

RINGKASAN

Agrowisata atau wisata pertanian didefinisikan sebagai rangkaian aktivitas perjalanan wisata yang memanfaatkan lokasi atau sektor pertanian mulai dari awal produksi hingga diperoleh produk pertanian. Salah satu agrowisata yang ada yaitu Kebun Trisna. Penelitian ini bertujuan untuk menganalisis pengaruh secara langsung antara *product, price, place, promotion, people, process, dan physical evidence* terhadap keputusan pembelian belimbing madu di Kebun Trisna, Kecamatan Langensari, Kota Banjar, Jawa Barat.

Penelitian ini dilakukan dengan survei di Kebun Trisna yang terletak di Desa Waringinsari, Kecamatan Purwaharja, Kota Banjar, Provinsi Jawa Barat. Penelitian ini dilaksanakan dari bulan September 2021 sampai bulan Oktober 2021. Variabel yang diamati ada dua variabel yaitu variabel eksogen (*product, price, place, promotion, people, process, physical evidence*) dan variabel endogen (keputusan pembelian). Teknik yang dipilih dalam penelitian ini adalah teknik *non probability sampling* yaitu dengan *accidental sampling*. Responden dalam penelitian ini sebanyak 90 responden, dan analisis data menggunakan *Structural Equation Modeling (SEM)*.

Hasil penelitian menunjukkan bahwa variabel X1 (*product*) hasil P-valuenya adalah 0,285 yang artinya tidak signifikan, berarti tidak mempunyai pengaruh secara langsung antara X1 terhadap Y (keputusan pembelian). Variabel X2 (*price*) hasil P-valuenya adalah 0,247 yang artinya tidak signifikan, berarti tidak mempunyai pengaruh secara langsung antara X2 terhadap Y (keputusan pembelian). Variabel X3 (*place*) hasil P-valuenya adalah 0,931 yang artinya tidak signifikan, berarti tidak mempunyai pengaruh secara langsung antara X3 terhadap Y (keputusan pembelian). Variabel X4 (*promotion*) hasil P-valuenya adalah 0,001 yang artinya signifikan, berarti mempunyai pengaruh secara langsung antara X4 terhadap Y (keputusan pembelian). Variabel X5 (*people*) hasil P-valuenya adalah 0,048 yang artinya signifikan, berarti mempunyai pengaruh secara langsung antara X5 terhadap Y (keputusan pembelian). Variabel X6 (*process*) hasil P-valuenya adalah 0,313 yang artinya tidak signifikan, berarti tidak mempunyai pengaruh secara langsung antara X6 terhadap Y (keputusan pembelian). Variabel X7 (*physical evidence*) hasil P-valuenya adalah 0,258 yang artinya tidak signifikan, berarti tidak mempunyai pengaruh secara langsung antara X7 terhadap Y (keputusan pembelian).

SUMMARY

Agrotourism or agricultural tourism is defined as a series of travel activities that was utilize the location or agricultural sector from the beginning of production to got agricultural products. One of the existing agrotourism is Trisna garden. This studied aims to analyze the direct influence of product, price, place, promotion, people, process, and physical evidence on the purchasing decision of star fruit honey in Trisna Gardens, Langensari District, Banjar City, West Java.

This research was conducted by surveying the Trisna garden located in Waringinsari Village, Purwahasri District, Banjar City, West Java Province. This research was conducted from September 2021 to October 2021. The observed variables were two variables, namely exogenous variables (product, price, place, promotion, people, process, physical evidence) and endogenous variables (purchase decisions). The technique chosen in this studied is a non probability sampling technique, namely accidental sampling. Respondents in this studied were 90 respondents, and data analysis used Structural Equation Modeling (SEM).

The results showed that the variable X1 (product) P-value was 0.285, which means it is not significant, meaning that it did not had a direct influence between X1 on Y (purchase decision). The variable X2 (price) had a P-value of 0.247, which means that it is not significant, meaning that it did not had a direct influence between X2 and Y (purchase decision). The variable X3 (place) had a P-value of 0.931, which means that it is not significant, meaning that it did not had a direct influence between X3 and Y (purchase decision). The variable X4 (promotion) had a P-value of 0.001 which means it is significant, meaning that it had a direct influence between X4 and Y (purchase decision). The variable X5 (people) had a P-value of 0.048, which means it is significant, meaning that it had a direct influence between X5 and Y (purchase decision). The variable X6 (process) had a P-value of 0.313, which means that it is not significant, meaning that it did not had a direct influence between X6 and Y (purchase decision). The variable X7 (physical evidence) had a P-value of 0.258, which means that it is not significant, meaning that it did not had a direct influence between X7 and Y (purchase decision).