

FACTORS DETERMINING THE USE OF PUBLIC TRANSPORTATION AMONG CROSS-GENERATIONAL TOURISTS IN YOGYAKARTA



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Abstract

The utilization of public transportation could be affected by several factors such as motivation, negotiation, and constraints so it could be the determining factor in the decision-making process to use public transportation. This research aims to know whether motivation, negotiation, and constraints affect public transportation use for tourists in Yogyakarta. The researcher used quantitative research and samples were taken by distributing questionnaires online through the Google Form platform for the tourists. The data process was done by using PLS-SEM. The result of this research showed that motivation and negotiation have a significant impact on public transportation use. Constraints did not significantly affect public transportation use. This research contributes academically to add literature regarding the public transportation users behavior from three generations in Indonesia with a quantitative approach.

Keywords: Motivation, Negotiation, Constraints, Public Transportation Use

INTRODUCTION

Maintaining environmental sustainability is a major issue faced by humanity in the 21st century. The most significant environmental problem at present is uncontrolled climate change (Gills, B., & Morgan, 2020). Climate change poses a considerable challenge to humanity today as a consequence of greenhouse gas emissions. Addressing this issue requires the development and expansion of renewable energy sources to replace non-renewable fuels. Sustainability can also be achieved by increasing the use of electric vehicles and promoting sustainable mobility, such as walking, cycling, and using public transportation (Zientara, P., Jażdżewska-Gutta, M., Bąk, M., & Zamojska, 2024).

The tourism sector plays an important role in societal life, particularly in relation to the economy. Its impact extends beyond economic aspects, as it also holds a crucial role in environmental sustainability. Currently, sustainable tourism has been widely implemented, which takes into account economic, social, and environmental impacts both in the present and in the future, considering the needs of visitors, the industry, the environment, and the local community (WTO & UNEP, 2005).

Sustainable tourism, of course, requires collaborative efforts in its management to support its objectives, involving government authorities, tourism site owners, tourists, and the local residents. The impacts of sustainable tourism can relate to the environment, social and cultural aspects, as well as economic improvements for local communities residing near sustainable tourism sites.

To ensure the continuity and smooth operation of tourism development, adequate support for access to tourist sites is necessary, including good roads, sufficient transportation by land, sea, and air, as well as adequate accommodation to support tourism growth. The fastest-growing sector in the transportation industry is motorcycles, with an increase of more than five million units annually from 2021 to 2023. In 2021, there were approximately 272.68 million motorcycles, which rose to 275.77 million in 2022 and further increased to 278.696 million in 2023.

To support environmental sustainability, the use of motorised vehicles must be minimised. The adoption of sustainable transportation has an impact on both economic and social life, thereby improving the quality of human life. The quality of life enhanced by sustainable transportation includes comfort, safety, environmental security, public health, and easy, affordable access to transportation for all social groups (Sutandi, 2015).

The use of domestic air transportation in August 2023 was recorded at 341.6 million passengers, an increase of 9.9 million compared to the same period in 2022. Domestic sea transportation users in August 2023 reached 13.2 million passengers, an increase of 11.81 percent compared to the same period in 2022. Railway passengers in August 2023 were recorded at 238.5 million, an increase of 42.63 percent compared to the same period in 2022. The use of public transportation presents an opportunity to support growth in the tourism sector.

Indonesia currently has several cities that remain iconic tourist destinations and are consistently crowded during holidays. Popular tourist cities in Indonesia include Manado, Yogyakarta, Bandung, Bali, Malang, Balikpapan, and Raja Ampat. These seven destinations are consistently on the list of Indonesian citizens as holiday destinations.

The focus of this study is tourists visiting Yogyakarta. Yogyakarta is one of the tourist areas in Indonesia that has preserved the traditions of the Ngayogyakarta Sultanate and the

uniqueness of Javanese culture, which continues to attract public attention, making Yogyakarta a leading cultural tourism city in Indonesia (Yuli, 2011). Yogyakarta is also one of the regions where residents aim to shift to public transportation to reduce air pollution and traffic congestion (Emaputra, A., Nagara, A. O. A., Mawadati, A., & Sulistyaningsih, 2022).

Tourism activities are enjoyed not only by adolescents but also by all age groups, including Generation X, Y, and Z. Each generation has distinct characteristics: Generation X is innovative, more independent, and values emotional comfort; Generation Y prefers straightforward rules and values openness and transparency; Generation Z is socially oriented, multitasking, technology-savvy, and environmentally conscious (Wijayanti, 2021). The differences in generational characteristics have prompted the researcher to examine whether generational behaviour influences public transportation use.

In the study by (Zientara, P., Jażdżewska-Gutta, M., Bąk, M., & Zamojska, 2024), the relationship between motivation, negotiation, constraints, and public transportation use was examined. This study investigates which variables affect tourists' behaviour in Yogyakarta in choosing public transportation. The variables tested in this study are motivation, negotiation, constraints, and public transportation use.

REVIEW OF LITERATURE

Public Transportation Use

Public transportation use refers to a group of individuals who utilise public transport services to meet their daily mobility needs, ranging from commuting to work or school, shopping, to leisure trips. The choice to use public transportation is influenced by several considerations, including the availability of integrated routes, comfort and safety during travel, more affordable costs compared to private transport, and awareness of its positive environmental benefits.

Motivation

Motivation refers to the condition or reasons underlying an activity or behaviour (Guay, F., Chanal, J., Ratelle, C. F., Marsh, H., Larose, S., & Boivin, 2010). According to (Sudrajat, 2008), motivation is the spirit that drives an individual to remain persistent and enthusiastic in carrying out activities, whether originating from oneself or from the surrounding environment. Another perspective explains that motivation is the desire arising within an individual that prompts them to perform an action; actions are undertaken to achieve specific goals (Amalia, M. M., Sutrisno, Mere, K., Bakar, A., & Arta, 2023). An individual acts for a reason to attain their intended objectives. The terms “needs”, “wants”, and “drives” are closely related to the concept of motivation (Hadi, S., & Putra, 2021).

Negotiation

Negotiation is the activity of bargaining to find the best solution acceptable to both parties (Tazkiya, A., Sonia, G., Sopian Saparingga, H., & Aldiansyah dan Ricky Firmansyah, 2021). It is also defined as a communication process undertaken by two or more parties attempting to reach an agreement or resolve a problem (Saing, C. N., Nasution, N., Hasibuan, N., Nazara, B. S., 2023). According to (Tazkiya, A., Sonia, G., Sopian Saparingga, H., & Aldiansyah dan Ricky Firmansyah, 2021), negotiation can be simply understood as a continuation of an agreement made by two or more parties to achieve mutual satisfaction. Communication in negotiation involves more than just the exchange of information; it encompasses a complex process of creating meaning and understanding (Melatiningsih, B.

S., 2023). The purpose of communication in negotiation is to reach a negotiated outcome and to achieve a fair agreement for all parties involved. Negotiation activities can be categorised into three types: cognitive negotiation, behavioural negotiation, and negotiation effectiveness.

Cognitive refers to the condition that describes an individual's thought patterns and mental abilities related to thinking, planning, and understanding in problem-solving (Izzuddin, 2021). Evidence indicates that cognitive processes influence individuals in assessment and decision-making during negotiations (Sruti, A. D., Rachmadhany, A. B., Ratnadewati, T., Zuhri, 2024). Cognitive negotiation can be defined as a negotiation process based on thought patterns, planning, and the ability to comprehend issues. Behavioral negotiation, behavioral, is the process by which an individual adjusts their communication to resolve problems based on behaviours, bad habits, or actions considered inappropriate by the surrounding environment (Kalfahny, R. C., Maryani, D., Soleha, S. N., Nurhayati, S., Fitriana, D., & Putri, 2022). Behavioral negotiation can be defined as an individual's ability to communicate and negotiate in order to achieve mutually beneficial agreements. Negotiation effectiveness, effectiveness, is the state that occurs when there is alignment between the goals and objectives set and the outcomes achieved (Erawati, I., Darwis, M., & Nasrullah, 2017). Negotiation effectiveness can be defined as the ability to communicate in a manner that supports the negotiation to proceed smoothly and effectively.

Constraints

According to (Zientara, P., Jazdżewska-Gutta, M., Bąk, M., & Zamojska, 2024) constraints are factors that hinder individuals from participating in certain activities. Constraints themselves are anything that obstructs or impedes individuals in daily life, preventing them from achieving their goals (Wahyuni, 2022). Constraints play a crucial role in the decision-making process, as when an individual faces constraints that have a significant impact, these become important considerations in decision-making. The dimensions of constraints used in this study are intrapersonal constraints, interpersonal constraints, and structural constraints. Intrapersonal constraints are barriers that arise from within an individual, affecting motivation, self-confidence, and participation in activities. These barriers originate from beliefs, attitudes, fears, or personal experiences (Buchanan, 1997). Interpersonal constraints refer to limitations or barriers that exist within relationships between individuals. These constraints affect individual interactions and are often caused by specific characteristics of individuals that may influence full engagement in activities. Structural constraints refer to external factors that prevent individuals from participating in desired activities, even if they previously had preferences or expectations regarding those activities.

Test Of Hypothesis

1. The Influence of Motivation on Public Transportation Use

H1: There is a positive relationship between motivation and public transportation use.

2. The Influence of Constraints on Public Transportation Use

H2: There is a negative relationship between constraints and public transportation use.

3. The Influence of Constraints on Negotiation

H3: There is a positive relationship between constraints and negotiation.

4. The Influence of Motivation on Negotiation

H4: There is a positive relationship between motivation and negotiation.

5. The Influence of Negotiation on Public Transportation Use

H5: There is a positive relationship between negotiation and public transportation use.

RESEARCH METHOD

This study employs a quantitative method. Primary data were collected through a questionnaire distributed online using the Google Form platform to respondents matching the characteristics of the population who had undertaken tourism trips in Yogyakarta using public transportation within the past three years. The measurement scale used in this study was a Likert scale ranging from 1 to 5. The collected data were processed using Partial Least Squares Structural Equation Modelling (PLS-SEM). PLS-SEM is suitable for complex models with numerous indicators and relationships, can handle data with non-normal distributions, and is flexible for both large and small sample sizes. Additionally, PLS-SEM is appropriate for conducting multigroup analysis (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2022).

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of the questionnaire distributed online via the Google Form platform, a total sample of 560 was obtained. After screening the responses, only 556 respondents met the criteria. The characteristics of respondents who had visited the Special Region of Yogyakarta in the past three years using public transportation are presented in Table 1.

Table 1.
Respondent Characteristics

Characteristics	Description	Frek.	%
Gender	Male	259	46,6
	Women	297	53,4
Generation (Age)	Generation Z (12-27 years old)	200	36,0
	Millennials (28-43 years old)	201	36,2
	Generation X (44-59 years old)	155	27,9
Final education	Junior High School	14	2,5
	High School/Vocational School/Equivalent	162	29,1
	D3/D4/Vocational	160	28,8
	S1	169	30,4
	S2	48	8,6
	S3	3	0,5
	First time visiting	93	16,7

Characteristics	Description	Frek.	%
Frequency of arrivals in the last three years	Second visit	184	33,1
	Several visits	186	33,5
	Frequent visits	93	16,7
Purpose of the visit	Travel/Relax	293	52,7
	Visiting Family/Friends	219	39,4
	Business	44	7,9
Transportation type (more than 1 can be chosen)	Buses, Trains	249	44,8
	Trains	149	26,8
	Aircraft	54	9,7
	Bus	47	8,5
	Cars, Planes	39	7,0
	Buses, Planes	9	1,6
	Buses, Trains, Planes	9	1,6
Most visited accommodation locations	Downtown	129	23,2
	Close to the city	295	53,1
	Away from the city	132	23,7
Average length of stay in Yogyakarta	Less than 3 nights	344	61,9
	3 nights or more	212	38,1

Source: Research Data

Validity Test

In this study, validity and reliability tests were conducted. The validity test results for five variables with a total of 42 items were declared valid, as the Pearson correlation coefficients were higher than the r table value (r table = 0.279 for $n = 50$) or the significance values were less than $\alpha = 5\%$. The reliability test results for the five variables were declared reliable, as the Cronbach's alpha values were greater than 0.70.

PLS-SEM Outer Model

The calculation of indicator reliability for each construct showed that, in general, all indicators had outer loadings ≥ 0.70 , indicating that each indicator significantly represents the constructs of motivation, the cognitive negotiation dimension, and the negotiation effectiveness dimension. There were two indicators with outer loadings between 0.40 and 0.70, namely M1 and M8; however, these indicators were retained because the constructs still met the criteria for convergent validity and internal consistency/reliability.

Table 2.
Model Outer Loadings

Variable	Dimensions	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Motivation		M1	0,684	0,867	0,896	0,517
		M2	0,729			
		M3	0,712			
		M4	0,725			
		M5	0,737			
		M6	0,747			

Variable	Dimensions	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
		M7	0,726			
		M8	0,692			
Negotiation	Cognitive negotiation	CN1	0,729	0,773	0,855	0,596
		CN2	0,752			
		CN3	0,819			
		CN4	0,784			
		NE1	0,744	0,791	0,856	0,544
	Negotiation effectiveness	NE2	0,746			
		NE3	0,741			
		NE4	0,727			
		NE5	0,731			

Source: Research Data

The outer weight model shows that all indicators have significant outer weight values, with t-statistics above 1.96 and p-values below 0.05, indicating that each indicator contributes significantly to the measured formative constructs. Furthermore, the outer weights, which range from 0.231 to 0.544, demonstrate the relative contribution of each indicator in forming the latent construct; the higher the outer weight of an indicator, the more relevant it is and the greater its contribution to defining the construct.

Table 3.
Model Outer Weight

Variable	Dimensions	Indicator	Outer Weight	T-stat	P values	VIVID
Public Transportation Use		PTU1	0,457	7,695	0,000	1,190
		PTU2	0,544	8,461	0,000	1,202
		PTU3	0,354	5,858	0,000	1,115
Constraints	Intrapersonal constraints	ITAC1	0,325	8,278	0,000	1,071
		ITAC2	0,331	9,130	0,000	1,113
		ITAC3	0,231	5,947	0,000	1,110
		ITAC4	0,277	7,318	0,000	1,272
		ITAC5	0,314	8,418	0,000	1,285
		ITAC6	0,311	7,363	0,000	1,400
	Interpersonal constraints	ITEC1	0,260	5,922	0,000	1,104
		ITEC2	0,361	8,967	0,000	1,322
		ITEC3	0,260	5,828	0,000	1,166
		ITEC4	0,373	9,617	0,000	1,119
		ITEC5	0,396	9,669	0,000	1,312
	Structural constraints	SC1	0,236	6,265	0,000	1,106
		SC2	0,232	6,083	0,000	1,222
		SC3	0,242	6,336	0,000	1,407
		SC4	0,358	9,568	0,000	1,386
		SC5	0,316	8,459	0,000	1,176
		SC6	0,360	10,022	0,000	1,104

Negotiation	Behavioral negotiation	BN1	0,325	6,420	0,000	1,214
		BN2	0,384	8,969	0,000	1,209
		BN3	0,322	7,111	0,000	1,310
		BN4	0,272	6,252	0,000	1,239
		BN5	0,306	6,609	0,000	1,233

Source: Research Data

Discriminant Validity

The results of the discriminant validity calculation using the HTMT approach indicate that the HTMT values for all combinations of constructs are below the threshold of ≤ 0.85 . Therefore, discriminant validity for the constructs of motivation, the cognitive negotiation dimension, and the negotiation effectiveness dimension is satisfied. These results ensure that each construct is clearly distinct and does not overlap with others, either empirically or conceptually.

Table 4.
Discriminant Validity

Discriminant validity (Fornell-Larcker Criterion)			
	Motivation	Cognitive	Effectiveness
Motivation	0,719	-	-
Cognitive	0,439	0,772	-
Effectiveness	0,446	0,588	0,738
Discriminant validity (HTMT)			
	Motivation	Cognitive	Effectiveness
Motivation	-	-	-
Cognitive	0,534	-	-
Effectiveness	0,538	0,748	-

Source: Research Data

Hypothesis Testing

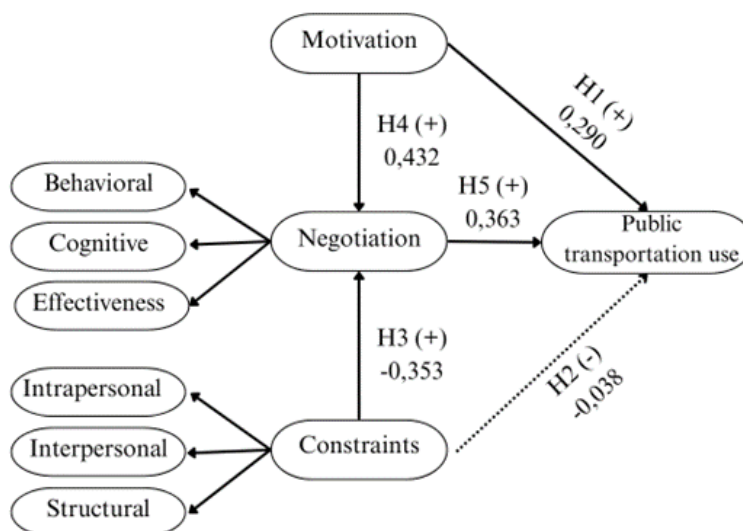
Hypothesis testing, which examines the significance of the coefficients of influence between variables, was conducted using PLS Bootstrapping or, alternatively, by referring to the path coefficient table. A research hypothesis is accepted if the calculated t-value (T-statistic) is ≥ 1.96 or if the p-value is less than the significance level (α) of 5%. The following presents the results of the significance tests for the effects between variables based on the PLS-SEM output.

Table 5.
Testing the Influence Pathway Between Variables

No	Influence between Variables	Coefficients	T-Stat	P-Values	Hypothesis
1	<i>Motivation → Public Transportation Use</i>	0,290	7,17	0,000	H1 accepted
2	<i>Constraints → Public Transportation Use</i>	-0,038	0,866	0,387	H2 rejected
3	<i>Constraints → Negotiation</i>	-0,353	9,759	0,000	H3 accepted

4	<i>Motivation → Negotiation</i>	0,432	13,345	0,000	H4 accepted
5	<i>Negotiation → Public Transportation Use</i>	0,36	8,625	0,000	H5 accepted

Source: Research Data



Source: Research Results

Multigroup Analysis (MGA) aims to evaluate differences in the relationships between variables within the structural model based on specific groups, such as demographic categories (e.g., generations) or other classifications. MGA is used to understand whether the effect of an independent variable on a dependent variable varies significantly across different groups. In this way, MGA is useful for designing strategies or recommendations that are more specific and tailored to the needs of each group.

Table 6.
Multigroup Analysis Test Results

No	Influence between Variables	Statistics	Generation			Hypothesis		
						Generation		
			X	Millennial	Z	X	Millennial	Z
1	Motivation → Public Transportation Use	Koef. t-value p-value	0,384 6,150 0,000	0,309 4,348 0,000	0,214 2,214 0,027	H1 accepted	H1 accepted	H1 accepted
2	Constraints → Public Transportation Use	Koef. t-value p-value	0,044 0,410 0,682	-0,077 0,815 0,415	-0,078 0,858 0,391	H2 rejected	H2 rejected	H2 rejected

3	Constraints → Negotiation	Koef. t-value p-value	-0,127 1,326 0,185	-0,474 7,458 0,000	-0,340 4,991 0,000	H3 rejected	H3 accepted	H3 accepted
4	Motivation → Negotiation	Koef. t-value p-value	0,430 6,978 0,000	0,402 5,938 0,000	0,329 5,574 0,000	H4 accepted	H4 accepted	H4 accepted
5	Negotiation → Public Transportation Use	Koef. t-value p-value	0,332 5,161 0,000	0,321 3,762 0,000	0,322 2,840 0,000	H5 accepted	H5 accepted	H5 accepted

Source: Research Data

Discussion

According to Table 4, four hypotheses were accepted. The hypotheses regarding motivation on public transportation use, constraints on negotiation, motivation on negotiation, and negotiation on public transportation use are consistent with the findings of (Zientara, P., Jażdżewska-Gutta, M., Bąk, M., & Zamojska, 2024). The hypothesis concerning constraints on negotiation is supported by the studies of (Wilson, O. W. A., Walters, S. R., Naylor, M. E., & Clarke, 2019). According to the table above, one hypothesis was rejected: the hypothesis concerning constraints on public transportation use, which is consistent with the findings of (Zientara, P., Jażdżewska-Gutta, M., Bąk, M., & Zamojska, 2024)

Yogyakarta is known as a student city, with many prominent educational institutions located there. In addition to being a student city, Yogyakarta is also recognised as a tourist city that attracts visitors of all age groups, including Generation X, Millennials, and Generation Z. The public transportation options available to reach Yogyakarta are diverse and facilitate tourist mobility, including land routes such as trains and buses, as well as air travel via planes. Several factors encourage tourists from Generation X, Y, and Z to use public transportation, as highlighted in the studies. Research conducted by (Haqqi, H. H., Intansari, D. W. A., & Nardiansyah, 2023), also aligns in terms of examining public transportation in Yogyakarta.

CONCLUSION

This study investigates the influence of motivation, negotiation, and constraints on public transportation use among tourists in Yogyakarta from the perspective of three generations. The study was conducted using three distinct samples: Generation X, Generation Y/Millennials, and Generation Z. Analysis of the overall sample revealed that motivation has a positive effect on public transportation use, whereas constraints do not have a significant effect on public transportation use. Both motivation and constraints have a positive effect on

negotiation, and negotiation, in turn, has a positive effect on public transportation use. The tests conducted on Generation Y and Z samples produced results consistent with the overall sample. However, the test conducted on Generation X showed different results, where the variable constraints did not significantly affect negotiation.

The discussion results indicate that the motivation variable for Generation X, Generation Y, and Generation Z has a positive influence on public transportation use in Yogyakarta, meaning that the higher the internal drivers such as accessibility and comfort, the greater the intensity of public transportation use. Meanwhile, the constraints variable for Generation X, Generation Y, and Generation Z does not have a significant effect on public transportation use, although it may pose obstacles for individuals when using public transport. The motivation variable for all three generations encourages greater negotiation efforts, which ultimately increase preference for and intensity of public transportation use. Meanwhile, the constraints variable in Generation X was found to have no significant effect on negotiation, whereas in Generation Y and Generation Z, constraints have a positive effect on negotiation, despite potentially reducing individuals' ability to negotiate when overcoming barriers. Motivation also promotes greater negotiation efforts, which in turn enhance preference for and intensity of public transportation use.

This study has limitations regarding the diversity and size of the sample, as well as the lack of data sources to validate the findings. Future research is expected to explore the influence of other variables that may affect public transportation use, such as comfort and accessibility factors, both physically (e.g., vehicle conditions) and psychologically (e.g., feelings of safety and comfort). Subsequent researchers could also compare the perceptions of domestic or international tourists with those of local residents regarding the comfort and accessibility of public transportation.

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