

Effectiveness of One Stop Entertainment, Learning and Shopping Marketing Concepts on Visitors Satisfaction Agrotourism in South Sulawesi (Case Study: Wisata Kebun, Gowa)

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Abstract: *The aims of this research (1) describe what is one stop entertainment, learning and shopping marketing concepts that is applied by the agrotourism Wisata Kebun, Gowa through facilities, activities, until infrastructure; (2) Knowing the effect of the effectiveness of the application of the one stop entertainment, learning and shopping marketing concept variables on visitor satisfaction in Wisata Kebun, Gowa; and (3) Knowing the level of visitor satisfaction value on the one stop entertainment, learning and shopping marketing concept variables that have been available in Agrotourism Wisata Kebun, Gowa. This research used a quantitative approach, implemented in Poros Malino, Gowa Regency. Location was determination purposively. The research was conducted from March to July 2018. Respondents were selected visitors using incidental sample method with Slovin formula as many as 150 visitors. Primary data in this study were obtained from questionnaires and interviews with visitors, while secondary data was obtained from the Wisata Kebun's manager, Gowa. The data analysis used is multiple linear regression analysis and CSI (Customer Satisfaction Index). The results showed that the one stop entertainment, learning and shopping marketing concepts in Wisata Kebun, Gowa still focused on entertainment while learning and shopping were still not maximized in its application. The effectiveness of the application one stop entertainment, learning and shopping marketing concept has a significant effect of 0.05 on visitor satisfaction. The value of visitor satisfaction on the variable one stop entertainment, learning and shopping marketing concepts was at intervals 0.51-0.65, which means visitors or tourists feel quite satisfied with the performance that has been done and provided by the Wisata Kebun, Gowa.*

Keywords: One stop entertainment learning and shopping marketing concept, visitor satisfaction, agrotourism, multiple linear regression, CSI.

1. Introduction

The term one stop entertainment, learning and shopping is meaningful as a temporary or permanent stop, where this place is in marketing or things that make visitors interested in coming because this place offers everything that visitors can do or need whether it includes entertainment, learning and shopping as well as being available at one location. Elements of entertainment, learning and shopping means are provided in various facilities, activities, services, and infrastructure at the place. This term has been used in places such as malls, amusement parks and various other artificial or natural vacation spots. The making of agrotourism or tourism villages has the potential to be developed because the natural conditions in South Sulawesi are as diverse as other regions Indonesia. Especially from the 24 regencies or cities in South Sulawesi, it can be said that none has an extreme climate or in the sense that it is difficult to develop various types of cultivation. This makes agrotourism or tourism by making agriculture or cultivation as a tourism object begin to be developed. The reason is that by developing agrotourism this will encourage the local economy, open employment opportunities, encourage other businesses. So that ultimately encourages regional economy. The development of agro-tourism business with the concept of one stop entertainment, learning, and shopping is expected to make it easier for managers to direct what they

will make to complement facilities or rides even to the arrangement or decoration of their agrotourism locations.

The number of foreign and domestic tourists visiting South and West Java in the 2013-2017 period can be seen in table 1 below:

Year	Total South Sulawesi Tourism	Growth Average (%)	Total West Java Tourism	Growth Average (%)
2013	5.385.809	5.32	28.300.085	0.32
2014	5.920.528	6.15	28.679.423	0.37
2015	7.128.826	11,43	34.677.903	19.04
2016	8.426.528	14.02	39.246.588	19.89
2017	8.367.748	-1.05	43.703.778	19.97
Average	7.045.887	7.18	34.921.555	11.92

Source: Dinas Kebudayaan dan Kepariwisata Selsel dan BPS Jawa Barat dalam angka

This relatively smaller tourist growth when compared with the growth of tourists to West Java is inseparable because the tourism sector in South Sulawesi, especially in agrotourism, has not been maximized in making appropriate marketing concepts, namely one stop entertainment, learning, and shopping. Agrotourism in South Sulawesi is still impressed in its management, it is not clear how the marketing concept looks like what they offer to visitors, where sometimes the management only focuses on one element, for example entertainment, but forgetting the

elements of learning and shopping for products related to cultivation in the agrotourism location.

Data on the number of visitors in the Wisata Kebun agrotourism, Gowa:

Year	Total Visitor	Growth Average
2013	83.422	6.02%
2014	91.710	8.37%
2015	95.928	4.93%
2016	106.355	11.05 %
2017	112.649	6.65%
Average	98.012.400	7.41 %

Source: Marketing Team og Wisata Kebun, Gowa.

Data on the number of visitors in Wisata Kebun, Gowa, it is seen that every year continues to experience an increase, although there is an increase that is not relatively large. Advancing agrotourism is not an easy job, especially if it can be fast or originated, but of course to be able to survive even more than other agrotourism places such as in West Java, South Sulawesi, it is not impossible to compete, but with the condition that you can also apply marketing concepts that meet the elements entertainment, learning, and shopping such as one stop entertainment, learning and shopping marketing concept.

One stop for entertainment, learning and shopping marketing concept will be more interesting if the application is done in an interesting, creative and innovative way. Where by doing this certainly not only gives satisfaction to visitors, but can directly foster a different impression while fostering visitors' interest in agriculture or cultivation. Moreover, agricultural products are very profitable if managed properly. So that they become motivated to at least go home from the agrotourism site, the visitor wants to cultivate one of them, whether it's a plant or animal in the environment where they live

Based on the thoughts above, the author intends to conduct a research with the title: "Effectiveness of One Stop Entertainment, Learning and Shopping Marketing Concepts on Visitors Satisfaction Agrotourism in South Sulawesi (Case Study: Wisata Kebun, Gowa)". This research based on this background is to describe, measure the effectiveness of the variable one stop entertainment, learning and shopping marketing concept on visitor satisfaction and find out how much the value of visitor satisfaction on the variable one stop entertainment, learning and shopping, especially in Wisata Kebun, Gowa of Tofu and Tempeh Businesses Through Partnerships in the City of Tidore Islands North Maluku Province".

2. Review of Literature

The marketing concept focuses on the needs of buyers, has the idea to satisfy customer needs through product facilities and the whole group of goods (Philip Kotler, 2007: 19). Entertainment (entertainment) is subjective, depends on the audience. If the subject feels entertained about something, then it can be said to be an entertainment (Schrum, 2007). Learning (learning) is a process in which behavior is generated or changed through practice or experience. So, essentially learning is the stage of change in all individual

behavior that is relatively settled as a result of experience and interaction with the environment that involves cognitive processes supported from psychomotor domain functions. (James O. Whittaker, 2012: 68). Shopping is an activity that involves consideration of purchasing a product or service (Huddleston and Minahan, 2011). The one stop entertainment, learning and shopping marketing concept was means a place that has many functions in it, where it is made to be able to meet and serve the needs of visitors to a place that has various elements, namely entertainment, learning and shopping at once in just one place or one stop .

Agrotourism activities aim to broaden the horizons of knowledge (learning activities), recreational experiences, recognize various types of processing using materials from agrotourism locations and business relations in agriculture which include food crops, horticulture, plantations, fisheries and livestock (Tew and Berberi: 2012) . The benefits of agrotourism are improving environmental conservation, increasing scientific activities and developing science, increasing the aesthetic value and natural beauty, as well as providing recreational value. Visitor satisfaction is a feeling of pleasure or disappointment that arises because of comparing the perceived performance of the product (or outcome) to their expectations. Where the level of one's feelings has been compared with the performance or results that are perceived with the expectation of Kotler and Keller (2008: 138).

3. Materials and Methods

This research was conducted at the location of agrotourism named Wisata Kebun in Gowa, South Sulawesi. Time of research was from March to July 2018 with a total of 150 respondents. Data obtained from the results of interviews and questionnaires were then processed with the following analysis tools:

- 1) Descriptive analysis is a method of data analysis where researchers collect, classify, analyze and interpret data to provide an overview of the data that has been obtained.
- 2) Multiple Linear Regression Analysis is a linear relationship between two or more independent variables (X_1, X_2, \dots, X_n) with the dependent variable (Y). Multiple linear regression equation as follows:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Information:

Y' = customer satisfaction

X_1 = One Stop Entertainment

X_2 = One Stop Learning

X_3 = One Stop Shopping

a = Constant (value of Y' if $X_1, X_2, \dots, X_n = 0$)

b = regression coefficient (increase or decrease value)

- 3) Customer's Satisfaction Index (CSI) is needed because the results of these measurements can be used as a reference to determine targets in the coming year. Without a customer satisfaction index it is not possible for a company to set targets in increasing visitor satisfaction (Sukardi and Cholidis, 2007).

First, determine the Mean Importance Score (MIS). This value comes from the average interest of each consumer.

Where:

$$MIS = \frac{\sum_{i=1}^n IY_i}{n}$$

N; number of visitors
 Yi = Value of the Y attribute attribute to i

Second, make Weight Factors (WF). This weight is the percentage of the MIS value attribute to the total MIS of all attributes. Where p = the attribute of interest to p

$$WF = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\%$$

Third, make Weight (WS). This weight is a multiplication between WF multiplication with an average satisfaction level (X) (Mean Satisfaction Score = MSS)

$$WS_i = Wf_i \times MSS$$

Fourth, determine the Customer Satisfaction Index (CSI / IKP)

$$CSI = \frac{\sum_{i=1}^p Ws_i}{HS} \times 100\%$$

Where :
 p = attribute of p-importance
 HS = (Highest Scale) maximum scale used.

In general, if the CSI value is above 50 percent it can be said that visitors feel satisfied otherwise if the CSI value is below 50 percent, visitors are not satisfied. CSI values in this study are divided into five criteria from not satisfied to very satisfied.

Table 3.2: Criteria and visitor satisfaction

CSI Value	CSI Criteria
0.81-1.00	Very satisfied
0.66-0.80	Satisfied
0.51-0.65	Quite satisfied
0.35-0.50	Less satisfied
0.00-0.34	Not satisfied

4. Results and Discussions

4.1 Description of one stop entertainment, learning and shopping marketing concept

a) Entertainment elements are:

Visitors at any time while in the Wisata Kebun, Gowa will listen to music or songs, be it songs played by electronic devices such as computers and using piano instruments. The existence of this piano makes the manager provide an opportunity for visitors if they want to sing directly accompanied by the piano. Visitors can also swim without the need to add more fees because they are included in the ticket price paid when they come to visit. Visitors can enjoy various games at the Wisata Kebun location, Gowa. Such as ATVs, scooters, motor charges, toy boxes, playing cards, trains, couster jets, play comedies and virtual games or games that are commonly available on playgrounds such as timezone. However, to enjoy the various games, an additional fee of Rp. 1,000 to Rp. 5,000. Especially for the provision of this event or attraction the manager from five years ago stopped it temporarily because it did not provide a special place in the location of the Garden Tourism. Because of the consideration of the manager if there is no special place for visitors, it is feared that it will damage the plants or

animals in the Wisata Kebun location, Gowa when the event or attraction takes place.

In recent years, of course the least to miss is taking pictures or making videos as memories or uploading them to social media visitors when they visit tourist attractions, to support this, the manager is good enough in arranging several types of plants, or animals then add several types of sculptures and paintings as decorations and make several tables or seating with attractive shapes and colors. Fishing is also one of the most attractive visitors after swimming pool facilities in the Wisata Kebun. This is because fishing is one of the fun activities according to visitors especially when the fish is successfully obtained. However, to bring home the fish produced by the visitors are charged Rp. 40,000 / kg.

b) Learning Elements are:

The learning element itself from the Wisata Kebun manager only provides this temporarily to students, especially those in playgroup or elementary school level, and even then if the seeds or cultivation tools are available because they have been informed a few months earlier. So if students who visit come without prior notice as well as other general visitors, learning packages and getting an explanation of various breeds will not be obtained by visitors. Information boards that contain names or types or other brief information relating to plants and animals do not yet exist in the location of the Wisata Kebun.

c) Shopping Elements are:

Visitors who want to shop at the Wisata Kebun if it relates to tools (pots or containers, watering cans, cages etc.) and materials (seeds, fertilizers, etc.) cultivation, as well as harvests and preparations are still not available at any time or only a few are available. Typical souvenirs related to Wisata Kebun such as stickers, key chains, bags, T-shirts and others do not yet exist. Even if there are things that can be bought, they are still items that are only bought outside and then resold at the Wisata Kebun location. So that visitors are less interested in seeing or shopping for these products even though there is already a separate place provided by the manager.

4.2 Result of multiple linear regression

Tabel 4.12: Model Summary

R Square	Adjusted R Square	Std. Error of the Estimate
.805	.801	.22346
a. Predictors: (Constant), shopping, entertainment, learning		

The table above shows that as much as 0.805 or 80.5% the diversity of the response variable (Y) is explained by the independent variable (X), while the remaining 19.5% is explained by external factors or other factors not measured in the research.

Tabel 4.13: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	30.183	3	10.061	201.477	.000 ^b
	Residual	7.291	146	.050		
	Total	37.473	149			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), shopping, entertainment, learning						

The significance value of the F test (simultaneous) which is less than the real level of 5% indicates that at least one independent variable has an influence on the response variable. To find out what independent variables are meant to have influence, a t test (partial) is performed.

Table 4.14: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.510	.190		-2.685	.008
	entertainment	.234	.044	.215	5.298	.000
	learning	.315	.051	.303	6.240	.000
	shopping	.572	.053	.570	10.849	.000

a. Dependent Variable: Satisfaction

The table above shows that the three independent variables or entertainment, learning, and shopping performance factors have a significant influence on the response variable or visitor satisfaction. This is because the three variables have a significance value that is less than the real level of 5% or 0.05. Positive B values for entertainment, learning, and shopping variables indicate that entertainment, learning, and shopping performance has a positive influence on visitor satisfaction, so that the higher the performance of entertainment, learning, and shopping, the higher the satisfaction of visitors. Thus Ho is rejected and Ha is accepted. So it can be concluded that there is a positive and significant effect of each variable on one stop entertainment, learning and shopping concept marketing for visitor satisfaction agrotourism in Wisata Kebun, Gowa.

The results of Visitor Satisfaction are measured by CSI.

CSI Value	CSI Criteria
0.81-1.00	Very satisfied
0.66-0.80	Satisfied
0.51-0.65	Quite satisfied
0.35-0.50	Less satisfied
0.00-0.34	Not satisfied

Based on the calculation results of the Customer Satisfaction Index (CSI), the CSI value is 0.65 or 65%, the value is in the interval 0.51 - 0.65, which means tourists or visitors feel "quite satisfied" with the performance that has been done and provided by the Wisata Kebun. So it can be concluded that respondents or tourists overall give an assessment that is feeling quite satisfied, it is indicated because of poor learning and shopping performance. This can be seen from some of the average values of learning and shopping performance levels that are not more than 3, meaning that many tourists who are less agreeable or less satisfied (score 2 states lack of satisfaction / disagree).

5. Conclusions

- 1) The application of one stop entertainment, learning and shopping marketing concept for the Wisata Kebun, Gowa can be concluded that the manager is still more focused on the elements of entertainment while the elements of learning and shopping even exist, but have not been maximized in their application.
- 2) Effectiveness of one stop entertainment, learning and shopping marketing concept on visitor satisfaction, especially in Wisata Kebun, Gowa shows the

independent variables or factors of entertainment, learning and shopping have a significant influence on the response variable or visitor satisfaction. This is because the three variables have a significance value that does not exceed the real level of 5% or 0.05. This means that the higher the performance of entertainment, learning and shopping, the higher the satisfaction of visitors.

- 3) The value of visitor satisfaction in the Wisata Kebun, Gowa as measured by CSI (Customer Satisfaction Index) is concluded to be at a quite satisfied level or at intervals of 0.51-0.65. This means that the value of satisfaction is not good because the average value of learning and shopping performance is not more than three. Where based on the discussion in the study can be seen that the manager in fact has not maximized to attract the interest of visitors to come up with a balanced application between entertainment, learning and shopping.

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