

ABSTRACT

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Title : The Influence of Tourist Motivations and Tourist Attractions on Visitation Decisions: A Case Study of Central Park Mall

Urban Tourism represents one of the tourism options for urban residents, where shopping centers serve as tourist destinations. Understanding tourist motivations and attractions that appeal to them is crucial for tourism management in making visitation decisions. This research aims to identify the influence of tourist motivations and attractions on the decision to visit Central Park Mall. The research methodology employed was quantitative-explanatory, utilizing accidental sampling to gather samples. The findings indicate that: (1) tourist motivations significantly influence visitation decisions, (2) tourist attractions significantly impact visitation decisions, and (3) combined tourist motivations and attractions collectively have a significant influence on visitation decisions.

Keyword: Tourist Motivations, Tourist Attractions, Visitation Decision