

ABSTRACT

FACTORS THAT INFLUENCE THE DECISION TO VISIT ARJUNA FARM AGROTOURISM

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Agrotourism is a type of tourism based on agricultural activities. Tasikmalaya City has great potential in this sector; one of which is Arjuna Farm, which is starting to be known by local tourists. However, limited market segmentation is a major challenge without increasing the number of visits from various tourist groups, the development of Arjuna Farm as a tourist destination will not be optimal. This study aims to analyze the level of factors and the influence of attractions, facilities, accessibility, rates, and promotions on the decision to visit Arjuna Farm. The method used in this study was a survey conducted from January to July 2025 with accidental sampling, a total of 40 Arjuna Farm tourist respondents. The analysis used in this study was descriptive analysis with categorization, as well as multiple linear regression analysis. The results showed that the factors of attractions, rates, promotions and the decision to visit were included in the very high category, while facilities and accessibility were in the high category. The simultaneous influence test showed that all factors, namely attractions, facilities, accessibility, rates and promotions, influenced the decision to visit Arjuna Farm agrotourism. Meanwhile, partially, only the factors of attraction, facilities, and promotion were proven to have an influence.

Keywords: Agrotourism, Arjuna Farm, Influence Analysis, Visiting Decision