



Analysis of the Quality of Bogor City Government Services for Increasing Organic Agro Edutourism Tourists in Mulyaharja, South Bogor

Diana Michel¹ * and Ulung Pribadi²

¹ Student of Department of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

² Lecturer of Department of Government Affairs and Administration, Universitas Muhammadiyah Yogyakarta, Indonesia

diana.michel.psc22@mail.umy.ac.id,
ulungpribadi@umy.ac.id

Abstract. This research examines the quality of service provided by the Bogor City Government in response to the surge in tourist visits to Mulyaharja Organic Agro Edutourism. The city experienced significant economic impacts during the COVID-19 pandemic, necessitating community empowerment and the development of tourist attractions. The study employed quantitative descriptive methods, including survey, observation, and interview techniques, with 100 respondents sourced from visitor data for 2022. The research was limited by public service theory, with 21 questions in six indicators. The accepted hypothesis (H0) focuses on awareness factors, income factors, and facilities and infrastructure factors, with a P Value of 0.000. The Bogor City government aims to increase visitor responsibilities and improve service quality through educational programs and optimizing the budget for edutourism development. The rejected hypothesis (H1) focuses on regulatory factors, organizational factors, and ability and skill factors. The research indicates that these factors are not the primary focus for increasing tourism growth. Future research should focus on providing more in-depth insights into the dynamics of tourism in Mulyaharja Organic Agro Edutourism, providing practical guidance for stakeholders in optimizing tourism potential.

Keywords: Increase in tourism, Service quality, Tourism Destinations.

1 Introduction

Tourism is a factor with great potential and influence in the economic field to increase local income and promote social and economic development [1]. Tourism is an activity or trip that a person takes to a place with specific motives, in a short period of time, for a planned time, and for the purpose of destination. It is not to find work or life opportunities in the destination area, but to An activity or trip to achieve a certain purpose. The human movement to find interesting things. He has never known anything before, explore new places, find new atmospheres, travel after getting tired of

© The Author(s) 2024

A. Hidayat et al. (eds.), *Proceedings of the International Conference on Multidisciplinary Studies (ICoMSi 2023)*, Advances in Social Science, Education and Humanities Research 829,

https://doi.org/10.2991/978-2-38476-228-6_8

daily activities [2]. Tourism also plays an important role in national development and is the most strategic way to increase people's income and the country's foreign exchange [3].

The city of Bogor, West Java is known for its diverse potential tourist destinations, including natural beauty, rich cultural and historical heritage, and offers a unique agritourism experience [4]. One of the tourist destinations in Bogor City is Mulyaharja Agro-Eductourism Organic in South Bogor Regency [5]. Agrotourism is a type of tourism that incorporates vacation-style activities with agricultural, cattle, and other agricultural pursuits [6]. The primary goal of agrotourism is to give visitors the chance to directly see and engage in agricultural production processes or associated activities. [7].

Mulyaharja Organic Agro Edutourism is a tourist destination that places a high priority on educational experiences while visitors are traveling in an organic farming environment. Later, visitors can get to know the organic farming process more thoroughly by participating in farming activities and learning about the fundamentals of environmentally friendly farming [8]. In addition to offering a learning experience, it also offers a range of tranquil, peaceful natural surroundings for visitors who want to get away from the bustle of the city [9].

This tourist attraction was founded in 2020 during the COVID-19 pandemic. As is known, various sectors were affected, but the economic factor was one of the most crucial factors. Therefore, it is necessary to increase tourist visits in order to generate income. The COVID-19 pandemic has caused an increase and decrease in the number of visitors at Mulyaharja Organic Agro-Eductourism. Based on visit data from September to December 2021, there was an increase in tourists returning in 2020. Therefore, Mulyaharja Organic Agro-Eductourism always strives to re-promote tourist attractions so that tourists will trust them again. The capacity of Mulyaharja Organic Agro-Eductourism reaches 3,000 visitors per day, or around 90,000 visitors per month. However, with a target of only 4,000 visitors per month, this target is still far from maximum capacity. To attract tourists, Mulyaharja organic agro-edutourism managers must increase promotions.

However, a tourist destination's success is influenced not only by its natural beauty and its amenities, but also by how well it caters to visitors [10]. The Mulyaharja Organic Agro Edutourism is managed and its services' quality is improved in large part by the Bogor City Government [11]. The budget, supporting infrastructure, promotion of tourism destinations, and sustainable development are just a few ways the Bogor City Government contributes to improving public services [12].

In the 2021 West Java Provincial Development Planning Conference, Bogor City received the PPD (Regional Planning Award) award as the third-best city in West Java. Program planning for the thematic village program in Mulyaharja sub-district, South Bogor District, is considered to meet the requirements set by the West Java Provincial government. According to the Mayor of Bogor, Mr. Bima Arya, Agro Eduwisata Mulyaharja can become the "Ubud" of Bogor City, and he hopes that this destination will become better known and attract many tourists. After attending the harvest event at Agro-Edu-Tourism Organik Mulyaharja.

According to Moenir, public services are actions taken by an individual or organization based on material considerations using specific systems, procedures, and techniques in order to advance the rights and interests of others [13]. However, when providing services, it is important to pay attention to a variety of factors, such as awareness factors, regulatory factors, organizational factors, income factors, ability and skill factors, as well as facilities and infrastructure factors, that contribute to the implementation of good public services [14].

In this study, Moenir's public service factor indicators are utilized to assess the quality of Bogor City Government services in light of the rise in Argo Eduwisata Organik Mulyaharja visitors. Later, this study will extend this hypothesis and relate it to the government's initiatives to raise the standard of services in organic agrotourism tourist locations, as well as the effects of doing so on visitor numbers and satisfaction.

2 Theoretical Framework

The theoretical framework is a conceptual framework that serves as a foundation for the research to be investigated and an explanation of the relationships between related concepts [15].

The management and provision of services to tourists and the tourism industry is the focus of public service theory of service quality [16]. This explains how a service offered to the community by the public sector, including the government, can affect its perception, satisfaction, and engagement in tourism [17]. Government agencies, both central and regional as well as State/Regional Owned Enterprises, are responsible for providing public services in the tourism industry itself for goods, services, or administrative services provided by service providers related to the general public or community interests [18].

According to Moenir, public services are actions taken by an individual or organization based on material considerations using specific systems, procedures, and techniques in order to advance the rights and interests of others [13]. But when offering services, it's important to pay attention to a number of things that help the tourism industry implement good public services [19], including:

- 1) The awareness factor is the individual's and the public's grasp and knowledge of an issue or a specific problem, which influences the public's attitude and behavior toward the situation [20].
- 2) Regulatory Factor is sufficient understanding of the implementation of duties, there is discipline in implementation that is complemented by obedience, order, discipline, and acting fairly. There is obedience and use of authority for the fulfillment of rights, obligations, and responsibilities [21].
- 3) The organizational factor is a service with a symbiotic system that runs through all cybernetic, methodical, and procedural components. The procedures and methods chosen are in accordance with the job description of the task in terms of standards, time, tools used, materials, and working conditions, which are outfitted with the procedural mechanisms developed above. A meth-

od will then be chosen to carry out the task step by step based on research and environmental objectives [22].

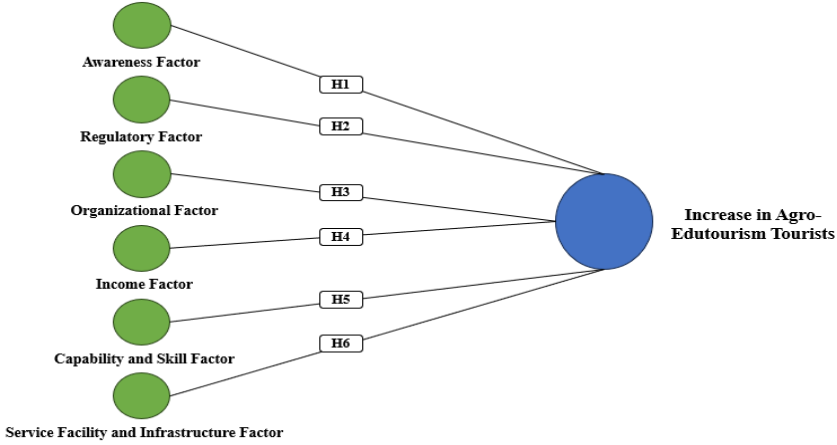
- 4) Income Factor is an incentive for employees who are deemed deserving and obedient [23].
- 5) Skills include Capability and Skill Factor. In general, four components muscles, nerves, feelings, and thoughts are used in varied proportions depending on the activity at hand [24].
- 6) Service Facility and Infrastructure Factor concerns all tools and machinery as well as the primary and auxiliary facilities needed to carry out the work [25].

The Edutourism theory, on the other hand, unites tourism and education [26]. It will place a focus on education that is experiential, participatory, and makes use of both natural and cultural resources [27]. The objective is to provide tourists with an enjoyable vacation that also educates, broadens awareness, and concentrates on certain educational sites [28].

3 Hypothesis

A hypothesis is a claim made as a working explanation or supposition on a phenomenon or issue, which is subsequently demonstrated to be true through methodical investigation or observation [29]. Six hypotheses can be considered in this study based on the theoretical framework of Bogor City Government service quality toward boosting tourists at Mulyaharja Organic Agro Edutourism, including:

- 1) **H₁** : awareness factor positively and significantly influence the increase in marketing and promotion of tourist villages in Indonesia.
- 2) **H₂** : regulatory factors positively and significantly influence increased marketing and promotion of tourist villages in Indonesia.
- 3) **H₃** : organizational factors positively and significantly influence the increase in marketing and promotion of tourist villages in Indonesia.
- 4) **H₄** : income factor positively and significantly influence the increase in marketing and promotion of tourist villages in Indonesia.
- 5) **H₅** : ability and skill factors positively and significantly influence increased marketing and promotion of tourist villages in Indonesia.
- 6) **H₆** : facilities and infrastructure factors positively and significantly influence the increase in marketing and promotion of tourist villages in Indonesia.



Source: processed by researchers (2023)

Fig. 1. Hypothesis

4 Research Method

This research uses quantitative descriptive methods using survey techniques [30]. This research instrument uses a Likert scale questionnaire from Google Forms and observation [31]. Data analysis was carried out with the help of the SmartPLS 3 tool [32]. According to Moenir, public service indicators include awareness, regulations, organization, income, abilities, and skills, as well as service infrastructure and facilities. These indicators were used in the design of this research. There are 21 questions taken from six public service indicators. To strengthen research findings, observations were carried out through the use of images, videos, and interviews. The observation process is carried out in two ways: first, by observing tourist objects and collecting various necessary documentation; second, by conducting interview sessions with stakeholders such as tourists, tourist attraction managers, and government officials to obtain more in-depth answers regarding the quality of public services provided and felt. The tourist target set by tourist attraction managers is 4,000 per day; however, the population in this study only consists of 100 respondents sourced from visitor data for 2022. Sampling in this study used random sampling [33].

4.1 Respondent Characteristics

Table 1. Respondent Characteristics

	Characteristics	Frequency	Percent (%)
Gender	Male	48	48.00
	Female	52	52.00
Age	15-25 Years Old	42	42.00
	26-35 Years Old	8	8.00
	36-45 Years Old	5	5.00
	46-55 Years Old	27	27.00
	56-65 Years Old	18	18.00
	Educational Level	Elementary School (ES)	0
Junior High School (JHS)		12	12.00
Senior High School (SHS)		54	54.00
Undergraduate (U)		32	32.00
Post Graduate (PG)		2	2.00
Jobs	Jobless	4	4.00
	Pupil/Student	19	19.00
	Government Employees	29	29.00
	Private Employees/Entrepreneurs	28	28.00
	Others	20	20.00

Source: processed by researchers (2023)

4.2 Questionnaire Design

The questionnaire's design was developed to make it simpler to select the variables or sub-indicators that will be used in the study. The explanation of theoretical investigations is used to derive subindicators or variables, as shown in the table below.

Table 2. Questionnaire Design

Construct	Variables	Indicators
Awareness Factor (X1)	X1.1	Awareness of Tourist Needs
	X1.2	Awareness of Service Quality
Regulatory Factor (X2)	X2.1	Supportive Tourism Policy
	X2.2	Procedure, Easy and Transparent Tourism Permit
	X2.3	Security and Orders

Construct	Variables	Indicators
	X2.4	Environmental Protection and Local Wisdom
	X2.5	Law Enforcement against violations
Organizational Factor (X3)	X3.1	Inter-agency Cooperation and Coordination
	X3.2	Human Resources Management
Income Factor (X4)	X4.1	Availability of Budget and Investment
	X4.2	Revenue Sustainability
	X4.3	Income Diversification
	X4.4	Management of Taxes and Levies
	X4.5	Fair Revenue Sharing
Capability and Skill Factor (X5)	X5.1	Skills Training and Development
	X5.2	Understanding of Foreign Languages and Local Culture
	X5.3	Tourism Destination Knowledge
	X5.4	Friendliness and Empathy
	X5.5	Flexibility and Problem Solving
Service Facility and Infrastructure Factor (X6)	X6.1	Availability and Quality of Physical Facilities
	X6.2	Transportation Infrastructure
	X6.3	Accessibility and Disability Friendly Facilities
Increase in Agro-Edutourism Tourists (Y)	Y1	Promotion Strategy
	Y2	Marketing Strategy

Source: processed by researchers (2023)

Noted: This research data collection method uses a quantitative survey in the form of statements extracted from the indicator variables above. The survey was measured using a Likert scale, among others: 1. Strongly disagree, 2. Disagree, 3. Doubtful, 4. Agree, 5. Strongly agree

5 Result

5.1 Demographic Profile of Respondents

Table 1 presents the demographic profile of respondents from data at the end of 2022 at Mulyaharja Organic Agro Edutourism, Bogor City. Respondents with female gender dominated at 52.00% compared to male gender, which was only 48.00%. Most of the respondents were young people aged 15–25 years at 42.00%, older people aged 46–55 years at 27.00%, and 56–65 years at 18.00%. The rest ranged from those aged 26–35 years and 36–45 years below 8.00%. The majority of respondents had completed high school at 54.00%, then a bachelor's degree at 32.00%, while a small portion had a junior high school degree at 12.00% and a postgraduate degree at only 2.00%. In terms of employment, the majority of those who visit Eduwisata have jobs as civil servants, namely 29.00%, and have a difference of 1.00% from private employees or entrepreneurs, which is around 28.00%. Meanwhile, the remainder have other types of work, are students, and do not have jobs.

5.2 Means, Standard Deviations, and Cronbach's Alpha

Based on data processing using SmartPLS 3, the researcher obtained the mean, standard deviation, and Cronbach's alpha values, namely: (1) the mean is the average value of a number of numbers, which is calculated by adding up all the numbers in the data set and then dividing it by the total number of numbers; (2) standard deviations are quantities that state how much group members differ from the average value for the group; and (3) Cronbach's alpha value has assessment categories: very unreliable (0.00-0.20), unreliable (0.21-0.41), quite reliable (0.42-60), reliable (0.61-0.80), and very reliable (0.81-1.00). However, it can be said to be valid if it has a value of 0.70 or more. Meanwhile, frequency levels are grouped into three intervals: (1) 1–2.33 'low'; (2) 2.34–3.67 'medium'; and (3) 3.68–5 'high'.

Table 3. Means, Standard Deviations, and Cronbach's Alpha (N=100)

Variables	Mean	Standard Diviations	Cronbach's Alpha
Awareness Factor / AF (X1)	3,895	0.706	0.379
Regulatory Factor / RF (X2)	3,420	1,021	0.762
Organizational Factor / OF (X3)	3,275	0.468	0.688
Income Factor / IF (X4)	3,920	0.689	0.638
Capability and Skill Factor / CSF (X5)	2,884	0.455	0.675
Service Facility and Infrastructure Factor / SFIF (X6)	3,800	0.704	0.595
Increase in Agro-Edutourism Tourists / IAET (Y)	5,540	0.762	0.516

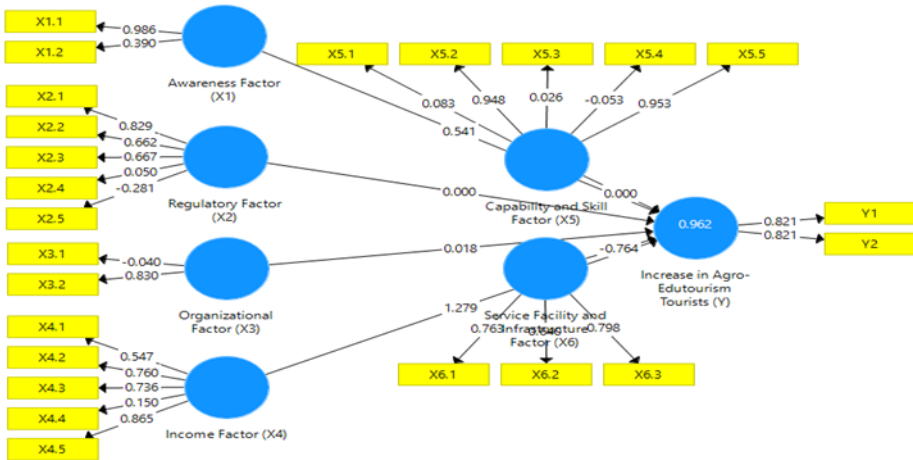
Source: SmartPLS 3 (processed by researchers, 2023)

Table 3 shows that the construct with a Cronbach's alpha value of construct (1) AF = 0.379 is categorized as 'unreliable'. In construct (2), IAET = 0.516 and SFIF = 0.595 are categorized as 'quite reliable'. Meanwhile, in (3), IF = 0.638, CSF = 0.675, OF = 0.688, and RF = 0.762 are categorized as 'reliable'. There is only one valid construct, namely RF, because it has a value above 0.70.

Analysis of construct (1) with AF = 0.379 categorized it as unreliable or unreliable because if the Cronbach alpha value is low, it will indicate that the items in the construct are not mutually consistent. In construct (2), IAET = 0.516 and SFIF = 0.595, both of which are quite reliable, although there is still room for improvement. Meanwhile, constructs IF = 0.638, CSF = 0.675, OF = 0.688, and RF = 0.762 can be said to be reliable because the three constructs IF, CSF, and RF have relatively high Cronbach's alpha values [34]. Meanwhile, there is only 1 valid construct, namely RF, because it has a value above 0.70. This shows that the RF construct has a high level of reliability [35].

5.3 Validated Research Model

A value can be said to be valid if it has a value of 0.70. It can be seen in the image below [36].



Source: SmartPLS 3 (processed by researchers, 2023)

Fig. 2. Validated Research Model

Table 4. Validity Test 1

Indicators	AF	RF	OF	IF	CSF	SFIF	IAET	Information
X1.1	0.986							Valid
X1.2	0.390							Invalid
X2.1		0.829						Valid
X2.2		0.662						Invalid
X2.3		0.667						Invalid
X2.4		0.050						Invalid
X2.5		- 0.281						Invalid
X3.1			- 0.040					Invalid
X3.2			0.830					Valid
X4.1				0.547				Invalid
X4.2				0.760				Valid
X4.3				0.736				Valid
X4.4				0.150				Invalid
X4.5				0.865				Valid
X5.1					0.083			Invalid
X5.2					0.948			Valid
X5.3					0.026			Invalid
X5.4					-0.053			Invalid
X5.5					0.953			Valid
X6.1						0.763		Valid
X6.2						0.640		Invalid
X6.3						0.798		Valid
Y1							0.821	Valid
Y2							0.821	Valid

Source: SmartPLS 3 (processed by researchers, 2023)

It can be seen in figure 3, namely the values from the outer loading, and table 4 shows that the values of the variables have valid and invalid values, where valid values always have values above 0.70 while invalid values include: awareness factor (AF) X1.2 = 0.390; regulatory factor (RF) X2.2-X2.5 = 0.662, 0.667, 0.050, and -0.281; organizational factor (OF) X3.1 = -0.040; income factor (IF) X4.1 and X4.5 =

0.547 and 0.150; capability and skill factor (CSF) X5.3 and X5.4 = 0.026 and -0.053; service facility and infrastructure factor (SFIF) X6.2 = 0.640. Invalid data is eliminated from the table.

Table 5. Validity Test 2

Indicators	AF	RF	OF	IF	CSF	SFIF	IAET	Information
X1.1	0.986							Valid
X2.1		0.829						Valid
X3.2			0.830					Valid
X4.2				0.760				Valid
X4.3				0.736				Valid
X4.5				0.865				Valid
X5.2					0.948			Valid
X5.5					0.953			Valid
X6.1						0.763		Valid
X6.3						0.798		Valid
Y1							0.821	Valid
Y2							0.821	Valid

Source: SmartPLS 3 (processed by researchers, 2023)

Figure 3 and table 5 show that the data that has been eliminated consists of invalid data, then the coefficient of determination test will be calculated and this will be carried out to calculate the P-Value or Hypothesis Test. Can be seen in the following table:

Table 6. Determination Coefficient Test

Model	R Square	R Square Adjusted
Increase in Agro-Edutourism Tourist (Y)	0.962	0.959

Source: SmartPLS 3 (processed by researchers, 2023)

By examining the dependent construct's R Square value, which has the same meaning as the regression interpretation, the coefficient of determination, or R Square (R2), is tested. The influence of the independent latent variable on the dependent latent variable will be evaluated using changes in the R square value. The value of R2 in

linear regression is the extent to which exogenous components can account for fluctuations in endogenous constructs. There are three criteria for the R2 value: 0.67 indicates "good," 0.33 indicates "medium," and 0.19 indicates "weak".

According to Table 6, the tourist increase variable's coefficient of determination R2 or R Square has a value of 0.962, which meets the "good" criteria. This indicates that the contribution of AF, RF, OF, IF, CSF, and SFIF to IAET Mulyaharja is 96.2%, with the remaining 3.8% being influenced by factors outside the scope of this study [37]. The corrected R squared value is 0.959, which indicates that the variables AF, RF, OF, IF, CSF, and SFIF have a 95.9% influence on IAET Mulyaharja and that the remaining 4.1% is driven by other factors.

Table 7. Hypothesis Test

Information	P-Values
Awareness Factor (X1) → Increase in Agro-Edutourism Tourists (Y)	0,000
Regulatory Factor (X2) → Increase in Agro-Edutourism Tourists (Y)	0.991
Organizational Factor (X3) → Increase in Agro-Edutourism Tourists (Y)	0.564
Income Factor (X4) → Increase in Agro-Edutourism Tourists (Y)	0,000
Capability and Skill Factor (X5) → Increase in Agro-Edutourism Tourists (Y)	0.992
Service Facility and Infrastructure Factor (X6) → Increase in Agro-Edutourism Tourists (Y)	0.000

Source: SmartPLS 3 (processed by researchers, 2023)

Table 6 displays the analysis findings, which indicated that three hypotheses were accepted (H0) and three were rejected (Ha).

The following is a description of the accepted hypothesis (H0):

1. H1: The awareness factor provides a positive and significant value to the increase in agro-edutourism tourists with a P-value of 0.000 so that the hypothesis can be accepted, where the higher the AF, the more positive the IAET [20].
2. H4: The income factor provides a positive and significant value to the increase in agro-edutourism tourists with a P-value of 0.000 so that the hypothesis can be accepted, where the higher the IF, the more positive the IAET [6].
3. H6: Service Facility and Infrastructure Factor provides a positive and significant value to the increase in agro-edutourism tourists with a P-value of 0.000 so that the hypothesis can be accepted, where the higher the SFIF, the more positive the IAET [38].

In the meantime, the disproved hypothesis (Ha) is as follows:

1. H2: The regulatory factor gives a positive value but does not have a significant effect on the increase in agro-edutourism tourists because it has a P-value of 0.991, so the hypothesis is rejected that higher or lower RF will not have an effect on IAET [21].
2. H3: Organizational Factor gives a positive value but does not have a significant effect on the increase in agro-edutourism tourists because it has a P-Value of 0.564, so the hypothesis is rejected that higher or lower OF will not have an effect on IAET [22].
3. H5: Capability and Skill Factor gives a positive value but does not have a significant effect on the increase in agro-edutourism tourists because it has a P-value of 0.992, so the hypothesis is rejected that higher or lower CSF will not have an effect on IAET [39].

As explained in tables 6 and 7, the results of the regression analysis including variables AF, RF, OF, IF, CSF, and SFIF against IAET Mulyaharja were 96.2% [8]. The results of the analysis show that tourist visits in 2022 at Mulyaharja Organic Agro Edutourism will be associated with the hypothesis results, where AF, IF, and SFIF have a positive and significant influence on IAET [11]. However, other factors such as RF, OF, and CSF do not have a significant influence on IAET. This indicates that there is a need for insight and strategy from the Bogor City Government in increasing tourists by expanding the communication and marketing network and promotions in Mulyaharja Organic Agro Edutourism, for example in the form of resource and budget allocation, relevant policies, and increasing cooperation with other stakeholders [5]. Even though other factors are not significant, tourist attraction managers will be able to maximize the village's potential and increase its attractiveness and visibility.

6 Discussion

Several indicators, including awareness factor, regulatory factor, organizational factor, income factor, capability and skill factor, and service facility and infrastructure factor are used in this discussion to examine the impact of Bogor City Government Service Quality on Increasing Tourists for Mulyaharja Organic Agro Edutourism, South Bogor District, Bogor City. Based on the analysis's findings, there are disparities in how each of these indicators affects the growth of tourists.

First, with a p-value of 0.000, the Awareness Factor has a favorable and significant impact on rising tourist numbers. This means that the more positively visitors and the Bogor City Government respond to visitors' responsibilities, the greater the level of service quality through the awareness factor, and the more the number of tourists would rise [40]. The following awareness factor indicators include awareness of visitor demands and awareness of service quality, and if existing potential is maximized, it can have an impact on an increase in visitors to Mulyaharja Organic Agro Edutourism, Bogor City. Recommendation: The Bogor City Government needs to increase campaigns regarding visitor demands and service quality. Educational programs to increase awareness both among visitors and the government need to be strengthened.

Effectiveness: Analysis shows a positive and significant impact (p-value 0.000) of the awareness factor. With the increasing positive response to visitor responsibility and the Bogor City Government, it is estimated that the number of tourists will increase.

Second, with a p-value of 0.991, the Regulatory Factor influences the growth of tourists in a favorable but non-significant manner. This indicates that, despite having a beneficial influence, regulatory variables do not significantly influence the growth of tourist numbers at Mulyaharja Organic Agro Edutourism, located in Bogor City [21]. Tourism laws, procedures, transparent and easy-to-obtain licenses, law and order, environmental preservation, indigenous knowledge, and law enforcement against infractions are all examples of regulatory variables. The number of tourists visiting Mulyaharja Organic Agro Edutourism, Bogor City, would be influenced by the need to maximize regulations in many parts of the existing needs. *Recommendation:* Understanding and implementation of tourism regulations need to be improved. Transparency in procedures and obtaining licenses must be optimized. Law enforcement against violations must be strengthened. *Effectiveness:* Although regulatory factors have a positive impact, the analysis results show that the impact is not significant (p-value 0.991). Further evaluation and regulatory adjustments may be necessary.

Third, Organizational Factors, with a p-value of 0.564, have a favorable but insignificant impact on the growth in tourists. This indicates that, despite their positive influence, organizational elements cannot be regarded as having a substantial impact on Mulyaharja Organic Agro Edutourism's goal of boosting visitor numbers, despite the fact that they do have a favorable influence [22]. Cooperation and coordination between institutions are signs of organizational variables, however if the network or ties are strengthened, it may have an impact on an increase in visitors to Mulyaharja Organic Agro Edutourism, located in Bogor City. *Recommendation:* Build cooperation and coordination between tourism-related institutions. strengthening networks to increase synergy. *Effectiveness:* organizational factors have a positive but not significant impact (p-value 0.564). Strengthening cooperation between institutions can contribute to increasing the number of visitors.

Fourth, the Income Factor, with a p-value of 0.000, has a favorable and significant impact on the growth in tourists. This indicates that the Bogor City Government will maximize development in Eduwisata to attract visitors, thereby increasing the number of tourists, the higher the level of service quality through the income element, where the more budget or income received [6]. Budget and investment availability, income sustainability, income diversification, management of taxes and levies, and fair income distribution are some indicators of income factors. However, if this can be done fairly, it may have an impact on an increase in visitors to Mulyaharja Organic Agro Edutourism, Bogor City. *Recommendation:* The Bogor City Government needs to allocate and optimize the budget for edutourism development. Efforts are needed for income diversification and fairer distribution. *Effectiveness:* The income factor has a positive and significant impact (p-value 0.000). The increase in income is expected to improve service quality and attract more tourists.

Fifth, ability and expertise With a p-value of 0.992, the component has a positive but unimportant impact on the growth of tourists. This indicates that, despite their positive influence, the capability and skills elements cannot be regarded as having a

substantial impact on raising visitor numbers at Mulyaharja Organic Agro Edutourism, Bogor City [41]. Training and skill development, knowledge of foreign languages and local cultures, familiarity with tourist destinations, friendliness and empathy, as well as flexibility and problem-solving, are examples of indicators of competence and skills elements. If all of them are put into practice, they may have an impact on the rise in visitors to Mulyaharja Organic Agro Edutourism in Bogor City. *Recommendations*: Training programs to improve skills, foreign language knowledge, and understanding of local culture. Focus on developing relevant skills. *Effectiveness*: Even though it has a positive impact, the skills factor is not significant (p-value 0.992). The implementation of training programs can play a key role in increasing visitor numbers.

Sixth, with a p-value of 0.000, the Service Facility and Infrastructure Factor has a favorable and significant impact on the growth in tourism. The development of tourist sites in Eduwisata by the Bogor City Government has distinctive qualities that will draw visitors, resulting in an increase in the number of tourists, therefore the better the level of service quality through suitable service facilities and infrastructure, the more tourists there will be [42]. Indicators of service and infrastructure factors include: accessibility and disability-friendly facilities can be carried out equally, availability and quality of physical facilities, transportation infrastructure, and accessibility, which can influence the rise in the number of tourists visiting Mulyaharja Organic Agro Edutourism, Bogor City. *Recommendation*: The Bogor City Government needs to continue to improve tourism facilities and infrastructure. Focus on accessibility and disability-friendly facilities. *Effectiveness*: Facilities and infrastructure factors have a positive and significant impact (p-value 0.000). Improving service quality through adequate facilities is expected to increase attractiveness for tourists.

Active collaboration between the government, private sector, and local communities is needed to achieve an increase in the number of tourists at Mulyaharja Agro-Edutourism. Regular evaluation of the implementation of the recommendations above will support more effective and sustainable decision-making.

7 Conclusion

The dependent and independent variables of this research, where the independent variable consists of: Variable 1: Awareness Factor/X1 includes awareness of tourist needs (X1.1) and awareness of service quality (X1.2). In variable 2, regulatory factors include supportive tourism policy (X2.1), procedures, an easy and transparent tourism permit (X2.2), security and order (X2.3), environmental protection and local wisdom (X2.4), and law enforcement against violations (X2.5). In variable 3, organizational factors include inter-agency cooperation and coordination (X3.1) and human resources management (X3.2). In variable 4, the income factor includes availability of budget and investment (X4.1), revenue sustainability (X4.2), income diversification (X4.3), management of taxes and levies (X4.4), and fair revenue sharing (X4.5). In variable 5, capability and skill factors include skills training and development (X5.1), understanding of foreign languages and local culture (X5.2), tourism destination

knowledge (X5.3), friendliness and empathy (X5.4), flexibility, and problem solving (X5.5). In variable 6, the service facility and infrastructure factor includes the availability and quality of physical facilities (X6.1), transportation infrastructure (X6.2), and accessibility and disability-friendly facilities (X6.3). Meanwhile, the dependent variable is the increase in agro-edutourism tourists, consisting of promotion strategy (Y1) and marketing strategy (Y2).

Test results 1: Means, Standard Deviations, and Cronbach's Alpha show that construct 1: AF = 0.379 is categorized as 'unreliable'. In construct (2), IAET = 0.516 and SFIF = 0.595 are categorized as 'quite reliable'. Meanwhile, in construct (3), IF = 0.638, CSF = 0.675, OF = 0.688, and RF = 0.762 are categorized as 'reliable'. There is only one valid construct, namely RF, because it has a value above 0.70 and can be said to be a high frequency level. In test 2, validity means that there are valid and invalid values, where valid values always have values above 0.70 while invalid values include: awareness factor (AF) X1.2 = 0.390; regulatory factor (RF) X2.2-X2.5 = 0.662, 0.667, 0.050, and -0.281; organizational factor (OF) X3.1 = -0.040; income factor (IF) X4.1 and X4.5 = 0.547 and 0.150; capability and skill factor (CSF) X5.3 and X5.4 = 0.026 and -0.053; Service facility and infrastructure factor (SFIF) X6.2 = 0.640. In test 3, the determination coefficient (R Square) for the tourist increase variable has a value of 0.962, which is included in the 'good' criteria, meaning that the contribution of AF, RF, OF, IF, CSF, and SFIF to IAET Mulyaharja is 96.2%, and the remaining 3.8% is influenced by other factors. Meanwhile, the adjusted R squared value of 0.959 means that the influence of the variables AF, RF, OF, IF, CSF, and SFIF on IAET Mulyaharja has an effect of 95.9%, and the remaining 4.1% is caused by other factors. In the (4) Hypothesis Test, 3 hypotheses were accepted (H0) and 3 hypotheses were rejected (Ha). The hypothesis (H0) includes: (1) The Awareness Factor provides a positive and significant value to the Increase in Agro-Edutourism Tourists with a P-Value = 0.000 so that the hypothesis can be accepted, where the higher the AF, the more positive the IAET; (2) The Income Factor provides a positive and significant value to the Increase in Agro-Edutourism Tourists with a P-Value = 0.000 so that the hypothesis can be accepted, where the higher the IF, the more positive the IAET; (3) The Service Facility and Infrastructure Factor provides a positive and significant value to the Increase in Agro-Edutourism Tourists with a P-Value = 0.000 so that the hypothesis can be accepted, where the higher the SFIF, the more positive the IAET. Meanwhile, the rejected hypothesis (Ha) includes: (1) Regulatory Factor gives a positive value, but does not have a significant effect on Increase in Agro-Edutourism Tourists because it has a P-Value = 0.991 so the hypothesis is rejected, where higher or lower RF will not have an effect towards IAET; (2) Organizational Factor gives a positive value, but does not have a significant effect on Increase in Agro-Edutourism Tourists because it has a P-Value = 0.564 so the hypothesis is rejected, where higher or lower OF will not have an effect on IAET; (3) The Capability and Skill Factor gives a positive value, but does not have a significant effect on the Increase in Agro-Edutourism Tourists because it has a P-Value = 0.992 so the hypothesis is rejected, where higher or lower CSF will not have an effect on IAET.

Based on the analysis results, tourist visits in 2022 at Mulyaharja Organic Agro Edutourism will be associated with the hypothesis results, where AF, IF, and SFIF

have a positive and significant influence on IAET. The relevance of this research is: (1) the awareness factor, namely that the Bogor City Government needs to continue to increase awareness, especially regarding responsibility towards visitors and improving service quality. Educational programs and awareness campaigns can be effective strategies. (2) The income factor, namely the Bogor City Government, needs to focus on allocating and optimizing the budget for edutourism development. Income diversification and fair distribution also need to be considered. (3) facilities and infrastructure factors, namely, the government needs to continue to develop tourism facilities and infrastructure, including accessibility, disability-friendly facilities, and physical quality. This will increase the attraction and comfort of visitors. However, other factors such as RF, OF, and CSF do not have a significant influence on IAET. Meanwhile, other factors are caused by (1) regulatory factors: although efforts to increase regulation in the tourism sector may be beneficial, research shows that this factor is not the main focus in efforts to increase the number of tourists. (2) organizational factors: Efforts to improve coordination and cooperation between agencies may be beneficial, but other strategies may be more effective for increasing tourism growth. (3) Capability and skill factors: Although skill development can provide benefits, a focus on other aspects such as marketing or facilities may be more important in the context of this research. This indicates that there is a need for insight and strategy from the Bogor City Government in increasing tourists by expanding the communication and marketing network and promotions at Mulyaharja Organic Agro Edutourism, for example, in the form of resource and budget allocation, relevant policies, and increasing cooperation with other stakeholders. Even though other factors are not significant, tourist attraction managers will be able to maximize the village's potential and increase its attractiveness and visibility.

Important steps for developing and improving the Mulyaharja Organic Agro-Edutourism Tourist Attraction include: (1) identifying main themes that reflect the richness of local culture, such as organic farming or local art; and (2) involving local residents and stakeholders. (2) Local residents will be empowered through skills training, while partnerships with small and medium enterprises (SMEs) will be instilled to support local products. (3) Tourism facilities, such as public toilets and parking lots, will be improved to increase visitor comfort. Accessibility improvements will also be a priority. (4) An arts and crafts center will be built, featuring the work of local artists. Ecotourism will also be promoted through trekking trails and farmer tours. (5) Environmental education programs will be held to promote organic farming practices. Local cultural festivals will be a place to celebrate cultural diversity. (6) Through the website and social media, local stories, interesting images, and event information will be shared. Partnerships with local travel agents will be emphasized. (7) Cleanliness and waste management programs will be implemented to maintain cleanliness. A nature conservation program will also be implemented. (8) A monitoring system will be implemented to track progress, while periodic reviews involving the community will be carried out to obtain feedback.

Further research needs to explore the long-term impact and development of predictive models on tourism growth in Mulyaharja Organic Agro Edutourism, by paying attention to awareness factors, income factors, and service facilities and infrastructure

factors, while expanding understanding regarding factors that were initially considered insignificant, such as regulatory factors, organizational factors, and capability and skills factors, as well as involving local communities in designing intervention programs, implementation evaluation, and participatory research, while conducting comparative studies with similar destinations and focusing on measuring tourist experiences to provide comprehensive guidance for stakeholders in optimizing tourism potential in the destination.

References

1. Vukovic, D.B., Petrovic, M., Maiti, M., Vujko, A.: Tourism development, entrepreneurship and women's empowerment – Focus on Serbian countryside. *J. Tour. Futur.* 1–21 (2021). <https://doi.org/10.1108/JTF-10-2020-0167>
2. Heslinga, J.H., Hillebrand, H., Emonts, T.: How to improve innovation in sustainable tourism? Five lessons learned from the Austrian Alps. *J. Tour. Futur.* 5, 35–42 (2019). <https://doi.org/10.1108/JTF-09-2018-0054>
3. Hussein, S.H., Kusairi, S., Ismail, F.: Modelling the demand for educational tourism: do dynamic effect, university quality and competitor countries play a role? *J. Tour. Futur.* 1–15 (2022). <https://doi.org/10.1108/JTF-09-2020-0144>
4. Eddyono, F., Darusman, D., Sumarwan, U., Sunarminto, F.: Optimization model: the innovation and future of e-ecotourism for sustainability. *J. Tour. Futur.* 1–18 (2021). <https://doi.org/10.1108/JTF-03-2021-0067>
5. Parantika, A., Wibowo, F.S., Wiweka, K.: The Development of Thematic Tourist Village of Mulyaharja Bogor Based on Community Empowerment Approach. *TRJ Tour. Res. J.* 4, 113 (2020). <https://doi.org/10.30647/trj.v4i2.86>
6. Parantika, A., Sahid, P., Jenica, G., Sahid, P.: PELESTARIAN & PENGEMBANGAN MAKANAN KHAS KAMPUNG CIHARAHAS MULYAHARJA SEBAGAI DESTINASI WISATA KOTA BOGOR. *J. Tour. Econ.* 5, 63–76 (2022). <https://doi.org/https://doi.org/10.36594/jtec.v5i1.140>
7. Cornelisse, M.: Sustainability in Ylläs: one focus, various interpretations. *J. Tour. Futur.* 6, 40–56 (2020). <https://doi.org/10.1108/JTF-01-2019-0003>
8. Barat, J., Yuliati, N., Suryani, D., Ardiansyah, R.: COMMUNITY EMPOWERMENT THROUGH AGRO-EDUCATION IN. 3, 361–366 (2023)
9. Wielenga, B.: Shifting land use in German coastal mainland destinations: historical development of tourism in Norden-Norddeich. *J. Tour. Futur.* 4, 233–248 (2018). <https://doi.org/10.1108/JTF-04-2018-0014>
10. Shi, H., Zhang, L., Song, B., He, C.: The impact of ecotourism on local rural households' livelihood around Wolong Nature Reserve. *For. Econ. Rev.* 4, 2–18 (2022). <https://doi.org/10.1108/fer-06-2021-0013>
11. Kusumawardhani, Y.: Strategi Peningkatan Kunjungan Wisatawan Millennial: Studi Kasus Kampung Tematik Mulyaharja Strategy for Increasing Millennial Tourist Visits in the Mulyaharja Thematic Village. *J. Hosp. dan Pariwisata.* 9, 41–48 (2023)
12. Hartman, S.: Destination governance in times of change: a complex adaptive systems perspective to improve tourism destination development. *J. Tour. Futur.* 9, 267–278

- (2023). <https://doi.org/10.1108/JTF-11-2020-0213>
13. Aditya, T.: Analisis Kualitas Pelayanan Posyandu Camar Kelurahan Poris Plawad Utara Kecamatan Cipondoh Kota Tangerang. *J. Gov. Civ. Soc.* 1, 203 (2018). <https://doi.org/10.31000/jgcs.v1i2.445>
 14. Febliany, I., Fitriyah, N., Paselle, E.: Efektivitas Pelayanan Terpadu Satu Pintu Terhadap Penyerapan Investasi Di Kalimantan Timur (Studi Pada Badan Perijinan Dan Penanaman Modal Daerah Provinsi Kalimantan Timur). *Adm. Reform.* 2, 410–420 (2014)
 15. Trias Syaifulina, I.: Perkembangan Media Baca di Era Digital dalam Perspektif Komunikasi, Teknologi, dan Masyarakat. *BIBLIOTIKA J. Kaji. Perpust. dan Inf.* 7, 65–79 (2023)
 16. Simancas Cruz, M., García Cruz, J.I., Greifemberg, C.A., Peñarrubia Zaragoza, M.P.: Strategies to improve the quality and competitiveness of coastal tourism areas: Applying tourism standards. *J. Tour. Anal.* 25, 68–90 (2018). <https://doi.org/10.1108/JTA-02-2018-0007>
 17. Shah, I.A.: Exploring governance effectiveness, tourism development and poverty reduction relationship in SAARC countries using panel dynamic estimation. *J. Tour. Futur.* 1–16 (2023). <https://doi.org/10.1108/JTF-09-2022-0221>
 18. Cassia, F., Castellani, P., Rossato, C., Baccarani, C.: Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. *TQM J.* 33, 205–221 (2021). <https://doi.org/10.1108/TQM-03-2020-0062>
 19. Syalianda, S.I., Kusumastuti, R.D.: Implementation of smart city concept: A case of Jakarta Smart City, Indonesia. In: H., H. (ed.) 1st Journal of Environmental Science and Sustainable Development Symposium, JESSD 2020. IOP Publishing Ltd, Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, 16424, Indonesia (2021)
 20. Rasool, S., Cerchione, R., Salo, J., Ferraris, A., Abbate, S.: Measurement of consumer awareness of food waste: construct development with a confirmatory factor analysis. *Br. Food J.* 123, 337–361 (2021). <https://doi.org/10.1108/BFJ-02-2021-0160>
 21. Tomic, S., Heims, E.: Regulatory reform and the regulatory state in the post-COVID-19 world. *Fulbright Rev. Econ. Policy.* 2, 1–19 (2022). <https://doi.org/10.1108/frep-10-2021-0062>
 22. Hwang, K., Choi, M.: Effects of innovation-supportive culture and organizational citizenship behavior on e-government information system security stemming from mimetic isomorphism. *Gov. Inf. Q.* 34, 183–198 (2017). <https://doi.org/10.1016/j.giq.2017.02.001>
 23. Wahyuningtyas, R., Disastra, G., Rismayani, R.: Toward cooperative competitiveness for community development in Economic Society 5.0. *J. Enterprising Communities.* (2022). <https://doi.org/10.1108/JEC-10-2021-0149>
 24. Saunila, M., Ukko, J., Rantala, T.: Value co-creation through digital service capabilities: the role of human factors. *Inf. Technol. People.* 32, 627–645 (2019). <https://doi.org/10.1108/ITP-10-2016-0224>
 25. Kessy, S.S.A., Salema, G.L., Simwita, Y.: Lean thinking in medical commodities supply chains: applicability and success factors for Tanzanian health supply chains. *J. Humanit. Logist. Supply Chain Manag.* (2023). <https://doi.org/10.1108/JHLSCM-05-2022-0058>
 26. Wee, D.: Generation Z talking: transformative experience in educational travel. *J. Tour.*

- Futur. 5, 157–167 (2019). <https://doi.org/10.1108/JTF-02-2019-0019>
27. Bertella, G., Vidmar, B.: Learning to face global food challenges through tourism experiences. *J. Tour. Futur.* 5, 168–178 (2019). <https://doi.org/10.1108/JTF-01-2019-0004>
 28. Roziqin, A., Kurniawan, A.S., Hijri, Y.S.: Research trends of digital tourism: a bibliometric analysis. (2023). <https://doi.org/10.1108/TRC-11-2022-0028>
 29. Kristia, Y.: Pelatihan SmartPLS 3.0 Untuk Pengujian Hipotesis Penelitian Kuantitatif. *J. Pengabd. Kpd. Masy.* 5, 43–50 (2021)
 30. Akbar, P., Pribadi, U., Purnomo, E.P.: Faktor-Faktor yang Mempengaruhi Kinerja Pegawai dalam Penerapan Sidalih di Komisi Pemilihan Umum Daerah Istimewa Yogyakarta. *Analitika.* 12, 1–9 (2020). <https://doi.org/10.31289/analitika.v12i1.3350>
 31. Forslund, H., Mattsson, S.A.: In search of supplier flexibility performance measurement. *Int. J. Product. Perform. Manag.* 72, 772–788 (2023). <https://doi.org/10.1108/IJPPM-11-2020-0599>
 32. Jahan, N., Shahria, G.: Factors effecting customer satisfaction of mobile banking in Bangladesh: a study on young users' perspective. *South Asian J. Mark.* 3, 60–76 (2022). <https://doi.org/10.1108/sajm-02-2021-0018>
 33. Nyathi, M., Kekwaletswe, R.: Electronic human resource management (e-HRM) configuration for organizational success: inclusion of employee outcomes as contextual variables. *J. Organ. Eff.* (2023). <https://doi.org/10.1108/JOEPP-08-2022-0237>
 34. Amirrudin, M., Nasution, K., Supahar, S.: Effect of Variability on Cronbach Alpha Reliability in Research Practice. *J. Mat. Stat. dan Komputasi.* 17, 223–230 (2020). <https://doi.org/10.20956/jmsk.v17i2.11655>
 35. Pribadi, U.: Citizens' intention to use e-government services: The case of e-complaint service in Indonesia. *Int. J. Electron. Gov.* 13, 114–131 (2021). <https://doi.org/10.1504/IJEG.2021.116884>
 36. Blanco-Moreno, S., González-Fernández, A.M., Muñoz-Gallego, P.A.: Big data in tourism marketing: past research and future opportunities. *Spanish J. Mark. - ESIC.* (2023). <https://doi.org/10.1108/SJME-06-2022-0134>
 37. Bhayu Pratama, N., Pribadi, U.: Pengaruh Fasilitas, Transparansi, Partisipasi Dan Sumber Daya Manusia Terhadap Efektivitas Pelaksanaan Simmade (Sim Masuk Desa) Di Kabupaten Bantul. *J. Pemerintah. dan Kebijakan.* 2, 136–154 (2021). <https://doi.org/10.18196/jpk.v2i3.12667>
 38. Miguel, B.P., Ferreira, F.A.F., Banaitis, A., Banaitienė, N., Kavaliauskienė, I.M., Falcão, P.F.: An expanded conceptualization of “Smart” cities: Adding value with fuzzy cognitive maps. *E a M Ekon. a Manag.* 22, 4–21 (2019). <https://doi.org/10.15240/tul/001/2019-1-001>
 39. Huang, Y., Hu, Y.: Research on Key Influence Factors of Sustainable Development Capability of Smart City Based on Hybrid Decision Model. In: 2021 International Conference on Internet of Things and Smart City, IoTSC 2021. IOP Publishing Ltd, School of Economics and Management, Harbin Institute of Technology, Shandong, Weihai, 264200, China (2021)
 40. Porwol, L., Garcia Pereira, A., Dumas, C.: Transforming e-participation: VR-dialogue – building and evaluating an AI-supported framework for next-gen VR-enabled e-participation research. *Transform. Gov. People, Process Policy.* 17, 233–250 (2022).

<https://doi.org/10.1108/TG-12-2021-0205>

41. Tutik, T., Krisn Natalia, H., Satato, Y.R., Solichoel, S., Hadi, S.: Promosi Event Budaya Lokal Berbasis Pemasaran Digital Rintisan Desa Wisata Branjang. *SELAPARANG J. Pengabd. Masy. Berkemajuan*. 5, 973 (2021). <https://doi.org/10.31764/jpmb.v5i1.4900>
42. Battarra, R., Mazzeo, G.: Challenges of Mediterranean metropolitan systems: smart planning and mobility. In: M., T. and G., M. (eds.) *25th International Conference Living and Walking in Cities, LWC 2021*. pp. 92–99. Elsevier B.V., National Research Council, Institute of Studies on Mediterranean (CNR-ISMed), Via Cardinale Guglielmo Sanfelice, 8, Naples, I-80134, Italy (2022)

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

