

Comparative Analysis of Urban Tourism in Jakarta, Indonesia, and Sanya, Hainan, China, in Relation to Indonesian Tourist Satisfaction

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Abstract

The growth of urban tourism has encouraged the development of this sector in major cities worldwide, including Jakarta, Indonesia, and Sanya, Hainan, China. This study analyzes and compares urban tourism in the two cities in relation to Indonesian tourist satisfaction. It uses a quantitative approach and structural equation modeling (SEM), with data analyzed using SmartPLS 3.2.9. Data were collected through purposive sampling using Google Forms questionnaires completed by 220 respondents who had visited urban tourism destinations in Jakarta and Sanya. The results show that Jakarta's leading urban tourism concepts are the cultural city, represented by Setu Babakan, and the resort city, represented by Hotel Borobudur Jakarta. In Sanya, the leading concepts are the tourist-historic city, represented by Nanshan Buddhist Cultural Park; the fantasy city, represented by Tianya Haijiao; and the creative city, represented by Yiheng Night Market. Urban ecotourism at Pantai Indah Kapuk Mangrove Forest in Jakarta and Daxiao Dongtian Park in Sanya significantly affected Indonesian tourists' satisfaction. These findings highlight the importance of applying urban tourism concepts in ways that reflect tourists' preferences and needs to enhance satisfaction.

Keywords: Indonesian urban tourism; Sanya, Hainan, China, urban tourism; Indonesian tourist satisfaction.

A. INTRODUCTION

Tourism has emerged as a strategic sector in many countries due to its significant contribution to job creation, foreign exchange earnings, and sustained economic growth (Rusmana et al., 2025). Through continuous expansion and diversification, tourism has become one of the world's largest and fastest-growing economic sectors (Mbulu et al., 2017). This growth has accelerated urban transformation, leading cities to evolve from gateways and transit hubs into destinations in their own right, offering diverse attractions, experiences, and modern tourism facilities (Urošević et al., 2023). As a result, cities now accommodate a wider range of tourism forms that attract tourists with different motivations and travel intentions, reinforcing their role as multi-motivational destinations (Żemła, 2024).

The evolution of urban tourism has become a global phenomenon, expanding alongside the growth of metropolitan cities as hubs for economic, cultural, and creative activities (Gurning et al., 2026). This trajectory is deeply intertwined with tourism-led urbanization, through which cities leverage existing resources to drive urban regeneration and physical renewal. According to

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Urošević et al. (2023), urban tourism destinations offer a heterogeneous range of cultural, architectural, technological, social, and natural products designed for both leisure and business purposes. Urban infrastructure is thereby transformed into tourist attractions across a wide spectrum of sites, from museums, tombs, monuments, theaters, sports stadiums, and urban parks, as well as shopping malls, traditional markets, and dining establishments, all of which provide economic, social, and financial contributions to the city (Niazi et al., 2022; San Felipe, 2023).

Scholars have responded to the growing complexity of urban tourism by developing conceptual frameworks that capture its diverse forms and characteristics. Among these frameworks, Persada (2018) identified six contemporary typologies that have emerged globally, namely the tourist-historic city, the cultural city, the fantasy city, the creative city, urban ecotourism, and the resort city. These typologies offer a useful framework for understanding the complexities of urban tourism, particularly amid the rapid expansion of tourism in both Jakarta and Sanya. Using this framework, the present study compares how each city uses its urban infrastructure and natural and cultural assets to build a distinctive and competitive tourism identity (Utami & Young, 2025). The first typology is the tourist-historic city, which emphasizes history as the primary attraction. It is characterized by historical architecture and urban morphology, historical events, the accumulation of cultural artifacts and artistic achievements, and sustained efforts to conserve the city's historical heritage.

The second is the cultural city, which positions culture as the central draw and encompasses a broader range of components than the historical model, including museums and heritage tourism, cultural districts, ethnic diversity, entertainment areas, literary traces, and meaningful interactions between tourists and cultural communities. Conservation of both tangible and intangible cultural assets is fundamental to this approach. The third typology is the fantasy city, a concept that emerged in the United States in the late 19th century. According to Persada (2018), drawing on the work of Hannigan (1998) and Page (2003), fantasy cities are characterized by a clear and specific theme, aggressive product branding, continuous day-and-night operation, modular tourism products, and the creation of an "illusory city" that is physically and culturally separated from its surroundings. It relies heavily on postmodern sensibilities, expressed through simulation technologies, virtual reality, and sensational performances that incorporate hyperreality, theme parks, and moving images into urban life.

Furthermore, the fourth typology is the creative city, which is oriented toward improving the urban environment by cultivating an inspiring urban atmosphere. As discussed by Jevtović and Sančanin (2023), Landry and Bianchini (1995) emphasize fostering creative individuals, using both physical and non-physical creative spaces as catalysts, maintaining a balance between cosmopolitanism and local identity, actively engaging local communities, and developing strong governance structures to enhance urban creativity. The fifth typology is urban ecotourism, which represents an environmentally oriented form of urban tourism. As outlined by Persada (2018) with reference to the declaration of the 2004 International Conference on Urban Tourism, its main criteria include restoring and conserving natural heritage, preserving indigenous local cultures, maximizing tourism benefits through community involvement, educating tourists and residents about environmental and cultural sustainability, and minimizing ecological footprints.

The sixth and final typology of urban tourism is the resort city, which, according to O'Shannessy (2001, as cited in Persada, 2018), is defined as a tourism service characterized by five main criteria, namely accommodation, recreational facilities, retail outlets, entertainment, and food and beverage services. These six typologies reflect the diverse ways in which urban destinations evolve and establish their position within the tourism landscape. Rather than fitting neatly into a single category, cities often exhibit characteristics of multiple typologies that coexist and interact within the same destination. This complexity contributes to the formation of varied tourism experiences and highlights the importance of understanding how different forms of urban tourism influence tourist perceptions and satisfaction.

The growth of urban tourism has led cities worldwide to develop their tourism sectors; Jakarta, Indonesia, and Sanya, Hainan, China, are notable examples. As a metropolitan city, Jakarta serves as a center of government and business as well as a multifaceted tourism destination. Under Persada's (2018) framework, its attractions represent all six urban tourism typologies: Kota Tua Jakarta (tourist-historic city), Setu Babakan (cultural city), Hotel Borobudur Jakarta (resort city), Taman Mini Indonesia Indah (TMII; fantasy city), Taman Ismail Marzuki (creative city), and Pantai Indah Kapuk (PIK) Mangrove Forest (urban ecotourism). This diversity has positioned Jakarta as one of Indonesia's most visited cities. Statistics Indonesia (Badan Pusat Statistik/BPS) for DKI Jakarta recorded more than 89 million tourist visits in 2024, an increase of approximately 36.8% from the previous year.

Sanya is located in Hainan Province, China's southernmost province and one of the country's leading tourism destinations. Often referred to as the "Hawaii of China," the city is known for its tropical climate, natural resources, and distinctive cultural attributes. Its tourism landscape represents all six typologies: Nanshan Buddhist Cultural Park (tourist-historic city), Houhai Fishing Village in Haitang Bay (cultural city), Tianya Haijiao (fantasy city), Yiheng Night Market (creative city), Daxiao Dongtian (urban ecotourism), and Yabulun Health and Wellness Holiday Hotel (resort city). Sanya also offers beaches, diverse marine ecosystems, distinctive cultural architecture, and vibrant nightlife, including night markets, bars, and nightclubs, which further enrich the visitor experience (Hu & Chen, 2023). According to data from the Hainan Provincial Department of Tourism, Culture, Radio, Television, and Sports, Hainan received 106 million domestic and international tourist visits in 2025, an increase of 9.1% from the previous year (China Daily, 2026). Tourist spending also increased by 10.5%, reaching 225.4 billion yuan. In response, the Chinese government is working to develop Hainan into a globally influential tourism and consumption destination by 2035.

The exponential growth of tourist visits in both metropolitan hubs is increasingly driven by a massive demographic shift, with Generation Z (Gen Z) emerging as a dominant consumer segment in the Indonesian tourism market. As digital natives, Indonesian Gen Z tourists exhibit distinct travel preferences, characterized by a high reliance on social media platforms such as TikTok and Instagram as visual search engines to discover and validate urban destinations (Sakulsom et al., 2024). Unlike older generations who favor conventional mass tourism, this tech-savvy cohort seeks highly personalized, authentic, and "shareable" lifestyle experiences, shifting their consumption toward unique, atmosphere-driven urban spaces. Consequently, the way this generation perceives, navigates, and evaluates multi-motivational cities like Jakarta and Sanya is

fundamentally mediated by digital infrastructure, smart tourism readiness, and the aesthetic value of the urban environment. Tourist satisfaction has become one of the most widely used indicators for evaluating destination performance because it reflects the extent to which tourism experiences meet or exceed tourist expectations. Previous studies have shown that satisfied tourists are more likely to revisit a destination and maintain favorable perceptions of their travel experiences, making satisfaction a key determinant of destination performance and competitiveness (Bahari et al., 2025). Shifts in societal perspectives that regard tourism as an essential individual need and an integral part of contemporary lifestyle have intensified competition among urban tourism destinations to meet market expectations and enhance tourist satisfaction.

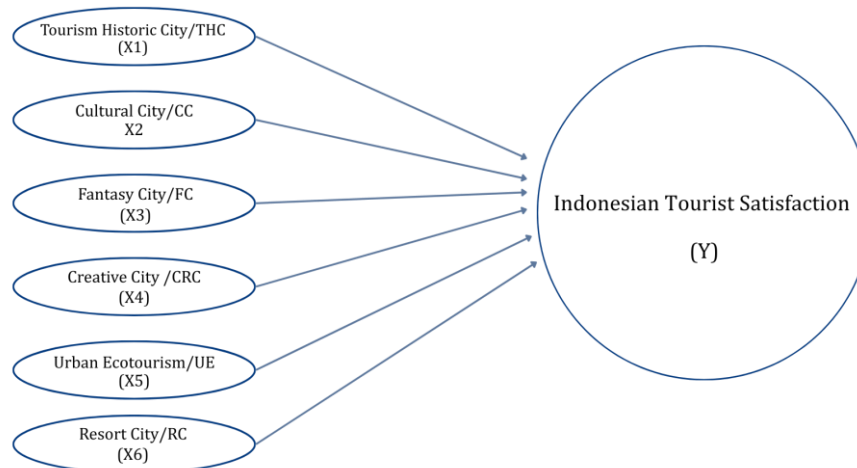
Conceptually, tourist satisfaction is defined as a feeling of pleasure or disappointment resulting from a comparison between perceived performance or outcomes and prior expectations (Kotler & Keller, 2009; Mbulu et al., 2023). In the context of Gen Z consumers, these traditional satisfaction determinants undergo a modern recalibration. For instance, product and service quality are strictly evaluated through the lens of seamless technological integration and instantaneous digital convenience, such as the availability of reliable smart-city applications, cashless payment ecosystems (e.g., QRIS in Jakarta or Alipay/WeChat Pay in Sanya), and high-speed connectivity (Nur et al., 2025). Furthermore, their price-value perception is highly rational; they are willing to pay a premium for unique, culturally immersive experiences but remain highly sensitive to financial trade-offs related to long-haul travel costs and the value of cross-border shopping (Kasuma et al., 2024). This definition aligns with the view of Braimah et al. (2024), who argue that tourist satisfaction reflects a function of tourists' expectations before visitation and their experiences after visitation. Furthermore, Irawan (2007, as cited in Octaviana et al., 2021) explains that tourist satisfaction is driven by several key factors, beginning with product quality, which encompasses performance, durability, features, aesthetic value, and overall product appearance. Additional factors include price, which represents the perceived value for money relative to the benefits received; service quality, comprising dimensions of tangibility, reliability, responsiveness, assurance, and empathy; and the ease and comfort of accessibility to destination locations, including attractions, accommodations, and tourism amenities.

Despite the growing diversity of urban tourism destinations, many existing studies examine urban environments through generalized frameworks that may not adequately capture variations in visitor experiences across cities. Differences in historical, cultural, creative, ecological, and recreational attributes can shape how tourists perceive and evaluate destinations. As noted by Żemła (2024), this diversity calls for more context-sensitive approaches that recognize the particular characteristics of individual destinations rather than relying on generalized interpretations of urban tourism. Recent research has affirmed that different urban settings shape tourism experiences and tourists' interactions in unique ways (Su et al., 2022). However, relatively little attention has been directed toward how specific urban tourism typologies influence tourist satisfaction across destinations. Existing studies have largely focused on destination attractiveness, tourism development, heritage conservation, and urban governance, while comparatively less attention has been given to tourists' subjective perceptions and lived experiences across different urban tourism environments (Utami & Young, 2025). In addition, comparative evidence from Asian

urban destinations remains scarce, particularly among cities with distinct tourism resources, development trajectories, and destination identities (Musthofa et al., 2025).

This empirical gap is especially evident in research applying Persada's (2018) typological framework. While the framework provides a useful lens for understanding the diversity of contemporary urban tourism destinations, research examining how its six urban tourism typologies influence tourist satisfaction across different destinations remains limited. More importantly, there is a profound lack of comparative empirical evidence addressing how these contemporary typologies interact with the unique travel psychological traits and expectations of Indonesian Gen Z tourists, whose satisfaction benchmarks are heavily driven by technology, visual aesthetics, and cultural authenticity. Consequently, it remains unclear whether different urban tourism typologies generate varying levels of tourist satisfaction and how their effects differ across destinations with contrasting tourism characteristics. To address this gap, the present study compares urban tourism destinations in Jakarta, Indonesia, and Sanya, Hainan, China, using the six urban tourism concepts proposed by Persada (2018): tourist-historic city, cultural city, fantasy city, creative city, urban ecotourism, and resort city. By examining their influence on Indonesian tourists' satisfaction, this study provides comparative empirical evidence on the relationship between urban tourism typologies and tourist satisfaction in two rapidly developing Asian destinations. The findings offer insights into how different urban tourism concepts shape tourist satisfaction in Jakarta and Sanya and provide practical implications for destination managers seeking to design urban tourism experiences that better meet tourist expectations.

Figure 1. Research Framework



Source: Author Elaboration (2026)

Based on the research framework above, this study formulates six hypotheses corresponding to the urban tourism concepts examined in Jakarta, Indonesia, and Sanya, Hainan, China.

Urban Tourism Hypothesis for Jakarta, Indonesia

H1: The Tourist-Historic City (THC) in Jakarta has a positive effect on Indonesian tourist satisfaction.

H2: The Cultural City (CC) in Jakarta has a positive influence on Indonesian Tourist satisfaction

H3: The Fantasy City (FC) in Jakarta has a positive influence on Indonesian tourist satisfaction.
H4: The Creative City (CRC) in Jakarta has a positive influence on Indonesian tourist satisfaction.
H5: Urban Ecotourism (UE) in Jakarta has a positive influence on Indonesian tourist satisfaction.
H6: The Resort City (RC) in Jakarta has a positive influence on Indonesian tourist satisfaction.

Urban Tourism Hypothesis for Sanya, Hainan, China

H1: The Tourist-Historic City (THC) in Sanya has a positive influence on Indonesian tourist satisfaction.
H2: The Cultural City (CC) in Sanya has a positive influence on Indonesian tourist satisfaction.
H3: The Fantasy City (FC) in Sanya has a positive influence on Indonesian tourist satisfaction.
H4: The Creative City (CRC) in Sanya has a positive influence on Indonesian tourist satisfaction.
H5: Urban Ecotourism (UE) in Sanya has a positive influence on Indonesian tourist satisfaction.
H6: The Resort City (RC) in Sanya has a positive influence on Indonesian tourist satisfaction.

B. RESEARCH METHOD

This study uses a quantitative approach and structural equation modeling (SEM). The data were analyzed using partial least squares (PLS) software, specifically SmartPLS version 3.2.9. According to Creswell and Creswell (2017), quantitative research tests objective theories by examining relationships among variables. These variables are measured using instruments that produce numerical data for statistical analysis and hypothesis testing.

Table 1. Respondent Profile in Jakarta, Indonesia

Respondent Profile		Frequency	Percentage (%)
Gender	Male	60	54.05
	Female	51	45.95
Age	15-25	66	59.46
	26-35	18	16.22
	36-45	17	15.32
	46-50	6	5.41
	>50	4	3.60
Domicile	Greater Jakarta (Jabodetabek)	84	75.68
	Outside Jabodetabek	27	24.32
Occupation	Student	61	54.95
	Entrepreneur	18	16.22
	Civil Servant/Employee	28	25.23
	Others	4	3.60
Monthly Income	Rp1.000.000-5.000.000	67	60.36

	Rp6.000.000-15.000.000	30	27.03
	Rp16.000.000-25.000.000	10	9.01
	> Rp25.000.000	4	3.60
Frequency of Visit	First time	11	9.91
	Occasionally	29	26.13
	Frequently	71	63.96

Source: SPSS Data (2026)

Table 2. Respondent Profile in Sanya, Hainan, China.

Respondent Profile		Frequency	Percentage (%)
Gender	Male	47	42.70
	Female	63	57.30
Age	15-25	88	80.00
	26-35	11	10.00
	36-45	8	7.30
	46-50	2	1.80
	>50	1	0.90
Domicile	Greater Jakarta (Jabodetabek)	97	88.20
	Outside Jabodetabek	13	11.80
Occupation	Student	81	73.60
	Entrepreneur	13	11.80
	Civil Servant/Employee	13	11.80
	Others	3	2.70
Monthly Income	Rp1.000.000-5.000.000	76	69.10
	Rp6.000.000-15.000.000	17	15.50
	Rp16.000.000-25.000.000	11	10.00
	> Rp25.000.000	6	5.50
Frequency of Visit	First time	66	60.00
	Occasionally	31	28.20

Frequently

13

11.80

Source: SPSS Data (2026)

Data Collection

This study examines seven variables: six independent variables representing urban tourism concepts and one dependent variable, Indonesian tourist satisfaction (Y). The independent variables (X) are the tourist-historic city (THC; X1), cultural city (CC; X2), fantasy city (FC; X3), creative city (CRC; X4), urban ecotourism (UE; X5), and resort city (RC; X6). The population comprises tourists who have visited urban tourism destinations in Jakarta—Kota Tua, Setu Babakan, Taman Mini Indonesia Indah (TMII), Taman Ismail Marzuki, PIK Mangrove Forest, and Hotel Borobudur Jakarta—or in Sanya—Nanshan Buddhist Cultural Park, Houhai Fishing Village in Haitang Bay, Tianya Haijiao, Yiheng Night Market, Daxiao Dongtian, and Yabulun Health & Fitness Holiday Hotel. Because the population size is unknown, the researchers used the number of indicators to determine the sample size. Hair et al. (2013) recommend a sample of 100 to 200 for SEM; another guideline is to multiply the number of indicators in a questionnaire by 5 to 10. This study has 22 indicators, so multiplying by 5 yields a minimum of 110 respondents per questionnaire.

Data Analysis Methods

This study used non-probability sampling, in which respondents are selected through non-random procedures and members of the population have unequal probabilities of being included in the sample (Subhaktiyasa, 2024). Specifically, it used purposive sampling, selecting participants according to predetermined criteria (Sugiyono, 2019). A questionnaire administered through Google Forms was completed by 220 respondents. Of these, 110 were Indonesian tourists who had visited urban tourism destinations in Jakarta, including Kota Tua, Setu Babakan, Taman Mini Indonesia Indah (TMII), Taman Ismail Marzuki, PIK Mangrove Forest, and Hotel Borobudur Jakarta. The other 110 were Indonesian tourists who had visited urban tourism destinations in Sanya, including Nanshan Buddhist Cultural Park, Houhai Fishing Village in Haitang Bay, Tianya Haijiao, Daxiao Dongtian, and Yabulun Health & Fitness Holiday Hotel. The questionnaire contained 22 items representing the study variables: three items for each urban tourism concept and four items for tourist satisfaction. For this comparative study, the instrument was divided into two questionnaires, one for Jakarta urban tourism and one for Sanya urban tourism.

Table 3. **Validity Test, Reliability Test, Average Variance Extracted (AVE) Test, Composite Reliability Test Urban Tourism in Jakarta, Indonesia.**

Indicator Urban Tourism in Jakarta Indonesia	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Tourist-Historic City		0.823	0.903	0.786	Reliable
THC1	0.915				Valid
THC3	0.900				Valid

Cultural City		0.669	0.858	0.751	Reliable
CC1	0.844				Valid
CC2	0.880				Valid
CC3	0.722				Valid
Fantasy City		0.690	0.869	0.770	Reliable
FC1	0.873				Valid
FC2	0.733				Valid
FC3	0.878				Valid
Creative City		0.709	0.879	0.801	Reliable
CRC1	0.756				Valid
CRC2	0.901				Valid
CRC3	0.862				Valid
Urban Ecotourism		0.689	0.868	0.776	Reliable
UE1	0.712				Valid
UE2	0.871				Valid
UE3	0.895				Valid
Resort City		0.670	0.859	0.754	Reliable
RC1	0.828				Valid
RC2	0.817				Valid
RC3	0.809				Valid
Indonesian Tourists Satisfaction		0.681	0.895	0.843	Reliable
KW1	0.772				Valid
KW2	0.828				Valid
KW3	0.834				Valid
KW4	0.864				Valid

Based on the table above, the results of the validity, reliability, Average Variance Extracted (AVE), and composite reliability tests for the research variables, such as Historical Tourism City (THC), Cultural City (CC), Fantasy City (FC), Creative City (CRC), Urban Ecotourism (UE), Resort City (RC), and Indonesian Tourist Satisfaction (KW), have met the minimum standards, so all variables are declared valid and reliable. However, the factor loading for the THC2 indicator in the historical tourist city (THC) variable did not meet the minimum threshold and was declared invalid. Therefore, the THC variable is only represented by THC1 and THC3. The statistical exclusion of the THC2 indicator, which assesses the presence of scheduled historical events, was due to the item exhibiting high response variance and weak internal consistency within the construct. In measurement model development, a low factor loading indicates that the specific item fails to contribute significantly to the variance of the latent variable being measured. To secure the empirical integrity, structural goodness-of-fit, and measurement invariance of the model before proceeding to further structural evaluation, this non-performing indicator was mathematically dropped from the analysis.

Table 4. **Validity Test, Reliability Test, Average Variance Extracted (AVE) Test, Composite Reliability Test Urban Tourism in Sanya, Hainan, China.**

Indicator Urban Tourism in Sanya Hainan China	Loading Factor	AVE	CR	Cronbach's Alpha	Information
Tourist-Historic City		0.820	0.932	0.891	Reliable

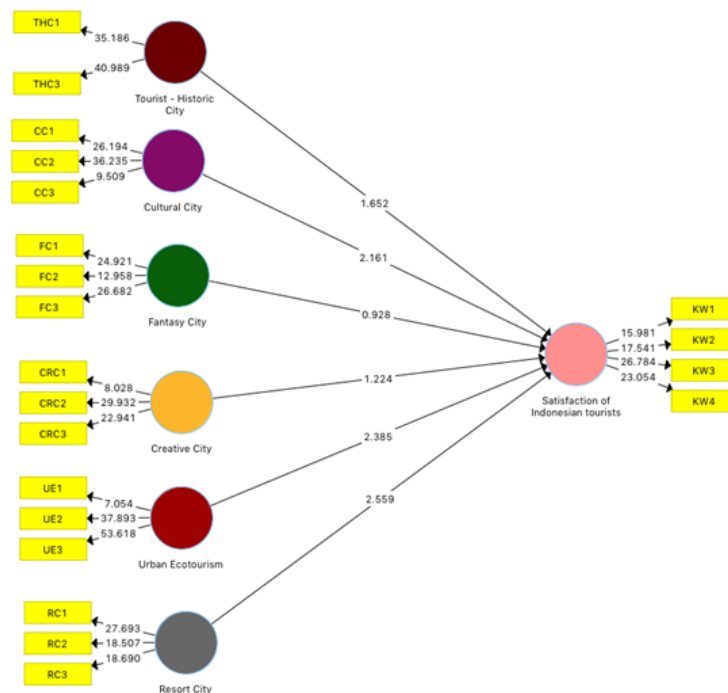
THC1	0.919				Valid
THC2	0.900				Valid
THC3	0.898				
Cultural City		0.829	0.935	0.905	Reliable
CC1	0.879				Valid
CC2	0.939				Valid
CC3	0.912				Valid
Fantasy City		0.792	0.920	0.869	Reliable
FC1	0.906				Valid
FC2	0.878				Valid
FC3	0.886				Valid
Creative City		0.797	0.922	0.873	Reliable
CRC1	0.862				Valid
CRC2	0.914				Valid
CRC3	0.902				Valid
Urban Ecotourism		0.774	0.911	0.854	Reliable
UE1	0.874				Valid
UE2	0.879				Valid
UE3	0.886				Valid
Resort City		0.780	0.914	0.860	Reliable
RC1	0.883				Valid
RC2	0.879				Valid
RC3	0.888				Valid
Indonesian Tourists Satisfaction		0.609	0.861	0.786	Reliable
KW1	0.790				Valid
KW2	0.732				Valid
KW3	0.786				Valid

Source: SPSS Data (2026)

Based on the table above, the results of the validity, reliability, Average Variance Extracted (AVE), and composite reliability tests for the research variables, such as Tourist-Historic City (THC), Cultural City (CC), Fantasy City (FC), Creative City (CRC), Urban Ecotourism (UE), Resort City (RC), and Indonesian Tourist Satisfaction (KW), have met the minimum standards, so all variables are declared valid and reliable.

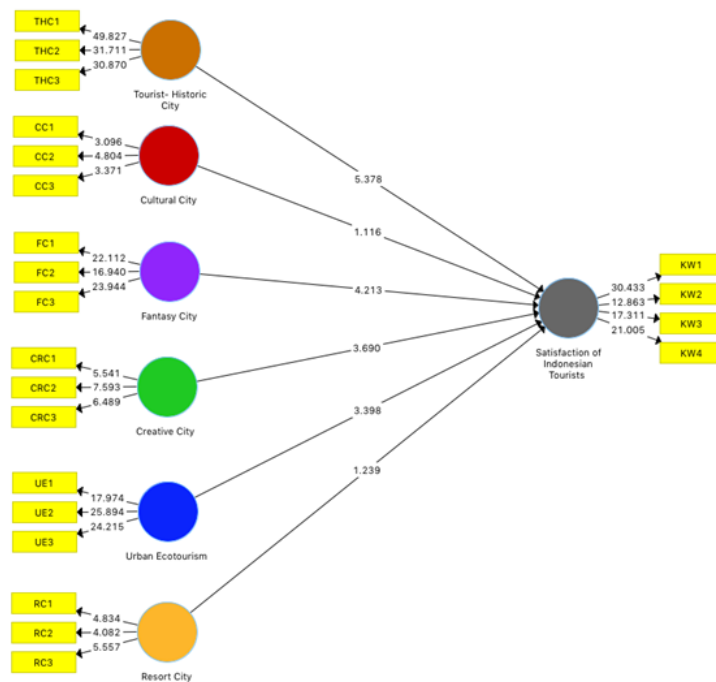
C. RESULTS AND ANALYSIS

Figure 2. Bootstrapping Results of Urban Tourism in Jakarta Indonesia Hypothesis Testing



Source: Results of data processing with SmartPLS 3.2.9 Software (2026)

Figure 3. Bootstrapping Results of Urban Tourism in Sanya Hainan China Hypothesis Testing



Source: Results of data processing with SmartPLS 3.2.9 Software (2026)

The SEM diagrams in Figures 2 and 3 illustrate the structural relationships between six urban tourism constructs—the tourist-historic city (THC), cultural city (CC), fantasy city (FC), creative city (CRC), urban ecotourism (UE), and resort city (RC)—as independent variables and Indonesian tourist satisfaction as the dependent variable. The arrows represent the hypothesized relationships, and the values shown on each path indicate the bootstrapping results, including path coefficients, t-statistics, and p-values. Bootstrapping was used to examine each construct's influence on tourist satisfaction and evaluate the structural model. The results indicate that only some dimensions of urban tourism have a statistically significant effect; consequently, not all hypotheses are supported.

Table 5. **Urban Tourism in Jakarta Indonesia Hypothesis Testing Direct Effect Output of Partial Least Square**

Hypothesis Test		Original Sample Estimate	Standard Deviation	P-Value	Hypothesis
H1	Tourist-Historic City has a positive influence on Indonesian Tourist satisfaction	0.173	0.105	0.099	H1Rejected
H2	Cultural City has a positive influence on Indonesian Tourist satisfaction	0.212	0.098	0.031	H2 Accepted
H3	Fantasy City has a positive influence on Indonesian Tourist satisfaction	0.113	0.122	0.354	H3 Rejected
H4	Creative City has a positive influence on Indonesian Tourist satisfaction	-0.092	0.075	0.222	H4 Rejected
H5	Urban Ecotourism has a positive influence on Indonesian Tourist satisfaction	0.264	0.111	0.017	H5 Accepted

H6	Resort City has a positive influence on Indonesian Tourist satisfaction	0.281	0.110	0.011	H6 Accepted
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Source: (SmartPLS Output Results, 2026).

Table 6. **Urban Tourism in Sanya Hainan China Hypothesis Testing Direct Effect Output of Partial Least Square**

	Hypothesis Test	Original Sample Estimate	Standard Deviation	P-Value	Hypothesis
H1	Tourist-Historic City has a positive influence on Indonesian Tourist satisfaction	0.394	0.073	0.000	H1 Accepted
H2	Cultural City has a positive influence on Indonesian Tourist satisfaction	0.093	0.083	0.265	H2 Rejected
H3	Fantasy City has a positive influence on Indonesian Tourist satisfaction	0.312	0.074	0.000	H3 Accepted
H4	Creative City has a positive influence on Indonesian Tourist satisfaction	0.282	0.076	0.000	H4 Accepted
H5	Urban Ecotourism has a positive influence on Indonesian Tourist satisfaction	0.237	0.070	0.001	H5 Accepted
H6	Resort City has a positive influence on Indonesian Tourist satisfaction	0.097	0.078	0.216	H6 Rejected

Source: (SmartPLS Output Results, 2026).

Hypothesis Testing

The hypotheses were tested using the bootstrapping method in partial least squares (PLS) analysis. The tables above summarize the results; the following sections discuss each hypothesis.

Hypothesis 1: Tourist-Historic City (THC) in Jakarta and Sanya have an effect on the satisfaction of Indonesian tourists.

For H1 in Jakarta, the original sample estimate was 0.173, the standard deviation was 0.105, and the p-value was 0.099, indicating that the hypothesis was rejected. Thus, the results of the hypothesis analysis indicate that the components of the tourist-historic city (THC) in Kota Tua have not been optimally implemented to increase Indonesian tourists' satisfaction. This may be due to the negative image of Kota Tua, such as the impression of a dirty city, traffic jams, frequent flooding, high levels of pollution and crime, and a city that seems haunted by old, poorly maintained buildings (Hidayat et al., 2019). The study by Hidayat et al. also shows that Kota Tua has not been able to maintain its positive image due to the provincial government's lack of preparedness and attention in managing and developing the area in line with its culture and history. In addition, the research respondents, who were predominantly individuals aged 15-25 years (Generation Z), assessed that the tourist attractions and atmosphere in Old Town Jakarta were monotonous and uninteresting, and that they lacked optimal facilities and services. There were also several old buildings that were poorly maintained. Research by Kurniasari et al. (2024) shows that Generation Z has preferences and perceptions regarding high-quality facilities and services, which are considered important for ensuring a satisfying tourist experience and enhancing a tourist destination's competitiveness.

In Sanya, the H1 analysis produced an original sample estimate of 0.394, a standard deviation of 0.073, and a p-value of 0.000; the hypothesis was therefore accepted. This suggests that the tourist-historic city (THC) components at Nanshan Buddhist Cultural Park have been implemented effectively in ways that increase Indonesian tourists' satisfaction. Part of the Nanshan Cultural Tourism Zone, the park presents Buddhist history, culture, and philosophy. Its attractions include a 108-meter statue of the Goddess Kwan Im in the South China Sea, the Chinese Buddhism Cultural Institute, and Kwan Im Park. Two other parks in the zone are Blessing and Longevity Park, which embodies Chinese cultural traditions and is believed to bring good luck, and Hainan Folk Culture Park, which presents Hainan's tropical scenery, Nanshan Mountain, and the customs of the Li and Miao peoples, the province's Indigenous groups. The variety of attractions, conservation of historical and cultural heritage, and availability of food, fashion, and entertainment outlets further enrich the visitor experience and may contribute to Indonesian tourists' satisfaction.

Hypothesis 2: Cultural City (CC) in Jakarta and Sanya have a positive effect on the satisfaction of Indonesian tourists.

The analysis of H2 in Jakarta yields an original sample estimate of 0.212, a standard deviation of 0.098, and a p-value of 0.031, indicating that the hypothesis is accepted. These results indicate that the components of the cultural city (CC) in Setu Babakan have been optimally implemented to increase Indonesian tourists' satisfaction. Setu Babakan successfully highlights aspects of Betawi culture through a cultural museum that displays various Betawi cultural heritages, such as Betawi cuisine visualized by combining AR technology, dressing table furniture, clothing, Betawi batik, traditional Betawi houses, and Betawi cultural traditions, such as marriage traditions, aqiqah, and other Betawi cultural traditions. In addition to the museum, Setu Babakan also has a Betawi cultural district and village where tourists can interact with the local community, enjoy the beauty of the lake and water-bike rides, try Betawi cuisine, watch traditional Betawi performances, and purchase Betawi handicrafts and souvenirs (Widaningsih et al., 2019). Thus, the

well-realized components of the cultural city in Setu Babakan further enrich tourists' experiences and insights into Betawi cultural heritage.

In Sanya, the H2 analysis produced an original sample estimate of 0.093, a standard deviation of 0.083, and a p-value of 0.265; the hypothesis was therefore rejected. Thus, the results of the hypothesis analysis indicate that the cultural city components (CC) in Houhai Fishing Village, Haitang Bay, have not been optimally applied to increase Indonesian tourists' satisfaction. Although this area is known as a fishing village, this characteristic is not reflected in the tourist experience. Most of its attractions focus on fashion markets, cuisine, and local snacks, all neatly arranged and modern. This prevents the cultural aspect from being optimally realized. Therefore, to increase its appeal, managers need to develop more comprehensive cultural attractions to enhance tourists' cultural experience.

Hypothesis 3: Fantasy City (FC) in Jakarta and in Sanya has a positive effect on the satisfaction of Indonesian tourists.

For H3 in Jakarta, the original sample estimate was 0.113, the standard deviation was 0.122, and the p-value was 0.354; the hypothesis was therefore rejected. This suggests that the fantasy city (FC) components at Taman Mini Indonesia Indah (TMII) may not have been implemented effectively enough to increase Indonesian tourists' satisfaction. Although TMII offers varied, themed attractions and is among the five most popular tourist attractions in DKI Jakarta (Susanto et al., 2022), the results indicate that its fantasy city components do not have a statistically significant positive effect on satisfaction. Other factors may also influence visitors' experiences, including facilities or rides that need improvement and discomfort associated with the revitalized pavilions. These factors may be especially important because most respondents were 15 to 25 years old and belonged to Generation Z, a group with high expectations for facility and service quality.

In Sanya, the H3 analysis produced an original sample estimate of 0.312, a standard deviation of 0.074, and a p-value of 0.000; the hypothesis was therefore accepted. This suggests that the fantasy city (FC) components at Tianya Haijiao have been implemented effectively in ways that enhance Indonesian tourists' satisfaction. Tianya Haijiao is an urban tourist destination known for its sea and beach views and local legends. Attractions include the coastal rock inscribed with the characters Nan Tian Yi Zhu, which is associated with a legend about two fairy girls who sacrificed themselves to protect fishermen from storms; Hai Pan Nan Tian rock, the site's oldest inscription; and a legend about a pair of lovers who turned into rocks as a symbol of eternal love. The destination also offers modern facilities, including shopping centers, food and beverage outlets, and electric vehicles for exploring the area. Other attractions and events include Li Ethnic Village, a Lantern Festival held in mid-autumn, and an annual International Wedding Celebration. Together, these features create a varied visitor experience that may contribute to the destination's fantasy-city appeal.

Hypothesis 4: Creative City (CRC) in Jakarta and Sanya have a positive effect on the satisfaction of Indonesian tourists.

Based on the results of the H4 analysis in Jakarta, the original sample estimate was -0.092, with a standard deviation of 0.075 and a p-value of 0.222 (> 0.05), indicating that the hypothesis was rejected. Thus, the results of the hypothesis analysis indicate that the components of the creative city (CRC) in Taman Ismail Marzuki (TIM) have not sufficiently enhanced Indonesian tourists' satisfaction. Although TIM is equipped with various facilities that support creative activities, such as a library, planetarium, theater buildings, and cultural art exhibition galleries, and

has undergone several revitalization and restructuring efforts to strengthen its role as a space for local artists and a center of creativity and urban art in Jakarta, strategic marketing and promotion are still considered insufficient. Additionally, the overall spatial arrangement of facilities at TIM and the limited seating capacity of its theater buildings may also affect the satisfaction of Indonesian tourists.

This outcome is consistent with Landry and Bianchini (1995, as cited in Jevtović and Sančanin, 2023), who argue that physical infrastructure investment alone is insufficient to realize the full potential of a creative city environment. The efficacy of such spaces depends significantly on the sensory and emotional engagement they provide to users rather than on the mere cost or scale of the material assets. The result can be further situated within the framework of Jevtović and Sančanin (2023), who distinguish between institutionalized, top-down creative city models and more organic, community-driven approaches. TIM's post-revitalization trajectory reflects the former orientation, prioritizing architectural transformation over the cultivation of participatory creative community life. While structural renewal has enhanced the site's formal character, it may have diminished the inclusive atmosphere that previously defined the venue, shifting its character toward a more formalized cultural institution than an accessible creative space. Gurning et al. (2026) offer complementary evidence, finding that Generation Z domestic tourists in Jakarta, who represent the dominant demographic in this study, increasingly favor participatory, digital-ready, and experiential environments that foster emotional connections over formal cultural institutions. This preference is reflected in the growing appeal of community-oriented creative spaces such as M Bloc Space, which emphasize social interaction, creative expression, and active participation through various community-based activities and events (Gurning et al., 2026). When a destination is perceived as an institutionalized space rather than an inclusive creative hub, it is unlikely to generate the level of engagement this tourist segment expects. This gap between TIM's current institutional orientation and tourists' experiential preferences provides a plausible contextual explanation for the non-significant relationship observed.

Conversely, the results of the H4 test in Sanya showed a sample estimate of 0.282, a standard deviation of 0.076, and a p-value of 0.000, so the hypothesis was accepted. Thus, the results of the hypothesis analysis indicate that the components of creative cities (CRC) at Yiheng Night Market have been optimally implemented to increase Indonesian tourists' satisfaction. This Night Market provides space for local traders to offer a variety of snacks and local cuisine, as well as fashion, accessories, and unique handicrafts, at affordable prices. The lively atmosphere, which reflects a balance between cosmopolitanism and localism, allows tourists to experience Sanya's cultural diversity and local traditions. There is also an area for children's rides, making it an inclusive and family-friendly tourist attraction. Yiheng Night Market involves the local community in the development of creative spaces, making it not only a place to shop but also a place to immerse oneself in local culture and enjoy the night atmosphere, making it one of the most popular destinations in the city of Sanya.

Hypothesis 5: Urban ecotourism (UE) in Jakarta and Sanya has a positive effect on the satisfaction of Indonesian tourists.

Specifically regarding the concept of urban ecotourism, the study's results show that both hypotheses are supported. In H5 in Jakarta, the original sample estimate was 0.264, with a standard deviation of 0.111 and a p-value of 0.017 (< 0.05), so the hypothesis is accepted. Thus, the results of the hypothesis analysis indicate that the components of urban ecotourism (UE) in the Pantai

Indah Kapuk (PIK) Mangrove Forest have been optimally implemented to increase Indonesian tourists' satisfaction. This urban ecotourism destination offers a cool, calm, and beautiful mangrove forest atmosphere, a diverse ecosystem, and a location close to the urban center, thereby satisfying Indonesian tourists. The PIK Mangrove Forest is an example of the effective application of the urban ecotourism concept, attracting tourists and increasing their satisfaction by offering a unique experience compared to other urban destinations.

Similarly, the results of the H5 analysis in Sanya showed an original sample estimate of 0.237, a standard deviation of 0.070, and a p-value of 0.001, so the hypothesis was accepted. Thus, the results of the hypothesis analysis indicate that the components of urban ecotourism (UE) in Daxiao Dongtian Park have been optimally implemented to increase Indonesian tourists' satisfaction. Daxiao Dongtian Park is the oldest tourist attraction in Hainan, with a history of more than 800 years, and is divided into six areas: Dongtian Fairy Tale World, Long Life South Mountain, South China Sea Dragon King, Cliff Wall and Inscription, Sea Mountain Wonder, and Sanya Natural History Museum. The park offers breathtaking natural scenery, abundant ecological resources, and Taoist historical and cultural heritage, and dragon legends in every corner, integrating education, recreation, and natural beauty in one destination. The diversity of attractions, activities, and conservation efforts further enriches the tourist experience and influences visitor satisfaction. In this regard, Daxiao Dongtian Park has been recognized as a destination that positively affects Indonesian tourists' satisfaction.

Hypothesis 6: Resort city (RC) in Jakarta and Sanya have a positive effect on the satisfaction of Indonesian tourists.

Based on the results of the H6 analysis in Jakarta, the original sample estimate was 0.281, with a standard deviation of 0.11 and a p-value of 0.011 (< 0.05), so the hypothesis was accepted. Thus, the results of the hypothesis analysis indicate that the components of the resort city (RC) at Hotel Borobudur Jakarta have been optimally implemented in increasing the satisfaction of Indonesian tourists. Hotel Borobudur offers classic accommodations with a modern feel, with a total of 695 rooms across 11 types. In addition, the recreational facilities available at this hotel are very complete, ranging from the Borobudur Club and Spa, executive lounge, helipad, sports facilities, swimming pool, and retail outlets such as the Souvenir Shop, Airline Ticket Counter, Clothing Outlet, and food and beverage outlets such as Bogor Cafe, Teratai Chinese Restaurant, El Padrino Steakhouse, Churchill Wine & Cigar Bar, Miyama Japanese Restaurant, Pendopo Lounge & Terrace, and many more.

Compared with the results of the H6 analysis in Sanya, the original sample estimate was 0.097, with a standard deviation of 0.078 and a p-value of 0.216, indicating that the hypothesis was rejected. Thus, the results of the hypothesis analysis indicate that the resort city (RC) components at the Yabulun Health & Fitness Holiday Hotel have not been optimally implemented in improving the satisfaction of Indonesian tourists. The Yabulun Health & Fitness Holiday Hotel offers 10 room types and facilities, including a small garden area, souvenir shops, and restaurants serving Hainan specialties. However, one of the main factors affecting tourist satisfaction is the restaurant's poor condition. Problems such as unpleasant odors that compromise comfort, food that is often served cold and does not meet expected quality standards, and a lack of information about the halal status of the food served reduce Indonesian tourists' satisfaction.

D. CONCLUSION

The analysis of Indonesian tourists' satisfaction with six urban tourism concepts in Jakarta found that three concepts had a positive influence on satisfaction: the cultural city concept at Setu Babakan, the resort city concept at Hotel Borobudur, and the urban ecotourism concept at PIK Mangrove Forest. The hypothesis concerning the tourist-historic city concept at Kota Tua, Jakarta, was rejected; the discussion attributes this result to the area's negative image and the government's limited readiness to implement targeted conservation efforts. The hypotheses concerning the fantasy city concept at Taman Mini Indonesia Indah (TMII) and the creative city concept at Taman Ismail Marzuki (TIM) were also rejected, indicating that these destinations may not yet have fully implemented the corresponding components in ways that positively influence Indonesian tourists' satisfaction. In Sanya, four concepts positively influenced satisfaction: the tourist-historic city concept at Nanshan Buddhist Cultural Park, the fantasy city concept at Tianya Haijiao, the creative city concept at Yiheng Night Market, and the urban ecotourism concept at Daxiao Dongtian Scenic Area. These findings suggest that these destinations integrate cultural heritage, thematic attractions, creative spaces, and natural experiences into tourism products that provide satisfying visitor experiences.

Table 7. Comparison of Sample Estimation Results and P-Value in Jakarta Indonesia and Sanya Hainan China on Indonesian Tourist Satisfaction

Hypothesis Test	Jakarta Indonesia		Sanya Hainan China	
	Original Sample Estimate	P-Value	Original Sample Estimate	P-Value
H1 Tourist-Historic City has a positive influence on Indonesian Tourist satisfaction	0.173	0.099	0.394	0.000
H2 Cultural City has a positive influence on Indonesian Tourist satisfaction	0.212	0.031	0.093	0.265
H3 Fantasy City has a positive influence on Indonesian Tourist satisfaction	0.113	0.354	0.312	0.000
H4 Creative City has a positive influence on Indonesian Tourist satisfaction	-0.092	0.222	0.282	0.000

H5	Urban Ecotourism has a positive influence on Indonesian Tourist satisfaction	0.264	0.017	0.237	0.001
H6	Resort City has a positive influence on Indonesian Tourist satisfaction	0.281	0.011	0.097	0.216

Source: Author Elaboration (2026)

The findings suggest that urban tourism development should reflect each destination's characteristics and the expectations of its target visitors. As tourism is increasingly viewed as a lifestyle necessity, product and service quality are important to whether visitors' experiences meet their expectations. Tourism concepts that do not have a positive effect on visitor satisfaction require targeted improvements. In Jakarta, Kota Tua would benefit from stronger historical preservation, cleaner public spaces, improved flood and traffic management, safer pedestrian access, and more engaging historical interpretation. Taman Mini Indonesia Indah (TMII) needs facility upgrades, better spatial organization, and more consistent service management. These improvements may be especially important given that most respondents were 15 to 25 years old and belonged to Generation Z, a group with high expectations for visually appealing facilities and service quality. Taman Ismail Marzuki (TIM) would benefit from a clearer promotional strategy, more visitor-friendly circulation, improved seating and supporting facilities, and a more integrated program design. In Sanya, Houhai Fishing Village could strengthen its cultural identity through a more authentic fishing-village narrative, greater community participation, and richer cultural performances. The resort city concept represented by Yabulun Health & Fitness Holiday Hotel also requires further development, including standardized core services, clearly certified halal food and beverage options for Muslim travelers, proper food-temperature control, and improved restaurant sanitation to eliminate unpleasant odors.

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