

## **ABSTRACT**

This study addresses how soundscape and its soothing ambiance affect people's decisions of where to wait and stop. The east side of Piazza Vittoria has roadways and a parking lot based on land usage. A waterfront lies south of this plaza. A good soundscape affects space comfort and user productivity. Based on Piazza Vittoria's soundscape, destination options must be examined.

In this study, the waiting locations chosen by respondents were clustered and then analysed what factors most dominantly influenced the decision-making process based on the traffic scenarios. After analysing these factors, the waiting locations were then divided based on consistent sound and spatial characteristics into several zones. The "Traffic Limited Zone" (TLZ) scenario typically has lower noise levels compared to the "No Restriction" (NR) scenario, resulting in different zone divisions for each. TLZ scenario is divided into 18 zones, while NR scenario into 13 zones. These zones were used as alternatives when modeling the locations chosen by respondents through multinomial logit model.

The analysis of factors influencing the selection of locations for stopping and waiting by respondents reveals the significance of soundscape in decision-making. Water sounds emerge as the most influential factor, preferred by 78% of respondents, followed by bird sounds affecting 60% of respondents. Additionally, other sound elements include human sounds (33%), traffic noise (17%), and miscellaneous sounds (3%). Noise level also plays a significant role, with 61% of respondents preferring locations with noise levels between 60-63 dB. Visual factors such as vegetation (75%), fountains (66%), and sea views (60%) also influence location selection. Facilities like benches (60%) and shadows (45%) also play a crucial role. However, from the modeling results, none of the factors were found to influence the selection of waiting locations by respondents.

**Keywords:** soundscape, zone division, destination choice, choice modelling