

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh aksesibilitas tempat, infrastruktur urban, dan keterikatan tempat (*Place Attachment*) terhadap persepsi nilai wisatawan yang berkunjung ke kawasan Gelora Bung Karno (GBK). Dengan menggunakan pendekatan kuantitatif dan metode analisis Structural Equation Modeling-Partial Least Squares (SEM-PLS), penelitian ini menemukan bahwa aksesibilitas memiliki pengaruh signifikan terhadap persepsi nilai wisatawan. Infrastruktur urban seperti fasilitas umum, kebersihan, dan keamanan juga terbukti berperan penting dalam membentuk persepsi positif pengunjung terhadap kawasan GBK. Selain itu, aksesibilitas dan infrastruktur berkontribusi secara signifikan dalam membentuk keterikatan emosional wisatawan terhadap tempat (*Place Attachment*). Keterikatan ini, pada gilirannya, memediasi secara signifikan hubungan antara aksesibilitas dan infrastruktur dengan persepsi nilai. Temuan ini mengindikasikan bahwa semakin kuat hubungan emosional wisatawan terhadap kawasan, semakin tinggi pula nilai manfaat yang mereka rasakan selama kunjungan. Nilai R-square yang tinggi untuk variabel persepsi nilai (0,668) dan *Place Attachment* (0,639) menunjukkan bahwa model penelitian memiliki daya prediksi yang kuat terhadap persepsi wisatawan. Implikasi penelitian ini menekankan pentingnya pengelolaan kawasan wisata berbasis kenyamanan akses, kualitas infrastruktur, dan pembangunan hubungan emosional untuk meningkatkan pengalaman wisata yang berkelanjutan.

Kata Kunci: aksesibilitas, infrastruktur urban, *Place Attachment*

ABSTRACT

This study aims to analyze the influence of place accessibility, urban infrastructure, and place attachment on the perceived value of tourists visiting the Gelora Bung Karno (GBK) area. Using a quantitative approach and the Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis method, this study found that accessibility significantly influences tourists' perceived value. Urban infrastructure, such as public facilities, cleanliness, and security, also plays a crucial role in shaping visitors' positive perceptions of the GBK area. Furthermore, accessibility and infrastructure significantly contribute to shaping tourists' emotional attachment to the place (place attachment). This attachment, in turn, significantly mediates the relationship between accessibility and infrastructure and perceived value. These findings indicate that the stronger tourists' emotional connection to the area, the higher the perceived value of the benefits they experience during their visit. The high R-square values for the perceived value (0.668) and Place Attachment (0.639) variables indicate that the research model has strong predictive power for tourists' perceptions. The implications of this research emphasize the importance of managing tourist areas based on ease of access, infrastructure quality, and building emotional connections to enhance sustainable tourism experiences.

Keywords: accessibility, urban infrastructure, place attachment