



## Determinants of Gen Z Tourists' Intentions to Visit Coastal Areas: The Role of Attractiveness, Price Perception, and Tourism Amenities

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### ABSTRACT

The issue surrounding fluctuating visit intentions and environmental quality in coastal destinations prompted this study, which aims to examine the determinants of Gen Z tourists' intentions to visit coastal areas in Tangerang Regency, integrated with the influence of attractiveness, price perception, and tourism amenities. This study used a quantitative approach using a Likert scale questionnaire given to 215 Gen Z respondents. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that attractiveness, price perception, and tourism amenities positively impact the intention of Gen Z tourists to visit. The results indicate that natural beauty, unique features, and comfort are the main factors driving Generation Z's intention to visit coastal destinations. Adequate facilities, such as sanitation, sewage systems, and parking areas, enhance visitor experiences and support sustainable tourism. However, challenges remain, including environmental degradation, inappropriate entrance fees, and insufficient infrastructure that hinder sustainability.

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### INTRODUCTION

Indonesia's tourism industry has undergone a significant transformation in line with the shift in tourist demographics, where Generation Z now occupies a dominant position as a strategic market segment. Based on data from the Central Statistics Agency in 2025, generation Z born in the range of 1997 to 2012 reached a population of more than 66.77 million people or around 23.47% of the total population of Indonesia, making this demographic group the foundation of the future of the national economy (BPS, 2025). The unique characteristics of generation Z as digital natives who are used to accessing information through digital platforms and social media are creating new dynamics in tourism consumption patterns (Kurniasari et al., 2024). Tourist' intention is a psychological construct that reflects a person's intention in traveling to a destination to gain new experiences (Idahwati et al., 2024). Research by Tanjung et al. (2021) emphasizing that the intention of tourist visits is a key factor in the success of the tourism services industry, because when tourists' expectations are met or even exceeded, they tend to become loyal and give positive recommendations to others.

Coastal tourism attractions have a strategic position in Indonesia's tourism map. Generation Z shows a strong preference for coastal destinations, as evidenced by research (Abdullah et al., 2024) which found that the majority of tourists aged 18-29 years make repeated visits to beach destinations with a frequency of 2 to 4 times. This generation's intention in coastal tourism is driven by their exploratory characteristics who have a high curiosity and a tendency to seek new experiences. Tangerang Regency, as a buffer area for Jakarta, has significant coastal tourism potential but has not been optimally optimized. The Tanjung Kait area, which includes Tanjung Kait Beach, Tanjung Kait Shangrila Beach, and Karang Serang Beach, offers uniqueness in the form of a fishing village atmosphere and culinary experience seafood authentic.

However, an analysis of Google Review data in 2025 reveals serious problems related to the quality of coastal tourist attractions in the Tanjung Kait Area. Among the 14 beach destinations spread across Tangerang Regency, three destinations in this region received the lowest rating, namely Karang Serang Beach and Shangrila Tanjung Kait Beach with a rating of 3.5, and Tanjung Kait Beach with a rating of 4.0. A more in-depth evaluation of the three main indicators shows that Tanjung Kait Beach obtained a rating of 3.5 for attractiveness, 3.5 for price perception, and 4.3 for amenities. Shangrila Tanjung Kait Beach is rated 2.3 for attractiveness, 2.6 for price perception, and 3.3 for tourism amenities. Meanwhile, Karang Serang Beach received a rating of 2.7 for attractiveness, 2.7 for price perception, and 2.5 for tourism amenities. This quantitative data indicates significant dissatisfaction among tourists with the quality of tourist attractions.

The attractiveness of a tourist attraction is a fundamental determinant that motivates tourists to travel. Research by Kurniasari et al. (2024) emphasizing that attractiveness is an initial component in the tourism industry, because without the presence of adequate attractions, it is difficult for destinations to attract tourist visits. The results of field observations show that the three beaches in the Tanjung Kait area face serious problems related to cleanliness, where murky beach water, scattered garbage, and the proliferation of stalls on the beach have reduced the natural attractiveness of the destination. Price perception is a psychological construct that reflects tourists' assessment of the fairness and suitability of prices with the value received (Fauziah et al., 2023). In the Tanjung Kait area, the problem of price perception is complex because it involves not only the official entrance ticket price, but also the practice of illegal levies carried out by irresponsible individuals. Tourism amenities or supporting facilities are crucial elements that determine the comfort and satisfaction of tourists during their visit. The results of the investigation show that the condition of amenities in the Tanjung Kait area is still far from adequate, where sanitation facilities are not well maintained.

Previous research has confirmed the positive influence of attractiveness on visitor intention visit, as shown by Revansky and Sarudin (2025) which found a significance value of 0.000 and a coefficient of determination of 0.768. The study by Dwiwinarno and Kuswardani (2024) proves that price perception has a significant effect on intention in visiting. Meanwhile, research by Ilhamalimy et al. (2025) confirms that tourism amenities have a positive influence on tourist intention in visiting. However, research that integrates these three variables in the specific context of Generation Z in coastal tourist destinations is still limited. Based on the empirical phenomena and research gaps that have been identified, this study aims to analyze

the influence of attractiveness, price perception, and tourism amenities on the intention of Generation Z tourists in the Tanjung Kait Beach Area in Tangerang Regency.

## **LITERATURE REVIEW**

### ***\$Attractiveness***

Attractiveness in the context of tourism is the intrinsic ability of a destination to arouse the attention, interest, and desire of tourists to engage more deeply with the location. Jessica and Susanto (2024) defines attraction as the capacity of an object, product, service, or idea to generate an allure that encourages a person to know or experience it directly. This construct has a subjective nature because it is strongly influenced by individual perceptions, personal needs, value systems, and accumulated tourist experiences. Tanjung et al. (2021) expanding this understanding by emphasizing that attractiveness reflects the uniqueness and values that come from natural wealth, cultural heritage, and the results of human creativity that collectively shape the attractiveness of destinations. Nursifa e al. (2024) identifies that attractiveness can be sourced from a variety of dimensions including the uniqueness of the characteristics, visual aesthetics, functional utility, quality standards, and the emotional value contained in the tourist experience. Attractiveness serves as a catalyst that drives the attention and intention of the visit, thus differentiating a destination from its competitors. Puspitasari and Zainurossalamia (2025) adding that tourism products are categorized as having high attractiveness if they can attract attention from the first visual contact through aesthetic design and comprehensive information presentation. From a psychological perspective, Nursifa (2024) explained that attractiveness operates as a primary motivational trigger that activates behavioural responses because it meets the cognitive and emotional needs of tourists. Sedmak and Vodeb (2025) propose a comprehensive framework that includes six critical indicators to measure the attractiveness of destinations, namely the uniqueness of destination characteristics, visual appeal, security guarantees, comfort levels, quality of visit experience, and service standards.

### ***Price Perception***

Price perception is a complex psychological construct that reflects the process of evaluating and interpreting price values by consumers based on their individual expectations and experiences. Kurniawan and Sengaji (2025) describe price perception as an initial cognitive stage where consumers assess the monetary value of a product or service relative to the expected benefits. Yopiani and Sintesa (2025) are expanding this definition by emphasizing the emotional dimension in price perception, which involves not only nominal evaluation but also competitive comparisons with alternative products on the market. Price perception is not identical to the nominal absolute price, but is a subjective assessment of the fairness, fairness, and equivalence between the financial sacrifice and the value proposition offered. A positive price perception is formed when there is an alignment between the costs incurred and the perceived benefits obtained by tourists. Istiyawari et al. (2021) conceptualize price perception as a consumer's perspective on the monetary value that has been invested to acquire a product or service in the context of the formation of consumer loyalty. Price perception has a significant correlation with brand image, service quality evaluation, and consumer purchase intention. In the framework of behavioural economics, consumers do not always think rationally in evaluating prices, but are often influenced by emotional heuristics, perceived added value, and social comparison. Hasudungan (2024) operationalizes price perception through four critical indicators, namely affordability, price-quality relationship, perceived value, and price competitiveness that compares the value proposition of the destination with alternative competitors.

### ***Tourism Amenities***

Tourism amenities are the entire system of facilities and infrastructure provided to support the comfort, convenience, and satisfaction of tourists in undergoing tourism activities. Permadi et al. (2021) classify tourism amenities into physical infrastructure such as accommodation, restaurants, transportation hubs, and recreational facilities. This categorization is by identifying non-physical components including information systems and service quality as integral elements of the amenity. Huda and Chismarda (2023) emphasize that tourism amenity is a fundamental indicator of destination effectiveness, because even though the core product is of high quality, without adequate amenity support, the overall experience of tourists will experience significant degradation. The existence of tourism amenities reflects the level of professionalism and commitment of destination managers to customer satisfaction. Tourism amenities through six main components which include worship facilities, availability of garbage cans, provision of parking lots, availability of toilets, toilet conditions, and overall condition of public facilities. Istiyawari et al. (2021) found a positive correlation between the quality of tourism amenities and the perceived value of tourists. Yopiani and Sintesa (2025) emphasize that comprehensive availability of amenities provides a competitive advantage and is a differentiating point in destination positioning.

### ***Tourists' Intention to Visit***

Tourists' intentions to visit are psychological constructs that represent the motivation and readiness of tourists to visit certain destinations to gain meaningful experiences. Intention to visit as a tourist's propensity to visit destinations is driven by expectations of positive experiences. Silaban et al. (2023) add a dimension of social influence by emphasizing that the intention to visit is influenced by positive experiences shared by previous visitors through digital platforms. Gaffar et al. (2021) identify that tourists' intentions to visit have a reciprocal relationship with social media marketing and destination images. The conceptualization of intention to visit is a psychological drive that encourages individuals to come and experience destinations because of interest and positive perception. Multiple determinants that influence intention to visit, including internal factors such as personal motivation as well as external factors include promotional activities and word-of-mouth recommendations. Yussabila and Sutarmin (2025) concludes that intention to visit reflects a degree of interest and readiness that can be actualized through positive experiences with the target destination.

### ***Hypothesis Development***

#### **H1: Attractiveness has a positive impact on the intention of Gen Z tourists to visit**

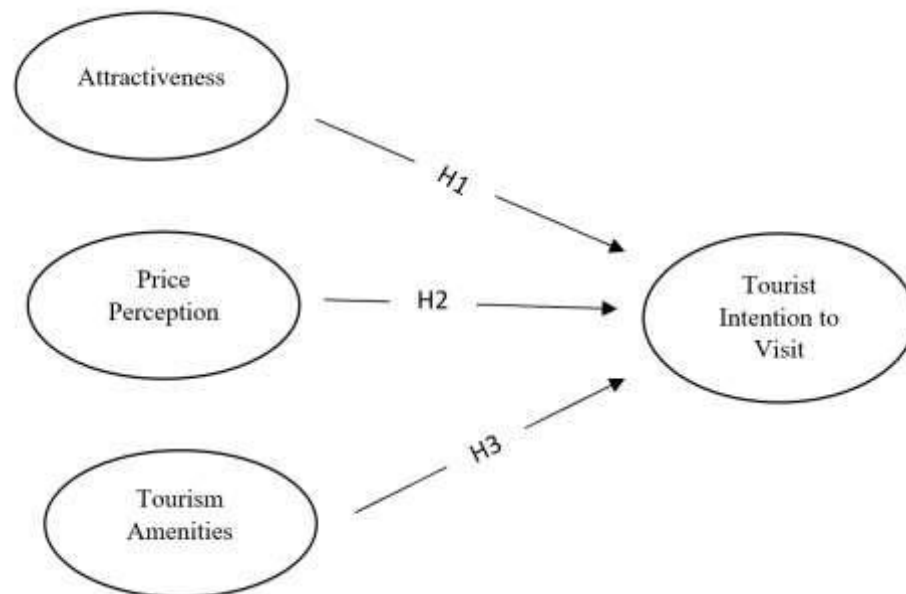
Revansky and Sarudin (2025) prove that attractiveness has a positive effect on the intention of visits. Tourism attractiveness has a positive effect on the intention in visiting the tourist attraction (Tanjung et al., 2021). Attractiveness has a positive effect on the intention of tourist visits, both partially and simultaneously (Kerap et al., 2022).

#### **H2: Price perception has a positive impact on the intention of Gen Z tourists to visit**

Wei et al. (2023) found that price perception is closely related in influencing tourists' intention in making visits. Dwiwinarno and Kuswardani (2025) show that price perception has a positive effect on intention in visiting tourist attraction. Price perception has a positive effect on the intention of tourist visits, both partially and simultaneously (Dewi, 2019).

#### **H3: Tourism amenities have a positive impact on the intention of Gen Z tourists to visit**

Pasaribu and Ismayuni (2023) confirming that the amenities have a positive effect on the intention of visits to the tourist attraction. Hasibuan (2025) shows that tourism amenities have a positive effect on intention in visiting tourist attraction. Tourism amenities have a positive



effect on the intention of the tourist visits, both partially and simultaneously (Ilhamalimy et al., 2025).

Figure 1. Research Framework

The conceptual framework shows three independent variables: Attractiveness (X1), Price Perception (X2), and Tourism Amenities (X3) which each have a direct arrow towards the dependent variable Tourists' Intention to Visit (Y), indicating a direct causal relationship hypothesized in this study.

## METHODS

This study uses a quantitative research approach with a causal research design to examine the influence of attractiveness, price perception, and tourism amenities on the intention of Gen Z tourists to visit coastal areas in Tanjung Kait, Tangerang Regency. Quantitative methods were chosen to measure and analyze the relationship between independent variables (attractiveness, price perception, and tourism amenities) and dependent variables (tourists' intention to visit) using numerical data (Duckett, 2021). The population consists of Gen Z tourists who are interested in visiting coastal tourist attractions in the Tanjung Kait area, including Tanjung Kait Beach, Tanjung Kait Shangrila Beach, and Karang Serang Beach. Purposive sampling was employed, specifically targeting Gen Z tourists.

According to Kock and Hadaya (2018), the minimum sample size can be determined using two approaches: the inverse square root method and the gamma-exponential method. This study employs the inverse square root method, which indicates a minimum required sample size of 160 respondents. A total of 215 respondents were included in the analysis, exceeding the minimum threshold. Accordingly, the sample size is considered sufficient in relation to the complexity of the structural equation model and the number of latent variables, thereby meeting the minimum statistical power requirements for PLS-SEM analysis. Primary data was collected through a structured questionnaire that was distributed both directly to Gen Z tourists at the

research site and to those who had previously visited coastal tourist attractions in the Tanjung Kait area.

The research instrument used a five-point Likert scale questionnaire ranging from strongly disagree to strongly agree to measure respondents' perceptions. Data collection used a privately managed questionnaire, in which the researcher distributed a questionnaire directly to the respondent for immediate completion, and an electronic questionnaire through Google Forms distributed through social media platforms. Data analysis was carried out using Smart PLS version 4.0, using a variance-based approach to maximize the variance of dependent variables described by independent variables (Ghozali & Kusumadewi, 2023). The Partial Least Square Structural Equation Modeling (PLS-SEM) was chosen for its ability to analyze the relationships between latent variables with complex models and small samples, as well as its ability to handle more complex models including moderation, mediation, and non-linear relationships (Hair et al., 2021).

## RESULTS

### *Respondent Profile*

This study successfully collected data from 215 respondents (Table 1) consisting of 58 men (25.1%) and 173 women (74.9%). Demographic analysis shows that 93.1% belong to Generation Z while 6.9% fall outside this category. The distribution of jobs revealed that students were the dominant group with 128 respondents (55.4%), entrepreneurs 58 respondents (25.1%), private employees 25 respondents (10.8%), civil servants 20 respondents (8.7%), housewives 2 respondents (1.2%), and retirees 1 respondent (0.4%). The geographical distribution shows that the population of Tangerang is the majority with 91 respondents (39.4%), followed by Jakarta with 44 respondents (19%), Depok with 39 respondents (16.9%), Bogor with 34 respondents (14.7%), and Bekasi with 23 respondents (10%). Analysis of educational background showed that 75 respondents (32.5%) held a high school diploma, 74 respondents (32%) had a bachelor's degree, 33 respondents (14.3%) completed primary or junior secondary education, 25 respondents (10.8%) obtained a postgraduate qualification, and 24 respondents (10.4%) obtained a diploma credential. This characteristic confirms the success of targeting Generation Z tourists with diverse backgrounds, especially from the Greater Jakarta metropolitan area, in line with the purposive sampling methodology.

Table 1. Respondent Profile

<b>Respondent' Details</b>	<b>Frequency</b>	<b>%</b>
Male	58	25,1 %
Female	173	74,9 %
<i>Generation Z</i>		
Yes	215	93,1 %
No	16	6,9 %
<i>Job</i>		
Student	128	55,4 %
Entrepreneur	58	25,1 %
Private Sector Employee	25	10,8 %
Civil Servant	20	8,7 %
Housewife	2	1,2%
Retiree	1	0,4 %
<i>Domicile</i>		

Respondent' Details	Frequency	%
Jakarta	44	19 %
Bogor	34	14,7 %
Depok	39	16,9 %
Tangerang	91	39,4 %
Bekasi	23	10 %
<i>Education</i>		
Elementary / Junior High School	33	14,3 %
Senior High School	75	75 %
Associate Degree	24	10,4 %
Bachelor Degree	74	32 %
Postgraduate Degree	25	10,8 %

Source: Field data (2025)

### **Measurement Model**

#### **Outer Loading**

The loading factor values must exceed 0.7 to assess convergent validity, while the Average Variance Extracted (AVE) should be greater than 0.5. For discriminant validity, the square root of the AVE must surpass the correlations between variables. Reliability is confirmed when the composite reliability surpasses 0.7. As presented in Table 2, all variables in this study fulfil these requirements.

Table 2. Validity and Reliability Result

Variable	Item	Loading Factor	CR	AVE
Attractiveness (A)	A1	0,879	0,936	0,744
	A2	0,869		
	A3	0,882		
	A4	0,868		
	A5	0,815		
Price Perception (PP)	PP1	0,772	0,908	0,633
	PP2	0,813		
	PP3	0,859		
	PP4	0,811		
	PP5	0,814		
Tourism Amenities (TA)	TA1	0,732	0,899	0,642
	TA2	0,743		
	TA3	0,876		
	TA4	0,809		
	TA5	0,836		
Tourist Intention to Visit (TIV)	TIV1	0,815	0,915	0,683
	TIV2	0,882		
	TIV3	0,862		
	TIV4	0,816		
	TIV5	0,829		

Source: Analyzed data (2025)

### **Discriminant Validity**

#### **Heterotrait-Monotrait Ratio (HTMT)**

Discriminant validity is assessed using the Heterotrait-Monotrait Ratio (HTMT) method, which compares the average correlation of indicators between different constructs to indicators between different constructs to those within the same construct (Hair et al., 2021). A construct is considered to have discriminant validity if the HTMT value is less than 0.9, as indicated in Table 3.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Values

	Attractiveness	Price Perception	Tourism Amenities	Tourist Intention to Visit
Attractiveness	-	-	-	-
Price Perception	0.460	-	-	-
Tourism Amenities	0.542	0.469	-	-
Tourist Intention to Visit	0.581	0.538	0.534	-

Source: Analyzed data (2025)

### Structural Model

This section assesses the significance of path coefficients. Hypothesis testing was conducted using the bootstrapping technique in PLS-SEM and further validated through a regression model. The corresponding results are presented in Figure 2.

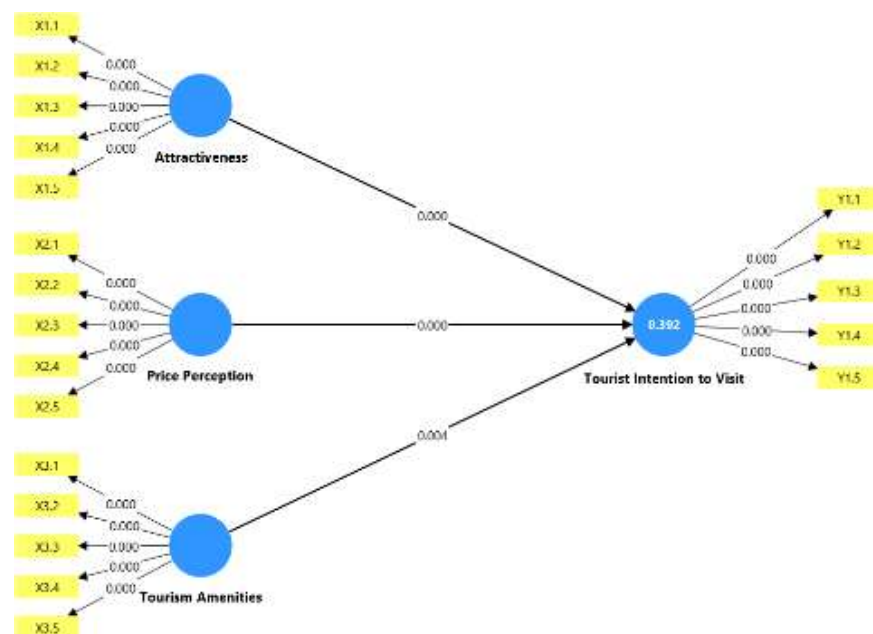


figure 2. Structural Model

Table 4 presents the model fit assessment, indicating that the  $R^2$  exceeds 0,392, the cross-validated redundancy is positive and above zero, and the SRMR value remains below 0.08.

Table 4. Model Fitness

	R-Square	Q <sup>2</sup>	SRMR
Tourist Intention to Visit	0.392	0.364	0.075

Source: Analyzed data (2025)

Hypothesis testing aims to assess whether there is sufficient evidence to support or reject the proposed relationships between variables. This study employed a one-tailed test, using a t-table threshold of 1.65 at a 5% significance level. According to Hair et al. (2021), a p-value of less than 0.05 signifies that the hypothesis is supported. This can be seen from the p-values which



are all at 0.000 to 0.004, so they are well below the significance threshold of 0.05. The results of the hypothesis testing are presented in Table 5.

Table 5. Results of Hypothesis Testing Result

Hypothesis	Standardized Coefficients	P value	Confidence Interval		Results
			5.0%	95.0%	
H1: Attractiveness -> Tourist's Intention Visit	0,312	0,000	0.197	0.431	Supported
H2: Price Perception -> Tourists' Intention Visit	0,273	0,000	0.155	0.396	Supported
H3: Amenities -> Tourist Intention Visit	0,201	0,004	0.080	0.326	Supported

Source: Processed data (2025)

Model evaluation in examining the relationship of latent variables through diagnostic procedures. Variance Inflation Factor testing revealed the absence of multicollinearity with VIF values ranging from 1.318-1.425, substantially below the problematic threshold of 5.0, confirming an acceptable level of intercorrelation (Hair et al., 2021). The determination coefficient yielded  $R^2 = 0.392$  with an adjusted  $R^2$  of 0.383, indicating attractiveness, price perception, and amenities collectively explain a 39.2% variation in Generation Z tourists' intention to visit, while the remaining 60.8% came from unmeasured factors. The analysis of the path coefficients showed all hypothetical relationships achieved statistical significance. The influence of attractiveness showed a standard coefficient of 0.312 ( $t = 4.305$ ,  $p = 0.000$ ), price perception showed a coefficient of 0.273 ( $t = 3.746$ ,  $p = 0.000$ ), and the tourism amenities coefficient displayed was 0.201 ( $t = 2.693$ ,  $p = 0.004$ ), confirming a positive significant impact on visit intent with attractiveness representing the strongest determinant.

Table 6. Results of the Influence Test Analysis

Hypothesis	Standard Path Coefficients	P value	T-Statistics	Results
H1: Attractiveness -> Tourist's Intention Visit	0,312	0,000	4,305	H1 supported
H2: Price Perception -> Tourists' Intention Visit	0,273	0,000	3,746	H2 supported
H3: Amenities -> Tourist Intention Visit	0,201	0,004	2,693	H3 supported

Source: Processed data (2025)

The results of the hypothesis testing in Table 6 show that all the relationships tested in the structural model have a significant influence on the Tourist's Intention Visit. This can be seen from the p-values which are all at 0.000 to 0.004, so they are well below the significance threshold of 0.05. In addition, the t-statistical value for each relationship also exceeded the minimum limit of 1.96, which reinforces the conclusion that the entire research hypothesis is acceptable. Thus, each independent variable has been proven to make a real contribution to increasing Tourist Visit Intention.

## DISCUSSION

Quantitative analysis using the PLS-SEM methodology successfully validated all the research hypotheses, showing that attractiveness, price perception, and tourism amenities significantly influenced the intention of Generation Z tourists to visit the coastal area of Tanjung Kait. Data

collection through a Likert scale questionnaire distributed to 215 respondents, most of whom were Generation Z tourists (93.1%) from the Tangerang area (39.4%), provided a strong empirical basis to examine the determinants of coastal tourism. A moderate  $R^2$  value (0.392) indicates these three variables collectively explain substantial but incomplete variances in visit intent, suggesting additional psychological, social, and situational factors require future investigations to comprehensively understand the complexity of Generation Z's tourism decision-making.

Attractiveness emerged as the strongest determinant of Generation Z tourists' intention to visit ( $\beta = 0.312$ ), thereby supporting the theoretical framework proposed by Nurbaeti et al. (2021), which emphasizes that destination characteristics, particularly natural beauty and cultural elements, play a crucial role in attracting tourists. These findings are in line with Tanjung et al. (2021) who affirm that attractiveness reflects the uniqueness and values of natural wealth, culture, and human creativity, and Faujan et al. (2024) show the effect of positive attractiveness on visitor intentions. Research by Revansky and Sarudin (2025) further corroborated the attractiveness significantly impacting the intention of the visit, consistent with the findings by Salim et al. (2023) and Kerap et al. (2022). However, the descriptive analysis revealed indicators of cleanliness and comfort obtained relatively lower scores, reflecting field observations documenting murky water, scattered sewage, and excessive beachfront stalls that degrade nature's appeal. Generation Z tourists show high environmental awareness and prioritize the concept of sustainable tourism (Indrayanti et al., 2024), identified the influence of social media shaping the perception of Generation Z, with uniqueness, aesthetics, and photo opportunities serving as attractiveness factors, explaining why the social media influence indicator reached the highest average in this study. These findings underscore the need for destination managers to improve environmental stewardship, implement waste management systems, and develop sustainable tourism practices that address Generation Z's sustainability preferences while leveraging digital marketing strategies that feature authentic coastal experiences.

Price perception has a positive effect on Generation Z tourists' intention to visit ( $\beta = 0.273$ ), thereby supporting the theoretical framework proposed by Lestari and Meidina (2022), which defines price perception as an evaluation of affordability in relation to perceived quality and benefits. This relationship is in accordance with Dewi (2019) and Dwiwinarno and Kuswardani (2024) who confirmed the effect of positive price perception on tourists' intention visit, together with Kuswardani et al. (2023) showing that price perception has an impact on the attendance of tourism events. Wei et al. (2023) also determine the positive influence of price perception on visit intent. Descriptive findings revealed that entry fee suitability received the lowest evaluation, with 54.4% of respondents expressing concerns regarding price-quality alignment, which necessitated a reassessment of pricing strategies. Field investigations documented informal fee collection by unauthorized individuals that created unfairness that was perceived to be contrary to transparent pricing expectations. The characteristics of Generation Z identified by Tănase et al. (2023) emphasize price sensitivity and preference for affordable options, while Horvarth et al. (2025) characterize Generation Z as a digital native who compares prices across alternatives before deciding. Unlike previous generations who prioritized absolute affordability, Generation Z evaluates the value proposition by considering quality-price suitability and the feasibility of the overall experience. The current price structure

in the coastal area of Tanjung Kait does not adequately communicate the justification of value, especially regarding the cost of entry which is not perceived to be equivalent to the destination experience. Destination managers must develop transparent pricing mechanisms that eliminate informal collections, implement tiered pricing that offers a diverse range of experience packages that accommodate a wide range of budgets, and enhance value communication that highlights unique coastal experiences, authentic local cultural interactions, and sustainable tourism initiatives that justify costs for price-conscious yet experience-oriented Generation Z tourists.

Tourism amenities demonstrate a positive effect on Generation Z tourists' intention to visit ( $\beta = 0.201$ ), reinforcing the perspective of Riwukore et al. (2021) which positions tourism amenities as essential facilities that enhance tourists' comfort and convenience. Research by Pasaribu and Ismayuni (2023) confirms that amenities have a positive impact on the intention of visiting tourist attraction, while Hasibuan (2025) establishes the positive influence of amenities on tourist's intention visits. Mahendra and Althalets (2022) also documented tourism amenities that influence the intention of visits to rural destinations, and Ilhamalimy et al. (2025) validated the positive effects of tourism amenities in the context of Lombok tourism. Salim et al. (2023) further emphasized that tourism amenities have a positive effect on the intention of tourist visits. Despite the statistical significance, the tourism amenities showed the smallest effect size among the variables tested, potentially reflecting the priority of authenticity of Generation Z experiences over the completeness of infrastructure. However, a descriptive analysis revealed the availability of waste disposal obtained a comparatively lower evaluation, indicating a lack of infrastructure that contradicts sustainability values. Sumatra (2025) identifies Generation Z's preference for convenient amenities that offer sustainable tourism concepts and digital innovations, while Zhao et al. (2025) emphasize comfort and safety determines Generation Z's intention to visit. Comprehensive facilities that include clean toilets, adequate prayer facilities, adequate sewage disposal systems, and ample parking areas create a positive experience that influences review intent. Destination managers should prioritize improving the quality of tourism amenities that focus on hygiene standards, implementing a comprehensive waste management infrastructure that supports environmental conservation, developing a digital facility information system that allows tourists to find facilities efficiently, and integrating sustainable design principles that demonstrate a commitment to responsible tourism practices that resonate with values Generation Z environment and digital lifestyle preferences, thereby increasing the competitive position of attracting this strategic demographic segment.

## **CONCLUSIONS**

This study examines the determinants that influence the intention of Generation Z tourists to visit the coastal area of Tanjung Kait, specifically analyzing attractiveness, price perceptions, and tourism amenities. Empirical findings through the PLS-SEM methodology with 215 respondents confirmed all hypotheses achieved statistical significance. Attractiveness showed the strongest influence ( $\beta = 0.312$ ), followed by perception of price ( $\beta = 0.273$ ), and tourism amenities ( $\beta = 0.201$ ), collectively explaining the 39.2% variance in visit intent. The results validate that coastal appeals that include natural beauty, unique characteristics, and comfort are the main drivers motivating Generation Z's visit decisions. The provision of facilities including sanitation facilities, sewage systems, and parking creates a positive experience that supports the concept of sustainable tourism. However, critical challenges need to be noted, including environmental degradation, cost of entry compatibility issues, and lack of infrastructure that goes against sustainability expectations.

## **RECOMMENDATIONS**

Future research should explore broader demographic segments to assess model consistency across generational contexts. Examining additional variables including goal imagery, social media engagement, and environmental attitudes can increase predictive power. Destination managers must prioritize environmental supervision through waste management infrastructure and coastal cleanup programs. Implementing transparent pricing mechanisms eliminates informal billing while communicating value through digital marketing improves price perception. Developing a comprehensive facilities strategy that focuses on the quality of sanitation, and sustainable infrastructure demonstrates a commitment to responsible tourism. Collaborating with credible content creators through social media ensures promotional efforts resonate with Generation Z who are looking for an authentic experience.

## **RESEARCH LIMITATIONS AND FUTURE RESEARCH**

### **RESEARCH LIMITATIONS**

The study acknowledges limitations regarding its scope as it focused exclusively on the influence of three variables, namely attractiveness, price perception, and tourism amenities on the visit intention to of Generation Z tourists at a single location, the Tanjung Kait area. In order to address these constraints and the specific focus on three hypotheses using a limited sample, future research should extend the framework by integrating variables that strongly resonate with Generation Z behaviour. Furthermore, expanding the study to include the Jabodetabek area and employing mixed methods would offer more profound insights and overcome the descriptive limitations of the current analysis.

### **FUTURE RESEARCH**

Based on the study's limitations, future research should expand the conceptual framework by integrating additional determinants of Gen Z tourist intention to visit, specifically Electronic Word of Mouth (E-WOM), social media marketing, destination image, tourism product quality, and service quality. Subsequent studies are encouraged to broaden the target population to enhance generalizability and to refine the research model by testing further hypotheses. Additionally, employing mixed methods such as in-depth interviews would provide more profound insights into tourist behavior beyond quantitative descriptive methods.

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