

Article

Evaluating visitor perceptions of agritourism attractions and services at Lembah Durian Farm Stable, Bandar Lampung

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Keywords: agritourism; destination attributes; ecotourism; visitor perception; visitor satisfaction.

Abstract

This study evaluates visitors' perceptions of Lembah Durian Farm Stable as a nature-based and educational tourism destination in Kemiling, Bandar Lampung. It examines five destination components: attractions, accessibility, facilities, amenities, and services. A descriptive survey design was employed involving 30 visitors selected through quota sampling during 15–29 March 2025. Data were collected through direct observation and a structured closed-ended questionnaire, then analyzed descriptively to identify dominant response patterns. The findings show that visitors generally perceived all five components positively. Natural scenery, durian-based educational activities, horse interactions, and photographic spots constituted the destination's principal attractions. Accessibility was considered adequate, although physical directional signs require improvement. Facilities, amenities, and staff services supported visitor comfort, but cleanliness, maintenance, lighting, activity information, and digital guidance remain areas for development. These results indicate that Lembah Durian Farm Stable has considerable potential as an agritourism destination. Management should strengthen experiential attractions, maintenance, wayfinding systems, digital information, and distinctive amenities to encourage satisfaction and repeat visitation.

Introduction

Tourism has become increasingly important as an instrument for economic recovery, employment creation, and sustainable regional development. Globally, international tourism returned to pre-pandemic levels in 2024, with approximately 1.4 billion international tourist arrivals. This recovery reflects renewed demand for travel experiences that provide recreation while facilitating meaningful interactions with nature, culture, and local communities (UN Tourism, 2025). In Indonesia, tourism recovery has also been reflected in the growth of international arrivals, domestic tourism trips, and tourism-related employment. These developments create opportunities for emerging destinations to compete by offering distinctive and experience-based tourism products.

Table 1. Selected Global and Indonesian Tourism Indicators in 2024

Indicator	2024 value	Change or comparison
Global international tourist arrivals	1.40 billion arrivals	Returned to pre-pandemic levels
International tourist arrivals in Indonesia	13.74 million arrivals	Increased by approximately 18%
Domestic tourism trips in Indonesia	1,021.56 million trips	Increased by approximately 22%
Tourism employment in Indonesia	25.01 million workers	Increased by 2.5%

Source: UN Tourism (2025) and Cabinet Secretariat of the Republic of Indonesia (2025).

The figures in Table 1 indicate that domestic mobility increasingly supports Indonesia's tourism industry. Domestic tourism trips exceeded one billion in 2024, while tourism employment increased from 24.41 million workers in 2023 to 25.01 million workers in 2024 (Cabinet Secretariat of the Republic of Indonesia, 2025). This expansion provides a favourable environment for the development of community-based, nature-based, and agricultural tourism outside Indonesia's established tourism centres. Nevertheless, the increase in visitor numbers must be accompanied by destination management practices that protect environmental quality, strengthen local economic benefits, and maintain satisfying visitor experiences.

Ecotourism has emerged as an alternative to conventional mass tourism because it emphasises environmental conservation, interpretation, education, and benefits for local communities. The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment, sustains the well-being of local communities, and incorporates interpretation and education ([The International Ecotourism Society, 2015](#)). Therefore, a destination cannot be classified as ecotourism solely because it is situated in a natural environment. Its management should also demonstrate environmental responsibility, provide educational experiences, minimise negative impacts, and generate economic and social benefits for surrounding communities ([Musadad, 2020](#); [Stronza et al., 2019](#)).

Within this broader framework, agritourism integrates agricultural resources, recreation, education, and visitor experiences. Farms, plantations, livestock facilities, and agricultural landscapes can be developed into tourism products without eliminating their productive functions. Such destinations allow visitors to learn about cultivation processes, interact with animals, consume local products, and participate in agricultural activities. Agritourism may therefore diversify rural and peri-urban economies while strengthening public understanding of agriculture and environmental stewardship. Its sustainability, however, depends on the extent to which destination development balances commercial objectives, environmental management, community participation, and visitor needs ([Adharani et al., 2020](#); [Kia, 2021](#); [Mu'a & Indahsari, 2021](#)).

Lembah Durian Farm Stable, located in Kemiling, Bandar Lampung, represents a nature-based agritourism destination that combines durian cultivation, equestrian activities, outdoor recreation, and family-oriented facilities. Its principal attractions include durian plantation scenery, horse interactions and riding activities, agricultural education, photographic spots, camping areas, and nature-based recreation. This combination differentiates the destination from conventional parks and single-product agricultural attractions. Its proximity to the urban area of Bandar Lampung also creates opportunities to attract families, students, young visitors, and organised groups seeking accessible recreational and educational experiences.

The competitiveness of a tourism destination is determined not only by the uniqueness of its principal attraction but also by the quality of the overall visitor experience. Destination evaluation commonly encompasses attractions, accessibility, facilities, amenities, and services. Attractions provide the primary motivation for visiting, whereas accessibility determines the ease with which visitors can reach and navigate a destination. Facilities and amenities support visitors' basic needs, comfort, recreational activities, and length of stay, while service quality influences satisfaction and the overall impression of the destination ([Fitriana & Purnomo, 2021](#); [Nurmala et al., 2022](#)). Previous studies conducted at Indonesian destinations have demonstrated that tourism attractions, facilities, accessibility, and service quality are closely associated with visitor satisfaction and future behavioural intentions ([Charli & Putri, 2020](#); [Kuntari & Lasally, 2021](#); [Syafitri, 2023](#)).

Visitor perception is therefore an essential source of managerial information. It reflects how visitors interpret destination attributes based on their expectations, direct experiences, previous knowledge, and interactions with the physical and social environment. Positive perceptions can strengthen satisfaction, destination image, favourable word of mouth, and revisit intention. Conversely, deficiencies in cleanliness, directional signage, safety, activity information, or staff responsiveness can weaken the overall visitor experience even when the principal attraction is considered appealing. Evaluating visitor perceptions enables destination managers to identify the attributes that should be maintained and the areas requiring priority improvement ([Kuntari & Lasally, 2021](#); [Nieamah, 2015](#); [Nurmala et al., 2022](#)).

Experience-based attractions are particularly relevant to agritourism because contemporary visitors increasingly seek opportunities to participate rather than merely observe. Activities such as interacting with horses, learning about durian cultivation, joining planting demonstrations, and participating in harvest-related events can produce memorable and educational experiences. This mechanism is consistent with the concept of tourism co-creation, in which visitors actively contribute to shaping their own experiences through participation and interaction. Participatory activities can strengthen emotional engagement, improve perceived value, and encourage visitors to return ([Buhalis & Sinarta, 2019](#); [Syam & Prasetya, 2022](#)).

Digital information also plays an increasingly important role in shaping destination perceptions. Social media, digital maps, online reviews, electronic ticketing, and QR-based information influence visitor expectations before arrival and their experiences during a visit. Digital technologies can improve access to destination information, facilitate travel planning, and strengthen communication between visitors and destination managers ([Gretzel et al., 2015](#); [Suputra & Adikampana, 2019](#)). However, digital promotion must accurately represent actual destination conditions. Fadhillah and Nurhayati (2025) found that 96.7% of respondents used the internet or digital applications to search for tourism information, but the same proportion had experienced discrepancies between online expectations and actual destination conditions. Digitalisation should therefore provide transparent,

current, and verifiable information regarding attractions, prices, facilities, operating hours, safety procedures, and accessibility.

Sustainability constitutes another important dimension of agritourism development. Waste management, sanitation, energy efficiency, environmental education, landscape protection, and community involvement influence whether a nature-based destination can generate long-term benefits. Visitor comfort should not be achieved at the expense of environmental quality or the productive function of agricultural land. Sustainable destination management therefore requires a balance between conservation, commercial viability, visitor satisfaction, and local participation (Andronicus et al., 2016; Stronza et al., 2019; Yusnikusumah & Sulistyawati, 2016). In the context of Lembah Durian Farm Stable, such a balance is essential because tourism activities, agricultural production, animal interactions, and recreational facilities operate within the same destination area.

Despite the expansion of research on ecotourism and visitor satisfaction, several research gaps remain. First, many previous studies have examined established natural, coastal, heritage, or rural destinations, whereas empirical evidence concerning hybrid agritourism destinations that combine plantations, equestrian activities, and family recreation remains limited. Second, previous research has frequently analysed individual destination attributes, such as attractions, facilities, or accessibility, without evaluating how visitors perceive these attributes as an integrated experience. Third, tourism studies in Lampung have predominantly focused on coastal and marine destinations, leaving peri-urban agritourism relatively underexplored. Fourth, limited empirical evidence is available to support managerial decisions at Lembah Durian Farm Stable regarding attraction development, physical accessibility, facility maintenance, amenities, service quality, and digital information.

This study addresses these gaps by evaluating visitors' perceptions of five destination components at Lembah Durian Farm Stable: attractions, accessibility, facilities, amenities, and services. The study aims to identify the most positively perceived attributes, determine areas requiring managerial improvement, and formulate recommendations for strengthening the destination's competitiveness. Its contribution lies in providing destination-specific evidence from a hybrid agritourism setting and applying an integrated visitor-experience perspective. Rather than assuming that Lembah Durian Farm Stable already constitutes a fully developed ecotourism destination, this study evaluates its existing attributes and potential alignment with nature-based, educational, and sustainable tourism principles. The findings are expected to support the development of Lembah Durian Farm Stable as a distinctive agritourism destination that provides satisfying visitor experiences while progressively incorporating environmental responsibility, local identity, educational value, and sustainable destination management.

Literature Review

Ecotourism and Sustainable Agritourism. Ecotourism is a form of nature-based tourism that integrates environmental conservation, visitor education, responsible travel, and benefits for local communities. Unlike conventional mass tourism, which is frequently oriented toward increasing visitor numbers and short-term economic returns, ecotourism emphasises the long-term protection of natural resources and the social well-being of destination communities. Its successful implementation requires environmentally responsible management, meaningful interpretation, community participation, and visitor experiences that increase awareness of environmental and cultural values (Adharani et al., 2020; Kia, 2021; Stronza et al., 2019).

The sustainability of ecotourism should be assessed through economic, environmental, and social dimensions. Economically, tourism activities should generate income and business opportunities for destination managers and local communities. Environmentally, tourism operations should minimise waste, resource degradation, and disruption to ecosystems. Socially, destination development should involve local stakeholders, preserve cultural values, and distribute tourism benefits equitably. These dimensions are interdependent and should be incorporated into destination planning rather than implemented as separate managerial activities (Palacios-Florencio et al., 2021; Rosalina et al., 2020).

Agritourism represents a specific form of tourism that combines agricultural production with recreation, education, hospitality, and visitor participation. It allows farms and plantations to diversify their economic activities while maintaining their agricultural functions. Agritourism activities may include farm tours, fruit harvesting, agricultural demonstrations, animal interactions, local food experiences, outdoor recreation, and educational programmes. A systematic review by Ammirato et al. (2020) demonstrated that agritourism can support sustainable rural development by diversifying farmers' incomes, creating employment, strengthening local supply chains, and preserving agricultural landscapes.

The experiential value of agritourism arises from direct interactions between visitors, agricultural activities, local environments, and destination providers. [Martinus et al. \(2024\)](#) identified location, interaction, authenticity, and learning as four important dimensions of agritourism experiences. These dimensions indicate that agritourism should not merely present an agricultural landscape as a visual attraction. Instead, it should enable visitors to participate in meaningful activities, acquire new knowledge, interact with destination providers, and experience the authentic characteristics of the location.

Lembah Durian Farm Stable reflects this integration by combining a durian plantation, equestrian activities, outdoor recreation, education, and family-oriented amenities. Nevertheless, its potential as a sustainable agritourism destination depends on the quality of the experience delivered to visitors. The presence of agricultural and natural resources alone does not guarantee positive visitor evaluations. Destination managers must convert these resources into accessible, safe, educational, comfortable, and well-managed tourism experiences.

Visitor Perception and Destination Evaluation. Visitor perception refers to the cognitive and affective process through which individuals interpret and evaluate destination attributes based on their expectations, direct experiences, personal preferences, and available information. Visitors do not evaluate a destination exclusively through its primary attraction. Their overall perception is formed through a combination of the physical environment, accessibility, facilities, amenities, staff interactions, service processes, and emotional responses during the visit.

Positive perceptions emerge when destination performance meets or exceeds visitor expectations. Conversely, dissatisfaction may occur when actual conditions are inconsistent with information received before the visit or when essential destination attributes fail to fulfil visitor needs. [Ramesh and Jaunky \(2020\)](#) found that natural environments, infrastructure, facilities, prices, safety, and user-friendliness contribute to visitor satisfaction and destination loyalty. [Quynh et al. \(2021\)](#) further demonstrated that emotional experiences and destination image influence satisfaction, word-of-mouth communication, and revisit intention in ecotourism settings.

Visitor perception is therefore an important instrument for evaluating destination performance. It provides information regarding which attributes are considered satisfactory and which require improvement. [Rasoolimanesh et al. \(2022\)](#) demonstrated that memorable tourism experiences influence behavioural intentions through visitor satisfaction. This finding indicates that destinations capable of creating enjoyable, meaningful, educational, and memorable experiences are more likely to receive positive recommendations and repeat visits.

In the context of agritourism, visitor perception is particularly important because the tourism product is produced through interactions between visitors and destination resources. [Lu et al. \(2020\)](#) found that experience, perceived value, satisfaction, and motivation significantly determine tourist loyalty toward agritourism attractions. Consequently, the management of Lembah Durian Farm Stable should be evaluated through an integrated set of destination attributes rather than solely through the attractiveness of its durian plantation or equestrian activities.

Tourism Attractions. Attractions represent the core elements that motivate individuals to visit a destination. They may include natural landscapes, cultural resources, agricultural activities, recreational facilities, educational programmes, special events, and opportunities for social interaction. In agritourism, attractions are expected to connect visitors with agricultural production, rural lifestyles, local products, animals, and natural environments.

Attraction quality is influenced by uniqueness, authenticity, educational content, visitor participation, safety, and the ability to create memorable experiences. Agritourism attractions become more valuable when visitors can participate in activities rather than merely observe them. Durian cultivation demonstrations, fruit-harvesting activities, horse interactions, basic riding instruction, and agricultural workshops can transform physical resources into engaging experiences. [Martinus et al. \(2024\)](#) emphasised that learning, authenticity, and interaction are central to creating meaningful agritourism experiences.

Experience-based attractions can also stimulate positive emotional responses. [Quynh et al. \(2021\)](#) found that positive emotional experiences contribute to tourist satisfaction and future behavioural intentions in ecotourism. Similarly, [Lu et al. \(2020\)](#) demonstrated that the quality of agritourism experiences affects perceived value, satisfaction, and attraction loyalty. These findings suggest that the attractions at Lembah Durian Farm Stable should be evaluated according to their uniqueness, educational value, interactivity, environmental quality, and capacity to create enjoyable experiences.

H1a: Visitors have positive perceptions of the attractions offered by Lembah Durian Farm Stable.

Accessibility. Accessibility refers to the ease with which visitors can obtain destination information, reach the location, enter the destination, and move safely within the tourism area. It includes road conditions, travel distance, directional signs, parking availability, public transportation, digital navigation, internal pathways, and access for visitors with different physical needs.

Accessibility has both physical and informational dimensions. Physical accessibility concerns the transportation network, road quality, parking areas, entrances, walkways, and internal circulation. Informational accessibility concerns the availability of accurate directions, digital maps, operating schedules, ticket information, and instructions regarding tourism activities. A destination may offer attractive tourism products but still receive negative evaluations when visitors experience difficulty finding the location or navigating the tourism area.

Chan et al. (2022) demonstrated that manageable destination attributes, including accessibility, affect satisfaction and revisit intention in a nature-based tourism setting. Abbasi et al. (2021) also found that perceived behavioural control, destination image, perceived value, and satisfaction influence tourists' intentions to revisit a destination. Accessibility contributes to perceived behavioural control because visitors are more likely to feel comfortable when transportation, directions, parking, and destination information are clear and manageable.

Digital technology can strengthen accessibility by providing updated maps, route information, operating hours, prices, and activity schedules. Kumar and Shekhar (2020) explained that tourism digitalisation facilitates information access and supports more efficient travel planning. At Lembah Durian Farm Stable, integration between physical directional signs and digital navigation is therefore required to improve convenience, particularly for first-time visitors and visitors from outside Bandar Lampung.

H1b: Visitors have positive perceptions of the accessibility of Lembah Durian Farm Stable.

Tourism Facilities. Tourism facilities are physical structures and supporting infrastructure that allow visitors to participate in tourism activities safely and comfortably. They include toilets, prayer rooms, parking areas, camping facilities, accommodation, lighting, seating areas, waste bins, sanitation facilities, safety equipment, and internal pathways. Although facilities may not constitute the primary motivation for visiting, their quality can determine whether visitors perceive the destination as comfortable, clean, safe, and professionally managed.

Facility quality is commonly evaluated based on availability, cleanliness, functionality, maintenance, safety, and capacity. Poorly maintained facilities can reduce visitor satisfaction even when the main attraction is considered unique. Ramesh and Jaunky (2020) identified facilities and infrastructure as important components of destination satisfaction and loyalty. Digpasari et al. (2021) also showed that evaluating destination attributes allows managers to identify performance gaps and establish improvement priorities.

Sanitation is especially important in nature-based and family tourism. Toilets, handwashing facilities, waste management, and clean public spaces affect visitor comfort and perceptions of destination quality. Sari and Lestari (2021) found that destination attributes may function as sources of either satisfaction or dissatisfaction depending on how well they fulfil visitor expectations. Therefore, the availability of facilities must be accompanied by consistent inspection, maintenance, cleanliness, and safety procedures.

At Lembah Durian Farm Stable, toilets, prayer facilities, camping areas, glamping accommodation, lighting, parking facilities, and pedestrian pathways should collectively support the primary attractions. Positive visitor perceptions of these facilities would indicate that the destination is capable of meeting basic functional and safety requirements.

H1c: Visitors have positive perceptions of the facilities available at Lembah Durian Farm Stable.

Tourism Amenities. Amenities refer to supplementary products and services that enrich the visitor experience and encourage visitors to remain longer at a destination. They may include food and beverage services, children's play areas, swimming pools, archery activities, resting spaces, souvenir outlets, local products, shaded seating, and other recreational options. Facilities primarily fulfil visitors' functional needs, whereas amenities create additional comfort, enjoyment, and consumption opportunities.

The quality of amenities can influence perceived value because visitors evaluate whether the total experience is appropriate for the time, effort, and money spent. Zhou et al. (2022) demonstrated that the importance and performance of tourism attributes influence satisfaction in rural accommodation settings. Thipsingh et al. (2022) similarly found that social, environmental, and destination-related attributes shape visitor satisfaction and temporal revisit intention.

Agritourism amenities can also reinforce destination identity. Local food, durian-based products, agricultural souvenirs, educational play areas, and locally designed recreational activities can distinguish the destination from conventional family recreation facilities. Amenities should therefore

not be treated merely as commercial additions. They can communicate local identity, extend visitor engagement, and strengthen the connection between agriculture and tourism.

The amenity dimension at Lembah Durian Farm Stable includes food services, children's recreation, swimming facilities, archery, seating areas, and supporting activities. Visitors are expected to evaluate these amenities based on variety, cleanliness, affordability, safety, availability, and their relevance to the destination's agritourism concept.

H1d: Visitors have positive perceptions of the amenities provided at Lembah Durian Farm Stable.

Service Quality. Service quality represents visitors' evaluations of staff behaviour and the delivery of tourism services. It includes friendliness, responsiveness, reliability, professionalism, communication, safety guidance, complaint handling, and the ability to provide accurate information. In tourism, staff interactions are particularly important because services are produced and consumed simultaneously. Consequently, employee behaviour directly influences visitors' emotional responses and overall destination evaluations.

Astor et al. (2022) demonstrated that tourism experiences, innovation, technology, and service delivery contribute to satisfaction and behavioural intention at Indonesian creative tourism attractions. Abbasi et al. (2021) found that perceived service quality affects perceived value and visitor satisfaction, which subsequently influence revisit intention. Tabaeian et al. (2023) also demonstrated that host–tourist interaction and perceived service quality contribute to memorable tourism experiences and future behavioural intentions in ecotourism.

Service quality in agritourism extends beyond conventional hospitality. Staff members may function as guides, educators, activity instructors, safety supervisors, and interpreters of agricultural information. Their ability to explain durian cultivation, guide horse interactions, communicate activity rules, and respond to visitor needs can create confidence and emotional engagement. Positive interactions between visitors and staff may also reinforce authenticity and distinguish the destination from standard recreational facilities.

At Lembah Durian Farm Stable, service quality should therefore be evaluated through staff friendliness, responsiveness, professionalism, clarity of information, and attention to visitor safety. Information boards, QR codes, maps, schedules, and digital communication should complement interpersonal services rather than replace them.

H1e: Visitors have positive perceptions of the services delivered at Lembah Durian Farm Stable.

Integrated Visitor Perception and Research Hypothesis. Tourism experiences are holistic because visitors evaluate multiple attributes throughout the journey, from searching for information and travelling to the destination to participating in activities and using supporting services. A weakness in one attribute may affect the evaluation of the destination as a whole. Attractive activities may not produce high satisfaction when access is difficult, facilities are poorly maintained, amenities are insufficient, or staff services are unresponsive.

Empirical research consistently demonstrates that destination experience, perceived value, service quality, satisfaction, and destination image are interrelated. Lu et al. (2020) established that agritourism experiences and satisfaction contribute to attraction loyalty. Chan et al. (2022) found that controllable destination attributes influence visitor satisfaction and revisit intention in ecotourism. Rasoolimanesh et al. (2022) demonstrated that visitor satisfaction connects memorable experiences with future behavioural intentions. Thipsingh et al. (2022) further confirmed that sustainable and social destination attributes contribute to tourist satisfaction and revisit intention.

Based on these theoretical arguments and empirical findings, visitor perceptions of Lembah Durian Farm Stable should be evaluated as an integrated assessment of attractions, accessibility, facilities, amenities, and services. The five dimensional hypotheses are combined into the following overarching hypothesis:

H1: Visitors have positive perceptions of Lembah Durian Farm Stable as an agritourism destination, as reflected in their evaluations of its attractions, accessibility, facilities, amenities, and services.

For empirical interpretation, a positive perception refers to an aggregate evaluation above the neutral midpoint of the measurement scale. This formulation enables the study to assess both the overall destination and each dimension separately, thereby identifying the strongest destination attributes and the areas requiring managerial improvement.

Methods

Research Design. This study employed a quantitative descriptive design supported by direct field observation. The design was selected because the study aimed to describe visitors' evaluations of the existing conditions at Lembah Durian Farm Stable rather than examine causal relationships

among variables. A descriptive survey enables researchers to systematically summarise respondents' assessments, identify dominant response patterns, and compare the performance of different destination attributes (Creswell & Creswell, 2018; Saunders et al., 2019).

The unit of analysis was individual visitors who had directly experienced the attractions and services offered by Lembah Durian Farm Stable. Visitor perception was examined as a multidimensional construct consisting of attractions, accessibility, facilities, amenities, and services. These dimensions were selected because they represent the principal attributes through which visitors evaluate the quality and competitiveness of a tourism destination.

Research Location and Period. The research was conducted at Lembah Durian Farm Stable in Kemiling District, Bandar Lampung, Indonesia. Data collection was carried out for two weeks, from 15 to 29 March 2025. The location was purposively selected because it represents a hybrid agritourism destination integrating durian cultivation, equestrian activities, outdoor recreation, educational experiences, and family-oriented tourism facilities.

Lembah Durian Farm Stable provides an appropriate research setting because its tourism product depends on the integration of natural resources, agricultural activities, recreational attractions, physical facilities, and direct interaction between visitors and staff. Evaluating visitor perceptions of these components can provide evidence for determining which destination attributes should be maintained and which require managerial improvement.

Population and Sampling. The population comprised all visitors to Lembah Durian Farm Stable during the study period. Because the total number and complete sampling frame of visitors were unavailable, the study used non-probability quota sampling. Under this technique, respondents were recruited until the predetermined quota of 30 completed questionnaires was reached.

Respondents were visitors who were present at the destination during the data-collection period and had experienced its tourism attractions and supporting services. The selection of 30 respondents was considered sufficient for an exploratory, site-specific descriptive assessment, but it was not intended to statistically represent all visitors across different seasons and visitation periods. Therefore, the findings should be interpreted as an empirical description of the respondents surveyed rather than generalised to the entire population of visitors.

Data Sources and Collection Procedures. The study used primary data obtained through direct observation and a structured visitor questionnaire. Direct observation was conducted to document the physical conditions of the destination, including attractions, road access, directional signs, parking areas, sanitation facilities, recreational amenities, information systems, and staff–visitor interactions. Field notes were used to support the interpretation of questionnaire responses and ensure that the analysis reflected actual destination conditions.

The questionnaire contained closed-ended statements covering five dimensions: attractions, accessibility, facilities, amenities, and services. Respondents evaluated each statement using a five-point Likert-type scale:

Score	Response category
1	Very poor
2	Poor
3	Fair
4	Good
5	Very good

The questionnaire was administered directly to visitors at the research location. Before completing the questionnaire, respondents were informed about the purpose of the study and the voluntary nature of their participation. No personally identifying information was reported in the research results.

Operationalisation of Visitor Perception. Visitor perception was operationalised through five destination dimensions. Each dimension represented a distinct component of the tourism experience, while the combined scores reflected visitors' overall perceptions of Lembah Durian Farm Stable.

Table 2. Operationalisation of Visitor Perception Dimensions

Dimension	Operational definition	Aspects evaluated
Attractions	Visitors' evaluations of the core tourism resources and activities motivating their visit	Natural scenery, durian plantation, equestrian activities, educational activities, photographic spots, and recreational experiences

Accessibility	Visitors' evaluations of the ease of locating, reaching, entering, and navigating the destination	Road access, digital navigation, physical directional signs, location convenience, and parking availability
Facilities	Visitors' evaluations of the physical infrastructure supporting comfort, safety, and basic needs	Toilets, prayer room, camping area, glamping accommodation, cleanliness, lighting, waste bins, and internal pathways
Amenities	Visitors' evaluations of supplementary products and recreational services that enrich their experience	Food and beverages, swimming pool, children's play area, archery, seating areas, shaded spaces, and local products
Services	Visitors' evaluations of staff performance and information delivery	Friendliness, responsiveness, professionalism, communication, activity information, and attention to visitor safety

Source: Developed from the research questionnaire (2025).

The attraction dimension assessed the uniqueness and experiential value of the destination's natural, agricultural, and equestrian activities. Accessibility evaluated physical and informational ease of access. Facilities focused on the availability and condition of essential infrastructure, whereas amenities assessed supplementary products and recreational activities. The service dimension evaluated interpersonal service quality and the availability of visitor information.

Data Analysis. The collected data were checked for completeness before being tabulated and analysed using descriptive statistics. The analysis included response frequencies, percentages, mean scores, and dimension rankings. The percentage of each response category was calculated using the following formula:

$$P = \frac{f}{N} \times 100\%$$

where P represents the percentage of responses, f is the frequency of a particular response, and N is the total number of respondents.

The mean score for each dimension was calculated by dividing the total respondent score by the number of responses. Mean scores were interpreted using equal class intervals, as presented in Table 3.

Table 3. Interpretation of Mean Scores

Mean-score interval	Interpretation
1.00–1.80	Very poor
1.81–2.60	Poor
2.61–3.40	Fair
3.41–4.20	Good
4.21–5.00	Very good

The dimensions were ranked according to their mean scores to identify the strongest component of the destination and the component requiring the greatest improvement. Observation findings were then integrated into the interpretation to explain the physical and managerial conditions associated with the respondents' assessments.

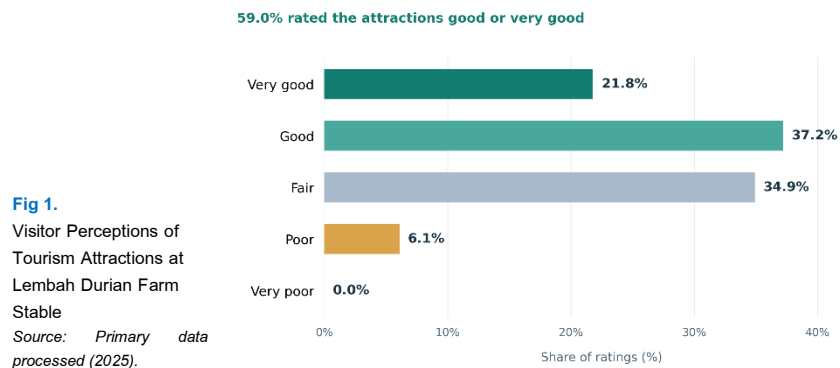
The overarching hypothesis was evaluated descriptively by comparing the overall visitor-perception score with the neutral midpoint of the scale. An overall mean score above 3.00 indicated a positive visitor perception, whereas a score of 3.00 or below indicated a neutral or negative perception. Because the study employed non-probability quota sampling and involved only 30 respondents, the analysis did not claim population-level statistical inference. The findings were used to provide a focused diagnostic assessment and formulate practical recommendations for developing Lembah Durian Farm Stable.

Result and Discussion

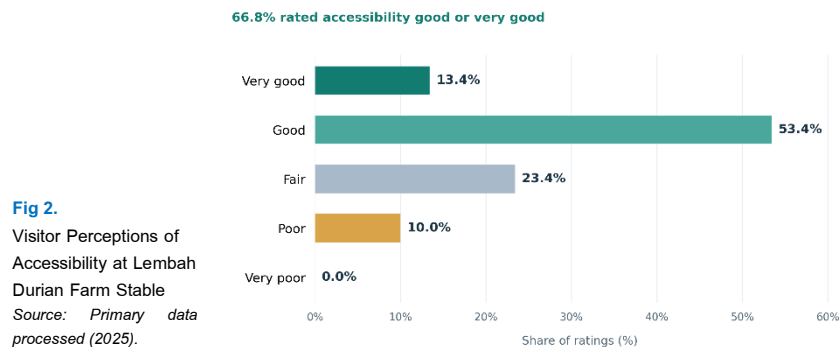
The results describe visitor perceptions of Lembah Durian Farm Stable across five dimensions: tourism attractions, accessibility, facilities, amenities, and service quality. Data were obtained from 30 respondents and supported by direct field observations. Overall, the dominant response category across all dimensions was "Good," although respondents identified several aspects requiring further improvement.

Visitor Perceptions of Tourism Attractions. The tourism attraction dimension received predominantly positive assessments. Respondents considered the combination of natural scenery,

durian farming, and horse-riding activities to be the destination's principal attraction. The green environment, cool atmosphere, orange bridge, greenhouse, and durian orchard provided visitors with a distinctive rural tourism experience. The agricultural setting also offered educational value because visitors could observe plantation activities and learn about durian cultivation. Meanwhile, direct interaction with horses differentiated Lembah Durian Farm Stable from conventional recreational destinations. These features supported its identity as a destination integrating agritourism, education, and nature-based recreation. Respondents nevertheless identified opportunities to strengthen the attraction dimension, particularly through more interactive agricultural activities, extended horse-riding routes, and seasonal events related to durian cultivation and harvesting.



Visitor Perceptions of Accessibility. Accessibility was predominantly rated as good. Respondents stated that the destination could be located using digital navigation services, particularly Google Maps. The primary access road could also be used by motorcycles and private cars. Parking space was considered adequate and relatively secure under normal visitor conditions. However, several sections of the road leading to the destination were perceived as relatively narrow. Physical directional signs were also limited, particularly at intersections near the destination. Respondents who were unfamiliar with the area depended considerably on digital navigation. Information concerning public transportation and alternative routes was likewise not widely available.



Visitor Perceptions of Tourism Facilities. The available tourism facilities generally received good assessments. Toilets, a prayer room, parking areas, and camping or glamping facilities were perceived as sufficient to meet visitors' basic needs. Toilets were available at several locations, while the prayer room was considered clean and functional. The camping area also provided a quiet natural atmosphere that complemented the destination's rural setting. Despite these positive assessments, respondents observed variations in facility cleanliness and maintenance. Several respondents also indicated the need for additional waste bins, handwashing facilities, sheltered waiting areas, and lighting in selected parts of the destination. These findings indicate that the existing facilities were functional, although their quality and availability were not yet uniform throughout the tourism area.



Fig 3.
Visitor Perceptions of
Tourism Facilities at
Lembah Durian Farm
Stable

Source: Primary data processed
(2025).

Visitor Perceptions of Tourism Amenities. Visitor perceptions of tourism amenities were also dominated by the "Good" category. Food and beverage services, the swimming pool, children's play areas, and archery activities contributed to the variety of experiences available at the destination. Respondents generally considered the food products sufficiently varied and affordable. The swimming pool was particularly attractive to family visitors, while the archery area provided an additional recreational activity that distinguished the destination from other agritourism sites. Nevertheless, respondents identified several issues, including the cleanliness of the swimming pool, the completeness of recreational equipment, the limited variety of local food products, and the availability of shaded seating areas.

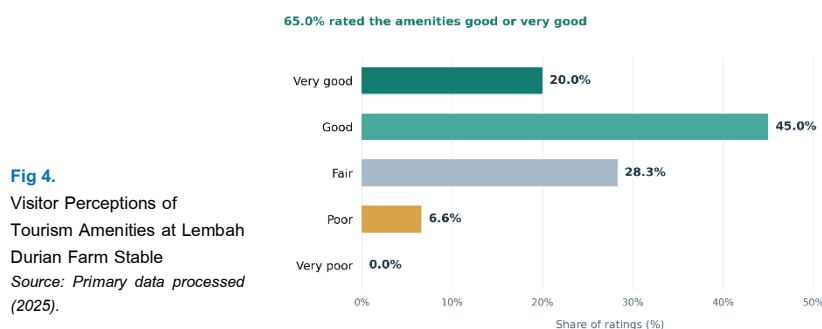


Fig 4.
Visitor Perceptions of
Tourism Amenities at Lembah
Durian Farm Stable

Source: Primary data processed
(2025).

Visitor Perceptions of Service Quality. Service quality emerged as the most prominent dimension in the visitor assessments. Most respondents rated the service as good and described the staff as friendly, responsive, and professional. Visitors generally felt comfortable requesting information and assistance during their visits. The positive interaction between staff and visitors contributed to a welcoming atmosphere. However, respondents reported that physical and digital visitor information remained limited. Information concerning activity schedules, horse-riding procedures, site maps, available facilities, and visitor routes was not consistently displayed throughout the destination.

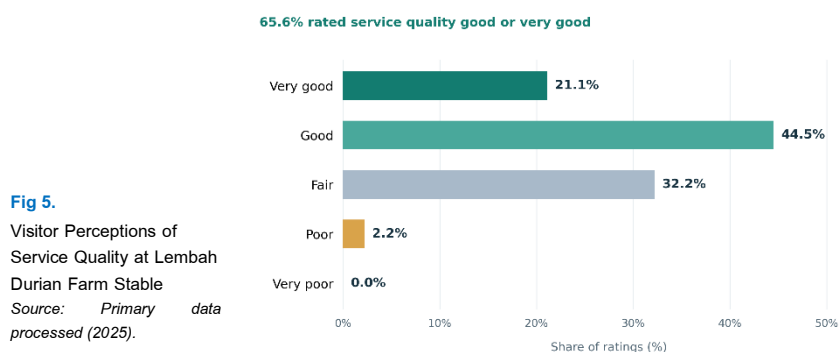


Fig 5.
Visitor Perceptions of
Service Quality at Lembah
Durian Farm Stable

Source: Primary data
processed (2025).

Discussion

Tourism Attractions and the Visitor Experience. The findings show that visitors generally perceived the tourism attractions at Lembah Durian Farm Stable positively. The integration of durian plantations, horse-riding activities, natural scenery, and photographic spots creates a distinctive tourism product that combines recreation, education, and direct interaction with the rural

environment. This combination distinguishes the destination from conventional recreational sites that primarily rely on visual attractions.

The findings are consistent with the concept of ecotourism, which emphasises environmental conservation, visitor education, and benefits for local communities (Adharani et al., 2020). In this context, the durian plantation is not merely a physical setting but also an educational resource through which visitors can learn about cultivation and agricultural activities. Interaction with horses similarly adds an experiential component that strengthens visitor engagement.

The positive perception of these attractions also supports the concept of tourism experience co-creation. Visitors do not act solely as passive consumers but participate directly in shaping their experiences through horse riding, agricultural learning, photography, and exploration. Syam and Prasetya (2022) found that active participation in creative tourism activities can strengthen emotional engagement and revisit intentions. Therefore, interactive activities are likely to provide greater experiential value than attractions that only offer visual enjoyment.

Nevertheless, the findings indicate that the educational component has not yet been developed to its full potential. Activities such as planting durian seedlings, observing cultivation practices, feeding or caring for horses, and participating in harvest-related events could strengthen the destination's experiential value. Seasonal programmes, particularly durian harvest festivals, could also reduce the monotony of the tourism product and encourage repeat visits. The attraction strategy should consequently preserve the destination's natural character while expanding opportunities for visitor participation.

Accessibility and Destination Convenience. Accessibility was generally perceived as good because visitors could locate the destination through digital navigation and reach it using motorcycles or private cars. Its relative proximity to Bandar Lampung also provides an advantage by allowing visitors to undertake short-duration recreational trips without extensive travel arrangements. This finding reinforces the view that accessibility is an essential component of destination competitiveness. A tourism attraction may offer a high-quality experience, but its market potential remains limited when visitors encounter difficulties obtaining route information or reaching the location. Syafitri (2023) similarly found that road conditions, route clarity, and ease of access influence visitors' assessments of a destination.

The use of Google Maps has partially compensated for the limited availability of physical directional signs. However, dependence on digital navigation alone may create difficulties for first-time visitors, older visitors, or tourists experiencing unstable internet connections. The limited information about public transportation may also restrict access for visitors who do not use private vehicles. These findings indicate that physical and digital accessibility should complement each other. Directional signs at strategic intersections, accurate online location information, estimated travel times, alternative routes, and transportation guidance would reduce uncertainty during the journey. Improved accessibility information could also expand the destination's market beyond local visitors and private-vehicle users.

Tourism Facilities and Basic Visitor Needs. Visitors' positive evaluations of toilets, the prayer room, parking areas, and camping or glamping facilities indicate that Lembah Durian Farm Stable has provided the principal infrastructure required to support tourism activities. The availability of these facilities is particularly important because the destination serves different visitor groups, including families, students, organised groups, and overnight guests. The result is consistent with Charli et al. (2020), who explained that tourism facilities support visitors' needs while they are at a destination and contribute to satisfaction and revisit intentions. Facilities may not constitute the primary motivation for visiting, but inadequate facilities can diminish the value of otherwise attractive tourism products.

The camping and glamping areas extend the function of the destination beyond short recreational visits. They create opportunities for longer stays and allow the natural atmosphere to become part of the tourism experience. This feature provides economic potential because longer visits may increase visitor spending on accommodation, food, activities, and other services. However, the findings reveal that facility quality was not uniform throughout the destination. Differences in cleanliness, maintenance, lighting, and the availability of supporting infrastructure could affect the consistency of visitor experiences. Basic additions such as separated waste bins, handwashing stations, sheltered waiting areas, and lighting along pedestrian paths would improve comfort and safety. Regular inspection is also required because the presence of facilities alone does not guarantee visitor satisfaction; their cleanliness, functionality, and reliability are equally important.

Amenities and the Duration of Visits. The positive assessment of amenities suggests that the swimming pool, children's play area, archery facilities, and food services successfully complement the destination's principal attractions. These amenities are particularly relevant for family visitors because they provide alternatives for different age groups and allow visitors to participate in multiple activities within one location. This finding is in line with Fitriana and Purnomo (2021), who reported that food services, cleanliness, and physical comfort contribute to destination image, visitor satisfaction, and loyalty. Amenities can also affect the duration of visits because tourists are more likely to remain at a destination when adequate food, seating, recreation, and resting facilities are available.

The swimming pool provides recreational value for children, while archery creates an additional activity that is not directly dependent on the durian season. This diversification is strategically important because agricultural attractions may be influenced by seasonal production cycles. Supporting amenities can maintain visitor interest when the plantation is not in its harvest period. Several amenity-related weaknesses nevertheless require attention, particularly pool cleanliness, archery equipment, shaded seating, and the variety of local food. Incorporating Lampung culinary products would strengthen local identity while creating economic opportunities for surrounding communities. Educational amenities such as miniature gardening areas or small animal-interaction zones could further reinforce the destination's agritourism positioning. Improvements should remain consistent with the destination's environmental carrying capacity to prevent commercial expansion from weakening its ecological character.

Service Quality and Visitor Satisfaction. Service quality emerged as the most prominent dimension of the visitor experience. Respondents viewed the staff as friendly, responsive, and professional. This finding indicates that interpersonal service is an important strength of Lembah Durian Farm Stable. Positive staff–visitor interactions can reduce uncertainty, help visitors understand available activities, and create a welcoming atmosphere. The result supports Nurcahyo and Wardani (2020), who found that responsiveness, information readiness, and service excellence influence tourism experiences and revisit intentions. It is also consistent with Nurmala et al. (2022), who argued that visitor satisfaction is shaped by the quality of facilities, attractions, accessibility, and experiences received during a visit.

Although direct service was positively evaluated, the availability of physical and digital information remained limited. The absence of comprehensive maps, activity schedules, horse-riding instructions, and directional information may increase visitors' dependence on staff. This condition could become problematic during weekends or peak periods when the number of visitors increases. Digital information can therefore complement interpersonal service without replacing it. QR codes, digital maps, activity schedules, safety instructions, and social-media updates could help visitors plan their activities independently. Suputra et al. (2019) emphasised that digital technology can improve access to destination information and enhance service efficiency. Combining responsive employees with accessible information systems would enable the destination to maintain service consistency as visitor numbers grow.

Integrated Interpretation of Visitor Perceptions. Taken together, the findings demonstrate that visitor perceptions are not shaped by a single tourism attribute. The overall experience is produced through the interaction of attractions, accessibility, facilities, amenities, and service quality. Tourism attractions motivate the visit, accessibility enables visitors to reach the destination, facilities fulfil basic needs, amenities enrich the experience, and service quality connects all these components during the visit. Service quality represents the destination's strongest aspect, whereas information availability, maintenance consistency, cleanliness, and amenity completeness remain the principal areas requiring improvement. This pattern suggests that Lembah Durian Farm Stable already possesses a competitive core tourism product but needs stronger supporting systems to ensure consistent visitor experiences.

The findings also confirm the relevance of sustainable destination management. Improvements should not be limited to increasing the number of facilities or commercial activities. They should preserve the natural landscape, reinforce agricultural education, involve local communities, and manage waste and visitor activities responsibly. This approach corresponds with the principle that ecotourism development must balance economic, environmental, and social objectives (Adharani et al., 2020; Andronicus et al., 2016).

The main managerial implication is that development should prioritise the integration of existing strengths rather than introducing unrelated attractions. Interactive durian education, structured horse-riding experiences, local culinary products, clear visitor information, and consistent facility maintenance would reinforce the destination's identity as an educational agritourism site. Through this integrated approach, Lembah Durian Farm Stable can improve visitor satisfaction, encourage

longer stays and repeat visits, and strengthen its position as a nature-based tourism destination in Bandar Lampung.

Conclusion

This study concludes that visitors generally have positive perceptions of Lembah Durian Farm Stable across the dimensions of tourism attractions, accessibility, facilities, amenities, and service quality, with service quality emerging as its most prominent strength due to the friendliness, responsiveness, and professionalism of the staff. The integration of durian plantations, horse-riding activities, natural scenery, and family recreation supports the destination's positioning as educational and nature-based agritourism; nevertheless, improvements are required in directional signs, digital visitor information, facility maintenance, cleanliness, lighting, recreational equipment, shaded seating, and local culinary options. The management is therefore advised to develop interactive agricultural activities, improve physical and digital information systems, conduct routine facility inspections, strengthen local community participation, and preserve environmental sustainability. This study is limited by its small sample of 30 respondents, quota-sampling method, two-week data-collection period, descriptive analysis, and focus on a single destination; therefore, future research should involve larger probability-based samples, cover peak and off-peak seasons, compare multiple agritourism destinations, and employ inferential or mixed-method analysis to examine the determinants of visitor satisfaction, revisit intention, and destination loyalty.

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