Analysis of the Urban Millennial Travelers' Intention

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ABSTRACT

Purpose: This study aims to identify the main factors that influence the travel intention of urban millennial travelers and why travel intentions are essential to be studied by stakeholders.

Research methods: This research uses a qualitative descriptive approach, which implications travel intention from the point of view of urban millennial travelers to the main factors that affect travel intention. Travel Intention became a unit of analysis and the main focus of this research. Purposive sampling techniques were used to establish the sample number of this study, which is 100 respondents.

Results and discussion: The results showed that the identification of travel intention popular among urban millennial travelers in Jakarta four important factors significantly affect the quality of the place that is the leading destination of urban people in Jakarta. The factors are, self-conformity, attitude, destination image, and perceived quality.

Implication: The attitude became a reasonably popular factor that the respondents chose.

Keywords: travel intention, millennials urban traveler, TCL model.

INTRODUCTION

Travel Intention is the subjective perception of consumers to travel with a specific purpose (Crompton, et al, 2013; Baker & Crompton, 2000). Travel Intention is based on mental processes and transformations between motivation into behavior where there is a link with the TCL (Travel Carrer Ladder) model where motivational factors will lead to Travel Intention (Jang, 2009). The Travel Carrier Ladder Model (TCL Model) refers to five needs, namely physiological, safety or security, relationships, self-esteem or development, and fulfillment (Pearce, 1998). The reference to the TCL model relates to evidence for the fulfillment of self-esteem and development wherein the end travel intention leads to motivation, as shown in Figure 1.

The urban millennial travelers' lifestyle (UMT Lifestyle) defines the concept of vacation as a basic need. The concept of free time is interpreted with the meaning of "happiest" so that budget needs are not a big problem for urban millennial travelers. Based on this condition, travel intention for this segment is relatively large, supported by changes in the meaning of the concept of leisure and lifestyle.
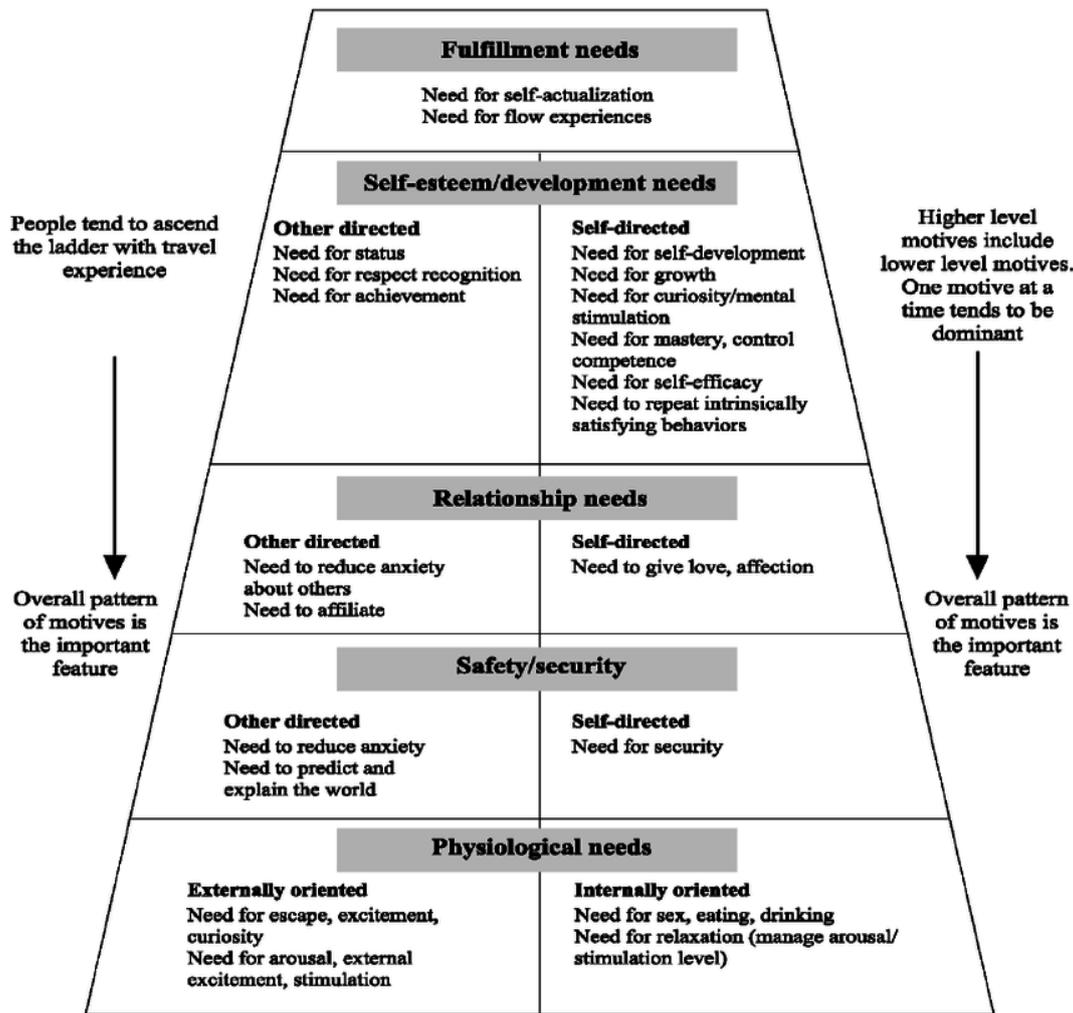
Figure 1. Model of travel career ladder
[Source: Pearce, 1998]

RESEARCH METHODS

The research method used is descriptive qualitative by describing certain phenomena related to the focus of this research. This descriptive approach will provide an overview of the Identification of Travel Intentions that are popular among urban millennial travelers. The population of this research is urban millennial travelers in the city of Jakarta, who visit tourist destinations in big cities, with the selection of popular and unpopular tourist objects. The research instrument is the researcher himself with a questionnaire as a tool. The variable in this study is Travel Intention, while the sub-variables in the study are described in table 1.

The operational definition of the variable will provide information based on the characteristics that can be observed from the focus of this research. The definition of this variable will be explained in table 2.

This study uses primary data and secondary data, where primary data is data obtained directly from the object understudies such as interviews, questionnaires, and direct observation. While secondary data is data that is already in finished form and can be obtained from various agencies or institutions

relevant to this research, namely in the form of documentation such as photos or other important documents (Adi, 2004).

Table 1: Factors that affect travel intention

	Sub Variable	Indicators
Factors that affect travel intention	1. Travel intention	1.1 Atmosphere of tourist attraction 1.2 Attractions in tourist attraction 1.3 Attraction safety 1.4 Availability of facilities 1.5 Resources Attractions
	2. Self-conformity	2.1 Keeping tourist attractions clean 2.2 Maintaining the comfort of tourist attractions
	3. Attitude	3.1 Cleanliness of tourist attraction 3.2 Complete facilities 3.3 Quality of service at tourist attractions 3.4 Information center 3.5 Souvenirs 3.6 Accommodation quality
	4. Destination image	4.1 Convenience 4.2 Cleanliness 4.3 Security 4.4 Quality of service 4.5 Transportation availability 4.6 Food quality

[Source: Author Processed Data, 2021]

Table 2: Definition of Research Variables

No.	Variable/sub variable	Definition of variable/sub variable
1	Travel intention	Tourist intention possessed by tourists to come to a tourist destination.
2	Self-conformity	Tourists will behave based on their self-concepts such as values and lifestyle to feel safe and protected because it is inspired by the need for self-consistency, where people are guided to behave constantly with their true self-image.
3	Attitude	A person's behavior or behavior in interacting with other people is accompanied by a tendency to act in accordance with that attitude.
4	Destination image	Tourist destinations that have attractive attributes can be a motivating factor for tourists to come to the place.
5	Perceived quality	The customer's perception of the quality and overall superiority of the product or service with respect to the stated objectives, relative to the alternatives.

[Source: Processed Data, 2021]

RESULTS AND DISCUSSION

Referring to many studies, travel intention is based on attitudes and preferences (attitudes) towards products or brands (Martin, 2004). Based on. Psychological and functional variables often influence behavior towards goals that lead to travel intention (Wu, 2015). Psychological in terms of emotions

characterized by intense feelings (Prayag, Hosany 201, 2013; Gossens, 2000). Meanwhile, functional ensures that certain goals must be achieved by being met by features and environmental support in the destination area (Orth, Limon & Rose, 2010; Traurer & Ryan, 2005). The next study by Shimn, Gehrt and Siek, explained that younger people have a stronger intention to travel in the future (Wu, 2005).

In this section, two things will be explained, namely the profile of the urban millennial traveler and the characteristics of the travel intention of the urban millennial traveler, namely urban millennial traveler profile and characteristics of travel intention.

Six categories were defined to describe the profile of Urban Millennial Travelers, such as gender, marital status, age, occupation, income, and education. Based on the data filled in by the respondents, it is obtained data that describes the profile of urban millennial travelers, namely women dominate with a percentage of 51% single status, which has an age range of 24-29 years, employees or entrepreneurs become the dominant profession of urban millennial travelers with income more than 10 million per month.

This study also described the results of 12 indicators ranging from (1) Information sought in online features, (2) Tourist attractions that are usually visited, (3) The purpose of coming to tourist attractions, (4) Factors that encourage people to come to tourist attractions. tourism, (5) Visiting time, (6) Intensity of visit, (7) Visiting pattern, (8) Social media used to find information, (9) Type of transportation used, (10) Cost incurred, (11) Activities carried out in tourist attractions, (12) The importance of carrying out tourism activities. Conclusions can be drawn in Table 3.

Table 3: Result of 12 Indicators

No	Indicator	Chosen answer	Respondents' respons
1	Information sought in online features	Photos/Pictures	42
2	Commonly visited tourist spots	Mall	38
3	The purpose of coming to tourist attractions	Holiday	73
4	Factors that encourage to come to tourist attractions	Conditions of unique and thematic tourist attractions	35
5	Visit Time	weekend	76
6	Visiting intensity	Each month	37
7	Visiting Pattern	With friends	45
8	Social media used to find information	Instagram	55
9	Type of transportation used	Private vehicle	38
10	Cost incurred	1-2 million visits	28
11	Activities carried out at tourist attractions	city tour	55
12	The importance of doing tourism activities	Get out of the routine	79

[Source: Processed data, 2021]

Based on field observations and the results of questionnaires distributed to 100 urban millennial travelers, it turns out that there are several factors that are quite selective in their assessment, namely self-conformity, attitude, destination image, and perceived quality. Based on the respondents' answers to

questions about the factors that support travel intention, the scores for each of these factors are obtained as follows.

Table 4: Respondents' answer scores on travel intention factors

No.	Intention factors	Score
1	Self-conformity	2057
2	Attitude	2098
3	Destination Image	2028
4	Perceived Quality	2067

[Source: Processed data, 2021]

This shows that attitude is one of the important factors in supporting travel intention in urban millennial travelers because the attitude of visitors affects the quality of the tourist destinations visited. such as cleanliness, security, and quality of facilities at tourist attractions that are well maintained. This condition encourages urban millennial travelers to actively provide positive comments on their personal social media, which have many followers. So that the information conveyed becomes viral and even becomes a trending topic.

The importance of identifying popular travel intentions in urban millennial travelers is to find out in general the characteristics of urban millennial travelers in traveling activities. It's the same as they prefer the mall for a vacation and get rid of fatigue from their daily routine. When visiting these places, they prefer to go with their friends compared to going alone, they also prefer to use public transportation to come to these places, and they usually use Instagram to find information about the tourist attractions they are going to. The visiting time that urban communities have to fill their spare time is usually once a month, and the costs they spend to visit these places based on the results of this study range from Rp.300,000 to Rp.500,000. Another reason they choose malls as an alternative for their vacation is that malls have a comfortable, clean, and safe place to visit. From the results of this study, it can be a reference for the parties concerned such as mall entrepreneurs, owners of transportation services, and managers of tourist objects to be able to know for sure the needs and desires of customers and tourists so that there is a match between the service products offered and created with their needs and desires.

CONCLUSION

Based on the results of the research and discussion, the author will conclude into several points as follows: (1) Factors influencing travel intention that are popular among Urban Millennial Travelers, namely self-compatibility, attitude, destination image, and perceived quality. Based on the results of the research above, the factor that most influences travel intention is attitude. Because of the results of the research that the authors did, most of the attitudes or attitudes of the urban community in the city of Jakarta tend to be more appreciative and follow the regulations that exist in these tourist attractions.

The quality of the facilities at the tourist attraction can be well maintained so as to encourage the interest of visitors to visit the place again; (2) From the identification process of travel intentions, which is popular among Urban Millennial Travelers, that urban millennial travelers in Jakarta prefer to fill their spare time by going on vacation and shopping at the mall with their friends; (3)

The importance of identifying travel intentions that are popular among Urban Millennial Travelers in the city of Jakarta is to find out what factors influence travel intentions and to know in general the characteristics of Urban Millennial Travelers in carrying out tourism activities.

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