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The Primacy of Accessibility in Urban Riverfront Tourism: An Empirical Integration of the 3A-TPB Framework in Banjarmasin, Indonesia

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Abstract

Urban riverfronts represent strategic recreational assets where terrestrial and aquatic mobility systems converge. Despite their economic significance, the psychological mechanisms governing visit decisions in high-density land-water interfaces remain insufficiently understood. This study examines the impact of attractions, amenities, and accessibility on visitor decisions at Siring Piere Tendean, Banjarmasin, using an integrated 3A-Theory of Planned Behavior (TPB) framework. Utilizing a quantitative survey (n=100) analyzed via multiple linear regression, the findings demonstrate that 3A attributes account for 52.6% of the variance in visit decisions. Notably, accessibility emerges as the dominant predictor, surpassing the influence of amenities and attractions. The data reveal that for the 83% of respondents who are repeat visitors, the riverfront operates as a functional utility hub where behavioral execution is dictated by the absence of mobility friction. Theoretically, this research anchors Perceived Behavioral Control in physical accessibility, establishing a "mobility-control link" in dense urban settings. Practically, the results advocate for a transition toward mobility-centric governance that prioritizes the synchronization of docking facilities and pedestrian connectivity to sustain destination competitiveness.

Keywords: *Urban riverfront tourism, 3A framework, Theory of Planned Behavior, Accessibility*

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INTRODUCTION

Urban riverfronts increasingly function as multifunctional nodes where recreation, culture, and economic activity converge (Wang & Lin, 2024). In high-density settings like Banjarmasin, the "City of a Thousand Rivers," destination identity relies on a volatile intersection of river-based and land-based mobility (Ouyang & Wu, 2023). This environmental configuration forces a shift from viewing riverfronts as functional waterways to viewing them as experiential zones. Siring Piere Tendean (SPT) serves as a specific laboratory for this transition, where iconic features like floating markets and *klotok* boat cruises disrupt conventional land-centric tourism planning.

Scholars argue that the 3A framework—Attractions, Amenities, and Accessibility—provides a functional lens for diagnosing destination choice (Setiawan et al., 2023). Previous models

emphasize that these attributes serve as antecedents to psychological drivers within the Theory of Planned Behavior (TPB) (Ajzen, 1985). In this formulation, Attractions and Amenities shape a visitor's cognitive and affective evaluations, or attitude, while accessibility forms the foundation of Perceived Behavioral Control (PBC) (Rahmawati et al., 2024). Systematic reviews consistently show that these destination attributes influence visit intentions through these specific psychological channels (Abouelazm, 2024).

While foundational, current models often treat 3A attributes as a mechanical inventory rather than as dynamic components that co-construct behavioral intentions (WB & Widiastuti, 2023). This static assumption becomes problematic when applied to dense riverfront spaces where mobility is not a peripheral support but the fundamental core of the visitor experience (Ouyang & Wu, 2023). Existing literature fails to explain how mobility friction between waterborne and land-centric modes modulates the attractiveness of landmarks (Rosa-Jiménez et al., 2023). Furthermore, many studies overlook how environmental stimuli in waterfronts trigger internal cognitive appraisals that ultimately dictate visit decisions (Wang & Lin, 2024). Consequently, the academic understanding of how visitors prioritize functional service capacity over iconic appeal remains fragmented (Keni et al., 2024).

Therefore, this study aims to evaluate the influence of attractions, amenities, and accessibility on tourists' visit decisions at Siring Piere Tendean using an integrated 3A-TPB framework. The research design employs a dual approach: a visitor survey to measure latent psychological constructs and a POI-data-driven assessment to quantify the actual distribution of riverfront services. By assessing these variables, the study identifies which attributes act as the primary drivers of behavioral intention in a river-based urban context. Specifically, the study tests the hypothesis that accessibility serves as the dominant predictor of intention due to the mobility constraints inherent in Indonesian riverfront settings.

Theoretically, this research validates the 3A-TPB intersection within the underexplored context of Indonesian riverfront tourism, refining destination competitiveness theory. Managerially, the findings provide actionable policy guidance for optimizing dock access, pedestrian connectivity, and river-to-land transition facilities to reduce friction in visitor decisions. Translating these findings into urban planning strategies allows for more resilient place-branding outcomes. The paper starts with a theoretical synthesis of waterfront literature, followed by a methodological overview, empirical results analysis, and a concluding discussion on waterfront governance.

LITERATURE REVIEW

Urban Riverfront Tourism: Spatial and Experiential Dynamics

Urban riverfronts have undergone a profound structural metamorphosis, transitioning from industrial and logistical arteries into primary zones for urban recreation and leisure economies (Balsas, 2024; Xiao et al., 2024). This shift reflects a global practice of urban revitalization where post-industrial cities reclaim neglected waterfronts to boost local economies and residents' well-being while preserving cultural assets (Esenarro et al., 2024; Vizmpa et al., 2023). Unlike the utilitarian landscapes of the past, contemporary riverfronts function as dynamic mobility ecosystems where coordinated governance and diversified cultural offerings prioritize social interaction and sustainable economic regeneration (Balsas, 2024; Wu et al., 2023). This evolution necessitates a sophisticated understanding of how these spaces integrate landscape quality with strategic accessibility to enhance destination competitiveness (Rosa-Jiménez et al., 2023; Wang & Lin, 2024).

The unique tension at the land-water interface defines the spatial configuration of riverfront tourism. In river-based cities, the successful integration of terrestrial infrastructure with aquatic mobility—such as ferries, traditional klotok routes, and promenades—remains a significant

design and management challenge (Ouyang & Wu, 2023; Wu et al., 2023). High-density urban cores often pose distinctive constraints where terrestrial networks must be synchronized with water-based transit within narrow linear corridors (Esenarro et al., 2024; Xiao et al., 2024). Managing this interface requires more than aesthetic upgrades; it demands the seamless synchronization of pedestrian networks, docking facilities, and public amenities to enable coherent visitor itineraries across both land and water.

Furthermore, high-density riverfronts often adopt linear configurations that constrain physical expansion and compel designers to optimize vertical and longitudinal dimensions (Balsas, 2024; Vizmpa et al., 2023). The spatial logic of these waterfronts frequently promotes habitual, short-duration visits and repeat usage patterns, as visitors concentrate on integrated experiences like promenades, floating markets, and cruises (Balsas, 2024; Esenarro et al., 2024). This creates a mobility ecosystem that differs significantly from land-locked centers or coastal tourism settings, which typically emphasize vast horizontal spaces and longer-stay visitation patterns (Rosa-Jiménez et al., 2023; Wang & Lin, 2024). Studies in Asian and European contexts corroborate the need for multi-layered connectivity strategies that link riverbank walks with cultural venues and inclusive public spaces (Esenarro et al., 2024; KAMAL & MOHAMMED, 2024; Vizmpa et al., 2023).

Despite the growing importance of these areas, a distinct imbalance exists in the current tourism literature, which has predominantly concentrated on coastal or rural settings (Abouelazm, 2024; Setiawan et al., 2023). Most behavioral research assumes that waterfront experiences are universal across all aquatic settings, overlooking the unique spatial qualities—such as high density and linear constraints—that dictate specific visitor behaviors in river-based urban tourism (Rosa-Jiménez et al., 2023; Wang & Lin, 2024). Current models often fail to explain how mobility friction in dense waterfronts co-constructs visit decisions. Addressing this gap is essential for developing destination management strategies that respond to the specific spatial and experiential realities of urban riverfronts, particularly in identifying how destination attributes shape visitor cognition and behavioral intentions.

The 3A Framework as Destination Stimuli (Attractions, Amenities, and Accessibility)

The 3A framework—comprising attractions, amenities, and accessibility—serves as a functional lens for diagnosing destination choice and visitor experience. Within urban riverfront contexts, these attributes operate as environmental stimuli that trigger cognitive and affective appraisals (Keni et al., 2024; Wang & Lin, 2024). Previous literature suggests that these attributes function as environmental stimuli driving the internal reactions that dictate behavioral outcomes (Chen & Ma, 2023; Keni et al., 2024).

Attractions, representing the primary pull factors, function as the core motivators that shape a tourist's attitude toward a destination (Rahmawati et al., 2024; Setiawan et al., 2023). In riverfront environments, this involves iconic heritage sites, waterfront nightscapes, and specific recreational activities like floating markets or klotok cruises (Rosa-Jiménez et al., 2023; Wang & Lin, 2024). Similarly, amenities encompass the service capacity and facilities necessary to support visitor satisfaction, including lighting, restrooms, and dining services (Ouyang & Wu, 2023; Rosa-Jiménez et al., 2023). Empirical tests in waterfront contexts indicate that the quality and availability of infrastructure facilities contribute to the affective evaluation of a destination, which mediates the intention to visit or revisit (Fatmawati & Olga, 2023; Rahmawati et al., 2024). In the Indonesian urban landscape, the provision of adequate amenities is closely linked to place branding and destination competitiveness (Bagdja et al., 2024; WB & Widiastuti, 2023).

Accessibility remains a central structural driver, particularly in dense riverfront corridors where mobility across land-water interfaces governs experience quality (KAMAL & MOHAMMED, 2024; Xiao et al., 2024). This attribute informs the perceived ease of movement and directly underpins a visitor's sense of control over the visiting decision (Ouyang & Wu, 2023; Rosa-Jiménez et al., 2023). In high-density Indonesian cities such as Batam or Gorontalo, accessibility constraints—

such as docking point connectivity or pedestrian network efficiency—can alter the salience of this attribute relative to other components (Karayazi et al., 2024; Setiawan et al., 2023; WB & Widiastuti, 2023). Consequently, the integration of these 3A components determines whether a riverfront successfully functions as a functional public space and a sustainable tourism destination (Ouyang & Wu, 2023; Wang & Lin, 2024).

Conceptual Bridge and Hypotheses Development

The integration of destination attributes into the Theory of Planned Behavior (TPB) provides a robust mechanism to explain the cognitive transition from physical stimuli to behavioral intention (Ouyang & Wu, 2023; Wang & Lin, 2024). This study conceptualizes Attractions, Amenities, and Accessibility not as isolated inventories, but as antecedents that trigger specific psychological drivers (Keni et al., 2024; Setiawan et al., 2023). In this framework, the physical environment serves as the stimulus that shapes a visitor's internal state, which subsequently dictates the final visit decision (Chen & Ma, 2023).

Attractions and amenities act as the primary anchors for a tourist's affective and cognitive evaluations. Iconic features such as floating markets and klotok cruises function as "pull" factors that establish a positive attitude toward the destination (Rahmawati et al., 2024; Setiawan et al., 2023). Similarly, the quality of amenities—ranging from lighting to service capacity—mediates satisfaction and reinforces this attitudinal foundation (Abouelazm, 2024; Fatmawati & Olga, 2023). When visitors perceive high-quality attractions and functional facilities, their favorable disposition toward the destination increases, strengthening their intention to visit.

Accessibility occupies a unique position in the 3A-TPB intersection as it directly informs Perceived Behavioral Control (PBC). Accessibility reflects the ease with which a visitor can reach and move within the destination interface (Ouyang & Wu, 2023; Xiao et al., 2024). In dense urban riverfronts where mobility constraints are prevalent, high accessibility reduces the perceived difficulty of the visit, thereby increasing the individual's sense of control over the behavior (Rosa-Jiménez et al., 2023; WB & Widiastuti, 2023). Given that ease of movement is a prerequisite for experiencing other destination attributes, accessibility often emerges as a dominant predictor of visit decisions in high-density settings (Karayazi et al., 2024; Setiawan et al., 2023). Consequently, the study posits:

H1: Attractions have a positive and significant influence on tourists' visit decisions.
H2: Amenities have a positive and significant influence on tourists' visit decisions.
H3: Accessibility has a positive and significant influence on tourists' visit decisions.
H4: Attractions, amenities, and accessibility simultaneously influence tourists' visit decisions.

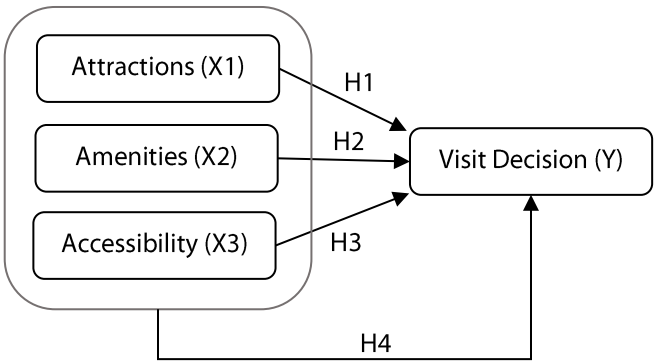

Figure 1. Hypotheses Model
Source: Research data, 2025

METHODS

This study employs a quantitative, cross-sectional design to evaluate the structural relationships between destination attributes and visitor behavior. The research context is the Siring Piere Tendean (SPT) riverfront in Banjarmasin, a high-density urban interface where land-based promenades intersect with waterborne klotok boat operations. This site provides an ideal laboratory for analyzing 3A attributes because its operational reality requires the constant synchronization of terrestrial and aquatic mobility networks.

The study utilized an accidental sampling strategy to recruit 100 participants directly at the SPT riverfront. While n=100 represents a focused sample size, empirical precedents in similar Indonesian waterfront contexts confirm that this volume is statistically sufficient to detect significant effect sizes in regression models, especially when the target population exhibits high homogeneity in visit patterns. Given that 83% of the respondents are repeat visitors, the sample provides reliable insights into the habitual decision-making processes of urban riverfront users. Data collection occurred through structured face-to-face questionnaires to ensure high response accuracy and to clarify technical terminology related to destination attributes.

The survey instrument was developed by adapting validated scales from the 3A-TPB integrated literature. All items were measured using a 5-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). 1) Attractions (X1): Measured through four indicators including river-based cruise appeal and historical landmark presence (Setiawan et al., 2023; Wang & Lin, 2024); 2) Amenities (X2): Evaluated via five indicators focusing on service capacity, such as night-time lighting, restroom cleanliness, and culinary facility availability (Ouyang & Wu, 2023; Rahmawati et al., 2024); 3) Accessibility (X3): Assessed through five indicators regarding pedestrian connectivity, docking point safety, and overall ease of movement within the land-water interface (Rosa-Jiménez et al., 2023; Xiao et al., 2024); and 4) Visit Decision (Y): Operationalized through six items capturing the final commitment to visit, repeat visitation, and recommendation intentions (Abouelazm, 2024; Keni et al., 2024).

Statistical analysis was performed using Multiple Linear Regression (MLR) to test the hypothesized paths between the 3A stimuli and the behavioral response. Before the primary analysis, the data underwent rigorous diagnostic testing. Reliability was confirmed through Cronbach's Alpha coefficients, which all exceeded the 0.70 threshold, while validity was established through factor loading assessments. To ensure the robustness of the regression model, we conducted a series of classical assumption tests, including Kolmogorov-Smirnov for normality, Variance Inflation Factor (VIF) for multicollinearity, and Glejser tests for heteroscedasticity. The final model fit was evaluated through R^2 adjusted and F-test significance levels to determine the collective explanatory power of the 3A framework.

RESULTS AND DISCUSSION

Respondent Profile and Descriptive Statistics

The empirical analysis begins with an evaluation of participant profiles to contextualize the resulting behavioral findings. Socio-demographic data demonstrate a strong dominance of local and domestic visitors, reflecting the function of Siring Piere Tendean (SPT) as a primary recreational hub for the Banjarmasin metropolitan area (Balsas, 2024; Xiao et al., 2024). These characteristics suggest that the riverfront operates as a functional public space where the ease of physical access determines overall usage intensity (Ouyang & Wu, 2023; Rosa-Jiménez et al., 2023).

Table 1 summarizes the demographic distribution of the respondents. A significant finding indicates that 83% of the participants are repeat visitors. This high repetition rate shifts the perception of the destination from a novel attraction to a habitual recreational space integrated into the local lifestyle (Setiawan et al., 2023; Rahmawati et al., 2024). In dense urban riverfront

environments, such loyalty patterns often result from facility reliability and daily mobility efficiency rather than the initial appeal of iconic landmarks (Ouyang & Wu, 2023; Fatmawati & Olga, 2023).

Table 1. Socio-demographic Profile of Respondents (n=100)

Variable	Category	Frequency	Percentage (%)
Gender	Male	45	45
	Female	55	55
Age	< 25 Years	40	40
	25–40 Years	45	45
	> 40 Years	15	15
Visit Status	First-time Visitor	17	17
	Repeat Visitor	83	83

Source: Research data, 2025

Age distribution reveals that the majority of visitors fall within productive age categories, positioning the river corridor as a center for social interaction and economic activity (Wang & Lin, 2024; Keni et al., 2024). The dominance of repeat visitors reinforces the necessity for destination management strategies that prioritize service capacity maintenance and strengthen behavioral control through reliable infrastructure (Abouelazm, 2024; Wb & Widiastuti, 2023). These results provide the empirical basis for analyzing how physical destination attributes convert into actual visit decisions through cognitive evaluative processes.

Instrument Evaluation: Reliability and Validity

The study established the internal consistency and validity of the measurement scales before conducting the structural regression analysis. Reliability was assessed through Cronbach's Alpha coefficients to evaluate the stability of the items in representing each latent construct. All variables—Attractions, Amenities, Accessibility, and Visit Decision—yielded coefficients exceeding the 0.70 threshold, indicating high internal consistency across the respondent pool.

Table 2. Reliability and Validity Assessment Results

Variable	Number of Items	Cronbach's Alpha	Factor Loading Range	Status
Attractions (X1)	4	0.777	0.655 – 0.812	Reliable/Valid
Amenities (X2)	5	0.798	0.589 – 0.844	Reliable/Valid
Accessibility (X3)	5	0.853	0.611 – 0.876	Reliable/Valid
Visit Decision (Y)	6	0.771	0.544 – 0.789	Reliable/Valid

Source: Research data, 2025

Construct validity was verified by analyzing factor loadings to ensure each indicator accurately represents its respective variable. All indicators exhibited factor loadings above the 0.50 requirement, confirming strong convergent validity (Setiawan et al., 2023; Rahmawati et al., 2024). These results confirm that the survey instrument effectively captures the specific operational realities of the Siring Piere Tendean riverfront, ranging from the perceived appeal of klotok cruises to the functional reliability of pedestrian walkways and docking facilities. The statistical stability of these measures provides a solid foundation for the subsequent test of the 3A-TPB integrated framework.

Hypothesis Testing: Multiple Linear Regression Analysis

The study performed a Multiple Linear Regression (MLR) analysis to evaluate the structural influence of the 3A destination attributes on visit decisions. This statistical procedure allows for the simultaneous assessment of how attractions, amenities, and accessibility collectively shape the behavioral response in the Siring Piere Tendean (SPT) context. Table 3 presents the standardized coefficients, t-statistics, and significance levels for the hypothesized paths.

Table 3. Summary of Multiple Linear Regression Results

Independent Variables	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t-value	Sig. (p)
(Constant)	3.512	-	2.115	0.037
Attractions (X1)	0.205	0.212	2.204	0.030
Amenities (X2)	0.271	0.283	2.911	0.004
Accessibility (X3)	0.395	0.410	4.155	0.000
R-Square (R^2)	0.526			
Adjusted R^2	0.511			
F-Statistic	35.412			0.000

Source: Research data, 2025

The results demonstrate that the integrated 3A model accounts for 52.6% ($R^2 = 0.526$) of the variance in tourists' visit decisions at SPT. The Adjusted R^2 value of 0.511 indicates that the model maintains strong explanatory power even after adjusting for the number of predictors. The F-test results ($F = 35.412$, $p < 0.001$) confirm that attractions, amenities, and accessibility simultaneously influence the visit decision, thereby supporting H4.

Individually, each attribute exhibits a significant positive relationship with the dependent variable: Attractions (X1): The analysis shows a significant influence on visit decisions ($\beta = 0.212$, $p = 0.030$), supporting H1. This indicates that the core river-based features, such as the klotok boat cruises and the floating market, provide the necessary pull to stimulate travel intention. Amenities (X2): This variable yielded a higher coefficient ($\beta = 0.283$, $p = 0.004$), supporting H2. The findings suggest that the functional quality of service-oriented facilities—including night-time lighting and culinary zones—is a primary factor in reinforcing the visitor's choice; and Accessibility (X3): Consistent with initial expectations for a high-density urban riverfront, accessibility emerged as the dominant predictor within the model ($\beta = 0.410$, $p < 0.001$), supporting H3. The strength of this coefficient suggests that the perceived ease of movement and the reliability of docking point connectivity are the most significant determinants of whether a visit is finalized.

Discussion

The central paradox of urban riverfront tourism lies in the tension between iconic appeal and operational friction. This study demonstrates that in a high-density environment like Siring Piere Tendean, the decision to visit is governed more by the perceived ease of movement than by the visual allure of the attractions themselves. While the floating market and klotok cruises provide the necessary identity for the destination, they remain secondary to the functional requirements of navigating the land-water interface. For a population dominated by repeat visitors, the novelty of the riverfront has transitioned into a habitual utility where the absence of mobility barriers becomes the primary determinant of behavioral execution.

The significant influence of attractions and amenities on visit decisions aligns with the foundational work of (Setiawan et al., 2023), who identified these attributes as essential "pull" factors in Indonesian waterfront settings. However, our findings suggest a departure from traditional models that prioritize attraction novelty as the main driver of destination loyalty. Unlike the coastal leisure context, where the unique qualities of the site dominate the decision-making process, urban riverfronts function under a logic of "experiential convenience." This explains why amenities—specifically night-time lighting and culinary infrastructure—exhibited a stronger influence than the core attractions. For the 83% of respondents who are repeat visitors, the destination is evaluated as a functional service hub rather than a one-time spectacle.

The dominance of accessibility over all other variables contradicts earlier studies that emphasize price competition or landmark uniqueness as survival tools for urban destinations. This result extends the findings of (Ouyang & Wu, 2023) by proving that in environments where river-based and land-based systems coexist, accessibility acts as a bottleneck for all other destination experiences. The high coefficient for accessibility suggests that visitors in Banjarmasin

perform a subconscious cost-benefit analysis where the "cost" is the difficulty of parking, docking, and walking. If the friction of the land-water transfer is too high, the psychological commitment to visit collapses, regardless of the quality of the floating market or other cultural assets.

Theoretical Implications

This research enriches the integration of the 3A framework and the Theory of Planned Behavior (TPB) by identifying the specific physical antecedents of Perceived Behavioral Control (PBC). While previous applications of TPB in tourism often treat PBC as a generic internal state, this study proves that in dense waterfronts, PBC is directly anchored in physical accessibility. By linking the ease of movement to the visitor's sense of control, we provide a new dimension to destination competitiveness theory: the "Mobility-Control Link." This addition suggests that in urban riverfront contexts, PBC is not shaped by the visitor's self-efficacy alone, but is a dictated response to the structural efficiency of the transport interface. This establishes a boundary condition for TPB, where environmental stimuli (accessibility) take precedence over subjective norms or prior attitudes in high-friction urban settings.

Managerial and Policy Implications

The findings demand a strategic shift for the Banjarmasin City Government and local tourism stakeholders, moving away from purely aesthetic branding toward a mobility-centric governance model. Destination managers must prioritize the following structural interventions: 1) Dismantling Mobility Barriers: Instead of investing solely in new photo-point landmarks, resources should be diverted to the synchronization of klotok docking points with terrestrial pedestrian flows. The current friction during boat transfers represents a major deterrent; implementing standardized, safe, and well-lit docking ramps is an operational necessity. 2) Service Capacity Overhaul: For the dominant repeat-visitor segment, the DMO must focus on "amenity reliability." This includes the implementation of smart lighting systems to enhance perceived safety during evening hours and the deregulation of vendor spaces to ensure fluid, uncrowded pedestrian movement along the narrow Siring promenade; 3) Tactical Wayfinding: Management should deploy a unified signage system that integrates river-based routes with land-based landmarks. This reduces the cognitive load on visitors, thereby increasing their perceived control and reinforcing the habit of visitation. The survival of Siring Piere Tendean as a competitive urban destination depends on its ability to function as a seamless transit-leisure hybrid. Policy actions that fail to address the underlying mobility constraints will inevitably see a diminishing return on investment for even the most iconic riverfront attractions.

CONCLUSION

The viability of high-density urban riverfronts as tourism destinations depends on the structural conversion of physical accessibility into perceived behavioral control. This study establishes that while attractions and amenities provide the necessary identity for Siring Piere Tendean, the actual decision to visit is governed by the perceived ease of navigating the land-water interface. For a visitor base dominated by repeat users, the riverfront functions as a habitual utility where the absence of mobility friction is the primary determinant of behavioral execution. Consequently, the long-term competitiveness of such hubs depends on a management transition from purely aesthetic-focused branding to a strategy centered on the seamless synchronization of aquatic and terrestrial mobility networks.

Limitations

This study faces specific methodological and contextual boundaries that warrant acknowledgment. First, the ethnographic design and the eight-week observation period provide

a detailed snapshot of service encounters but cannot confirm the longitudinal sustainability of these business models over a multi-year trajectory. Second, the research is geographically confined to Lasiana Beach, Kupang, representing a specific coastal-urban-tourism nexus that may differ from the regulatory or social environments of rural or mountainous tourism zones within East Nusa Tenggara. Finally, while the findings report aggregate revenue increases based on institutional data and informant self-reporting, the study did not employ formal econometric modeling to isolate the exact financial return on investment (ROI) specifically attributable to relational hospitality protocols versus other external market fluctuations.

Future Research

The findings are bounded by several methodological and contextual constraints that warrant acknowledgment. First, the use of a cross-sectional design provides a static snapshot of visitor perceptions at a single point in time, preventing the analysis of how 3A attributes influence long-term loyalty or seasonal behavioral shifts. Second, the study is geographically confined to the specific regulatory and cultural environment of Banjarmasin, where the coexistence of traditional klotok boats and modern promenades creates a unique transport mix that may not reflect the operational realities of more formalized or strictly terrestrial riverfront systems. Finally, the measurement of visit decisions relies on self-reported survey data, which captures stated intentions rather than objective behavioral metrics or the exact financial return-on-investment resulting from specific infrastructure upgrades.

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