Interpersonal Factors: Visitor Behavior at Way Halim Sports Activity Area as an Urban Tourism in Bandar Lampung, Indonesia

Rahmat Indra Pratama Anom1*, Sundring Pantja Djati[1], Willy Arafah[1]

[1]Trisakti Institute of Tourism, Jakarta, Indonesia

rahmat.anom@gmail.com
spantjadjati@yahoo.co.id
nurbaeti@iptrisakti.ac.id

*Corresponding author: rahmat.anom@gmail.com

Abstract: Urban tourism has become a significant trend in the current era, as people increasingly seek unique and active travel experiences when visiting major cities. One popular form of urban tourism is participating in physical and recreational activities in public areas such as the Wayhalim Public Sports Center (PSC). Wayhalim PSC is an urban tourism destination located in Bandar Lampung, Indonesia. The diverse facilities, not only for sports purposes, make Wayhalim PSC an urban tourism hotspot due to its recreational and sports facilities, accessibility, and integration within the urban environment. This study analyzes the five interpersonal factors on visitor behavior: culture, reference groups, social class, opinion leaders, and family. These factors play a crucial role in shaping the behavior and decisions of visitors when visiting attractions. Based on the findings of this research, all elements demonstrate relatively insignificant differences in values, with no substantial differentiation, in the Likert Scale (1-5), ranging from 2.94 to 3.32. This indicates that all factors play a balanced role in visitor behavior. However, the opinion leader factor exhibits the lowest influence, with a value of 2.94. Therefore, it is recommended that government authorities and influential figures provide more frequent real-life examples in the future. By adopting such strategies, they can effectively leverage their positions to create a more dynamic and appealing environment at the Wayhalim PSC. Consequently, this can attract more visitors, bolstering the facility's reputation as a desirable urban tourism destination. The increased engagement and endorsement from opinion leaders and key figures will foster a sense of excitement and curiosity among the public, ultimately driving more individuals to visit the Wayhalim PSC and experience its diverse range of recreational and sports facilities.

Keywords: Wayhalim Public Sports Center, Urban Tourism, Interpersonal Factors, Bandar Lampung.

1. Introduction

Gaining insights into the behavior of visitors in urban tourist locations is of paramount importance to provide gratifying experiences and foster the advancement of sustainable tourism (Halim et al., 2022; Kusumawidjaya et al., 2023; Ladkoom et al., 2023; Palacios-Florencio et al., 2021). Interpersonal factors, such as culture, reference groups, social class, opinion leaders, and family, significantly shape visitor behavior and decision-making processes (Morrison, 2022). The primary objective of this study is to provide a comprehensive understanding of the underlying dynamics of urban tourist experiences in the Way Halim Sports Activity Area. This will be achieved by analyzing the influence of different factors on visitor behavior. The Way Halim Sports Activity Area has a diverse array of recreational facilities, rendering it a prime setting for examining the influence of interpersonal factors on visitor behavior. At this urban tourist destination, people with diverse cultural backgrounds, varying socioeconomic strata, and diverse family configurations engage in various activities.

This offers substantial opportunities for examining the impact of interpersonal factors on motivations, preferences, and levels of enjoyment (Khan et al., 2021). Morrison's theoretical framework offers a comprehensive understanding of visitor behavior by emphasizing interpersonal factors (Almadani et al., 2021; Cheng & Chen, 2022). Cultural influences have a significant role in shaping the perceptions, attitudes, and preferences of individuals, while reference groups serve as sources of social cues and exert impact on the decision-making process of visitors. The access to and engagement in activities of visitors are influenced by social class, whereas perceptions and actions are shaped by opinion leaders who possess expertise and wield influence. The function of family in decision-making processes and socialization is of utmost importance, ultimately influencing tourist behavior within urban tourism destinations.

The primary objective of this research is to examine the impact of five interpersonal components, including culture, reference groups, socioeconomic class, opinion leaders, and family, on visitor behavior at Way Halim Sports Activity Area. This investigation builds upon the existing framework proposed by Morrison (Lexhagen et al., 2022). The Morrison framework related to interpersonal components can be explained as follows: (1) Culture significantly impacts visitor behavior. Local culture and cultural values can influence the preferences and habits of tourists. For example, a culture that values hospitality may create a positive experience for visitors; (2) Reference groups in the context of tourists can include friends, family, or travel groups. The views or recommendations of these groups can influence visitors' decisions to choose a particular destination or activity; (3) The socioeconomic class or economic status of tourists can affect the type of travel they choose. Visitors

with a higher socioeconomic class may tend to opt for luxury travel, while those with a lower socioeconomic class may prefer budget-friendly travel; (4) Opinion leaders in the context of tourists can be individuals who have experienced specific destinations or activities and share their experiences through reviews or social media. Reviews and recommendations from these opinion leaders can influence other visitors in selecting travel destinations; (5) Family also plays a significant role in visitor behavior. Decisions to travel with family members will impact the choice of travel destinations, selected activities, and allocated budgets.

By analyzing the interplay between these characteristics and their influence on tourist motives, preferences for activities, and overall satisfaction, we may get significant insights into the fundamental dynamics of visitor behavior within the context of urban tourism (Anom et al., 2023). In conclusion, this paper aims to investigate the influence of interpersonal factors on visitor behavior in the Way Halim Sports Area as an urban tourism destination, focusing on culture, reference groups, social class, opinion leaders, and families. By adopting Morrison's framework, as explained above, this research seeks to unravel the dynamics of these factors and their influence on visitor motivation, preferences, and overall satisfaction. These findings will contribute to creating culturally enriching, socially inclusive, and memorable urban tourism experiences, promoting sustainable destination management and visitor satisfaction within the Way Halim Sports Activity Area.

2.   Methodology

The present study employed a descriptive quantitative research methodology to investigate the impact of interpersonal variables on visitor behavior in the Way Halim Sports Area. The objective of a descriptive study is to offer a detailed depiction and explanation of a certain phenomenon or population, specifically focusing on visitor behavior within the realm of urban tourism. The use of quantitative methodology in this study facilitates the systematic gathering and examination of numerical data to discern patterns, trends, and associations between various variables. The objective of the research design is as follows (Chen et al., 2023; Chiu et al., 2014; Khan et al., 2021): (1) Describe visitor demographics; (2) Analyzing activity preferences; AND (3) Measuring and analyzing visitor personal factors.

By describing visitor demographics, the primary objective of the research design was to collect data pertaining to the demographic attributes of visitors, including but not limited to age, gender, nationality, and employment. The collected data will offer a thorough analysis of the visiting population, enabling the identification of potential variances in behavior that may be attributed to demographic factors. Analyzing activity preferences, the present study aims to investigate the activities and amenities favored by visitors of the Way Halim Sports Activity Area. The survey will encompass a comprehensive compilation of activities that are accessible within the vicinity. Participants will be requested to provide a numerical ranking to indicate their respective preferences. The provided data will facilitate identifying prevalent activities and enhance comprehension of the elements that impact visitor preferences.

The objective of the research design is to evaluate the degree of visitor satisfaction pertaining to their experience at the Way Halim Sports Activity Area. Visitors will be requested to assess their level of satisfaction pertaining to several facets of the Morrison Framework via a survey. The data collected will offer valuable insights into the many strengths and weaknesses of the region, facilitating the enhancement of the tourist experience.

The study employed a structured survey questionnaire as the primary tool for data gathering. The design of the questionnaire was informed by a predetermined scale and measuring items that pertain to visitor demographics, activity choices, and visitor personal variables (Miller et al., 2010; Nunkoo & Ramkissoon, 2011; Su et al., 2018). To assist data analysis and quantitative interpretation, closed-ended questions, such as Likert scales and multiple-choice questions, will be employed. The researchers employed the convenience sampling approach to pick participants for the survey. Individuals visiting the Way Halim Sports Activity Area were contacted and kindly requested to willingly partake in this study endeavor. To achieve a sample that accurately represents the population, deliberate measures were taken to incorporate visitors from diverse time periods and days of the week to capture a wide range of visitor profiles and behaviors. The data obtained from surveys will be analyzed using descriptive statistical methods, including but not limited to frequency, percentage, ranking, and mean calculations. This research aims to present a quantitative representation of visitor behavior, encompassing the distribution of demographic features, popularity of activities, and levels of visitor personal aspects.

The survey questionnaire was designed based on the research objectives and the constructs being measured. Established scales and measurement items from previous research studies were utilized whenever applicable to maintain reliability and comparability. The questionnaire consisted of closed-ended questions, including Likert scale items (1 to 5), multiple-choice questions, and demographic queries. Careful attention will be given to the questionnaire items' clarity, simplicity, and relevance to ensure ease of response and minimize potential respondent bias (Boynton & Greenhalgh, 2004; Taherdoost, 2018).

$$n = (Z^2 * p * (1-p)) / (d^2)$$

Based on Zainudin's (1998) recommendation, when the population proportion is unknown, the value of p is assumed to be 0.5 and the value of d is assumed to be 0.05. Therefore, the calculation for determining the sample size is as follows:

$n = (1.962 * 0.5 * (1-0.5)) / (0.052)$

$n = (3.8416 * 0.25) / 0.0025$

$n = 96.04$

For not having a fraction of respondents, the number of samples for this study was rounded up to 100 respondents. Before the actual data collection, a pilot test will be conducted to assess the validity and reliability of the survey questionnaire. A small sample of visitors will be selected to participate in the pilot test, and their feedback will be used to refine and improve the questionnaire. The pilot study will involve a small sample of visitors, and statistical techniques such as Cronbach's alpha will be employed to examine the internal consistency and reliability of the measurement items (Boateng et al., 2018). The pilot test will help identify any issues with question wording, response options, or overall survey flow, allowing for necessary adjustments before the main data collection phase.

The Cronbach's alpha formula is

$$\alpha = \frac{N}{N-1} \left(1 - \frac{\sum_{i=1}^{N} \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

N represents the total number of components, referring to items or test lets. The symbol $\sigma^2 x$ represents the variance of the observed total test scores, while $\sigma^2 yi$ represents the variance of component i. A convenience sampling approach will be employed to select participants for the survey. Visitors at Way Halim Sports Activity Area will be approached and invited to participate voluntarily. Efforts will be made to ensure a diverse representation of visitors, including individuals from different age groups, genders, nationalities, and occupational backgrounds. Random sampling within specific timeframes and days of the week will be considered to capture variations in visitor behavior. Overall, the data collection technique for this research will involve administering a structured survey questionnaire to collect quantitative data from visitors to the Way Halim Sports Activity Area. Using a rigorous survey design, quality control measures, and ethical considerations, the data collection process aims to produce reliable and representative information about visitor demographics, motivation, activity preferences, and satisfaction levels.

3.   Results and Discussion

Visitor Age

The study sample comprised 100 participants, whose ages were classified into three distinct categories: adolescents, adults, and the elderly. Out of the total sample size of 100 participants, a subset of 34 individuals were identified as teens, representing about 34% of the overall visiting demographic. This observation suggests that this demographic comprises a substantial proportion of those who attend the Way Halim Sports Activity Area. A cohort of 41 participants were classified as adults, constituting 41% of the overall visiting demographic. The statistics underscore the widespread appeal of the Way Halim Sports Area among the adult population. The study sample comprised 25 participants categorized as old, representing 25% of the total tourist population. The existence of older tourists indicates that the locale effectively caters to the requirements and preferences of this demographic.
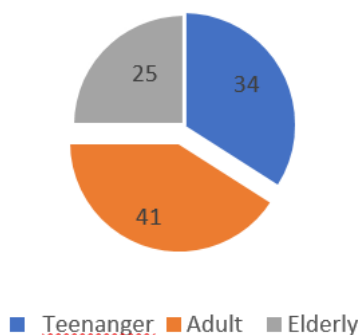

Fig 1. Age distribution of visitors in the way halim sports activity area

A considerable proportion of students suggests that the region is drawing in a younger population, either due to its proximity to educational establishments or the presence of inexpensive recreational amenities. The high level of adult patronage at the Way Halim Sports Activity Area suggests that its amenities and programs effectively align with the tastes and inclinations of this demographic, rendering it an appealing locale for adults seeking a combination of active and leisure pursuits. The presence of senior individuals within the visiting demographic indicates that the Way Halim Sports Activity Area effectively caters to the diverse needs and interests of individuals across different age cohorts. The presence of conveniently accessible and age-friendly facilities and activities might enhance the appeal of older individuals. The incorporation of inclusion in the location contributes to its overall appeal and fosters inter-generational social interaction.

Visitor Origin

The study sample comprised 100 participants, classified into two distinct groups based on their origins: those visiting from Bandar Lampung and individuals visiting from locations outside the city. Out of the total sample size of 100 participants, 75 individuals were identified as residents of Bandar Lampung, constituting 75% of the overall visiting demographic. This finding indicates that most individuals who frequent the Way Halim Sports Area are residents of Bandar Lampung. Out of the total respondents, 25 individuals constituted the remaining portion, representing tourists who originated from areas outside of Bandar Lampung, including South Lampung Regency, Pesawaran Regency, Metro City, and Pringsewu Regency. This subset of respondents accounted for 25% of the overall visitor population. The collective comprises individuals who journey from various locales to participate in Way Halim Sports Activity Area activities.

The analysis of visitor origins in the Way Halim Sports Activity Area offers useful insights into the geographic scope and appeal of the attraction. The substantial proportion of tourists originating from Bandar Lampung signifies a robust local support base and suggests that the region holds a high level of esteem within the community. The popularity of the Way Halim Sports Area among the local people may be attributed to its accessibility and proximity to Bandar Lampung.
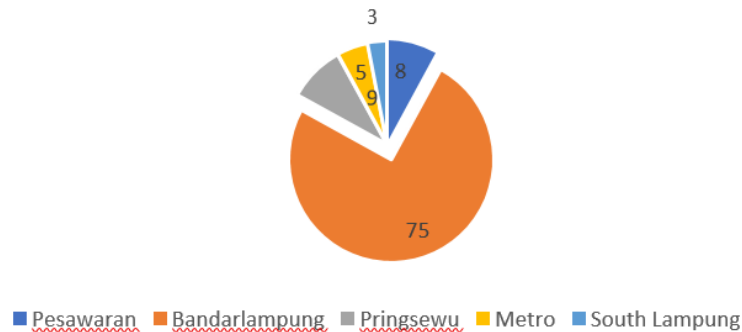

Fig 2. Distribution of visit or origins in the way halim sports area

The existence of non-local tourists in Bandar Lampung suggests that this particular area possesses a broader allure, drawing in individuals from many other regions. This emphasizes the potential of the Way Halim Sports Activity Area to function as a tourism destination, drawing persons from nearby towns or counties. Gaining insight into the motives and preferences of these visitors may facilitate the promotion of the location and enable the customization of offerings to better align with their specific requirements.

Frequency of Monthly Visits

This study used a sample size of 100 participants, whose frequency of visits was classified into three different groups: those who visited four times per month (equivalent to once a week), individuals who visited more than four times per month (more than once a week), and individuals who visit less than four times per month. The term "month" refers to a unit of time commonly used for measurement. Among a sample of 100 participants, it was found that 56 people, or 56% of visitors surveyed, reported visiting the Way Halim Sports Area every month, specifically four times a month. This data shows that most visitors visit the region every week. A group of 21 participants indicated that they frequent the Way Halim Sports Activities Area more than four times each month, which is 21% of the overall visitor demographic. The observed group consisted of individuals who frequented the area weekly, indicating an increased level of engagement with the recreational facilities there. Respondents who formed the remaining part of the sample said that they visited the Way Halim Sports Area less

than four times per month. This group consists of people who rarely visit the surrounding area, perhaps due to too many obligations or other obstacles that limit their accessibility.
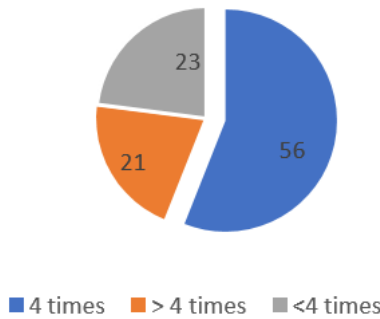

Fig 3. Distribution of frequently of visits monthly at way halim sports activity area

Analysis of the number of monthly visits to the Way Halim Sports Activity Area provides important insights into the visiting patterns and level of engagement demonstrated by guests. The large number of people who visit this region with a frequency of four times a month, indicating weekly visits, shows a strong dedication to integrating recreational activities into their habitual schedule. This is proof of the attractiveness and suitability of the Way Halim Sports Activity Area as a location of choice for routine recreation and fitness activities. The occurrence of individuals using facilities and carrying out activities more than four times a month, above a frequency of once per week, indicates a high level of engagement and enthusiasm. This group consists of people who place great importance on an active lifestyle and actively pursue opportunities for physical exercise and recreational activities. The regularity of their repeated trips has played an important role in supporting the long-term survival and success of the Way Halim Sports Activities Area as a pre-eminent urban tourism location. Understanding the motivations and barriers faced by visitors who visit less than 4 times per month can provide valuable insight into how to attract and retain their interest. Factors such as accessibility, convenience, and availability of customized programs or promotions may influence the frequency of their visits.

Interpersonal Factors of Visitor Behaviors

Based on Table 1, the overall Cronbach's alpha coefficient for the measurement instrument used in this study was found to be 0.801 (more than 0.6). This shows a satisfactory level of internal consistency and reliability for the entire scale (Ponterotto, 2007; Raharjantietal., 2022). The obtained Cronbach's alpha values obtained indicate that the items in the scale are positively correlated and measure the intended construct consistently.

Table1. Reliability statistics

Cronbach's Alpha	N of Items
.801	5

Furthermore, in Table 2, the Cronbach's alpha coefficient of each incorrectly deleted item is examined to determine the impact of each item on the overall reliability of the scale (Cho & Kim, 2015; Hairetal., 2008; Streiner, 2003; Taber, 2018). These values indicate that the deletion of any item would not significantly increase the scale's item reliability. When items are removed, the Cronbach's alpha value remains relatively close to the overall Cronbach's alpha coefficient. Therefore, all items contribute to the overall internal consistency and reliability of the scale and should be maintained.

Table 2. Item-total statistics

	Cronbach's Alpha if item Deleted
Item_culture	.709
Item_reference_groups	.825
Item_social_class	.832
Item_opinion_leader	.844
Item_family	.790

The high Cronbach's Alpha coefficient values for reference group, social class, and opinion leaders (0.825, 0.832, and 0.840, respectively) indicate strong internal consistency in these constructs. These constructs show high item-

item correlations, indicating that the items measure the same underlying construct effectively. Although the Cronbach's alpha coefficients for culture (0.794) and family (0.790) are slightly lower compared to the other constructs, they still contribute to the overall reliability of the scale. This construct demonstrated acceptable internal consistency, indicating that the items in this construct were moderately correlated. Examining Cronbach's alpha coefficient if items are removed helps assess the impact of individual items on the overall reliability of the scale. In this study, deletion of just one item did not significantly increase the reliability of the scale. This means that everything, including culture, reference groups, social class, opinion leaders, and family, contributes to the overall reliability of the scale and must be maintained.

Quantitative descriptive analysis was carried out to test the influence of interpersonal factors, namely culture, reference group, social class, opinion leaders and family on visitor behavior at the Way Halim Sports Area. The average value of each factor is calculated based on a Likert scale ranging from 1 to 5, where 1 represents "strongly disagree" and 5 represents "strongly agree" (Robie et al., 2022). The analysis involved a sample of 100 respondents who were visitors to the Way Halim Sports Activity Area.

The average value of cultural elements was set at 3.21. These findings indicate a moderate level of consensus among participants regarding the impact of culture on their behavior within the Way Halim Sports Area. The participants in this study recognized that culture plays an important role in shaping the decision-making process and level of management in various activities within sports facilities. The mean value of the reference group factor is 3.18. Findings indicated a moderate level of consensus among participants regarding the impact of reference groups on their behavior. Group preferences, such as friends, family, or colleagues, play a moderating role in shaping visitor behavior at the Way Halim Sports Activities Area.

The average value of the social class factor is 3.01. This indicates a moderate level of agreement among respondents regarding the influence of social class on their behavior. Social class seems to moderately influence visitor behavior at the Way Halim Sports Activities Area. The average value of the opinion leader factor is 2.94. This indicates a moderate level of agreement among respondents regarding the influence of opinion leaders on their behavior. Opinion leaders who have influence and credibility have a moderate influence on visitor behavior at the Way Halim Sports Area. The average value of the family factor is 3.32. This shows a moderate level of agreement between respondents regarding the influence of family on their behavior. The family has a moderate influence on decision-making and visitor involvement in activities at the Way Halim Sports Activities Area.
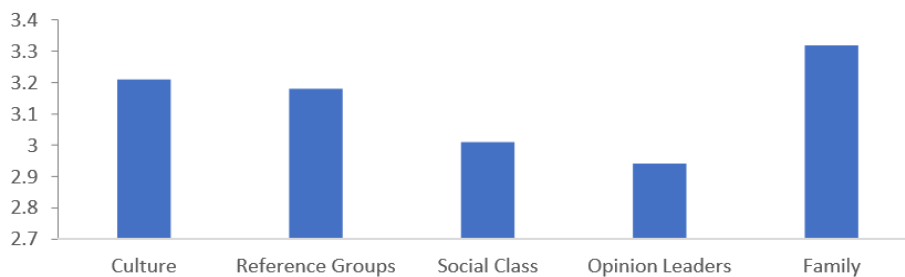

Fig 4. Distribution of interpersonal factors values at way halim sports activity area

Quantitative descriptive analysis provides insight into the perceived influence of interpersonal factors on visitor behavior at the Way Halim Sports Activity Area. The mean values for culture, reference group, social class, and family indicate that these factors play an important role in shaping visitor behavior within sports centers. Respondents acknowledged that cultural norms, their references influence group dynamics, social class, and family influence their decision making and involvement in activities in the Halim Sports Activity Area. The somewhat reduced mean scores relating to the opinion leader aspect indicate that opinion leaders have relatively less influence on visitor behavior. This shows that the impact of opinion leaders is relatively weaker when compared to more influential elements such as culture, reference groups, socio-economic class, and family.

These findings underline the importance of interpersonal elements in influencing visitor behavior in the Way Halim Sports Activity Area. Understanding these characteristics can help destination managers and stakeholders inform focused marketing strategies, build appropriate facilities and activities, and enhance the overall tourism experience. By recognizing the importance of culture, reference groups, socioeconomic class, opinion leaders, and family dynamics, efforts can be made to align offerings with visitor expectations and preferences. In general, quantitative descriptive analysis highlights the importance of interpersonal aspects in influencing visitor behavior. The results of this research add to the existing literature regarding the impact of culture, reference groups, socio-economic class, opinion leaders, and family on tourist behavior in urban tourism. The insights gained from these findings are extremely useful for destination management purposes and marketing initiatives, with the aim of enhancing the overall guest experience and fostering a fun and inclusive atmosphere within the Way Halim Sports Area.

4.   Conclusion

This research aims to examine visitors' behavior to the Way Halim Sports Activity Area in the context of urban tourism. The main focus is analyzing five interpersonal elements of tourist behavior, including culture, reference group, socioeconomic class, opinion leaders, and family. Based on demographic findings, this research reveals important correlations between visitors, origin, and frequency of visits, thereby providing insight into the dynamics and attributes of individuals who visit the Way Halim Sports Activities Area. The complex nature of visitor behavior and its connection with other aspects can be seen from the correlation between visitor age, origin, and frequency of visits. Younger individuals, especially students, may exhibit a higher frequency of visits due to their adaptable schedules and close accessibility to many tourist attractions. Regardless of their demographics, individuals living in these neighborhoods can benefit from convenient proximity, resulting in an increased frequency of visits. Visitors from outside Bandar Lampung may travel longer distances so they rarely visit. This relationship highlights the importance of considering visitor characteristics, origins, and preferences when developing marketing initiatives and creating customized experiences to attract and retain visitors.

On the other hand, the results obtained through quantitative descriptive analysis highlight the perceptions and patterns observed among 100 respondents who visited the Way Halim Sports Area. Opinion leaders, individuals who have influence and credibility, were found to have a reasonably low impact on visitor behavior. Individual perspectives and suggestions can potentially change visitors' decision-making processes and impact their level of engagement in various activities. Engaging with opinion leaders through partnerships or endorsements can help increase the Way Halim Sports District's visibility and reputation. The study also found that family dynamics play an important role in shaping tourist behavior. Family involvement in the decision-making process and their active involvement in various activities within the Way Halim Sports Activity Area are significant factors.

Recognizing the importance of family-oriented experiences and offering amenities or initiatives tailored to accommodate families can increase a place's appeal. In general, the results obtained from this research provide a significant contribution to understanding visitor behavior within the Way Halim Sports Activity Area, with a particular focus on the impact of interpersonal interactions. The significance of incorporating culture, reference groups, and social class into destination management and marketing strategies is underscored by the very light average ratings achieved for these aspects. Destination managers can improve the tourist experience by understanding and paying attention to the requirements and trends related to these interpersonal elements.

It is important to note that this research relied on a sample size of 100 participants, which may limit the extent to which the findings can be applied to the wider community of visitors to the Way Halim Sports Area. As a result, the results may not comprehensively reflect the characteristics and behavior of the visitor population. Further research using a broader and more heterogeneous group may corroborate and strengthen these findings. Furthermore, the application of qualitative research methods can be used to investigate visitors' views and motives, thereby increasing our understanding of how these interpersonal elements impact visitor behavior. The results of this research contribute to existing knowledge in urban tourism research. In addition, the results of this research provide practical implications for destination managers and stakeholders involved in the Way Halim Sports Activity Area. These implications include strategies to enhance visitor experiences, optimize marketing efforts, and ensure Way Halim's long-term success as an attractive urban tourism destination.

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