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Tour Package Attributes, Price, and Socio-Cultural Factors as Determinants of Tourist Motivation and Visitation Decisions in an Urban Heritage Destination

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ABSTRACT

This study examines the influence of tour package attributes, tour package price, and socio-cultural factors on tourists' visitation decisions, with tourist motivation as a mediating variable, in the context of Kota Lama Tangerang as an emerging urban heritage destination. A quantitative approach was employed using a survey of 150 visitors, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that tour package attributes significantly influence tourist motivation ($\beta = 0.646$, $p < 0.001$) and visitation decisions ($\beta = 0.354$, $p < 0.001$). Tourist motivation also has a significant positive effect on visitation decisions ($\beta = 0.424$, $p < 0.001$) and mediates the relationship between tour package attributes and visitation decisions ($\beta = 0.274$, $p < 0.001$). In contrast, tour package price does not significantly affect tourist motivation ($\beta = 0.099$, $p = 0.271$), although it directly influences visitation decisions ($\beta = 0.104$, $p = 0.040$). Socio-cultural factors also significantly influence visitation decisions ($\beta = 0.154$, $p = 0.018$). These findings contribute to the urban heritage tourism literature by showing that visitation decisions are shaped by integrating experiential, psychological, and rational dimensions in post-pandemic tourism.

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1. INTRODUCTION

Urban heritage tourism has become an increasingly important segment of the global tourism industry, particularly in the post-pandemic landscape, where tourists increasingly seek meaningful, authentic, experience-oriented travel activities. According to UNWTO (2019), cultural tourism refers to tourism activities in which visitors are motivated to learn about, experience, and appreciate a destination's cultural heritage, both tangible and intangible. This tourism segment contributes significantly to global tourism development and increasingly reflects the growing demand for experiential and culturally immersive tourism experiences (Richards, 2021; UNESCO, 2021).

Over the past decade, tourism has shifted from mass tourism toward experience-based tourism, where tourists prioritize authenticity, emotional engagement, social interaction, and educational value (Tasci et al., 2022; Timothy & Nyaupane, 2022). Emerging tourism trends such as cultural immersion, experiential tourism, and proximity-based travel have further strengthened the relevance of heritage destinations within contemporary tourism behavior (Gössling et al., 2021; Sharma et al., 2021). Urban heritage destinations are no longer perceived merely as historical attractions, but increasingly as integrated socio-cultural spaces that combine historical identity, culinary experiences, community interaction, and lifestyle-oriented tourism activities.

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In Indonesia, urban heritage destinations such as Kota Tua Jakarta, Kota Lama Semarang, and Kota Lama Tangerang show how cultural heritage can serve as a strategic resource for destination attractiveness and local economic revitalization. Among these destinations, Kota Lama Tangerang has distinctive characteristics shaped by the acculturation of Sundanese, Betawi, Chinese, and colonial cultural influences that collectively define the destination's identity and tourism experiences. The area includes various heritage attractions such as the Boen Tek Bio Temple, Kalipasir Mosque, and Pasar Lama culinary district, which integrate historical heritage, local traditions, culinary tourism, and social interaction within an urban tourism setting.

The increasing number of tourist visits to Tangerang City indicates the growing attractiveness of urban heritage tourism in the region. Visitor numbers increased from 385,614 in 2019 to 976,064 in 2023 despite temporary declines during the COVID-19 pandemic (Department of Communication and Informatics of Tangerang City, 2024). However, increased tourist arrivals do not necessarily explain the underlying behavioral mechanisms influencing tourists' visitation decisions. Visitor statistics primarily represent tourism outcomes rather than explaining the cognitive, psychological, and socio-cultural processes underlying tourist behavior (Rather, 2021; Sharma et al., 2021). In heritage tourism contexts, tourists' visitation decisions are influenced by complex interactions among destination attributes, motivational factors, socio-cultural influences, and rational evaluations.

Previous tourism behavior studies have highlighted the importance of destination attributes in shaping tourist perceptions and behavioral intentions. In heritage tourism contexts, experiential destination attributes such as cultural authenticity, accessibility, culinary experiences, facilities, and service quality significantly influence tourists' experiential value and destination attractiveness (Raimkulov et al., 2021; Rasoolimanesh et al., 2021). These attributes serve as pull factors that stimulate tourist motivation by shaping expectations of meaningful tourism experiences and emotional engagement.

Tourist motivation itself is widely recognized as a central determinant of tourism behavior because it reflects the internal psychological drive that encourages individuals to engage in tourism activities (Giannoni et al., 2021). In contemporary heritage tourism, tourists are increasingly motivated by cultural immersion, experiential engagement, novelty seeking, and social interaction rather than solely by historical appreciation (Tasci et al., 2022). Motivation therefore plays an important role in transforming tourists' perceptions and experiential expectations into actual visitation decisions.

In addition to experiential dimensions, price perception also influences tourism behavior through tourists' evaluation of affordability, value, and financial feasibility (Walters et al., 2021; Chen et al., 2022). However, empirical findings regarding the relationship between price perception and tourist motivation remain inconsistent. Several studies report that affordable pricing and perceived value positively influence tourist motivation and behavioral intention (Rasoolimanesh et al., 2021), while others indicate that price primarily functions as a rational evaluative factor influencing final visitation decisions rather than a direct motivational driver (Sharma et al., 2021). These inconsistencies indicate that the role of price in tourism behavior remains theoretically and empirically inconclusive.

Furthermore, tourism behavior is socially embedded within socio-cultural environments. Social interaction, family influence, lifestyle alignment, and cultural values significantly influence tourists' destination choices and tourism preferences (Qian & Li, 2024; Rather, 2021). In urban heritage tourism contexts, socio-cultural dimensions become increasingly relevant because tourists often seek destinations that facilitate social engagement, cultural interaction, and identity-related experiences.

Despite the growing literature on heritage tourism behavior, important research gaps remain unresolved. Existing studies have largely examined destination attributes, tourist motivation, price perception, and socio-cultural factors separately, overlooking how these factors jointly shape visitation decisions in urban heritage tourism. Consequently, the psychological mechanisms through which experiential destination attributes, rational price evaluation, and socio-cultural influences interact to shape tourist behavior remain insufficiently understood. Moreover, empirical findings on the relationship between price perception and tourist motivation remain inconsistent, while empirical evidence from Indonesian urban heritage destinations characterized by

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multicultural acculturation and experience-based tourism remains limited. Therefore, this study examines the influence of tour package attributes, tour package price, and socio-cultural factors on tourists' visitation decisions, with tourist motivation serving as a mediating variable in the context of Kota Lama Tangerang as an urban heritage destination

The novelty of this study lies in developing an integrative urban heritage tourism behavior framework that explains visitation decisions through both experiential and rational pathways. Specifically, this study distinguishes the role of experiential destination attributes in shaping tourist motivation from the role of price perception as a rational evaluative mechanism influencing visitation decisions. Furthermore, this study contextualizes tourist behavior within a post-pandemic Indonesian urban heritage destination characterized by multicultural acculturation and experience-based tourism activities.

Tour package attributes represent the integrated configuration of tourism offerings, including attractions, accessibility, amenities, and supporting services that collectively shape tourist experiences and destination attractiveness. In heritage tourism contexts, experiential destination attributes function as pull factors that stimulate tourist interest and travel motivation through expectations of meaningful experiences and cultural engagement (Raimkulov et al., 2021). Recent empirical studies demonstrate that experiential destination attributes positively influence tourist motivation, particularly in cultural and heritage tourism settings where authenticity, social interaction, and experiential engagement become dominant tourism drivers (Rasoolimanesh et al., 2021; Tasci et al., 2022). Well-developed heritage attractions, accessibility, and experiential tourism activities tend to strengthen tourists' emotional attachment and motivation toward destinations. Based on the theoretical and empirical arguments above, the following hypothesis is proposed:
H1: Tourists' perceptions of tour package attributes positively affect tourist motivation.

Tour package price reflects tourists' perceptions regarding affordability, value, fairness, and financial sacrifice associated with tourism experiences (Walters et al., 2021; Chen et al., 2022). Price perception influences tourists' evaluation of whether tourism experiences are economically worthwhile and accessible. However, empirical findings regarding the relationship between price and tourist motivation remain inconsistent. Some studies indicate that affordable prices and positive value perceptions strengthen tourist motivation (Rasoolimanesh et al., 2021), while other studies report that price primarily influences rational evaluation processes rather than emotional or motivational dimensions of tourism behavior (Sharma et al., 2021). Based on these arguments, the following hypothesis is proposed:
H2: Tourists' perceptions of tour package price have a positive effect on tourist motivation.

Tourist motivation represents an internal psychological mechanism that encourages individuals to engage in tourism activities and influences behavioral intentions and visitation decisions (Giannoni et al., 2021). In heritage tourism contexts, tourists are increasingly motivated by cultural immersion, experiential engagement, novelty seeking, and social interaction. Previous studies demonstrate that tourist motivation significantly influences visitation intention, destination preference, and tourism decision-making behavior (Prayag et al., 2017; Tasci et al., 2022). Motivated tourists are more likely to transform positive destination perceptions into actual visitation behavior. Accordingly, the following hypothesis is proposed:
H3: Tourist motivation has a positive effect on visitation decisions.

Tour package attributes directly influence tourists' evaluations and destination choices by shaping perceptions of attractiveness, experiential value, and tourism quality (Stylos et al., 2016). In urban heritage tourism, experiential attributes such as cultural authenticity, culinary experiences, accessibility, and social interaction significantly affect tourists' visitation decisions. Empirical studies confirm that attractive destination attributes positively influence tourists' behavioral intentions and destination choices (Raimkulov et al., 2021; Sharma et al., 2021). Tourists tend to select destinations that provide meaningful, accessible, and socially engaging experiences. Therefore, the following hypothesis is proposed:
H4: Tourists' perceptions of tour package attributes positively affect visitation decisions.

Price perception influences tourists' evaluations regarding destination affordability, value for money, and financial feasibility in tourism decision-making processes (Walters et al., 2021; Chen et al., 2022). Although experiential value increasingly shapes heritage tourism behavior, economic considerations remain relevant during the final decision-making stage. Empirical studies indicate that perceived price fairness and affordability positively influence visitation decisions and tourists' willingness to visit tourism destinations (Sharma et al., 2021; Chen et al., 2022). Price therefore functions as a rational evaluative mechanism influencing tourists' final destination choices. Accordingly, the following hypothesis is proposed:
H5: Tourists' perceptions of tour package price have a positive effect on visitation decisions.

Socio-cultural factors, including social interaction, family influence, lifestyle alignment, reference groups, and cultural values, shape tourism behavior and destination preferences (Qian & Li, 2024; Rather, 2021). Tourism decisions are socially embedded processes influenced by collective experiences, social recommendations, and cultural compatibility. Within urban heritage tourism contexts, socio-cultural dimensions become increasingly important because tourists seek destinations that facilitate social interaction, cultural immersion, and identity-related experiences. Previous studies confirm that socio-cultural environments significantly influence tourists' behavioral intentions and destination decisions (Qian & Li, 2024; Rasoolimanesh et al., 2021). Based on these arguments, the following hypothesis is proposed:
H6: Socio-cultural factors positively affect visitation decisions.

2. RESEARCH METHOD

2.1 Research Designs

This study adopts a quantitative approach with an explanatory research design to examine the causal relationships among variables, namely tour package attributes, tour package price, socio-cultural factors, tourist motivation, and visitation decisions. An explanatory design is appropriate for identifying and testing cause–effect relationships among constructs within a theoretical framework (Saunders et al., 2019). Grounded in consumer behavior and heritage tourism theories, the research framework aims to test the proposed hypotheses (H1–H6) through a structural model (Hair et al., 2019). A cross-sectional survey design is employed, where data are collected from respondents at a single point in time. This design is widely used in social science and tourism research to examine relationships among latent variables efficiently (Sekaran & Bougie, 2016). Moreover, cross-sectional data are suitable for analyzing structural relationships and testing mediation effects using Structural Equation Modeling, particularly when the objective is prediction and theory testing (Hair et al., 2019; Kline, 2016).

2.2 Research Setting

The study is conducted in the Kota Lama Tangerang area, an urban heritage destination characterized by cultural acculturation and historical significance. Urban heritage destinations are recognized as important sites where historical assets, cultural diversity, and community identity intersect, creating unique tourism experiences. The site includes key heritage attractions such as Boen Tek Bio Temple, Kalipasir Mosque, and the Pasar Lama culinary district, which collectively represent the destination's core tourism experience. These elements reflect the integration of cultural heritage and tourism activities that contribute to destination attractiveness and experiential value.

2.3 Population and Sampling

The target population consists of tourists who have visited or are visiting the Kota Lama Tangerang area. In tourism research, defining the population based on actual visitors is appropriate for capturing perceptions, motivations, and behavioral intentions related to a specific destination (Veal, 2018). Given the absence of a complete sampling frame, this study employs purposive sampling, a non-probability technique in which respondents are selected based on predefined criteria. Purposive sampling is widely used in tourism and behavioral research to ensure that respondents possess relevant experience and knowledge related to the

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research context (Sekaran & Bougie, 2016; Saunders et al., 2019). The sample size is determined based on Structural Equation Modeling (SEM) requirements, which generally recommend a minimum of 5–10 observations per indicator to ensure reliable parameter estimation (Hair et al., 2019; Kline, 2016). Given the total number of indicators used in this study, the sample size is deemed sufficient to ensure the model's statistical robustness and validity.

2.4 Operationalization of Variables and Measurement

The constructs in this study were measured using a structured questionnaire adapted from previously validated scales in tourism behavior and heritage tourism research. The measurement indicators were contextualized to reflect the characteristics of urban heritage tourism in the Kota Lama Tangerang area. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is widely used in tourism and behavioral research to measure respondents' perceptions and attitudes.

Table 1. The Operationalization of Variables

Variable	Operational Definition	Indicators	References
Tour Package Attributes (X1)	Tour package attributes refer to the integrated combination of tourism products and services, including attractions, accessibility, facilities, accommodation, and supporting services designed to create meaningful and memorable tourism experiences for visitors within a destination (Buhalis & Amaranggana, 2015; Garrod & Fyall, 2021).	1. Tourist attractions 2. Accessibility and transportation 3. Facilities and accommodation 4. Tourism service quality	Tasci et al. (2022); Morrison (2022)
Tour Package Price (X2)	Tour package price refers to tourists' perceptions of the affordability, fairness, transparency, and value of tourism-related costs associated with transportation, accommodation, tourism services, food and beverages, and other destination experiences (Abrate et al., 2021; Wang et al., 2022).	1. Perceived value 2. Price affordability 3. Ease of payment methods 4. Price transparency 5. Price consistency/fairness 6. Price reasonableness	Walters et al. (2021); Chen et al. (2022); Kotler & Armstrong (2021)
Socio-Cultural Factors (X3)	Socio-cultural factors refer to social interaction, lifestyle, family influence, cultural values, and reference group influences that shape tourists' preferences, perceptions, and behavioral decisions within tourism activities (Rather, 2021; Qian & Li, 2024).	1. Reference group influence 2. Individual lifestyle and habits 3. Family influence	Rather (2021); Qian & Li (2024); Rasoolimanesh et al. (2021)
Tourist Motivation (Z)	Tourist motivation refers to the internal psychological drive that encourages individuals to participate in tourism activities in order to fulfill experiential, social, educational, emotional, and relaxation-related needs (Filep & Pearce, 2021; Stylidis et al., 2022).	1. Relaxation 2. Novel experiences 3. Social interaction 4. Atmosphere and environment 5. Education and culture	Giannoni et al. (2021); Tasci et al. (2022); Prayag et al. (2017)
Visitation Decision (Y)	Visitation decision refers to tourists' selection process among alternative tourism choices based on evaluations of destination attractiveness, accessibility, perceived value, social influence, and personal motivation (Rather, 2021; Wang et al., 2022).	1. Evaluation of tourist attractions 2. Evaluation of accessibility 3. Evaluation of price and value 4. Social influence 5. Personal motivation	Rather (2021); Chen et al. (2022); Stylos et al. (2016)

2.5 Data Analysis Technique

The data were analyzed using Structural Equation Modeling (SEM) with the variance-based Partial Least Squares (PLS-SEM) approach. This method is appropriate for prediction-oriented research and for analyzing complex models involving multiple latent constructs and indicators, while accommodating relatively small to medium sample sizes (Hair et al., 2019; Malhotra et al., 2017). Because all variables were measured using

self-reported questionnaires, common method bias (CMB) was assessed using the Full Collinearity Variance Inflation Factor (VIF) approach. Common method bias was considered absent when the full collinearity VIF values for all latent constructs were below the recommended threshold of 3.3.

The analysis proceeds by evaluating the measurement model (outer model) and the structural model (inner model). The measurement model assessment focuses on establishing validity and reliability. Convergent validity is evaluated using factor loadings and the Average Variance Extracted (AVE), where standardized loadings are expected to be ≥ 0.70 and AVE values ≥ 0.50 to indicate that a construct explains more than half of the variance of its indicators (Hair et al., 2019). Discriminant validity is assessed using the Fornell–Larcker criterion, where the square root of AVE for each construct should exceed its correlations with other constructs, and the Heterotrait–Monotrait ratio (HTMT), which should be below 0.85 (strict criterion) or 0.90 (liberal criterion). Reliability is examined through Cronbach's alpha and composite reliability, with acceptable threshold values generally ≥ 0.70, indicating adequate internal consistency among indicators (Malhotra et al., 2017; Hair et al., 2019). Collinearity diagnostics were assessed using the Variance Inflation Factor (VIF) in the structural model. As presented in Table 2, all inner VIF values ranged from 1.934 to 2.824, which are below the conservative threshold of 3.3 and well below the recommended threshold of 5.0 (Hair et al., 2019). These results indicate that collinearity is not a concern in the structural model, suggesting that multicollinearity does not adversely affect the estimated relationships among the constructs.

Table 2. Collinearity Statistics (Inner VIF Values)

Endogenous Construct	Predictor Construct	VIF
Tourist Motivation	Tour Package Attributes	1.934
Tourist Motivation	Tour Package Price	1.934
Visitation Decision	Tour Package Attributes	2.824
Visitation Decision	Tour Package Price	1.996
Visitation Decision	Socio-Cultural Factors	1.965
Visitation Decision	Tourist Motivation	2.599

The structural model evaluation assesses the predictive capability and strength of relationships among constructs. The coefficient of determination (R^2) evaluates the model's explanatory power, where values of 0.75, 0.50, and 0.25 are commonly interpreted as substantial, moderate, and weak, respectively (Hair et al., 2019). Effect size (f^2) is assessed to determine each exogenous construct's contribution to the endogenous variable, with values of 0.02, 0.15, and 0.35 indicating small, medium, and large effects. Predictive relevance (Q^2), obtained through the blindfolding procedure, assesses the model's predictive accuracy; Q^2 values greater than zero indicate predictive relevance (Hair et al., 2019). Model fit is evaluated using the Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, and Chi-Square indices. In PLS-SEM analysis, SRMR values below 0.10 indicate acceptable model fit, while lower values of d_ULS, d_G, and Chi-Square indicate better model adequacy and lower discrepancies between the empirical data and the proposed model (Hair et al., 2019).

2.6 Hypothesis Testing

Hypothesis testing was conducted by evaluating the structural relationships among constructs using the bootstrapping procedure in PLS-SEM. The significance of the relationships was assessed using path coefficients, t-statistics, and p-values obtained through bootstrapping, which allows estimation of statistical significance without strict distributional assumptions (Hair et al., 2019; Malhotra et al., 2017). A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05 (Hair et al., 2019; Kline, 2016). In addition, mediation analysis was performed to examine the role of tourist motivation as an intervening variable between the independent variables and visitation decisions. The indirect effects were evaluated using bootstrapping, and mediation was considered significant when the indirect effect was below 0.05 (Hair et al., 2019).

3. RESULTS AND DISCUSSIONS

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3.1 Results

Respondent Profile. A total of 150 respondents participated in this study, all of whom had visited the Kota Lama Tangerang area. Profiling respondents is important in tourism research to contextualize behavioral patterns and support the interpretation of empirical findings (Rasoolimanesh et al., 2021). The gender distribution shows a slightly higher proportion of female respondents, indicating stronger engagement in evaluating experiential and cultural tourism activities. Recent studies suggest that female tourists tend to be more involved in experiential and socially interactive tourism experiences (Tasci et al., 2022). In terms of age, the dominance of respondents aged 35 and above reflects the typical profile of heritage tourists, who are generally more interested in cultural, historical, and educational experiences (Timothy & Nyaupane, 2022; Rasoolimanesh et al., 2021). Most respondents have higher educational qualifications, which aligns with the characteristics of cultural tourism participants who seek meaningful, knowledge-based tourism experiences (Richards, 2021). Geographically, most visitors are from the local region, indicating a strong proximity-based travel pattern associated with post-pandemic urban tourism behavior, where tourists prefer nearby, accessible destinations (Sharma et al., 2021).

Measurement Model Evaluation. The measurement model evaluation confirms that the constructs meet the required validity and reliability criteria. Convergent validity is assessed using outer loadings, where values above 0.70 are considered ideal, although values between 0.50 and 0.70 are still acceptable in exploratory research (Hair et al., 2019). The results show that most indicators have loadings above 0.60, with several exceeding 0.70, indicating that the indicators adequately represent their respective constructs. Discriminant validity is evaluated using the Average Variance Extracted (AVE) and the Heterotrait–Monotrait ratio (HTMT). A construct is considered valid when AVE ≥ 0.50. In this study, most constructs meet this criterion, while the tour package attributes construct shows an AVE slightly below 0.50 (0.442), which is still acceptable when supported by high composite reliability (Hair et al., 2019). The indicators of the tour package attributes construct were retained because they are theoretically essential for representing the multidimensional nature of tour package attributes, including attractions, accessibility, amenities, and supporting services. Removing these indicators would reduce the construct's content validity and its ability to capture the conceptual domain of tour package attributes comprehensively. Furthermore, all HTMT values are below the 0.90 threshold, indicating that discriminant validity is established. Reliability is assessed using composite reliability and Cronbach's alpha, where values above 0.70 indicate satisfactory internal consistency (Malhotra et al., 2017; Hair et al., 2019). All constructs in this study exceed this threshold, confirming strong reliability.

Structural Model Evaluation. The structural model demonstrates substantial explanatory and predictive capability. The coefficient of determination (R^2) for visitation decisions is 0.824, indicating that the model explains 82.4% of the variance. According to established guidelines, R^2 values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak explanatory power, respectively (Hair et al., 2019). Therefore, the model shows strong explanatory power for visitation decisions. Meanwhile, the R^2 value for tourist motivation is 0.517, which falls into the moderate category. Predictive relevance (Q^2) assesses the model's predictive capability. Q^2 values greater than 0 indicate predictive relevance, while 0.02, 0.15, and 0.35 indicate small, medium, and large predictive relevance, respectively (Hair et al., 2019). The Q^2 values obtained for visitation decisions (0.431) and motivation (0.375) both exceed 0.35, indicating strong predictive relevance.

Model Fit. The model fit evaluation assessed the adequacy and overall fit of the proposed structural model. The fit summary results are presented in Table 3.

Table 3. Model Fit Evaluation

Model Fit Index	Saturated Model	Estimated Model	Recommended Threshold	Evaluation
SRMR	0.083	0.087	< 0.10	Acceptable Fit
d_ULS	7.860	8.483	Lower values indicate better fit	Acceptable
d_G	4.238	4.356	Lower values indicate better fit	Acceptable
Chi-Square	2817.132	2845.273	Lower values indicate better fit	Acceptable

Source: Data Processing Results (2026)

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Hypothesis Testing and Mediation Analysis. Hypothesis testing (Table 4 and Figure 1) is conducted using the bootstrapping procedure, where the significance of relationships is determined based on t-statistics and p-values. A relationship is considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05 at a 5% significance level (Hair et al., 2019; Kline, 2016). The results show that tour package attributes have a significant positive effect on tourist motivation ($t = 8.530$, $p < 0.001$), indicating that stronger tourism attributes lead to higher motivation. In contrast, tour package price does not significantly influence motivation ($t = 1.102$, $p = 0.271$), suggesting that motivation is not driven by price considerations.

Tourist motivation significantly affects visitation decisions ($t = 6.092$, $p < 0.001$), confirming its central role in shaping tourist behavior. Tour package attributes also significantly influence visitation decisions ($t = 6.044$, $p < 0.001$), reinforcing the importance of destination attractiveness. Tour package price has a significant but relatively weaker effect on visitation decisions ($t = 2.055$, $p = 0.040$), while socio-cultural factors also show a significant influence ($t = 2.382$, $p = 0.018$). These findings indicate that although price and social factors are relevant, experiential attributes remain the dominant drivers.

Table 4. Hypothesis Testing (Direct Effects)

Hypothesis	Path	Coefficient (β)	t-Statistic	P-Value	Result	Interpretation
H1	Tour Package Attributes → Tourist Motivation	0.646	8.530	0.000	Supported	Tour package attributes have the strongest positive effect on tourist motivation, indicating that attractive destination attributes substantially enhance tourists' motivation to visit Kota Lama Tangerang.
H2	Tour Package Price → Tourist Motivation	0.099	1.102	0.271	Not Supported	Tour package price does not significantly influence tourist motivation, suggesting that motivation is driven more by experiential destination attributes than by price considerations.
H3	Tourist Motivation → Visitation Decision	0.424	6.092	0.000	Supported	Tourist motivation significantly increases visitation decisions, indicating that highly motivated tourists are more likely to visit the destination.
H4	Tour Package Attributes → Visitation Decision	0.354	6.044	0.000	Supported	Attractive tour package attributes directly encourage tourists' visitation decisions, highlighting the importance of destination quality and tourism experiences.
H5	Tour Package Price → Visitation Decision	0.104	2.055	0.040	Supported	Tour package price has a positive but relatively weak influence on visitation decisions, indicating that price plays a secondary role compared with destination attributes and tourist motivation.
H6	Socio-Cultural Factors → Visitation Decision	0.154	2.382	0.018	Supported	Socio-cultural factors positively influence visitation decisions, suggesting that the multicultural environment and local cultural experiences contribute to tourists' decision-making.

Source: Data Processing Results (2026)

The mediation analysis (Table 5) is evaluated using bootstrapping, where indirect effects are considered significant if t-statistics exceed 1.96 and p-values are below 0.05 (Hair et al., 2019). The results indicate that tourist motivation significantly mediates the relationship between tour package attributes and visitation decisions ($t = 5.345$, $p < 0.001$), demonstrating a partial mediation effect. This suggests that attractive tourism

attributes enhance motivation, which in turn influences visitation decisions. However, motivation does not mediate the relationship between tour package price and visitation decisions (t = 1.071, p = 0.285), indicating that price influences decisions directly rather than through motivational mechanisms.

Table 5. Mediation Analysis (Indirect Effects)

Path	Indirect Effect	t-Statistic	P-Value	Mediation Type
Tour Package Attributes → Tourist Motivation → Visitation Decision	0.274	5.345	0.000	Partial Mediation
Tour Package Price → Tourist Motivation → Visitation Decision	0.042	1.071	0.285	No Mediation

Source: Data Processing Results (2026)

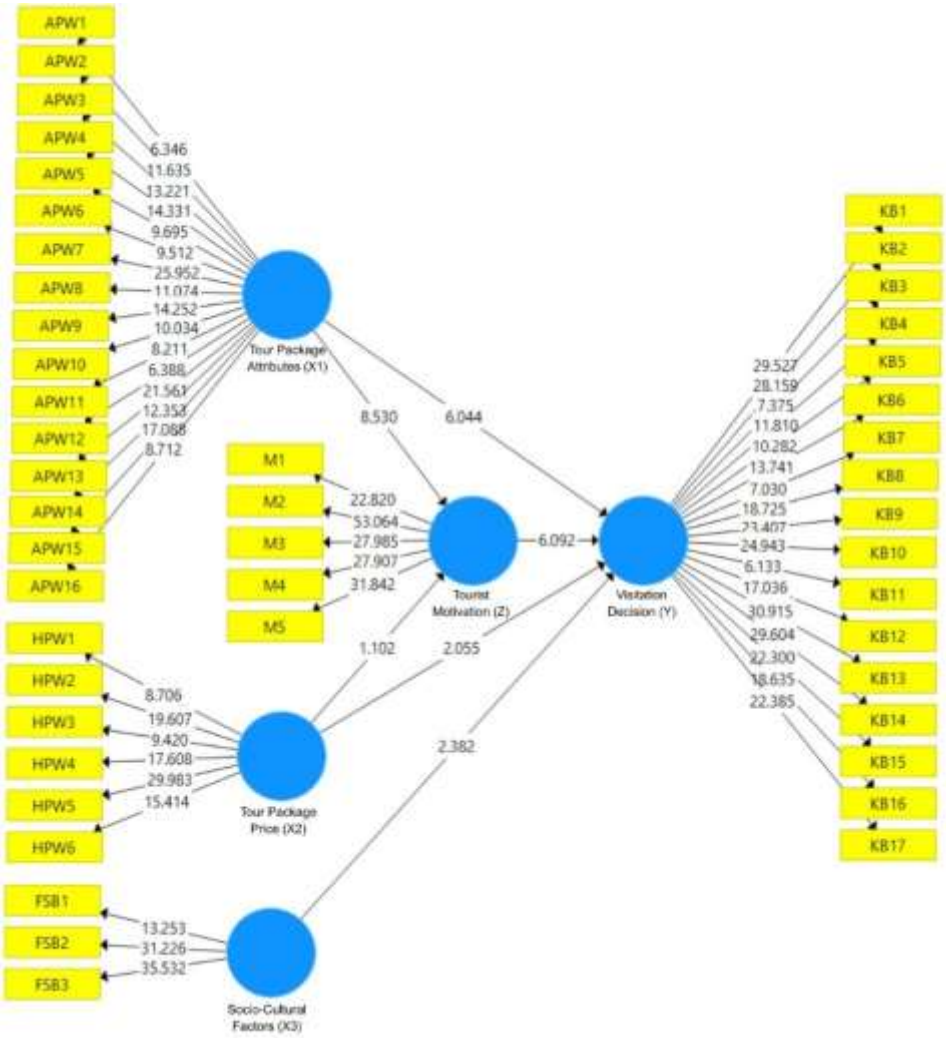


Figure 1. Inner Model
Source: Data Processing Results (2026)

3.2 Discussion

The findings of this study provide a deeper understanding of tourist behavior within the context of urban heritage tourism. The significant influence of tour package attributes on tourist motivation confirms that destination attractiveness remains an important pull factor in shaping tourist behavior. However, beyond reaffirming the classical push–pull motivation framework, the findings indicate a shift toward more experiential forms of heritage tourism. From a tourism psychology perspective, destination attributes stimulate both cognitive and affective evaluations before tourists make travel decisions. Attractive destination features generate expectations of enjoyment, authenticity, novelty, emotional fulfillment, and memorable experiences, thereby strengthening intrinsic travel motivation. According to Push–Pull Theory, destination attributes function

as external pull factors that activate internal psychological needs such as exploration, learning, recreation, and self-development. In the context of Kota Lama Tangerang, visitors are motivated not only by historical and cultural value but also by experiential elements such as culinary tourism, social interaction, and atmosphere-based tourism. Similar patterns have been identified in previous studies on Muara Takus Temple and Kota Tua Jakarta, where experiential engagement and destination attractiveness play a stronger role in motivating tourists than purely historical significance (Islamey & Eddyono, 2024; Latief & Eddyono, 2023). These findings suggest that urban heritage tourism increasingly functions as a hybrid tourism experience that combines cultural appreciation with recreational and lifestyle-oriented activities.

The insignificant effect of price on tourist motivation provides an important theoretical implication regarding the distinction between experiential and rational pathways in tourism behavior. The findings suggest that tourist motivation is primarily driven by psychological, emotional, and experiential dimensions rather than economic considerations. This result supports the argument that motivation operates as an internal push mechanism rather than a rational evaluation process. From a tourism psychology perspective, motivation is formed before tourists evaluate financial costs. Individuals are initially motivated by curiosity, novelty seeking, escape from routine, cultural appreciation, social interaction, and the desire for meaningful experiences rather than by monetary considerations. Consequently, price alone is insufficient to stimulate tourist motivation because it does not fulfill these intrinsic psychological needs. Instead, price functions primarily as a cognitive evaluation during the final stage of decision-making, where tourists assess whether the expected benefits justify the financial sacrifice. In post-pandemic tourism contexts, tourists tend to prioritize experience quality, emotional satisfaction, and meaningful engagement over financial considerations (Gufron et al., 2025). This condition is particularly relevant in Kota Lama Tangerang, where visitors can access and experience the destination relatively freely without substantial financial barriers. Nevertheless, price significantly influences visitation decisions, indicating that economic considerations become more relevant during the final decision-making stage. In this context, price acts as a rational filter, determining whether tourism activities are considered feasible and worthwhile.

The significant influence of tourist motivation on visitation decisions further confirms motivation's central role as a psychological mechanism bridging perception and actual behavior. Tourist motivation translates experiential expectations and emotional desires into actual visitation decisions, supporting previous findings that motivation strongly influences destination choice and tourist behavior (Pawaskar et al., 2020). This finding can also be explained through the Theory of Planned Behavior, which suggests that strong motivation enhances behavioral intention and ultimately increases the likelihood of performing a specific behavior. Psychologically, once tourists believe that a destination can satisfy their emotional and experiential expectations, they become more confident and committed to making the actual visitation decision. The findings also indicate that urban heritage tourism behavior increasingly reflects emotional, social, and experiential dimensions within post-pandemic tourism trends (Gufron et al., 2025). Furthermore, the direct influence of tour package attributes on visitation decisions demonstrates that destination attributes not only stimulate motivation but also directly shape tourists' evaluations and behavioral choices. From the perspective of destination image and tourist behavior, attractive destination attributes reduce perceived risk while increasing destination attractiveness, thereby strengthening behavioral intention and actual visitation decisions. This finding reinforces previous studies emphasizing that destination attractiveness and service quality significantly influence tourist perceptions and visitation behavior (Latief & Eddyono, 2023). In the context of Kota Lama Tangerang, integrating cultural heritage, culinary tourism, accessibility, and social interaction strengthens both experiential engagement and tourists' decision-making processes.

The findings also highlight the important role of socio-cultural factors in shaping tourist behavior. Tourism decisions are socially embedded and influenced by social interaction, recommendations, collective experiences, and cultural values. From a tourism psychology perspective, travel decisions are not made independently but are influenced by reference groups, subjective norms, and social identity. Positive recommendations, shared experiences, and cultural attachment increase tourists' confidence and emotional connection with a destination, thereby encouraging visitation decisions. This finding aligns with previous studies that emphasize the importance of socio-cultural dimensions in tourism behavior, particularly in heritage tourism settings where identity, social interaction, and cultural engagement become central components of the

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tourism experience (Qian & Li, 2024; Hinlayagan et al., 2023). Previous studies on tourism competitiveness in Indonesia similarly indicate that socio-cultural context and community engagement significantly contribute to destination attractiveness and visitor satisfaction (Eddyono, 2022; Eddyono et al., 2022). In addition, the mediation analysis confirms that tourist motivation acts as a psychological bridge linking destination attributes and visitation decisions. Conversely, the absence of mediation between price and visitation decisions strengthens the distinction between experiential and rational pathways in tourism behavior. These findings suggest that urban heritage tourism behavior operates through a dual-process mechanism, where experiential attributes and tourist motivation shape emotional engagement, while price operates through rational evaluation during the final decision-making stage. Overall, the findings demonstrate that tourist behavior in urban heritage destinations is increasingly shaped by experiential, psychological, and socio-cultural dimensions rather than purely economic considerations. Theoretically, this study extends the push–pull motivation framework by showing that experiential destination attributes and socio-cultural factors primarily stimulate tourist motivation, whereas price mainly functions during the rational evaluation stage preceding visitation decisions. From a managerial perspective, destination managers should prioritize enhancing authentic tourism experiences, cultural interpretation, culinary attractions, accessibility, and community engagement rather than relying primarily on price-based promotional strategies. Nevertheless, these findings should be interpreted within the context of Kota Lama Tangerang as an emerging urban heritage destination. The behavioral relationships identified in this study may differ across other tourism settings, such as coastal, rural, or ecotourism destinations, suggesting opportunities for future comparative research.

4. CONCLUSION

This study demonstrates that tourist behavior in urban heritage tourism is primarily shaped by experiential destination attributes, tourist motivation, and socio-cultural factors rather than by economic considerations alone. Tour package attributes most strongly determine tourist motivation, while motivation serves as the key psychological mechanism influencing visitation decisions. In contrast, tour package price does not significantly influence tourist motivation but directly affects visitation decisions, indicating that experiential factors drive motivation whereas price becomes more relevant during the final decision-making stage. The findings contribute to tourism behavior literature by extending the Push–Pull Motivation Theory through an integrative experiential–rational behavioral framework. The study shows that destination attributes and socio-cultural factors stimulate tourist motivation through psychological and experiential processes, whereas price operates through rational evaluation before the final visitation decision. From a managerial perspective, destination managers should prioritize enhancing authentic heritage experiences, cultural interpretation, culinary tourism, accessibility, and community engagement rather than relying primarily on price-based promotional strategies. Despite these contributions, this study is limited to Kota Lama Tangerang and employs a cross-sectional design, which may restrict the generalisability of the findings. Future research should examine different heritage tourism destinations using comparative or longitudinal approaches and incorporate additional tourism psychology constructs, such as destination image, perceived authenticity, memorable tourism experiences, and place attachment, to further validate and extend the proposed experiential–rational behavioral framework.

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