

ABSTRACT

The research was conducted at the Sweet Green Orange Agrotourism business in Pematang Kuing Village, Sei Suka District, Batu Bara Regency from February 2025 to April 2025. The existence of this business raises different visitor perceptions when visiting the Sweet Green Orange Agrotourism business in Pematang Kuing Village, Sei Suka District, Batu Bara Regency. This study aims to analyze visitor perceptions of the Sweet Green Orange Agrotourism business in Pematang Kuing Village, Sei Suka District, Batu Bara Regency. The data analysis method used is qualitative with a Likert scale analysis tool. The results showed that visitors to Sweet Green Orange Agrotourism in Pematang Kuing Village, Sei Suka District, Batu Bara Regency were in the good category with an index value of 70.43%. The visitor's perception of the Sweet Green Orange Agrotourism business in Pematang Kuing Village, Sei Suka District, Batu Bara Regency is seen in six indicators, namely the access indicator is in a fairly good category with an index value of 57.08%, the facility indicator is in a good category with an index value of 75.30%, the service indicator is in a very good category with an index value of 81.97%, the comfort indicator is in a good category with an index value of 74.23%, the price indicator is in a good category with an index value of 73.83%, the seasonal impact indicator is in a fairly good category with an index value of 60.71%.

Keywords: Agritourism, Sweet Green Citrus, Perception, Likert Scale