



The generation Z characteristics and hotel choices

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Abstract

The purpose of this paper was to explore the travel characteristics of Indonesian Generation Z towards hotel choices consideration and to define Gen Z's perceptions in choosing hotel attributes according to their educational level and place of origin. This paper used a quantitative method. A survey questionnaire was used as primary data source. A sample of 313 respondents were obtained from four educational institutions in Jabodetabek area. Data were analyzed using descriptive statistic and comparing means. The results show that the majority of Gen Z travel for spending their spare time leisurely. Upon choosing the hotel, Gen Z prefer local brands rather than international brands. Online travel agent are the main source for Gen Z to look up hotel information and to make a booking. The results also revealed that different Gen Z demographics lead to different hotel attribute preferences. Gen Z who are currently mainly in high school, diplomates, or studying for a bachelor's degree, considered cleanliness as the most important attribute. While, security and safety was considered important only for high school and bachelor's students. Meanwhile, according to place of origin, all Gen Z showed different degrees of attributes perception. This research provides recommendations for the hotel industry to better understand that different generations lead to different choices of hotel attributes. Therefore, to be able to accommodate this upcoming market, hotels must comply with each generational preference. Hotel's then, must also consider the channel and media that are mostly chosen by Gen Z and the way Gen Z prefer to be contacted. Joint cooperation with online travel agents is also one of the best ways to promote a hotel.

Keywords: generation Z, hotel attributes, hotel preferences, tourist behavior.

Introduction

In order to sustain success in today's competitive environment in the global hotel industry, that is closely linked to the tourism industry, it is important for hoteliers to satisfy their guests (Ngai et al, 2016). In a highly competitive industry, only hoteliers with a clear vision of their guest's needs will survive and prosper (Choosrichom, 2011; Nicolaidis, 2008). Guest or consumers are often segmented (Kraljević & Filipović, 2017) by age due to people of the same age are going through similar life experiences and therefore share many common needs, experiences, symbols and memories, which, in turn, may lead to similar consumption patterns (Hoyer & Macinnis, 2010). This market then groups and is called as cohort (Schewe, Meredith & Noble, 2000). However, defining an entire generation's attitude and purchasing habits can seem tedious, but it makes smart business sense to have a plan in place for the next wave of travelers (Mandelbaum, 2016). Groups of people born in the mid-1990s and late 2000s, are called Generation Z, as one of generational cohorts, and are estimated to amount to 40% of the consumer markets (Ting, 2016). This Gen Z is also considered as the next wave of



travelers (Mandelbaum, 2016) and they surprisingly become influential persons in family travel decisions (Ting, 2016).

Upon choosing a hotel, different individual attributes and factors are used (Baruca & Čivre, 2012). People see from different perspectives and through diverse reasons. One of the perspectives is hotel attributes. There are factors that are important or not important, but there are differences in priorities between different kinds of people (Crnojevac, 2010). Being able to know the attributes that determine hotel choices drive the customer retention that leads to better hotel development (Dolnicar & Otter, 2003) and better response to customer preferences (Ferreira & Salazar, 2012; Ramphal & Nicolaidis, (2014). That is why the hotel industry should acknowledge the customers and the way they decide hotel choices (Choosrichom, 2011). Industry should make sure to create the products and services that complement to the market (Jonas, Radder & Eyk, 2019; Nicolaidis, 2008). If hotel for example, plans to grab the Gen Z market, its product and services offered must catch Gen Z attention. However, appealing to one specific group by identifying the determinants of their preferences is challenging (Hauck & Stanforth, 2006).

Lack of research in the topic of Gen Z and hotel attributes selection has also become one of the reasons this research was conducted. Apart from providing clear and depth understandings about what hotel attributes Gen Z prefer, this research also provides recommendation for hotel establishment in the way they could adapt to Gen Z as clients. This study aimed to explore the travel characteristics of Indonesian Generation Z clients in the hotel industry and to define Gen Z's perceptions in choosing hotel attributes according to their educational level and origin. Furthermore, this study provide recommendations for hotel industry on how to connect with the rising Generation Z since it can be considered as one the promising markets. There are four key questions in this research: (1) Which media are chosen by Gen Z in term of hotel booking? (2) What is the preferable channel of contact by Gen Z? (3) What are Gen Z's perceptions in choosing hotel attributes based on educational level? and (4) What are Gen Z's perceptions in choosing hotel attributes based on place of origin?

Literature Review

Travel Characteristics

Morrison (2016) lists key questions that need to be answered to provide data of potential customers' market potential analysis such as to which destinations trips are made, what types of lodging formats are preferred, which types of location are preferred, which specific lodging properties are used frequently, what major problems or weaknesses have they experienced at these specific properties, when do they buy, when are important booking decisions made, when are trips made, how do they buy, who makes the decision on choices of destinations and specific lodging choices, who else has a say in the decision- making process, are frequent- guest or frequent- flyer programs important, are travel agents used, and are other travel intermediaries used?

Generation Z

Generation Z's birth years may vary, according to several sources. Research found various Gen Z classifications such as those who were born in mid to late 1990 to 2010 (Mandelbaum, 2016), after 1987 (Norum, 2003), after 2000 (Wong, Gardiner, Lang, & Coulon, 2008), after 2001 (Ordun, 2015), after 2001 (Kotler, Bowen & Makens, 2014; Nicolaidis, 2008), after 1995 (Hoyer & MacInnis, 2010), after 1992 (Glass, 2007), and after 1990 (Mogelonsky, 2016). To summarize, Gen Z are those who were born after 1994. Gen Z characteristic are always connected, they are already influential, have evolving needs, have preferring to do-it-yourself ideas, aspire to career goals, have more entrepreneurial style, prefer in-person communication, and have respect and are apparently loyal (Mandelbaum, 2016).



Hotel Attributes

Hotel attributes perception is considered as the degree of importance that customers attach to a diversity of hotel features which comply with customer's wants and needs (Wuest, Tas & Emenheiser, 1996). Each customer has different priorities and different value in deciding which hotel features are important (Crnojevac, Gugić & Karlovčan, 2010). Hotel attributes can be obtained from various studies. Kowisuth and Phetvaroon (2016) determined eight hotel attributes: service, staff, safety security, room quality, hotel image, value for money, price, location. Meltem and Tahir (2014) determined four hotel attributes: staff, value for money, entertainment, food. Hao and Har (2014) determined six hotel attributes: location, price, facilities, cleanliness, safety, service. Baruca and Civre (2012) determined six hotel attributes: location, recommendation, price, personal experience, promotions, facilities. Liu and He (2013) determined seven hotel attributes: location, brand, recommendation, VIP program, online information, travel agent, package inclusive.

Ferreira and Salazar (2012) determined eight hotel attributes: price, certification, rating, communication policy, brand, staff, service quality, value for money. Choorichom (2011) determined five hotel attributes: security and safety, value, staffs' service quality, location, and room quality. Dolnicar and Otter (2003) determine 12 hotel attributes: location, service quality, reputation, friendliness of the staffs, price, room cleanliness, security, room standard, swimming pool, bed comfort, parking, room size. Nicolaidis (2008) determined the most critical one, namely service quality excellence.

From online sources, such as Online Travel Agent, hotel attributes are diverse. Bookings.com (2017) determined six hotel attributes: cleanliness, comfort, location, facilities, staff, value for money, free Wi- Fi. Agoda (2017) determined seven hotel attributes: cleanliness, location, service, food, facilities, room comfort, value for money. Traveloka (2017) determined five hotel attributes: cleanliness, comfort, service, meals, condition. Trip Advisor (2017) determined four hotel attributes: value, room, cleanliness, service. Expedia (2017) determined four hotel attributes: cleanliness, service and staff, room comfort, hotel condition. PegiPegi (2017) determined eight hotel attributes: room, cleanliness, service, food, bathroom, swimming pool, location, price. From the references above, lists of hotel attributes can be extracted into 24 attributes from the most frequencies of inclusion to the least one that could be used for this study.

Methodology

This research used a quantitative approach in order to examine samples by collecting data using a research instrument and statistical data analysis (Sugiyono, 2016). Population in this research was people who were born after 1994 that were categorized as an infinite population. For infinite populations, an acceptable sample size is between five to ten equals to one ratio of number of questions (Hair, Black, Babin & Anderson, 2010). There are 56 questions in this research, multiple one to five ratio, thus a minimum 280 sample size must be accomplished. However, 325 questionnaires were distributed to four educational institutions: Universitas Bina Nusantara, Sekolah Tinggi Pariwisata Trisakti, Sekolah Tinggi Pariwisata Pelita Harapan, and SMK Pariwisata Metland Cileungsi. Institutions and respondents were chosen based on a convenience sampling method. Only 313 questionnaires were properly completed and eventually collated further for this study, and this could be considered compatible with sample size requirements.

Primary data was obtained from a self-administered survey. The questionnaire was designed with closed-ended questions and consisted of three sections. The first section captured respondents' demographics, and consisted of five questions: gender, year of birth, educational level, place of origin, and domicile. The second section accumulated respondent's travel characteristics, and it consisted of 27 questions with several given answers. The third section was designed to gather respondent preferences of hotel attributes, and it consisted of 24 attributes, which respondents had to answer on a 5-point Likert scale (5- strongly considered,



4- considered, 3- moderately considered, 2- do not considered, 1- strongly do not considered). Data were analyzed using cross tabulation, descriptive statistic, and compare mean, using SPSS statistic tools. Prior to actually carrying out the survey, a pilot survey was conducted in order to see if there were improvements needed in the research instrument (Sekaran & Bougie, 2010). The pilot study was performed with a total of 60 respondents. Validity and reliability were conducted to test the questionnaire. According to Sekaran and Bougie (2010), the coefficient alpha can be interpreted as following: below 0.6 is poor, below 0.7 is acceptable and above 0.8 is good. Cronbach's Alpha for all questions are above 0.8 which means all variables are at the range of good and reliable. Correlation value acts as measurement for validity by comparing r count with r table. Value of r table is 0.2144 for 60 samples (df 58 and Sig 0.05). All correlation value was above 0.2144 which means all variables were valid. Thus, a further survey was continued and distributed to the 325 respondents.

Findings

(1) Respondent profile

Respondent profile divided into gender, year of birth, educational level, place of origin and domicile that can be seen in Table 1. The majority of respondents were female (69%), born in 1998 (24.9%), and had an educational level of a bachelor's degree (78.9%), their origin was f Jabodetabek (58.5%) and domicile in Jakarta (56.2%).

Table 1. Respondent profile

	Demographic	n	%
Gender	Ma le	97	31%
	Female	216	69%
Year of birth	1995	39	12.4%
	1996	52	16.6%
	1997	74	23.2%
	1998	78	24.9%
	1999	11	3.5%
	2000	23	7.3%
	2001	33	10.5%
	2002	3	1%
Educational level	High school	61	19.5%
	Diploma	5	1.6%
	Bachelor	247	78.9%
Place of origin	Jabodetabek	183	58.5%
	Jawa Barat	41	13.1%
	Jawa Tengah & Jogyakarta	12	3.8%
	Jawa Timur	16	5.1%
	Sumatra	31	9.9%
	Kalimantan	15	4.8%
	Bali, NTT, NTB	4	1.3%
	Sulawesi, Maluku	10	3.2%
	Papua	1	0.3%
Domicile	Jakarta	176	56.2%
	Tangerang	69	22%
	Bekasi	8	2.6%
	Bogor	57	18.2%
	Depok	3	1%

(2) Gen Z Characteristics

Refer to Table 2, two main reasons for Gen Z to travel is to spend their time away (39%) and to seek peace (32.2%). When Gen Z travel, most of them use hotels (52.7%) but some of them are also consider other options (31.9%). When they visit a place where their family live they prefer to stay at their relatives' home. Although Gen Z is still very young, 95.5% respondent had experience of staying in hotels and mostly stayed with their family (66%) or with their friends (27.8%). Though spending time with family was not the main reason for Gen Z while travelling, it still shows that they travel mostly with their family. This was assumed to be due their condition of still living with parents. Refer to Table 3, Gen Z preferred local brand



hotels (59.4%) rather than international hotel brands (40.6%), with hotel concept (66.8%) or villa concept (42.9%). Gen Z also preferred average room rates between IDR 300.000- IDR 500.000 (39%) with average length of stay between three to five days (56.9%). Gen Z do not pay attention to the brand if they find it value in it for them. It does not matter whether the hotel is a local brand or an international brand.

A hotel concept was chosen because Gen Z prefer a place that can provide everything they need when compared to other accommodation concepts that have limited products and service. Though the hotel type was chosen, Gen Z is still with a low budget thus desire low cost hotels.

Table 2. Travel characteristic I

Characteristic	n	%
What is your main reason for travelling?		
Peacefulness	101	32.2%
Spare time	122	39%
Spend time with family	31	9.9%
Spend time with friends	20	6.4%
Celebrate spec occasion	16	5.1%
Refreshing	22	7%
Others	1	0.3%
Will you use hotel when you travel?		
Yes	165	52.7%
No	47	15%
Neither yes nor no	100	31.9%
Have you ever stayed at hotel?		
Yes	299	95.5%
No	14	4.5%
Whom you with while staying at hotel?		
Myself	11	2.9%
Friends	107	27.8%
Family	254	66%
Colleague	4	1%
Lover	8	2.1%
Online	1	0.3%

Table 3. Travel characteristic II

Characteristic	n	%
Which hotel brand that you prefer the most?		
Local brand hotel	186	59.4%
International brand hotel	127	40.6%
Type of accommodation style		
Hotel	209	66.8%
Hostel/ Guesthouse	13	4.2%
Villa	78	42.9%
Apartment	11	3.5%
Local house	2	0.6%
Average room rate		
Below IDR 300.000	28	8.9%
IDR 300.000- 500.000	122	39%
IDR 500.000- 800.000	89	28.4%
IDR 800.000- 1.000.000	54	17.3%
Above IDR 1.000.000	20	6.4%
Average length of stay		
1-2 days	122	39%
3-5 days	178	56.9%
6-10 days	13	4.2%

Refer to Table 4, Gen Z prefers to search hotel information through Online Travel Agent (OTA) platforms (37%) and social media (22.8%), rather than other channels such as official hotel websites (11.4%) and traveler forums (11.8%). Although Gen Z is looking for information



through social media, the data finding in Table 5 shows the contrary where Gen Z do not prefer to be contacted through social media. Gen Z rarely read books or magazine and hardly ever go to the exhibitions to get information. The top three favorite channels for Gen Z to book or reserve a room in a hotel are through OTA (50.1%), direct call (22.5%), and official hotel websites (15.4%). While, other channels such as direct email and travel agent become last options for Gen Z when reserving a room at a hotel.

Refer to Table 5, Gen Z prefer to be contacted by hotels through email (47.9%) and direct calls (38.9%). Moreover, Gen Z believes that the best way to show that a company respects the consumer is to speak or contact him or her in person or in an individual manner (Mandelbaum, 2016). Both email and direct phone calls are communication forms for one to one platforms, that involve only the sender and the recipient. Surprisingly, although Gen Z is social media savvy, only 8.1% choose this channel to communicate with hotel staff. This can be assumed to be due to social media being more private and exclusive for those whom they recognize and not for others such as hotel staff. Social media can also be considered as communication platform that is not in personal.

Data shows only 4.8% Gen Z have LinkedIn. This is might be because LinkedIn are used for working or professional purposes, while Gen Z are mostly still in educational levels and do not correlate directly with the working environment. Instant Messenger (IM), Line (35.3%) and WhatsApp (29.3%) turned out to be the major platforms used by Gen Z to communicate in their daily life. While, others use platforms such as BBM, Kakaotalk, Facebook Messenger, and Snapchat which has become the least chosen platform. This means Gen Z have IM installed in their mobile. It also shows that although the majority of Gen Z have Facebook (23.8%), they use less pf Facebook Messenger (8.9%) as an IM platform for direct and instant chats with others.

Table 4. Travel characteristic III

Characteristic	n	%
How do you search hotel information?		
Ask to others, friends, family, colleague	43	9.4%
Books & magazines	8	1.8%
Social media	104	22.8%
Traveler forum	54	11.8%
Official hotel website	52	11.4%
Online travel agent	169	37%
Travel agent	19	4.2%
Travel fair/ exhibition	8	1.8%
How do you reserve the hotel?		
Direct call to hotel	83	22.5%
Direct email to hotel	12	3.3%
Online through hotel website	57	15.4%
Online travel agent	185	50.1%
Travel agent	9	2.4%
Someone else did it	21	5.7%
Others	2	0.5%

Table 5. Travel characteristic IV

Characteristic	n	%
How would you like hotel to contact you?		
Email	171	47.9%
Social media	29	8.1%
Online advertisement	3	0.8%
Mail	3	0.8%
Outdoor advertisement	2	0.6%
Call	139	38.9%
IM Platform	10	2.8%
Social media that you have recently?		
Facebook	199	23.8%
Twitter	104	12.4%
Path	183	21.9%
Instagram	289	34.6%

LinkedIn	40	4.8%
Others	21	2.5%
IM platform that you have recently?		
BBM	82	10%
WhatsApp	241	29.3%
Line	290	35.3%
Kakaotalk	11	1.3%
Facebook messenger	73	8.9%
Snapchat	115	14%
Others	10	1.2%

In order to run IM platform, the best gadget is of course a mobile phone. There are many brands of mobile phone in Indonesia, and the top three mobile phone brands among Gen Z are iPhone- Apple (41.4%), Samsung (29.9%) and Xiaomi (7.6%) refer to Table 6. iPhone has the highest percentage because of its advanced technology and the economic background. Three out of four research subjects are college students from middle to upper level public universities, thus they are able them to have branded mobile phone. Xiaomi that is considered as newcomer in Indonesia surprisingly holds the third largest percentage. This might be due to Xiaomi prices which are very affordable and also comply with good specifications. From the mobile phone type, iPhone use single SIM cards, but other brands provide double and even triple SIM card. Gen Z has equal percentages for those who use single SIM card (57.8%) and those who use double SIM card (42.2%). Due to mobile provider, Gen Z prefer Telkomsel (42.9%), followed by XL (28%) and Indosat (16.2%). Telkomsel has become the most favored mobile provider due to its wide connection and the stability of its signal.

Table 6. Travel characteristic V

Characteristic	n	%
Brand of your mobile phone?		
iPhone (Apple)	130	41,4%
Samsung	94	29,9%
ASUS	10	3,2%
Sony Ericson	7	2,2%
Lenovo	7	2,2%
Nokia	3	1%
Xiaomi	24	7,6%
LG	3	1%
OPPO	23	7,3%
Others	13	4,1%
Type of your mobile phone?		
Single SIM card	181	57,8%
Double SIM card	132	42,2%
Your mobile number provider?		
Telkomsel	167	42,9%
Indosat	63	16,2%
Hutschison 3 Indonesia	41	10,5
XL	109	28%
Smartfren	7	1,8%
Others	2	0,5%

Table 7. Travel characteristic VI

Characteristic	n	%
Electronic gadget that you are using the most?		
TV	24	7,7%
Radio	2	0,6%
Laptop	39	12,5%
Pad/ Tab	6	1,9%
Mobile phone	230	73,5%
PC	12	3,8%
Do you have tab/ pad recently?		
Yes	144	46%
No	169	54%
Do you have laptop recently?		



Yes	279	89,1%
No	34	10,9%
Brand of your laptop?		
Do not have laptop	34	10,9%
Apple	38	12,1%
Samsung	6	1,9%
Lenovo	26	8,3%
ASUS	111	35,5%
IBM	2	0,6%
Toshiba	23	7,3%
Acer	47	15%
Others	26	8,3%

Gen Z is considered as always connected (Mandelbaum, 2016). This is in line with the findings in Table 5 where all Gen Z have social media and IM platforms. Refer to Table 7, mobile phones are rated 73.5% as electronic gadgets of choice that Gen Z use the most. The result is that most Gen Z use mobile phones so often and they have social media and IM platforms in their mobile, and this shows that Gen Z would like to always stay connected, either in terms of communication through IM platform or even in terms of social aspects through several social media platforms. Mobile phones enable Gen Z to always connect everywhere and anytime without time and place obstacles. Table 7 also show that Gen Z who have a tab or pad (46%) are equal to those who do not (54%). The most famous tab brand among Gen Z is Apple and Samsung. Another major used gadget is the laptop (12.5%) that supports their daily study activities. Almost 90% of Gen Z has a laptop with the majority brand of ASUS (35.5%) and ACER (15%). Apple can win Gen Z hearts in mobile phones and tabs, but in laptop preferences, ASUS is the winner. Gen Z choose laptops due to their needs in supporting college assignments and playing games. Only 3.8% Gen Z choose a PC (Personal Computer) as the most used gadget. This is because 89.1% Gen Z have a laptop, thus they required no PC since both serve the same function. Gen Z have recently been exposed to many channels, and one of them is a video channel. Refer to Table 8, 72.4% Gen Z chose YouTube as the main source to watch a video. This might be because YouTube is already globally known and provides almost all type of video that can be accessed in mobile or PC with internet access requiring no membership system or frill thrill log in.

Though Gen Z chose YouTube as the main channel for video, only 67.7% have YouTube accounts and only 16.3% have participated in posting a video. It shows that Gen Z like to watch videos, feel the need to involve more with the video channel less and a few are eager to participate in video making. The advances in internet access provides diverse websites and mobile application choices. In order to be able to access all those facilities, an email address is a must. By having an email, someone can access applications in mobile device, create an account and become a member. Table 8 shows Gen Z majority email address is Gmail (59.9%) and Yahoo Mail (32.5%). It can be concluded that all respondents have email addresses, as it is a must for anyone to enter the world of the internet.

Table 8. Travel characteristic VII

Characteristic	n	%
How do you choose to see the video?		
Television	102	24,3%
YouTube	304	72,4%
Vine	7	1,7%
Periscope	1	0,2%
Others	6	1,4%
Do you have YouTube account?		
Yes	212	67,7%
No	101	32,2%
Have you ever posted video on your YouTube account?		
Do not have YouTube acc	101	32,2%
Yes, I have	51	16,3%



No, I haven't	161	51,4%
Your email addresses?		
Gmail	276	59,9%
Yahoo mail	150	32,5%
Hotmail	25	5,4%
Outlook	6	1,3%
Others	4	0,9%
Others	26	8,3%

Referring to Table 9, 71.9% Gen Z have experience in hotel booking through online platforms with Traveloka (55.6%) and Agoda (19.9%) as the main source. Due to Bank preferences, Gen Z top three choices are BCA (51.4%), BNI (17.4%), and Mandiri (15.8%). BCA and BNI pop up as major bank preferences due to two out of four institutions being used as research objects who obligate the student to have their bank account, thus data findings are to an extent affected by the university regulations as to which Bank account a student should have.

Table 9. Travel characteristic VIII

Characteristic	n	%
Have you ever booked hotel through online platform?		
Yes	225	71,9%
No	88	28,1%
Which online platform that you had your hotel reservation?		
Agoda	62	19,9%
Traveloka	173	55,6%
Tiket	10	3,2%
Pegi Pegi	25	8%
Air Asia Go	3	1%
Booking	18	5,8%
Trivago	8	2,6%
Mister Aladin	1	0,3%
Others	11	3,5%
Bank account that you have?		
Mandiri	70	15,8%
BCA	236	51,4%
BNI	77	17,4%
Permata	5	1,1%
BRI	16	3,5%
BII	5	1,1%
CIMB Niaga	27	5,9%

Table 10. Gen Z hotel attributes based on educational level

No	Hotel attributes	High school	Diploma	Bachelor
1	Service quality	4,74	4,80	4,65
2	Location	4,56	4,80	4,56
3	Rooms facilities	4,72	4,80	4,48
4	Room comfort	4,84	5,00	4,69
5	Cleanliness	4,87	5,00	4,85
6	Hotel facilities	4,39	4,80	4,03
7	Value for money	4,57	5,00	4,61
8	Price	4,52	5,00	4,54
9	Security	4,77	4,80	4,75
10	Safety	4,77	4,80	4,72
11	Food and beverage	4,34	4,40	4,04
12	Rating, reputation	4,23	4,20	4,09
13	Promotion	4,48	4,80	4,49
14	Recommendation	3,97	4,00	3,96
15	Internet	4,57	4,80	4,63
16	Communication	4,41	4,60	4,02
17	Certification	4,25	4,40	3,69
18	Brand	4,05	4,20	3,83
19	VIP/ membership	3,92	4,00	3,41



20	Personal experience	4,11	4,60	4,35
21	Amenities	4,56	4,60	4,17
22	Meeting room	4,15	4,80	3,07
23	Online accessibility	4,39	4,80	4,26
24	Entertainment act	4,25	4,20	3,64
	<i>Total mean</i>	<i>4,44</i>	<i>4,63</i>	<i>4,23</i>

(3) Gen Z Preferences on Hotel Attributes based on Educational Level

This section presents the mean value of Gen Z with different educational levels placed on the importance of choosing hotel attributes that can be seen in Table 10. Total mean of Gen Z hold high school is 4.44, hold diploma degree is 4.63 and hold bachelor's degree is 4.23. It can be seen that Gen Z who hold diploma degrees are the ones who consider hotel attributes the most, while Gen Z who hold bachelor's degrees diverge on this point and are the ones who consider hotel attributes the least. Table 10 shows that all three major educational levels have different hotel attributes selection either in their items or in the order. The top three hotel attributes for Gen Z who hold senior high school qualifications is the same as Gen Z who hold bachelor's degrees, which are cleanliness, safety and security.

Gen Z diploma top three hotel attributes are room comfort, cleanliness, value for money and price. Cleanliness was consider as important for Gen Z no matter their educational level. Gen Z high school bottom three hotel attributes were brand, membership and personal experience. It was assumed that high school students have less experience, thus personal experience was considered to be the least important. Gen Z diploma bottom three hotel attributes were brand, membership, rating and recommendation. Gen Z bachelor bottom three hotel attributes were membership, meeting rooms and entertainment. All Gen Z consider the same least attribute which was membership. It was assumed that most Gen Z do not need membership yet. Gen Z might acknowledge that they will have less benefit if they obtain membership.

(4) Gen Z Preferences on Hotel Attributes based on Place of Origin

This section presents the mean value of Gen Z with different places of origin placed on the importance on choosing hotel attributes that can be seen in Table 11. Origin was divided into three majors: Jakarta- Jawa Barat, Jawa Tengah- Jawa Timur, and non Jawa. Total mean of Gen Z from Jakarta- Jawa Barat is 4.28, from Jawa Tengah- Jawa Timur is 4.36, and from non Jawa is 4.05. It can be seen that Gen Z from Jawa Tengah- Jawa Timur are the ones who consider hotel attributes as the most critical while Gen Z from non Jawa diverge as they are the one who consider hotel attributes the least.

Table 11 shows that all three major origins have different hotel attributes selection either in the items or in their order. Gen Z from Jakarta- Jawa Barat top three hotel attributes are room comfort, security and safety. Gen Z from Jawa Tengah- Jawa Timur top three hotel attributes are service quality, room comfort and cleanliness. Gen Z from non Jawa top three hotel attributes are location, cleanliness, and security. Gen Z from Jawa Tengah- Jawa Timur and non Jawa consider the same attributes which were cleanliness as one of top three. While, Gen Z from Jakarta- Jawa Barat choose safety and security before cleanliness.

Table 11. Importance on choosing hotel attributes

No	Hotel attributes	Jakarta Jawa Barat	Jawa Tengah Jawa Timur	Non Jawa
1	Service quality	4,62	4,81	4,01
2	Location	4,64	4,41	4,55
3	Rooms facilities	4,58	4,63	4,18
4	Room comfort	4,74	4,81	4,51
5	Cleanliness	4,85	4,91	4,87
6	Hotel facilities	4,17	4,38	3,10
7	Value for money	4,62	4,44	4,45
8	Price	4,58	4,51	4,50
9	Security	4,76	4,69	4,77



Table Z hotel	10	Safety	4,74	4,68	3,99	11. Gen	
	11	Food and beverage	4,15	4,15	3,93		
	12	Rating, reputation	4,10	4,13	4,05		
	13	Promotion	4,50	4,44	4,50		
	14	Recommendation	3,85	3,81	3,93		
	15	Internet	4,61	4,51	4,42		
	16	Communication	4,11	4,40	4,12		
	17	Certification	3,75	4,25	3,63		
	18	Brand	3,84	4,04	3,29		
	19	VIP/ membership	3,42	3,99	3,71		
	20	Personal experience	4,34	4,19	4,53		
	21	Amenities	4,26	4,63	3,75		
	22	Meeting room	3,37	3,85	3,00		
	23	Online accessibility	4,34	4,31	4,27		
	24	Entertainment act	3,84	3,80	3,37		
	<i>Total mean</i>			<i>4,28</i>	<i>4,36</i>		<i>4,05</i>

attributes based on origin

It can be assumed that Gen Z who originate from big cities such as Jakarta have more concern for safety and security matters. Most bomb threats in hotels took place in Jakarta. This background contributes hugely and has an impact on Jakarta citizens to be more aware of safety and security than anything else. While, Gen Z from non Jawa consider location as one of top three attributes. Most probably because in the place of their origin, between one place and another, they are not reachable by public transportation, thus influencing them to choose hotels that are strategically located. It is different with Gen Z who come from Jakarta and Jawa and who are more advanced in transportation thus enabling them to be mobile easier with many options. For Gen Z from Jakarta- Jawa Barat bottom three hotel attributes are certification, membership, and meeting rooms. For Gen Z from Jawa Tengah- Jawa Timur the bottom three hotel attributes are recommendation, meeting rooms and entertainment facilities. Gen Z from non Jawa have as bottom items three hotel attributes which are hotel facilities, branding, and meeting rooms. It was identified that meeting rooms were considered the least important for the majority of people of all origins. Brand is less important for non Jawa Gen Z most probably because there are less hotel in their areas, unlike in Jakarta and Jawa where many hotels exist and are either local or international brands, varying from budget style to luxury style. Gen Z from Jakarta and Jawa showed greater interest in a brand than Gen Z from non Jawa.

Conclusion

Based on the research questions, there are four conclusions gathered from this research. (1) First, Gen Z prefer Online Travel Agent due to hotel bookings. Hotels must ensure good correlation and coordination with Online Travel Agents as most Gen Z look for OTA to search for hotel information. The opportunities for local hotel brands are in hand, with hotel and villa concepts in the range of IDR 300.000 to IDR 500.000 per room per night. This is the average room rate that Gen Z searches for. (2) Second, Gen Z prefer channels of contact through email and direct calls. However, Gen Z are very interested in gadgets, especially mobile phones, thus providing information that is mobile friendly is very crucial. Hotels must also consider cooperation with Telkomsel and XL as one of promotion channels as most of Gen Z have both telephone providers. Not only mobile phones, but also social media are important. Looking up the finding that Instagram is for mainly Gen Z as a social media channel, then considering to have an attractive and informative Instagram page for hotels will be a good strategy to cope with Gen Z issues. Ensure that hotel has post video in YouTube will give more benefit as well as Gen Z use this YouTube to watch video rather than other channel.



(3) Third, Gen Z who hold high school and bachelor degrees choose the same top three hotel attributes: cleanliness, security and safety. While Gen Z who hold diplomas choose differently, and they selected room comfort, cleanliness, value for money and price. Meanwhile, VIP and membership are considered as one of the least important attributes by all Gen Z from all educational level. Gen Z who hold diploma degrees are the one who considered hotel attributes to be the most important, while Gen Z who hold bachelor's degrees were contrary; and they considered hotel attributes as the least important. (4) Fourth, Gen Z from Jawa Tengah- Jawa Timur and non Jawa consider cleanliness as one of top three attributes. While, Gen Z from Jakarta- Jawa Barat choose safety and security rather than cleanliness. Gen Z from Jawa Tengah- Jawa Timur were the ones who considered hotel attributes as the most critical, while Gen Z from non Jawa was contrary and were the ones who considered hotel attributes the least. Different demographic factors of Gen Z indicated different hotel attributes selection results. Appealing to Gen Z by identifying the determinants of their preferences is challenging (Hauck & Stanforth, 2006), yet understanding this newest generation is crucial to a hotel industry that eventually will no choice but to do so intensely.

Recommendations

This study can be useful for the hotel industry to better develop effective marketing strategies, particularly for the Gen Z market by implementing several suggestions. First, hotels should prioritize promotion through social media such as Instagram and YouTube, due to research findings that majority of Gen Z have both social media compared to other media. Second, hotels should ensure that Online Travel Agents (OTA) become a must distribution channel and assure all the information listed in the OTAs is accurate and up to date. This is in line with research findings that the majority of Gen Z tend to book hotels through OTAs rather than other distribution channels. Third, hotels should assure they have attractive, well- designed and well-informed official hotel websites as Gen Z will browse a lot to find the information they need. Gen Z prefers to browse online rather than going to travel exhibitions or a travel agent's office. Further studies can be conducted with larger sample sizes for data collection to gather more data, additional data collection methods can be used with focus group discussions, additional generation cohorts as respondents, and conducting the research for other hospitality industry role-players, such as restaurants, airlines, travel agents, and amusement parks.

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