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Determinants of Agroedutourism Development: A Case Study of Orange Picking Tourism at Politeknik Negeri Jember

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Abstract

Agroedutourism has emerged as a sustainable tourism model that integrates recreational activities with agricultural education, offering both experiential learning and economic value. This study analyzes the determinants of agroedutourism development at the orange picking site of the Teaching Factory (TeFa) Kebun Inovasi Politeknik Negeri Jember (Polije). The objectives are to identify the potential attractions of orange-based agroedutourism and to evaluate the influence of attraction, accessibility, amenities, and visitor perceptions on destination development. Data were obtained through field observations, interviews with management and academic experts, and surveys of 125 visitors. A descriptive approach was used to assess the site's potential, while multiple linear regression was applied to examine the effect of the four determinant variables. The results indicate that TeFa Kebun Inovasi has strong agroedutourism potential, supported by commodity diversity, educational value, scenic landscapes, and opportunities for local product development. Regression analysis shows that attraction, accessibility, amenities, and perception collectively have a significant effect on agroedutourism development ($F = 213.927$; $p < 0.05$). However, only visitor perception exhibits a significant individual influence ($\beta = 0.873$; $p < 0.001$), suggesting that visitor experience acts as the primary driver of development. Physical factors such as attraction, accessibility, and amenities contribute positively but do not show significant independent effects. These findings highlight the importance of enhancing experiential quality, educational engagement, and service interaction to strengthen visitor perception. Improving facilities, infrastructure, and thematic attractions remains essential to support a comprehensive and competitive agroedutourism model within a vocational education environment.

Keywords: *accessibility, agroedutourism, amenities,, attraction, visitor perception, Teaching Factory*

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1. Introduction

Agroedutourism has become an emerging form of sustainable tourism that integrates recreational activities with agricultural learning and environmental awareness (Turtureanu et al., 2025). Unlike conventional agritourism, which focuses primarily on leisure and commercial farm attractions (Roman & Kawęcki, 2024), agroedutourism emphasizes educational value by providing visitors with hands on experiences in crop cultivation, resource management, and farm based learning (Martinus et al., 2024; Masniawati et al., 2023). This model aligns with the growing demand for meaningful, nature based tourism that connects people with agricultural systems while contributing to rural economic diversification (Ndhlovu & Dube, 2024; Rahmah & Djuwendah, 2021).

In many developing countries, agroedutourism offers opportunities to enhance community income, promote local commodities, and strengthen appreciation for agricultural landscapes (Tiara Millenia Loziska et al., 2024). It also serves as a platform for public education on sustainable farming practices. Within vocational higher education, agroedutourism plays a strategic role through the Teaching Factory (TeFa) model, which integrates real production environments into the curriculum. By involving students in operational activities, service delivery, and visitor engagement, TeFa based agroedutourism strengthens practical competencies while supporting institutional visibility and community outreach.

Existing literature identifies four key determinants of tourism development: attraction (Ramdan et al., 2024), accessibility (Hikmawati et al., 2025; Putri & Ilhami, 2025), amenities (Rumlus & Eviana, 2024), and visitor perception. Attractions provide the core motivation for visitation, accessibility influences travel convenience, amenities shape comfort, and visitor perception reflects overall satisfaction and experience quality. While these factors are widely studied in commercial agritourism and rural tourism settings, limited empirical rese examines how they function within educational agroedutourism contexts.

This gap is important because educational agroedutourism involves unique dynamics, including student participation, academic scheduling, and the integration of pedagogical goals with recreational activities. Few studies quantitatively assess how these determinants influence destination development in such environments. Previous studies on agroedutourism have predominantly focused on general horticultural activities such as fruit and vegetable farming (Alim et al., 2020; Soesilowati et al., 2019; Tolinggi et al., 2018; Valiev et al., 2017), organic farming systems that promote sustainable practices (Soesilowati et al., 2020; Utama et al., 2022), and livestock based agroedutourism emphasizing animal husbandry as an educational attraction (Aldillah et al., 2023).

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The orange picking agroedutourism program at the Teaching Factory of Politeknik Negeri Jember (Polije) provides a relevant case to address this gap. Therefore, this study analyzes descriptive characteristics of the site and evaluates the influence of attraction, accessibility, amenities, and visitor perception on agroedutourism development using multiple linear regression.

2. Method

The research methodology used in this study consists of three main phases: (1) identify the potential of orange based agroedutourism, and (2) analyze the influence of attractions, accessibility, amenities, and visitor perceptions on its development. The methodological framework of the study is illustrated in Figure 1.

2.1. Data Collection

The study was conducted purposively at TeFa Kebun Inovasi Polije from April to September 2025. Data collection was carried out in two forms: primary and secondary. Primary data were obtained through field observations, informal interviews with the management team, and visitor surveys. Secondary data were collected from institutional documents of TeFa Kebun Inovasi, previous research, and related literature. A total of 125 visitors, seven members of Kebun Inovasi management team, and four academic experts were selected as respondents.

2.2. Identification of Agroedutourism Potential

In the first phase, the potential of orange picking agroedutourism was identified through direct observation of visitor activities and facilities, semi structured interviews with the management team responsible for agroedutourism operations at Polije, and a review of relevant literature. The analysis highlighted several key aspects: uniqueness of orange commodities (Fathoni, 2020), agricultural education and practical experiences (Novikarumsari & Amanah, 2019), natural environment and scenic value (Masanda et al., 2024), infrastructure and accessibility (Hikmawati et al., 2025; Putri & Ilhami, 2025), as well as local product diversification (Harahap et al., 2024). These findings were analyzed descriptively to provide a comprehensive overview of the attraction potential.

2.3. Factors Influencing Agroedutourism Development

Data were collected in the second phase through a structured questionnaire administered to 125 visitors of the orange picking agroedutourism site. Respondents evaluated development indicators using a five point Likert scale, covering attractions (X_1), accessibility (X_2), amenities (X_3), and visitor perceptions (X_4). These variables were

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treated as independent factors, while agroedutourism development (Y) was designated as the dependent variable. The operationalization of research variables is presented in Table 1. A fivepoint Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was applied for all items.

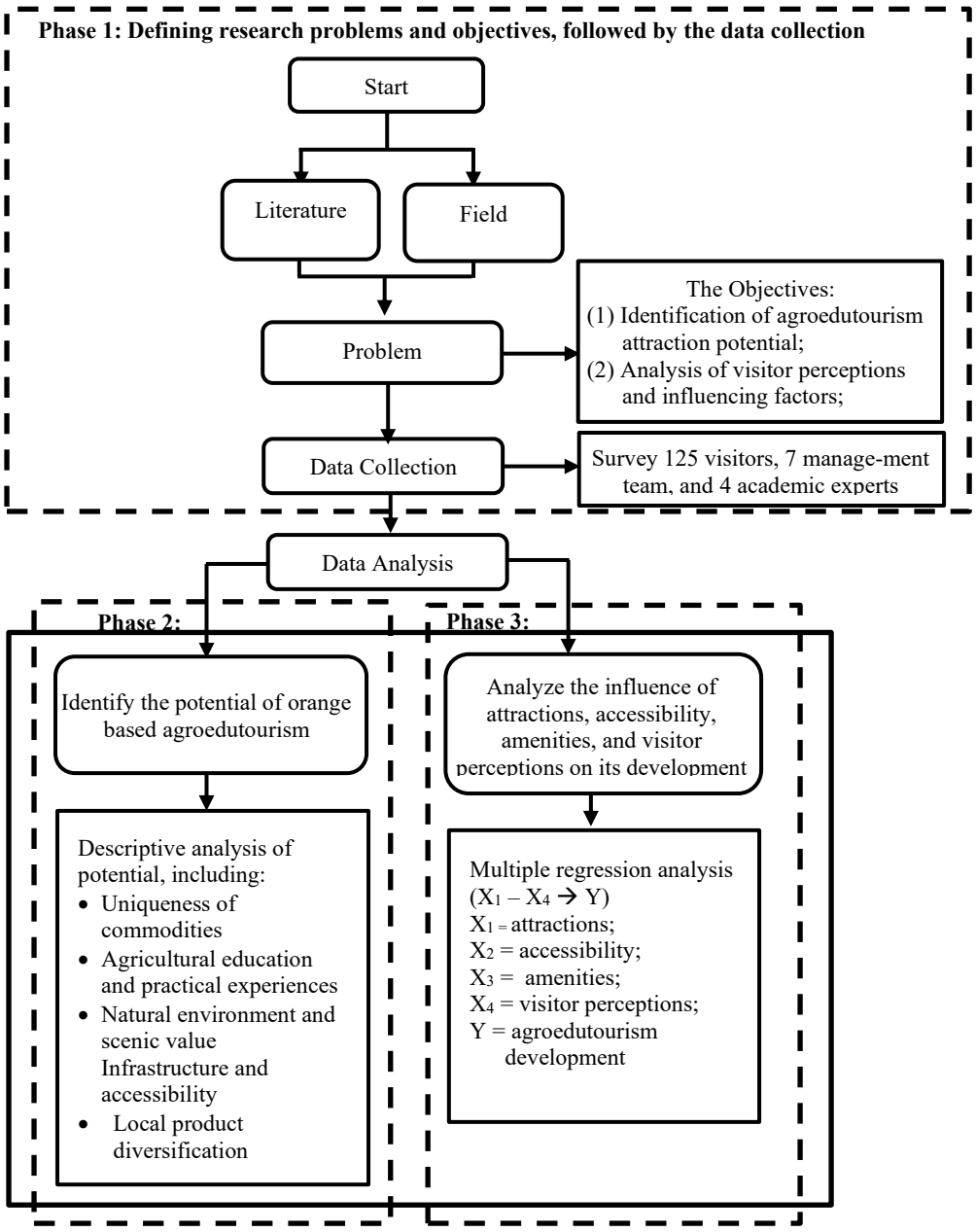

***Figure 1**. Research Framework*

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Table 1. Operationalization of Research Variables: Visitor Perceptions and Influencing Factors

Variable	Indicators	Scale
Attractions (X_1)	Uniqueness, experience quality, and educational value	Likert 1–5
Accessibility (X_2)	Road condition, signage, and parking	Likert 1–5
Amenities (X_3)	Cleanliness, rest areas, and facilities	Likert 1–5
Visitor Perceptions (X_4)	Satisfaction, perceived value, revisit intention	Likert 1–5
Agroedutourism Development (Y)	Economic, social, and environmental outcomes	Likert 1–5

Multiple regression analysis was employed to examine the extent to which each factor influenced development outcomes. A positive regression coefficient indicated a favorable contribution, while a negative coefficient suggested the opposite. Model accuracy was assessed using the coefficient of determination (R^2), and statistical significance was tested through F-tests for the model and t-tests for individual predictors ($p < 0.05$). Regression assumptions, including normality of residuals, multicollinearity, and homoscedasticity, were tested to ensure the validity of the findings. The results provided insights into the relative importance of attractions, accessibility, amenities, and visitor perceptions in enhancing orange based agroedutourism performance.

3. Findings and discussion

3.1 The potential attraction of orange picking agroedutourism

3.1.1 Uniqueness of the commodity

TeFa Kebun Inovasi Polije cultivates a wide range of orange varieties (RGL, Santang, Trigas, Pomelo, Siam, California lemon, and seedless lemon) representing a distinctive attraction that enhances visitor experiences through variations in taste, aroma, and texture (Fathoni, 2020; Marseva et al., 2025). This varietal diversity embodies the core elements of tourist attractions, namely uniqueness, originality, authenticity, and variety (Damanik, 2008) and thus differentiates TeFa as a orange based agroedutourism destination. Each variety contributes specific attributes, such as the large, sweet RGL, the balanced Santang, or the high citric acid lemons, while Pomelo offers exotic appeal with its size and color. Although managing such diversity involves agronomic challenges, including climate sensitivity and cultivation demands (REB et al., 2022), the rising demand for educational and health oriented tourism provides opportunities to integrate these varietal characteristics into thematic tours, product branding, and conservation efforts, thereby reinforcing Polije's positioning in sustainable horticultural innovation.

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3.1.2 Agricultural education and practical experiences

Orange picking agroedutourism provides visitors with hands on experience in modern horticulture, introducing varieties such as RGL, Santang, pomelo, California lemon, and seedless lemon, each with distinct traits and flavors that demonstrate genetic diversity and agribusiness value (Novikarumsari & Amanah, 2019). Beyond harvesting, visitors can observe cultivation practices, including pruning, fertilization, and pest management, turning the orchard into an open laboratory for applied learning. However, current information delivery is mostly oral, limiting educational impact, despite evidence that diverse educational experiences enhance revisit intentions (Heru et al., 2024). Enhancing interactive media or thematic tour packages could position TeFa Kebun Inovasi as a pioneering Agroedutechnopark, integrating education, student research, and varietal conservation to promote sustainable, experiential learning.

3.1.3 Natural environment and scenic value

The orange orchard at TeFa Kebun Inovasi Polije offers a well structured natural environment, with orderly rows of trees and visually striking orange and yellow fruits during harvest periods. The combination of scenic greenery and fresh agricultural air provides visitors not only with aesthetic enjoyment but also opportunities for relaxation and recreation. Landscape quality is a key asset, as agroedutourism appeal depends not only on agricultural products but also on the experience of natural beauty and environmental balance (Kuntari & Widiyanti, 2021; Masanda et al., 2024).

However, maintaining this appeal requires careful management. Poorly maintained areas and suboptimal visitor pathways can reduce visual enjoyment and comfort (Rahayu et al., 2022). Integrating landscape planning, selfie areas, and educational components on ecology and conservation can enhance both visitor experience and environmental awareness (Sutiarso, 2018). When managed sustainably, this combination of aesthetic and educational value can strengthen the orange agroedutourism at TeFa Kebun Inovasi.

3.1.4 Infrastructure and accessibility

The orange agroedutourism at TeFa Kebun Inovasi Polije benefits from its strategic campus location, providing easy access from central Jember and leveraging existing facilities such as parking, public spaces, and student activity infrastructure (Hikmawati et al., 2025; Putri & Ilhami, 2025). However, current visitor pathways and supporting amenities, including gazebos, educational signage, and themed selfie areas, remain limited, and public transport access is scarce. Enhancing infrastructure through organized trails, interactive educational tools, and small commercial areas for processed orange products could enrich visitor experience. By integrating accessibility, comprehensive

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facilities, and educational value, the orchard has strong potential to develop into a competitive agroedutourism destination (Damanik, 2008).

3.1.5 Local product diversification

The orange agroedutourism at TeFa Kebun Inovasi Polije benefits from the uniqueness of local products, which plays a key role in strengthening its identity. Superior varieties such as RGL, Santang, Trigas, and pomelo serve as authentic souvenirs, providing visitors with a more personal and memorable experience than fruits purchased from the market (Harahap et al., 2024). However, current offerings are largely limited to fresh fruits, while processed products such as juice, jam, syrup, or peel based snacks remain underdeveloped, restricting market potential. Previous research on lemon based functional beverages at TeFa Kebun Inovasi demonstrated promising results, particularly with the addition of 2.5% honey, which improved organoleptic properties and consumer (Sumarlina et al., 2024). Developing innovative, branded orange products and involving faculty and students in research and production can enhance visitor experience, extend product value, and position TeFa Kebun Inovasi as an agroedutourism innovation hub that integrates education, research, and community engagement.

3.2 Visitor Perceptions and Influencing Factors

3.2.1 Classical Assumption Test

This classical assumption test was conducted using SPSS software with a total of 124 visitor respondents. The following presents the fulfillment of classical assumptions for the data regarding the influence of orange picking agroedutourism development on attractions, accessibility, amenities, and visitor perceptions.

a. Normality Test

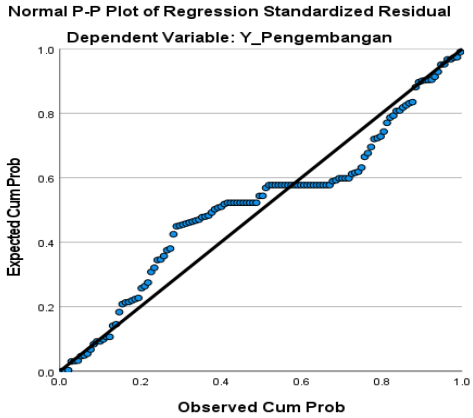

Figure 2. *Normality Test P–P Plot*

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Based on Figure 3, the Normal P–P Plot shows that the residual points follow the diagonal line closely, indicating that the residuals visually approximate a normal distribution. Although minor deviations may exist, the plot suggests that the normality assumption is sufficiently met for the purposes of regression analysis.

b. Multikolinearity Test

Tabel 2. Multikolinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.463	.646		.716	.475		
	X1_Attraction	.112	.078	.128	1.440	.152	.129	7.728
	X2_Accessibility	-.008	.049	-.010	-.160	.873	.283	3.536
	X3_Amenity	-.056	.064	-.067	-.877	.382	.174	5.734
	X4_Perception	.723	.056	.873	13.025	.000	.228	4.385

a. Dependent Variable: Y_Development

The multicollinearity test results in Table 2 show Tolerance values between 0.129 and 0.283 and VIF values between 3.536 and 7.728, all within acceptable thresholds. This indicates that the regression model does not experience serious multicollinearity. However, X1_Attraction and X3_Amenity display relatively high VIF values, suggesting moderate multicollinearity that should be noted. Overall, the model meets the assumption of no problematic multicollinearity.

c. Heteroskedasticity Test

The heteroscedasticity test was conducted using a scatterplot analysis. As shown in Figure 4, the scatterplot of the Regression Studentized Residuals against the Regression Standardized Predicted Values displays data points that are randomly distributed above and below the horizontal axis, without forming any discernible pattern. This indicates that there is no evidence of heteroscedasticity in the regression model.

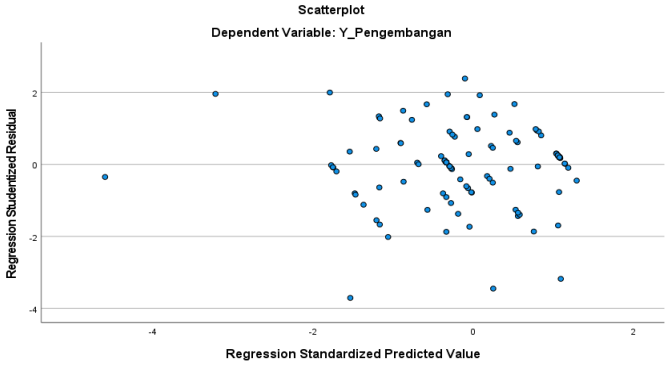

***Figure 3**. Scatterplot*

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3.2.2 Data Analysis

a. F-Test

Table 3. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	930.552	4	232.638	213.927	.000[b]
	Residual	131.583	121	1.087		
	Total	1062.135	125			

a. Dependent Variable: Y_ Development
b. Predictors: (Constant), X4_Perception, X2_Accessibility, X3_Amenity, X1_Attraction

Based on the F-test results in Table 3, the calculated F-value (213.927) is far greater than the F-table value (2.45), with a significance level of 0.000 (< 0.05). This indicates that Attraction (X_1), Accessibility (X_2), Amenity (X_3), and Perception (X_4) simultaneously have a significant effect on the Development of Orange Picking Agroedutourism at Polije. The findings show that development is influenced collectively by these four factors rather than by a single element.

Attraction strengthens visitor interest through engaging and educational orange-picking activities (Ramdan et al., 2024). Accessibility contributes to visitor convenience and repeat visits (Hikmawati et al., 2025; Putri & Ilhami, 2025). Amenities enhance visitor comfort and overall satisfaction. Visitor perception plays a crucial evaluative role, where positive perceptions, shaped by the quality of attractions, accessibility, and amenities, encourage revisit intention and positive recommendations.

b. T-Test

Table 5. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.463	.646		.716	.475		
	X1_Attraction	.112	.078	.128	1.440	.152	.129	7.728
	X2_Accessibility	-.008	.049	-.010	-.160	.873	.283	3.536
	X3_Amenity	-.056	.064	-.067	-.877	.382	.174	5.734
	X4_Perception	.723	.056	.873	13.025	.000	.228	4.385

a. Dependent Variable: Y_Development

Based on the t-test results in Table 5, Attraction (X_1), Accessibility (X_2), and Amenity (X_3) each show non-significant effects on Development (Y), as indicated by significance values above 0.05. In contrast, Perception (X_4) demonstrates a strong and significant influence, with a t-value of 13.025 and a significance level of 0.000 (< 0.05). This

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indicates that visitor perception is the primary factor driving the development of Polije's orange picking agroedutourism.

These findings highlight that development is shaped less by physical attributes and more by how visitors evaluate and internalize their overall experience. This aligns with previous studies (Hanggarani, 2022; Yurike et al., 2024; Lalika et al., 2020), which emphasize the crucial role of visitor experience in tourism development. The dominance of perception can be attributed to its integrative nature—combining attraction quality, service, amenities, and comfort—and its mediating role, where the effects of X1–X3 influence development indirectly through visitor perceptions. The psychologically driven process of expectation and evaluation, combined with the large Beta coefficient for perception, further confirms that visitors assess agroedutourism development primarily through their subjective experiences rather than isolated physical factors.

c. Coefficient of Determination

Table 6. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936[a]	.876	.872	1.043

a. Predictors: (Constant), X4_Perception, X2_Accessibility, X3_Amenity, X1_Attraction
b. Dependent Variable: Y_Pengembangan

Based on the results in Table 6, the R value of 0.936 indicates a very strong correlation between the independent variables and the development of agroedutourism. The R Square value of 0.876 shows that 87.6% of the variation in the development of Polije's orange-picking agroedutourism is explained by attraction, accessibility, amenities, and perception. The Adjusted R Square (0.872) confirms the reliability of the model after accounting for the number of predictors. The Standard Error of the Estimate (1.043) indicates a relatively low prediction error, suggesting that the model is accurate.

These results support the F-test findings, demonstrating that the regression model is fit for explaining agroedutourism development. The high R Square value indicates that the model captures most of the influential factors, while only 12.4% is influenced by variables outside the study. The results also highlight that visitor perception remains the most dominant factor, while attraction, accessibility, and amenities, though not significant individually, still contribute collectively to destination development.

d. Regression Equation

Based on Table 5 from the t-test results, the regression equation can also be identified. The regression analysis produced the following model equation:

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$$Y = 0{,}463 + 0.112X_1 - 0{,}008X_2 - 0{,}056X_3 + 0{,}723X_4$$

The positive constant value of 0.463 indicates that even without considering attraction, accessibility, amenity, or perception, Polije's orange-picking agroedutourism still has a basic development potential. This stems from the reputation of Polije's Innovation Garden TeFa as an established learning facility, providing an inherent initial appeal.

The positive but insignificant coefficient of attraction (X1 = 0.112) shows that attractions contribute positively to development, although the effect is not yet strong. This suggests that existing attractions, such as orange-picking activities, orange cultivation education, and field tours, need further enhancement to become more distinctive and memorable. Developing interactive agro-edutainment programs, family packages, or short agricultural workshops could strengthen this component.

The negative and insignificant coefficient of accessibility (X2 = –0.008) suggests that accessibility is no longer a major constraint. Polije's location is already easy to reach, so improvements should focus on internal accessibility, such as better on-site signage, adequate parking areas, and internal transport services. Enhancing digital accessibility through platforms like Google Maps and social media can further support visitor navigation.

The negative coefficient of amenity (X3 = –0.056) indicates that current supporting facilities (gazebos, rest areas, canteens, or toilets) do not yet contribute meaningfully to development. Visitors may prioritize the orange-picking experience over facilities. Even so, thematic amenity improvements, such as an orange-themed café, a orange based souvenir center, or educational display rooms on agricultural technology, could enhance future development.

Perception stands out as the most influential factor, with a strong positive coefficient of 0.723. This confirms that the success of agroedutourism development depends largely on how visitors evaluate their overall experience. To strengthen perception, management should improve hospitality, expand digital promotional content (reviews, testimonials, visual documentation), and ensure a well-managed visitor journey from arrival to post-visit engagement.

3. Conclusion

This study aimed to identify the potential of orange based agroedutourism at TeFa Kebun Inovasi Polije and to analyze the influence of attraction, accessibility, amenities, and visitor perceptions on its development. The results show that the orange orchard possesses strong agroedutourism potential, supported by commodity diversity, educational value, scenic landscape, and opportunities for product diversification. These characteristics

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position the site as a relevant model for integrating vocational education with experiential learning and tourism activities.

The regression analysis demonstrates that, collectively, attraction, accessibility, amenities, and perception significantly influence agroedutourism development. However, only visitor perception shows a strong and significant individual effect, indicating that the success of agroedutourism is shaped more by how visitors evaluate their overall experience than by physical attributes alone. This reinforces the importance of experience quality, service interaction, and the perceived value of educational and recreational activities.

The findings imply that future development should prioritize strategies that strengthen visitor perception, including improving hospitality, enhancing guided educational activities, and optimizing digital promotional media. Meanwhile, attractions, accessibility, and amenities require continual improvement to support a holistic experience, although their direct statistical effects were not significant.

For future research, comparative studies across multiple Teaching Factory agroedutourism sites or the incorporation of additional variables such as service quality, digital engagement, or community participation may provide broader insights. Strengthening collaboration between academic programs, students, and local communities is also recommended to ensure sustainable and innovative agroedutourism development.

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