The Role of Business Actor Characteristics in Increasing Agrotourism Profits: A Multi-Analysis Approach Study on Agrotourism in Malang Raya, East Java

Agni Alam Awirya
Universitas Gadjah Mada, Yogyakarta, Indonesia

Irham Dwidjono Hadi
Universitas Gadjah Mada, Yogyakarta, Indonesia

Darwanto Masyhuri
Universitas Gadjah Mada, Yogyakarta, Indonesia

Abstract

Agrotourism has a strategic role in increasing farmers' incomes and encouraging regional economic growth. However, its success is highly dependent on various factors, particularly the characteristics of the entrepreneurs managing agricultural tourism destinations. This study aims to identify and analyse the characteristics of business actors that contribute to increased agritourism profits. This study uses a mixed methods approach, to analyse primary and secondary data. Data analysis was conducted using Orange Data Mining software, which allows in-depth exploration through various methods, including univariate regression to identify variables that influence profits, classification using decision trees to understand patterns of perception towards policies, clustering with the K-Means algorithm to group business operators based on certain characteristics, and association analysis to find relationships between factors that influence tourist visits. The results show that several key factors significantly impact agrotourism profits. The presence of homestays, amusement parks, and fauna diversity positively contribute to increased business revenue. Furthermore, business owners' understanding of agrotourism policies also plays a significant role, with those with high expectations for the sector's development tending to better understand applicable policies and better manage their businesses. Clustering results revealed three main groups of business owners based on their understanding of policies and their level of satisfaction with facilities. Meanwhile, association analysis indicated that accessibility and recommendations from previous customers were the primary factors influencing tourist visits.

Keywords

Agrotourism, Characteristics of Business Actors, Profit, Policy, Clustering, Decision Tree.