

STRESS ESCAPISM, SOLO TRAVELER MOTIVATION IN TERMS OF CONSUMER BEHAVIOR

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**STRESS ESCAPISM, SOLO TRAVELER MOTIVATION IN TERMS OF
CONSUMER BEHAVIOR****Nuri Purwanto¹, Langgeng Prayitno Utomo², Kristin Juwita³**¹STIE PGRI Dewantara Jombang, nuri.stiedw@dewantara.ac.id²STIE PGRI Dewantara Jombang, lan99en9.pu36@gmail.com

ABSTRACT

This study aims to find and analyze the motivation of millennials generation to do solo traveling. The method used in this research is qualitative with a case study approach. The data analysis was Miles and Huberman's model and tested by triangulation of sources. The result of this study found several motivations for millennials generation doing solo traveling, including consumer behavior that indicates psychological factors, utilitarian motivation, and hedonic motivation. This study also found that the dominant factor is hedonic motivation, which satisfies the emotional aspect.

Keywords: Solo traveler, Traveler Motivation, Millennial Generation, Utilitarian Motif, Hedonistic Motif

1. Introduction

Tourism is the movement of people temporarily or in the short term to destinations outside the place where they usually live, work, and also activities during their stay at a destination (Damanik & Weber, 2006). Currently, the world of tourism is growing very rapidly following times that are increasingly sophisticated (Yanti, 2020). Foreign tourist visits to Indonesia for the January-December 2019 period reached 16.11 million visits, an increase of 1.88 percent compared to the same period in 2018, which amounted to 15.81 visits (Central Bureau of Statistics, 2021). Tourism in Indonesia is an important economic sector because it is included in the largest source of foreign exchange. The Ministry of Tourism and Creative Economy has prepared 5 Super Priority Tourism Destinations. The government determined the number of tourist arrivals to be as many as 20 million tourists, with the statement showing that the government only focuses on quantity, not quality. The existence of this target causes the tourism business in Indonesia to focus on mass tourism. Nadi, in 2015, suggested that mass tourism, or a conventional mass tourism pattern is a type of tourist in a large group organized by a tour package with various purposes (Dwijendra, 2018).

The Minister of Tourism, Arief Yahya, said that changes in consumer behavior affecting the tourism market were driven by millennials and in line with the spirit of President Jokowi, who stated that millennials are the future of Indonesia; millennials are always digital, mobile, and interactive. The number of millennial generation visits reaches 50 percent of the number of foreign tourists visiting Indonesia. Who can control the youth community, He is the one who has the potential to win the future market (Widianto, 2019). The millennial generation is indeed very interesting to talk about at this time; a generation that is very connected to the internet causes this generation to grow along with technological developments that are developing so rapidly. With the development of digital technology, new habits can emerge, which of course, can facilitate the process of distributing information, including information about the world of tourism. The traveling lifestyle that was previously considered expensive and exclusive can now be enjoyed by many people. Currently, the cost of a vacation is not as expensive as it used to be.

The rise of influencers who share vacation experiences with tourist destinations makes many millennial generations want to follow what they are doing (Science, 2020). The millennial generation is also hunting for travel ticket promos through online ticket applications such as Traveloka, Tiket.com, and low-cost airlines such as AirAsia, which often hold airplane ticket promos. The existence of these promos also causes the millennial generation to become more consumptive because they are thirsty for vacation needs (Philip, 2019). The existence of a promo provided may not necessarily be used by a group of people to vacation together, thus forcing someone to travel alone or commonly referred to as a solo traveler. The term "Solo Traveler" usually refers to a person who travels alone, whether married or unmarried (Rosenbloom, 2012), and the activities undertaken are called "Solo

Traveling." According to Google, searches on the internet for solo travel ideas increased by more than 50%, and searches for solo travel destinations increased by more than 60% year over year (Rosenbloom, 2012). The trend of solo traveling is increasing so rapidly because it has a large enough power demand. Therefore, it is necessary to pay more attention to tourism service providers. Because solo traveling is a separate segment for holiday lovers. Indonesia is the fifth most solo traveler-friendly country in the world and is the second-ranked holder in Asia after Japan's first rank holder. Therefore, tourism service providers can focus more on studying traveler behavior, especially solo travelers, because Indonesia is a promising market for solo world travelers. It is unfortunate if the tourism potential that stretches out beautifully and has received world recognition is not managed properly. This study aims to determine the motivation of the millennial generation is doing solo traveling.

2. Literature Review

2.1 Consumer Behavior

Consumer behavior is an action that is directly involved in obtaining, consuming, and spending products in the form of goods and services, including the decision processes that precede and follow these actions (Samamura, 2004). Factors that influence consumer behavior (Kotler & Armstrong, 2015): Cultural Factors, Social Factors, Personal Factors, Personality, and Psychological Factors.

2.2 Consumer Motivation

According to (Schiffman & Kanuk, 2008), "motivation can be described as the driving force within individuals that impels them to action." That is, motivation is the driving force within a person that forces him to take action. (Setiadi, 2003) defines consumer motivation as a condition in a person's personality that encourages the individual's desire to carry out activities in order to achieve a goal.

- a. Utilitarian Shopping Motivation: Utilitarian shopping motivation is a motive that encourages consumers to buy a product because of the functional benefits and objective characteristics of the product and is also called a rational motive (Setiadi, 2013).
- b. Hedonic Shopping Motivation: Hedonic motivation, according to (Mowen & Minor, 2002), refers to the acquisition of pleasure through feelings. The feeling sought may not be a uniform pleasure. People seek a variety of emotional experiences, including love, hate, fear, sadness, anger, and disgust.

According to (Ozen & Engizek 2013), there are five hedonic shopping motivation factors, including:

- Adventure shopping, which is an adventure or shopping exploration done by consumers to do something new and interesting, and the practice of enjoyment that is felt during the shopping process.
- Value shopping, namely the enjoyment generated when consumers hunt for bargains looking for discounts and other promotions.
- Idea shopping refers to symptoms when consumers go shopping because they want to know about new trends and new fashions.
- Social shopping, namely socializing while shopping, having fun shopping with friends and family, and interacting with other people while shopping.
- Relaxation shopping, namely shopping activities, to overcome stress and change the consumer's mood from negative to positive mood.

2.3 Millennial Generation Traveling Motivation

Young tourists are the key to future tourism for three reasons: the large number of young tourists traveling today, their choices can lead to new attitudes towards tourism by the wider community, and the anticipation that young tourists will continue to travel in the future. If they get the chance, they will travel, gain experience, and contribute their energies. Traveling also means enjoying the trips they take as a means to develop themselves personally (Cavagnaro et al., 2018).

2.4 Solo Traveling Concept

Solo traveling or independent traveling, or the term in Indonesian, is a solo trip, referring to a person's arrival status at a destination rather than his travel status (Laesser et al., 2016). In solo traveling activities, tourists are divided into two categories, namely single solo, and single group. Single solo refers to tourists who live alone and carry out their own tourist activities during the tour. While single group refers to tourists who live alone, they travel in a group (Laesser et al., 2016). Solo travelers can be classified into two according to their preferences, default, and choice. Solo travelers, by default, meaning they are traveling solo because they accidentally travel alone, meaning that if given the opportunity, they will choose to travel with their colleagues. On the other hand,

solo travelers in the chosen category represent that they deliberately choose to travel alone without any significant influence from others (Mehmetoglu & Larsen, 2001).

3. Research Method

This study uses a qualitative approach, where this qualitative approach is used to obtain more in-depth data, and contains a meaning. Sugiyono (2014) states that meaning is actual data, definite data, and is a value behind visible data. Therefore, this qualitative research does not emphasize generalization but rather emphasizes meaning. The approach used in this research is a case study approach. The research in this case study is exploratory. The object under study is special and is used as the main consideration by researchers to collaborate by conducting in-depth exploration.

This study uses the Miles and Huberman model. Data analysis was carried out by systematically searching and compiling data from interviews, field notes, and documentation by organizing them into categories and describing them into units, synthesizing, compiling them into patterns, choosing which ones are important and what will be studied, and make conclusions that are easy to understand. (Sugiyono, 2014). The following is a qualitative data analysis of Miles and Huberman: data reduction (data reduction), data display (data display), and conclusions (conclusion: drawing/verification).

4. Results and Discussion

From the results of in-depth interviews with informants, several results were obtained, which can be summarized as follows:

4.1 Utilitarian Motive

4.1.1 Efficiency

Cost Match

The costs incurred by a solo traveler are in accordance with what consumers expect in accordance with the quality of the services they get, and consumers get satisfaction from these prices. As quoted from the following informant I:

"...it's even more expensive because all the costs are borne by yourself, if there are many people, you can share the budget. But I think it's worth what I pay for and what I get"-Firdan (30)

4.2 Hedonic Motives

4.2.1 Relaxation

Friend Intolerance

Doing solo traveling for some people can create its own comfort because there is no need for tolerance with traveling companions. All activities are carried out individually and prepared by themselves as well so that no one will disturb you while on vacation. As quoted from the following informant I

"so it's more comfortable to vacation alone than with friends. And it's better to be alone; no one bothers you, it's better to be alone"-Firdan (30).

4.3 Adventure

4.3.1 Freedom of Travel

Being free to travel anywhere they want is an advantage for solo travelers because solo travelers are free to go wherever they want. As quoted from the following informants I & II:

"...if too many heads are complicated, if you are alone, it's good to be free to decide where you want to go and where you want to be free"-Firdan (30)

"... you don't want to be regulated by the same schedule, indeed, if it is arranged by a tour agent, you don't have to worry about taking care of accommodation, transport, meals, photos. But you can't be free like that; the problem is that's not the purpose of my vacation"-Yuliana(26)

4.3.2 Adventure

Adventure experiences are also obtained by solo travelers if they do not use a travel agent because the adventure that is carried out will be more exciting because it is not tied to a schedule that is usually set by a travel agent. As quoted from the following informant I:

"If we don't race on a schedule ourselves, the adventure will be more exciting and more challenging than taking a trip"-Firdan (30)

4.3.3 Self-Evidence

Solo travelers get benefits in the form of self-development, namely by training themselves to be more independent and not dependent on others. And can survive or survive with any problems faced when doing solo traveling. Because doing solo traveling doesn't have to go smoothly according to the plans that have been made previously. Of course, there are problems that can occur while on vacation, so you need the ability to solve problems that are happening. As quoted from informant III below:

"...it's good to be able to survive on our own, so we train ourselves to be more independent, so we can be more resilient, so we can face the problems we get on the road"-Alfa(24)

4.3.4 Spontaneity

Solo travelers prefer spontaneity while on vacation. Without a plan regarding tourist destinations and what activities will be carried out, it will be exciting for the solo traveler. In addition, according to the informant, going on vacation without a plan is also a challenge because they will be curious about what will happen when they are on vacation. The informant also explained that there is no need to plan specific travel destinations, only determine what city to go to and determine tourist destinations after arriving at the destination city. As quoted from the following informant II:

"...I prefer spontaneity, not planning. Just deciding what city you want to go to, ordering tickets right away, not planning. Because vacations without planning are more exciting and challenging, you know, haha"-Yuliana(26)

4.4 Social

4.4.1 Social interaction

Solo traveling provides an opportunity to interact directly with new people intensively. This is considered to be able to provide another perspective on what is in society. Various stories can also be obtained when socializing with new friends, telling each other about what experiences have been experienced when traveling solo, which is considered interesting to tell. As quoted from informant III below:

"... you will meet new friends, so you can share that, where have you been, have you experienced anything, it's fun for you to tell"-Alfa (24)

4.4.2 No friends

One of the motivations for solo travelers to do solo traveling is because there are no friends who can be invited to vacation together at a certain time. The busyness of each friend is different, there are those who do not have to leave on the same day, or the destination is not the same as the destination desired by the friend. Therefore, it is difficult to match travel schedules, so solo traveling is considered a solution to this problem. As quoted from informant III below:

"...Finally I invited my friends who used to play together. Turns out they weren't there on that date"-Alfa(24)

4.5 Value

4.5.1 Quality Time

Quality time in the form of comfort while on vacation can be obtained when traveling alone. Of course, this arises because there is no interference from traveling companions who do not fully match the habits of a solo traveler. As quoted from the following informant II:

"Yeah, I feel like I'm more comfortable going on vacation alone, that's fine"-Alfa (24)

4.5.2 Discounts

In solo traveling activities, there is a value that can be obtained by solo travelers. One of them is a price discount; there is a special pleasure if you get a discount. As quoted from the following informant II:

"...there should be a plane ticket promo. So even though I don't count, but if I was given a promo like this, I'd definitely brush it off right away, haha"-Yuliana (26)

4.6 Idea

4.6.1 Going viral

The idea of determining a destination for a vacation can come from anywhere. One of them is inspired by tourist attractions that are currently hit. The informant explained that taking a vacation by following the latest current trends, after knowing the tourist attractions that were hit, the informant wanted to visit these tourist attractions. As quoted from the following informant II:

"Then ask the people around you where is the good thing here. If you're on a whim, you open social media; you're also often interested in tourist attractions that are more popular"-Yuliana (26)

5. Conclusion and Implications

Based on the research results, it can be concluded that the elements that play a role for millennial generations in doing solo traveling include: 1) Efficiency, 2) Relaxation, 3) Adventure, 4) Social, 5) Value, 6) Idea. The results of this thought are expected to be a guide for the millennial generation in doing solo traveling.

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