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Push and Pull Factors Pada Motivasi Pengunjung MBloc Space, Blok M, Jakarta Selatan
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Mbloc Space merupakan salah satu kawasan *creative hub* urban di Jakarta Selatan yang menarik estimasi dua juta kunjungan per tahun, namun motivasi yang mendasari kunjungan tersebut belum banyak dipetakan secara empiris. Penelitian ini bertujuan mendeskripsikan dan menganalisis *push factors* dan *pull factors* pada motivasi pengunjung Mbloc Space, Blok M, Jakarta Selatan, menggunakan kerangka teori *push and pull factors* Crompton (1979). Penelitian menggunakan pendekatan kuantitatif deskriptif dengan teknik *accidental sampling* terhadap 100 responden yang pernah berkunjung lebih dari satu kali, berusia 17–44 tahun (Generasi Z dan Milenial). Data dikumpulkan melalui kuesioner Likert lima poin dan dianalisis dengan statistik deskriptif (*mean*, frekuensi, persentase). Hasil penelitian menunjukkan variabel *pull factors* (X_2) memperoleh rata-rata 4,03 (tinggi), lebih dominan dibandingkan variabel *push factors* (X_1) sebesar 3,72 (tinggi). Pada *push factors*, dimensi *escape* paling dominan (mean 4,02), sedangkan *self-exploration* terlemah (mean 3,25). Pada *pull factors*, dimensi aksesibilitas paling berpengaruh (mean 4,10), ditopang kemudahan akses transportasi publik (mean 4,70), sementara ketersediaan parkir menjadi item terendah (mean 3,07). Responden didominasi Generasi Z usia 17–28 tahun (74,0%) dan perempuan (64,0%). Temuan ini menunjukkan bahwa kunjungan ke Mbloc Space lebih banyak dipengaruhi daya tarik atribut kawasan dibandingkan dorongan internal pengunjung. Penelitian ini diharapkan memberikan kontribusi teoretis maupun praktis bagi kajian motivasi pengunjung *creative hub* urban di Indonesia.

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ABSTRACT

Mbloc Space is one of the rapidly growing urban *creative hubs* in South Jakarta, attracting an estimated two million visits per year, yet the motivations underlying these visits have not been widely mapped empirically. This study aims to describe and analyze the *push factors* and *pull factors* of visitor motivation at Mbloc Space, Blok M, South Jakarta, using the *push and pull factors* framework by Crompton (1979). This research employed a quantitative descriptive approach with an *accidental sampling* technique on 100 respondents who had visited more than once, aged 17–44 years (Generation Z and Millennials). Data were collected through a five-point Likert-scale questionnaire and analyzed using descriptive statistics (*mean*, frequency, percentage). Results show the *pull factors* variable (X_2) obtained a mean of 4.03 (high), more dominant than the *push factors* variable (X_1) at 3.72 (high). Within *push factors*, the *escape* dimension was most dominant (mean 4.02), while *self-exploration* was weakest (mean 3.25). Within *pull factors*, accessibility was most influential (mean 4.10), driven by ease of access to public transportation (mean 4.70), while parking availability recorded the lowest score overall (mean 3.07). Respondents were dominated by Generation Z aged 17–28 years (74.0%) and female visitors (64.0%). These findings indicate that visits to Mbloc Space are influenced more by the attractiveness of the area's attributes than by visitors' internal drives. This research is expected to contribute both theoretically and practically to the study of visitor motivation in urban *creative hubs* in Indonesia.