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Exploring Visitors' Perspectives on the Limitations of Public Facilities at Pasar Lama Tangerang Culinary Tourism Destination

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Abstract: *Culinary tourism is a vital segment of the tourism industry that relies heavily on adequate public facilities to support visitor comfort and satisfaction. Observed declines in visitation suggest underlying problems with public amenities in the Pasar Lama culinary area in Tangerang. This study aims to explore visitors' perspectives on the condition of public facilities in that area. This study employed a descriptive qualitative method with a phenomenological approach and involved informants selected through purposive sampling. The study also applies the Expectation Disconfirmation Model (EDM) to analyze visitor satisfaction by comparing initial expectations with actual experiences. Data were collected through in-depth interviews, participatory observation, and documentation, then analyzed to identify recurring themes in visitor perceptions. Findings reveal key shortcomings in public amenities, including inadequate seating, limited and poorly maintained restrooms, insufficient lighting, cramped and disorganized parking, a lack of waste bins, inadequate signage, and suboptimal security measures. These deficiencies negatively affect visitor comfort, perception, and overall satisfaction. The study recommends collaborative actions among local government, site managers, and the merchant community to implement comprehensive improvements that enhance facility adequacy, strengthen the destination's appeal, and support sustainable development of culinary tourism.*

Keywords: *Visitor Perspective, EDM, Public Facilities, Culinary Tourism*

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INTRODUCTION

Culinary tourism has emerged as one of the key segments of the global tourism industry, offering authentic experiences through local flavors. Darsana and Susanti (2023) state that culinary tourism has expanded significantly and has emerged as one of the most innovative segments in the tourism sector, supporting tourism diversification and driving economic development at the local, regional, and national levels. Untari and Satria (2024) note that culinary experiences allow visitors to connect directly with the traditions and identity of local communities through authentic flavors.

The city of Tangerang, which serves as a satellite city to Jakarta, possesses significant culinary tourism potential in the Pasar Lama area. This historic district, which dates back to 1810, was officially developed into a culinary tourism destination in 2012 (Veronica & Facrureza, 2024). However, this potential still faces various challenges. According to data from the Pasar Lama MSME Community Human Resources Division for 2024, the average daily visitor count has declined significantly, from 4,215 visitors per day in September 2023 to approximately 1,517 visitors in February 2024 (Veronica and Facrureza, 2024). Figure 1 illustrates this trend.

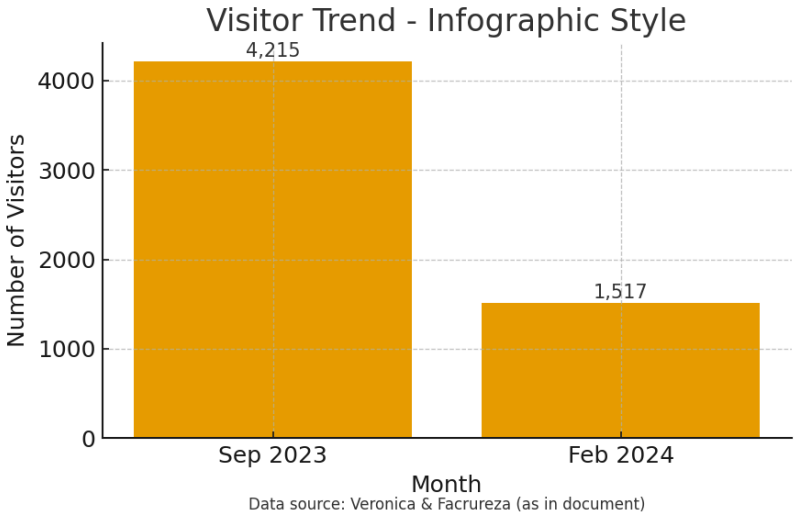


Figure 1 Average Daily Tourist Visits
(Source: Veronica and Facrureza, 2024).

Based on Figure 1, this decline in visitor numbers indicates the presence of problems on the ground, ranging from disorganized area layout, inadequate public facilities such as lighting, restrooms, seating, and trash bins, disorganized parking areas, to a lack of directional signage and security measures (Veronica & Facrureza, 2024). These issues are further highlighted by Harsana and Prawiro (2024), who point out the practice of illegal toll collection and disorderly parking in the Old Market area. Rahmawati & Agustina (2022) state that visitors' perspectives play a role in assessing their satisfaction with a tourist attraction. Therefore, visitors' negative perceptions of public services and facilities can directly impact a destination's image and reduce visitors' interest in returning (Candra et al., 2024). Given this phenomenon, an in-depth study is needed on visitors' perspectives regarding the condition of public facilities in Pasar Lama. Aziz et al. (2022) demonstrated this in a study at Umbul Ponggok, Klaten: adequate facilities directly enhance visitor loyalty.

However, most academic studies on the Pasar Lama area in Tangerang still focus on the role of culinary offerings in shaping the destination's image or their contribution to tourism development in general (Ritonga, 2020). Some previous studies, such as Harsana & Prawiro (2024), have instead

focused more on visitors' perspectives regarding illegal toll collection practices in the Pasar Lama area, rather than on the quality of public facilities. Their findings indicate that illegal toll collection practices do not directly affect visitors' interest in returning, but they have the potential to hinder the area's development if not addressed seriously. Rumlus & Eviana (2024) examined the influence of tourism facilities on visitor satisfaction using a quantitative approach, which underscored the importance of primary, supporting, and auxiliary facilities. However, this study only mapped general relationships without delving into how visitors interpret the limitations of these public facilities. On the other hand, Setiawan & Mandalia (2024) explored visitors' motivations for choosing Pasar Lama as a culinary destination, highlighting the appeal of local cuisine, the unique atmosphere, and distinctive gastronomic experiences; however, they did not thoroughly examine visitors' perceptions of the quality of the public facilities they used. It is this gap that forms the basis for this study to further explore visitors' perspectives on the limitations of public facilities at Pasar Lama in Tangerang.

In this context, visitor satisfaction is a critical aspect of a tourist destination's sustainability; visitors form their evaluations of public services or facilities based on their initial expectations regarding the condition, benefits, or characteristics of those facilities (Yuwono et al., 2024)

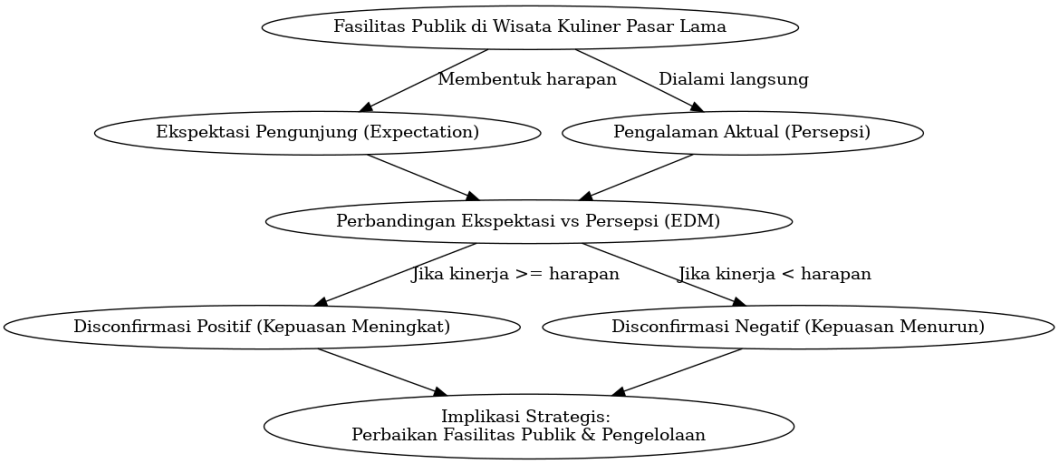


Figure 2. A Framework Based on the Expectation Disconfirmation Model
(Source: Compiled by the Author, 2025)

Based on the conceptual framework diagram presented, which illustrates the logical flow of the research according to the Expectation-Disconfirmation Model (EDM), visitor satisfaction is determined by a comparison between their initial expectations regarding public facilities and their actual experiences. If public facilities meet or exceed expectations, positive disconfirmation occurs, which increases satisfaction; conversely, limitations in facilities will trigger negative disconfirmation, which decreases satisfaction (Yuwono et al., 2024; Elkhani & Bakri, 2012). This theory asserts that the more visitors' expectations are met, the higher their perceived satisfaction, which ultimately increases their loyalty to return. In the context of the Tangerang Old Market Culinary Tour, if the public facilities experienced by visitors exceed their initial expectations, positive disconfirmation occurs, which increases satisfaction; conversely, if the available facilities are inadequate compared to expectations, negative disconfirmation arises, which reduces satisfaction. In the Expectation Disconfirmation Model (EDM), the level of satisfaction influences loyalty or the intention to revisit. High satisfaction tends to increase customers' intention to return to the destination; visitors who are satisfied with public facilities will be more motivated to recommend and revisit the destination.

The Expectation Disconfirmation Model (EDM) is highly relevant for analyzing how visitors to Pasar Lama Tangerang assess the limitations of public facilities. The Expectation-Disconfirmation Model (EDM) helps explain that negative perceptions of public facilities that fall short of expectations (e.g., insufficient seating, poor cleanliness, or inadequate security) will result in negative disconfirmation, reduce tourist satisfaction, and ultimately may hinder the intention to revisit. Shortcomings in supporting infrastructure can influence visitors' expectations versus on-site reality; such negative disconfirmation (where limited facilities fall short of expectations) is predicted to lower visitor satisfaction levels. Therefore, the Expectation Disconfirmation Model (EDM) is supported by recent literature indicating that managing expectations and improving the quality of public facilities are key to maintaining visitor satisfaction and loyalty. From this description of the logical relationships, it is clear that initial expectations, public facilities, perceived disconfirmation, satisfaction, and intention to revisit are interrelated. Thus, maintaining a balance between visitors' expectations and the reality of on-site facilities particularly in the face of limitations in public facilities is crucial.

The research question in this study is how visitors assess and interpret the condition of public facilities when visiting the Pasar Lama Tangerang Culinary Tourism Area. Aspects of public facilities such as the availability of seating, restroom cleanliness, lighting, parking areas, trash bins, directional signs, and security systems are the primary focus. This study examines the extent to which visitors perceive these limitations and how they affect visitors' comfort and satisfaction, as well as what strategies the Tangerang City Government and Pasar Lama management need to formulate to improve the quality of public facilities in order to support visitor comfort, satisfaction, and loyalty. This research question aligns with the study's findings, namely that public facilities at Pasar Lama are considered highly inadequate by visitors (seven main aspects of limitations were identified). By thoroughly clarifying these two issues, this study aims to provide appropriate recommendations for improving public facilities in line with visitors' expectations.

Based on these conditions, this study aims to explore how visitors perceive the challenges posed by the limitations of public facilities in the Pasar Lama Tangerang culinary tourism area. This study aims to fill a gap in previous research, which has largely focused on culinary aspects or issues such as illegal parking but has not sufficiently examined visitors' perceptions of public facilities. The objectives are (1) to identify how visitors assess the condition of public facilities in Pasar Lama, and (2) to formulate a strategic plan for the government and area managers to enhance the comfort, satisfaction, and sustainability of the destination.

METHODS

A. Type of Research

This study employs a descriptive qualitative approach with a phenomenological perspective. According to Abdussamad (2021), phenomenological research seeks to explain or uncover the meaning of concepts or experiential phenomena grounded in the consciousness of certain individuals. This study was conducted in a natural setting, so there were no restrictions on interpreting or understanding the phenomena under study. In phenomenological research, the number of informants is not determined precisely from the outset but depends on the principle of data saturation, that is the point at which additional data no longer yields new information or significant themes (Naeem et al., 2024). This concept serves as a benchmark indicating that the data collected is sufficient to address the research questions and deeply represent the meaning of visitors' experiences. Thus, the phenomenological qualitative approach is considered appropriate for

exploring the meaning and subjective experiences of visitors regarding the issues occurring in the public spaces of the Pasar Lama Tangerang culinary tourism area.

B. Population and Sample

In qualitative research, the population is defined as the total number of subjects that are the focus of the study. In this context, the study population consists of all visitors to the Pasar Lama Tangerang culinary district who have used the public facilities there. Because the scope of the culinary population in Pasar Lama Tangerang is quite broad, sampling was conducted using purposive sampling that is, informants were selected based on specific criteria to ensure the information obtained is relevant to the study's objectives (Hardani et al., 2020). The criteria for selecting informants include visitors who have visited at least three times to gain repeated experiences, thereby enabling them to compare the condition of public facilities over time; these visitors are also more objective because they can assess consistency (whether the facilities have improved, deteriorated, or remained the same); and new or active visitors, who can describe their first impressions of the current facilities and determine whether the current public facilities are sufficiently appealing to new visitors or, conversely, immediately evoke negative perceptions.

In the phenomenological approach used in this study, the sample size is flexible and places greater emphasis on the depth of understanding of the subjects' experiences under study. The primary focus is not on the number of participants, but rather on the quality of information capable of meaningfully representing the phenomenon under study. This aligns with the view of Arianto & Handayani (2024), who state that the number of participants in phenomenological research should ideally range from 5 to 10 informants, depending on the complexity of the issue and the diversity of the experiences being studied. This number is also determined based on the availability of time, ease of access to informants, and the resources available to the researcher, so that the exploration of the research theme can be conducted in a thorough, open, and representative manner (Arianto and Handayani, 2024).

C. Data Collection Techniques

In a qualitative approach, data collection is conducted in the field or in a natural setting, utilizing primary data sources and a variety of techniques to explore information in depth (Abdussamad, 2021). The techniques used include semi-structured in-depth interviews, participatory observation, and documentation. According to Abdussamad (2021), qualitative data collection generally involves direct observation and in-depth interviews. This combination of techniques allows researchers to gain a comprehensive understanding of visitors' perceptions of public facilities.

D. Data Analysis Techniques

In this study of visitors' perceptions of public facilities at Pasar Lama Tangerang, the researcher employed a qualitative approach. Data analysis was conducted in three main stages in accordance with the theory proposed by Qomaruddin and Sa'diyah (2024), namely data reduction, data presentation, and drawing conclusions (verification). These stages were carried out continuously to reveal patterns of meaning from the field findings. Following this framework, the researcher selected and condensed the raw data from the interviews, then presented it in a systematic form, and finally drew conclusions based on the verified data.

RESULT AND DISCUSSION

This study involved 10 informants selected through purposive sampling based on predetermined criteria. The informants consisted of 7 (seven) visitors who had visited at least three times and 3 (three) new or active visitors, with diverse backgrounds in terms of age, occupation, and frequency of visits. The diversity of these informants' profiles allowed the researcher to gain a comprehensive perspective on the limitations of public facilities in the Pasar Lama Tangerang culinary tourism area. Based on data analysis through in-depth interviews and participatory observation, the researcher identified seven aspects of limitations in public facilities in the Pasar Lama Tangerang culinary tourism area. These aspects include the still very limited availability of comfortable seating; the insufficient number and poor cleanliness of public restroom facilities; dim lighting, especially at night; parking areas that are cramped, disorganized, and inadequate; a lack of trash bins at strategic locations; a lack of information boards and directional signs; and security and surveillance systems (e.g., CCTV) that are not yet optimal. These seven aspects emerged directly from in-depth interviews and field observations, indicating that these issues were consistently mentioned by the informants. In qualitative research, what matters is not the number of variables, but how meaningful and relevant the themes emerging from the data are (Hardani et al., 2020).

The following discussion is based on field observations and in-depth interviews with ten visitors to the Pasar Lama Tangerang Culinary Tour. From these interviews, the researcher gathered a variety of perspectives on the limitations of public facilities in this culinary district. These key findings are presented in the following analysis of visitors' assessments of the available facilities, accompanied by strategic recommendations for the Tangerang City Government and the Pasar Lama Management. All of these findings were analyzed using the Expectation-Disconfirmation Model (EDM) framework, in which visitor satisfaction is determined by the extent to which the public facilities they experience meet their initial expectations. If facilities such as seating, restrooms, lighting, parking, trash bins, directional signs, and security meet or exceed expectations, positive disconfirmation occurs, which increases satisfaction and encourages the intention to revisit. Conversely, if the available facilities fall short of expectations, negative disconfirmation occurs, which lowers satisfaction and weakens loyalty.

A. Visitor Evaluations of Available Facilities

1. Seats

The majority of visitors cited a lack of seating in the Old Market area. Observational data showed crowded dining areas without adequate seating, resulting in many visitors sitting on the side of the road. This situation aligns with the recommendations of Azzahra et al. (2025), who emphasize the importance of seating in enhancing public comfort. Other studies also suggest adding seating in tourist areas to support visitor activities. With comfortable seating, the duration of visitors' stays tends to increase, improving the overall tourist experience. In addition to the seating shortage, the locations of existing seating are also not very strategic. Some visitors noted that the available seats are only along the roadside, making the atmosphere less comfortable. They hope there will be a designated area with benches or tables so visitors can eat at their leisure. This seating issue paves the way for complaints regarding other facilities, which will be discussed next. Based on the Expectation Disconfirmation Model (EDM), the mismatch between visitors' expectations (being able to eat while sitting comfortably) and the reality on the ground (limited and poorly located seating) results in negative disconfirmation, which leads to decreased satisfaction and a lower likelihood of repeat visits.



Figure 3. Seating Conditions at Pasar Lama Tangerang
(Source: Author's Analysis, 2025)

2. Toilet

Respondents rated public restroom facilities as very limited and often dirty. Some informants complained about long lines and a lack of clean restrooms, especially at night. This is consistent with the findings of Azzahra et al. (2025), who suggested that improving public restroom facilities should be a priority. Similar findings have been reported in several studies, indicating that meeting sanitation needs is an important aspect of visitor satisfaction. For example, Pinaria et al. (2025) found that the cleanliness and adequacy of facilities (including restrooms) significantly influence visitor satisfaction. From the perspective of the Expectation Disconfirmation Model (EDM), visitors typically expect clean and adequate sanitation facilities; when reality falls short, negative disconfirmation occurs, which undermines satisfaction. Conversely, clean restrooms can provide positive disconfirmation that reinforces a positive image of the destination. Therefore, providing adequate and well-maintained restrooms can enhance visitors' positive perceptions of the quality of the Pasar Lama culinary tourism area.



Figure 4. Condition of the Restrooms at Pasar Lama
(Source: Author's Analysis, 2025)

3. Lighting

Lighting in the Old Market area is generally dim, especially in the alleys between the food stalls. There is concern that this may cause discomfort for visitors and pose potential safety risks at night. Within the framework of the Expectation Disconfirmation Model (EDM), visitors' expectations of a safe and comfortable atmosphere are not met if the area is poorly lit, resulting in negative disconfirmation. Improving lighting will create a positive impression (a livelier, safer, and more attractive atmosphere) that influences visitor satisfaction and the destination's image. Research by Azzahra et al. (2025) emphasizes that public lighting is one of the facility aspects that needs improvement. Good lighting not only creates a safe atmosphere but also enhances the aesthetics of public spaces. A study by Pinaria et al. (2025) noted that adequate facilities and environmental cleanliness (including well-maintained lighting) significantly increase visitor satisfaction. Thus, improving the lighting system (streetlights and recreational areas) in Pasar Lama will enhance the image of the nighttime space and visitors' overall perception.

4. Parking

The limited availability of parking spaces is also a common complaint among many visitors. Observations show that the parking area is inadequate and fills up quickly. Maharani & Santoso (2022) reported that the difficulty of finding parking at Pasar Lama reduces visitor comfort. Cramped parking areas prone to crime further worsen visitors' perception of safety. The Expectation Disconfirmation Model (EDM) explains that when visitors' expectations namely, adequate, safe, and organized parking are not met, this leads to negative disconfirmation. Conversely, adequate parking can create positive disconfirmation, enhance comfort, and strengthen visitor loyalty. This is also consistent with the study by Fahmi et al. (2022), which states that good parking facilities are crucial for the sense of safety and comfort of urban tourism visitors, as visitors tend to choose destinations with secure parking.

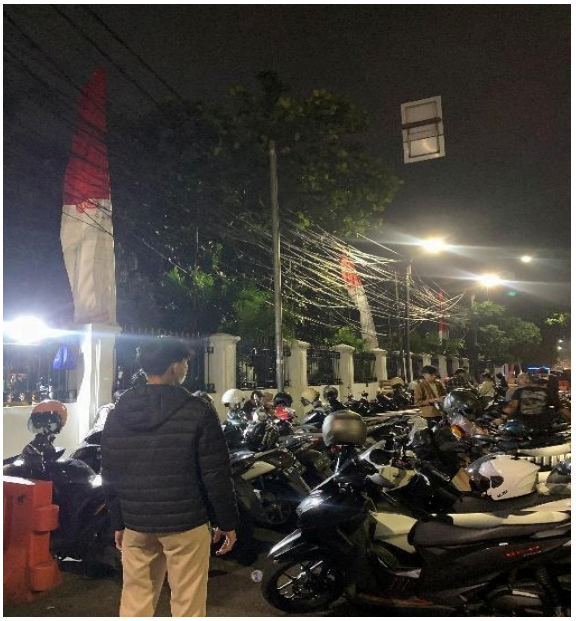


Figure 5. Parking Conditions at Pasar Lama in Tangerang
(Source: Author's Analysis, 2025)

5. Trash Cans

The lack of adequate trash cans or bins in the dining area often results in litter scattered about. Visitors notice that some areas lack cleanliness. A study by Pinaria et al. (2025) emphasizes the importance of supporting facilities, such as trash cans, in maintaining the cleanliness of tourist environments. In the Expectation Disconfirmation Model (EDM), visitors expect a clean environment; when reality does not match this expectation, negative disconfirmation occurs, making the experience less enjoyable. Adding and maintaining trash cans at strategic locations will improve satisfaction and foster positive disconfirmation.

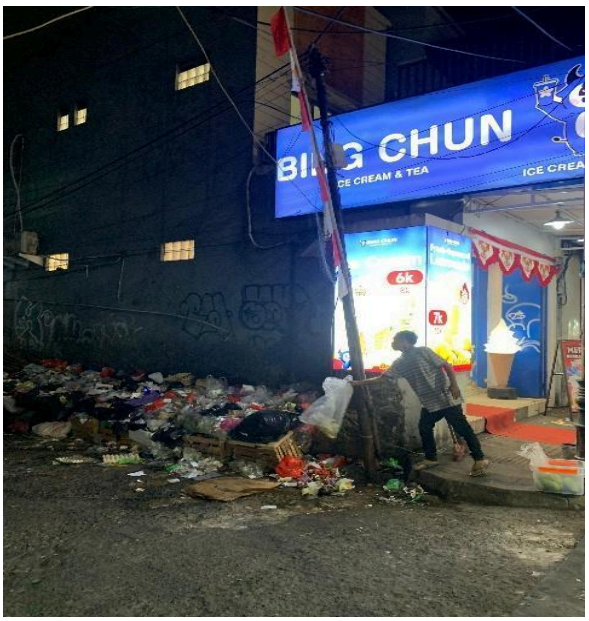


Figure 6. Condition of the Trash Bins at Pasar Lama, Tangerang
(Source: Author's Analysis, 2025)

6. Directional Signs

Many first-time visitors have difficulty finding the entrance, parking lot, or restrooms due to a lack of information signs. Arystiana & Sari (2024) suggest adding informative and clearly visible directional signs along the route to the tourist area. This is especially important for visitors who are unfamiliar with the location. As explained by Jayanti & Prawiro (2024), clear information and strategically placed directional signs make it easier for visitors to locate important facilities such as parking areas and restrooms. According to the Expectation Disconfirmation Model (EDM), visitors expect access to clear and easy-to-follow information. When this is lacking, their expectations are not met, resulting in negative disconfirmation. Adding clear signage will meet visitors' expectations and create positive disconfirmation. Therefore, improving signage both inside and around Pasar Lama can enhance overall accessibility and visitor satisfaction.

7. Security and Surveillance (CCTV)

Security concerns also arose during the interviews: some visitors expressed worry about the potential for petty crime at night. Public safety facilities, such as the presence of security personnel and CCTV cameras, remain minimal. A study by Fahmi et al. (2022) shows that the availability of secure parking facilities (e.g., monitored areas) also influences visitors' perceptions of comfort. Rumlus & Eviana (2024) also note that safety is a factor contributing to visitor satisfaction, on par with friendliness and cleanliness. From the perspective of the Expectation Disconfirmation Model

(EDM), visitors expect adequate security in public spaces. If the reality on the ground falls short, satisfaction decreases. Conversely, enhanced security systems (e.g., CCTV and routine patrols) can create positive disconfirmation that reinforces a sense of safety, satisfaction, and the intention to revisit. Therefore, improving the security system at Pasar Lama is expected to enhance visitors' sense of safety and support the destination's positive image.

Visitors also raised several other concerns, such as the lack of a prayer room, insufficient shaded resting areas, or weak cell phone signal strength. Although these issues are not the primary focus, they still reflect visitors' day-to-day concerns. The quality of public facilities is crucial for the sustainability of the destination and visitor satisfaction (Linata & Ginting 2022). By addressing these on-site concerns, it is hoped that the management can improve public facilities at Pasar Lama Tangerang and enhance the visitor experience.

B. Strategic Plan

Based on the findings regarding visitors' perceptions, an integrated strategic plan is needed to improve public facilities at Pasar Lama. This effort must involve collaboration between the local government, the market management, and the local community.

1. For the Tangerang City Government

a. Improvements to Tourism Infrastructure

Allocate a specific budget for improving public facilities (clean restrooms, benches, and organized parking areas). A study by Pertiwi et al. (2024) at Pasar Lama highlights the need to improve basic facilities such as public restrooms and parking management to make the area more comfortable for visitors. The availability of good public facilities has been shown to increase visitor loyalty, as noted by Aziz (2022); therefore, adding seating and sanitation facilities can enhance tourist satisfaction.

b. Revitalization and Cleanliness Program

Form a special team to maintain the cleanliness of tourist areas, provide recycling bins at strategic locations, and conduct clean-up campaigns. Proper cleaning and maintenance of tourist environments align with the findings of Pinaria et al. (2025) that environmental cleanliness enhances tourist satisfaction. (It is recommended to enforce a zero-waste policy and involve the community in area cleanliness programs.)

c. Transportation & Parking Facilities

Construct multi-story parking garages or partner with the private sector to expand parking areas. Implement an electronic parking (e-parking) system to reduce illegal parking. Fahmi et al. (2022) show that adequate parking facilities directly improve tourist comfort in urban destinations. Therefore, the construction of multi-story parking garages and the implementation of a digital parking system will ensure visitors can park their vehicles more easily and orderly.

d. Visitor Safety & Comfort

Increase the number of CCTV cameras integrated with the Tangerang City Government Command Center and station official security officers (Satpol PP) in high-risk areas. A promotional campaign titled "Pasar Lama: Safe & Comfortable" can enhance the destination's positive image. A safe and monitored environment will support visitor comfort and encourage repeat visits.

e. Improved Access to Information

Install informative directional signs (restrooms, places of worship, parking, entrances/exits). Develop a digital app or Pasar Lama tourism website featuring maps of stalls, facilities, events, and visitor guides. Jayanti & Prawiro (2024) emphasize that clear information and good directional signage contribute to visitor satisfaction at tourist destinations. The use of digital media and official social media channels also aligns with the recommendations of Djakasaputra et al. (2023) regarding the effectiveness of culinary marketing through online channels.

2. For Old Market Managers

a. Improvement of Basic Facilities

Add comfortable resting benches at strategic locations and provide clean restrooms with a small user fee to cover maintenance costs. The addition of these basic facilities aligns with the principle of tangible public services; Mahendra et al. (2024) demonstrate that adequate physical infrastructure significantly increases visitor satisfaction

b. Lighting & Environmental Design

Install energy-efficient LED lights along the SME alleys and redesign pedestrian paths to ensure they are well-lit, safe, and pedestrian-friendly. Good lighting not only enhances the area's aesthetics but also reduces visitors' safety concerns, supporting a more comfortable tourist experience.

c. Waste Management & Cleanliness

Provide portable trash bins near food stalls and collaborate with waste banks or waste management companies to recycle food waste. Implementing systematic waste management supports the goals of sustainable tourism, in line with literature showing that the physical cleanliness of a destination significantly influences visitor satisfaction (Linata & Ginting, 2022).

d. Parking Management

Train parking attendants to be more orderly, equipped with uniforms and identification badges. Provide clear information about official parking areas through signage and Pasar Lama's official social media channels. Effective parking management aligns with the findings of Fahmi et al. (2022), which indicate that well-organized parking facilities enhance tourist comfort.

e. Internal Security

Increase the number of internal security officers who conduct routine patrols and establish security posts at strategic locations. A visible security presence helps create a safe tourist environment, making visitors feel comfortable and more likely to return.

f. Information Management & Promotion

Install comprehensive tourist information boards complete with site maps and facility listings. Manage Pasar Lama's official social media accounts to provide updates on events, new facilities, and visitor education. Providing easily accessible information enhances the visitor experience; a study by Jayanti & Prawiro (2024) found that visitor orientation improves with the availability of good information facilities and signage.

C. Implementation Recommendations

Based on research findings that identified seven aspects of limitations in public facilities and grounded in the Expectation Disconfirmation Model (EDM), this section presents implementation recommendations organized into three time horizons short-term, medium-term, and long-term with the aim of bridging the gap between visitors' expectations and facility performance, thereby enhancing satisfaction and the intention to revisit (Yuwono et al., 2024).

1. Short-Term Recommendations

In the short term, immediate interventions with rapid impact and relatively low costs are needed, specifically adding and improving seating at strategic locations using weather-resistant materials to directly enhance visitor comfort (Mahendra et al., 2024). Additionally, management should implement improvements in cleanliness and restroom management through a small user fee mechanism to fund routine maintenance, ensuring sanitation meets visitor expectations (Pinaria et al., 2025). Installing LED lights in dark corridors should be prioritized to improve nighttime lighting and reduce perceptions of safety risks (Mahendra et al., 2024). Placing portable trash bins near each food stall and implementing a daily cleaning duty schedule will quickly improve the visual cleanliness of the area (Pinaria et al., 2025). Finally, installing simple directional signs and providing brief updates through Pasar Lama's official social media channels will help new visitors find their way and manage their information expectations (Jayanti & Prawiro, 2024; Djakasaputra et al., 2023).

2. Medium-Term Recommendations

In the medium term, more permanent structural improvements are needed, such as the rehabilitation and addition of adequate restroom facilities with cleaning standard operating procedures (SOPs) and a fee system to ensure sustainable maintenance (Pertiwi et al., 2024; Pinaria et al., 2025). Rearranging parking areas through the construction of multi-level parking structures or partnerships with the private sector to provide additional parking spaces must be implemented to address the problem of illegal parking and improve accessibility (Fahmi et al., 2022; Pertiwi et al., 2024). Installing a CCTV system integrated with a command center and standardizing internal security patrol procedures will significantly enhance visitors' sense of safety (Fahmi et al., 2022). The formation of a dedicated cleaning team with a regular on-duty schedule and the management of sorted waste through partnerships with waste banks or cleaning service providers will ensure sustainable cleanliness (Pinaria et al., 2025). Additionally, the development of a digital app or interactive map of Pasar Lama that includes information on facilities, a kiosk map, and an event calendar will improve the accuracy of information received by visitors and bridge the information expectation gap (Jayanti & Prawiro, 2024; Djakasaputra et al., 2023).

3. Long-Term Recommendations

In the long term, comprehensive spatial planning and governance are needed so that Pasar Lama can transform into a sustainable, premier culinary tourism destination; this step involves a comprehensive revitalization that balances heritage preservation with the need for modern public facilities (Pratiwi, 2023). Integrating Pasar Lama into the city's spatial plan and establishing long-term financing mechanisms such as regular budget allocations, CSR schemes, or service fee models are necessary to ensure that facility maintenance is not merely temporary (Pertiwi et al., 2024). The development of comprehensive supporting facilities such as prayer rooms, shaded rest areas, and tourist information centers along with the institutionalization of performance indicators (cleanliness index, visitor satisfaction scores, and repeat visit intent indicators) must be part of a monitoring system to assess the effectiveness of reducing disconfirmation according to EDM (Yuwono et al., 2024; Pinaria et al., 2025). Finally, strengthening multi-stakeholder collaborative

governance among the government, managers, merchant communities, and local residents must be institutionalized through regular coordination forums to ensure that policies and facility maintenance operate synergistically and sustainably (Harsana & Prawiro, 2024; Pertiwi et al., 2024).

CONCLUSION

A. Conclusion

Based on the research findings, visitors assessed the quality of public facilities in the Tangerang Old Market Culinary Tourism area as still highly inadequate. Informants cited several major limitations, namely a lack of seating, limited public restrooms that are not well maintained, dim street lighting at night, cramped and disorganized parking areas, a lack of trash bins in strategic locations, a lack of clear directional signs, and security and surveillance systems that are not yet optimal. These limitations negatively impact visitors' comfort and sense of safety during their visit, potentially lowering their satisfaction levels. Consequently, visitors perceive these inadequate public facilities as a significant barrier to their comfort and satisfaction in enjoying this culinary tourism destination.

In response to these findings, this study formulates strategies that need to be implemented by the Tangerang City Government and the Pasar Lama management to improve the quality of public facilities and support visitor comfort, satisfaction, and loyalty. The proposed strategies include the development of public infrastructure, such as the addition of adequate seating and public restrooms, improved street lighting, and the reorganization of parking areas to make them more orderly and accessible. Additionally, improving sanitation management by providing more trash bins and implementing routine cleaning programs is a priority, as is the development of an information system through directional signage and a digital tourism guide app. Security measures also need to be strengthened through increased surveillance, such as by adding CCTV cameras and security personnel in the area. By implementing a collaborative strategy between the Tangerang City Government, the Pasar Lama management, and the merchant community, it is hoped that public facilities at Pasar Lama can be improved to create a more comfortable and satisfying tourist experience and build visitor loyalty.

B. Recommendations

Based on the results of this study, the key findings—which highlight limitations across seven aspects of public facilities, ranging from seating, restrooms, lighting, parking areas, trash bins, directional signage, to security systems—provide a clear picture of the priorities that must be addressed immediately by the government and the area's management. Therefore, the recommendations formulated do not focus solely on physical improvements but also emphasize the importance of sustainable maintenance, stakeholder engagement, and the development of strategies that adapt to visitors' needs. Some actionable recommendations are as follows:

First, the improvement and maintenance of key facilities must be a priority. The government and area managers need to proactively add physical facilities—such as installing benches and rest areas in strategic locations, providing clean public restrooms, organizing parking areas, and increasing street lighting. These facility improvements should ideally align with current quality standards and visitor feedback.

Second, strengthening the cleanliness and security of the area is crucial for long-term comfort. For example, forming a dedicated cleaning team and implementing routine patrols can ensure a clean environment; while enhancing the surveillance system (CCTV) and having professional security personnel on-site provides a sense of safety for tourists.

Third, the provision of information and technology must be improved. Clear directional signs and digital tourism apps will make it easier for visitors—especially first-time visitors—to find their way around.

Fourth, stakeholder education and collaboration should be encouraged. Ongoing educational programs for vendors and visitors on the importance of cleanliness and order, as well as strategic collaboration across sectors (government, management, and the community), will ensure that facility maintenance efforts remain sustainable. By implementing these narrative-based recommendations, it is hoped that every aspect of the public facilities at Pasar Lama will meet visitor expectations, thereby making this culinary destination increasingly competitive and viable.

C. Research Limitations

This study was limited by a short data collection period, so it did not capture variations in facility conditions across different periods (peak/off-peak seasons or weekdays/weekends). The focus solely on the visitors' perspective overlooks the viewpoints of facility managers or local government officials.

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