ABSTRAK

IMPLEMENTASI E-SERVICE DAN *INCREASED TOURISM* MELALUI *CUSTOMER SATISFACTION* TERHADAP *VISITOR LOYALTY DAIRYLAND ON THE VALLEY* BAWEN

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Perkembangan teknologi digital mendorong transformasi pengelolaan destinasi wisata, termasuk pada sektor agrowisata edukatif. Penerapan layanan berbasis elektronik (*e-service*) dan upaya peningkatan daya tarik destinasi (*increased tourism*) menjadi faktor penting dalam membentuk kepuasan dan loyalitas pengunjung. Penelitian ini bertujuan untuk menganalisis pengaruh *e-service* dan increased tourism terhadap visitor loyalty dengan customer satisfaction sebagai variabel mediasi pada destinasi wisata *Dairyland On The Valley* Bawen. Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatori. Data dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang merupakan pengunjung *Dairyland On The Valley Bawen*. Teknik analisis data yang digunakan adalah *Structural Equation Modeling berbasis Partial Least Squares (PLS-SEM)* dengan bantuan perangkat lunak *SmartPLS*. Hasil penelitian menunjukkan bahwa *e-service* dan *increased tourism* berpengaruh positif dan signifikan terhadap *customer satisfaction*. Selain itu, *e-service, increased tourism, dan customer satisfaction* juga berpengaruh positif dan signifikan terhadap *visitor loyalty. Customer satisfaction* terbukti mampu memediasi pengaruh *e-service* dan *increased tourism* terhadap *visitor loyalty* secara signifikan. Penelitian ini memberikan kontribusi teoretis dalam pengembangan kajian pariwisata berbasis digital, khususnya pada konteks agrowisata edukatif. Secara praktis, hasil penelitian ini dapat menjadi dasar bagi pengelola destinasi dalam merancang strategi peningkatan layanan digital dan pengalaman wisata guna memperkuat kepuasan serta loyalitas pengunjung.

Kata kunci: *e-service, increased tourism, customer satisfaction, visitor loyalty, agrowisata edukatif*

Abstract

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The development of digital technology has driven the transformation of destination management, including in the educational agrotourism sector. The implementation of electronic-based services (e-service) and efforts to enhance destination attractiveness (increased tourism) have become important factors in shaping visitor satisfaction and loyalty. This study aims to analyze the effect of e-service and increased tourism on visitor loyalty, with customer satisfaction as a mediating variable at the Dairyland On The Valley Bawen tourist destination. This research adopts a quantitative approach with an explanatory research design. Data were collected through the distribution of questionnaires to 100 respondents who had visited Dairyland On The Valley Bawen. The data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS software. The results indicate that e-service and increased tourism have a positive and significant effect on customer satisfaction. Furthermore, e-service, increased tourism, and customer satisfaction also have a positive and significant effect on visitor loyalty. Customer satisfaction is proven to significantly mediate the relationship between e-service and increased tourism on visitor loyalty. This study contributes theoretically to the development of digital-based tourism studies, particularly in the context of educational agrotourism. Practically, the findings provide useful insights for destination managers in designing strategies to improve digital services and tourism experiences in order to strengthen visitor satisfaction and loyalty.

Keywords: *e-service, increased tourism, customer satisfaction, visitor loyalty, educational agrotourism*