

**The Role of Brand Storytelling, Accessibility, and Ticket Pricing in Driving Leisure Intentions and Recreational Decisions:
A Study of Dunia Fantasi (Dufan), Jakarta**

Danti Favorita¹, Fauziah Eddyono^{1*}

¹⁾ Program Studi Magister Manajemen Universitas Sahid

*Corresponding author
Email : fauziahheddyono@usahid.ac.id

Abstrak

Pertumbuhan destinasi rekreasi urban menuntut pengelola theme park memahami faktor yang memengaruhi keputusan konsumen. Dunia Fantasi (Dufan) Jakarta sebagai ikon rekreasi yang memerlukan strategi efektif untuk menarik segmen pekerja korporasi berusia di bawah 45 tahun. Penelitian ini menganalisis pengaruh brand storytelling, aksesibilitas, dan harga tiket terhadap minat serta keputusan berekreasi. Data dikumpulkan melalui survei daring terhadap 250 responden dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil menunjukkan brand storytelling, aksesibilitas, dan harga tiket berpengaruh signifikan terhadap minat, sementara minat berekreasi berpengaruh paling kuat terhadap keputusan dan berperan sebagai mediator utama. Sebaliknya, aksesibilitas dan harga tidak berpengaruh langsung terhadap keputusan. Temuan ini menegaskan pentingnya integrasi dimensi emosional, fungsional, dan finansial dalam strategi pemasaran theme park, dengan penekanan pada narasi merek autentik, kemudahan akses, serta kebijakan harga berbasis nilai untuk memperkuat daya saing taman hiburan urban.

Kata kunci: brand storytelling, aksesibilitas, harga tiket, minat berekreasi, keputusan berekreasi

Abstract

Urban recreational destinations face increasing competition, requiring theme park managers to understand key drivers of consumer behavior. This study investigates the influence of brand storytelling, accessibility, and ticket pricing on recreational interest and visitation decision at *Dunia Fantasi* (Dufan) Jakarta, targeting corporate workers under 45. An online survey collected data from 250 respondents, analyzed using *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Findings reveal that brand storytelling, accessibility, and ticket pricing significantly affect recreational interest, which in turn strongly influences visitation decision and functions as a primary mediator. Direct effects of accessibility and ticket pricing on visitation decision are not significant. The study underscores the need to integrate emotional, functional, and financial dimensions in theme park marketing, emphasizing authentic brand narratives, ease of access, and value-based pricing. These strategies enhance urban amusement park competitiveness by fostering visitor engagement and informed decision-making.

Keywords: brand storytelling, accessibility, ticket pricing, visitation intention, recreation decision

INTRODUCTION

The urban tourism industry has emerged as a key driver of the service sector and the creative economy, contributing significantly to job creation, domestic consumption growth, and destination competitiveness (UNWTO, 2015). As a form of man-made tourism, theme parks have experienced rapid global growth, playing a major role in economic expansion, employment generation, and innovation within the entertainment industry (TEA/AECOM, 2023). Modern theme parks no longer merely offer rides; they emphasize the creation of holistic experiences through brand narratives, supporting facilities, and the integration of digital technologies (Milman et al., 2020). Consequently, managing theme parks requires a comprehensive business approach, in which marketing strategies play a central role in attracting visitors across diverse consumer segments.

In the context of Indonesia, Dunia Fantasi (Dufan) serves as a pioneering and iconic theme park within urban Jakarta. Situated in the national economic center, Dufan functions not only as a family recreational destination but also as part of the urban tourism business ecosystem, catering to both individual and organizational consumers. Data from (Pembangunan Jaya Ancol, 2023) recorded over 2.2 million visitors throughout the year, demonstrating its sustained appeal despite competition from emerging entertainment destinations. For the corporate employee segment under 45 years old, Dufan holds strategic relevance, as this group represents productive consumers with high mobility (Deloitte, 2023) and recreational needs integrated with corporate activities within the framework of corporate leisure (Haar et al., 2014); (Davidson, 1998).

In practice, Dufan has implemented the 4P marketing mix (Product, Price, Place, Promotion) as proposed by (Kotler & Armstrong, 2010) to maintain competitiveness in the urban recreation industry. Regarding product, Dufan emphasizes the quality of attractions and consistent facilities as its flagship offerings. In terms of price, ticket package strategies are designed to appeal to diverse consumer segments through promotions, discounts, and bundling, reflecting the view that pricing functions not only as a value indicator but also

as a market segmentation tool (Nguyen, 2019a). The place factor is realized through a strategic location in the capital city, supported by accessibility from various transportation modes (Sheth & Sisodia, 2012). Meanwhile, promotion is increasingly enhanced through digital strategies. Dufan leverages platforms such as Instagram, Facebook, and YouTube to expand its reach, collaborating with content creators to build authentic brand storytelling that resonates with visitors' experiences (Kurnoff & Lazarus, 2021); (Ahmadnia et al., 2024).

This digital marketing approach strengthens consumer engagement while enhancing the customer experience through visual content, testimonials, and stories shared by visitors. Initiatives such as "Ayo Jadi Bagian dari Ancol Creator" (Ancol.com, 2024) expand collaboration with digital communities, generating authentic content that reinforces brand positioning. From a marketing management perspective, this reflects a shift from conventional promotion toward narrative- and participation-based engagement marketing (Dessart, 2017); (Hudson, 1999). Concurrently, ticket pricing variations and distribution partnerships with third-party platforms such as Tiket.com and Traveloka add competitive value. This strategy is particularly relevant for the under-45 corporate employee segment, who are generally responsive to digital experiences, prioritize ease of access, and evaluate the alignment of price with perceived benefits.

Nevertheless, although Dufan's marketing practices have integrated the 4P mix with digital strategies, an evaluation of the effectiveness of these programs remains necessary, particularly from the perspective of brand storytelling, accessibility, and pricing. These three aspects are considered crucial as they represent the intersection of emotional, functional, and financial dimensions that shape consumer decision-making. Specifically, brand storytelling, as an emotional factor, influences the attitude toward the behavior by creating affective bonds, symbolic meaning, and narrative engagement that evoke positive feelings toward the experience (Escalas, 2004a; Woodside et al., 2008a). Meanwhile, accessibility, as a functional factor, strengthens positive attitudes by reducing perceived

physical and psychological barriers, which increase convenience and perceived behavioral control (Ajzen, 1991; Lam & Hsu, 2006a). Lastly, ticket pricing, representing the financial dimension, affects attitudes through perceptions of fairness, affordability, and value-for-money, shaping consumers' evaluative beliefs toward visiting the theme park (Monroe, 2003; Zeithaml, 1988a).

Together, brand storytelling, accessibility, and ticket pricing contribute to a favorable attitude toward visiting behavior, aligning with the Theory of Planned Behavior, where emotional, cognitive, and evaluative beliefs collectively determine behavioral intentions (Ajzen, 1991; Fishbein & Ajzen, 2011; Lam & Hsu, 2006; Zeithaml, 1988; Woodside et al., 2008).

Focusing on these three elements is important because previous research indicates that the integration of emotional, functional, and financial factors constitutes a primary determinant in shaping consumer intentions and decisions, particularly in the service and tourism sectors (Ma et al., 2021); (Zhou et al., 2025). Nevertheless, academic studies that empirically examine the effects of brand storytelling, accessibility, and pricing on visitation intentions and decisions remain limited, especially within the context of urban destinations in Indonesia and among corporate employees under 45 years old. Grounded in the Theory of Planned Behavior and contemporary marketing perspectives, this study aims to achieve the following objectives: (1) To examine the effects of brand storytelling, accessibility, and ticket pricing on visitors' visitation intention toward Dunia Fantasi (Dufan) Jakarta; (2) To analyze the influence of visitation intention on actual visitation decision within the context of urban recreational consumption; (3) To assess the direct and indirect effects of brand storytelling, accessibility, and ticket pricing on visitation decision through visitation intention as a mediating variable.

LITERATURE REVIEW

Grounded in the *Theory of Planned Behavior* (Fishbein & Ajzen, 2011), this study conceptualizes visitors' decision-making processes as a sequence of cognitive and affective evaluations that shape both visitation

intention and visitation decision. Within this framework, brand storytelling, accessibility, and ticket pricing are identified as the primary antecedents that jointly influence visitors' behavioral outcomes toward a tourism destination.

Brand storytelling functions as an emotional and symbolic mechanism that strengthens affective attachment and trust toward the destination brand, thereby stimulating both the *intention to visit* and the *actual decision to visit* (Escalas, 2004b); (Woodside et al., 2008b). Accessibility, encompassing both physical and digital access, represents a control-based determinant reflecting perceived ease of reaching the destination (Prideaux, 2000a); (Prideaux, 2000a; Su & Chen, 2022a). Meanwhile, ticket pricing reflects the perceived value and fairness of the experience offered (Zeithaml, 1988b); (Sweeney & Soutar, 2001), influencing both intention and decision formation through economic and psychological assessments.

Consistent with TPB, visitation intention operates as a mediating variable that connects cognitive and emotional antecedents to the actual behavioral outcome, visitation decision (Lam & Hsu, 2006b); (Han et al., 2010a). Nevertheless, following recent empirical evidence in tourism and hospitality, the model also incorporates direct effects of brand storytelling, accessibility, and ticket pricing on visitation decision to capture possible impulsive or experiential behaviors that bypass deliberate intention stages (Ahmadnia et al., 2024).

Accordingly, the conceptual framework proposes a multi-path causal structure in which:

1. Brand storytelling, accessibility, and ticket pricing positively influence visitation intention (H1–H3).
2. Visitation intention positively influences visitation decision (H4).
3. Brand storytelling, accessibility, and ticket pricing also exert direct positive effects on visitation decision (H5–H7).

This integrated framework aligns the theoretical foundation, hypotheses, and analytical approach by enabling simultaneous examination of direct and indirect causal relationships through *Partial Least Squares Structural Equation Modeling (PLS-SEM)*, which is appropriate for testing complex models with

mediating effects and multiple latent constructs in tourism research (Hair, 2014a).

1. The Effect of Brand Storytelling on Visitation Intention

Grounded in the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is recognized as the immediate predictor of planned behavior, shaped by attitude, subjective norms, and perceived behavioral control. Within the context of destination marketing or theme park promotion, brand storytelling serves as a symbolic communication tool that enriches the emotional and narrative dimensions of a destination brand. Through storytelling, audiences may experience narrative transportation, a psychological state in which individuals become deeply immersed in a story, temporarily suspending critical reflection of the real world (Green & Brock, 2000).

When consumers are transported into a brand narrative, they exhibit higher levels of cognitive and emotional engagement, which fosters positive attitudes toward the destination or brand. Empirical evidence from (Ali et al., 2018) indicates that an effectively structured brand story enhances brand image perceptions through the mechanism of narrative transportation, subsequently influencing consumer intentions in the context of luxury hotels.

In the tourism domain, Augusto et al. (n.d.) demonstrate that compelling destination narratives—characterized by structured storytelling and emotional immersion—evoke positive emotions and attitudes, thereby enhancing intention to visit. Complementary studies on digital media further confirm that social media storytelling, particularly visual-narrative content, amplifies emotional and affective engagement, which in turn positively affects visitation intention (Phung et al., 2025).

Moreover, research in consumer goods branding (e.g., eco-agricultural products) reveals that thematic brand storytelling positively influences brand attitudes, a relationship facilitated by perceived authenticity of the narrative. For instance, (Zhang et al., 2020) report that thematic brand storytelling strengthens consumer attitudes toward the brand, providing evidence that

storytelling effects are substantive rather than merely rhetorical.

Accordingly, based on the theoretical foundation of TPB, the mechanism of narrative transportation, emotional engagement, and supporting empirical evidence, it is posited that brand storytelling can stimulate visitation intention by shaping attitudes and emotional attachment to the destination brand. Thus, the first hypothesis is formulated as follows:

H1. Brand storytelling positively influences visitation intention.

2. The Effect of Accessibility on Visitation Intention

According to the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is determined by attitude, subjective norms, and perceived behavioral control (PBC). Accessibility constitutes a critical element of PBC, as individuals' perceptions of ease or difficulty in reaching a destination influence their confidence in performing the travel behavior. The easier a destination is to access—via public transportation, road networks, or digital information platforms—the higher the likelihood of forming a visitation intention (Lam & Hsu, 2006a).

Accessibility encompasses two primary dimensions: physical access (transportation, infrastructure, location) and informational access (availability of route, ticketing, and travel time information). Morrison & Mill (1985a), emphasize that accessibility functions as a key operational component within the tourism system, serving as a bridge between visitation intention and actual visitation decision. Prideaux (2000) further supports this argument by highlighting that efficient and integrated transport systems are pivotal in shaping positive destination perceptions and intentions to visit.

Recent empirical studies also reinforce the significance of accessibility for visitation intention. (Su & Chen, 2022b) find that ease of access in China's Greater Bay Area significantly affects travel intention through perceived value and cost. In urban tourism contexts, (Xue et al., 2025) demonstrate that digital accessibility—particularly via online booking platforms and digital map-based navigation—enhances perceived convenience and mediates the relationship between destination image and

visit intention. Similarly, Kim et al. (2024). report that the integration of public transport systems with digital platforms significantly influences intention to visit smart tourism destinations, especially among tech-savvy younger travelers. Empirical evidence from Indonesia corroborates these findings, indicating that both physical and digital accessibility serve as primary determinants of tourist visitation intention (Eddyono, 2020); (Eddyono et al., 2025). Accordingly, ease of access—through transportation and informational channels—functions as a practical factor that strengthens visitation intention by enhancing perceived control and behavioral convenience.

Based on the theoretical foundation of the Theory of Planned Behavior and cross-context empirical evidence, the following hypothesis is proposed:

H2. Accessibility positively influences visitation intention.

3. The Effect of Ticket Pricing on Visitation Intention

Within the Theory of Planned Behavior framework (Ajzen, 1991), behavioral intention is formed through attitude, subjective norms, and perceived behavioral control. In the context of tourism behavior, ticket pricing operates as an evaluative component that shapes attitudes toward visiting through perceived value and price fairness (Monroe, 2003; Zeithaml, 1988a). Consumers assess the costs incurred against anticipated benefits and experiences (value for money). When ticket prices are perceived as reasonable and commensurate with the quality of the experience, positive attitudes are reinforced, thereby enhancing visitation intention (Han et al., 2010b).

Pricing also serves as a quality cue and a psychological segmentation tool in tourism decision-making (Kotler et al., 2017). In urban leisure destinations such as amusement parks, price perception is influenced not only by the nominal ticket cost but also by payment convenience, digital promotions, and bundling offers (Nguyen, 2019b). Chen & Chen (2010), demonstrate that high perceived value—arising from a combination of experience quality and fair pricing—is positively associated with heritage tourists' visit intentions.

Empirical evidence further supports the relationship between pricing and visitation intention across various tourism and recreational contexts. Jin et al. (2015)) show that experience quality and price fairness significantly enhance satisfaction and behavioral intention in Korean water parks. Levyda et al. (2022) report that facility promotions and pricing policies at Dufan Ancol positively affect visit intention, particularly among productive domestic tourists. Post-pandemic research by Sun et al. (2023) indicates that tourists are increasingly sensitive to value-based pricing, preferring destinations with prices perceived as fair and transparent.

Conceptually, competitive, transparent, and experience-aligned pricing fosters positive attitudes and reinforces the perception that visitation decisions are rational and valuable (Zeithaml (1988a, 1988b). Accordingly, fair and high-value pricing enhances visitation intention, whereas perceived overpricing diminishes it.

Based on the theoretical underpinnings of the Theory of Planned Behavior and cross-context empirical evidence, the following hypothesis is proposed:

H3. Ticket pricing positively influences visitation intention.

4. The Effect of Visitation Intention on Visitation Decision

According to the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991), behavioral intention serves as a direct predictor of actual behavior. Intention reflects an individual's motivation to perform a specific action and indicates the strength of their commitment to executing that action. In other words, the stronger a person's intention to visit a tourism destination, the greater the likelihood that the actual visitation decision will be realized (Fishbein & Ajzen, 2011).

In the tourism context, visitation intention refers to an individual's predisposition to plan, select, and undertake a visit to a destination. TPB asserts that intention is formed through a combination of attitudes toward the destination, social norms, and perceived behavioral control (Ajzen, 1991). Thus, visitation intention functions as a psychological bridge between antecedent factors—such as perceived value, emotional experiences, and

trust toward the destination—and the actual behavior of deciding to visit (Lam & Hsu, 2006a). Empirical studies consistently support the strong relationship between intention and actual tourism behavior. (Han et al., 2010b) found that environmentally conscious travelers' intentions were key predictors of actual green hotel stays. Similarly, Lam and Hsu (2006) demonstrated that tourists' intentions to visit new destinations significantly influenced their actual visitation decisions, even after controlling for sociodemographic factors. (Assaker & Hallak, 2013) further confirmed that travel intention has a direct effect on both short-term and long-term visitation decisions through the perception of satisfying experiences.

Recent evidence in urban tourism and amusement park contexts shows a comparable pattern. Studies by Su & Chen (2022b) and Yu et al. (2025) confirmed that visitation intention is a primary determinant of visitation decision at experience-based destinations, where perceptions of accessibility, pricing, and emotional value shape intentions that subsequently trigger actual behavior. In Indonesia, Eddyono et al. (2020a) demonstrated that visitation intention significantly mediates the influence of destination competitiveness on tourists' actual visitation decisions in national park areas.

Accordingly, based on TPB and cross-context empirical evidence, it can be concluded that the stronger an individual's intention to visit, the higher the likelihood of actual visitation behavior. Therefore, the following hypothesis is proposed:

H4. Visitation intention positively influences visitation decision.

5. The Effect of Brand Storytelling on Visitation Decision

Although the Theory of Planned Behavior (TPB) posits that behavioral intention is the primary predictor of actual behavior (Ajzen, 1991), tourism marketing literature suggests that brand storytelling can also exert a direct influence on visitation decision. This direct effect emerges when brand narratives evoke emotional engagement, reduce uncertainty, and foster perceptions of authenticity and trust toward the destination, thereby motivating individuals to make actual visitation decisions without

undergoing an extended intention formation process (Escalas, 2004a; Woodside et al., 2008a).

Through the mechanism of narrative transportation—a psychological state in which individuals become fully “immersed” in a story—brand storytelling generates strong affective attachment, enhances positive destination image, and strengthens confidence in the expected experiential benefits (Green & Brock, 2000). Consequently, consumers experiencing narrative immersion are more likely to translate perceptions into actual behavior, as they feel they have symbolically “experienced” the destination prior to the actual visit.

Empirical evidence supports the direct pathway between storytelling and visitation decision. (Cao et al., 2021) found that destination short videos with a strong narrative structure increased actual visitation decisions via heightened enjoyment and reduced perceived risk. Similarly, Ko et al. (2022) demonstrated that narrative elements in festival communications significantly influenced direct participation decisions. These findings confirm that vivid and emotionally rich narratives can trigger behavioral decisions without being fully mediated by intention.

Furthermore, Ahmadnia et al. (2024)) highlight that digital storytelling on social media accelerates tourists' decision-making through enhanced customer engagement and brand trust. (Hudson et al., 2015) also show that emotional narratives in destination promotion strengthen brand relationship quality and motivate actual visitation. In the amusement park context, S. V. Jin et al. (2021, indicate that authentic, experience-oriented narratives—particularly those conveyed via visual content and user-generated storytelling—bridge the gap between perceived experience and actual ticket purchase behavior.

Accordingly, based on TPB, narrative transportation theory, and empirical support across diverse tourism contexts, brand storytelling is identified as having a positive effect on visitation decision, both directly and indirectly through visitation intention.

H5. Brand storytelling positively influences visitation decision.

6. The Effect of Accessibility on Visitation Decision

Within the framework of the Theory of Planned Behavior (TPB), perceived behavioral control (PBC) is a primary determinant of actual behavior, as individuals are more likely to act when they perceive ease and capability in performing the behavior (Ajzen, 1991). In the tourism context, accessibility constitutes a critical component of PBC, determining how easily tourists can reach a destination through transportation infrastructure, availability of information, and digital connectivity (Lam & Hsu, 2006a; Prideaux, 2000b).

High accessibility encompasses two main dimensions: physical access, including public transportation, roads, and parking facilities, and informational access, such as digital navigation, online ticketing systems, and technology-based tourist guidance (Litman, 2021; UNWTO, 2018). Together, these dimensions enhance travel convenience and efficiency, thereby strengthening tourists' decisions to undertake actual visits. In urban destinations like amusement parks, mobility ease and time efficiency serve as rational drivers of visitation behavior (Weaver, 2023).

Empirical findings indicate that accessibility not only affects visitation intention but can also exert a direct influence on actual visitation decisions when tourists perceive ease of access as a key determinant of comfort and risk mitigation. (Su & Chen (2022b) demonstrate that, in metropolitan areas, transportation ease and perceived value directly influence tourists' travel decisions. Similarly, Xue, Li, and Zhao (2023) show that digital accessibility via smart technologies enhances actual visitation decisions by reducing perceived distance and time barriers.

However, several studies also highlight that the relationship between accessibility and actual visitation is often indirect, mediated by visitation intention (Lam & Hsu, 2006a); (Eddyono, 2022). This suggests that while accessibility creates perceptions of ease, actual visitation decisions generally emerge when this ease first shapes a strong intention to visit. Conceptually, the direct relationship between accessibility and visitation decision remains relevant for empirical testing to assess the functional strength of the pathway toward actual behavior.

Accordingly, based on theoretical foundations and empirical evidence across tourism contexts, the following hypothesis is proposed:

H6. Accessibility positively influences visitation decision.

7. The Effect of Ticket Pricing on Visitation Decision

In consumer behavior and tourism literature, ticket pricing constitutes a critical element of perceived value, directly shaping tourists' actual decision-making processes (Zeithaml, 1988a); (Monroe, 2003). Within the Theory of Planned Behavior (TPB) framework, price functions as a component of perceived behavioral control (PBC), as individuals' perceptions of affordability and price appropriateness determine their perceived capability to undertake a visit or actual travel behavior (Ajzen, 1991).

Psychologically, price perception extends beyond nominal cost to encompass price fairness, emotional value, and functional value, which collectively influence actual consumer decisions (Sweeney & Soutar, 2001). In tourism and amusement contexts, tickets perceived as fair, transparent, and commensurate with the promised experience reduce decision barriers and increase the likelihood of purchase or actual visitation (Han & Hyun, 2018).

Empirical evidence supports the direct effect of pricing on visitation decisions. (Su & Chen, 2022c) found that cost and perceived value jointly influence tourists' actual travel decisions in metropolitan tourism contexts. Similarly, (HU et al., 2021) demonstrate that fair pricing enhances perceived experience value, which in turn directly impacts visitation decisions in theme parks. (Qin et al., 2024) further show that dynamic digital pricing strategies drive actual purchase decisions by enhancing perceptions of efficiency and consumer control.

In the context of digital tourism in Indonesia, online ticketing models and time-based promotions (e.g., early-bird pricing or flash sales) have been shown to strengthen purchase urgency and perceived deal value, thereby increasing actual visitation (Eddyono et al., 2021b). This evidence underscores that psychological and behavioral dimensions of pricing strategies play a pivotal role in

translating visitation intention into actual decision-making.

Accordingly, based on TPB and cross-context empirical evidence, the following hypothesis is proposed:

H7. Ticket pricing positively influences visitation decision.

RESEARCH METHODOLOGY

This study employed a quantitative approach using a structured survey method to examine the influence of brand storytelling, accessibility, and price on recreational interest and recreational decision-making. A quantitative design was selected as it enables the testing of causal relationships among variables within the proposed conceptual framework by applying Partial Least Squares Structural Equation Modeling (PLS-SEM), an analytical technique widely recommended for complex models in business and tourism research (Hair, 2014b; Hair et al., 2011).

The research population consisted of productive urban workers in Jakarta, representing the corporate leisure market segment. This population was chosen because it reflects a strategic consumer group with high purchasing power and demand for leisure activities that complement professional life. A purposive sampling technique was employed, with the inclusion criteria specifying that respondents must be actively employed in the service, manufacturing, trade, or technology sectors, and fall within the 18–44 age range. Data collection was conducted in 2024 through an online survey, which was distributed via professional networks and corporate communities. The online distribution ensured accessibility, efficiency, and suitability for the digitally literate profile of urban corporate employee.

The choice of Partial Least Squares Structural Equation Modeling (PLS-SEM) was motivated by several methodological considerations relevant to leisure and recreation research. First, PLS-SEM is particularly suitable for studies with predictive and exploratory objectives, where the primary focus is on maximizing explained variance (Hair et al., 2011). Given that the present study seeks to predict recreational interest and decision-making based on marketing constructs, PLS-SEM

was deemed more appropriate than covariance-based SEM (CB-SEM).

Second, PLS-SEM demonstrates robust performance when working with complex models containing multiple latent variables and indicators, even under conditions of moderate sample sizes (Hair, 2014b); (Chin, 1998). This makes it a suitable approach for analyzing behavioral models in leisure and tourism contexts, where constructs such as brand storytelling, accessibility, and price are inherently multidimensional.

Third, PLS-SEM imposes fewer distributional assumptions on the data compared to CB-SEM, making it more reliable for non-normal data, which are common in survey-based leisure studies (Henseler et al., 2015). This methodological flexibility ensures that the results are both statistically rigorous and practically applicable.

Finally, PLS-SEM has gained increasing acceptance in hospitality, leisure, and tourism research due to its capacity to integrate measurement and structural models simultaneously, thus allowing researchers to validate constructs and test hypotheses in a single step (Ali et al., 2018). In light of these methodological advantages, PLS-SEM was selected as the analytical technique to assess the hypothesized model in this study.

Subsequently, the evaluation of the structural model was conducted by assessing the coefficient of determination (R^2) to examine the extent to which the independent constructs explain the variance of the dependent constructs. The model's predictive relevance was further tested using the Q^2 statistic to ensure its predictive validity (Geisser, 1975); (Stone, 1974).

Hypothesis testing was performed using the bootstrapping method, which estimates parameter distributions without assuming normality, making it appropriate for PLS-SEM (Hair, 2014b). The significance of the relationships between variables was evaluated based on t-statistics greater than 1.96 and p-values less than 0.10 (Chin, 1998; (Chin, 1998; Hair, 201b)

Table 1. Research Instruments

Variable	Concept	Indicators	References
Brand Story telling	A brand communication strategy that utilizes narratives or stories to foster consumer engagement, strengthen brand image, and create a continuous emotional experience	1. Message 2. Conflict 3. Character 4. Plot	(Budtz et al., 2010); (Pulizzi, 2012); (Woodside et al., 2008a); (Escalas, 2004a)
Accessi-bility	The degree of ease for consumers or tourists to access a recreational destination through various information channels, transportation modes, and integrated infrastructure	1. Information access 2. Transportation access 3. Road access 4. Integrated toll road access	(Morrison & Mill, 1985); (Litman, 2021); (Weaver, 2023); (UNWTO, 2018)
Ticket Price	The perceived monetary value exchanged by consumers to obtain benefits from a recreational product or service, reflecting affordability, quality alignment, and price competitiveness	1. Affordability 2. Consistency with quality 3. Price competitiveness/affordability	(Kotler et al., 2014); (Nagle et al., 2016); (Monroe, 2003; Smith & Colgate, 2007); (Smith & Colgate, 2007)
Visitation intention	The tendency or intention of consumers to choose, plan, and participate in recreational activities based on individual	Transactional intention	(Kotler et al., 2014) (Solomon et al., 2014); (Ajzen, 1991); (Han et al., 2010a)

Variable	Concept	Indicators	References
	experiences and preferences		
Visitation decision	The final action of consumers in choosing, purchasing, or utilizing recreational services, driven by experiences, preferences, and evaluative considerations	1. Decision to purchase tickets or recreational services 2. Selection of rides based on preferences 3. Certainty in making visits 4. Actual actions following recreational plans	(Kotler, 1994); (Schiffman et al., 2010); Engel (Engel et al., 1995);

RESULT AND DISCUSSION

Descriptive Statistics of Respondents

This study successfully collected 250 valid responses, exceeding the minimum sample size recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM), thereby ensuring the stability and validity of model estimation. Data were obtained through an online survey distributed via professional networks and corporate communities in Jakarta during the year 2024.

The descriptive analysis shows that respondents were predominantly aged 25–34 years (52%), followed by those aged 35–44 years (36%) and 18–24 years (12%). The gender distribution was relatively balanced, with 54% male and 46% female participants. In terms of occupational sectors, the majority were employed in services (41%) and manufacturing (34%), while the remainder represented trade, technology, and other sectors. These characteristics illustrate the representativeness of productive urban workers with high mobility, aligning with the target profile of the corporate leisure market segment.

Measurement Model Assessment

Construct validity and reliability were assessed using PLS-SEM. All indicators satisfied the criteria for convergent validity, with outer loadings exceeding 0.70. The Average Variance Extracted (AVE) values ranged between 0.58 and 0.72, surpassing the recommended threshold of 0.50. Composite Reliability (CR) values fell between 0.83 and 0.91, while

Cronbach's Alpha values ranged from 0.78 to 0.88. These results confirm that the research instrument demonstrates adequate validity and reliability (Hair, 2014b). Furthermore, discriminant validity assessed through the Fornell-Larcker criterion indicated that the square root of the AVE for each construct was greater than its inter-construct correlations, confirming that the instrument is suitable for further analysis (Henseler et al., 2015).

Structural Model Evaluation

The coefficient of determination (R^2) values showed that brand storytelling, accessibility, and ticket price explained 62.1% of the variance in visitation decision ($R^2 = 0.621$). Furthermore, the combination of brand storytelling, accessibility, ticket price, and visitation decision explained 68.4% of the variance in recreational decision ($R^2 = 0.684$). The predictive relevance ($Q^2 > 0$) confirmed that the model possesses strong predictive validity (Geisser, 1975; Stone, 1974).

Hypothesis Testing

Hypothesis testing was conducted to evaluate the direct and indirect effects among variables within the research model. The bootstrapping procedure, implemented using SmartPLS 3.0, was employed due to its ability to estimate parameter distributions without the assumption

of normality, making it suitable for PLS-SEM applications (Hair, 2014b). The significance of hypothesized relationships was assessed based on t -statistics and p -values. Following established criteria, paths were deemed significant if the t -statistic exceeded 1.96 (Hair, 2014b) and the p -value was below the threshold of 0.10 (Chin, 1998); (Hair, 2014b). At a 5% significance level, these criteria confirm that relationships surpassing these cut offs are statistically significant.

Bootstrapping Results

The bootstrapping analysis using PLS-SEM with SmartPLS 3.0 (Table 2) revealed that most of the structural paths in the research model were statistically significant. *Brand storytelling*, *accessibility*, and *ticket price* were found to exert a positive and significant influence on recreational interest, with t -statistic values exceeding the threshold of 1.96 and p -values < 0.05 . Furthermore, recreational interest demonstrated a highly significant effect on recreation decision-making, as evidenced by the highest t -statistic (7.894) and the largest effect size ($F^2 = 1.163$). These findings highlight recreational interest as the key determinant driving individuals' decisions to engage in recreation.

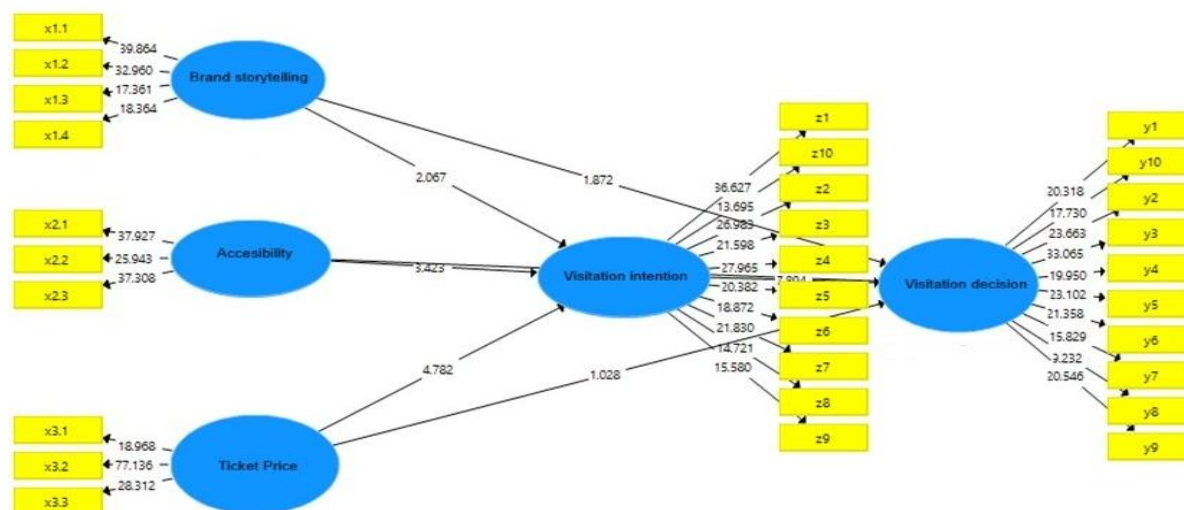


Figure 1. Outer Loadings Bootstrapping

However, not all hypothesized relationships were supported. The direct paths from accessibility → recreation decision (H6) and ticket price → recreation decision (H7) were not significant, since their *t-statistic* values were below 1.96 and *p-values* exceeded 0.10. This suggests that recreation decision-making is more strongly mediated by recreational interest rather than being directly influenced by accessibility or ticket price. Consequently, the effects of brand storytelling, accessibility, and ticket price on recreation decision-making are primarily indirect, operating through the enhancement of recreational interest rather than exerting direct influence.

Table 2. Hypothesis Testing Results

Hypothesis	Relationship	t-Statistic	p-Value	F ²	Result
H1	Brand storytelling → Visitation intention	2.067	0.039	0.088	Sig
H2	Accessibility → visitation intention	3.423	0.001	0.143	Sig
H3	Ticket price → visitation intention	4.782	0.000	0.559	Sig
H4	Visitation intention	7.894	0.000	1.163	Sig

Interpretation of Path Analysis Results

The path analysis results (Table 3) indicate that Visitation intention exerts the strongest influence on Recreation Decision, with a path coefficient ($\beta = 0.745$; *t-statistic* = 7.894; *p* < 0.001). This finding underscores that intention is the primary predictor of actual behavior, as emphasized in the *Theory of Planned Behavior* (Ajzen, 1991) and supported by Lam & Hsu (2006), who demonstrated that intention represents the most critical determinant of tourist decision-making.

In addition to this direct pathway, indirect effects through mediating variables are also significant. Ticket Price exerts the largest indirect effect on Recreation Decision, with a total influence of ($\beta = 0.460$). This implies that although price does not directly impact decision-making, it plays a crucial role in shaping intention, which subsequently drives

Hypothesis	Relationship	t-Statistic	p-Value	F ²	Result
H5	→ Visitation decision Brand storytelling	1.872	0.062	0.088	Sig
H6	→ visitation decision Accessibility →	2.370	0.711	0.000	No Sig
H7	visitation decision Ticket price → visitation decision	1.028	0.304	0.019	No Sig

Overall, the empirical findings confirm that brand storytelling, accessibility, and ticket price are the primary determinants of visit intention and actual visitation decision among corporate consumers under the age of 45 in Jakarta. Visit intention serves as a mediating variable that strengthens the relationship between marketing attributes and actual decisions. Accordingly, consumer behavior in theme parks such as Dufan can be explained through the interplay of emotional factors (brand storytelling), functional factors (accessibility), and financial factors (ticket price), which collectively influence decision-making behavior.

actual behavior. This finding aligns with Zeithaml (1988) perspective that consumer value perception is more strongly oriented toward the trade-off between quality and price, which often operates through attitudinal and intentional dimensions.

Subsequent Findings on Path Effects

Brand Storytelling demonstrates a total effect of 0.332, comprising both a direct effect ($\beta = 0.165$) and an indirect effect mediated through intention ($\beta = 0.167$). This indicates that brand narratives not only foster emotional attachment that strengthens visitation decision but also contribute directly to visitation decision. (Hudson et al., 2015) reinforce this finding by highlighting that storytelling effectively enhances consumer engagement through emotionally resonant experiences.

In contrast, Accessibility exhibits a total effect of 0.181, which is entirely mediated by intention.

This suggests that ease of transportation, availability of information, and convenience of access primarily shape visitation decision before influencing final decisions. These results are consistent with (Beerli & Martín, 2004) as well Su & Chen (2022), who emphasized that functional attributes act more as antecedents of intention rather than as direct determinants of decision-making.

Overall, the path analysis confirms that visitation decision are predominantly driven by visitation decision. Exogenous variables—brand storytelling, accessibility, and ticket price—operate primarily through the mediating role of intention. Accordingly, destination management strategies should focus on strengthening visitor intention through a complementary integration of emotional (brand storytelling), functional (accessibility), and financial (price) factors that collectively shape consumer decision-making behavior.

Table 3. Path Analysis toward Recreation Decision

Variable	Direct Effect— Decision (β)	Indirect Effect via Intention (β)	Total Effect (β)	Path Strength Category	Ref
Brand story- telling	0.165 (significant)	0.167 (0.221 × 0.745)	0.332	Weak (direct), Strong (total)	(Chin, 1998); (Hair, 2014b)
Accessi- bility	-0.018 (not significant)	0.199 (0.267 × 0.745)	0.181	Not sig (direct), Mode- rate (total)	(Chin, 1998); (Hair, 2014b)
Ticket price	0.085 (not significant)	0.375 (0.504 × 0.745)	0.460	Not sig (direct), Strong (total)	(Chin, 1998); (Hair, 2014b)
Visitation decision	0.745 (significant)	—	0.745	Very Strong (direct)	(Ajzen, 1991; Chin, 1998); (Hair, 2014b)

Managerial Implications

The findings of this study confirm that visitation decision functions as a key mediator in shaping recreational decision-making. This result has strategic implications for destination management, particularly in the context of urban theme parks such as Dufan, which operate within the broader experience economy.

The variable of brand storytelling, which proved significant both directly and indirectly, highlights the need for destination marketing strategies to be directed toward the creation of authentic

and consistent brand narratives. Narratives that evoke emotional engagement can stimulate deeper intention, which subsequently transforms into actual visitation decisions. This aligns with Escalas (2004) and Hudson (1999), who emphasized that storytelling enhances consumer engagement through emotional bonding. Furthermore, Woodside et al. (2008) demonstrated that brand storytelling plays a critical role in building consumer trust in tourism destinations.

From a practical perspective, this implies that Dufan should design marketing campaigns that emphasize visitors' emotional experiences, both through interactive digital media, thematic promotions, and on-site activities.

Furthermore, ticket pricing was found to exert no direct influence on recreational decision-making but instead operated through intention. This indicates that pricing strategies are more relevant as instruments for creating value perception rather than merely serving as competitive tools. Managers of Dufan's theme park may adopt a value-based pricing approach that emphasizes the alignment between ticket price and the quality of experience (Zeithaml, 1988a); (Armstrong et al., 2018). Similar findings were reported by Nguyen, Simkin, and Canhoto (2021), who affirmed that urban consumers in their productive years tend to value convenience and experiential quality over low prices alone. For Dufan, this strategy could be implemented through family package promotions, membership cards, and dynamic pricing schemes that adjust flexibly to visitation periods.

Although accessibility did not show a direct influence on decision-making, it significantly affected intention. This suggests that accessibility serves as a fundamental functional driver that motivates visitation intention. Prideaux (2000) as well as Beerli & Martín (2004) emphasized that transportation and ease of access are essential components in shaping positive perceptions of destinations. In the case of Dufan, this necessitates the enhancement of public transportation integration, the development of digital applications for location navigation, and the provision of clear travel information. Thus, accessibility should not only be considered a technical factor but also an

integral part of the visitor experience that shapes overall destination perception.

Another important implication is that visitation intention emerges as the strongest predictor of actual behavior. This finding aligns with the Theory of Planned Behavior (Ajzen, 1991) and the study of (Lam & Hsu, 2006a), which demonstrated that tourist intention is the most significant determinant of travel decision-making. Consequently, managerial strategies should focus on strengthening intention through an integrated approach that combines emotional value (brand storytelling), functional value (accessibility), and financial value (price perception). This integrative perspective is also consistent with Pine & Gilmore (2011) concept of the experience economy, which emphasizes that modern consumers purchase memorable experiences rather than merely products or services.

By implementing such a strategy, Dufan can not only enhance recreational decision-making but also reinforce its competitive position within the increasingly dynamic urban tourism industry. At the same time, this approach provides practical contributions to the tourism marketing literature, demonstrating that the interplay of emotional, functional, and financial dimensions—mediated by intention—is the key driver of destination strategy success.

Discussion

The findings of this study reveal that price exerts a significant influence on visit intention, which subsequently affects the recreational decision to visit Dufan. The findings of this study are consistent with those reported by (Levyda et al. 2022), indicating that price exerts a significant and positive influence on visiting decisions. Moreover, promotional efforts and facility quality were also found to contribute simultaneously to shaping tourists' visit intentions. These results reinforce the view that perceived value and accessibility convenience are critical determinants in forming attitudes toward visiting behavior, as explained in the Theory of Planned Behavior (Ajzen, 1991), where affective (emotional), cognitive (knowledge-based), and evaluative (value perception) components collectively determine an individual's behavioral intention to visit. This result aligns with the concept of *value for*

money in consumer behaviour, where in tourists evaluate the appropriateness of the costs incurred relative to the benefits gained from a recreational experience (Zeithaml, 1988a); (Chen & Chen, 2010). Within the context of theme parks, the perception of affordable pricing enhances consumers' willingness to engage in attractions, utilize facilities, and allocate dedicated time for visitation (N. Jin et al., 2015).

Furthermore, the results indicate that visit intention functions as a mediating variable. This suggests that while competitive pricing may successfully capture consumer attention, the ultimate recreational decision does not occur directly but is instead shaped through intention, which is influenced by emotional factors, prior experiences, and entertainment expectations (Ajzen, 1991); (Assaker & Hallak, 2013). Accordingly, Dufan's management strategy should not solely emphasize pricing policies but must ensure that pricing stimulates the psychological motivation necessary for consumers to actualize their visit.

In addition, the nature of theme parks as family-oriented destinations makes the decision-making process more complex compared to individual leisure travel. Previous studies have highlighted that family visitation decision are typically based on collective agreement, with primary considerations including ticket prices and additional expenses such as transportation, food, and souvenirs (Sirakaya & Woodside, 2005); (Silverberg et al., 1996). Consequently, fair and transparent pricing serves to strengthen the collective intention of families to choose Dufan over alternative urban leisure options in Jakarta.

Another notable finding concerns the role of accessibility as one of the strongest pathways influencing recreational decisions. The availability of efficient public transportation, digital ticketing systems, and adequate parking facilities significantly enhances the likelihood of visitation. This result is consistent with (Eddyono et al., 2020b), who emphasized that information, communication, and accessibility are strongly correlated with tourist visits in national park areas. Within the context of urban corporate workers, limited leisure time makes efficient accessibility a primary determinant in recreational decision-making.

In addition, the study reveals that brand storytelling plays a pivotal role, particularly through digital platforms. Immersive narratives developed by Dufan strengthen consumers' emotional attachment, aligning with the arguments of (Mossberg, 2008), who noted that digital storytelling enhances experiences and fosters emotional connections with destinations. This finding also corroborates Escalas (2021), who asserted that brand narratives increase consumer engagement through symbolic identification.

From a theoretical perspective, this study extends (Ajzen, 1991) consumer behavior model by demonstrating that intention is not solely influenced by cognitive factors but also by functional (accessibility) and emotional (storytelling) elements. These findings further reinforce the studies of (Eddyono et al., 2021c); (Eddyono et al., n.d., 2021b); (Sukamdani et al., 2022), which emphasize the critical role of tourist intention and data-driven destination competitiveness management that integrates accessibility and experiential innovation. Although their contexts focused on ecotourism and zoological destinations, a common thread emerges: the necessity of integrating functional, emotional, and financial factors in destination management.

From a practical standpoint, the strategic implication of this study lies in the need for an adaptive segmentation approach. For family and student tourists, pricing promotions and improvements in physical facilities remain relevant. However, for young corporate workers, the emphasis should shift toward digital strategies, including storytelling, gamification, electronic ticketing systems, and the integration of big data and artificial intelligence (Kotler et al., 2017); (Eddyono et al., 2021a)). In this way, Dufan can develop a marketing model that is more adaptive, predictive, and responsive to the needs of the urban productive generation.

CONCLUSION

Based on the results of the PLS-SEM analysis, this study concludes that brand storytelling, accessibility, and ticket pricing exert significant influences on visitation decision at Dunia Fantasi (Dufan) Jakarta. Visitation decision subsequently serves as the key mediator shaping actual recreational decisions,

indicating that indirect effects through intention are more dominant than the direct effects of accessibility and pricing. These findings highlight that theme park marketing strategies must integrate emotional, functional, and financial dimensions in a holistic manner. Specifically, authentic brand storytelling enhances visitors' emotional attachment, while accessibility and ticket pricing contribute to perceived convenience and value.

For managerial implications, the management of Dufan Jakarta should prioritize strategies aimed at strengthening visitation decision or attitudes, given its central mediating role in driving visitation decisions. Recommended strategies include reinforcing authentic and interactive brand storytelling, delivering memorable on-site experiences, optimizing accessibility, and implementing value-oriented ticket pricing to enhance perceived value and intention. This integrative approach is expected to increase recreational decisions while simultaneously strengthening the competitiveness and sustainability of Dufan as an urban theme park destination.

REFERENCES

- Ahmadnia, M., Roshandel Arbatani, T., Nargesian, A., Sharifi, S. M., & Derafshi, K. (2024). The Consequences of Digital Storytelling-Based Customer Engagement in Social Media for the Tourism Industry. *Journal of Business Management*, 16(2), 478–517.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514–538.
- Ancol.com. (2024). Ancol.com. Ayo Jadi Bagian Dari Ancol Creators Keajaiban Berpetualang Di Ancol. <https://www.ancol.com/ayojadi-bagian-dari-ancol-creators-keajaiban-berpetualang-di-ancol>.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2018). *Principles of marketing Edition*. Pearson Education Limited.
- Assaker, G., & Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short-

- and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600–613.
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623–636.
- Budtz, C., Munch, P., & Blanchette, S. (2010). *Storytelling: branding in practice*. Springer-Verlag Berlin Heidelberg.
- Cao, X., Qu, Z., Liu, Y., & Hu, J. (2021). How the destination short video affects the customers' attitude: The role of narrative transportation. *Journal of Retailing and Consumer Services*, 62, 102672.
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In *Modern methods for business research* (pp. 295–336). Psychology Press.
- Davidson, J. H. (1998). *Even more offensive marketing: An exhilarating action guide to winning in business*. Gower.
- Deloitte. (2023). *Gen Z and Millennial Survey*.
- Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5–6), 375–399.
- Eddyono, F. (2020). *Model optimasi penerapan elemen ekowisata dan daya saing destinasi berbasis inovasi mahadata pada taman nasional di Indonesia*.
- Eddyono, F. (2022). *PEMAHAMAN TENTANG DAYA SAING PARIWISATA*. Madza Media.
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, F. (2021a). Optimization model: the innovation and future of e-ecotourism for sustainability. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-03-2021-0067>
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (n.d.). *Correlation of tourism competitiveness towards tourist visit and non-tax revenue in Nasional Parks in Indonesia*.
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (2020a). The tourism competitiveness of districts and cities possessing a National Park in Indonesia. *Journal of Scientific Research and Reports*, 26(3), 25–41.
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (2021b). Performance of tourism competitiveness in national park area of Indonesia. *Journal of Environmental Management & Tourism*, 12(4), 1098–1110.
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (2021c). Performance of tourism competitiveness in national park area of Indonesia. *Journal of Environmental Management and Tourism*, 12(4). [https://doi.org/10.14505/jemt.v12.4\(52\).22](https://doi.org/10.14505/jemt.v12.4(52).22)
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (2021d). Tourism competitiveness on the utilization zone of National Park in Indonesia. *Jurnal Penelitian Kehutanan Wallacea*, 10(2), 145–164.
- Eddyono, F., Darusman, D., Sumarwan, U., & Sunarminto, T. (2025). Optimization model: the innovation and future of e-ecotourism for sustainability. *Journal of Tourism Futures*, 11(1), 96–113.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior*. Dryden Press, Texas.
- Escalas, J. E. (2004a). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1–2), 168–180.
- Escalas, J. E. (2004b). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1–2), 168–180.
- Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior: The reasoned action approach*. Psychology press.
- Geisser, S. (1975). The predictive sample reuse method with applications. *Journal of the American Statistical Association*, 70(350), 320–328.
- Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701.
- Haar, J. M., Russo, M., Suñe, A., & Ollier-Malaterre, A. (2014). Outcomes of work–life balance on job satisfaction, life satisfaction and mental health: A study across seven cultures. *Journal of Vocational Behavior*, 85(3), 361–373.
- Hair, J. F. (2014a). *A primer on partial least squares structural equation modeling (PLS-SEM)*. sage.
- Hair, J. F. (2014b). *A primer on partial least squares structural equation modeling (PLS-SEM)*. sage.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
- Han, H., Hsu, L.-T. J., & Sheu, C. (2010a). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334.
- Han, H., Hsu, L.-T. J., & Sheu, C. (2010b). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325–334.
- Han, H., & Hyun, S. S. (2018). Role of motivations for luxury cruise traveling, satisfaction, and involvement in building traveler loyalty.

- International Journal of Hospitality Management*, 70, 75–84.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hudson, S. (1999). Consumer behavior related to tourism. *Consumer Behavior in Travel and Tourism*, 7–32.
- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76.
- HU, H., GUO, Y., GAN, N., BEH, Y., & XU, N. (2021). A study on the relationships between brand experience, perceived value, and behavioral intention. *Journal of Tourism and Hospitality Management*, 9(6), 343–355.
- Jin, N., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, 17(1), 82–95.
- Jin, S. V., Ryu, E., & Muqaddam, A. (2021). I trust what she's# endorsing on Instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 665–681.
- Kim, M. J., Hall, C. M., Chung, N., Jo, Y., & Kim, J. S. (2024). Comparing Urban and Non-Urban Residents' Sustainable Tourism Mobility. *Journal of Smart Tourism*, 4(4), 35–46.
- Ko, S.-H., Kim, J.-Y., Choi, Y., Kim, J., & Kang, H. C. (2022). Storytelling festival participation and tourists' revisit intention. *Frontiers in Psychology*, 13, 968472.
- Kotler, P. (1994). *Analysis, planning, implementation and control*. Prentice Hall International.
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for hospitality and tourism*. Pearson.
- Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). *Marketing management 14/e*. pearson.
- Kurnoff, J., & Lazarus, L. (2021). *Everyday business storytelling: Create, simplify, and adapt a visual narrative for any audience*. John Wiley & Sons.
- Lam, T., & Hsu, C. H. C. (2006a). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589–599.
- Lam, T., & Hsu, C. H. C. (2006b). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589–599.
- Levyda, L., Eddyono, F., & Meyrza, C. T. (2022). THE EFFECT OF FACILITY PROMOTION AND PRICES ON THE DECISION TO VISIT DUFAN ANCOL. *Jurnal Ekonomi*, 11(01), 639–658.
- Litman, T. (2021). *Not So Fast. Better Speed Valuation for Transportation Planning*. Victoria Transport Policy Institute, 27.
- Ma, S., Craig, C. A., Feng, S., & Liu, C. (2021). Climate resources at United States National Parks: A tourism climate index approach. *Tourism Recreation Research*, 1–15.
- Milman, A., Tasci, A., & Zhang, T. (2020). Perceived robotic server qualities and functions explaining customer loyalty in the theme park context. *International Journal of Contemporary Hospitality Management*, 32(12), 3895–3923.
- Monroe, K. B. (2003). *Making Profitable Pricing Decisions*. New York: McGraw-Hill.
- Morrison, A. M., & Mill, R. C. (1985a). The tourism system: An introductory text. (No Title).
- Morrison, A. M., & Mill, R. C. (1985b). The tourism system: An introductory text. (No Title).
- Mossberg, L. (2008). Extraordinary experiences through storytelling. *Scandinavian Journal of Hospitality and Tourism*, 8(3), 195–210.
- Nagle, T. T., Hogan, J., & Zale, J. (2016). *The strategy and tactics of pricing: New international edition*. Routledge.
- Nguyen, H. M. (2019a). The missing links of Vietnam's tourism to become an attractive and competitive tourist destination. *E-Review of Tourism Research*.
- Nguyen, H. M. (2019b). The missing links of Vietnam's tourism to become an attractive and competitive tourist destination. *E-Review of Tourism Research*, 16(5).
- Pembangunan Jaya Ancol. (2023). *Annual Report*.
- Phung, T.-B., Nguyen, D. V. P., & Tran, V. P. T. (2025). Storytelling on social media: forging the path to tourism destination branding. *Cogent Business & Management*, 12(1), 2482016.
- Pine, B. J., & Gilmore, J. H. (2011). *The experience economy*. Harvard Business Press.
- Prideaux, B. (2000a). The role of the transport system in destination development. *Tourism Management*, 21(1), 53–63.
- Prideaux, B. (2000b). The role of the transport system in destination development. *Tourism Management*, 21(1), 53–63.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123.
- Qin, J., Zhao, M., Ren, J., & Li, B. (2024). Pricing strategy for C2C sharing platform considering the effect of WOM on purchase decision. *Electronic Commerce Research*, 1–29.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer behavior: global edition*. Pearson Education.

- Sheth, J., & Sisodia, R. (2012). *The 4 A's of marketing: Creating value for customer, company and society*. Routledge.
- Silverberg, K. E., Backman, S. J., & Backman, K. F. (1996). A preliminary investigation into the psychographics of nature-based travelers to the Southeastern United States. *Journal of Travel Research*, 35(2), 19–28.
- Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815–832.
- Smith, J. B., & Colgate, M. (2007). Customer value creation: a practical framework. *Journal of Marketing Theory and Practice*, 15(1), 7–23.
- Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2014). *Consumer behavior: Buying, having, and being* (Vol. 10). pearson London.
- Stone, M. (1974). Cross-validators choice and assessment of statistical predictions. *Journal of the Royal Statistical Society: Series B (Methodological)*, 36(2), 111–133.
- Su, H., & Chen, C. (2022a). Is One-Way multi-station feasible? Influence of value and cost on travel intention of urban agglomeration in the guangdong–Hong Kong–macao greater Bay area. *ISPRS International Journal of Geo-Information*, 11(4), 212.
- Su, H., & Chen, C. (2022b). Is One-Way multi-station feasible? Influence of value and cost on travel intention of urban agglomeration in the guangdong–Hong Kong–macao greater Bay area. *ISPRS International Journal of Geo-Information*, 11(4), 212.
- Su, H., & Chen, C. (2022c). Is One-Way multi-station feasible? Influence of value and cost on travel intention of urban agglomeration in the guangdong–Hong Kong–macao greater Bay area. *ISPRS International Journal of Geo-Information*, 11(4), 212.
- Sukamdani, N. B., Sukwika, T., Kusumaningrum, D. A., Sulistyadi, Y., & Eddyono, F. (2022). Revisit decision to the ragunan zoological gardens: Brand image and admission price as determination factors. *Jurnal Mantik*, 6(3), 3018–3027.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
- TEA/AECOM. (2023). *Theme Index and Museum Index: Global Attractions Attendance Reporte*.
- UNWTO. (2015). *Urban Tourism*.
- UNWTO. (2018). *Tourism Highlights 2018*.
- Weaver, D. B. (2023). Tourisation theory and the pandiscipline of tourism. *Journal of Travel Research*, 62(1), 259–265.
- Woodside, A. G., Sood, S., & Miller, K. E. (2008b). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145.
- Xue, K., Jin, X., & Li, Y. (2025). Exploring the Influence of Human–Computer Interaction Experience on Tourist Loyalty in the Context of Smart Tourism: A Case Study of Suzhou Museum. *Behavioral Sciences*, 15(7), 949.
- Yu, J., Kim, S., Chiriko, A. Y., Choi, H., Radic, A., Ariza-Montes, A., & Han, H. (2025). The effects of the various properties of the metaverse tourism on the emotional benefits and behavioral intentions. *Asia Pacific Journal of Tourism Research*, 30(4), 383–400.
- Zeithaml, V. A. (1988a). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, V. A. (1988b). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zhang, W., Zhu, L., Zhang, Z., Zhang, Z., & Lu, L. (2020). A sustainable evaluation method for a tourism public wayfinding system: A case study of Shanghai Disneyland Resort. *Sustainability*, 12(20), 8489.
- Zhou, F., Liang, Z., & Liu, C. (2025). How does virtual co-creation of destination social responsibility affect consumer attitudes: the role of narrative transportation. *Tourism Recreation Research*, 1–15.