ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

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Abstract

The quality of self-picked orange agrotourism products does not yet have good quality in terms of the texture of the orange fruit, the size of the orange fruit is not uniform, and the taste of the orange fruit. Apart from that, the quality of service provided is not fully optimal, the agrotourism environment is not clean, the employees who work do not have special uniform attributes, the limited number of employees in agrotourism, so this will have an impact on the level of satisfaction consumers, if consumers who visit the self-picked orange agrotourism are satisfied with the product quality and service quality of the self-picked orange agrotourism, of course consumers/visitors will have an interest in visiting the self-picked orange agrotourism again. The analysis method used is path analysis using Smart PLS software version 3.0. The data used in this research are primary and secondary data. The sample in this research was 90 visitors or consumers of self-picking orange agrotourism. The research results show that the variables product quality (X_1) and service quality (X_2) have a positive and significant effect on consumer satisfaction (Z). The variables product quality (X_1) and service quality (X_2) have a positive and significant effect on intention to revisit (Y). The consumer satisfaction variable (Z) has a positive and significant effect on intention to revisit (Y). The product quality variable (X_1) has a positive and significant effect on intention to revisit (Y) through consumer satisfaction (Z). The service quality variable (X_2) has a positive and significant effect on intention to revisit (Y) through consumer satisfaction (Z).

Keywords : Consumer Satisfaction, Intention to Revisit, Product Quality, Service Quality.

1. INTRODUCTION

Minister of Tourism and Creative Economy Regulation Number 9 of 2021 concerning guidelines for sustainable tourism destinations states that tourism development is developed with a growth approach, economic equality for people's welfare and development oriented towards regional development. (Pariwisata & Indonesia, 2021). Agrotourism is a translation of the English term, namely agrotourism. Agro which means agriculture and tourism which means tourism/tourism. So it can be concluded that agrotourism is tourism with agricultural nuances, which in the broadest sense, what is included in agrotourism includes people's agriculture, plantations, animal husbandry, and even fisheries (Alikodra, 2022). Agrotourism is an activity that combines tourism and education related to the agricultural sector. Agrotourism provides an opportunity for farmers to improve their quality of life through their agricultural resources, and gives tourists a real picture of agriculture and farming life (Utama & Junaedi, 2019). Data on the number of domestic tourist trips according to tourist destination (trip) provinces in 2022 in Indonesia are as follows:

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

Indra Wahyudi[1], Elisabet Siahaan[2], Rahmanta[3]
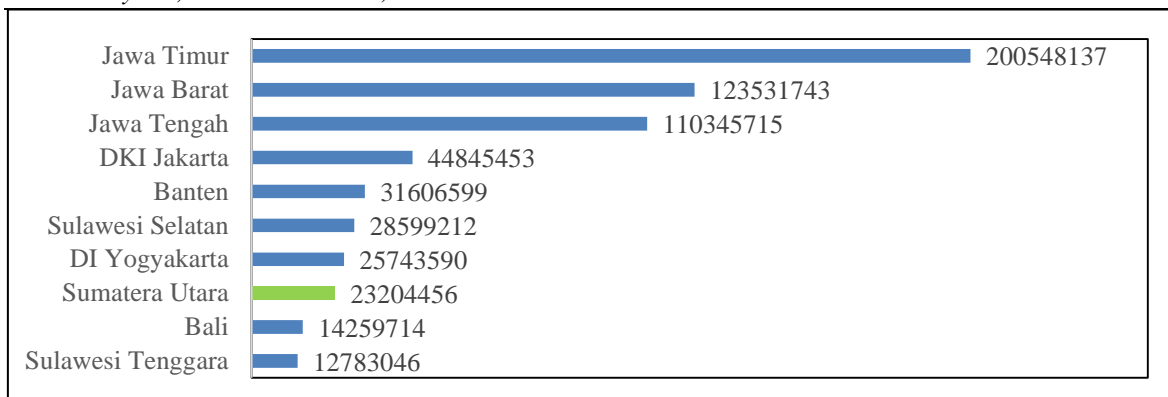
Source : Badan Pusat Statistik Indonesia, 2023.

Figure 1 Number of Trips by Indonesian Tourists by Destination Province (Travel) in 2022

Based on Figure 1, it can be seen that the 10 (ten) provinces of the archipelago that are most frequently visited based on the number of tourist trips in 2022, where East Java Province with a total of 200,548,137 visits fills the first place, then in second place is West Java Province with the number of visits was 123,531,743 trips, and in third place was Central Java Province with a total of 110,345,715 visits. Meanwhile, North Sumatra Province is in 8th (eighth) place with a total of 23,204,456 visits in 2022. This shows that North Sumatra Province is one of the prime provinces on the island of Sumatra which is often visited by Indonesian tourists, by Therefore, it is very important to build and develop tourist attractions in North Sumatra Province, especially Karo Regency, which has a tourist attraction in the form of self-picked orange agrotourism which is important to develop as a tourism destination. Karo Regency has a superior commodity, namely oranges. Karo Regency is the largest orange production center in North Sumatra Province. The following is orange fruit production data based on sub-districts in Karo Regency for 2020-2022, namely as follows:

Table 1 Orange Fruit Production in Karo Regency by District 2020-2022 (Tons)

Sub-District	Years (Tons)		
	2020	**2021**	**2022**
Mardingding	5.382	15.881	12.861
Laubaleng	13.290	20.645	18.753
Tigabinaga	2.136	1.663	3.174
Juhar	571	788	1.091
Munte	39.627	80.505	85.336
Kutabuluh	4.031	1.650	3.138
Payung	3.465	7.315	11.363
Tiganderket	1.289	1.004	2.609
Simpang Empat	805	1.839	1.185
Naman Teran	2.616	2.273	2.520
Merdeka	1.310	840	776
Kabanjahe	203	174	396
Berastagi	268	369	156

Tigapanah	1.150	63.119	26.535
Dolat Rayat	30.249	8.492	3.782
Merek	10.972	32.393	23.013
Barusjahe	4.845	5.941	7.100
Total	**122.206**	**244.890**	**203.786**

Source : Kabupaten Karo Dalam Angka, 2023

Based on Table 1, it can be seen that in 2020 the amount of orange fruit production in Karo Regency amounted to 122,206 tons, in 2021 it amounted to 244,890 tons, and in 2022 it amounted to 203,786 tons. This shows that Karo Regency is a center for citrus fruit production in North Sumatra Province.

Based on the results of a pre-survey that was carried out in several sub-districts in Karo Regency, the following data were obtained :

Table 2 Data on the number of visits to self-pick orange agrotourism in several sub-districts in Karo Regency

No	Orange Agrotourism	Location	Estimation Amount Visit/Months (Soul)
1	Kebun Jeruk Ginting "Petik Sendiri"	Tiga Panah District	1500
2	Bangun Kebun Jeruk "Petik Sendiri"	Barusjahe District	2000
3	Ari Jeruk "Petik Sendiri"	Merek District	1800
4	Salsabila Jeruk "Petik Sendiri"	Merek District	2500
5	Barus Jeruk "Petik Sendiri"	Barusjahe District	2000
6	Sanas Jeruk "Petik Sendiri"	Tiga Panah District	2300

Source: Researcher Pre-Survey Data (2023)

Based on Table 2, it can be seen that of the 6 (six) agrotourism located in 3 (three) sub-districts in Karo Regency, the estimated number of visits to self-picked orange agrotourism is 1,500 – 2,500 people/visitors every month , but this number is only estimates from orange farmers who have their own pick-your-own orange agrotourism in each sub-district. Visitors to the self-pick orange agrotourism in Karo Regency come from various regions in Indonesia, however, from several visitors who visited the self-pick orange agrotourism in Karo Regency, based on the results of a pre-survey of orange farmers who apply the concept of self-pick orange agrotourism, it is known that not all visitors to the orange agrotourism pick it yourself make a return visit or re-visit. The estimated number of return visits to self-pick orange agrotourism is as follows:

Table 3 Data on Number of Repeat Visits to Self Pick Orange Agrotourism

No	Agrotourism Orange	Location	Estimation Amount Revisit Intention/Months (Soul)
1	Kebun Jeruk Ginting "Petik Sendiri"	Tiga Panah District	75
2	Bangun Kebun Jeruk "Petik Sendiri"	Barusjahe District	100
3	Ari Jeruk "Petik Sendiri"	Merek District	90
4	Salsabila Jeruk "Petik Sendiri"	Merek District	125
5	Barus Jeruk "Petik Sendiri"	Barusjahe District	100
6	Sanas Jeruk "Petik Sendiri"	Tiga Panah District	115

Source: Researcher Pre-Survey Data (2023)

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

Indra Wahyudi[1], Elisabet Siahaan[2], Rahmanta[3]

Based on Table 3, it can be seen that of the 6 (six) agrotourisms located in 3 (three) sub-districts in Karo Regency, based on data from the pre-survey the estimated number of return visits to self-pick orange agrotourism per month is around 5% of the total estimate. visitors every month, but this number is only an estimate from orange farmers who have their own pick-orange agro-tourism in each sub-district. Based on the results of observations in the field, where visitors to the self-picked orange agrotourism expressed several complaints about the quality of service at the self-picked orange agrotourism, it can be seen from the cleanliness of the environment around the self-picked orange agrotourism, where rubbish is still scattered around and there is a lack of baskets for throwing away rubbish so that visitors still Throwing rubbish carelessly makes the environment around the agrotourism less clean, then the employees who work at the self-picked orange agrotourism don't have a neat appearance, don't have special uniforms and still wear everyday clothes when serving agrotourism visitors so that visitors have difficulty distinguishing between self-picked orange agrotourism employees and visitors. /consumers of self-picked orange agrotourism, and then employees of self-picked orange agrotourism have not worked well and responsibly, due to the limited number of employees so that when conditions occur where self-picked orange agrotourism is busy being visited, they cannot provide good quality service and responsible for all visitors to self-pick orange agrotourism.

This is the problem and phenomenon obtained from observations in the field, for this reason it is still necessary to improve the quality of self-picked orange agrotourism services so that the quality of self-picked orange agrotourism services is more optimal. The quality of products and the quality of agrotourism services are important things to pay attention to by orange farmers who implement the pick-your-own orange agrotourism concept in Karo Regency. Is the quality of the product and the quality of service provided to consumers sufficient to satisfy consumers or tourists who visit to pick oranges in farmers' gardens in Karo Regency or is it the other way around? Satisfactory product quality and good service quality will encourage consumer satisfaction. If the price set is too high or the service provided is not commensurate with the price paid, then the product will be less than satisfactory for consumers who visit the pick-your-own orange agrotourism. . Furthermore, this will cause consumer dissatisfaction so that they will not be interested in visiting the pick-your-own orange agrotourism again. The level of consumer satisfaction can be determined from returning visits, or the consumer's interest in returning to visit occurs because during the previous visit the consumer was satisfied with the quality of the product and the quality of service provided at the self-pick orange agrotourism.

Based on the problem formulation, the objectives of this research are as follows : to analyze the effect of product quality on consumer satisfaction in pick-your-own orange agrotourism in Karo Regency, to analyze the effect of service quality on consumer satisfaction on self-pick orange farming in Karo Regency, to analyze the influence of product quality on interest in revisiting pick-your-own orange farms in Karo Regency, to analyze the influence of service quality on interest in revisiting pick-your-own orange farms in Karo Regency, to analyze the influence of consumer satisfaction on interest in revisiting pick-your-own orange farms in Karo Regency, to analyze the influence of product quality on intention to revisit through consumer satisfaction as an intervention variable on self-pick orange farming in Karo Regency, to analyze the influence of service quality on intention to revisit through consumer satisfaction as an intervention variable in pick-your-own orange agrotourism in Karo Regency.

2. IMPLEMENTATION METHOD

Determining the research location was carried out purposively, with several considerations that Karo Regency is one of the largest orange production centers in North Sumatra Province. Three sub-districts were selected, namely Brand Subdistrict, Tigapanah Subdistrict, and Barusjahe Subdistrict. The population in this research is consumers/tourists who visit the pick-your-own orange agrotourism in Karo Regency, the number of which is unknown. The sampling technique used in this research is judgment sampling technique. Furthermore, according to Hair et, al, (2018),

the minimum sample size for the Structural Equation Model (SEM) is to look at the largest number of indicators in the latent variable, by multiplying 5 to 10 times. The highest number of indicators in this research was 9 indicators for each latent variable, so the number of samples was (9 x 10 = 90 samples). The 90 samples selected must meet the following criteria: respondents must be over 18 years old, respondents do not have student status (middle/high school), respondents who come in groups (3-8 people) in one visit will only have 1-2 consumers representing the interview, respondents are consumers /tourists who visit the pick-your-own orange agrotourism, respondents are consumers/tourists who are visiting for the first time and who have already visited the pick-your-own orange agrotourism. The data collection method in this research is using primary data and secondary data, primary data is data obtained directly from the source, namely from the research location, primary data is obtained by means of surveys and interviews using instruments in the form of questionnaires to consumers/tourists of orange agrotourism pick it yourself. Meanwhile, secondary data was obtained from related agencies such as the Central Statistics Agency, literature relevant to research such as North Sumatra in Figures 2023, Karo Regency in Figures 2023, and the North Sumatra Tourism Office.

Statistical analysis of the data in this research uses path analysis to see the direct and indirect influence between variables. The reason for using path analysis is because path analysis allows researchers to theoretically test cause and effect relationships. The Outer Model can explain how each indicator is related to the latent variable. Latent variables can be measured with reflective and formative indicators with the assumption that the construct and latent variables influence the indicators or the direction of the causal relationship from construct to indicator (Ghozali, 2006). . The tests in the Outer Model are as follows: validity test and reliability test. The structural model or inner model describes the relationship between latent variables based on substantive theory. The problem formulation or research hypothesis is the basis for designing a structural model of the relationship between variables. The inner model is tested using the Path Coefficient, R Square (R^2), hypothesis testing.

3. RESULTS AND DISCUSSION

The characteristics of the respondents in this study consist of gender, age, level of education, number of dependents, type of work, total income and number of visits by respondents or visitors to the self-picking orange agrotourism which are the samples in this study. The following will describe the characteristics of research respondents, namely as follows:

Table 4 Characteristics of Respondents Based on Gender

Gender	Amount (Soul)	Percentage (%)
Male	44	48,9
Female	46	51,1
Total	90	100,0

Source: Research Data (2024)

Based on Table 4, it can be seen that female visitors to self-pick orange agrotourism visit 46 people with a percentage of 51.1%, compared to 44 people from men with a percentage of 48. .9%. Based on the results of an interview with one of the female respondents, she said that her goal in visiting the pick-your-own orange agrotourism was to spend time relaxing, while enjoying the views around the pick-your-own orange agrotourism garden, then being able to pick oranges directly from the agrotourism orange garden.

Table 5 Characteristics of Respondents Based on Age

Age (Years)	Amount (Soul)	Percentage (%)
21 - 30	40	44,5

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

Indra Wahyudi[1], Elisabet Siahaan[2], Rahmanta[3]

31 - 40	29	32,2
41 - 50	18	20,0
51 - 60	3	3,3
Total	**90**	**100,0**

Source: Research Data (2024)

Based on Table 5, it can be seen that visitors to self-pick orange agrotourism aged 21 - 30 years amounted to 40 people with a percentage of 44.5% who visited the most self-picked orange agrotourism, then for those aged 31 - 40 years there were 29 people with the percentage is 32.2%, aged 41 - 50 years there are 18 people with a percentage of 20.0%, and aged 51 - 60 there are 3 people with a percentage of 3.3%. Based on the results of an interview with one respondent aged 21 - 30 years, he said that his aim in visiting the pick-your-own orange agrotourism was to pick oranges directly at the pick-your-own orange agrotourism, and to enjoy the natural scenery around the pick-your-own orange agrotourism.

Table 6 Characteristics of Respondents Based on Education

Education	Amount (Soul)	Percentage (%)
SMP	6	6,7
SMA	71	78,9
D3/S1	13	14,4
Total	**90**	**100,0**

Source: Research Data (2024)

Based on Table 4.3, it can be seen that respondents with high school education visited more self-pick orange argotourism with a total of 71 people with a percentage of 78.9%, 13 people with D3/S1 education with a percentage of 14.4%, and junior high school education with a total of 14.4%. 6 people with a percentage of 6.7%. Based on the results of an interview with one respondent with a high school education, he said that his aim in visiting the pick-your-own orange agrotourism was to have recreation with his family while picking oranges directly in the pick-your-own orange agrotourism garden.

Table 7 Characteristics of Respondents Based on Number of Dependents

Number of Dependents (Soul)	Amount (Soul)	Percentage (%)
0	23	25,6
1	20	22,2
2	27	30,0
> 3	20	22,2
Total	**90**	**100,0**

Source: Research Data (2024)

Based on Table 7, it can be seen that respondents with 2 dependents visited more self-picking orange agrotourism, namely 27 people with a percentage of 30.0%, 0 dependents numbered 23 people with a percentage of 25.6%, the number of dependents 1 and > 3 each number 20 people with a percentage of 22.2%. Based on the results of an interview with one respondent who had 2 dependents, he said that his aim in visiting the self-picked orange agrotourism was to take a vacation and educate their children to have recreation with their family enjoying the natural scenery in the self-picked orange agrotourism area.

Table 8 Characteristics of Respondents Based on Type of Work

Type of Work	Amount (Soul)	Percentage (%)
Housewives	30	33,3
Male Employees	12	13,3
Female Employees	6	6,7
Trader	8	8,9
Self-Employed	23	25,6
Others Job	11	12,2
Total	**90**	**100,0**

Source: Research Data (2024)

Based on Table 8, it can be seen that the most visitors to self-pick orange agrotourism are housewives with a percentage of 33.3%, 23 self-employed people with a percentage of 25.6%. , the number of private employees is 12 people with a percentage of 13.3%, the other jobs are 11 people with a percentage of 12.2%, the jobs of traders are 8 people with a percentage of 8.9%, and the jobs of female employees are 6 people with a percentage of 6.7%. Based on the results of an interview with one of the respondents who works as a housewife, she said that her aim was to have recreation with her family and other family members by visiting the self-picked orange agrotourism because she wanted to consume the self-picked orange agrotourism oranges directly picked from the self-picked orange agrotourism garden. and enjoy recreation time with family.

Table 9 Characteristics of Respondents Based on Number of Visits

| Number of Visits	Amount (Soul)	Percentage (%)
1	8	8,9
2	44	48,9
3	31	34,4
> 4	7	7,8
Total	**90**	**100,0**

Source: Research Data (2024)

Based on Table 9, it can be seen that the visitors to self-pick orange agrotourism with the highest number of visits were 2 times totaling 44 people with a percentage of 48.9%, the number of visits 3 times totaling 31 people with a percentage of 34.4%, the number of visits was 1 time totaling 8 people with a percentage of 8.9%, the number of visits > 4 people was 7 people with a percentage of 7.8%. Based on the results of an interview with one of the respondents, the number of visits was 2 times, saying that the aim was to pick oranges directly from the pick-your-own orange agrotourism together with the family, not only can you enjoy the natural beauty and cool air around the pick-your-own orange agrotourism but you can also spend time relaxing and recreating together with family and other family members.

3.1 Measurement Model (Outer Model)

The following are the results of data analysis tests on the problem formulation using SEM-PLS (Partial Least Square) with Smart PLS 3 software. Next, to test the validity, the outer loading or loading factor value is used. Indicators are declared to meet Convergent Validity in the good category if the outer loading value is > 0.7 (Ghozali, 2014). If the standard value of Convergent Validity > 0.7 is used, then the loading value < 0.7 is removed from the model. The results of the validity test in this research are as follows:

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

Indra Wahyudi[1], Elisabet Siahaan[2], Rahmanta[3]
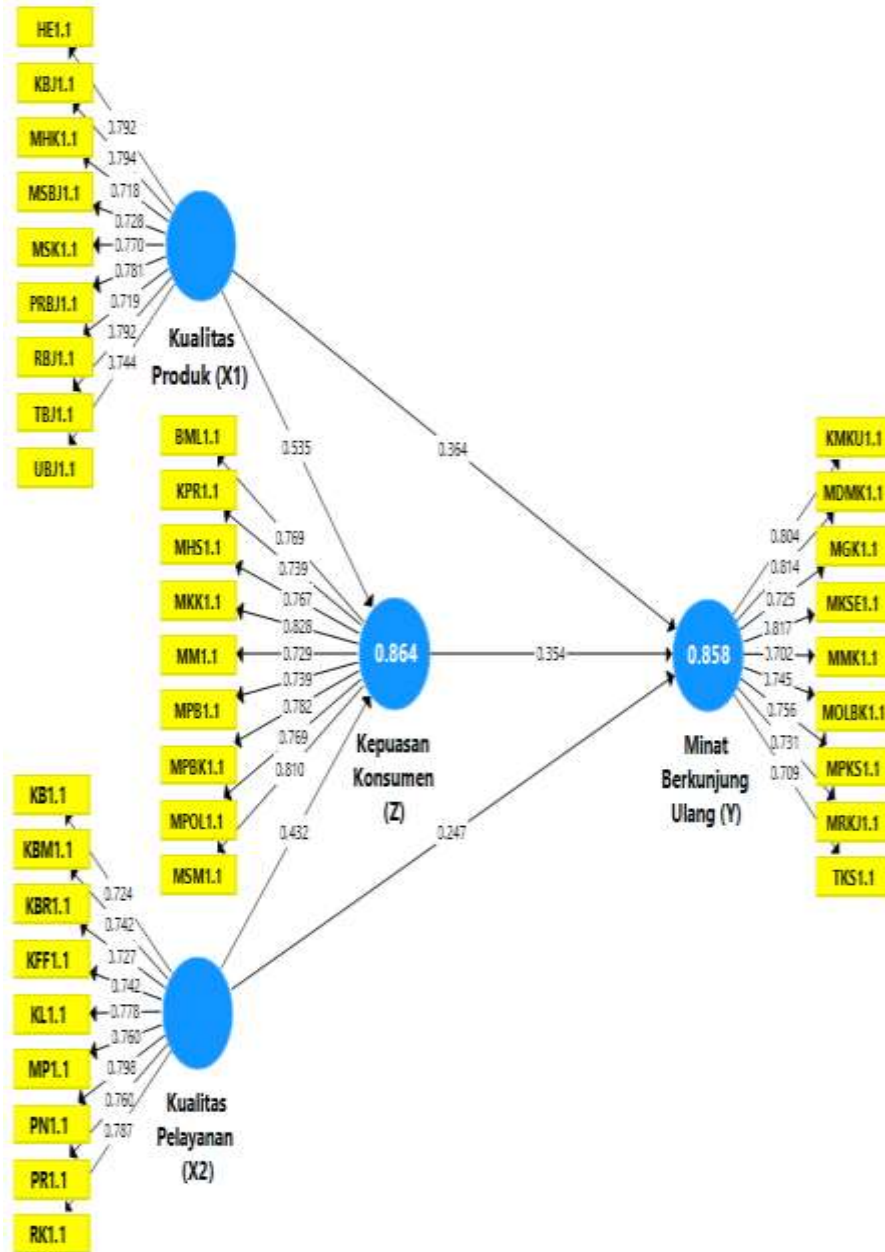
Source: Research Data (2024)

Figure 2 Diagram of Variable Relationship Test Results Based on Calculate Algorithm Output

Based on Figure 2, it can be seen that each research variable indicator is all valid, and shows that there are no variable indicators whose outer loading value is below 0.7, so the indicators are declared valid for research use and can be used for further analysis. Next, a reliability test is carried out, where the aim of the reliability test is to determine whether the respondent's answers are consistent and stable. This test is carried out using criteria, namely the value on Composite Reliability. A variable can be declared reliable when the Composite Reliability value is above > 0.70. The results of reliability testing are as follows:

Table 10 Composite Reliability Test Results

Research Variables	Composite Reliability	Caption
Product Quality (X_1)	0.929	*Reliabel*
Service Quality (X_2)	0.924	*Reliabel*
Consumer Satisfaction (Z)	0.925	*Reliabel*
Intention to Revisit (Y)	0.923	*Reliabel*

Source: Research Data (2024)

Based on Table 10, it can be seen that each research variable can be declared reliable because the composite validity value obtained from each research variable is > 0.7, meaning it has met the testing requirements. Based on the outer loading value obtained from the results of the Calculate Algorithm testing process, it can be determined from each indicator of the research variable, namely based on the outer loading value obtained to determine as many as 4 (four) indicators from each variable which are the strongest in forming The variables in this research are as follows:

1. Product quality variable (X_1) where the strongest indicator to build the product quality variable (X_1) is Orange Fruit Freshness (KBJ1.1) with an outer loading value of 0.794, based on the results of interviews with respondents where respondents bought orange fruit at orange agrotourism picking it yourself is because you want to enjoy the sensation of directly consuming orange fruit in fresh condition because it has just been picked directly from the tree, then Orange Fruit Texture (TBJ1.1) with an outer loading value of 0.792, based on the results of interviews with respondents where respondents liked the texture of orange fruit in self-picked orange agrotourism because the color is shiny for picking, then the Economical Price (HE1.1) with an outer loading value of 0.792, based on the results of interviews with respondents where respondents said that the price of self-picked oranges in self-picked orange agrotourism is still relatively low price. which is economical for visitors or consumers, then the Change in the Taste of Oranges (PRBJ1.1) with an outer loading value of 0.781, based on the results of interviews with respondents, it was said that the oranges from self-picked orange agrotourism that were brought home experienced changes in the taste of the oranges, namely they became sweeter .

2. Service quality variable (X_2) where the strongest indicator to build the service quality variable (X_2) is Feelings of Comfort (PN1.1) with an outer loading value of 0.798, based on the results of interviews with respondents where respondents felt comfortable when picking oranges on self-pick orange agrotourism because of the cool atmosphere, orange gardens that are clean from wild weeds, fresh air which adds a comfortable feeling around the location of the self-pick orange agrotourism garden, then Responsive to Complaints (RK1.1) with an outer loading value of 0.787, based on the results interviews with respondents where employees and owners of self-picked orange agrotourism were very quick in responding to complaints from argotourism visitors, for example regarding toilet cleanliness issues where the management of self-picked orange agrotourism continued to strive to provide good facilities so that visitors did not complain, then Environmental Cleanliness (KL1. 1) with an outer loading value of 0.778, based on the results of interviews with respondents where respondents said that the environmental conditions around the pick-your-own orange agro-tourism garden, as well as the area inside the garden, were clean enough, so that visitors or consumers did not feel afraid to pick oranges on agro-tourism pick your own oranges, then provide guidance (MP1.1) with an outer loading value of 0.760. Based on the results of interviews with respondents, they said that employees and managers always provide guidance to visitors to the self-picking orange agrotourism to suggest picking oranges in locations suitable for the garden. which is owned by the management, and explains the boundaries of his own pick-your-own orange agrotourism garden to visitors.

3. Consumer satisfaction variable (Z), where the strongest indicator to build the consumer satisfaction variable (Z) is Recommend to Family (MKK1.1) with an outer loading value of 0.828, based on the results of interviews with respondents where respondents after visiting

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

Indra Wahyudi[1], Elisabet Siahaan[2], Rahmanta[3]

agrotourism Self-picked oranges always recommend to other families, so that later they can visit again together, then Promote on Social Media (MSM1.1) with an outer loading value of 0.810, based on the results of interviews with respondents where the respondents visited the self-picked orange argotourism. always promote self-picking orange agrotourism on visitors' social media such as Facebook, Instagram and others, then get good service (MPBK1.1) with an outer loading value of 0.782, based on the results of interviews with respondents where respondents said that they always get good service from employees and agrotourism managers, pick-your-own-orange agrotourism, hospitality and chat that creates closeness between visitors and employees and management, then Willingness to Pay More (BML1.1) with an outer loading value of 0.769, based on the results of interviews with respondents who said visitors or consumers Orange picking agrotourism itself is willing to pay more, in this case it can be said that visitors or agrotourism consumers buy oranges in relatively large quantities, namely > 5 kilograms.

4. Variable intention to revisit (Y), where the strongest indicator that builds the variable intention to revisit (Y) is Seeking the Next Visit (MKSE1.1) with an outer loading value of 0.817, based on the results of interviews with respondents where respondents said that to continue to make efforts for the next visit to the pick-your-own orange agro-tourism because it is one of the interesting agro-tourisms to visit and because of the preference for orange fruit in Karo Regency, then Prepare Yourself for the Visit (MDMK1.1) with an outer loading value of 0.814, based on the results of the interview with respondents where respondents said to prepare themselves to visit self-picking orange agrotourism with their family for a refreshing vacation with family, then Willingness to Make a Repeat Visit (KMKU1.1) with an outer loading value of 0.804, based on the results of interviews with respondents where respondents said that they would continue to be willing to visit self-picked orange agrotourism because it is entertainment for your beloved family, then Feel Satisfied with Previous Visits (MPKS1.1) with an outer loading value of 0.756, based on the results of interviews with respondents who said that oranges from self-picked orange agrotourism have good quality so that visitors feel satisfied with their previous visit so of course they will make a repeat visit during their next holiday.

3.2 Structural Model (Inner Model)

The R Square value is used to measure the level of variation in changes in the independent variable towards the dependent variable. The R Square value or variant explained in the dependent variable should be > 0. The results of the R Square analysis in this research are as follows:

Table 11 R-Square Test Results

Items	R *Square*
Costumer Satisfaction (Z)	0.864
Intention to Revisit (Y)	0.858

Source: Research Data (2024)

Based on Table 11, it can be seen that the R-Square value or influence between product quality (X_1) and service quality (X_2) variables on consumer satisfaction (Z) is 0.864. So this figure means that product quality capability (X_1) and service quality (X_2) on consumer satisfaction (Z) have an influence of 86.4%, which means the influence is very strong, while the remaining 13.6% is influenced by other factors. outside this research model. The author estimates that other variables that influence consumer satisfaction are 13.6%, the remaining variables are price, brand image, friendliness, physical evidence and employee responsiveness to self-pick orange agrotourism. The influence between product quality (X_1) and service quality (X_2) variables on intention to revisit (Y) is 0.858. So this figure means that product quality capability (X_1) and service quality (X_2) on revisit to intention (Y) have an influence of 85.8%, which means the influence is very strong, while the remaining 14.2% is influenced by other factors outside this research model. The author estimates that other variables that influence interest in revisiting the remaining 13.6% are product

attractiveness, customer value, agrotourism attractiveness, price perception, and agrotourism promotion in self-pick orange agrotourism.

The path coefficient and specific indirect effect tests in this research were tested using the help of Smart PLS (Partial Least Square) software. The path coefficient and specific indirect effect values can be obtained from the bootstrapping results. This research uses a two tail hypothesis with a P-Value significance level of 0.05 (5%), with a sample size of 90 respondents having a t-table value of 1.988. The value of testing this hypothesis is as follows :
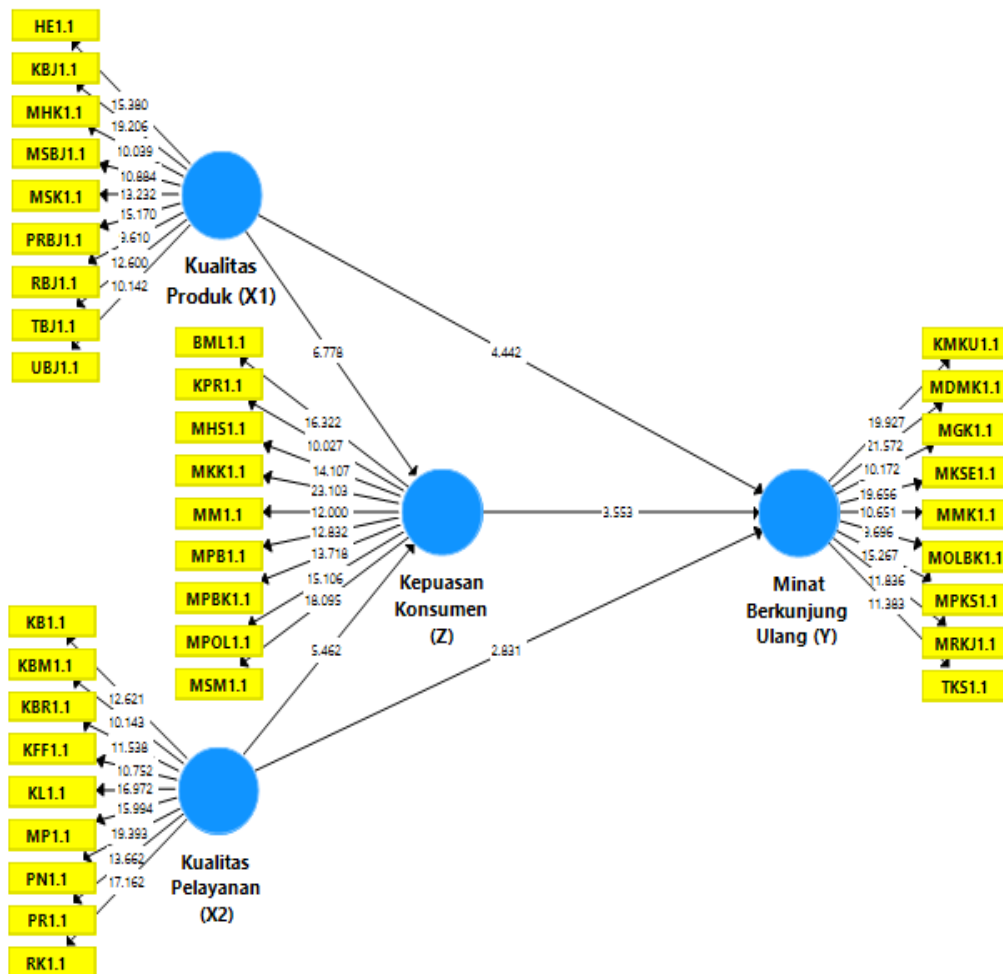
Source: Research Data (2024)
Figure 3 Inner Model Results (Structural Model)

Furthermore, the results obtained for testing the path coefficient and specific indirect effect can be explained as follows:

Table 12 Path Coefficient Test (Inner Model)

Items	T-Statistics	P-Values
Product Quality (X_1) → Consumer Satisfaction (Z)	6,778	0,000
Service Quality (X_2) → Consumer Satisfaction (Z)	5,462	0,000
Product Quality (X_1) → Intention to Revisit (Y)	4,442	0,000
Service Quality (X_2) → Intention to Revisit (Y)	2,831	0,005
Consumer Satisfaction (Z) → Intention to Revisit (Y)	3,533	0,000

Source: Research Data (2024)

ANALYSIS OF PRODUCT QUALITY AND SERVICE QUALITY ON INTENTION TO REVISIT THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN OWN PICKED ORANGE AGROTOURISM IN KARO DISTRICT

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Based on Table 12, from the boostraping results it can be seen that the strongest variable in influencing the consumer satisfaction variable (Z) is the product quality variable (X_1) compared with the service quality variable (X_2), with a t-statistic value for the quality variable product (X_1) of 6.678 > t-table of 1.988 with P-values of 0.000 < 0.05. This is because the quality of the product, in this case, namely the quality of the self-picked agrotourism oranges, based on the results of interviews with respondents, already has good quality, namely the freshness of the self-picked agrotourism orange fruit, the texture of the self-picked agrotourism orange fruit, which is smooth and yellowish in color, the taste Agrotourism oranges that are brought home become sweeter, and the price of orange fruit is still economical for visitors or agrotourism consumers of pick-your-own oranges. So respondents choose product quality (X_1) as a variable that influences consumer satisfaction (Z). Consumers are satisfied with the quality of citrus fruit and always try to recommend to their families to visit self-pick orange agrotourism, promote self-pick orange agrotourism on social media, get the quality of orange fruit according to expectations, and always provide input to agrotourism managers as a form of satisfaction when visiting.

The strongest variable in influencing intention to revisit variable (Y) is the product quality variable (X_1) compared with the service quality variable (X_2), and consumer satisfaction (Z) as an intervening variable, with a t-statistic value for the product quality variable (X_1) of 4.442 > t-table of 1.988 with P-values of 0.000 < 0.05. This is because the quality of the product, in this case, namely the quality of the self-picked agrotourism oranges, based on the results of interviews with respondents, already has good quality, namely the freshness of the self-picked agrotourism orange fruit, the texture of the self-picked agrotourism orange fruit, which is smooth and yellowish in color, the taste Agrotourism oranges that are brought home become sweeter, and the price of orange fruit is still economical for visitors or agrotourism consumers of pick-your-own oranges. So that respondents choose product quality (X_1) as a variable that influences intention to revisit (Y), consumers always try to provide free time for a holiday to the self-picked orange agrotourism, the purpose of visiting the self-picked orange agrotourism is to travel with the family, willing to make a visit returned to the pick-your-own orange agrotourism, and was very satisfied with the next visit so I had an interest in visiting the pick-your-own orange agrotourism again.

Table 13 Specific Indirect Effect (Inner Model)

Items	T-Statistics	P-Values
Product Quality (X_1) → Consumer Satisfaction (Z) → Intention to Revisit (Y)	3,310	0,001
Service Quality (X_2) → Consumer Satisfaction (Z) → Intention to Revisit (Y)	2,745	0,006

Source: Research Data (2024)

Based on Table 13, from the boostraping results it can be seen that for the Specific Indirect Effect test results or indirect influence on consumer satisfaction (Z) as an intervening variable, where the indirect influence that influences the most is the product quality variable (X_1) on the intention to revisit variable (Y) through the consumer satisfaction variable (Z) as an intervening variable with a t-statistic value for the product quality variable (X_1) of 3.310 > t-table of 1.988 with a P-value of 0.001 < 0.05. This is because the quality of the product, namely the quality of the self-picked agrotourism oranges, based on the results of interviews with respondents, already has good quality, namely the freshness of the self-picked agrotourism orange fruit, the texture of the self-picked agrotourism orange fruit, which is smooth and yellowish in color, the taste of the agrotourism orange fruit. The ones you take home become even sweeter, and the price of oranges is still economical for visitors or agritourism consumers of pick-your-own oranges. So respondents chose product quality (X_1) as the variable that most influences repeat visit interest (Y) through consumer satisfaction (Z) as the intervening variable. Consumers feel satisfied in terms of always trying to recommend to their families to visit the pick-your-own orange agrotourism, promoting the pick-your-own orange agrotourism on social media, getting the quality of orange fruit according to

expectations, and always providing input to the agrotourism manager as a form of satisfaction when visiting. So as to encourage visitors or consumers to have an interest in visiting again.

Based on the results of this explanation, it can be concluded that for the test results of the path coefficient (direct influence) and specific indirect effect (indirect influence) of all research variables, the most influencing influence in this research is the product quality variable (X_1) , service quality (X_2), consumer satisfaction (Z) as an intervening variable and intention to revisit (Y), then the results obtained are that the results of the path coefficient test (direct influence) are the most influential compared to the results of the specific indirect effect (influence indirect) in this study. The influence of product quality (X_1) on intention to revisit (Y) with a t-statistic value of 4.442 with a significant value of 0.000, while the influence of product quality on intention to revisit (Y) is through consumer satisfaction (Z) as an intervening variable with a t-value The statistic is 3.310 with a significant value of 0.001. For the variable service quality (X_2) on intention to revisit (Y) with a t-statistic value of 2.831 with a significant value of 0.005, while for the influence of service quality (X_2) on intention to revisit (Y) through consumer satisfaction (Z) as an intervening variable with a t-statistic value of 2.745 with a significant value of 0.006.

4. CONCLUSION

Several conclusions that can be concluded in this research are as follows:

1. Product quality variable (X_1) has a positive and significant effect on consumer satisfaction (Z) in pick-your-own orange agrotourism in Karo Regency.
2. Service quality variable (X_2) has a positive and significant effect on consumer satisfaction (Z) in self-pick orange agrotourism in Karo Regency.
3. Product quality variable (X_1) has a positive and significant effect on intention to revisit (Y) in pick-your-own orange agrotourism in Karo Regency.
4. Service quality variable (X_2) has a positive and significant effect on intention to revisit (Y) in pick-your-own orange agrotourism in Karo Regency.
5. Consumer satisfaction variable (Z) has a positive and significant effect on intention to revisit (Y) in pick-your-own orange agrotourism in Karo Regency.
6. Product quality variable (X_1) has a positive and significant effect on intention to revisit (Y) through consumer satisfaction (Z) in self-pick orange agrotourism in Karo Regency.
7. Service quality variable (X_2) has a positive and significant effect on intention to revisit (Y) through consumer satisfaction (Z) in self-pick orange agrotourism in Karo Regency.

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