



DESIGNING OF AGROTOURISM PROGRAM AT NARA KUPU VILLAGE DEPOK

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AGRIBUSINESS MANAGEMENT
VOCATIONAL SCHOOL
IPB UNIVERSITY
BOGOR
2025



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ABSTRAK

FACHRUL HANIF. Perancangan Program Agrowisata di Nara Kupu Village Depok. Dibimbing oleh ANITA RISTIANINGRUM.

Nara Kupu Village merupakan tempat destinasi wisata alam di Depok. Nara Kupu Village menghadapi masalah pada jumlah pengunjung yang masih dibawah target. Untuk meningkatkan jumlah pengunjung, perusahaan harus melakukan perbaikan untuk meningkatkan kepuasan pengunjung. Tujuan penelitian ini adalah untuk menganalisis tingkat kepuasan pengunjung, merumuskan perbaikan atribut, dan menilai kelayakan finansial. Metode yang digunakan adalah *Customer Satisfaction Index (CSI)*, *Importance Performance Analysis (IPA)*, dan kriteria investasi. Hasil penelitian menunjukkan tingkat kepuasan pelanggan sebesar 78,55%, yang artinya puas. Atribut yang menjadi prioritas perbaikan kinerja atribut adalah kemudahan akses ke objek wisata, lokasi yang strategis dan mudah ditemukan, serta keberadaan papan informasi, rambu, dan papan nama yang jelas. Secara finansial, usaha ini dinyatakan layak dengan NPV sebesar Rp 2.263.560.034, IRR sebesar 36,56%, *Net B/C* sebesar 3,02, *Gross B/C* sebesar 1,24, dan *Payback Period* sebesar 3,64.

Kata kunci: Agrowisata, kelayakan usaha, kepuasan konsumen, perluasan pasar

ABSTRACT

FACHRUL HANIF. Designing of Agrotourism Program at Nara Kupu Village Depok. Supervised by ANITA RISTIANINGRUM.

Nara Kupu Village is a nature tourism destination in Depok has been underperforming in terms of visitor numbers, consistently falling short of its targets. To address this issue, the management is focusing on improving visitor satisfaction. This study aims to analyze current levels of visitor satisfaction, identify key areas requiring enhancement, and assess the financial viability of the improvements. Using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), as well as standard investment evaluation metrics, the research reveals an overall visitor satisfaction score of 78.55%, indicating a generally satisfied clientele. The analysis highlights three priority areas for improvement easier access to the site, a more strategically located and recognizable setting, and clearer signage and informational boards. Financial evaluation confirms the project's feasibility, demonstrated by a Net Present Value (NPV) of IDR2,263,560,034, IRR of 36.56%, Net B/C of 3.02, Gross B/C of 1.24, and a Payback Period of 3.64.

Keywords: Agritourism, business feasibility, customer satisfaction, market expansion



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DESIGNING OF AGROTOURISM PROGRAM AT NARA KUPU VILLAGE DEPOK

FACHRUL HANIF

Final Project Report
as one of the requirements for obtaining a
Bachelor of Applied Business in Agribusiness
Management Study Program

**AGRIBUSINESS MANAGEMENT
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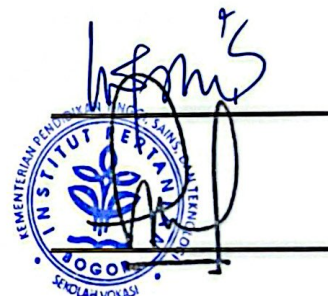


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PREFACE

The author would like to express his gratitude to Allah subhanaahu wa ta'ala for all His gifts so that this scientific work can be successfully completed. The title chosen in this research which was conducted from July 2024 to January 2025 is "Designing of Agrotourism Program at Nara Kupu Village Depok".

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Hopefully this scientific work will be useful for those in need and for the advancement of science.

Bogor, August 2025

Fachrul Hanif

TABLE OF CONTENTS

LIST OF TABLES	ii
LIST OF FIGURES	ii
APPENDIX LIST	ii
I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement of Study	2
1.3 Objectives of Study	2
1.4 Benefit of Study	2
II LITERATURE REVIEW	3
2.1 Agrotourism Business	3
2.2 Customer Satisfaction Index (CSI)	3
2.3 Importance Performance Analysis (IPA)	4
2.4 Business Feasibility	4
2.5 Non Financial Aspects	4
2.6 Financial Aspects	5
2.7 Sensitivity Analysis	5
2.8 Previous Research	6
2.9 Framework of Thought	7
III METHOD	9
3.1 Time and Place	9
3.2 Data Collection Technique	9
3.3 Sampling Determination	9
3.4 Analysis Method	9
IV RESULTS AND DISCUSSION	17
4.1 Company Overview	17
4.2 Respondent Characteristics	22
4.3 Analysis of Consumer Satisfaction Levels	23
4.4 Analysis of Performance Level and Importance of Attributes	25
4.5 Prioritization of Performance Improvement of Nara Kupu Village Attributes	26
4.6 Non Financial Aspects	30
4.7 Financial Aspects	40
4.8 Sensitivity Analysis	43
V CONCLUSIONS AND SUGGESTIONS	46
5.1 Conclusions	46
5.2 Suggestions	46
REFERENCES	47
APPENDICES	49
BIOGRAPHY	61



LIST OF TABLES

1	Data the number of kindergartens and primary school by district in Depok in 2021-2023	1
2	Previous research	6
3	Research attribute of Nara Kupu Village	11
4	Scale of satisfaction levels and consumer interest levels	12
5	Equipment of Nara Kupu Village	19
6	Asset of Nara Kupu Village	20
7	Amount of staff in Nara Kupu Village	20
8	Characteristics of the respondents (percent)	22
9	Results of CSI analysis	23
10	Results of IPA analysis	25
11	Equipment of Nara Kupu Village	33
12	Infrastructure readiness of Nara Kupu Village	36
13	The qualification and staff jobdesk in Nara Kupu Villlage	38
14	Yearly income of Nara Kupu Village	40
15	Initial investment in Nara Kupu Village	41
16	Fixed costs of Nara Kupu Village	41
17	Variabel costs of Nara Kupu Village	42
18	Investment criteria analysis results of Nara Kupu Village	42
19	Sensitivity analysis with a 30% increase in animal feed	43
20	Sensitivity analysis with a 24% decrease in ticket sales	44
21	Sensitivity analysis with a 20% decrease in ticket price	45

LIST OF FIGURES

1	Framework of thought	8
2	Diagram cartesian of Importance Performance Analysis (IPA)	13
3	Viewed inside Nara Kupu Village	17
4	Kindergarten students visiting Nara Kupu Village	18
5	Nara Kupu Village organizational structure	18
6	Cartesius diagram of IPA analysis at Nara Kupu Village	27
7	Entrance condition of Nara Kupu Village	27
8	Tourist site signs	28
9	Information board of attraction	28
10	Facility layout of Nara Kupu Village	35

APPENDIX LIST

1	Consumer satisfaction level research questionnaire	50
2	Cashflow	53
3	Income statement	57
4	Depreciation	58
5	Validity	59
6	Reability	60