

Visitor's Intentions To Re-Visit Reconstructed Public Place In Jakarta Tourism Heritage Riverfront

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ABSTRACT

This research elucidates the influence of the several elements of the heritage public place on the visitors' intention to revisit and recommend. The study was derived along the reconstructed riverside tourism area of heritage Kali Besar Corridor, Kota Tua, Jakarta, Indonesia. Without sufficient efforts in maintenance, the heritage area will more likely deteriorate. Many stakeholders were trying to solve those problems by preserving the heritage buildings and reactivating public spaces. Responding to the phenomenon, the research aims to understand the current visitors' satisfaction on several attributes that available based on the specificity of the heritage public space; including physical elements, accessibility, experiences, pull factors, and socio-demographic background; in enhancing satisfaction and intention to revisit the place. The research uses primary observation, questionnaire, and desk study for data collection and qualitative data analysis. Ordinal regression analysis (OLR) is employed to identify the most applicable factors in influencing visitors to revisit and recommend the public place. As a result, the visual, ambiance, and spaciousness of the place are regarded as the main important attraction in the heritage outdoor area, especially for the young adult visitors in the internet era. Moreover, tangible pull factors also play the important role in attracting visitors.

1. INTRODUCTION

1.1 Background of the Study

Jakarta is the capital city of Indonesia and comprising a long historical background in its city development phases. Kota Tua is a heritage district in the northern part of Jakarta that manifests long history of colonial city development. The area was known as Old Batavia or 'Oud Batavia', where Dutch trading company developed the Jayakarta port around the mouth of Ciliwung River called Kali Besar into a walled town called Batavia in the 17th century (Abeyasekera, 1989). It was engineered into canal-based water infrastructure in the centre of Batavia to create public amenities and support ship-based trading activities from the port. Nowadays, some of its parts are remained and maintained by the local government.

Public spaces are becoming unimportant in cities nowadays, particularly, in developing countries. In the case of Jakarta, rapid development has affected increasing competition of land price and

privatization of urban spaces in the various parts of the city that caused the scarcity of outdoor public spaces. Correspondingly, the conservation and maintenance of Kota Tua become notable issues. Thus, following the issuance of the Government's Decree of DKI Jakarta No. Cb. 11/1/12/1972 regarding the conservation area in North Jakarta and West Jakarta (Dewi, 2009), some efforts were planned and executed, including preservation of the heritage buildings, the adaptive reuse of the abandoned buildings, and reconstruction of the neighbouring public spaces.

The revitalization of the Kali Besar corridor is situated within the current attempts of the city government to revitalize Kota Tua. The government of DKI Jakarta persists to beautify this area, inspired by the Cheonggyecheon River in Seoul, South Korea (Sari and Patnisik, 2018) and has been opened for the public since 2018.

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However, the Ministry of Tourism's attempt to submit the Kota Tua and Kali Besar area to the World Heritage Site was failed, due to its lack of authenticity. As reported by The Jakarta Post (2018), the report from the France-based International Council on Monuments and Sites (ICOMOS) stated the unauthentic and lack of integrity in Kota Tua as an old town. The report mentioned the drastic transformation of the area from its original development, no distinctive unique features from colonial period characteristics, and concerns about future development in the North Jakarta bay.

Regardless of these complexities, the visitors seem unaffected by the issues and keep visit the Kota Tua. The daily visitors of Kota Tua are ranging between 4.820 people on weekdays in the year 2017 (Antara, 2019) and might be enlarged up to 50.000 in the public holiday season (Santoso, 2019). This research aims to portray the influence of reconstructed physical elements in the heritage public space of Kota Tua on visitors' satisfaction level and their intention to revisit. The research is specifically taking place along the Kali Besar Corridor. Primary observation and secondary sources will become the main sources of the data. Quantitative analysis with regression will be implemented to understand the purpose of the study. This study also examines the pull factors (internal) of Kali Besar from previous research and compares it to the survey result and determine if the motivation to visit Kali Besar has a similar result or not.

1.2 History of Kali Besar Area

According to Kehoe (2015), Kali Besar was originally named De Groote Rivier, which means "The Great River". The existence of this canal could not be separated from the colonialism that happened during the 17th centuries in Indonesia. Batavia, which became the capital city of VOC and Dutch representative in the eastern area, had a delicate spatial plan that inspired by Simon Stevin, mathematician and engineer in the 17th centuries who published his idea about "Ideal Plan about a City" (Sigmond, 2002), with a rigid gridded plan and noticeable division of hierarchy of Batavia's residents. The spatial plan configuration portrayed the power of VOC as the trading company, with such protection from internal and external potential of threats, which are the earthly power of Java Sea, the Chinese, and the enslaved. These groups were disseminated in specific sections so that each group had its area.

However, at some point, The Groote Rivier was also utilized to separate the restricted area of European dwellings with other ethnic groups and established a secure and comfortable environment for VOC members and family, with only one bridge linking the separated area (Kehoe, 2015). The residential area that facing the river also became a prestigious area due to its panorama. The lack of maintenance of the canals had become a notable issue as the canals became deteriorated and caused the Dutch residents to reside in the other part of Jakarta.

1.3 Urban heritage public place riverfront conservation, why matters?

Heritage tourism reaches its popularity since nowadays people more likely to recall some old memories, both for leisure and education purposes. Poria et al. (2001) argue that heritage tourism has something to do with the relationship between personal perceptions of visitors towards the site with heritage attributes.



Figure 1 Riverfront of Kali Krukut at Kali Besar corridor
Source: Primary Observation (2019)

Poria et al. (2001) and Pratiwi (2011, 2008) suggest that heritage tourism has a relationship between heritage site and their involvement emotionally and might be related to the socio-demographic background (e.g. religion, race, gender, age, etc). In the tourism world, cultural heritage tourism is seen as one of the sectors that rapidly increasing (UNESCO, 2007), with 40 per cent of international tourism are dedicated to cultural tourism in 2007 (Brida et al., 2012). The segment of heritage tourism visitors could be described as the person who has such interest in visual arts, cultural exhibitions, and related attractions, according to Peterson (1994).

Recently, the movement of heritage conservation has been initializing and implementing widely. Heritage is seen as one of the important aspects in the built environment, which helpfully enhance the quality and sustainability of a livable environment nearby, through a strong sense of place and urban fabric, and improve social impartiality (Tweed and Sutherland, 2007). Heritage and cultural preservation-built environments in the cities are important and meaningful for the residents, as several groups of people will associate it with past events and memories (Pratiwi, 2009). Heritage conservation has several benefits; it helps the city to maintain its strong identity and more livable space for the native community (Hasnain and Mohseni, 2018). Hence, the preservation of culture and heritage is viewed as the important values in urban development, as well as economic enhancement and environmental viability.

Importantly, waterfront areas in the city distinctively shape the urban image with the vitality and livability of surrounding green areas (Sairinen and Kumpulainen, 2006). Adjacent to the benefit from the historic redevelopment of the waterfront, riverside revitalization also helps in promoting inclusivity in the cities. It also has tourism advantages, especially if this riverfront has successfully managed in the relation between beautiful distinctive heritage buildings that surround it (Shamsuddin et al., 2012). Project for public space (2000) published four important qualities of successful public space, such as accessibility, provide a good image and comfortable, have a range of activities to do, and enhance the social life of visitors, for example in Nyhavn, Denmark. Similarly, heritage public place also depends on the physical settings and distinctive and uniqueness of visual (Samadi and Yunus, 2012). A study by Gehl (2011), physical attributes developed through several categories, such as walking,

standing and sitting. Good public space, according to Gehl (2011), equipped with adequate room to walk, favourable walking space, and inclusive ways, standing spaces for enjoying the surrounding ambience, and a sufficient sitting area.

1.4 Visitors' intention to re-visit heritage public place: an overview

Visitor's satisfaction is an important aspect in enhancing sustainable heritage tourism, including in heritage public place such as the riverfront. Some studies mention the importance of satisfaction for future visits or purchases (Zeithaml, Berry and Parasuraman, 1996; De Rojas and Camarero, 2008). The satisfactory level in visiting the place affects the intention to revisit and/or recommend the place to friends, colleagues, and relatives (Chen and Chen, 2010). According to studies by Mill and Morrison (1985) and Prayag (2012), pull factors have a direct impact on future behaviour, such as revisit and recommend. Pull factors are explained as the terminus features which influencing people to travel somewhere. For example, a positive image of a heritage public place has a significant relationship with visitor's satisfaction (Rindell, 2013; O'Leary and Deegan, 2005). In line with some reasons before, 'seeing heritage attractions' and 'outdoor recreation' are the highest motivations for tourists to visit heritage attractions in a major state of the United States (McGrath, Primmand Lafe, 2017). However, only positive outcomes might increase the possibility of visitors' loyalty (Canalejo and del Rio, 2018).

Bonn, et al. (2007) suggests that the most important aspects of heritage tourism are ambience (e.g. signage, lighting, and design), together with design aspects (e.g. comfortable space and steady traffic condition). A study of heritage tourism in Nanjing, China, reveals the three most significant attributes in enhancing experience satisfaction are heritage product attractiveness, heritage product representativeness, and lastly, facility and service (Yao, 2013). These built environment factors might enhance the attractiveness of heritage tourism, and if developed effectively, it will result in long-term sustainability. Prior researches in Malaysia (Noralizawati, 2009), China (Shen et al., 2009; Yu, 1995), Japan (Oku and Fukamachi, 2005), have disclosed a significant relationship between the visitors' satisfaction and urban recreational area when visitors have a preference in the area with the natural landscape, environmentally friendly and, visually pleasing.

Accessibility (e.g. easiness to reach the place) also knowingly affect the positive perceived quality (Li and Wu, 2013; Bakar et al., 2016). De Rojas and Camarero (2008) supports the idea that satisfaction has a strong relationship with physical elements' quality. Moreover, Brady and Cronin (2001) and Wu and Li (2014) contend that the perception of service quality consists of three primary dimensions, such as outcome quality, interaction quality, and physical environment quality. An evaluation of Kota Tua revitalization by Wijaya (2019) argues that improvement of physical appearance, particularly the riverfront areas, has significantly enhanced visitors' satisfaction and intention to revisit Kota Tua as a whole heritage area. To obtain further insight into visitors' satisfaction and intention to revisit the case study it is important to examine the pull factor of the case study.

2. METHOD

2.1 The location of the study

This study is administratively located along Kali Besar Corridor, Tambora District, West Jakarta; Kali Besar Barat, and Kali Besar Timur Streets. The area is a part of Kota Tua, translated as Old Town of Jakarta, a heritage city built by Vereenigde Oostindische Compagnie (VOC) in the early 17th centuries.

2.2 Data collection

Primary data collection was obtained from site observation and survey. The data comprises the information from approximately 105 valid respondents through online questionnaires, who already visited Kali Besar since its re-opening (May 2018) from the beginning of May 2019 until the end of this month. Initially, the survey was conducted using convenience sampling techniques, by distributing the questionnaires via numerous groups. However, the response rate was so low, that we alternatively acquired the target number by employing purposive sampling techniques and targeting the social media users, who tagging themselves in the Kali Besar area via Instagram platform.

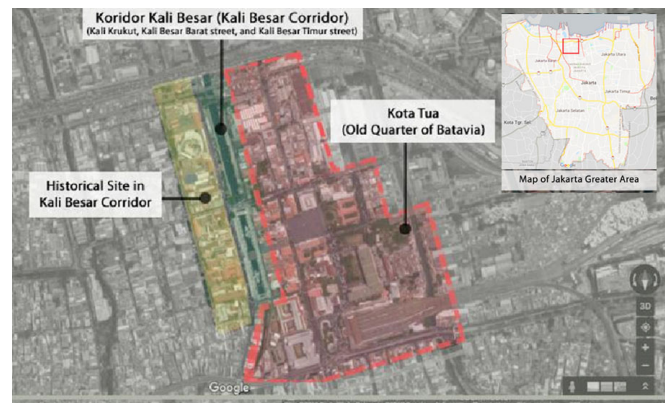


Figure 2 Map of the study location
Source: adapted from Google Maps (2019)

2.3 Research method and analysis

This research aims to understand the influence of reconstructed physical elements in the heritage public space of Kota Tua on visitors' satisfaction level based on the pull factors of the study area. The Kali Besar corridor was chosen as the case study area, after its revitalization process in 2018. The independent variables utilize 'physical attributes', accessibility' and 'visitors' experience' as indicators to measure perceived satisfaction (Bonn, et al., 2007; Chi and Qu, 2008; Gehl, 2011), which will be clarified in the research indicator. To analyze the relationship between two variables, this study uses ordinal regression analysis. In this research, ordinal logit regression (OLR) was employed to understand the cumulative probabilities between the independent variable(s) and dependent variable(s), ordered, and has more than two levels of categorization (Liu, 2009).

2.4 Research indicator and hypotheses

In this research, there are several indicators to measure the satisfaction and intention to revisit from the respondents, namely physical attributes, accessibility attributes, visitors' experience toward heritage tourism in Kali Besar Corridor, and socio-demographic background. The physical attributes, accessibility, visitors' experiences, and socio-demographic background use as the determinants for a visitors' revisit intention. The factors are deployed from several studies (see Table 1). The physical aspects in urban revitalization indicated through the walking, standing, and sitting elements, buildings around the public spaces, and nearby landscapes. In this study, the physical aspects consist of numerous categories, which are divided into four (4) categories for independent variables and one (1) category for dependent variable for quantitative analysis. The questionnaire was developed with a Likert scale, scale from 1 (one) to 5 (five).

To understand the relationship between satisfaction in physical attributes, visitors' experience, accessibility, and socio-demographic background on intention to revisit and recommend visiting Kali Besar, the hypotheses are developed as follows:

H1: There is a significant relationship between the physical attributes elements on intention to visit and recommendation;

H2: There is a significant relationship between the accessibility attributes on intention to visit and recommendation;

H3: There is a significant relationship between the attributes of the experience on intention to visit and recommendation;

H4: There is a significant relationship between the socio-demographic dimensions on intention to visit and recommendation;

As for the pull factors, tangible and intangible heritage factors are recognized internationally through the promotion by UNESCO and ICOMOS (Ahmad, 2006). In 1999, UNESCO classified the tangible heritage factors as cultural assets including buildings, monuments, and place; while the intangible heritage defines as "the practices, representations, expression, knowledge, skills" which acknowledged by the individual among a particular community as a part of their cultures. In this manner, we collected the secondary data for the desk study to comprehend the tangible and intangible pull factors from the Kali Besar area.

Table 1: Quantitative attributes in the study of Kali Besar corridor

Quantitative Analysis Attribute(s)	Question(s)
<i>Independent Variable(s)</i>	
Accessibility	1. Overall Accessibility Satisfaction
Physical elements	1. Satisfaction in pedestrian way facilities 2. Satisfaction in street furniture 3. Satisfaction in visual along the corridor (enjoyment) 4. Satisfaction in public facilities for social activities (social space)

Quantitative Analysis Attribute(s)	Question(s)
Visitors' experiences	1. Perceived visual in heritage area (sharing in social media) 2. Overall experience in the heritage area in the Kali Besar corridor
Visitors' characteristic and socio-demographic	1. Age 2. Gender 3. Education 4. Monthly Revenue
<i>Dependent Variable</i>	
Intention to visit	1. Revisit

Note. Adapted from Gehl (2011), Whyte (1980), Bonn, et al. (2007), Samadi and Yunus (2012), Plaza and Haarich (2009), McGrath et al. (2017), Poria et al. (2004), Navrátil, and Pícha (2013), Brida et al. (2012), and Chi and Qu (2008)

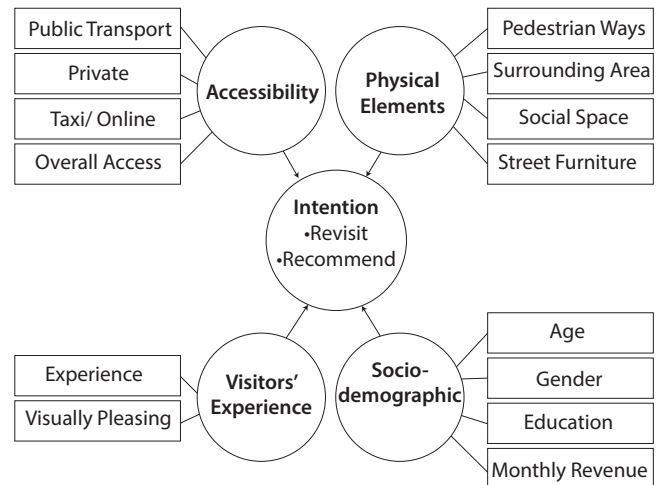


Figure 3 Quantitative Analysis Diagram
Source: Authors (2019)

3. RESULT

3.1 Socio-demographic of respondents

The online survey demonstrates that among 105 entitled answers, 53 per cent of respondents are female, with the most common age of respondents are between 20 to 29 years old. Correspondently, 65 per cent of the respondents are employees, and the other 30 per cent are students. Since we obtained the response through online questionnaires, we assume that each of the respondents has access to some social media, including Facebook and Instagram. Bachelor's degree and high school are dominating the respondents' background, within fact, 41 per cent has decent monthly income above average minimum wage in Jakarta.

Additionally, Table 3 illustrates the common choice of transportation to visit Kali Besar Corridor. Public transport has the highest preference with 57 per cent, followed by 23 per cent private transport users. Besides, 42 per cent of the respondents are newcomers, while 23 per cent and 22 per cent others have visited the place two times and more than four times, respectively.

Table 2 Socio-demographic background of respondents

Socio-demographic aspects	Number(s)	Percentage (%)
<i>Gender</i>		
Male	48	46%
Female	56	53%
<i>Age</i>		
< 20 years old	8	8%
20 - 29 years old	76	72.4%
30 - 39 years old	16	15.2%
40 - 49 years old	3	3%
50 - 59 years old	1	1%
> 59 years old	0	0%
<i>Marital Status</i>		
Single	85	81%
Married	19	18%
Divorcee	1	1%
<i>Job</i>		
Employees	32	30,5%
Student	32	30.5%
Entrepreneur	31	29.5%
Academician	4	3.80%
Not Answered	5	4.76%
<i>Education</i>		
High School	22	21%
Diploma	4	4%
S1	60	57%
S2	17	16%
S3	1	1%
Not stated	1	1%
<i>Monthly Income</i>		
<Rp 1.000.000	18	17%
Rp 1.000.000 - Rp 4.999.999	36	34%
Rp 5.000.000 - 14.999.999	43	41%
>Rp 15.000.000	8	8%

Table 3 Preference of transportation and frequency of visit of respondents

Preferred Transportation	Number of respondents	Percentage
Public Transport	60	57%
Private Vehicles	24	23%
Online Taxi	12	11%
Other	9	9%
Taxi	0	0%

Frequencies	Number of Respondents	Percentage
One time	44	42%
Two times	24	23%
Three times	12	11%
Four times	2	2%
More than four times	23	22%

Analysis on Cumulative satisfaction and intention to revisit Kali Besar

This part describes the information about the quantitative analysis from the survey results. To answer the research question and its hypotheses, we analyze the relationship between 4 independent variables with 14 attributes, with intention as a dependent variable with 1 attribute. Variance Inflation Factors (VIF) values of all variables for Multicollinearity value show the value between 1 until 10, so the assumption for multicollinearity has rejected (Dormann, Elith, et al., 2013). The inferential test was run through several methods, as presents in Table 5 below. The tests prove the ability to utilize the ordinal regression analysis in this research.

Based on the calculation of 14 variables of accessibility and physical attributes satisfaction, Cronbach Alpha's calculation, through STATA application, presents the value of 0.6502, means the number of observation and variables have decent reliability. The complete values are presenting in Table 4. The presented table of OLR analysis shows the attributes that have significant effects on revisit in Kali Besar Area. The explanation of the analysis results is discussed in the next section.

3.2 The pull factors of Kali Besar Corridor

Several tangible and intangible pull factors caused people in revisiting Kali Besar. The first intangible factor is Kali Besar long and great historical stories. Long before the canal construction, it was a segment from the natural river of Ciliwung River. A traditional city was situated following the river, consisting of a palace, a square, and a market (Haris, 2007). In the colonial era, the traditional city was destroyed and replaced by a new city Batavia. Along with the development of Batavia, Jan Peterszoon Coen straightened the natural path of the river and turned it into a wide canal. The name of Kali Besar adapted from the dutch language, Groote Rivier. During the 17th century, the Kali Besar canal has a significant role for the city, it facilitated various activities from the economy, transportation, recreation, and segregation (Dewi et al., 2018).

In the colonial era, the canal was served as a wharf and part of the vast Dutch trading network from all over the world. The existence of the canal has created significant growth in the surrounding area. It became the spatial guide for city development. (Dewi & Kurniawan, 2019). After the colonial era, Kali Besar was prioritized for revitalization by several governors due to the uniqueness and historical value. Thus, experience has made Kali Besar a determinant element of the city that represent the transformation process of the city.

The second factor is still considered as intangible pull factors, which is the richness of cultural traditions. It has been the melting pot of various culture in the past due to the trade activity and created a hybrid of culture from both local and foreign that later called 'peranakan' cultures. The influence of foreign culture came from many countries, such as Chinese, Portuguese, Indian, Dutch, and Arab. The evidence of assimilation of culture can be seen in form of music, rites of ceremonies, furniture and architectural style (UNESCO, 2015).

The third factor is the tangible factors that portrayed through the beauty of high historical values of buildings, existing canal, and urban infrastructure. The golden age of trade of VOC made the area became a transit place for many people with various cultural backgrounds. It is affecting to some extent the development process of the area especially in the form of architectural style. To exemplify, within the area several architectural styles can be found such as art deco, Dutch-style, and Chinese shophouses (Sari & Purwantiastning, 2018). The canal and urban infrastructure are also important elements that can be preserved as a monument (Dewi & Kurniawan, 2019).

Table 4 Cronbach Alpha and Multicollinearity tests

Item	Cronbach's Alpha Value	VIF
<i>Accessibility</i>		1.23
Access private	0.6698	
Access online	0.6469	
Access public transport	0.5482	
Overall access	0.5790	
<i>Physical element satisfaction</i>		1.65
Pedestrian satisfaction*	0.7515	
Street furniture	0.8320	
Enjoyment	0.8129	
Social space	0.8814	
<i>Experience</i>		1.01
<i>Instagrammable*</i>	0.6346	
Overall Experience	0.6586	
<i>Socio-demographic background</i>		1.29
Age	0.7637	
Gender	0.4905	
Education*	0.6852	
Monthly Income	0.6678	
Scale reliability coefficient:	0.6502	

Table 5 Ordinal Logit Regression Analysis

Revisited	Coef.	t-value	P > z	[95% Conf. Interval]		Log Likelihood
<i>Accessibility</i>						-58.077259
Access private	.052483	0.30	0.767	-.2945309	.399497	
Access online	-.0545031	-0.34	0.737	-.3730506	.2640444	
Access public transport	-.1489723	-0.87	0.384	-.484422	.1864773	
Overall access	-.1997368	-0.43	0.669	-1.116463	.7169894	

Revisited	Coef.	t-value	P > z	[95% Conf. Interval]		Log Likelihood
Physical element satisfaction						-55.686354
Pedestrian Satf*	-.8281055	-2.30	0.022	-1.535205	-.1210055	
Street furniture	.069622	0.14	0.886	-.8858821	1.025126	
Enjoyment	-.0076886	-0.02	0.984	-.7531662	.737789	
Social space	.2338478	0.57	0.570	-.573692	1.041388	
Experience						-49.700085
<i>Instagrammable*</i>	-1.8942	-3.78	0.000	-2.87652	-.91180	
Overall Experience	.9415065	1.26	0.208	-.523023	2.406035	
Socio-demographic items						-54.811098
Age	-.1331986	-0.29	0.775	-1.044961	.7785643	
Gender	.2168433	0.45	0.654	-.731083	1.16477	
Education*	.6712288	2.25	0.025	.0854475	1.25701	-56.108958
Monthly Income	-.4001522	-1.24	0.213	-1.030281	.2299769	

* significant at P < 0.05

4. DISCUSSION

The analysis of the set of observations in visitors' experience shows there are only three attributes with $(P > |z|) < 0.05$, which are 'pedestrian satisfaction with the pedestrian way facilities', 'visually pleasing for social media' (*Instagrammable* - Experience), and 'education' (socio-demographic background). Unfortunately, no indication of a significant relationship between the attributes in the accessibility variable and intention to revisit.

With LR chi2(2) more than null (zero), the significant impact of *Instagrammable* demonstrates the moderate influence to engage the audiences of the Kali Besar Area. The coefficient (β) of *Instagrammable*, both on Revisit attributes, calculated with OR (revisited) = $e^{-(-1.89416)} = 6.647$; indicating that higher probability of people with higher satisfaction level was 6.647 times than people who less satisfied about the visual pleasure nearby the area. Meanwhile, the cumulative satisfaction in a pedestrian way also significantly impacts the intention to revisit, as mentioned in the study by Rindell (2013), Bonn, et al. (2007), and O'Leary and Deegan (2005). The coefficient (β) of Pedestrian Satisfaction on Revisit attributes, calculated with OR (revisited) = $e^{-(-0.8281055)} = 2.28898$, indicating that higher probability of people with higher satisfaction level was 2.28898 times than people who less satisfied about the pedestrian ways along the corridor (see Table 5). Education is the only attribute from socio-demographic that statistically influencing the intention to revisit. The odds for lower level in education visitors to revisit the place is $e^{-(-0.6712288)} = 0.51$ than higher degree holders. This result might support the study by Poria et al. (2001) regarding the influence of socio-demographic background on heritage site tourism.

The result of the survey is dominantly in line with the pull factors. Only the factor of the richness of culture is not considered by respondents. Instead, many respondents mainly motivated by the physical quality of Kali Besar. The beauty of historical appearance to enjoy or to upload in their social media has a significant number from the survey. These results also supported the previous researches by Prayag (2012), Noralizawati, (2009), Shen et al. (2009), Yu (1995), and Oku and Fukamachi (2005) that highly aesthetic recreational area could determine the visitors' future intention to revisit the place. However, only a few that has a concern to the non-physical

reason, for instance, some of the respondents attracted by the long history of Kali Besar and academic purpose for research. We assume the reasons for unaware visitors were because of the lack of educational facilities nearby Kali Besar Area to facilitate the visitors in understanding the long historical values of Batavia.

5. CONCLUSION

Considering the socio-demographic background of the respondents, this article gives insight into how place management utilized to encourage young adults to revisit Jakarta tourism heritage riverfront, particularly in Kali Besar, Kota Tua. Since we obtained the response through the online questionnaire, we assume that each of the respondents has access to some social media online, e.g. Facebook and Instagram. These also indicated by the fact that the young adult who participates in the survey are obtained their high school and bachelor's degree. The respondents have a particular interest in visual records and experience while visited Kali Besar. Based on the survey, education level has a significant influence on visitors' satisfaction and intention to re-visit the place, whilst there is an insignificant implication with age, monthly income, and age. Furthermore, when it compares to the pull factor, the result is in line with most of the factors. The respondents are still unaware of the factor of the richness of culture.

Regarding the ordinal regression analysis in the STATA application, the most significant variable to keep engaging the visitors to revisit is visitors' experience, which measured through overall experience and visually engagement and overall satisfaction in pedestrian attributes. These results support the previous study by Bonn et al. (2007), which discusses the importance of 'ambient and design factors', by Huh, J. (2002) which underline 'heritage attraction' and 'cultural attraction', in line with Chi and Qu (2008) which emphasize 'destination image'. Meanwhile, the analysis for recommending attributes only influenced by visual pleasure.

The result indicated that the available physical elements in the Kali Besar corridor have not yet appealed to the visitors, as the respondents mostly demand 'comfort' in their future expectation; e.g. the cleanliness (Parker, Roper and Medway, 2015), the importance of micro-climate (Thani, Mohamad, and Idilfitri, 2012). However, some respondents surprised by art and installations along the Kali Besar corridor, which probably attract their interest in street furniture. The socio-demographic background could also influence the overall results because the young audience nowadays is easily fascinated by something that visually pleasing and aesthetic, which also verified by a study of Trinh and Ryan (2016) as well as Breiby and Slåtten (2018). There are several limitations regarding this study. Based on the reliability test and inferential tests, we conclude that the number of respondents and the preparation of attributes might influence the final results, due to our limited period of collecting the responses. Wider audiences and better attributes will improve the results and consistency.

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