



Residents' Perception and Tourism Participation in Braga Street: The Mediating Role of Socio-Cultural Impact

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ABSTRACT

This study aims to examine a novel perspective by positioning socio-cultural impact as mediating mechanism linking residents' perception and tourism participation in sustainable tourism development. While prior studies have examined several aspects of sustainability, this study focuses solely on socio-cultural aspect of sustainable tourism. A quantitative approach was collected from 243 total of local residents who have experienced the impacts of tourism development in the area. The data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with AMOS and SPSS. The findings indicate that residents' perception has a strong positive and significant effect on socio-cultural impact and also directly influences tourism participation. Socio-cultural impact further shows a significant positive effect on residents' perception and tourism participation, acting as a partial mediator. The findings indicated that positive socio-cultural outcomes such as cultural preservation, community pride and improved quality of life played a crucial role in creating favorable perceptions and encouraging residents' participation in tourism development.

Keywords: Sustainable Tourism Development; Residents' Perception; Tourism Participation; Cultural Tourism; Socio-Cultural Impact

ABSTRAK

Penelitian ini bertujuan untuk mengkaji perspektif baru dengan menempatkan dampak sosio-budaya sebagai mekanisme mediasi yang menghubungkan persepsi penduduk dan partisipasi mereka dalam pengembangan pariwisata berkelanjutan. Meskipun penelitian sebelumnya telah mengkaji beberapa aspek keberlanjutan, penelitian ini berfokus secara khusus pada aspek sosio-

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budaya dalam pariwisata berkelanjutan. Pendekatan kuantitatif dilakukan terhadap 243 warga lokal yang telah mengalami dampak pengembangan pariwisata di wilayah tersebut. Data dianalisis menggunakan Covariance-Based Structural Equation Modeling (CB-SEM) dengan AMOS dan SPSS. Temuan menunjukkan bahwa persepsi warga memiliki pengaruh positif yang kuat dan signifikan terhadap dampak sosio-budaya serta secara langsung memengaruhi partisipasi pariwisata. Dampak sosio-budaya selanjutnya menunjukkan pengaruh positif yang signifikan terhadap persepsi penduduk dan partisipasi dalam pariwisata, yang bertindak sebagai mediator parsial. Temuan tersebut menunjukkan bahwa hasil sosio-budaya yang positif seperti pelestarian budaya, kebanggaan masyarakat, dan peningkatan kualitas hidup memainkan peran penting dalam menciptakan persepsi yang baik dan mendorong partisipasi penduduk dalam pengembangan pariwisata.

Kata Kunci: Pembangunan Pariwisata Berkelanjutan; Persepsi Masyarakat; Partisipasi dalam Pariwisata; Pariwisata Budaya; Dampak Sosial-Budaya.

1. Introduction

The tourism industry has always played a pivotal role in the growth of any economy as it stimulates consumption, promotes local trade, strengthens communication and enhances local and international relationships. Badan Pusat Statistik (BPS) noted that Indonesia experienced remarkable growth in tourism, with the number of foreign tourist arrivals reaching a record high of 12.658.048 between January and November 2024, which is the highest number in the last five years. In Indonesia, tourism is one of the largest foreign exchange earners (Luna & Hanifah, 2020). The expansion of the tourism sector in Indonesia is linked to decrease in poverty and job creation (Tobing et al., 2024).

Bandung is also referred to as the 'City of Flowers,' the 'Bandung Sea of Fire, and the 'Paris of Java,' is one of the most visited tourism destinations in Indonesia. Bandung, Indonesia, has a cultural heritage strongly influenced by Dutch colonialism, which can be seen in its historical architecture, public monuments, and traditional ways of life (Nugroho et al., 2023). Badan Pusat Statistik (BPS) noted that Indonesia experienced remarkable growth in tourism, with the number of foreign tourist and local tourists in Bandung increasing throughout the year specifically after the COVID-19 breakout. This high number of tourists makes Bandung a significant cultural tourist destination in Indonesia. Although the cultural tourism potential of Bandung is comparatively less diverse than Bali and Yogyakarta, Bandung is undoubtedly one of the most popular and developing cultural tourism heritage sites in Indonesia.

Table 1. Bandung Visitor Data Throughout the Year

| Tourist Category | 2022 | 2023 | 2024 |
|-----------------------|-----------|-----------|-----------|
| Local Tourist | 6.546.960 | 7.713.937 | 8.514.688 |
| International Tourist | 37.285 | 38.570 | 40.498 |
| Total | 6.584.245 | 7.752.507 | 8.555.186 |

Source: Badan Pusat Statistik (2025)

Braga street is one of the most famous historical sites in Bandung City due to its colonial atmosphere. The street offers a unique experience through its classic Dutch architecture, a variety of culinary options, cafés, shopping venues, as well as art and cultural centers (Putriana et al., 2024). As one of the most visited places in Bandung, Braga Street has generated several impacts to its local communities including economics, socio-cultural and environmental benefits. Braga Street plays a significant role in influencing the local community as one of Bandung's main tourism and cultural hubs. In cultural tourism, the constant interaction between residents, tourists and businesses creates an impact on residents' daily life. It has been used as a tool to generate

jobs, increase tax revenue, promote entrepreneurship, enhance infrastructure, empower local communities and improve the quality of life in the destination area (Lak et al., 2020).

Despite its potential, tourism development in Braga Street also faces challenges. While tourism contributes to economic opportunities, infrastructure development and cultural revitalization, it also leads to negative consequences such as commercialization of culture, overcrowding, and shifts in local identity. Tourism can negatively affect local communities by altering traditional lifestyles, increasing housing costs, and creating overcrowding (Mtapuri et al., 2024). Concerns towards Sustainable Development Goals are gradually growing as a response to the negative impacts associated with conventional tourism development. Sustainable tourism development is an important approach to ensure tourism's long-term sustainability while minimizing its negative impact. The World Tourism Organization (UNWTO) promotes sustainable tourism by focusing on the idea of sustainable development. It highlights the need to balance three key areas: Profit, Planet, and People to support long-term, responsible tourism growth (Grilli et al., 2021). Whereas environmental and economic aspects of sustainable tourism development, social sustainability aspect also plays an important factor to this equation (Khan et al., 2021). Social sustainability of tourism empowers community well-being, community participation, decision making, quality of life, empowerment and social equity (Abou-Shouk et al., 2025).

Community's positive perception in the process of cultural tourism is the key to achieve social sustainability in tourism. Although positive perceptions of tourism are proven to impact sustainable tourism initiatives, not all residents have positive perceptions towards tourism. Increased living costs, rising land and housing prices, reduced community security were often viewed as negative and created negative perceptions of tourism (Hu et al., 2022). In Indonesia, some residents reported negative socio-cultural impact such as decline in use of local language due to tourism, vandalism and consumerism (Windarti, 2019). Negative perceptions of tourism impacts, especially environmental and social issues, undermine residents' support for tourism development (Lin et al., 2019). The negative impacts of tourism significantly influence residents' perceptions, shaping their attitudes toward tourism development and their support for related policies (Cope et al., 2022). Local community support and involvement is essential in tourism, as they enhance sustainable tourism development initiatives (Obradović & Tešin, 2023). Thus, understanding what residents think is fundamental for sustainable tourism, contributing to social sustainability.

Tourism has been shown to positively influence local community perceptions in several ways. For example, improvements to the environment driven by tourism activities have been found to enhance how residents view tourism (Baloch et al., 2022). Another research also indicates that local residents generally perceive tourism development as contributing significantly to economic progress (Đorđević & Milićević, 2021). Moreover, greater awareness of tourism's socio-cultural benefits has been linked to higher levels of emotional satisfaction among community members (Han et al., 2023). Overall, numerous studies suggest that tourism development directly stimulates a destination's economy, with researchers associating its economic influence with indicators such as GDP, increased investment, and reduced unemployment, thereby strengthening residents' perceptions of tourism's positive economic impacts.

Residents' perceptions significantly influence their participation in tourism development, and this relationship is shaped by various factors including personality traits, community attachment, perceived impacts, and involvement in tourism activities. Residents' positive perceptions of economic, socio-cultural, and environmental impacts lead to greater support for tourism development (Munanura & Kline, 2022). When community develop positive place perception, it enhances residents' support for sustainable tourism development (Orgaz-Agüera et al., 2020). High agreeableness of local community can lead to participation in tourism. Residents' participation in tourism development affects their attitudes towards tourism where participation

can indirectly influence attitudes (H. Kim et al., 2024). Positive perceptions towards tourism can lead to higher levels of behavioral support, indicating deeper involvement in tourism activities (Erul et al., 2024).

Socio-cultural sustainability aspect plays a crucial role in tourism development, as it involves the well-being, identity and cohesion of local communities. It has been proven that cultural preservation is essential to community well-being and environmental stability (Schmitz & Herrero-Jáuregui, 2021). Several studies have found that socio-cultural sustainability is essential as they enrich the cultural traditions (Wasela, 2023), preserving local heritage (Suhendra & Pertiwi, 2024), creates unique tourism experiences and boosting local economies (Abdelaziz & Ismail, 2023). Socio-cultural impacts are a critical factor influencing residents' attitudes toward tourism. In some cases, these impacts are more influential than economic or environmental factors in shaping positive attitudes toward tourism development. Residents with strong community attachment often perceive socio-cultural impacts more intensely and positively, which can affect their satisfaction with tourism management and their willingness to support tourism policies (Gannon et al., 2020). This support can manifest as active involvement in tourism activities or passive endorsement of tourism policies (S. Kim et al., 2021).

Previous studies have conducted the impact of the social, economic and environment of tourism on residents' perception and their involvement in tourism development (Mosquera & Muñoz-Barriga, 2022), while others have researched residents' perception to mediate relationship between environmental, economic attitude and their support for tourism development (Gannon et al., 2020). Although some research on previous study has researched the impact of the social, economic and environment of tourism on residents' perception and their involvement in tourism development, the studies related to resident's perceptions specifically towards the socio-cultural impact of tourism remains on the rarer side. There's also lack of focus on the socio-cultural dimension, particularly in the context of local cultural heritage destinations such as Braga Street, Bandung. Unlike other studies that focus mainly on three aspects of sustainability, this study mainly focuses on how socio-cultural impact of tourism mediates residents' perception towards tourism and tourism participation towards sustainable tourism specifically in cultural heritage sites in Bandung. Therefore, socio-cultural impact is viewed as mediating variable to explain how residents' perceptions lead to participation. This study attempts to address this gap by applying socio-cultural impact as mediator between residents' perception and tourism participation. The next section outlines the variables used in this study.

2. Literature Review

2.1. Resident's Perception

Resident's perception towards tourism impacts is a concept that has been researched widely due to the importance of Resident's Perception in the management and development of sustainable tourism. In the current study, It refers to how local communities interpret and evaluate the economic, social, cultural, and environmental consequences of tourism activities in their area (Çelik & Rasoolimanesh, 2021). Resident's Perception of tourism impacts refers to how they feel regarding the economic, social, cultural, and environmental effects of tourism on their community. Residents' attitudes toward tourism development are shaped by a mix of external factors, such as the type of destination and its stage of development, and internal factors, including perceived impacts, level of social involvement, and social distance (Rasoolimanesh et al., 2019). Understanding these perceptions is essential because residents play a key role in supporting or opposing tourism development.

Existing literature highlights that residents' perception is multi-dimensional and dynamic. Tourism generates employment opportunities, household income and fosters entrepreneurial activities (Yuli et al., 2023). It also enhances community pride, promotes cultural exchange and strengthening local identities (Nopiyani & Wirawan, 2021). At the same time, it can also lead to

negative consequences, including increased cost of living, disrupt social cohesion, and negative behaviors such as crime, drug use and prostitution (Zhang et al., 2025). Recent studies finds that residents' perceptions significantly impact their support for tourism development as residents who perceive direct benefit from tourism are more likely to support tourism development (Baral & Vinod Kumar Saini, 2024).

Recent empirical studies further demonstrate that residents tend to evaluate tourism through a benefit–cost framework (Caro-Carretero & Monroy-Rodríguez, 2025). Perceived benefits have been found to influence community satisfaction, place attachment and support for tourism. Social Exchange Theory (SET) are used in various recent research, explaining that residents support tourism when their perceived benefits outweigh the cost (Erul et al., 2024). Residents' perceptions are influenced by several key factors including their level of involvement in tourism, economic dependency, proximity to tourist areas and the stage of destination development (Hateftabar & Chapuis, 2020).

However, residents' perceptions are not static and evolves over time. As tourism intensifies, initial positive attitudes may shift towards negative perceptions due to the cost of tourism including overtourism, environmental stress and declining quality of life (Lee & Chung, 2025). Residents' perception is crucial for tourism development as positive perceptions may lead to community participation, while negative perception may lead to reluctance and conflict.

2.2. Socio-Cultural Impact

Recent tourism research has stated that “sustainability” is a critical success factor for tourist destinations (Santos et al., 2022). Tourism offers a special chance to support the Triple Bottom Line (TBL), since it involves many businesses and activities that aim to benefit conservation, improve community well-being, and create value for different stakeholders at the same time (Han et al., 2023). Sustainability emphasizes public transparency on social, economic, and environmental indicators, aligning closely with the idea of social responsibility. Sustainable development is the main idea guiding modern development. Since tourism has strong economic, environmental, and social impacts, its growth and management are closely connected to all three areas of sustainability (Streimikiene et al., 2021).

Tourism has numerous socio-cultural impacts that can be both positive and negative. At the very early stages of the tourism life cycle, the local community may experience discomfort due to the increasing influx of tourists and new residents, leading to higher population density and complexities in daily life (H. Kim et al., 2024). However, as tourism generates revenue, there are positive outcomes when policymakers address the risks of tourism. Increased resident–tourist interactions, combined with community-led revitalization of traditional heritage and culture, play a significant role in preserving socio-cultural resources, particularly when supported by external support. Through socio-cultural lenses, tourism stimulates demand for local handicraft and influences the spread of local culture. A study in Indonesia found that traditional arts and crafts play a vital role in enhancing tourism, reinforcing destination identity (Lubis et al., 2025). By purchasing handmade goods directly from local artists, travelers participate in responsible tourism that prioritizes people and culture. With tourism, residents gain a better understanding of the outside world, showcasing local culture and turning the community into an important venue for cultural exchange (Li S. et al., 2024). When residents perceive tourism as a channel to enhance community pride and identity, their attitudes towards tourism are more favorable (Ramkissoon, 2020).

2.3. Tourism Participation

Tourism participation refers to the involvement of individuals, communities, and stakeholders in tourism-related activities, decision-making, and governance. It minimizes negative social impacts, fosters local support, and ensures communities benefit optimally from tourism projects

(Sharma & Arora, 2024). In contemporary tourism studies, it is widely recognized as a fundamental component of sustainable tourism, as it ensures that local communities are not merely passive recipients but active stakeholders in tourism development (Wondirad et al., 2020). Active participation empowers local communities, enhances transparency, and promotes more inclusive and equitable tourism development outcomes.

A recent literature emphasizes the role of residents in decision-making processes and the development of tourism strategies that benefit the community (Pradini et al., 2023). Residents' participation in tourism is a critical factor for sustainable tourism development, fostering economic, social, and cultural benefits. Community participation is crucial for sustainable tourism as it ensures the benefit of tourism are equally distributed among local residents (Sharma & Arora, 2024). Active involvement of local communities in tourism can significantly boost local economies by generating jobs and promote local businesses (Mulyawati et al., 2024). Community participation is essential to sustainability due to the placement of the local people as the center of planning and advocates equal opportunity.

From the theoretical perspective, tourism participation is closely linked to concepts such as stakeholder theory and collaborative governance. However, there is significant debate on recent research. Several studies have identified key barriers to effective participation, particularly in developing destinations. Recent study point out that participation is often unequal as marginalized groups might get excluded in tourism participation (Dang et al., 2026). Despite its importance, there are several barriers including lack of institutional frameworks, limited access to capital and top-down approaches (Sakypbek et al., 2025). A study has developed a framework to assess level of community involvement such as community-based tourism for local control and benefit-sharing (Laire, 2023). Therefore, tourism participation should be understood as a complex and evolving concept.

3. Theoretical Framework

3.1. Resident's Perception and Socio-Cultural Impact

There are several previous researches analyzes the perceptions, attitudes and support for future development of tourism in the host communities. Residents' perceptions are largely shaped by how they interpret these impacts in their daily lives, making socio-cultural dimensions a key determinant of their overall attitude toward tourism. A study finds that residents show positive attitudes towards tourism development in the research area concerning perceived cultural and social benefits, highlighting that the standard of life in the community has increased due to improvements in the facility (Meimand et al., 2017). Another study also argues that residents' place image and perceptions significantly predict socio-cultural impacts and support for sustainable tourism (Uslu et al., 2023). Residents who hold positive perceptions of tourism report higher socio-cultural benefits and support in sustainable tourism initiatives (Mureşan et al., 2021). Positive socio-cultural impacts affect how residents perceive tourism development (Ray et al., 2025). Another study also argues that positive socio-cultural outcomes, including the revitalization of local culture and increased social interaction, tend to foster favorable attitudes toward tourism development (Muresan et al., 2021).

H₁: Residents' perception has a positive impact towards socio-cultural impact of sustainable tourism

3.2. Socio-Cultural Impact and Tourism Participation

Although socio-cultural impact of tourism has positive impact on tourism participation on several previous studies, the relationship is context-dependent. Increased community participation can lead to more inclusive participation. A study argues that positive socio-cultural impacts can enhance local support for tourism (Mureşan et al., 2021). Tourism can lead improved social

services, increased employment opportunities and infrastructure development which can enhance community participation in tourism (Ray et al., 2025). Positive socio-cultural impacts encourage community members to participate more actively in tourism development (Bricker & Kariithi, 2025). Recent studies also suggest that positive socio-cultural impacts such as strengthened community identity, cultural revitalization, and improved social cohesion encourage greater participation among residents. For instance, research shows that socio-cultural welfare and place attachment significantly influence residents' willingness to co-create tourism experiences and actively interact with visitors (Niu & Chen, 2022). Tourism participation itself often takes social & cultural forms such as involvement in festivals, heritage preservation, and interaction with tourists. A positive social interactions and emotional responses toward tourists significantly increase residents' willingness to engage with tourism activities (Woosnam et al., 2024).

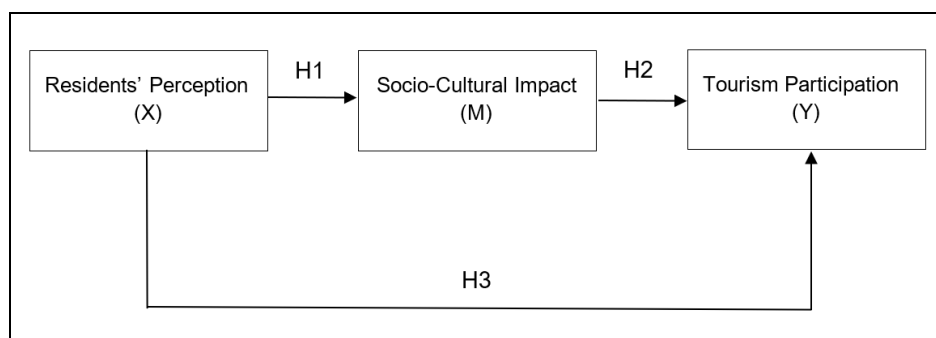
H₂: Socio-cultural impact has a positive impact towards tourism participation

3.3. Resident's Perception and Tourism Participation

Residents' perceptions of tourism significantly influence their participation and support for tourism development. Residents' perception plays a crucial role in shaping their willingness to engage in tourism-related activities, including decision-making, economic involvement, and social interaction. A study suggests that residents' positive perceptions were found to have a direct positive effect on their support and participation in tourism development (Rasoolimanesh & Jaafar, 2017). Residents' knowledge and perceived positive impacts of tourism forecast their attitudes towards tourism, which explains their involvement and support (Erul et al., 2024). A study also shows that residents who were more involved in tourism had more positive perceptions of tourism compared to those who were less involved (Šegota et al., 2017). This implies that residents' perception is enhanced by their involvement and participation in tourism. Another study also demonstrates that perceived benefits of tourism positively influence residents' participation, while participation itself further enhances support for tourism development (Jiang et al., 2023). Similarly, another research also suggest that favorable perceptions of tourism contribute to higher levels of engagement through mechanisms such as motivation and opportunity to participate (Kadir & Ni, 2024). This indicates that individuals are more likely to participate in the tourism activities when they have positive perception.

H₃: Residents' perception has a positive impact towards tourism participation

Figure 1. Hypothesis Model



Source: Authors (2025)

4. Method

4.1. Research Design

This research uses a quantitative approach with a survey method to examine the influence between variables based on numerical data and statistical analysis. Quantitative research is research in which the process of measurement, formula, calculation and certainty of numerical data in planning, processes, building hypotheses, data analysis techniques and drawing

conclusions (Zakariah et al., 2020). The main objective of quantitative research is to measure variables objectively and produce results that represent the larger population.

4.2. Population and Sample

The population of this study consists of all local residents in the Braga Street area who have experienced the impact of tourism. A total of 243 respondents were selected using purposive sampling, which allows the selection of participants based on specific criteria relevant to the research objectives. The sample size exceeds the minimum requirement for Structural Equation Modeling (SEM), which recommends at least 5–10 respondents per indicator (Hair et al., 2010). With 36 indicators used in this study, the minimum sample size required is 180, indicating that the sample of 243 respondents is adequate for robust statistical analysis. Respondents selected are selected when those criteria have met: (1) Local residents who live in the area of Braga Street (2) individuals that have experienced the impact of tourism directly/ indirectly (3) individuals aged of 18 or above.

4.3. Instruments

The independent variables in this study are Residents' Perception (X) with support for tourism, perceived negative impact and perceived positive impact as the dimensions, Socio-Cultural Impact (mediating variable) with socio-cultural benefits and costs as dimensions/indicators and SET as the base theory for the variables and Tourism Participation (Y).

Residents' Perception is measured through three dimensions: support for tourism, perceived positive impacts, and perceived negative impacts. Socio-Cultural Impact, as the mediating variable, is measured through socio-cultural benefits (e.g., cultural preservation, community pride, quality of life) and socio-cultural costs (e.g., cultural change, social disruption). Tourism Participation is measured through participation in tourism development and attitude towards tourism development.

The location for the research was Braga Street, Bandung where data was collected in November-December 2025 using Google Forms and direct data collection using physical questionnaire in Braga Street. Data were collected using a questionnaire which consists of two parts, the respondent profile (age, gender, length of stay, job, educational level) and variable section questions. To measure the relation between variables, a 5-point likert scale is used in this study (1 as strongly disagree and 5 as strongly agree). The questionnaire is created based on variable operational from previous research that are relevant and aligned with the variables and indicators. The indicators tested in this questionnaire are 36 indicators that are tested with validity and reliability testing.

4.4. Data Analysis

Prior to hypothesis testing, the measurement model was evaluated through validity and reliability testing. Validity was assessed using factor loadings, where $r_{count} > r_{table}$ indicates acceptable validity. Reliability was evaluated using Cronbach's Alpha, with a threshold of 0.7 indicating satisfactory internal consistency. These tests ensure that the measurement instruments are both accurate and consistent in capturing the constructs.

To examine the mediating role of socio-cultural impact, this study employs Covariance-Based Structural Equation Modeling (CB-SEM) using AMOS. Mediation analysis is conducted by assessing: (1) the direct effect of residents' perception on tourism participation, (2) the indirect effect through socio-cultural impact, and (3) the significance of both paths. A mediation effect is confirmed when the indirect path is significant. The study further distinguishes between partial mediation, where both direct and indirect effects are significant, and full mediation, where only the indirect effect remains significant.

The data analysis process begins with a preparation stage where experts are included to design and conduct the questionnaire and the content validity testing. During the validity testing stage, 50 respondents are carried out to assess the validity and reliability of the questionnaire items. During the data collection stage, a questionnaire is distributed to the respondents who meet the sampling criteria. The data analysis process was conducted using the Statistical Package for the Social Sciences (SPSS) version 22 and SPSS AMOS.

5. Result and Discussion

The table 2 shows the respondents characteristics in the study of residents' perception towards participation with socio-cultural impact as the mediating variable. A total of 243 respondents participated in this study. The sample was predominantly female (61.3%), with males accounting for 38.7%. In terms of age distribution, most respondents were between 20–30 years old (54.3%), followed by those aged 31–40 (34.2%), while younger (<20 years; 5.3%) and older (>41 years; 6.2%) groups were less represented. Regarding educational attainment, the majority had completed senior high school (45.3%), followed by bachelor's degree holders (33.7%), diploma graduates (11.9%), and master's degree holders (8.6%). Occupationally, private sector employees constituted the largest group (34.6%), followed by entrepreneurs (19.3%), students (18.5%), civil servants (14.4%), and housewives (13.2%). These characteristics indicate that the sample is largely composed of young, economically active individuals with moderate to higher educational backgrounds, which may influence perceptions and participation tendencies.

Table 2. Respondent Characteristics

| Characteristics | Category | Percentage | No. of Respondents |
|------------------------|-------------------------|------------|--------------------|
| Gender | Male | 38,7% | 94 |
| | Female | 61,3% | 149 |
| Age | <20 years old | 5,3% | 13 |
| | 20-30 years old | 54,3% | 132 |
| | 31-40 years old | 34,2% | 82 |
| | >41 years old | 6,2% | 15 |
| Education level | SMP | 0,4% | 1 |
| | SMA/SMK | 45,3% | 110 |
| | Diploma | 11,9% | 29 |
| | S1 | 33,7% | 82 |
| | S2 | 8,6% | 21 |
| | S3 | 0% | 0 |
| Occupation | Entrepreneur | 19,3% | 47 |
| | Student | 18,5% | 45 |
| | Civil servant | 14,4% | 35 |
| | Private sector employee | 34,6% | 84 |
| | Housewife | 13,2% | 32 |

Source: Data processed by Authors (2025)

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Female respondents demonstrate higher overall perception and participation levels compared to male respondents. The average score for overall perception among females is 4.20, while males report a lower mean of 3.92. A similar pattern is observed in participation, where females score 4.37, compared to 4.06 for males. This indicates that women are more likely to perceive tourism positively and engage more actively in socio-cultural and tourism-related activities. This involvement likely strengthens their perception of positive socio-cultural impacts and their willingness to participate.

Table 3. Validity Test

| Variable | Item Statement | r-table | r-count | Result |
|---------------------------------------|---|---------|---------|---------|
| Support for Tourism | The growth of community welfare influences my perceptions. | 0,297 | 0,770 | Valid |
| | The economic role influences my perceptions. | 0,297 | 0,677 | Valid |
| | The sense of pride in my community influences my perceptions. | 0,297 | 0,760 | Valid |
| | The importance of tourism in my community influences my perceptions. | 0,297 | 0,654 | Valid |
| | My community have already made effort to attract more tourists | 0,297 | 0,762 | Valid |
| Perceived Negative Impacts of Tourism | Increased prices of service and goods influence my perceptions. | 0,297 | 0,573 | Valid |
| | Increased noises & congestions influences my perceptions. | 0,297 | 0,285 | Invalid |
| | The arousal of souvenir shops and cafes aimed at tourists instead of establishments aimed at locals affects my perceptions. | 0,297 | 0,518 | Valid |
| Perceived Positive Impact of Tourism | Increased employment opportunities for locals influences my positive perceptions | 0,297 | 0,598 | Valid |
| | Increased opportunities for local businesses influence my positive perceptions | 0,297 | 0,543 | Valid |
| | Improved appearance of Braga Street influences my positive perceptions | 0,297 | 0,611 | Valid |
| | Increased opportunities of leisure for locals affects my positive perceptions | 0,297 | 0,697 | Valid |
| | Increased opportunities for socializing with tourists influenced my positive perceptions | 0,297 | 0,452 | Valid |
| Social Benefits of Tourism | Tourism increases the quality of life in my community | 0,297 | 0,730 | Valid |
| | Tourism has increased the pride of my community | 0,297 | 0,626 | Valid |
| | Tourism has improved transportation services in Braga Street | 0,297 | 0,655 | Valid |
| | Tourism has led to improvement of infrastructure in Braga Street | 0,297 | 0,623 | Valid |
| | Tourism created more options of restaurants and place for leisure for locals | 0,297 | 0,659 | Valid |
| Cultural Benefits of Tourism | Tourism encourages local culture preservation | 0,297 | 0,595 | Valid |
| | Tourism encourages cultural exchange in my community | 0,297 | 0,539 | Valid |
| | Government supports the cultural development in Braga Street | 0,297 | 0,682 | Valid |
| | Tourism encourages variety of cultural activities | 0,297 | 0,653 | Valid |
| | Cultural activities help my community to introduce my culture | 0,297 | 0,482 | Valid |
| Social Costs of Tourism | Tourism increases crime rate in Braga Street | 0,297 | 0,389 | Valid |
| | Tourism increases vandalism in Braga Street | 0,297 | 0,306 | Valid |
| | Tourism generates unequal distribution of wealth | 0,297 | 0,343 | Valid |
| Cultural Costs of Tourism | Tourism causes changes of traditional culture in my community | 0,297 | 0,489 | Valid |
| | Tourism causes negative effects in our religion practices | 0,297 | 0,477 | Valid |
| | Tourists cause city to be crowded with outsider which affects our privacy and tranquility | 0,297 | 0,360 | Valid |
| Participation in Tourism Development | Residents participate in sustainable tourism development | 0,297 | 0,680 | Valid |
| | Residents involved in decision-making process | 0,297 | 0,799 | Valid |
| | Residents are informed about sustainable tourism development | 0,297 | 0,682 | Valid |
| | Residents have opportunities to be involved in decision-making | 0,297 | 0,603 | Valid |
| Attitude Towards Tourism Development | Residents support sustainable tourism development | 0,297 | 0,441 | Valid |
| | Residents are grateful for sustainable tourism development | 0,297 | 0,721 | Valid |
| | Residents hope for additional sustainable tourism development | 0,297 | 0,693 | Valid |

Source: Data processed by Authors (2025)

Respondents aged 31–40 years show the highest levels of perception (mean = 4.16) and participation (mean = 4.34), followed closely by those aged >41 years (perception = 4.12;

participation = 4.30). The 20–30 age group, although dominant in number, shows slightly lower scores (perception = 4.08; participation = 4.22). In contrast, respondents aged below 20 years report the lowest scores (perception = 3.74; participation = 3.92). These results suggest that more mature age groups tend to have stronger positive socio-cultural perceptions and higher participation, possibly due to greater social attachment and responsibility within the community. This age group are more likely to perceive tourism as beneficial and to engage in related activities.

Differences across education levels are relatively small, but some patterns emerge. Respondents with Diploma education show slightly higher perception (mean = 4.13) and participation (mean = 4.22) compared to other groups. Those with S1 (bachelor's degree) report perception of 4.11 and participation of 4.25, while S2 (master's degree) respondents show similar participation (4.26) but slightly lower perception (4.08). Interestingly, respondents with SMA/SMK education report perception of 4.07 and participation of 4.25, indicating that participation remains consistently high across education levels, even when perception varies slightly. Overall, this suggests that education has a moderate influence on perception but a less pronounced effect on participation. Demographic differences indicate that the relationship between perception and participation is not purely cognitive, but is shaped by social roles, economic involvement, and levels of community engagement, which determine how residents experience and respond to tourism.

All questionnaire items in Table 3 have gone through validity testing. Out of 36, the total of 35 items show an r-count higher than the r-table value (0,297) which indicates that 35 items passed the validity test and can be used to effectively measure the intended variable. One item was eliminated due to the value of the r-count scores lower than r-table value (0,297). The higher r-count values, the more relevant, reliable and well-constructed the instrument used in this study. The result suggests that the questionnaire items capture how residents of Braga Street perceive socio-cultural impact and their participation in tourism activities. The high validity of the items indicates that respondents were more or less understand and consistently interpret questions related to their experience with tourism.

Table 4. Reliability Test

| Variable | Cronbach's Alpha | Alpha's Value |
|-----------------------|------------------|---------------|
| Residents' Perception | 0,956 | 0,7 |
| Socio-Cultural Impact | 0,977 | 0,7 |
| Tourism Participation | 0,937 | 0,7 |

Source: Data processed by Authors (2025)

The reliability test table presents the Cronbach's Alpha values for this study's variables including residents' perception and socio-cultural impact. Results showed that all of the existing variable alpha's values were all above 0,7, demonstrating that the measurement instruments used are both reliable and consistent. In detail, residents' perception has a Cronbach's Alpha of 0,956, socio-cultural impact's alpha value is 0,977 and tourism participation's alpha value is 0,937. The results showed that each instrument is reliable, indicating that questionnaire data are likely to remain consistent across different respondent groups and times. The consistency suggests that residents share relatively stable views regarding the socio-cultural impacts of tourism and their role in participating in it. The strong reliability of the socio-cultural impact variable ($\alpha = 0.977$) reinforces its role as a mediating factor in this study. It indicates that the construct is measured with a high degree of precision, strengthening confidence in the finding that socio-cultural impact reliably links residents' perception to their participation.

Table 5. Coefficient of Determination

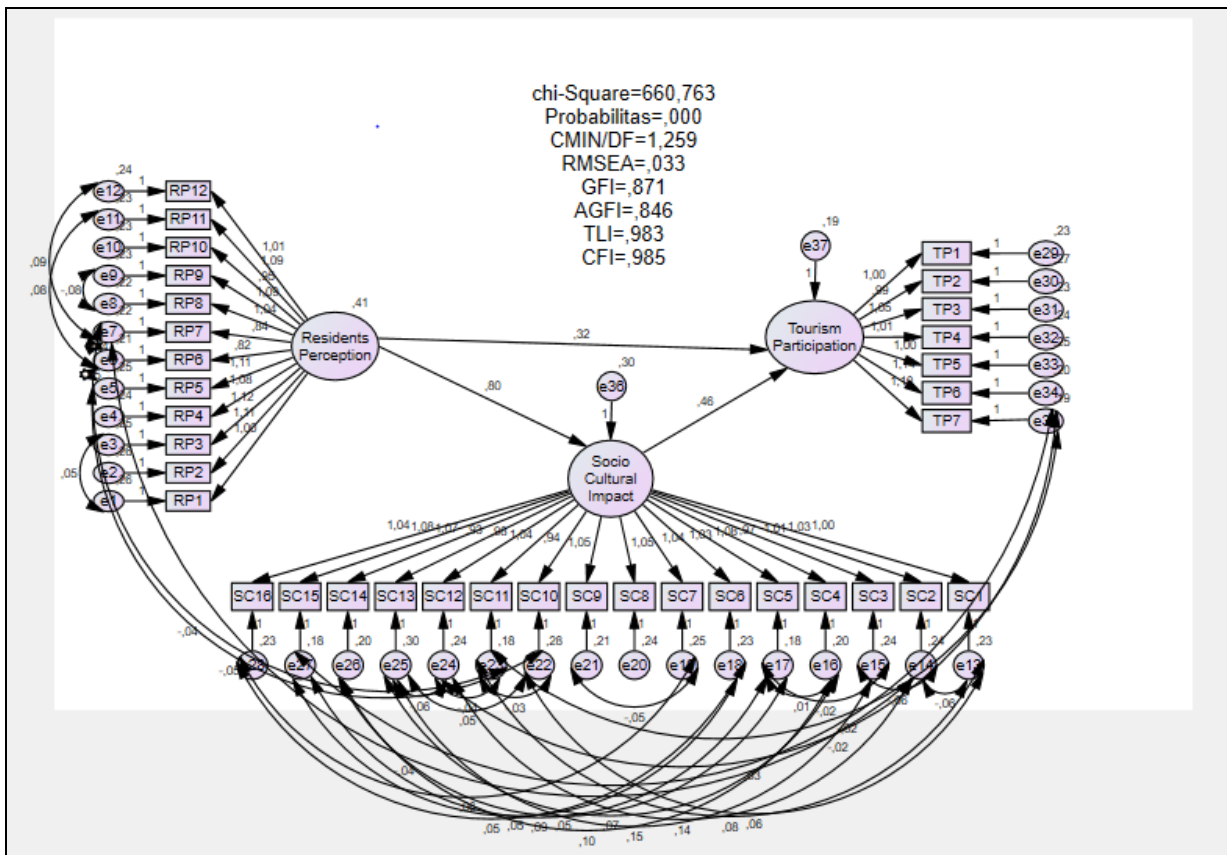
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0,922 | 0,851 | 0,850 | 1,95331 |

Source: Processed by Authors (2025)

In coefficient of determination test, the R value shows the number of 0,922 indicating that there is a strong relationship between the independent variable (residents' perception) and dependent variable (participation) meaning that the higher residents' perception is, the higher is the tourism participation in sustainable tourism development. The value of R square shows the number of 0,851, indicating that 85,1% of the tourism participation are able to be explained through residents' perception model. The rest of 14,9% are affected by outside factors including government regulation, environment etc. The std. error of the estimate of 1,95331 indicates the model provides a reasonably accurate prediction of participation behavior.

This suggests that the prediction of tourism participation can be explained through residents' perceptions. This aligns with previous studies that have found that residents with positive perceptions of tourism impacts are more likely to support tourism development (S. Kim et al., 2021). Positive perceptions also lead to higher levels of community participation in tourism activities (Pazhuhan et al., 2023). This statistical reflects meaningful social dynamics within the context of Braga Street. Strong residents' perception suggest that participation in sustainable tourism is shaped by how individuals interpret and experience tourism in their daily lives. Residents who recognize benefits such as increased social interaction, preservation of cultural identity, and economic opportunities are more likely to engage in tourism-related activities.

Figure 2. Structural model



Source: Processed by Authors (2025)

Figure 2 illustrates the structural equation model developed to examine the relationships among residents' perception, socio-cultural impact, and tourism participation. The result presents a structural model that explains the result of chi-square value of 660,763, a probability value of 0,000, indicating that a statistically significant discrepancy between the model and the data. However, chi-square statistics are highly sensitive to sample size and model complexity, this result does not indicate a poor model quality. RMSEA of 0,033 is below the recommended

threshold of 0,08, indicating a minimal approximation error. Beyond model fit, the structural relationships provide important theoretical insights. The findings show that residents' perception has a significant positive effect on socio-cultural impact, which in turn significantly influences tourism participation. In addition, residents' perception also has a direct positive effect on participation. This confirms that socio-cultural impact functions as a mediating variable, specifically indicating partial mediation, as both direct and indirect effects are present.

Although the GFI of 0,871 and AGFI of 0,846 values are slightly below the threshold of 0,90, these indices are known to be sensitive to sample size and the number of estimated parameters. DF of 1,259 also falls within the acceptable range (≤ 2.0). TLI of 0,983 and CFI of 0,985 exceeds the recommended minimum value of 0,9. The results indicates that the model demonstrates a reliable level of fit. The figure also shows that the relationships among the variables have strong effects, which are represented by bold lines in the following structural model. The structural model shows that residents' perception has a significant positive effect on socio-cultural impact, which in turn significantly influences tourism participation. In addition, residents' perception also exerts a direct positive effect on participation. These results confirm that socio-cultural impact functions as a partial mediating variable, as both direct and indirect effects are observed.

This structural model reveals a significant relationship among the latent variables in this study. Residents' perception demonstrates a strong positive influence on socio-cultural impact as a mediating variable. This indicates that the more socio-cultural outcomes the resident received, the more favorable their attitudes towards tourism. On the other hand, the socio-cultural impact shows a positive effect on tourism participation. In addition, the direct link from residents' perception and tourism participation also shows to have a positive effect on tourism participation. This implies that socio-cultural impact partially mediates the relationship between residents' perception and tourism participation. This suggest that when tourism is perceived to enhance cultural values and community well-being, residents are more willing to engage in tourism-related activities and decision-making process. Residents with a strong sense of community and cultural identity are more likely to participate in tourism activities (Qin et al., 2024).

Table 6. Goodness of Fit

| Goodness of fit index | Cutt-off value | Research model | Result |
|--------------------------------|-------------------------|----------------|----------|
| Chi-square | $\geq 579,411$ (df=525) | 660.763 | Not fit |
| Significant probability | ≥ 0.05 | 0.000 | Not fit |
| RMSEA | ≤ 0.08 | 0.033 | Fit |
| GFI | ≥ 0.9 | 0.871 | Marginal |
| AGFI | ≥ 0.9 | 0.846 | Marginal |
| DF | ≤ 2 | 1.259 | Fit |
| TLI | ≥ 0.9 | 0.983 | Fit |
| CFI | ≥ 0.9 | 0.985 | Fit |

Source: Processed by Authors (2025)

Table 6 presents the goodness-of-fit (GoF) evaluation of the structural model. Overall, the model demonstrates an acceptable level of fit. Although the chi-square value (660.763) and significance probability (0.000) indicate a lack of perfect fit, these indices are highly sensitive to sample size. More robust indicators show satisfactory results, including RMSEA (0.033), TLI (0.983), and CFI (0.985), all of which meet the recommended thresholds. While GFI (0.871) and AGFI (0.846) fall slightly below the ideal cut-off, they remain within a marginally acceptable range. Taken together, these results confirm that the model is adequate for further structural analysis and hypothesis testing.

Despite the chi-square and significance probability indicating a lack of perfect fit, the majority of fit indices specifically RMSEA, DF, TLI and CFI exceed the established criteria. Therefore, the overall results can be concluded that the research model exhibits a good and acceptable model fit. This implies that the result is suitable for hypothesis testing and structural analysis. The

acceptable model fit provides a reliable basis for interpreting the relationships among the three key variables: residents' perception, socio-cultural impact, and tourism participation. Among these, residents' perception emerges as the most influential variable, as it directly affects tourism participation and indirectly influences it through socio-cultural impact. Socio-cultural impact plays a critical mediating role, serving as the mechanism through which perception is translated into participation. By linking the GoF results to these structural relationships, the model also highlights the relative importance of each variable within the context of sustainable tourism in Braga Street.

Table 7. Hypothesis Testing

| No | Hypothesis | Estimate | S.E. | C.R. | P | Result |
|----------------|---|----------|-------|--------|-------|-------------|
| H ₁ | Residents' Perception – Socio-cultural Impact | 0,779 | 0,077 | 10,127 | 0,000 | Significant |
| H ₂ | Socio-cultural – Tourism Participation | 0,453 | 0,063 | 7,167 | 0,000 | Significant |
| H ₃ | Residents' Perception – Tourism Participation | 0,323 | 0,071 | 4,573 | 0,000 | Significant |

Source: Processed by Authors (2025)

The structural model reveals a coherent pattern of relationships among the three variables, supporting all proposed hypotheses while also highlighting differences in their relative influence. Estimation parameter value of 0.779, C.R. value of 10,127 and probability value of 0,000 ($p < 0,05$) indicates that hypothesis 1 (H1) "residents' perception has a positive and significant effects to socio-cultural impact" have a significant effect. This indicates that the better residents' perception is, there will be more increase in socio-cultural impact. When local residents hold more positive views towards tourism, it tends to boost beneficial socio-cultural changes within the community.

On the other hand, hypothesis 2 (H2) "socio-cultural impact has a positive and significant effects to tourism participation" have the estimation parameter value of 0,453, C.R. value of 7,167 and probability value of 0,000 ($p < 0,05$) which indicates that there are significant and positive effects between the two variables. This indicates that when tourism contributes positively to cultural exchange, social cohesion and community well-being, residents are more willing to engage in tourism-related activities. Positive socio-cultural impacts of tourism, such as improved quality of life and cultural preservation, lead to favorable attitudes among residents towards tourism (Nordin et al., 2020).

Lastly, hypothesis 3 (H3) "residents' perception has a positive and significant effects to tourism participation" can be accepted due to the estimation parameter value numbers of 0,323, C.R. value of 4,573 and probability value of 0,000 ($p < 0,05$). This means that the better the residents' perception, there will be an increase in tourism participation. Although this effect is weaker compared to its indirect influence through socio-cultural impact. This pattern clearly indicates partial mediation, where perception influences participation both directly and indirectly, but more strongly through socio-cultural impact.

Previous research has generally established that positive perceptions of tourism lead to higher levels of support and participation (Nordin et al., 2020). Other study also noted that positive perceptions can lead to increased support for tourism development and planning, as residents see the benefits such as economic growth and cultural enrichment (Martín et al., 2017). However, this study adds nuance by demonstrating that the relationship is not purely direct. The relatively stronger effect of perception on socio-cultural impact ($\beta = 0.779$), compared to its direct effect on participation ($\beta = 0.323$), suggests that residents' perception alone is insufficient to fully explain participation behavior. Instead, participation is more strongly influenced by how these perceptions are realized through socio-cultural outcomes. The stronger indirect pathway through socio-cultural impact compared to the direct effect indicates partial mediation, suggesting that perception is more effective in driving participation when it is translated into tangible socio-cultural experiences.

6. Conclusions

This study investigated the relationships between residents' perceptions, socio-cultural impacts, and tourism participation in the context of sustainable tourism development on Braga Street, Bandung, with socio-cultural impact acting as a mediating variable. A quantitative approach and Covariance-Based Structural Equation Modeling (CB-SEM) were used in this study. The results demonstrate that the indirect effect of residents' perception on participation through socio-cultural impact is stronger than the direct effect, highlighting that perception alone is insufficient to drive active involvement. The study confirms that socio-cultural impact plays a central mediating role, specifically as a partial mediator, where residents' perception affects participation both directly and indirectly through socio-cultural outcomes.

This study contributes to both theoretically and practically. Practically, the findings highlight that sustainable tourism policies should move beyond economic priorities and place greater emphasis on strengthening socio-cultural value for local communities. Theoretically, it clarifies the mechanism in community participation in sustainable tourism by positioning socio-cultural impact as an explanatory variable. The results demonstrate that the indirect effect of residents' perception on participation through socio-cultural impact is stronger than the direct effect, highlighting that perception alone is insufficient to drive active involvement. Findings suggest that residents' perceptions, socio-cultural impacts, and tourism participation are interconnected and contributed to sustainable tourism development on Braga Street. An R^2 value of 0.851, indicating that 85.1% of residents' participation in sustainable tourism development can be explained by residents' perceptions and socio-cultural impacts. In the context of Braga Street, where tourism is embedded in everyday social life, these socio-cultural experiences act as a key mechanism that transforms perception into participation.

This finding also aligns with several previous studies. In his study (Martins et al., 2025) argues that there is importance of involving local communities in tourism planning and development to ensure a balanced and sustainable growth. Other research by (Gannon et al., 2020) also found that residents' perceptions of tourism play a significant role in support for tourism development. The finding in this research similar with (Gaonkar & Sukthankar, 2025) explains that residents' attitude towards cultural tourism mediates community attachment and residents' support for cultural tourism. Residents' positive perceptions of tourism, particularly its economic and cultural benefits, significantly influence their support for tourism activities (Erul et al., 2024).

Considering the empirical and theoretical limitations, this study has identified the theories in support for tourism development from the Socio-cultural perspective which might be helpful from the practical perspective of tourism managers or policymakers and theoretical contributions. The findings suggests that policymakers and tourism managers should actively involve residents in tourism planning and management. It is important to institutionalize community involvement through participatory planning, ensure inclusive tourism policies, and prioritize investments in cultural preservation and community development, rather than focusing solely on economic outcomes. As for practitioners, efforts should focus on strengthening residents' socio-cultural experiences by developing community-based cultural programs, facilitating interaction between residents and tourists, and supporting local cultural actors, as these factors help translate positive perceptions into active participation.

This study is limited by its limited sample of 243 respondents, which cannot generalize the entire population. This study also focused on a single destination in Braga Street which the result is limited to only one section of many Bandung tourist destination. The topic of this study also focuses to only socio-cultural aspect. To measure the relationship between variables, a questionnaire was spread directly to the respondents, which might initiate a rather biased perception. Suggestion for future research may expand to multiple destinations to attract more

diverse population, adopt a more longitudinal approaches, include additional variables such as environmental impacts or governance quality, apply mixed method to deepen the research topic and conduct the research in other regions to compare the residents' perception of socio-cultural impact in tourism participation is consistent in another region.

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9. Conflict of Interest

The authors declare no conflict of interest.

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