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THE ROLE OF INTANGIBLE VARIABLES AS DETERMINANTS OF TOURIST DECISIONS AND SATISFACTION IN THE SUSTAINABILITY OF SUBAK JATILUWIH AGROTOURISM

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Abstract. Subak Jatiluwih Agrotourism, located in Tabanan Regency, is based on the traditional subak system. Maintaining the balance between tourism and subak farming activities is crucial. The role of intangible variables on visiting decisions and satisfaction levels at Subak Jatiluwih has a very important influence. This study aims to analyze the direct influence of trust, image, and service variables on tourist decisions and satisfaction, as well as to analyze the influence of these variables on tourist decisions in mediating tourist satisfaction at Subak Jatiluwih Agrotourism. Sampling techniques with purposive sampling and convenience sampling techniques were used in this study, and based on the calculation of the Slovin formula, the research sample required is 100 respondents from a population of 316.703 visitors. SEM-PLS analysis using SMART-PLS 3.29. The results indicate that tourist trust positively influences both visit decisions and tourist satisfaction. The image variable has a positive effect on visit decisions, while image, service quality, and visit decisions positively affect tourist satisfaction. Furthermore, visit decisions play a significant mediating role in the relationship between trust, agrotourism image, and service quality on tourist satisfaction.

Keywords: Agrotourism, Intangible, Jatiluwih, Subak, Tangible

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INTRODUCTION

Subak Jatiluwih Agrotourism is a popular subak-based agrotourism site in the Bali region. Judging from its fluctuating visitor numbers, especially during the COVID-19 pandemic, this agrotourism site experienced social restrictions from 2020 to 2021. This aligns with data from Badan Pusat Statistik (BPS) Tabanan (2023), which shows that before the COVID-19 pandemic, tourist visits grew by 13.44% per year (2018–2019), the emergence of COVID-19 caused a drastic decline in the

number of visits (from 2019 to 2020) of minus 70.19% and 43.67% (from 2020 to 2021). After the pandemic was declared over, tourist visits gradually improved, increasing by 246.45% in 2022 and by 73.12% until November 2023. This recovery highlights the need for destination management strategies that focus not only on improving physical facilities, but also on strengthening non-physical factors that shape tourists' perceptions and behavior.

In line with this need, the sustainability and competitiveness of a tourist destination are determined by two main categories of aspects, namely tangible (physical environment) and intangible (non-physical) elements. Tangible aspects include the tourist landscape, attractions, infrastructure, and supporting facilities, while intangible aspects encompass destination image, tourist trust, and service quality. Both aspects jointly influence visiting decisions and tourist satisfaction. In the post-COVID-19 period, visiting decisions are expected to be increasingly influenced by intangible aspects, such as the gradual improvement of the agrotourism image, the growth of tourist trust, and the adequacy of agrotourism services, which ultimately contribute to tourist satisfaction at Jatiluwih Subak Agrotourism.

Within this development framework, agrotourism is understood as a business activity that fully represents the principles of sustainable agriculture and is closely related to sustainable tourism. In fact, agrotourism is seen as a "smart opportunity" for sustainable rural community development, generating multiple effects on key economic and social aspects Ciolac et al. (2020) and Ammirato et al. (2020), through a systematic literature review, emphasize that agrotourism serves as an important instrument in balancing the needs of tourists with the interests of rural communities.

The relevance of strengthening both tangible and intangible aspects becomes even more pronounced in the context of Bali, particularly at Jatiluwih Subak Agrotourism, as it forms part of the UNESCO World Cultural Heritage (WCH) site in Catur Angga Batukaru. The Balinese agricultural heritage known as Subak reflects local wisdom and has been recognized by UNESCO as a world cultural heritage (Darmawan et al, 2023). The Subak system functions not only as a traditional irrigation institution but also as a socio-cultural organization deeply rooted in Balinese agrarian life (Arisena et al., 2024). The WCH status supports sustainable tourism that aligns cultural preservation with community-based agricultural and tourism development.

Accordingly, increased tourism should not only be oriented toward higher visitation numbers, but also toward the benefits generated for local communities and the sustainability of cultural heritage. From a rural development perspective, agrotourism serves as a strategic tool to diversify farmers' income, preserve cultural identity, promote environmental stewardship, and offer authentic rural experiences, thereby supporting both agricultural productivity and sustainable Subak development (Djuwendah et al., 2023). However, tourism development in Bali has also reduced younger generations' interest in agriculture, despite contributing to changes in income, transportation, and communication that have accelerated tourism growth in southern Bali (Wijayanti et al., 2020). Farmers' income and the sustainability of Subak are therefore closely linked to agrotourism development, and Subak Jatiluwih Agrotourism will continue to attract tourists if can effectively support Subak preservation (Amaral et al., 2019).

In this interaction between tourists and the destination, intangible dimensions become increasingly central in shaping the tourism experience. The interactions built through agrotourism activities not only provide educational experiences, but also shape tourists' perceptions, attitudes, and preferences as consumers toward the products and services offered. Consumer behavior plays an important role in this process, as it reflects how individuals evaluate their needs and make decisions. Placing customer satisfaction as a top priority helps build loyalty in the face of competition from similar destinations. If a destination is able to provide satisfaction in line with tourists' needs and expectations, it will foster strong loyalty, making it more difficult for competitors to attract the same market. Loyal tourists tend to show a willingness to return, provide recommendations, and promote

the destination to others (Arista et al., 2021).

One of the main factors within this intangible dimension is trust. Trust plays a central role in the development of tourist destinations. In rural tourism contexts, such as in the United States, trust reflects tourists' emotional attachment to a destination and enhances service marketing as well as direct interaction with both current and potential visitors. Destination managers therefore focus on building trust, since higher levels of trust are positively associated with tourist satisfaction and make visitors increasingly selective when choosing educational agrotourism destinations (Latifatussifa et al., 2021).

Alongside trust, service quality is another key element in shaping destination image and tourist satisfaction. Evaluating service quality helps reveal consumer preferences and provides essential input for managers to improve services in line with tourist needs (Sari et al., 2020). Tourist destinations that create a positive image typically demonstrate strong service quality from both staff and management. Service quality can also be understood as the gap between tourist expectations and the services delivered, as well as the provider's understanding of what should be offered (Septiandari et al., 2021). In addition, visit decisions are usually planned in advance and reflect tourists' behavior in assessing and selecting destinations based on the information they obtain.

Based on these conditions, this research is crucial to provide best practices for other destinations in their recovery from the COVID-19 pandemic. Management efforts have primarily focused on improving tangible aspects such as the tourist landscape, attractions, infrastructure, and supporting facilities. However, intangible aspects such as destination image, trust building, and service quality have received comparatively less attention, even though these elements are critical in shaping tourist satisfaction and visiting decisions. The satisfaction of tourists and their decision to visit are largely determined by tangible and intangible aspects. Based on this, the purpose of this study is to analyze the direct influence of the variables of trust, image, and service on tourist visit decisions and satisfaction at Jatiluwih Subak Agrotourism, and to analyze the influence of the variable of tourist visit decisions in mediating the formation of tourist satisfaction at Jatiluwih Subak Agrotourism.

METHOD

This research was conducted at the Jatiluwih Subak Agrotourism in Tabanan, Bali. The location for the research was deliberately chosen (purposive) for a period of six months from March 2024 to September 2024. In general, tourism management focuses more on developing tangible physical aspects such as photo spots, scenery, and the like. However, this research focuses more on intangible aspects such as image, service quality, satisfaction, and visit decisions.

Qualitative and quantitative data were used as data types in this study. In addition, primary and secondary data were used as data sources in this study. Respondents were selected using convenience sampling, which involved interviews conducted at the research location during the survey, provided the respondents had the time and were willing to be interviewed. Respondents to this study were required to be at least 18 years old, and questionnaires were distributed to respondents.

The Slovin formula is used in this study because of its ease in determining sample size practically and efficiently when information regarding population characteristics and variations (Antoro et al., 2024). The Slovin formula was used to determine the number of research samples as follows:

$$n = \frac{N}{1 + N.e^2} \qquad (1)$$

Where: n = sample size; N = Total population; e = Margin of error (10%) resulting in a 90% confidence level.

Based on the calculation of the formula, the research sample required is 100 respondents from a population of 316.703 people, where the population is obtained from field data on visitors to the Jatiluwih subak agrotourism site in 2024. Interviews, surveys, and literature studies are the data collection techniques used in this study.

The data collection technique using interviews employed a research instrument in the form of a questionnaire with a 1 to 5 Likert scale used in the scoring method. The structural equation model was generated from data analysis using SEM-PLS with the SMART-PLS version 3.29 application, which was evaluated from both the inner and outer models. The outer model was used to assess the reliability and validity of the model, while the inner model was used to assess the effect size, R2, and GoF (Goodness of FIT) values. (Pereira et al., 2024). The exogenous variables in this study are image (X1), trust (X2), and service quality (X3), while the endogenous variables are decision making (Y1) and satisfaction (Y2). Decision making (Y1) also functions as a mediating variable linking the exogenous variables to satisfaction (Y2).

RESULT AND DISCUSSION

Respondent Characteristics

Table 1. Respondent characteristics

Characteristics	Category	Number (n)	Percentage (%)
Age	< 25 years old	18	18
	25–39 years old	53	53
	≥ 40 years old	29	29
Gender	Man	52	52
	Woman	48	48
Level of Education	Highschool	24	24
	Diploma/Bachelor	60	60
	Postgraduate	16	16
Job/work	Student	20	20
	Employee/Professional	55	55
	Entrepreneurs/other	25	25
Region of origin	Domestic	50	50
	Abroad	50	50
Visit Execution	First visit	65	65
	> 1 time	35	35
Number of Groups	Individual	30	30
	2–5 people	50	50
	> 5 people	20	20
Income per month	< Rp3.000.000	25	25
	Rp3.000.000–Rp6.000.000	45	45
	> Rp6.000.000	30	30

Source: Data Processed, 2025

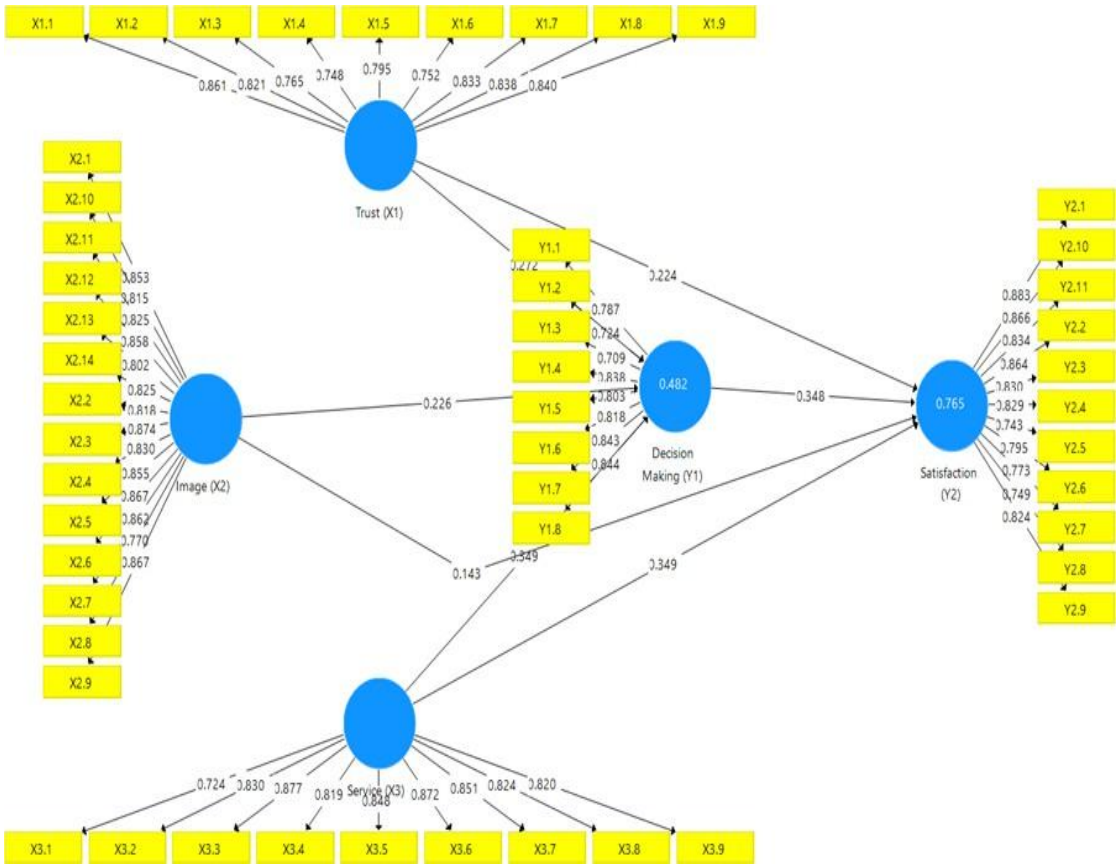
As shown in Table 1, respondent characteristics were examined based on age, gender, and region of origin. The results of the study showed that visitors to Subak Jatiluwih Agrotourism were predominantly aged 25- 39 years old, accounting for 53% of the total. This indicates that outdoor nature tourism is the most popular type of tourism among young adult tourists. Furthermore, male respondents, at 52%, dominated this study because Subak Jatiluwih Agrotourism offers more physical activities, such as tracking trails. Then, based on their region of origin, 50% of the respondents in this study came from abroad, including Italy, Germany, and France. This shows that foreign tourists know Bali not only as an island with beautiful beaches but also with beautiful rice fields and the uniqueness of traditional Balinese agricultural culture.

Outer Model Evaluation (Validity and Reliability Testing)

Table 2. Validity testing based on outer loading

	Decision Making (Y1)	Image (X2)	Satisfaction (Y2)	Service (X3)	Trust (X1)
X1.1					0.861
X1.2					0.821
X1.3					0.765
X1.4					0.748
X1.5					0.795
X1.6					0.752
X1.7					0.833
X1.8					0.838
X1.9					0.840
X2.1		0.853			
X2.10		0.815			
X2.11		0.825			
X2.12		0.858			
X2.13		0.802			
X2.14		0.825			
X2.2		0.818			
X2.3		0.874			
X2.4		0.830			
X2.5		0.855			
X2.6		0.867			
X2.7		0.862			
X2.8		0.770			
X2.9		0.867			
X3.1				0.724	
X3.2				0.830	
X3.3				0.877	
X3.4				0.819	
X3.5				0.848	
X3.6				0.872	
X3.7				0.851	
X3.8				0.824	
X3.9				0.820	
Y1.1	0.787				
Y1.2	0.724				
Y1.3	0.709				
Y1.4	0.838				
Y1.5	0.803				
Y1.6	0.818				
Y1.7	0.843				
Y1.8	0.844				
Y2.1			0.883		
Y2.10			0.866		
Y2.11			0.834		
Y2.2			0.864		
Y2.3			0.830		
Y2.4			0.829		
Y2.5			0.743		
Y2.6			0.795		
Y2.7			0.773		
Y2.8			0.749		
Y2.9			0.824		

Source: Data Processed, 2025



Source: Data Processed, 2025

Figure 1. Validity testing based on outer loading

Based on the outer loading validity test in Table 2 and Figure 1, it is known that all outer loading values are > 0.7, which means that they meet the validity requirements based on the outer loading values.

Table 3. Validity testing based on average variance extracted

	Average Variance Extracted (AVE)
Decision Making (Y1)	0.636
Image (X2)	0.702
Satisfaction (Y2)	0.670
Service (X3)	0.690
Trust (X1)	0.651

Source: Data Processed, 2024

Based on Table 3, validity testing was conducted based on the Average Variance Extracted (AVE) value. The recommended AVE value is above 0.5. All AVE values are known to be > 0.5, which means that they meet the validity requirements based on AVE.

Furthermore, Table 4, reliability testing was conducted based on Cronbach's alpha (CA) values. The recommended Cronbach's alpha value is > 0.7. All Cronbach's alpha values were found to be > 0.7, which means that they met the reliability requirements based on Cronbach's alpha.

Table 4. Reliability testing based on cronbach's alpha (CA)

	Cronbach's Alpha
Decision Making (Y1)	0.919
Image (X2)	0.967
Satisfaction (Y2)	0.950
Service (X3)	0.943
Trust (X1)	0.933

Source: Data Processed, 2025

Table 5. Discriminant validity testing: fornell & larcker

	Y1	X2	Y2	X3	X1
Y1	(0.797)				
X2	0.512	(0.838)			
Y2	0.761	0.588	(0.819)		
X3	0.616	0.505	0.761	(0.831)	
X1	0.558	0.404	0.672	0.561	(0.807)

Source: Data Processed, 2025

Then, Table 5 shows the square root AVE value of each latent variable > the correlation value between latent variables and other latent variables. This shows that it has met the discriminant validity requirements.

Table 6. Discriminant validity testing: HTMT

	Decision Making (Y1)	Image (X2)	Satisfaction (Y2)	Service (X3)
Image (X2)	0.525			
Satisfaction (Y2)	0.788	0.607		
Service (X3)	0.639	0.524	0.799	
Trust (X1)	0.574	0.412	0.701	0.590

Source: Data Processed, 2025

Table 6 shows the results of discriminant validity testing using the HTMT approach, all values were found to be < 0.9, which means that they meet the discriminant validity requirements based on the HTMT approach.

The Influence of Tourist Trust on Visiting Decisions

The tourist trust variable (X1) has a positive effect on the decision to visit (Y1), according to the coefficient value of 0.272, and is significant, with T-Statistics = 2.248 > 1.96 and P-Values = 0.025 < 0.05. The better the tourist's trust in Jatiluwih Subak Agrotourism, the more it will increase the tourist's decision to visit Jatiluwih Subak Agrotourism. This confirms (accepts) the first hypothesis, which shows that trust influences tourists' decisions to visit Jatiluwih Subak Agrotourism. This is in line with the research that a tourist destination will not be able to build a positive perception if it is unable to foster visitor trust, thereby also fostering a strong sense of empathy supported by good relationships through positive communication (Diarta & Sarjana, 2020). The nine indicators that significantly influence the outer loading values, from largest to smallest, can be seen in Table 7.

Table 7. Path coefficient test & significance of influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	R-Squares	Q-Squares	SRMR
Trust (X1) -> Decision Making (Y1)	0.272	0.280	0.121	2.248	0.025	0.482	0.288	0.071
Image (X2) -> Decision Making (Y1)	0.226	0.230	0.091	2.489	0.013			
Service (X3) -> Decision Making (Y1)	0.349	0.339	0.118	2.964	0.003			
Trust (X1) -> Satisfaction (Y2)	0.224	0.227	0.100	2.242	0.025	0.765	0.499	
Image (X2) -> Satisfaction (Y2)	0.143	0.151	0.080	1.796	0.073			
Service (X3) -> Satisfaction (Y2)	0.349	0.343	0.094	3.708	0.000			
Decision Making (Y1) -> Satisfaction (Y2)	0.348	0.330	0.091	3.837	0.000			
Image (X2) -> Decision Making (Y1) -> Satisfaction (Y2)	0.079	0.075	0.034	2.334	0.020			
Service (X3) -> Decision Making (Y1) -> Satisfaction (Y2)	0.122	0.114	0.054	2.234	0.026			
Trust (X1) -> Decision Making (Y1) -> Satisfaction (Y2)	0.094	0.093	0.046	2.060	0.040			

Source: Data Processed, 2025

The Influence of Tourist Trust on Tourist Satisfaction

The trust variable (X1) has a positive effect on satisfaction (Y2), with a coefficient value of 0.224, and is significant, with T-Statistics = 2.242 > 1.96 and P-Values = 0.025 < 0.05. The more tourists trust Subak Jatiluwih Agrotourism, the more satisfied they will be. This confirms the second hypothesis, which shows that tourist trust affects tourist satisfaction at Subak Jatiluwih Agrotourism. Upon closer examination, all indicators that form the tourist trust variable have a positive effect. This is in line with the research that a good perception of trust, which is seen as neat and clean, shows the commitment of tourist destinations to provide comfort and satisfaction to visitors (Diarta & Sarjana, 2020). The nine indicators that have an influence according to the outer loading values from the largest to the smallest can be seen in Table 8.

Table 8. Order of indicators from largest to smallest in the tourist trust variable

Variable	Indicator	Loading Factor
Tourist Trust (X1)	Trust in the quality of services or products provided by agrotourism (X1.1)	0.861
	Trust in the level of recommendation of agrotourism by tourists to others, such as through social media (X1.9)	0.840
	Trust in the level of positive impressions tourists have of agrotourism based on their visit experience (X1.8)	0.838
	Belief in the level of agrotourism popularity based on recognition from the community or other tourists (X1.7)	0.833
	Believe that agrotourism can provide services and products of at least the same or better quality if I visit again in the future (X1.2)	0.821
	Believe in the level of safety from infectious diseases in agrotourism, such as COVID-19 (X1.5)	0.795
	Believe in the safety level of tourists while at agrotourism from threats of violence and crime (X1.3)	0.765
	Belief in the level of environmental safety in agrotourism, such as the presence of security measures and warning signs regarding wild animals (X1.6)	0.752
	Trust in the level of sanitation safety at agrotourism sites, such as the cleanliness of toilets and dining areas (X1.4)	0.748

Source: Data Processed, 2025

The Influence of Image on Visiting Decisions

Image variables (X2) have a positive effect on visit decisions (Y1), based on a coefficient value of 0.226, and are significant, with T-Statistics = 2.489 > 1.96 and P-Values = 0.013 < 0.05. The better the image of Jatiluwih Subak Agrotourism, the more it will increase tourists' decision to visit Jatiluwih Subak Agrotourism. This confirms (accepts) the third research hypothesis, which states that the image of Jatiluwih Subak Agrotourism influences tourists' decision to visit. This is in line with the research by which found that the destination image variable has a positive value and influences the decision to visit the Jatibarang Sugar Factory Green Agrotourism, making this factor important in the decision-making process for tourism (Adjizah et al., 2024). Fourteen indicators that have a significant influence based on the outer loading values from the largest to the smallest can be seen in Table 9.

The Effect of Image on Tourist Satisfaction

The image variable (X2) has a positive effect on tourist satisfaction (Y2), with a coefficient value of 0.143, but it is not significant, with T-Statistics = 1.796 < 1.96 and P-Values = 0.073 > 0.05. Therefore, H04 is accepted, which means Ha4 is rejected, so that the image variable does not have a positive effect on tourist satisfaction. This means that visitors do not really consider the image aspect in determining their satisfaction with Jatiluwih Subak Agrotourism. This is in line with research, which states that destination image is important for a tourist attraction because it can influence tourists' perceptions and impressions of the place, which in turn will affect their satisfaction (Nurfaizi, 2023). The fourteen indicators that have a significant effect according to the outer loading values from the largest to the smallest can be seen in Table 9.

Table 9. Order of indicators from largest to smallest in image variables

Variable	Indicator	Loading Factor
Image (X2)	Agrowisata Subak Jatiluwih contributes positively to the image of WBD Bali (X2.3)	0.874
	Image of natural beauty (attractive and beautiful rice field landscapes) (X2.6)	0.867
	Image of supporting facilities (rest areas, photo spots, trekking trails) in agrotourism (X2.9)	0.867
	Image of agrotourism product quality (processed products and agricultural products) sold at agrotourism sites (X2.7)	0.862
	Perception of service quality (friendliness, politeness, and skill) of staff at agrotourism sites (X2.12)	0.858
	Perception of air quality around agrotourism sites that are not polluted (X2.5)	0.855
	As a WBD, understanding of Balinese agricultural culture through Jatiluwih Subak Agrotourism has improved (X2.1)	0.853
	Image of environmental cleanliness (parking area, roads, and public facilities) at Subak Jatiluwih agrotourism (X2.4)	0.830
	Image of traditional, cultural, and religious activities provided at the agrotourism site (X2.11)	0.825
	Image of the ease of access and use of facilities available at the agrotourism site (X2.14)	0.825
	As a WBD, subak as an example of sustainable agriculture that can be integrated with tourism through agrotourism (X2.2)	0.818
	Perception of the availability of local and regional specialty foods sold at agrotourism sites (X2.10)	0.815
	Availability of information needed by tourists, such as guides, maps, and historical information at agrotourism sites (X2.13)	0.802
	Perception of agrotourism facility quality (condition and quality of public facilities such as parking lots, toilets, and roads in agrotourism) (X2.8)	0.770

Source: Data Processed, 2025

The Effect of Service Quality on Visiting Decisions

The service quality variable (X3) has a positive effect on the decision to visit (Y1), based on a coefficient value of 0.349, and is significant, with T-Statistics = 2.964 > 1.96 and P-Values = 0.003 < 0.05. The better the service quality of Jatiluwih Subak Agrotourism, the more it will increase tourists' decision to visit Jatiluwih Subak Agrotourism. This confirms (accepts) the fifth hypothesis, which shows that the service quality of Jatiluwih Subak Agrotourism influences tourists' decision to visit. All indicators forming the service quality variable have a positive effect. This is in line with the research, which shows that service quality has a positive and significant effect on tourists' decision to visit (Riadi et al., 2023). The nine indicators that have a significant effect according to the outer loading values from the largest to the smallest can be seen in Table 10.

The Effect of Service Quality on Tourist Satisfaction

The service quality variable (X3) has a positive effect on tourist satisfaction (Y2), with a coefficient value of 0.349, and is significant, with T-Statistics = 3.708 > 1.96 and P-Values = 0.000 < 0.05. The better the service quality of Jatiluwih Subak Agrotourism, the higher the tourist satisfaction with Jatiluwih Subak Agrotourism. This confirms (accepts) the sixth research hypothesis, which states that the service quality of Jatiluwih Subak Agrotourism affects tourist satisfaction with Jatiluwih Subak Agrotourism. Upon closer examination, all indicators that make up the service quality variable have a

positive effect. This is in line with the research, which states that visitor satisfaction at a destination is greatly influenced by the quality of service provided. The higher the service quality and the better the attributes of a destination, the greater the satisfaction felt by visitors (Diarta & Sarjana, 2020). The nine indicators that have a significant influence, based on their outer loading values from highest to lowest, can be seen in Table 10.

Table 10. Order of indicators from largest to smallest in the service quality variable

Variable	Indicator	Loading Factor
Service Quality (X3)	Time required to enjoy agrotourism services (X3.3)	0.877
	Staff management's concern for tourists' needs and answering tourists' questions (X3.6)	0.872
	The clean and neat appearance of management staff (X3.7)	0.851
	The friendliness and politeness of management staff in serving tourists (X3.5)	0.848
	Response time of agrotourism staff to tourist questions and complaints (X3.2)	0.830
	Staff's ability to effectively handle complaints (X3.8)	0.824
	Staff ability to provide solutions to tourist problems (X3.9)	0.820
	The skills of management staff in solving problems encountered and providing information to tourists (X3.4)	0.819
	Waiting time to receive services (queuing to enjoy agrotourism, purchasing entrance tickets) (X3.1)	0.724

Source: Data Processed, 2025

The Effect of Visiting Decisions on Tourist Satisfaction

The decision variable to visit (Y1) has a positive effect on tourist satisfaction (Y2), based on a coefficient value of 0.348, and is significant, with T-Statistics = 3.837 > 1.96 and P-Values = 0.000 < 0.05. The higher the tourist visit decision to Subak Jatiluwih Agrotourism, the higher the tourist satisfaction with Subak Jatiluwih Agrotourism. This confirms (accepts) the seventh research hypothesis, which states that tourist visit decisions affect tourist satisfaction. All indicators forming the decision-making variable have a positive effect. Similarly, research found that tourists' decision to visit Lon Malang Beach significantly affects their satisfaction level (Wati & Wantara, 2024). The eight indicators that have a significant effect based on the outer loading values from the largest to the smallest can be seen in Table 11.

The Effect of Trust on Tourist Satisfaction Through Visiting Decisions as a Mediating Variable

The indirect relationship between the variable of trust and tourist satisfaction through the variable of visit decision as a mediating variable with T-Statistics = 2.060 > 1.96 and P-Values = 0.040 < 0.05. Therefore, the eighth hypothesis is accepted, meaning that tourist visit decision significantly mediates the effect of tourist trust on tourist satisfaction at Jatiluwih Subak Agrotourism. In line with the research, it shows that tourist visit decisions are proven to be a strong mediating variable, so that tourist trust can have a more effective impact on their satisfaction through these visit decisions (Tarigan et al., 2025). This means that the visit decision variable is a strong mediating variable in connecting the trust variable to tourist satisfaction, can be seen in Table 11.

Table 11. Order of indicators from largest to smallest in the visiting decision variable

Variable	Indicator	Loading Factor
Visiting Decision (Y1)	I decide to visit this agrotourism site again in the future (Y1.8)	0.844
	I evaluate my experience visiting here and will recommend it to colleagues, friends, or family (Y1.7)	0.843
	I have chosen the best option, Subak Jatiluwih Agrotourism, as my choice (Y1.4)	0.838
	My decision to choose this agrotourism was very appropriate because I thoroughly enjoyed this travel experience (Y1.6)	0.818
	I don't mind the entrance fee and other costs as a consequence of deciding to visit Jatiluwih Subak Agrotourism (Y1.5)	0.803
	Before visiting, I believed that the agrotourism was based on the services and image presented by others, so I decided to visit this agrotourism site (Y1.1)	0.787
	I collected and searched for relevant data related to Agrowisata Subak Jatiluwih before visiting Agrowisata Subak Jatiluwih (Y1.2)	0.724
	I evaluated various agrotourism options available in Bali before visiting Subak Jatiluwih Agrotourism (Y1.3)	0.709

Source: Data Processed, 2025

The Effect of Image on Tourist Satisfaction Through Visiting Decisions as a Mediating Variable

The indirect relationship between image variables and tourist satisfaction through visit decision variables as mediating variables with T-Statistics = 2.334 > 1.96 and P-Values = 0.020 < 0.05. Therefore, the ninth hypothesis is accepted, so that tourist visit decisions have a significant effect in mediating the influence of the image of Jatiluwih Subak Agrotourism on tourist satisfaction. Similarly, research found that visit decisions play a significant role as a mediating variable, namely mediating the influence of destination image on tourist satisfaction. This means that because destination image is mediated by visit decision, it indirectly influences tourist satisfaction (Maulidiyah & AS, 2024). This indicates that the visit decision variable is a strong mediating variable in linking the image variable to tourist satisfaction.

The Effect of Service Quality on Tourist Satisfaction Through Visitation Decisions as a Mediating Variable

The indirect relationship between service quality variables and tourist satisfaction through the variable of visit decision as a mediating variable with T-Statistics = 2.234 > 1.96 and P-Values = 0.026 < 0.05. Therefore, the tenth hypothesis is accepted, meaning that tourist visit decisions significantly influence the mediation of the effect of Subak Jatiluwih Agrotourism service quality on tourist satisfaction. This is in line with the research, where visit decisions mediate because service quality influences visit intentions/actions, and the visit experience itself determines tourist satisfaction (Huda et al., 2022). This means that the decision to visit is a strong mediating variable in linking service quality to tourist satisfaction.

Therefore, it is recommended that the management create an e-ticket system, or online ticket sales. So that when visitors want to enter the Jatiluwih Subak Agrotourism area, they can simply scan the barcode online on the e-ticket that they have purchased in advance.

CONCLUSION

This study aimed to analyze the direct and indirect effects of trust, image, and service quality on visiting decisions and tourist satisfaction at Subak Jatiluwih Agrotourism. The results demonstrate that trust and service quality have significant positive effects on both visiting decisions and tourist

satisfaction. Destination image positively influences visiting decisions; however, its direct effect on satisfaction is not significant. Visiting decisions significantly affect tourist satisfaction and act as a mediating variable in linking trust, image, and service quality to satisfaction.

These findings indicate that intangible variables play a strategic role in strengthening tourist satisfaction and supporting the sustainability of Subak-based agrotourism. Therefore, destination management should prioritize strengthening tourist trust, improve service quality, and maintain a credible destination image to enhance visiting decisions and long-term satisfaction. Integrating service innovation, information transparency, and cultural interpretation of the Subak heritage is essential to ensure sustainable agrotourism development aligned with cultural preservation and community welfare.

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