Table 1. Percentage of Land Use

|  |  |  |
| --- | --- | --- |
| Land Use | Area (Ha) | Percentage (%) |
| Industri | 0,55 | 2,34 |
| Keagamaan | 0,13 | 0,55 |
| Pendidikan | 0,58 | 2,46 |
| Perdagangan dan Jasa | 10,93 | 46,37 |
| Perkantoran | 0,59 | 2,51 |
| Hunian | 9,02 | 38,28 |
| Ruang Terbuka Hijau | 1,76 | 7,49 |
| Total | 23,56 Ha | 100% |

Source: Research Results, 2025

Table 2. Pedestrian Way Width

|  |  |  |
| --- | --- | --- |
| Segmen | Sisi Jalan | Lebar (m) |
|
| Segmen 1 | Utara | 2 m |
| Selatan | 3 m |
| Segmen 2 | Barat | 2,25 m |
| Timur | 2,6 m |
| Segmen 3 | Utara | 2 m |
| Selatan | 2,25 m |
| Segmen 4 | Utara | 2,6 m |
| Selatan | 2,8 m |
| Segmen 5 | Utara | 1,9 m |
| Selatan | 1,9 m |

Source: Research Results, 2025

Table 3. attractiveness according to respondents

|  |  |
| --- | --- |
| Daya tarik | Jumlah Respondents |
| Bangunan Tua | 38 Respondents |
| Pantai Ampenan | 34 Respondents |
| Taman Jangkar | 16 Respondents |
| Gapura Kota Tua | 10 Respondents |
| Wisata Kuliner | 9 Respondents |
| Pasar ACC | 7 Respondents |

Source: Research Results, 2025

Table 4. Results of the Kolmogorov-Smirnov Normality Test

|  |
| --- |
| Unstandardized Residual |
| N | 100 |
| Kolmogorov-Smirvor Z |  |
| Asymp. Sig (2-tailed) | 0,140 |

Source: Research Results, 2025

Table 5. Results of Glejser's Heteroscedasticity Test

| Independent Variable | Sig. |
| --- | --- |
| Aksesibilitas | 0,514 |
| Penggunaan lahan | 0,894 |
| Kenyamanan dan Keamanan | 0,973 |
| Memorabilitas | 0,533 |

Source: Research Results, 2025

Table 6 Multicollinearity Test Results

|  |  |  |
| --- | --- | --- |
| Independent Variable | Tolerance | VIF |
| Aksesibilitas | 0.980 | 1.020 |
| Penggunaan lahan | 0.970 | 1.031 |
| Kenyamanan dan Keamanan | 0.991 | 1.010 |
| Memorabilitas | 0.979 | 1.021 |

Source: Research Results, 2025

Table 7. Results of Multiple Linear Regression Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| Independent Variable | Koefisien Regresi | T Hitung | Sig. |
| Konstanta | -.606 | -3.886 | .000 |
| Aksesibilitas (X1) | 0.453 | 11.466 | .000 |
| Land Use (X2) | 0.256 | 6.622 | .000 |
| Kenyamanan dan Keamanan (X3) | 0.440 | 11.219 | .000 |
| Memorabilitas (X4) | 0.221 | 5.682 | .000 |
| R Square | .796 |
| Adjusted R2 | .788 |
| N | 100 |

Source: Research Results, 2025

Table 8. Results of Simultaneous F Test Analysis of Multiple Linear Regression (ANOVA Table)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Model | Sum Of Squares | Df | Mean Square | F | Sig. |
| Regression | 35.064 | 4 | 8.766 | 92.777 | .000b |
| Residual | 8.976 | 95 | .094 |  |  |
| Total | 44.040 | 99 |  |  |  |

Source: Research Results, 2025

Table 9. Results of Partial T-Test Analysis of Multiple Linear Regression

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Independent Variable | T Hitung | T Tabel | Sig. | Keterangan |
| Aksesibilitas | 11.466 | 1.985 | .000 | Berpengaruh |
| Land Use | 6.622 | 1.985 | .000 | Berpengaruh |
| Kenyamanan dan Keamanan | 11.219 | 1.985 | .000 | Berpengaruh |
| Memorabilitas | 5.682 | 1.985 | .000 | Berpengaruh |

Source: Research Results, 2025