



# What do Millennials see in Indonesia? An analysis of Generation Y travel intentions through Social Media

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## Abstract

To research the determinants of intention to travel, this paper employs the technology acceptance model (TAM) to investigate Indonesian millennials' behavioural process of post-adoption by considering their attitudes toward visiting cultural heritage sites. No previous research has investigated whether there is a link between cultural motivation, serious leisure, and electronic word-of-mouth (eWOM). Structural equation modelling technology was used to assess the responses from 442 questionnaires. The results show that social eWOM is the strongest predictor of attitude towards visiting heritage sites, followed by serious leisure and culture motivation.

**Keywords:** Cultural motivation, serious leisure, social Ewom, attitude, intention to travel.

## Introduction

Indonesia is a country in which every region has its own unique culture. Each area has many wonderful places to visit and learn the rich culture and history of this nation. Not surprisingly, the central government, as well as local governments, are working to develop and promote each region's natural and cultural attractions. With this marketing, it is hoped that more tourists will be interested in visiting the country. Statistics Indonesia from 2018 state that the number of millennials (persons aged 20-35 years) reached 24 percent of the population, equivalent to 63.4 million out of 179.1 million people who are of productive age (14-64 years). It would not be a mistake to call young people the determinants of Indonesia's future. This 'demographic bonus', the millennial market or Gen Y, is the largest population group in the region, making it an attractive target market. With the help of technology, millennials have become a creative, active, and innovative generation. Most of them are better educated than their predecessors, so millennials are well able to absorb masses of information and are active on social media. The characteristics of millennials, who trust influencers more than endorsers, make Instagram one of the channels they enjoy the most. The ability to package products and services on Instagram is almost obligatory if marketers wish to attract millennials.

When it comes to millennials' attitude toward visiting cultural heritage sites, a research gap was identified. Much research has focused on serious leisure and cultural motivation (Barbieri and Sotomayor 2013; Bryce, 2015; Nicolaidis, 2018), but has overlooked how social eWOM could influence attitudes for millennial travellers. Indonesia has a cultural and economic environment that is much different from countries where previous research has been conducted. To evaluate the determinants of intention to travel, this paper investigates consumers' post-adoption, a behavioural processes, by comprehensively reviewing attitudes toward visiting cultural heritage sites from the technology acceptance model (TAM).

## Literature Review

Developed by Davis (1989), TAM is a successful and very acceptable method for predicting acceptance of a new technology. To date, TAM is one of the most important theoretical

contributions to the acceptance and use of an information system. Attitudes toward visiting cultural heritage sites in TAM is conceptualized as an attitude towards the use of a system in the form of its acceptance or rejection (Davis, 1989). When taking a self-guided tour, people may utilize information technology such as social media ( Briliana and Prasetio, 2018) and particularly Instagram and Traveloka (Briliana et al., 2019). ‘Likes’ or ‘Dislikes’ given to tourist destinations can be used to predict someone else’s intention to come or not.

Tourist behaviour can be understood through cultural motivation, such as interest in various cultural heritage objects (Poria et al., 2003). Motivation is an important factor for tourists in deciding what to visit. Prospective tourists will perceive possible destinations, where these perceptions are generated by individual preferences, prior experience, and information obtained. Cultural motivation is defined as the desire to know the culture, customs, traditions, and arts of other regions (Kolar and Zabkar, 2010). In the context of this research, cultural motivation refers to recognizing the cultural features of the region. Examples of cultural tourism include viewing traditional ceremonies, traditional performing arts, rituals, and relics of ancestors.

Serious leisure requires time and practice to add knowledge, skills, and experience. Barbieri and Sotomayor (2013) found how serious leisure increases surf travel behaviour and destination preferences. Cheng and Tsaur (2011) assert that serious leisure time involves self-expression such as hanging out with people who have the same interests. In the context of this research, serious leisure is a combined expression of skills, knowledge, and experience specific to tourist activities in one’s hobbies, understanding the importance of activities, achieving pleasure, and enjoying an attraction.

Social networking sites function as sources of information related to people’s perceptions and opinions regarding products or services (Kudeshia, 2017). Social eWOM is an activity by millennials for spreading information and perhaps influence the decisions of their friends through social media (e.g. by posting photos) for conveying happiness and memorable experiences (Briliana et al., 2019). ‘Digital’ and ‘millennial’ are very closely related. Tourism can grow if it’s digital. What makes millennials different from others is their majority among the urban population, and the generation using digital technology. Lifestyles have changed and millennials are the future. They love to buy ‘Instagrammable’ items. Even when eating alone, they must take pictures that are Instagrammable. In the context of this research, social eWOM refers to the commitment of consumers to repurchase products or services that are of the same brand. In the tourism industry, the factor that most influences tourists’ attitudes towards destinations are prior travel experiences. Jalilvand and Samiei (2012) revealed that past travel experiences have a significant impact on eWOM. In relation to this study, Jalilvand and Samiei (2012) also found that positive WOM and eWOM play an important role in increasing tourists’ travel intentions.

## Research Methodology

### Conceptual Model

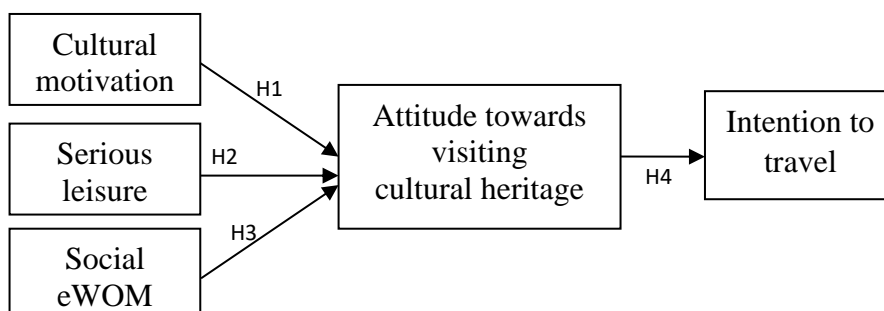


Figure 1. Conceptual Framework



- H1. The higher the Cultural motivation, the stronger the attitude towards cultural heritage visits.*
- H2. The higher the Serious leisure, the stronger the attitude towards cultural heritage visits.*
- H3. The higher the Social eWOM , the stronger the attitude towards cultural heritage visits.*
- H4. The higher the Attitudes toward visiting cultural heritage sites, the stronger the intention to travel.*

The objective of this study will be achieved by using a two-stage model. Cultural motivation (CMO), serious leisure (SLE) and social eWOM (SEW) are proposed as antecedents of attitude towards visiting cultural heritage sites (ATV) in the first stage of the model. The second stage of the model studies the influence of attitudes towards visiting cultural heritage sites (ATV) on one's intention to travel (ITL). To examine the relationships between predictors and the response construct, structural equation modelling (SEM) with partial least square (PLS) version 3.0 was used.

### Sample and Data Collection

An online Google survey was forwarded to respondents via WhatsApp. A total of 442 questionnaires were completed by those respondents who had met pre-set criteria: They were students who often travel with friends or solo, and routinely post photos of their travels on social media (e.g. Instagram).

**Table 1. Source and number of measurement items pertaining Brand Love, Brand Loyalty, Brand Trust, and Word-of-Mouth**

Variables	No. of items	Sources of Measurement Adopted from
Serious leisure (SLE)	8	Bryce et al.,(2015); Barbieri and Sotomayor (2013)
Social eWOM(SEW)	4	Kudeshia (2017); Briliana et al. (2019)
Cultural motivation (CMO)	4	Bryce et al.,(2015)
Attitude toward visiting cultural heritage (ATV)	3	Liu (2011) ; Briliana et al. (2019)
Intention to Travel (ITL)	3	Amaro (2016); Jalilvand and Samiei (2012)

## Results

### Sample Profile

The sample profile results show that the majority of respondents (52%) are aged 21 to 24 years. Around 47% of the respondents are students. Most of them (67%) have travelled alone and they also posted information about their experiences on social media, especially Instagram (53%).



## Measurement

**Table 2. PLS results of convergent validity measures**

Variable	Items	Outer Loading	AVE	Composite Reliability	R Square	Cronbach's Alpha
Cultural Motivation (CMO)	CMO1	0.782	0.589	0.932		0.766
	CMO2	0.788				
	CMO3	0.742				
	CMO4	0.766				
Serious Leisure (SL)	SLE1	0.788	0.616	0.845		0.911
	SLE2	0.782				
	SLE3	0.753				
	SLE4	0.774				
	SLE5	0.779				
	SLE6	0.827				
	SLE7	0.816				
	SLE8	0.755				
Social eWOM (SEW)	SEW1	0.761	0.656	0.884		0.827
	SEW2	0.848				
	SEW3	0.816				
	SEW4	0.813				
Attitude toward visiting cultural heritage (ATV)	ATV1	0.702	0.574	0.801	0.665	0.633
	ATV2	0.761				
	ATV3	0.806				
Intention to travel (ITL)	ITL1	0.841	0.646	0.845	0.517	0.728
	ITL2	0.818				
	ITL3	0.749				

**Table 3. PLS Results of discriminant validity measures**

	ATV	CMO	ITL	SEW	SLE
ATV	<b>0.758</b>				
CMO	0.654	<b>0.768</b>			
ITL	0.720	0.624	<b>0.804</b>		
SEW	0.792	0.744	0.688	<b>0.810</b>	
SLE	0.753	0.698	0.709	0.845	<b>0.785</b>

**Table 4. Summary of Structural Model**

	Path	Beta	Standard error	t value	P values	Supported
H1	CMO → ATV	0.104	0.049	2.133	0.033	YES
H2	SLE → ATV	0.269	0.061	4.386	0.000	YES
H3	SEW → ATV	0.488	0.063	7.735	0.000	YES
H4	ATV → ITL	0.720	0.027	26.293	0.000	YES

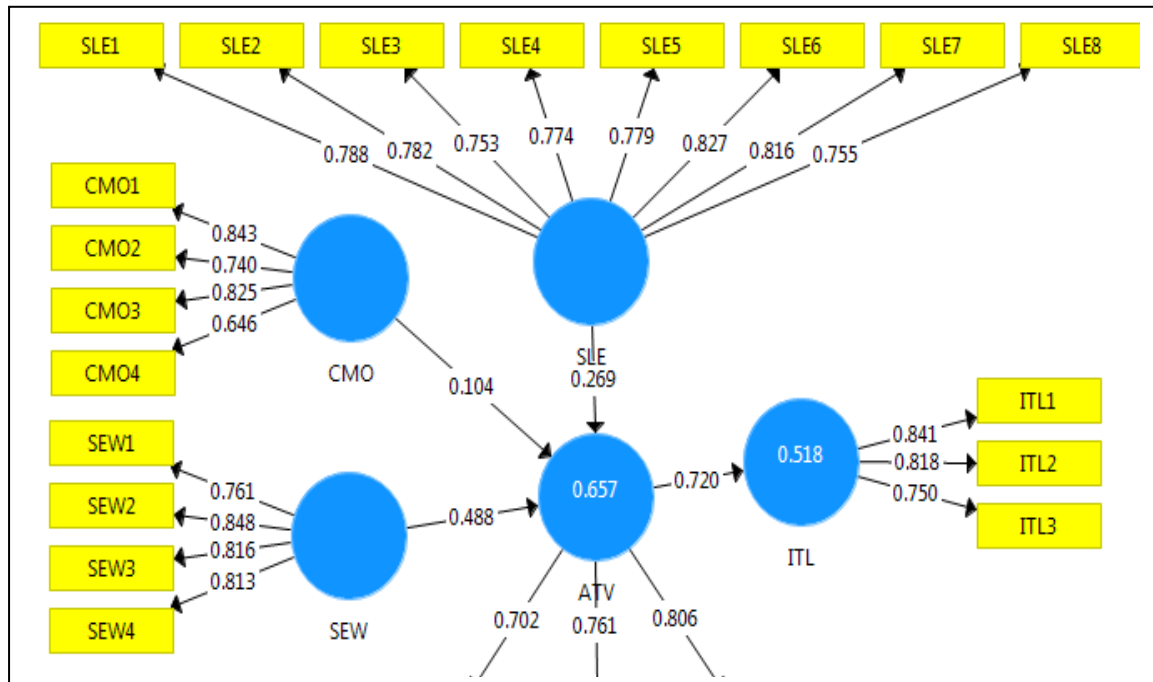


Figure 2. Structural Model

## Discussion

This study discovered that social eWOM is the strongest predictor in shaping attitudes toward visiting cultural heritage sites, followed by serious leisure. The millennial generation is often connected to online sources such as travel reviews and social networks. They also use official destination apps and service provider sites when deciding where to travel. Furthermore, millennial tourists like to share their experiences on social networks (e.g. Instagram) during or after their trip. They also like having others comment on and share those moments with them, even across the ether. This connectivity is not only a function of millennial tourists' technical knowledge, but also a reflection of self-expression in social status and lifestyle. They post pictures to impress their friends or inspire others to visit. In addition, this finding identified that millennial tourists like to enjoy being with a community that has the same interests, such as travelling to an interesting destination for the joy of travelling together—for example, hiking, biking in the countryside and so on.

Surprisingly enough, they do not have much cultural motivation, perhaps because millennial tourists are not interested in 'ancient history' or traditional ceremonial activities. For them, traditional arts and rituals are bound by rules, which conflict with their own desire to be free. In addition, millennials travel to enrich their lives and reward themselves by achieving a milestone (e.g., passing an exam), so they want their trip to be fun and relaxing. It may therefore be concluded that millennials have little incentive for frequenting heritage sites because they do not associate these sites with social eWOM and serious leisure.

## Conclusion

Indonesia, which is blessed by an abundance of natural and cultural beauty, continues to promote its tourism sector. This research extends previous models (e.g., Bryce et al., 2015; Kudeshia 2017; Mao and Lyu, 2017; Briliiana et al., 2019) that have dealt with the attitudes of



millennial tourists towards visiting cultural heritage sites and their intention to travel. Digitally savvy millennial travellers are an important segment of the tourism business because not only is their market size large and growing, but its influence is extraordinary. So millennial tourists, which are already dependent on digital resources, must have a digital experience at every point in their journey. A digital infrastructure must be in place if you want to attract millennials. Therefore, marketers must build a tourism ecosystem where digital experiences are present at every point in the traveller's journey. To make this happen, we have to build a technology platform and infrastructure 4.0.

This study has several limitations. First, the sample is limited to millennial groups and does not represent all tourists. It is important for future research to examine the perceptions of domestic and foreign tourists in other parts of Indonesia, to improve the generalization of the findings.

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