offered such as picking fruit directly, consuming agritourism products directly, to processing products and education on the introduction of agritourism (Roslina, 2021). The focus of agritourism development areas is in five regencies/cities including Bandar Lampung City, Pesawaran Regency, West Lampung, East Lampung, and Tanggamus. Several areas in Lampung Province are areas focused on the development of agritourism with types of flowers, fruits, pepper, fisheries and animal husbandry with fishing and fruit picking activities.

The new agritourism development carried out in 2018 makes agritourism in Lampung Province have challenges that need to be faced. The main problem that is also a challenge in the development of agritourism destinations in Lampung Province is the lack of facilities and infrastructure as well as accessibility and infrastructure that has not been maximized (Department of Tourism and Creative Economy of Lampung Province, 2022). Facilities and infrastructure are important indicators in influencing the decision of tourists to visit tourist destinations (Khan et al. 2018). This makes the condition of the facility important in facilitating and convincing tourists to make a visit.

Limited marketing and image optimization through tourist attraction are one of the focuses of improving agritourism destinations as part of tourism in Lampung Province (Department of Tourism and Creative Economy of Lampung Province, 2022). Each destination needs to have an identical image that can describe the attraction. Agritourism that focuses on providers of agricultural services and products is important to build the image of a destination that is able to show the value

and attractiveness of tourism (Ariyanto and Prihandono, 2018). Agritourism marketing needs to be formulated appropriately to support the success and encourage the progress of agritourism, including for agritourism in the newly developed Lampung Province.

By conducting good agrotourism marketing through an understanding of tourist characteristics, all stakeholders can synergize to advance agrotourism. This can encourage the creation of integrated marketing policies between the government, agritourism actors, to tourism associations and tourism-aware communities throughout the village. On the other hand, the synergy between all parties will make it easier for agrotourism actors to provide added value for tourists who come to visit so that this will affect the benefits of the regional economy for villages and communities around agrotourism.

In addition, focusing on factors and things that influence the decision to visit tourists needs to be done to advance the agritourism industry. The provision of facilities that are able to support the destination and the convenience perceived by tourists to be able to access the destination is important in increasing the interest of tourist visits (Ginting, 2016; Khan et al. 2018). Marketing steps through massive dissemination of information through the internet or the influence of the closest people become important for a tourist destination (Osman et al. 2014). Therefore, the research that will be carried out seeks to formulate how to model the decision to visit tourists to agritourism in Lampung Province using the TPB concept which will be expanded with the addition of variables destination image, authentic perception, environmental concern, family influence, electronic word of mouth, facilitating condition, and self-efficacy.

METHODS

This research is quantitative type involving 270 respondents of agritourism tourists in Lampung Province within March-May 2023. Agrotourism in this study has at least attractions in the form of fruit picking. The sampling method utilized is a non-probability method with purposive sampling techniques, with a minimum age criterion of 17 years and having visited agritourism in Lampung Province or having purchased agritourism items in agritourism places. Data collection in this study was carried out using questionnaires distributed online by distributing questionnaire questions on social media platforms.

The analysis conducted in this study was Structural Equation Modelling (SEM). SEM can be said to be a multivariate analysis technique to test theories related to relationships between a number of variables simultaneously (Dachlan, 2014). The use of SEM is done because SEM has the advantage of being able to reflect most of the uses of other analytical tool techniques incorporated in factor analysis, regression analysis, and path analysis (Dachlan, 2014). In conducting the analysis, variable measurements were carried out using a five-point Likert scale. It is used in order to measure "attitudes" scientifically to be accepted and validated.

There were 12 variables used in this study. The indicators used can be detailed as follows: 5 indicators on attitude variables; 4 indicators on subjective norms variables; 6 indicators on perceived behavioral control; 5 indicators on destination image; 4 indicators on authentic perception; 5 indicators on environmental concern; 4 indicators on family influence; 5 indicators on electronic word of mouth; 4 indicators on self-efficacy; 4 indicators on facilitating condition; 4 indicators on visit intention; and 4 indicators on visit decision.

The perception of the authenticity of the tourist attraction, the image of the destination, and each person's level of environmental sensitivity can all have an impact on how travellers feel about traveling in the context of tourism (Ramkissoon and Uysal, 2011). The destination image is recognized as a crucial and significant factor in the decision-making process of tourist travel behavior. According to research Jalilvand et al. (2012), tourists' perceptions about tourism places are positively and considerably influenced by the destination's image. The impression of tourist attitudes is positively and significantly influenced by the destination's authenticity (Li et al. 2019). In addition, Previous research revealed that with environmental concern an individual will be influenced in the intention to visit by tourists (Pham and Khanh, 2021; Sultana et al. 2022). Environmental concern proven to influence tourist attitudes (Zhang and Luo, 2021).

H₁: destination image affects attitude

H₂: authentic perception affects attitudes

H₃: environmental concern affects attitudes

Subjective norms are one of the determinants that can predict the intentions and behavior of a person or individual. This is because subjective norms refer to

perceived social pressure in performing an action. In tourism, subjective norms can be influenced by family influences and electronic word of mouth. Ng and Rahim (2005) mentions that Family Influence can be interpreted as the influence or pressure felt from the family in carrying out a behavior. Research by Zahid and Din (2019) and Nawawi et al. (2018) states that family influence has a favorable influence on subjective norms. Previous research has suggested that eWOM has the greatest influence on subjective norms in relation to traveller's travel interests (Jalilvand et al. 2012).

H₄: family influence affects subjective norms

H₅: eWOM affects subjective norms

Perceived behavioral control is one of the determinants in predicting a person's intentions and behavior. This is because perceived behavioral control refers to the perceived ease with which an action is determined. In tourism, this can be seen from the variables of self-efficacy and facilitating conditions. Ginting (2016) found that self-efficacy Able to shape tourist perceptions of tourist destinations so as to increase the number of visits made to tourist attractions. Research conducted (Nguyen et al. 2021) indicates that self-efficacy positively increases interest in tourist trips. Facilitating condition Facilitate the decision-making process by tourists when choosing tourist destinations to visit (Khan et al. 2018). Facilitating condition Facilitate the decision-making process by tourists when choosing tourist destinations to visit (Khan et al. 2018). Research (Dash, 2020) revealed that facilitating condition positive and significant effect on perceived behavioral control in the context of interest in visiting a tourist destination in India.

H₆: self-efficacy affects perceived behavioral control

H₇: facilitating condition affects perceived behavioral control

The concept of TPB is often used in assessing the interests and behavior of individuals in various fields. The predictive ability of TPB can be seen from the large number of uses of TPB in various studies on intention. TPB consists of three main deterrers, namely attitudes, subjective norms, and perceived behavioral control. According to Lam and Hsu (2006) research, attitudes, subjective norms, and perceived behavioral control all significantly and favorably influence students' travel interests, which in turn influence how tourists behave when they visit.

H₈: attitude affects visit intention

- H₉: subjective norm affects visit intention
- H₁₀: perceived behavioral control affects visit intention
- H₁₁: visit intention affects visit decision

TPB are frequently used to forecast human behavior in a variety of contexts such as behavior intention of saving in bank and travel-related tourist behavior and intention (Rahmafritria et al. 2021; Sulistiowati, Suwarsinah and Simajuntak, 2023). The expanded TPB concept can increase the explanatory power of the early TPB model. Variable addition environmental concern, eWOM, authentic perception has been done to expand the concept of TPB. Previous studies have also noted that the perception of a destination affects traveller’s intentions to travel, particularly travellers to places that engage in agritourism (Ramkissoon and Uysal, 2011). Based on previous research studies, the tourist visiting model is formulated in the research hypothesis contained in Figure 1.

RESULTS

Characteristics of Respondents

Agritourism tourists in Lampung Province are dominated by female tourists with a proportion (60.7%). This is similar with research (Roslina, 2021) which show that the majority of agritourism tourists in Lampung Province are women. Agritourism tourists in Lampung Province are dominated by 35-39 years old with a proportion (38.5%) with the last education being undergraduate with a proportion of (39.3%). The employment of agritourism tourists in Lampung Province is dominated by entrepreneurs with a proportion (33%) with married status (57.4%). Agritourism tourists in Lampung Province are dominated by domestic tourists from the capital city of Lampung Province, namely Bandar Lampung City tourists with a proportion of (55.6%). The amount of monthly income owned by agritourism tourists in Lampung Province is dominated in of more than IDR 5,000,000 – IDR 7,500,000 with a proportion of (38.5%) and the amount of expenditure for recreation per month is dominated of IDR 500,000 – IDR 1,000,000 with a proportion of (38.5%). This shows that respondents still need enough tourist destinations to make a recreation budget in that range.

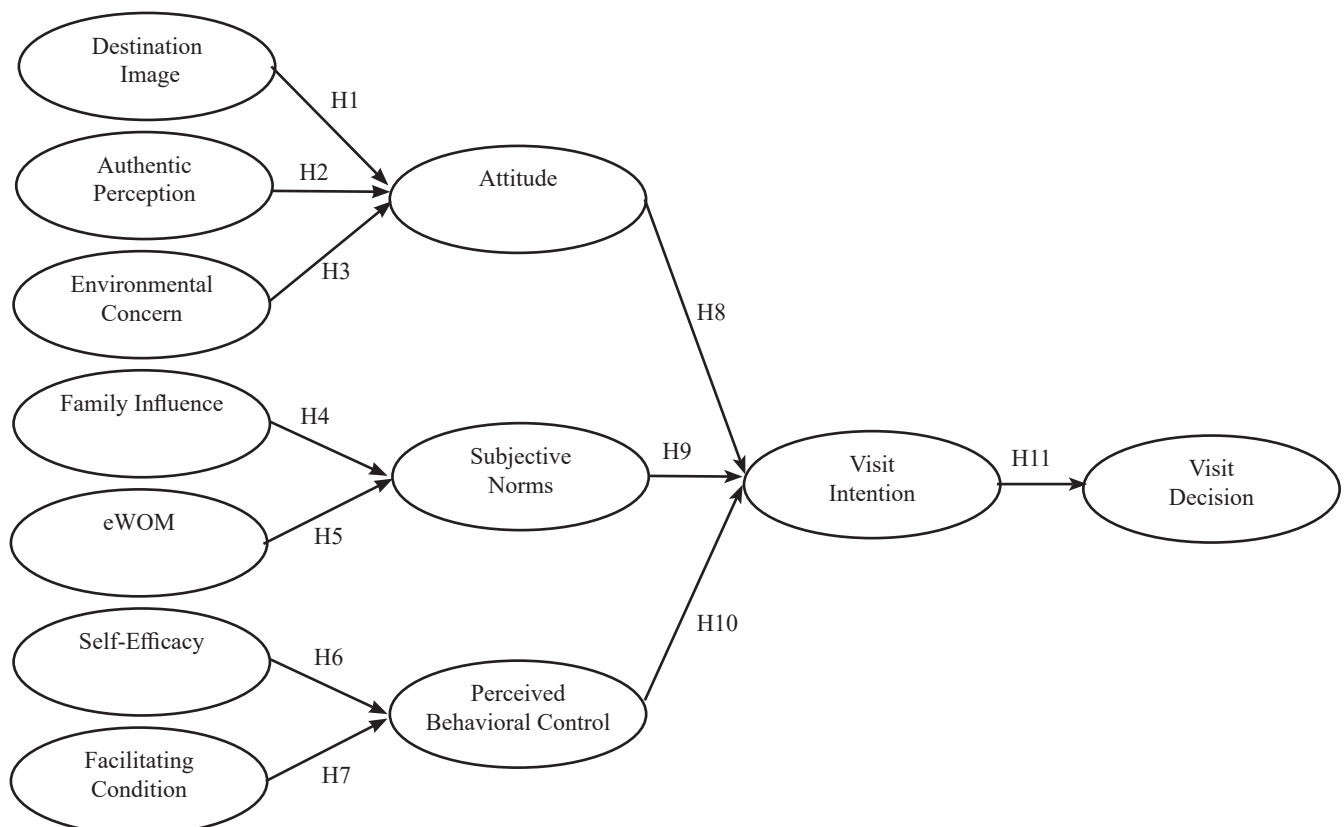


Figure 1. Research model

Evaluation of the Measurement Model (Outer Model)

The validity and reliability of the variables employed in research are evaluated by analyzing measurement models. There are 54 indicators employed in this study, which are based on the initial SEM model path. However, once the PLS Algorithm process data has been processed, there are 6 items that must be eliminated because they do not adhere to the specifications, specifically because their loading factor value is less than 0.70. According to Hair et al. (2017), the loading factor value utilized in the construct must be more than 0.70 in order for it to be considered valid. If the loading factor value on each indicator has not met the requirements, it can be dropped and recalculated. The indicators performed are PB6, DI4, DI5, EC3, EC4, and FC4. After dropping, retesting was carried out on 48 research indicators. The results of the PLS Algorithm process after dropping show that the overall indicator has a loading factor value greater than 0.70 so that the construct used in the study can be declared valid.

Further testing is performed to determine the construct's discriminant validity. The Fornell-Larcker criterion's value provides evidence of the discriminant's validity. According to the Fornell-Larcker method's justification, a concept has greater variance with its associated indicators than with other constructs, according to Hair et al. (2017). When compared to other latent variables in this study, the consequence of each square root of the

Average Variance Extracted (AVE) value of the latent variable with the variable itself has a larger value. This indicates the variable's entire range's outstanding discriminant validity.

The value of AVE is further examined as part of subsequent validity testing. The AVE value must be larger than 0.50 in order for a construct to be considered valid (Hair et al. 2017). The error variance is greater than the indicator variance, hence AVE values that do not satisfy these criteria or are less than 0.50 are insufficient. By evaluating the Cronbach's alpha and composite reliability values, reliability testing must be carried out in addition to validity tests. For a construct to be thought of as real, Cronbach's alpha and composite reliability must be greater than 0.70; nevertheless, a value of 0.60 is still acceptable (Hair et al. 2017).

The study's total latent variable has an AVE value larger than 0.50, according to the table above. This demonstrates that the average construct satisfies the criteria and can be deemed valid because it can explain more than half of the indicator variables. Following testing, determine the value of the outer loading and loading factor. Additionally, it can be concluded that the entire set of variables employed in this study is reliable. This is evidenced by Cronbach's alpha and composite reliability scores higher than 0.70. AVE, Cronbach's Alpha (CA) and Composite Reliability (CR) Values in Table 1.

Table 1. AVE, Cronbach's Alpha (CA) and Composite Reliability (CR) Values

Latent Variables	AVE	CA	CR
Attitude (AT)	0.619	0.845	0.890
Subjective Norms (SN)	0.648	0.818	0.880
Perceived Behavioral Control (PB)	0.570	0.811	0.869
Destination Image (IN)	0.680	0.765	0.864
Authentic Perception (AP)	0.641	0.813	0.877
Environmental Concern (EC)	0.631	0.707	0.836
EWOM (EW)	0.607	0.839	0.885
Family Influence (FI)	0.721	0.870	0.911
Self-Efficacy (SE)	0.642	0.814	0.878
Facilitating Condition (FC)	0.718	0.803	0.884
Visit Intention (VI)	0.664	0.831	0.888
Visit Decision (VD)	0.669	0.835	0.890

Evaluation of the Structural Model (Inner Model) and Hypothesis Test

After analyzing the measurement model (outer model), the structural model (inner model) is evaluated in the second step of SEM analysis. Examining the R square value and significance will help with this. Measuring the R-square value is necessary to ascertain how varied the change of the independent variable to the dependent variable is.

According to the R-square in Table 2, the attitude variable has an R-square value of 0.681. This shows that 68.1% of the attitude variables are explained by factors related to destination image, authentic perception, and environmental concern, while 31.9% are explained by factors unrelated to the research construct. Additionally, the variable for subjective norms has a R square value of 0.489. This demonstrates that 48.9% and of the subjective norms variables may be explained by family influence and EWOM factors. The perceived behavioral control variable has a R square value of 0.547, indicating that self-efficacy and facilitating condition explain 54.7% of the variance, whereas other variables explain 45.3% of the variance. With a R square of 0.523, the visit intention variable can be described by attitude, subjective norms, and perceived behavioral control factors for 52.3% of the variance, while other variables can explain the remaining 47.7%. With a R square of 0.625, the visit decision variable can be described by the visit intention variable in 62.5% of its variance, with the remaining variance being explained by factors outside of the construct.

Table 2. R-square values

Latent Variables	R-square
Attitude (AT)	0.681
Subjective Norms (SN)	0.489
Perceived Behavioral Control (PB)	0.547
Visit Intention (VI)	0.523
Visit Decision (VD)	0.625

To continue the evaluation of structural models, the exogenous and endogenous variables involved in each relationship pathway must be evaluated. This test is calculated using the bootstrapping method, and the outcomes of the original sample, the t-statistical value, and the p-value in the path coefficient value or path coefficient estimation may be viewed through this procedure. Whether or not the hypothesis put forward in the first research model is accepted can be determined

by comparing the value of the t-statistic with the value of the t-table. The p-value can also be used to assess whether the hypothesis is accepted. If the t-statistic value is higher than the t-table value, the hypothesis should be accepted. The confidence level (α) used in the study was 95%, which means the t-statistic value must be greater than 1.96 to accept the hypothesis. The p-value must be less than the significant level of 0.05 for the hypothesis to be accepted.

The subjective norms variable's effect on visit intention has a t-statistic value of 0.951 and a p-value of 0.342, as shown in the Table 3, which is less than 1.96 and larger than 0.05. This suggests that visit intention is unaffected by subjective norms. Every variable already has p-values and t-statistics that meet the criteria for significance.

One of the hypotheses is disproved, most notably H_6 , which claims that tourists' intentions to participate in agritourism are unaffected by subjective norms. Meanwhile, ten other choices have a favorable and significant effect. It can be said that destination image, authentic perception, and environmental concern all positively and significantly affect attitudes, while family influence and EWOM positively and significantly affect subjective norms, self-efficacy, and the facilitating condition positively and significantly affect perceived behavioral control, and attitude positively and significantly affects visit intention. Additionally, there is a significant connection between visit decision and intention.

Influence between variables

The findings showed that attitude was positively and significantly influenced by destination image, authentic perception, and environmental concern. This is consistent with studies (Jalilvand et al. 2012) destination image, tourist attitude, and travel intention in the tourism industry. In addition, the paper examines the effect of sociodemographic characteristics on the research variables. A 10. min pen and paper questionnaire was distributed to international tourists in Isfahan through a nonprobability, convenience-sampling approach. Reliability and validity of the measurement scale were established through average variance extracted (AVE, which claims that opinions toward tourism locations are significantly influenced by destination image. The impression of tourist attitudes is favorably influenced by a destination's authenticity (Li

et al. 2019). Research (Zhang and Luo, 2021) proving that environmental concern has an influence on tourist attitudes. Lampung Province agritourism that offers fruit picking educational tours provides authenticity of fruit picking experience for tourists who visit. Visitors can find out how to harvest good fruit to the characteristics or maturity level of the fruit that can be harvested. This is an image of agrotourism that provides complete tour packages including education and recreation. The natural atmosphere offered in agrotourism is also a point that becomes the potential for agrotourism to be developed. Rostiyati (2013) Lampung Province has many potentials including beautiful natural wealth.

The study's findings also showed that eWOM and family influence have a favorable and significant impact on subjective norms. According to study, family influence has a considerable impact on subjective norms (Nawawi et al. 2018; Zahid and Din, 2019). Previous research has suggested that eWOM has the greatest influence on subjective norms in relation to traveller's travel interests (Jalilvand and Samiei, 2012). In the context of fields outside tourism, eWOM consistently influences subjective norms (Odilia et al. 2022). The use of social media by several agrotourism destinations

in Lampung Province makes it easier for tourists to visit agrotourism locations. Even so, agrotourism actors and the government still need to collaborate in marketing through the website in reaching potential tourists to visit agrotourism.

Self-efficacy and facilitating conditions were found to have a positive and substantial association with perceived behavioral control in earlier study. Tourism research has shown that supportive settings have a significant impact on how much behavioral control is seen to be utilized by an individual (Neuts and Nijkamp, 2012; Wang et al. 2020). Accessibility is one of the important points in tourism sustainability, including agrotourism. Lampung Province needs to pay attention to infrastructure, facilities, and infrastructure that make it easier for tourists to visit agrotourism. The provision of infrastructure is not only carried out in relation to road access, but also to communication infrastructure or internet access. The Lampung Provincial Government is currently actively making improvements to road infrastructure and internet access in several areas included in the focus area of agrotourism development. This is a potential in marketing agrotourism in Lampung Province.

Table 3. Significance Test

	Original Sample	Std. Deviation	T Statistics	P Values	Information
Destination Image (IN) → Attitude (AT)	0.310	0.060	5.179	0.000	Accepted
Authentic Perception (AP) → Attitude (AT)	0.410	0.049	8.358	0.000	Accepted
Environmental Concern (EC) → Attitude (AT)	0.247	0.051	4.834	0.000	Accepted
Family Influence (FI) → Subjective Norms (SN)	0.396	0.098	4.064	0.000	Accepted
EWOM (EW) → Subjective Norms (SN)	0.354	0.095	3.745	0.000	Accepted
Self-Efficacy (SE) → Perceived Behavioral Control (PB)	0.344	0.063	5.462	0.000	Accepted
Facilitating Condition (FC) → Perceived Behavioral Control (PB)	0.449	0.060	7.506	0.000	Accepted
Attitude (AT) → Visit Intention (VI)	0.485	0.069	7.028	0.000	Accepted
Subjective Norms (SN) → Visit Intention (VI)	0.072	0.076	0.951	0.342	Rejected
Perceived Behavioral Control (PB) → Visit Intention (VI)	0.238	0.088	2.713	0.007	Accepted
Visit Intention (VI) → Visit Decision (VD)	0.791	0.035	22.550	0.000	Accepted

According to the findings of the study, the attitude variable influences visit intention. According to research by Park, Hsieh and Lee (2016), attitudes had a positive and significant impact on the intention to visit tourist destinations. The study also discovered a positive and substantial relationship between perceived behavioral control and visit intention. This is consistent with the findings of Rahmafitria et al. (2021), who discovered that visit intention is significantly and favorably impacted by perceived behavioral control. The results of the study showed that subjective norms did not significantly affect visit intention. The results of this study is consistent with Lujja, Mohammad and Hassan (2016), who discovered that subjective norms have no direct impact on intentions. Additionally, because meta-analyses have shown that subjective norms have a weak link to intention, some researchers choose not to include them in their analyses of intention (Armitage and Conner, 2001). Attitudes and perceptions of convenience are important points that influence the intentions and decisions of tourists visiting agrotourism. Improvements made actively by stakeholders form a positive attitude and are able to encourage tourists to visit. The results of the study stated that subjective norms did not have an influence on the intention to visit agrotourism in Lampung Province. This happens because, according to the characteristics of respondents, most agrotourism tourists have a good history of education, which has an impact on the decision making made. Input and encouragement factors from the closest people do not play the most important role because they still carry out personal evaluation and rationality (Roslina, 2021).

Managerial Implications

The decision model for visiting agritourism tourists shows that authentic perception is the biggest variable in its influence on tourist attitudes. The perception of the authenticity of tourists can be formed by innovating agricultural activities in agritourism destinations. Lampung Province agritourism, which until now has been dominated by fruit picking agritourism, can be added agricultural attractions in the future. This can be done by providing tourist involvement in agricultural activities starting from the process of planting, seeding, learning new things about agriculture, to be done by making derivative products from agricultural products offered in agritourism.

Facilitating conditions are the biggest form of perceived behavioral control in the decision to visit agritourism tourists. Resources owned or conditions that facilitate tourists can be started from providing information about agritourism. When the information that tourists already have about agritourism is complete enough, tourists will increasingly perceive the ease of being able to visit agritourism. In addition, it can be done by improving infrastructure and facilities that are able to provide a perception of convenience for tourists. This can be done by improving road access to agritourism destinations to existing facilities in agritourism.

All stakeholders including agritourism actors, government, tourism associations, and communities need to synergize in the progress of agrotourism. Agrotourism actors need to add types of physical and non-physical educational activities, types and packages of agricultural educational tours, and existing facilities at agrotourism locations. The government actively cooperates with agrotourism actors and associations in conducting intensive multichannel marketing and providing infrastructure and amenities for agrotourism tourists. In addition, the government can make policies in developing agrotourism through training and empowering agrotourism actors or managers in creating unique and added value of agrotourism. This will encourage the progress of the agrotourism industry.

CONSLUSIONS AND RECOMMENDATIONS

Conclusions

According to the results of the research, there are eleven elements that influence visitors' decisions to visit agritourism, according to the results of SEM analysis in testing measurement models. The choice model to visit tourists was found to be suitable or appropriate by the findings of structural model testing. The model of tourist visiting decisions reveals that destination image, authentic perception, and environmental concern have a positive and significant influence on attitude; family influence and electronic word of mouth on subjective norms; self-efficacy and facilitating condition towards perceived behavioral control; attitude and perceived behavioral control towards visit intention; and visit intention towards visit decision. However, the findings revealed that subjective norms had no discernible impact on visitors' intentions to visit. The perception of authenticity as the main factor that can shape the

attitude of tourists to visit agritourism, needs to be considered by innovating agricultural activities and activities for tourists. The provision of diverse packages in agritourism is highly recommended in providing a choice of activities to tourists.

Recommendations

This research contributes significant findings to agritourism in Lampung Province. Agritourism actors must be able to strive to form a positive attitude among tourists through creating attractive facilities such as providing unique decorations, adding photo spots, adding family lounges, and providing child-friendly facilities. This is because most visits are carried out with family. The government's role in advancing agritourism can be done through providing adequate facilities and infrastructure in agritourism accessibility and agritourism marketing. Further research can add other variables such as the perception of value and benefits provided by agrotourism, considering that agrotourism is an alternative tourism that combines educational and recreational aspects in it so that the value given to tourists is an important point to note. The limited scope of agrotourism objects in this study can be expanded in future studies with more coverage to get an overview of agrotourism opportunities as alternative tourism in Indonesia.

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