

Factors Influencing Generation Z Intention to Visit Rural Tourism: Dosoon Company Case

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Abstract - Tourism plays an important role in the economic growth. One type of tourism is rural tourism which provides natural and cultural attractions. Rural tourism can contribute to village development by empowering people around and preserving nature. However, the development of rural tourism in Indonesia is still lacking and needs lots of research to make it more advanced. One of the problems is how to increase the number of travelers to visit rural tourism. Gen-Z is such a potential visitor to rural tourism because more than one-third of the population is Gen-Z and this generation also loves to travel and connect with new people in different regions. This research will analyze factors that influence Gen-Z's intention to visit rural tourism. The independent variables in this research are destination image, motivation, perceived service quality, and word of mouth (WOM). Through this research the author used a quantitative method by distributing a questionnaire and data collection will be analyzed by using multiple linear regression.

Keywords – Rural Tourism, Generation Z, Behavioral Intention.

I. INTRODUCTION

In the Asia Pacific region, tourism plays a critical role in economic growth [1]. Based on data from United Nation World Tourism Organization (UNWTO), from 2005 to 2015, tourism grew by an average of 3.9% annually with 1.23 international tourism arrivals and generated international income of 1.26 trillion dollars. For the next decade, tourism will be the most prominent driver of economic growth [1]. In Indonesia, tourism has a positive impact on foreign exchange earnings, regional income, regional development, investment and labor absorption [2].

One type of tourism is rural tourism. It is a tourism activity that takes place in non-urban areas where tourists experience focus on agriculture, nature-based activities, rural culture, fishing and taking a walk [3] Rural tourism brings lots of benefits for rural development, namely benefit to the economy, society, environment, local people, and tourists [4]. Besides, rural tourism also has a positive impact on job creation, new business opportunity, opportunity for youth, community diversification and pride, conservation of rural culture and heritage, selling of art and craft, preservation of landscape, and for environmental improvement [5]. Furthermore, for the

tourist, rural tourism has warfare effect for them such as increase mental and physical well-being [4].

However, destinations in rural tourism are facing challenges in both regional and international markets [6]. One of the challenges is low demand. [6] mentioned that, the success factor to develop rural tourism is dependent on the ability of local communities to attract as many tourists as possible. To increase the number of tourists, it is important to know behavioral intentions and what variables influence tourist intention to visit [7]. Furthermore, this study aims to find factors that influence tourists' mainly Gen-Z intention to visit rural tourism.

One startup that focuses on developing rural tourism is Dosoon. Through this research, the researcher wants to analyze one of the target markets of Dosoon which is generation z about their factors that influence intention to visit rural tourism. Youth groups including Generation Z have been recognized as the largest market source of tourism [8]. The researcher wants to find out the factors that will enhance the generation z motivation by using a quantitative approach. This research is very crucial for Dosoon to find out the strategies that will be implemented to attract generation z as the target market of Dosoon to visit rural tourism. Understanding the motivation of consumers is one of the most important key factors for the design of proper, effective, and longterm destination strategies [9]. In addition, through this research, Dosoon will not waste its budget and will improve its revenue by understanding the target market.

To study tourism, it is crucial to understand the travel intention. It can be defined as the psychological process which drives a tourist to select a destination [10]. Travel intention is a result of a mental process that causes an action and changes motivation into behavior [11]. However, there is only a limited amount of empirical research that examines the importance of intention to motivation-behavior relationship [11].

Pull stimulus or motivation and psychological or personal factors are two key factors that influence the tourist's intention to choose a tourism destination [12]. Furthermore, [13] mentioned that motivating or pull factors consist of destination image, service and entertaining facilities. On the other hand, psychological or personal factors consist of environmental attitude,

motivation of tourists to travel, Word of Mouth (WOM), prior knowledge, inclination and satisfaction [14]. Besides, [15] found that perceived service quality also plays an important role to enhance tourist intention to travel. As a result, there are some variables that influence tourist intention to travel namely, destination image, environmental attitude, motivation to travel, word of mouth, prior knowledge, inclination and satisfaction, and perceived service quality. Furthermore, [14] emphasized that the factors broadly used to analyze tourist intention to select a destination namely destination image, perceived service quality, motivation, and word of mouth (WOM).

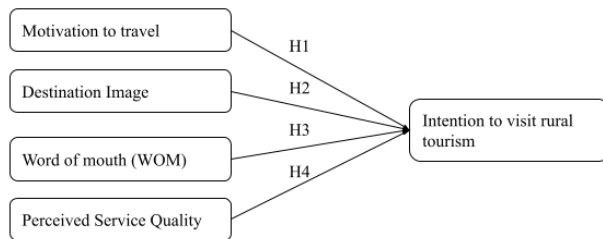


Fig.1. Conceptual Framework

The Hypothesis are:

H1: Motivation significantly influence the Gen-Z intention to visit rural tourism

H2: Destination image significantly influence the Gen-Z intention to visit rural tourism

H3: Word of Mouth significantly influence the Gen-Z Intention to visit rural tourism

H4: Perceived Service Quality significantly influence the Gen-Z intention to visit rural tourism

II. METHODOLOGY

The methodology that the author used in this research is quantitative methodology. The first step in this study is to find the problem. Author is doing internal and external analysis by using data from Dosoon company and other resources such as journals, article, books, and reports to identify the problem. After finding out the problem, the author then finds literature that provides a theory that relates to Dosoon's problem. The literature mostly comes from journals, books, and reports. Through this process, the author can also review some past research which was done by researchers in this field. Lastly, the theoretical foundation step is crucial as evidence and as a support for the author's argument.

The Questionnaire items are adopted from previous research conducted by Mohaidin et al [14] who investigate the factors that influence the tourist's intention to select a sustainable tourism. The questionnaire consists of two parts. The first part will ask about the respondent profile such as age, domicile, background of education, and income level. The next part will assess the respondent's degree of agreement to the variables which have stated before, namely, destination image, motivation, perceived service quality, and the word of mouth of

visiting rural tourism. In order to evaluate the reliability and validity, the author did a pilot test for 30 respondents in advance to test the questionnaire. Through this pilot test, the author can examine and evaluate the questionnaire. Furthermore, the items in the questionnaire are used to collect data and to analyze into a conclusion and recommendation for Dosoon company. The next step is data collection. This research will use primary and secondary data. Due to COVID 19, the primary data will be collected through the online survey and Dosoon's data. After that, the author will analyze the data and make a recommendation to Dosoon's company.

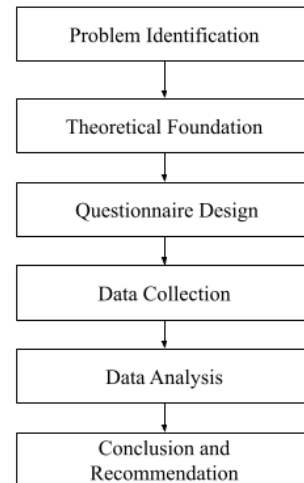


Fig. 2 Research Process

III. RESULTS

A. Descriptive Analysis

The data used in this research is primary data which was obtained from an online questionnaire by using google form as tools. The questionnaire was distributed to respondents who fulfilled the requirements. In this research, it has collected 184 respondents from minimum requirement 110 of respondents. All of the respondents are generation Z- with age ranging from 11-26 years old based on classified by McKinsey & co.

86 out of 184 respondents aged 21 years old and 46 out of 184 aged 20 years old and other majority of respondents aged 22 years old as many as 16 respondents. The rest are people with age 16,17,18,23,24,25, and 26. Most of the respondents are coming from urban areas. The majority of the respondents have a domicile in Jakarta (22.6%) and Bandung (40.5%). The rest come from other urban areas such as Medan, Surabaya, and Padang. Furthermore, the majority of respondents already know about rural tourism (93.3%) while 65.6 % of them ever visited rural tourism.

B. Validity and Reliability Test

Before performing the multiple linear regression analysis, the author firstly checks whether the data is reliable and valid. The author used Cronbach's Alpha for the reliability estimator. Nunnally and Bernstein (1994) said that the value of Cronbach alpha is acceptable for 0.6 and 0.70 to 0.90 is classified as satisfactory. Thus, the minimum value of Cronbach Alpha in this research is 0,74 with the number of respondents as many as 184. As a result, it can conclude that the data passed the reliability test.

After performing the reliability test. Then, the researcher conducted a validity test. The confidence level used is 95%. If the value of Person's Correlation is higher than 0.3, the data can classify as valid [16]. Since, the result of analysis shows that all of Pearson's Correlations are above 0.3, The researcher conclude that the data is valid and passed the validity test.

TABLE 1
VALIDITY AND RELIABILITY TEST

Variable	Code	Pearson's Correlation	Sig.	Cronbach's Alpha
Motivation	MOT 1	0,738	0,000	0,821
	MOT 2	0,805	0,000	
	MOT 3	0,829	0,000	
	MOT 4	0,767	0,000	
	MOT 5	0,676	0,000	
Destination Image	DES 1	0,716	0,000	0,740
	DES 2	0,767	0,000	
	DES 3	0,667	0,000	
	DES 4	0,763	0,000	
	DES 5	0,471	0,000	
	DES 6	0,522	0,000	
Word of Mouth	WOM 1	0,847	0,000	0,847
	WOM 2	0,687	0,000	
	WOM 3	0,895	0,000	
	WOM 4	0,876	0,000	
Perceived Service Quality	PSQ 1	0,869	0,000	0,825
	PSQ 2	0,853	0,000	
	PSQ 3	0,864	0,000	
Intention	IVR 1	0,803	0,000	0,829

C. Classical Assumptions

1. Normality Test

TABLE 2
NORMALITY TEST

One-sample Kolmogorov – Smirnov Test	
	Unstandardized Residual
N	184
	.200

The researchers used the Kolmogorov-Smirnov test to examine the normality of the data. Based on the table above, the significance value from the raw Asymp.sig.(2-tailed) is 0.200 which is greater than 0,05 . So, we can conclude that the data is normally distributed and based on the test, the data passed the normality test.

2. Multicorelianity Test

TABLE 3
MULTICORELIANTY TEST

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Motivation	.775	1.290
Destination Image	.609	1.642
Word of Mouth	.703	1.423
Perceived Service Quality	.538	1.857

To test the multicorelianty, the researcher used tolerance and VIF value from each independent variable. If the data has more than 0.1 tolerance value and below 10 VIF value, it indicates that there is no multicollinearity [16]. Based on the table, because all of the tolerance values are above 0.1 and VIF values are below 10, we can conclude that there is no multicollinearity and the data passed the multicollinearity test.

3. Linearity Test

TABLE 4
LINEARITY TEST

	Sig.
Linearity	0.000

The linearity test used to see whether between independent and dependent variables is related. So, we can say that the independent variables are related to the dependent variables if the significant values below 0.05. Based on the table, we can conclude that both independent and independent variables are linear and the data passed the linearity test.

4.Heteroscedasticity Test

TABLE 5
HETEROCEASCITY TEST

Model	Sig.
(Constant)	.000
Motivation	.559
Destination Image	.452
Word of Mouth	.067
Perceived Service Quality	.156

Based on the Glejser method. The significance of all independent variables are above 0.05. It means that there is no heterogeneity in the data and the data is homogenous. Thus, this data passed the heterogeneity test.

D. Multiple Linear Regression Analysis

1. F-Test

F-test aims to determine whether independent variables synchronously influence the dependent variables. [17] That independent variables influence dependent variables if the value of F-value > F-Table and the significance have to be less than 0.05. The F-table score is 2.422 and F-value score is 50.086, then the significant value is 0.000. So, we can conclude that the independent variables (Motivation, Destination Image, Perceived service Quality, and Word of Mouth) simultaneously influence the dependent variable (intention to visit rural tourism). It is because (50.086) > (2.422) and the

significance value (0.000) is under 0.05. As a result, we can conclude that motivation, destination image, perceived service quality, and word of mouth influence gen-z intention to visit rural tourism.

TABLE 6
F-TEST

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	586.682	4	146.670	50.086	0.000
Residual	524.182	179	2.928		
Total	1110.864	183			

2. Coefficient Correlation R and Coefficient of Determination (R²)

TABLE 7
COEFFICIENT CORRELATION R AND COEFFICIENT OF DETERMINATION (R²)

Model Summary		
Model	R	Adjusted R Square
1.	.727	.518

Based on the table, it showed that the value of the coefficient correlation (R) is 0.727. It has a strong relationship between dependent and independent variables, as stated by [18] who defined that if the R value between 0.600 - 0.799 indicated a strong relationship. Then, the value of determinant coefficient of the data is 0.518 which means that the effect of independent variables (motivation, destination image, word of mouth, and perceived service quality) toward dependent variables (intention to visit rural tourism) can be explained as much as 51.8% while the remaining 48.2% by others variables which not found in this research.

3. T-test

TABLE 8
T-TEST

	B	T	Sig.
(Constant)	1.010	.901	.369
Motivation	.363	5.958	.000
Destination Image	-.022	-.386	.700
Word of Mouth	.396	7.386	.000
Perceived Service Quality	.140	1.522	.130

T-test aims to specify the influence of independent variables (Motivation, Destination Image, Perceived Service Quality, and Word of Mouth) on the dependent variables (intention to visit rural tourism) individually and partially. According to Ghazali [18] the condition for the independent variables simultaneously influencing the dependent variables is seen from the significance values < 0.05 and T - values > t-table. Based on the table, the independent variables that have significance value < 0.05 are motivation (X1) which score 0.000 and word of mouth (WOM) which score 0.000. Then, the T-value of both motivation and word of mouth are respectively 5.958 and 7.386 and the T-table is 1.9732. Because motivation and word of mouth have significance value < 0.05 and the score of T-value (5.958, 7.386) < T table (1.9732), we can

conclude that motivation and word of mouth influence gen-z intention to visit rural tourism, whereas destination image and perceived service quality do not significantly influence gen z intention. Based on the beta score in the table, the regression equation is:

$$IVR = 1.010 + 0.363 (MOT) + 0.393 (WOM)$$

IVR: Gen z intention to visit rural tourism

MOT: Motivation

WOM: Word of Mouth

Based on the regression equation above, it indicates that the constant value is 1.010, it means that if independent variables have 0 values then the intention's value is 1.010. With the addition of 1 present of motivation variable (MOT) will increase the value by 0.363 and with the addition of 1 present of word-of-mouth variables (WOM) will increase the value by 0.393. Because motivation and word of mouth have positive value, it means that both motivation and word of mouth have a positive influence toward gen z intention to visit rural tourism.

4. Hypothesis Testing

TABLE 9
HYPOTHESIS TESTING

Code	Hypothesis	Result	Conclusion
H1	Motivation significantly influences the Gen-Z intention to visit rural tourism.	Significant	Supported
H2	Destination image significantly influence the Gen-Z intention to visit rural tourism	Not significant	Not supported
H3	Word of Mouth significantly influences the Gen-Z Intention to visit rural tourism.	Significant	Supported
H4	Perceived Service Quality significantly influence the Gen-Z intention to visit rural tourism	Not significant	Not supported

According to the analysis of T-test, we can conclude that of the four independent variables, only two of the variables significantly influence the intention of gen-z to visit rural tourism, namely motivation and word of mouth.

IV. DISCUSSION

This research focused on analyzing generation z driven factors toward rural tourism and provided the recommendation for Dosoon. It is only limited to the Dosoon company which is based in Bandung. The data in this research taken from primary data by sending questionnaires to the respondent and some secondary data. This research will be conducted during six months from February till July 2021. The results of the study show that motivation and word of mouth are factors that significantly affect Generation Z in visiting rural tourism.

From the results of the validity and reliability analysis, it can be concluded that the data obtained are valid and reliable. After testing the classical assumption, it was found that the processed data met all the criteria for multiple linear regression analysis to be performed. As a result, the regression equation is obtained as follows:

$$IVR = 1.010 + 0.363 (MOT) + 0.393 (WOM)$$

IVR: Gen z intention to visit rural tourism

MOT: Motivation

WOM: Word of Mouth

Therefore, motivation and word of mouth are very important factors to be considered by rural village organizers to attract more Generation Z to the destination.

V. CONCLUSION

Tourism plays an important role in economic development. One type of tourism is rural tourism in which tourism activities are conducted in rural areas. However, the development of rural tourism is still low in Indonesia and needs more research in this field. Besides, there are lots of startups emerging in Indonesia that focus on rural tourism. Dosoon is among the startups that tries to develop rural areas through tourism.

However, Dosoon is struggling to attract the tourists who love and are eager to visit rural tourism. Through our study, we found that Gen Z is the biggest generation in the world and has potential to be the target market of Dosoon. It is because Gen Z has some characteristics such as being a digital native, love to travel and meet new people. Furthermore, Gen Z is considered as a generation who love to explore and visit a new place.

To study tourism, it is crucial to understand the travel intention. Within this study, the researchers tried to analyze factors that influence Gen Z intention to visit rural tourism. Through a previous research, the researcher found out that there are four factors that generally influence a tourist to travel, namely, motivation to travel, destination image, word of mouth, and perceived service quality. In this study, by a total of 184 respondents, who most of them have domicile in urban area such as Bandung, Jakarta, Surabaya, Padang, and Medan the researchers found out that 93.3 % of the respondent have ever known about rural tourism while 65.6% of then have ever visited rural tourism.

The first objective of this research is to identify the factors that influence Gen z intention to visit rural tourism. Based on the analysis, the author found out that, Motivation to travel, destination image, word of mouth, and perceived service quality are the main factors that influence the tourist to visit a destination. It is also related to a research by Mohaidin et al. (2017). The second objective is to analyze the most significant factors that

influence Gen Z to visit rural tourism. Through this research, the author then found that motivation and word of mouth significantly influence Gen Z to visit rural tourism. These findings are supported by (Venkatesh, 2006) who stated that motivation and word of mouth among the factors that influence tourists to travel. As a result, by using multiple linear regression, the equation is:

$$IVR = 1.010 + 0.363 (MOT) + 0.393 (WOM)$$

IVR: Gen Z intention to visit rural tourism

MOT: Motivation

WOM: Word of Mouth

The third objective is to suggest to the Dosoon company about the strategy to improve rural tourism. If we analyze it more deeply, the item variable MOT 5 (I want to visit a place I've never been to before to get out of my daily routine) has the highest average of all item variables, which is 3.78, so that we can conclude that, Gen Z's main motivation to visit a tourist destination is to refresh from their daily routine. In addition, the item variable DES 5 (Rural tourism offers natural and cultural beauty) also obtained the highest average of 3.64 which can illustrate to Dosoon company that the beauty of culture and nature is the main driving force for Gen-Z to visit rural tourism. Therefore, Gen Z wants to visit a destination in rural tourism to get out of the daily routine where natural beauty and culture are important factors for them to visit.

In conclusion, the independent variables (motivation, destination image, word of mouth, and perceived service quality) influence Gen Z to visit rural tourism but not all of them significantly influence Gen Z to visit rural tourism. The factors that significantly influence Gen Z are motivation and word of mouth. As a result of attracting more Gen Z to visit rural tourism, Dosoon may enhance Gen Z motivation and build word of mouth.

For future analysis, consider a paper titled the "Analysis of Tie Strength and Purchase Decision Involvement towards Word-of-Mouth Influence in Service Business" from Ummu Qonithah (2020). Furthermore, for the future research, other possible analyzes can use conjoint analysis to investigate the values of each attribute.

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