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Driving Behavior and Tourist Experience: A Study of the Bandung Metropolitan Area

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ABSTRACT

Driving behavior significantly influences tourist comfort and experiences in a destination, making traffic management a critical consideration for tourism-focused cities. This study examines driving behaviors in Bandung and assesses their impact on tourists' comfort and overall experiences. A total of 300 respondents, consisting equally of drivers and tourists, participated through an online questionnaire administered via Google Forms across West Bandung Regency, Bandung Regency, Cimahi City, and selected areas of Sumedang Regency in West Java Province, a method particularly effective during the COVID-19 pandemic. Descriptive statistical analysis and independent t-tests indicate that driving behavior among Bandung residents is moderately deviant; however, most drivers tend to comply with traffic regulations and consider receiving telephone calls while driving as relatively unimportant. Nevertheless, tourists emphasize enhancing public transportation services and traffic orderliness. The study confirms a significant relationship between driving behavior and tourist experiences, highlighting the need for targeted improvements to develop Bandung as a more comfortable and attractive city for residents and visitors.

Keywords: *Driving Behavior; Public Transportation; Tourist Experience; Tourism; Traffic Congestion*

1. Introduction

Bandung, the capital of West Java Province, is one of Indonesia's most dynamic urban centers, with a population exceeding 2.5 million and a broader metropolitan region accommodating over 8 million people. Historically, Bandung has played a strategic role in the country's development, economically, culturally, and politically. During the Dutch colonial era, it was known as the "Paris of Java" due to its European-inspired urban design and functioned as a hill station for colonial elites. The city gained international prominence in 1955 as the host of the Asia-Africa Conference, positioning itself as a symbol of postcolonial solidarity and cosmopolitan modernity. Bandung continues to evolve as a leading center of creative industries, higher education, and domestic tourism (Komaladewi et al., 2019).

Bandung has become a leading destination for domestic tourists, particularly those from Jakarta, Banten, and nearby provinces. It offers a compelling mix of cultural heritage, contemporary culinary scenes, factory outlets, and peri-urban natural attractions in areas such as Lembang, Ciwidey, and Pangalengan (Februadi et al., 2019; Kusumawardhani et al., 2024). The local government has actively marketed Bandung as a premier culinary and shopping tourism hub (Hermawan et al., 2018; Kusumawardhani et al., 2024). Domestic tourist satisfaction, especially with food and retail experiences, continues to reinforce this identity. However, urban mobility infrastructure and traffic management have not kept pace with tourism growth: public transport remains fragmented and lacks integration, and current services such as angkot, Trans Metro Bandung, and the Bandros tourist bus are insufficient to support efficient visitor movement (World Bank, 2021).

One of the most pressing challenges currently facing Bandung is chronic traffic congestion. Studies have shown that the rapid proliferation of private vehicles, particularly motorcycles and cars, has significantly outpaced the development of public transportation systems, contributing to traffic delays and operational inefficiencies (Annisa et al., 2019; Istianto & Djajasinga, 2021). The limited coverage and poor reliability of Bandung's public transport network, coupled with narrow urban roads, informal street occupations, and weak traffic law enforcement, have further undermined the city's transport efficiency. Istianto and Djajasinga note that headways on major routes frequently exceed acceptable standards, resulting in long passenger wait times and a decline in service quality (Istianto & Djajasinga, 2021). Although the city government has attempted to address congestion through infrastructure-based solutions such as flyover construction and light rail transit (LRT) proposals, these initiatives have faced limited success. Persistent challenges, including bureaucratic inertia, land acquisition delays, and inconsistent policy implementation, have impeded adequate progress.

This condition becomes increasingly critical when analyzed through the lens of urban tourism. According to Lumsdon and Page, transport is not merely a means to reach a destination but an integral component of the tourist experience (Lumsdon & Page, 2007). Their work distinguishes between "transport for tourism" and "transport as tourism," highlighting how urban mobility systems' quality, reliability, and integration influence tourists' perceptions of accessibility, comfort, and safety. Likewise, Gronau and Kagermeier emphasize that mobility challenges can significantly affect sustainable tourism development and the overall visitor experience (Gronau & Kagermeier, 2007). In cities with primarily intra-urban tourism, seamless mobility is essential to ensure a smooth visitor journey between accommodation, attractions, restaurants, and retail areas. Conversely, traffic congestion introduces uncertainty, fatigue, and dissatisfaction, undermining the city's appeal and reputation as a tourist destination.

Despite growing attention to Bandung's traffic challenges, most academic studies have concentrated on technical solutions such as infrastructure planning, intelligent transportation

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systems, and network optimization. However, few have examined behavioral factors in congestion. A key behavioral study by Mutia et al. used agent-based modeling to identify five aggressive driving behaviors among Bandung drivers: improper speed, inattentiveness, hostility, impatience, and disobedience of traffic signs, with impatience found to be the primary cause of congestion (Mutia et al., 2018). Similarly, Yanuvianti et al. reported that risky behaviors among young motorcyclists, such as ignoring traffic rules and using mobile phones while riding, undermine road safety and travel efficiency (Yanuvianti et al., 2020). These behaviors, reckless overtaking, distracted driving, and disregard for regulations, intensify congestion and shape tourists' perceptions of urban order, safety, and hospitality.

Moreover, empirical research that systematically links urban mobility behavior to tourist experience remains notably limited, particularly in the context of developing countries in Southeast Asia. While studies on tourism and transport often highlight infrastructure and accessibility as key factors in destination planning, few have interrogated how routine driving behaviors, shaped by social norms, enforcement practices, and informal urban dynamics, affect tourists' perceptions of safety, comfort, and spatial coherence. In Indonesia, where tourism unfolds amid fragmented planning systems, uneven infrastructure provision, and rapid urban expansion, understanding how everyday mobility practices shape the visitor experience is essential for sustainable urban governance.

This study addresses this gap by examining the relationship between the driving behaviors of private vehicle users in Bandung and the experiences of domestic tourists visiting the Greater Bandung area. Specifically, it seeks to: (1) identify dominant behavioral patterns among urban drivers; (2) assess how tourists perceive traffic and mobility conditions; and (3) statistically analyze the correlation between driver behavior and tourists' perceptions of accessibility, safety, and travel satisfaction. Departing from technocratic approaches that treat traffic congestion as a purely engineering issue, this research adopts a socio-behavioral perspective, viewing mobility as a socially embedded practice mediated by risk perceptions, regulatory cultures, and spatial constraints.

The novelty of this study lies in its interdisciplinary approach. Drawing from urban tourism studies, behavioral mobility research, and transport sociology, it offers a relational understanding of how micro-level driving behavior intersects with macro-level tourism experience. By integrating demographic and attitudinal data from residents and visitors, the study provides a nuanced account of how Bandung's congested mobility landscape is navigated, interpreted, and experienced.

The findings aim to generate practical insights for policymakers, transport planners, and tourism stakeholders in Bandung and similar urban contexts. By linking behavioral change to destination management, this study advocates for an integrated model of mobility reform that moves beyond physical infrastructure to address driver education, enforcement regimes, and inclusive urban design that prioritizes resident mobility and tourist well-being.

2. Literature Review

2.1. Theoretical Perspectives on Driving Behavior

Driving behavior is a multidimensional construct encompassing cognitive processes, emotional regulation, and physical actions, such as acceleration, sudden braking, tailgating, lane switching, and secondary tasks like mobile phone use while driving (De Winter & Dodou, 2012). These behaviors are not determined solely by reflexes or vehicle control skills but are also shaped by individual psychological traits, socialization patterns, and situational stimuli.

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Empirical research in the Indonesian context affirms that psychological dispositions such as impatience, impulsivity, and inattentiveness strongly correlate with aberrant driving. A simulation study in Bandung by Ulfi et al. identified five categories of aggressive behavior, speeding, inattentiveness, hostility, impatience, and disobedience of traffic signals, each contributing differently to urban traffic congestion (Mutia et al., 2018). Emotional regulation is equally crucial; anxiety and frustration, exacerbated by long travel times and traffic unpredictability, often manifest in aggressive maneuvers (Yanuvianti et al., 2020).

Social learning also plays a formative role. Awad-Yassin and Taubman – Ben-Ari investigated how parental driving habits influence their children's driving styles in Israel and found significant intergenerational transmission, particularly between fathers and sons (Awad-Yassin & Taubman – Ben-Ari, 2024). This context-specific study supports broader evidence that family driving culture shapes driver behavior. In Indonesia, this finding implies that parental modeling may contribute to the driving practices observed in Bandung's male drivers, which has implications for road safety and regulatory policy. Gender dynamics in Indonesia mirror global trends: male drivers are likelier to engage in competitive and high-risk behaviors, whereas female drivers demonstrate greater compliance with safety norms (Prasetyanto et al., 2021).

The Theory of Planned Behavior (TPB) provides a helpful framework for explaining such variations. As Ajzen theorized, intentions to perform specific behaviors, including risky or non-compliant, are shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 2012). In the Indonesian urban context, attitudes toward traffic law enforcement and peer influence have been shown to affect decision-making on the road (Thibenda et al., 2022).

Complementing TPB, the Driver Behavior Questionnaire (DBQ) developed by Reason et al. remains one of the most widely used tools to categorize driver behavior into three dimensions: violations (deliberate rule-breaking), errors (misjudgments), and lapses (inattention or memory failures) (Reason et al., 1990). De Winter and Dodou meta-analysis confirmed the DBQ's predictive value for accident involvement across diverse traffic environments (De Winter & Dodou, 2012).

Finally, environmental and infrastructural stressors, such as poor signage, congestion, and inconsistent law enforcement, have been shown to escalate risky behaviors, especially in urbanized regions like Bandung (Shinar, 2017). In such contexts, unsafe driving behavior is often a rationalized response to inefficient traffic systems rather than purely individual deviance.

These perspectives highlight that driving is not merely an individual cognitive task but a socially and contextually situated practice. In Bandung, where tourism intersects with local traffic culture, understanding drivers' behavioral patterns becomes essential for formulating integrated strategies that enhance road safety and the quality of urban tourism experiences.

2.2. Urban Mobility, Risk Perception, and Tourist Experience

Mobility shapes how tourists engage with urban spaces functionally and experientially. It is not merely a means of transport but a dimension through which visitors encounter a city's physical, social, and emotional contours (Sheller & Urry, 2006). Local driving behavior shapes tourists' perceptions of safety, comfort, and spatial legibility in cities characterized by high congestion and dependency on private vehicles, like Bandung.

Erratic driving, insufficient traffic regulation, and fragmented public transportation can heighten stress, reduce navigational ease, and diminish the emotional quality of urban tourism. Conceição et al. showed in a systematic review that traffic congestion, delays, and unreliable infrastructure are consistently associated with negative affective states, such as stress and anxiety, among urban transport users, suggesting similar implications for tourists (Conceição et al., 2023).

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Despite this, frameworks within tourism studies have rarely incorporated driving behavior as a variable influencing visitor experience, focusing instead on broader mobility infrastructure or macro-level accessibility (Pearce, 2011; Uriely, 2005).

Risk perception is particularly salient in this context. Studies show that driving on unfamiliar roads significantly increases perceived risk, drivers report higher stress levels when navigating new environments (Budak et al., 2021). Similarly, pedestrians and non-driving road users, such as tourists, often struggle to interpret local traffic signage and rules, leading to feelings of insecurity and discomfort (Choocharukul & Sriroongvikrai, 2017). These effects extend beyond drivers to visitors who share congested spaces and must navigate unpredictable traffic environments.

This issue is magnified in urban settings like Bandung, where informal traffic norms are widely practiced and enforcement is inconsistent. Driver conduct, including compliance with pedestrian rights-of-way, adherence to traffic signals, and general road etiquette, plays a critical role in how welcome and secure tourists feel within the city. As tourists move between hotels, attractions, and retail centers, repeated exposure to chaotic or hazardous traffic behavior can create impressions of disorder, discouraging deeper exploration and potentially influencing decisions to return.

Furthermore, urban mobility systems significantly contribute to a destination's broader image and competitiveness in tourism. Cities that provide safe, accessible, and efficient transport infrastructure are more likely to receive favorable visitor satisfaction and international branding evaluations. As Sánchez-Rivero et al. demonstrated in their benchmarking analysis of Extremadura, Spain, improvements in transport accessibility, including public transport connectivity and intermodal integration, positively correlate with enhanced tourism performance (Sánchez-Rivero et al., 2024)Conversely, unresolved congestion and disorganized mobility patterns can damage a city's reputation, especially in the digital era, when tourist experiences are instantly disseminated through social media and online reviews.

In summary, the behavioral dimensions of urban mobility, particularly local driving patterns, warrant closer attention within tourism scholarship. These behaviors affect tourists' immediate comfort and safety and shape the symbolic and emotional contours of place experience. In Bandung, where transportation challenges intersect with a vibrant domestic tourism sector, understanding this relationship is essential to informing sustainable urban planning and tourism policy.

2.3. Empirical Gaps in the Driving Behavior–Tourism Nexus

Despite the proliferation of research on driving behavior over the past two decades, the intersection between local driver conduct and the experiential dimension of urban tourism remains markedly underexplored. A bibliometric analysis was conducted using Harzing's Publish or Perish software, with the Scopus database as the primary source to assess the thematic orientation of current scholarship. The keyword "driving behavior" was used to extract the 200 most recent peer-reviewed publications, which were then visualized and analyzed using VOSViewer.

The resulting bibliometric map in **Figure 1** identifies six distinct thematic clusters within the literature (see also **Table 1**). These clusters reflect dominant research trajectories as follows:

1) Driver personality and role,
2) Predictors of risky driving behavior,
3) The impact of smartphone use on driving safety,
4) Driving attitudes and survey-based methodologies,

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5) Risk perception and psychological correlates, and
6) broader behavioral influences.

Table 1. Keyword Clusters in Driving Behavior Research

Cluster	Color	Keywords
1	Red	driver, effect, personality, role
2	Green	factor, predictor, risky driving behavior
3	Dark Blue	behavior, impact, safety, smartphone
4	Yellow	attitude, driving, survey
5	Purple	relationship, risk, risk perception
6	Light Blue	influence

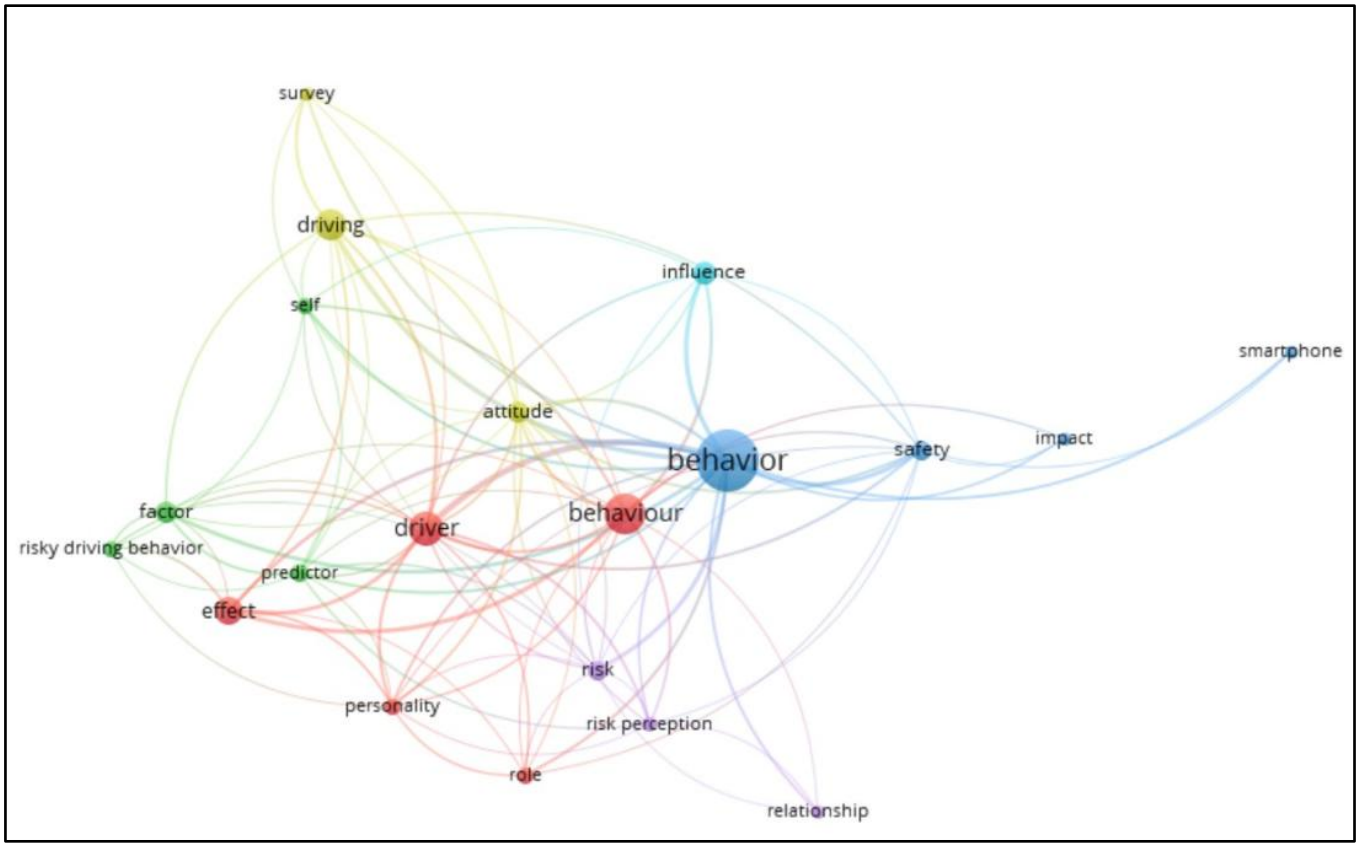

Figure 1. Bibliometric Mapping of Driving Behavior Literature

Critically, none of these clusters engage directly with tourism, leisure mobility, or urban visitor experience. This confirms the absence of an integrative conceptual and empirical framework that addresses how local traffic cultures, manifested through habitual driving behavior, shape tourists' mobility, spatial perception, and emotional satisfaction. Some studies have examined self-driving tourist experiences, highlighting stress and anxiety when navigating unfamiliar traffic systems (Budak et al., 2021; Choocharukul & Sriroongvikrai, 2017), but they generally focus on the difficulties tourists face, rather than exploring how local drivers' behaviors influence tourists' sense of safety, accessibility, or place attachment.

This empirical void is particularly consequential in emerging urban tourism hubs in the Global South, such as Bandung, where high population density, rapid motorization, and informal transport cultures converge. Despite being a regional tourism magnet in West Java, Bandung

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suffers from chronic traffic congestion and inconsistent driving practices. However, little is known about how these conditions influence tourist satisfaction, especially among those reliant on local transport or ride-hailing services to reach peripheral attractions such as Lembang, Ciwidey, or Pangalengan.

Therefore, this study addresses a critical empirical gap by examining the relationship between resident driving behaviors and tourists' experiences within Greater Bandung's metropolitan geography. Rather than viewing traffic merely as a functional constraint, the research foregrounds driving behavior as a mediating factor in tourists' emotional, cognitive, and physical interactions with the city. The study contributes to an emerging interdisciplinary agenda that links mobility studies, urban tourism, and traffic psychology within a shared empirical framework.

3. Research Methodology

This study adopts a quantitative, cross-sectional survey design to examine the relationship between residents' driving behavior and visitors' tourism experience in the Greater Bandung metropolitan area. The research targets two key populations: private vehicle drivers residing in Bandung and tourists who visit Bandung and its surrounding areas. Including West Bandung Regency, Bandung Regency, Cimahi City, and selected areas of Sumedang Regency is essential, as many tourist attractions commonly associated with Bandung are outside its formal municipal boundaries. This spatial misperception among visitors creates a unique case for examining urban mobility and behavioral interaction across administrative jurisdictions.

Given the constraints during the COVID-19 pandemic, data collection was conducted online through a self-administered Google Forms questionnaire. This approach minimized health risks and enabled broader geographical reach by disseminating the instrument via digital platforms such as WhatsApp groups, online tourism communities, and social media networks. As Creswell and Creswell noted, this method aligns with the pragmatic approach in social research during pandemic-induced limitations (Creswell & Creswell, 2018).

The sampling technique employed was purposive non-probability sampling, suitable for accessing specific population segments, namely, local drivers and domestic tourists, under limited physical access (Etikan, 2016). Each group consisted of 150 respondents, yielding a total sample of 300 participants. Data were collected during November 2020.

Before full-scale deployment, a pilot test was conducted with 30 participants from each group (n = 60) to assess the instrument's construct validity and internal reliability. Item-total correlation analysis indicated acceptable construct validity, with all items exceeding the conventional threshold of 0.30 (Pallant, 2020). The lowest correlation was recorded at 0.471 (for questions concerning road signage), while the highest was 0.806 (regarding mobile phone use while driving). The overall instrument achieved a Cronbach's alpha of 0.751, indicating satisfactory internal consistency, aligning with commonly accepted behavioral survey research benchmarks (George & Mallery, 2019).

Data were analyzed using both descriptive and inferential statistical techniques. Descriptive statistics, including frequencies and percentages, were used to summarize demographic profiles and behavioral tendencies. Inferential analyses were employed to test relationships and differences across groups. Specifically, Pearson's correlation coefficient was applied to evaluate the strength of association between driving behavior and tourist comfort (Field, 2018). One-way Analysis of Variance (ANOVA) was used to compare group means on multiple traffic-related variables such as signage visibility, public transport access, and orderliness of road conditions. In addition, independent samples t-tests were conducted to identify significant behavioral

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contrasts, particularly between compliance with traffic signals and engagement in risky actions such as phone use while driving.

Collectively, these methodological choices were grounded in widely accepted quantitative research standards and are well-suited to address the behavioral linkages between resident mobility patterns and tourist satisfaction in complex urban tourism systems like Bandung.

4. Results

4.1. Profile of Respondents

This study involved two groups of respondents: private car drivers residing in Bandung and tourists who visited the Bandung metropolitan area (Greater Bandung), encompassing West Bandung Regency, Bandung Regency, Cimahi City, and parts of Sumedang Regency. Many visitors are unaware that prominent destinations such as Lembang and Ciwidey are located outside the administrative boundary of Bandung City. The characteristics of driver respondents are presented in **Table 2**.

Table 2. Sociodemographic Profile of Private Vehicle Drivers

Item	Criteria	Frequency	Percentage (%)
Gender	Male	88	59
	Female	62	41
Age	18–24	23	15.3
	25–34	42	28
	35–49	50	33.3
	50–59	22	14.7
	>60	13	8.7
Education	Senior High School	27	18
	Diploma	8	5
	Undergraduate	81	54
	Master's Degree	29	20
	Doctoral Degree	5	3
Most Used Transport Mode	Motorcycle	64	43
	Car	74	49
	Public Transport	12	8
Owned Vehicle	Motorcycle	40	27
	Car	39	26
	Both	65	43
	None	6	4
Driving Frequency	Every day	69	46
	Sometimes	35	23
	Rarely	46	31
Driving Skill Acquisition	Self-taught	105	70.1
	Driving Course	38	25.4
	Others	7	4.5

The majority of driver respondents were male and within the productive age groups. More than half held an undergraduate degree, indicating a relatively high educational background.

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Interestingly, 70.1% acquired driving skills autodidactically, which may influence their adherence to traffic rules.

Most respondents owned both motorcycles and cars. Motorcycles were commonly used due to their practicality in congested traffic conditions, although daily use of private vehicles was also reported. The most frequently reported traffic violation was overtaking from the left, typically by motorcyclists. Additionally, 79% of respondents perceived that such abuses were predominantly committed by female motorcyclists, often due to signaling inconsistencies.

About 82.9% of respondents agreed that vehicle condition affects driving behavior and safety. Commonly forgotten items included toolkits, masks, and hand sanitizers, which were particularly important during the COVID-19 pandemic. Regarding in-vehicle behavior, 47% of respondents reported singing while driving, followed by phone use (22.2%) and other activities such as eating and listening to music.

4.2. Tourist Perception and Experience

The demographic characteristics of tourist respondents are summarized in **Table 3**.

Table 3. Sociodemographic Profile of Tourists

Item	Criteria	Frequency	Percentage (%)
Gender	Male	117	78
	Female	33	22
Age	18–24	11	7.3
	25–34	31	20.7
	35–49	66	44
	50–59	30	20
	>60	12	8
Education	Senior High School	20	13.4
	Diploma	12	8
	Undergraduate	71	47
	Master's Degree	37	25
	Doctoral Degree	10	6.6
Province of Origin	West Java	60	40
	Central Java	5	3
	East Java	6	4
	Jakarta	33	22
	Others	46	31
Visit Frequency	2–3 Times	6	4
	>3 Times	144	96
Visit Purpose	Family	67	45
	Tourism	57	38
	Business	26	17
Perceived Traffic Condition	Smooth	18	12
	Fair Congestion	78	52
	Congested	54	36

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Most tourists were male and within the productive age range, with 47% holding undergraduate degrees. Most were repeat visitors to Bandung, with 96% having visited more than three times. Primary purposes included family visits (45%), tourism (38%), and business activities (17%). Regarding traffic perceptions, 52% considered Bandung moderately congested, while 36% perceived it as heavily congested.

4.3. Preferred Tourist Destinations

Tourists were also asked about their preferred destinations for future visits. The results are presented in **Table 4**.

Table 4. Preferred Tourist Destinations in Bandung

No	Destination	Frequency
1	Lembang (e.g., Kampung Daun, Orchid Forest)	50
2	Dago Area (e.g., Tahura, Dago Dream Park)	35
3	Ciwidey (e.g., Kawah Putih)	26
4	Pangalengan	7
5	Gedung Sate Area	6
6	Trans Studio	5
7	Museums	4
8	Culinary Centers	4
9	Bandung Zoo	4
10	Cihampelas Walk	3
11	Braga Street	3
12	Alun-alun Bandung	2
13	The Great Asia and Africa	1

Lembang emerged as the most desired destination, known for its cooler climate and natural attractions such as Kampung Daun and Orchid Forest. The popularity of Lembang suggests a need for focused tourism planning and infrastructure improvement by provincial and local governments, particularly in the northern Bandung region.

4.4. Statistical Analysis of Driving Behavior and Comfort

Pearson's correlation analysis was conducted to examine the relationship between driving behavior and tourist experience. The results are presented in **Table 5**.

Table 5. Pearson Correlation Matrix

Variable	Tourist Experience	Driving Behavior
Tourist Experience	1.000	0.834*
Driving Behavior	0.834*	1.000

* Significant at $\alpha = 0.05$

A strong positive correlation was found ($r = 0.834$, $p < .001$), indicating that improved driving behavior significantly enhances tourists' overall experience in Bandung.

Further analysis using one-way ANOVA was conducted to assess perceptions of three traffic behaviors: stopping at red lights (X1), using turn signals (X2), and accepting phone calls while driving (X3). The results showed a significant difference ($p = 0.000$). A post hoc t-test revealed a

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significant disparity between perceptions of X1 and X3 (p = 0.000), suggesting that drivers tended to underestimate the dangers of using mobile phones while driving.

Tourists were also asked to assess five traffic-related aspects contributing to travel comfort: signage visibility (Y1), road orderliness (Y2), access to public transportation (Y3), discipline of public transport (Y4), and intention to revisit Bandung (Y5). The results, shown in **Table 6**, demonstrate significant differences across variables (p = 0.000).

Table 6. Tourist Perceptions of Traffic and Travel Comfort

Variable	N	Total Score	Mean	Variance
Y1 (Sign Visibility)	150	453	3.02	1.60
Y2 (Road Orderliness)	150	333	2.22	1.78
Y3 (Public Transport Access)	150	496	3.31	1.42
Y4 (Transport Discipline)	150	379	2.53	2.25
Y5 (Revisit Intention)	150	603	4.02	0.61

The lowest average scores were recorded for Y2 (road orderliness) and Y4 (public transport discipline), indicating concerns about poorly organized urban traffic and undisciplined public transport services.

5. Discussion

5.1. Driving Behavior as Socially Embedded Practice

The descriptive findings indicate that a significant percentage of private drivers in Bandung, 70.1%, acquired their driving skills through self-instruction, bypassing formal training institutions. This reflects a broader structural issue within Indonesia's driver education system, where access to certified driving courses remains uneven and often cost-prohibitive for lower-middle-income groups. The predominance of informal learning suggests a lack of technical competence and a deficit in internalizing road ethics, traffic regulations, and defensive driving principles. As affirmed by De Winter and Dodou, informal or insufficiently structured training environments are associated with higher rates of perceptual errors, deliberate violations, and attentional lapses (De Winter & Dodou, 2012).

One commonly reported behavioral pattern is overtaking from the left, particularly among motorcyclists. While normalized in the local context, this practice contravenes standard international traffic norms and contributes to the unpredictability of traffic flow. Respondents also reported that this behavior is most frequently committed by female motorcyclists, attributing the cause to inconsistent signaling and inattentiveness. While this observation reflects lived perceptions, it also reveals underlying gender biases embedded in mobility discourse. As highlighted by Prasetyanto et al. male drivers in Indonesia are generally more prone to competitive and risk-laden driving behaviors, while female drivers tend to demonstrate higher adherence to traffic safety norms, though public narratives often misrepresent or oversimplify these dynamics (Prasetyanto et al., 2021).

Whether accurate or not, these perceptions affect how driving behavior is socially constructed and institutionally regulated. In the Bandung context, informal norms often precede formal legal codes, creating a "vernacular traffic order" shaped by local expectations and tacit negotiation among road users. For instance, respondents in this study reported routinely navigating around street vendors occupying sidewalks or adjusting their driving to accommodate irregular public

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transport stops, revealing how drivers internalize and adapt to structural deficiencies in urban governance.

Moreover, the dominance of informal driving practices in Bandung has implications for intergenerational behavioral transmission. Awad-Yassin & Taubman – Ben-Ari demonstrate that driving styles and risk-related habits are often modeled after parents, particularly among sons emulating their fathers (Awad-Yassin & Taubman – Ben-Ari, 2024). In a context where formal instruction is minimal and traffic rules are inconsistently enforced, such behaviors become culturally sedimented and self-reinforcing, making behavioral change even more challenging.

Driving behavior, therefore, must be understood not merely as an individual disposition or cognitive choice but as a socially embedded practice shaped by education systems, regulatory environments, infrastructural design, and cultural norms. In cities like Bandung, where mobility is highly contested and fragmented, behavioral norms are often adaptive responses to institutional voids rather than indicators of deviance. This necessitates a holistic approach to traffic reform integrating behavioral change with structural investments in road infrastructure, regulation, and civic education.

5.2. The Urban Tourist Experience: Mobility as Affect and Access

Tourist mobility in urban destinations is increasingly understood not merely as a logistical function but as a central aspect of the tourism experience. Traffic congestion, unpredictable driver behavior, and insufficient public transport are more than technical inconveniences, they shape how visitors emotionally engage with the city and evaluate its livability (Pearce, 2011; Uriely, 2005). In this study, 52% of surveyed tourists described Bandung's traffic as moderately congested, while 36% rated it as severely congested. These perceptions reflect the city's chronic traffic issues and align with general patterns observed in urban destinations where private vehicles dominate and public transport remains underdeveloped (Choocharukul & Sriroongvikrai, 2017).

In dense metropolitan environments, tourists experience mobility affectively. Unlike local commuters, tourists interpret and feel movement through the lens of novelty, spatial disorientation, and unfamiliarity. This study reveals particularly low satisfaction scores regarding road orderliness (mean = 2.22) and public transport discipline (mean = 2.53), indicating that traffic unpredictability and lack of transport reliability disrupt urban tourism's emotional rhythm and safety perception. As Conceição et al. demonstrated, stress and anxiety arising from congestion and unreliable infrastructure negatively affect user experience, particularly for those unfamiliar with the setting (Conceição et al., 2023).

The dominance of motorcycles and private cars as the main transportation modes tourists use further reveals the limited accessibility and coverage of Bandung's public transportation network. The need to rely on private or unfamiliar transport methods contributes to prolonged travel times, increased uncertainty, and heightened emotional stress. These findings resonate with the notion that stressful mobility conditions diminish destination image and tourist satisfaction (Pearce, 2011; Uriely, 2005). Moreover, the peripheral locations most favored by tourists, such as Lembang, Ciwidey, and Dago, are often difficult to reach due to chronic traffic bottlenecks and a lack of integrated intermodal alternatives. The tourist experience is shaped not only by static sites but also by the movement between them; mobility thus becomes a constitutive part of place attachment and emotional coherence (Sheller & Urry, 2006).

Despite these challenges, the data reveal a relatively high intention to revisit Bandung (mean = 4.02), reflecting what may be understood as affective resilience. However, this should not obscure the underlying structural issues of mobility that persist. Repeat visitation could be

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influenced by other factors, such as emotional ties, cultural familiarity, or limited alternatives, rather than a positive transport experience. Bandung risks undermining its competitive position, particularly among first-time or international tourists more sensitive to stress-inducing urban conditions without reforms in traffic governance and public transport infrastructure.

In sum, the tourist experience in Bandung is intricately shaped by how mobility is felt, navigated, and socially interpreted. Addressing the discomfort caused by current traffic and transport conditions demands more than piecemeal infrastructural upgrades. It calls for an integrated urban tourism strategy that centers mobility as a core component of emotional well-being, accessibility, and spatial justice. Enhancing Bandung's tourism competitiveness requires systemic investments in public transit accessibility, consistent enforcement of traffic regulations, and urban design that supports inclusive and pleasant movement across the city.

5.3. Statistical Relationship Between Driving Behavior and Tourist Comfort

The statistical analysis provides compelling empirical support to claim that local driving behavior significantly impacts tourists' perceived comfort and satisfaction. The Pearson correlation coefficient ($r = .834$, $p < .001$) indicates a strong and statistically significant positive relationship between residents' driving conduct and the overall tourist experience. This finding suggests that a destination's behavioral environment, particularly in navigating and regulating traffic, is integral to how visitors evaluate their stay. In the context of Bandung, where road congestion and aggressive driving are common, such behavioral patterns represent a public safety issue and a critical dimension of tourism experience management.

This result aligns with urban tourism and transport psychology perspectives, which emphasize the connection between host community practices and visitors' emotional responses. Driving behavior, although traditionally framed within traffic safety discourse, emerges here as a socio-cultural factor shaping visitor satisfaction and perceived risk (Sheller & Urry, 2006; Uriely, 2005). In cities like Bandung that rely heavily on domestic tourism, failure to address everyday mobility conditions, such as erratic driving, lack of traffic discipline, and insufficient signage, can gradually erode destination appeal.

The one-way ANOVA results add further nuance by indicating that not all traffic violations carry the same experiential weight. Among various infractions, mobile phone use while driving received the most negative evaluation from tourists, followed by failure to use turn signals and running red lights. These perceptions are consistent with prior findings that highlight mobile phone use as one of the most visible and socially disapproved driving behaviors, particularly in contexts of urban unpredictability (De Winter & Dodou, 2012; Thibenda et al., 2022). Observing distracted drivers for tourists navigating unfamiliar road environments can amplify feelings of uncertainty and reduce their sense of spatial control and safety.

This has significant policy implications. Regulatory interventions aimed at minimizing phone use while driving, such as increased enforcement, clear signage, and tiered penalties, may improve traffic safety and enhance tourist mobility's emotional quality. Importantly, such efforts should be concentrated in high-density tourism corridors like Lembang, Ciwidey, and Dago, where visitor activity is concentrated but infrastructure remains underdeveloped.

Analyzing five traffic-related factors, signage visibility, road orderliness, access to public transport, public transport discipline, and revisit intention, reveals critical gaps in Bandung's mobility governance. Among these, the lowest mean scores were found for road orderliness (2.22) and public transport discipline (2.53), reinforcing the perception of a disorganized mobility system. Although often treated as peripheral, these conditions shape tourists' emotional engagement with urban space. Tourism is not merely the consumption of destinations but an

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embodied, affective encounter structured by the rhythms of urban life (Pearce, 2011; Sheller & Urry, 2006).

The statistical evidence strengthens the argument that resident driving behavior is not a peripheral concern but a fundamental variable within urban tourism systems. Improving driver discipline and traffic governance is critical for local safety and preserving Bandung's attractiveness and competitiveness as a domestic travel hub.

5.4. Infrastructure, Urban Planning, and Governance Gaps

The findings of this study reveal that low satisfaction scores for road orderliness (mean = 2.22) and public transport discipline (mean = 2.53) reflect deeper structural issues within the Bandung metropolitan transportation system. These scores are not merely indicators of service dissatisfaction but symptomatic of broader urban governance challenges. Despite repeated policy proposals and master plans, including the envisioned Light Rapid Transit (LRT) system, implementation remains sluggish and fragmented. As of the time of data collection, the LRT had not reached operational status, leaving both tourists and residents to rely on congested roadways dominated by private vehicles and informal transport modes.

The lack of reliable, affordable, and integrated public transportation compels Bandung's population, and its visitors, to depend heavily on motorcycles and private cars. This intensifies congestion and produces a disjointed mobility ecosystem characterized by unpredictability, informal enforcement of traffic norms, and elevated risk of accidents. The inadequacy of pedestrian infrastructure, such as sidewalks and safe crossings, is especially pronounced in tourism-intensive zones like Dago, Lembang, and Braga Street. This severely limits walkability and restricts inclusive mobility for older adults, individuals with disabilities, and families with children. As Choocharukul and Sriroongvikrai emphasize, such spatial conditions generate discomfort and risk for both pedestrians and non-driving road users (Choocharukul & Sriroongvikrai, 2017).

At the micro level, fragmented enforcement and poor coordination among local agencies aggravate the problem. Field observations from this study confirm long-standing issues consistent with existing empirical insights, including illegal parking, sidewalk encroachment by street vendors, and unregulated informal transport services. These conditions foster an urban environment marked by spatial disorder and perceived lawlessness, which affects how tourists interpret the city's safety, orderliness, and hospitality.

These governance challenges are not unique to Bandung. Similar conditions have been documented in other Southeast Asian cities, where high tourism volumes intersect with weak infrastructural and regulatory capacities. In such contexts, tourists experience mobility not merely as a logistical issue, but as an affective and symbolic dimension of place engagement (Sheller & Urry, 2006)However, policy frameworks rarely sustainably or integratedly align tourism development with transportation planning or urban design agendas.

In Bandung, tourism development is often disconnected from broader urban planning frameworks. While tourism figures prominently in city branding strategies, it remains marginal in transport and land-use policies. As a result, the aspirational image of Bandung as a modern, livable tourist city often contrasts sharply with the everyday spatial realities its visitors encounter. This disjuncture is especially evident in peripheral destinations such as Ciwidey and Lembang, where bottlenecks, poor signage, and limited transit options offset attractive natural features.

Addressing these challenges requires a governance paradigm shift. Incremental infrastructure upgrades or short-term enforcement campaigns are insufficient. Instead, a holistic strategy is needed to integrate tourism policy into sustainable urban mobility planning. This

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includes accelerating mass transit development, strengthening pedestrian infrastructure, regulating informal transport, and improving institutional coordination among urban and tourism authorities. Without such systemic reforms, Bandung's tourism ambitions will be constrained by the infrastructural systems intended to support its growth.

5.5. Theoretical and Practical Implications

Theoretically, this study contributes to the growing interdisciplinary dialogue between transport psychology and urban tourism studies. It highlights the value of bridging frameworks that traditionally operate in parallel rather than concert. While foundational theories such as the Theory of Planned Behavior (TPB) (Ajzen, 2012) and the Driver Behavior Questionnaire (DBQ) framework (Reason et al., 1990) have been instrumental in conceptualizing individual driving behavior, their application in tourism contexts remains limited. This research underscores the necessity of situating driving behavior within the affective and spatial dynamics of tourist experiences. In congested urban environments like Bandung, driver conduct is not merely the product of individual cognition or intention; it is deeply embedded in localized cultural norms, infrastructural conditions, and patterns of accountability (Shinar, 2017).

Theoretically, the findings advocate for a socio-spatial extension of behavioral models. Integrating psychological insights with urban sociology and mobility studies can offer a more nuanced understanding of how driving practices are collectively produced and experienced by both residents and visitors. The emotional and sensory dimensions of tourist mobility, as emphasized in tourism studies (Pearce, 2011; Uriely, 2005), are critical components often overlooked in transport literature. This study helps foreground that omission and calls for further empirical work to link behavior, perception, and space in tourism-heavy urban regions.

On a practical level, several implications emerge for public policy, urban planning, and tourism management. First, investment in formalized driver training programs should be prioritized, particularly targeting younger and self-taught drivers, who constitute a substantial proportion of Bandung's driving population. As shown in the descriptive data, over 70% of drivers acquired their skills informally, raising concerns about insufficient internalization of road safety norms and technical competence. In the Indonesian context, civic education on traffic rules remains fragmented and poorly institutionalized, weakening its preventive capacity and long-term behavioral impact (Prasetyanto et al., 2021; Thibenda et al., 2022).

Second, behavioral interventions must move beyond generic awareness campaigns. Psychological and behavioral models, such as the Theory of Planned Behavior (Ajzen, 2012) and the Driver Behavior Questionnaire framework (Reason et al., 1990), suggest that meaningful behavior change requires multifaceted strategies. These should combine enforcement (e.g., graduated penalties for violations), surveillance (e.g., traffic monitoring), and positive reinforcement (e.g., rewards for compliant behavior), tailored to local norms and cultural dispositions. Such approaches are essential in cities like Bandung, where informal driving practices are socially normalized.

Third, tourism governance must reconceptualize visitor experience, including transport-related comfort and accessibility indicators. As established in prior studies (Sheller & Urry, 2006; Uriely, 2005), mobility is not a neutral medium but a core dimension of tourist engagement. Road signage, public transport reliability, and urban walkability significantly affect tourists' emotional responses and spatial satisfaction. These indicators should be embedded into visitor satisfaction indices and destination quality audits to provide more holistic assessments of urban tourism competitiveness.

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Fourth, this study underscores the need for integrated urban governance. The institutional separation of tourism planning, traffic enforcement, and infrastructure management creates policy silos that hinder effective responses. In Bandung, as in many urban centers in the Global South, fragmented governance has limited the coordination necessary to address overlapping challenges in mobility and tourism. Drawing from evidence in the literature (Choocharukul & Sriroongvikrai, 2017; Sánchez-Rivero et al., 2024), aligning transportation and tourism strategies under a unified governance model enhances resident well-being and visitor experience.

This study demonstrates that driving behavior is neither incidental nor peripheral to the urban tourism experience. It directly mediates how tourists move through, interpret, and emotionally engage with a city like Bandung. Recognizing this intersection is critical to fostering a safer, more navigable, and visitor-responsive urban environment, one that meets the needs of both residents and tourists through systemic policy integration and infrastructural reform.

6. Conclusion

This study finds that Bandung residents' driving behavior is generally compliant with traffic regulations, although certain practices, such as answering phone calls while driving, are not regarded as significantly problematic by many drivers. This reflects a selective interpretation of traffic norms, which may compromise road safety.

From the tourists' perspective, Bandung's traffic is perceived as disorderly and frequently congested. Public transportation's availability and reliability are critical issues that require immediate attention. Tourists associate the quality of urban mobility with their overall comfort and satisfaction during their visit.

The statistical analysis confirms a strong and significant relationship between local driving behavior and tourist experiences in Bandung. These findings suggest that improving driver discipline and urban transport systems would enhance the city's appeal as a tourist destination.

Future research should explore the underlying factors of aggressive or unsafe driving behaviors, especially in densely populated Indonesian cities. Additionally, the role of public policy and law enforcement should be investigated further to ensure that behavioral change is institutionally supported. A concerted effort between local authorities, transport planners, and tourism stakeholders is essential to developing Bandung into a more livable and visitor-friendly city.

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