# The Profile and Behavior of "Digital Tourist" in making decisions and travelling
## Case Study: Generation Z in South of Jakarta

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**Abstract:**

Generation Z is predicted to be the main market of tourism in the next 5-10 years. This generation has a relatively different social behavior compared to its predecessors, especially as they grow and develop in the technological era. Market behavior in tourism is important information for tourism industry stakeholders. They are encouraged to always anticipate and adapt, including the characteristics of the Z generation in traveling (pre-trip, during the trip, and after the trip). This research seeks to identify these behaviors, as well as describe the media they use. The sample of this research is adolescent born between 1995 until 2000 and live in south Jakarta. This research uses qualitative descriptive approach, while data analysis method used is triangulation method of data and triangulation of source (interview, literature study and questionnaire). The study found that Generation Z can be categorized as "digital tourist", where they have high dependence and intensity (6-16 hours / day) on technologies such as gadgets, social media and the internet. In traveling, they are more likely to utilize online media in searching information and reservations than through conventional travel agencies. Meanwhile, during the trip, Z-generation also tends to get "direct contact" with local people, with their interest in culture to culinary areas. However, a location known as an "Instagramable" spot is a very important factor because most of their activity is documenting images or videos and publishing them on their social media accounts. In general, this generation has characteristics that can be called as "Incipient Mass" tourist.

**Keywords:** generation Z, digital tourist's behavior, making decisions and travelling

## 1. Introduction

Based on data of 2017, internet users in the world of 3,885,567,619 users, or 51.7% of the total population of the world population. Specifically, the data outlines that Asia contributes the world's largest internet user with 49.7%, which is the largest in comparison

with Europe (17%), Latin America (10.4%), Africa (10%), and North America (8.2%) [69]. However, when viewed from the market penetration than the population of North America led with 88.1%, followed by Europe (80.2%), Australia (69.6%), Latin America (62.4%), Middle East (58.7%). Meanwhile, internet users in Asia only amounted to 56.7% (1,938,075,631 users) of the total Asian population [69].

Although market penetration figures in Asia are still lagging behind, but with a sizable population, Asian countries are still the main market for internet users worldwide. One country that has a rapid growth of internet users is Indonesia, with a growth rate of 6.535% from 2000 to 2017. The number of internet users in Indonesia also reached 132,700,000 or 50.4% of the total population of Indonesia. This figure puts Indonesia in position to the 5 largest internet users in the World, below China, India, America, and Brazil [69]. Whereas since the early phase of internet development in Indonesia in the 1990s, the number of internet users has increased rapidly. This occurs alongside the expansion of the middle class, the country's economic growth, and the democratization process [2].

The rapid advancement of information and technology today, encourages the development of business transformation based on "digital economy" and "electronic commerce", mainly supported by the development of "digital generation" population as a potential market. Tourism (e-tourism) is one industry that is affected by the shift in tourist orientation, where the market today tends to have a varied and individual segment ([44]; [26]; [27]; [49]).

Not only the technological aspect, even the pop culture at this time has managed to influence the tourists to decide to visit a destination [32]. This phenomenon shows that information technology has become an effective medium in attracting tourists to visit a desirability. Therefore, various types of tourism industry need to pay more attention to their consumers. Not only related to demographic factors, but also their daily habits, most of which have been digitally based. For example how the hotel at this time prefer to do marketing through Online Travel Agent because it is considered more effective and efficient [39]. This is because OTA provides a lot of information that tourists need [8].

The hospitality industry (including tourism) now needs to recognize that each generation (Baby boom generation, generation X), including millennials have different characteristics, especially with regard to their behavior in the workplace that puts balance and flexibility ([13]; [68]; [46]; [64]). Reeves & Oh [46] categorizes the generations into four groups, Mature generation (1925-1945), Boom generation (1946-1964), Generation X (1965-1980), Millenial generation (1981-2000), and Generation Z (2001- present). While Kruger &

Saayman [31] argues that generation with birth year between 1982-2002 includes generation Y. In America, the current generation is known as "Net Generation", "Generation Y", "Echo Boomers", "N-Geners" "Nexters", "Internet Generation" or "Millennials" [48].

Currently, Gen Y is a major target market because it has a wide network of people and tends to hedonism and has considerable spending power compared to other generations [24]. Therefore, this generation is seen as important and influential in the current era ([58]; [4]). Li, Li, & Hudson [33] argue this generation has in common with Gen X, especially in terms of prefers nuanced trips and shopping. While Sri [50] states that, Asian Millenial Travelers (AMTs) or known as the new generation of tourists Millenial Asia is predicted to control the development of the tourism industry. This is expected because the number of young tourists now reaches a quarter of the population in the Asian region as a whole.

The use of gadgets (personal computers and smartphones) at home, school and the work environment has created a shift in economic foundation, from the way products and services are manufactured, distributed, sold, to sought and consumed ([5]; [38]; [41]). This era has opened up many opportunities, but has also shown various risks for those who can not keep up with changes or adapt ([21]; [44]; [26]).

Currently, research is related to how and what influences tourists in making travel decisions? Started receiving attention from academics ([14]; [62]; [59]; [27]). This is because research related to human behavior in searching for information through online media related to travel can contribute to future research ([25]; [17]). This study is important because Cohen [10] argues that the motives and behavior of tourists in the search for experience is very varied, for example tourists who aim for recreation, seeking new experiences, trying new things and different, until the reason of existence. Therefore understanding the types of travelers by studying or identifying their behavior in a trip is the right way.

Based on data from the Ministry of Tourism (2014) on the distribution of people who travel, Generation Z with the age range 15-24 years with the area of origin DKI Jakarta has the lowest percentage compared to the four provinces of origin, namely West Java, Bali, Central Java and Yogyakarta. Although the age of the Z Generation is not yet financially independent, this phenomenon is certainly surprising considering that Jakarta is the capital supported by technological advances and a more modern environment.

The limited number of previous studies that examined the behavior of Z generation tourists in the digital era, prompted researchers to study in depth the area. This information is important for the government and tourism stakeholders as a reference in recognizing the characteristics and behavior of generation Z tourists. The results of this study can be used as a

basis for consideration of tourism product development to determine marketing strategies that correspond to millennial generation market segments. Academically this research can also enrich research databases related to market behavior (tourists), especially in the current digital era. The limitations of this study are the limited number of samples or respondents studied, so that further research is expected to be able to study millennial generation in a wider scope. In addition, the determination of a sample that is evenly distributed in each region in Indonesia can help the generalization process, especially regarding digital tourist behavior.

## 2. Literature Review

### 2.1 Internet of Things

The rapid technological advancement, known as the Internet of Things (IoT) era, encourages the tourism industry to adapt the Smart City model that is implemented in destinations, hotels, restaurants, entertaiment, to tourist attractions ([62]; [9]; [18]). Smart Tourism aims to improve the quality of the tourist experience by adapting to the development of information and technology in the world ([61]; [3]; [34]). In addition, this concept is also believed to encourage economic growth, prosperity, energy efficiency and sustainable development ([54]; [38]).

Internet of Things (IoT) is an era where Internet infrastructure is capable of connecting every internet-based electronic gadget (gadget) so that it interconnects, making it easier to exchange data [20]. While Madakam, Ramaswamy & Tripathi [35] argue that, the Internet of Things (IoT) is a smart and open network that is comprehensive and has the capacity to automatically organize, share information, data and resources, react and act in the face of situations and changes in environment. IoT in the future gradually brings about technological changes in our everyday lives, which in turn helps make our lives simpler and more comfortable.

### 2.2 Generation Z

Gen Z, also known as "Digital Natives", emerged after Gen X where they grew up with challenges of terrorism and related issues of environmental sustainability through electronic media (gadgets) and digital technology (internet and social networking sites). Due to their high interest in information and technology, this generation is considered to be more flexible, smart and highly tolerant because of their broad insights [49].

Generation Z is the first generation that grew in the middle of the era of information and technology development. Understanding how they make decisions can give clues about how to understand the media they use, their expectations, and how to measure their

satisfaction and loyalty as consumers [12]. This generation also tends to be difficult to generalize, because of the high differences in lifestyle, motivation, and habits. Although in general the values and common experiences are the same, but millenial generation is not homogenous the previous generation ([56]; [49]). In general Reeves and Oh [46] note that the current generation (Millennials) has a high loyalty, looking for work that is valuable or beneficial for their lives, upholding the hero, and always giving feedback whenever and wherever they are.

Generations that grew up in the Internet age, were more interested in the verbal and visual world. In addition, most of their free time is spent on social media, and has little time for outdoor activities. They are largely educated and fond of new experiences, both socially and employed ([56]; [49]).

### 2.3 Tourist Behavior

Ali [1], argues that tourist behavior is a complex psychological response that arises in the form of individualized behavior or action that is directly involved in making decisions for product purchases (in this case travel), then while traveling to the moment return after a sightseeing trip.

Tourist behavior in deciding travel can be spelled out into three specific sections, ranging from pre-visit, on-site or during the trip, and post-visit or after the trip [11]. While Djeri et al., [14] describes that tourists make decisions in traveling into five phases, including; need awareness, information search, estimation of alternatives, purchase and purchase evaluation. As for Gao & Bai [16] argues that due to technological advances, consumers now have more choices before they buy. In addition, Pal [43] states the younger generation has a unique communication language, they have their own style and media, especially related to technology. He also described the characteristics of Gen Z as;

- Follows technology-based games,
- Addiction with various online devices (especially smartphones),
- Be more responsible and concerned with the environment,
- Easily adapt to technological developments,
- Always keeps in touch with friends through social media networks.

Tourists by their motives, can be grouped into two, Allocentris, where tourists just want to visit places that are not yet known, are adventurous, and want to take advantage of facilities provided by local communities. And Psychocentris, the tourists who just want to visit a tourist destination already has facilities with the same standards as in the country

(Plog ,1972 in [55]).

While Cohen [10] also divides the characteristics of tourists into several typologies, namely:

- Drifter is a tourist who wants to visit an area that is not yet known, and traveling in small quantities.

- Explorer is the traveler who arranges his own journey. Tourists utilize facilities with local standards and the level of interaction with the community is also high

- Individual Mass Tourist is a traveler who hands over travel arrangements to travel agents, and visits familiar destinations.

- Organized-Mass Tourist ie tourists who only want to visit a tourist destination that has been known, with the same facilities with their origin. While the trip is always guided by a tour guide.

## 3. Method

To study how the behavior of Generation Z in choosing travel according to exposure above, this research use descriptive research method with qualitative approach. Descriptive research is a research that describes a certain characteristics / characteristics of a phenomenon / problems that occur [52].

Data collection is aimed at the Z Generation domiciled in South Jakarta with the birth year 1995-2000, currently the individual is at the age of 17-22 years. It is because the age of 17 years is considered able to provide reliable information. The data collecting technique is used through distribute the questionnaires (130 respondents) and interview the respondents (six sources hereinafter given 'R' codes) from 1995 to 2000 respectively.

The sample determination method used was simple random sampling, where the researcher distributed an electronic questionnaire link through several social media, such as email and social media accounts (whatsapp, Facebook, LINE, and Instagram) for 4 months from February 2017 to May 2017. The questionnaire based on the type of tourist theory and the behavior of tourists in traveling (before, during the trip, and after the trip). Some questions are also adjusted to Z generation habits. As many as 130 respondents have completed the distributed questionnaires and can be categorized as data that is feasible to be processed and analyzed.

In conducting interviews R1 was a resource person with 1995 birth year, R2 informant with year of birth 1996, R3 informant with year of birth 1997, R4 year born 1998, R5 speaker with year of birth of 1999 and last R6 which is informant with year of birth 1997.

For respondents under the age of 17, researchers have received approval from their parents to conduct interviews and use the information provided.

Then the data is analyzed by triangulation technique [53] of data source which is done by comparing data of interview result between resources which is Generation Z in South Jakarta. This technique was chosen because it was considered to be the right approach to describe data obtained from various sources. The technique used is to connect or even compare data obtained from the results of the questionnaire, interview manuscripts, and various secondary data from various literature. The data interpretation results are then presented in narrative or descriptive form supported by some statistical data in the form of diagrams.

## 4. Result and Discussion

### 4.1 Profile of respondents

In this study, respondents are Generation Z who was born in 1995 to 2000 who domiciled in South Jakarta with the number of 130 respondents. As for their profile can be seen in the following table.

**Table 1**
**Distribution of the respondents (n=130)**

| Employment status | % | Education | % |
|---|---|---|---|
| Student | 67 | High school | 2.3 |
| Part time job | 7 | Senior high school | 62.3 |
| Full time job | 18 | Graduate | 35.4 |
| Unemployed | 8 | | |
| Year birth | | Martial status | |
| 1995 | 71 | Single | 100 |
| 1996 | 13 | Sex | |
| 1997 | 5 | Male | 31.5 |
| 1998 | 3 | Female | 68.5 |
| 1999 | 3 | | |
| 2000 | 5 | | |

Source: Primary data, 2017

### 4.2 Characteristic of Z Generation in South of Jakarta in making decisions and travelling

#### 4.2.1 Characteristic before the trip

Based on the results of the questionnaire tabulation, most (92%) Generation Z prefer to visit destinations they have never visited before, with the main motivation to enjoy their leisure time with rest and relax with a percentage of 34%. R5 (informants) stated the reason they chose a new destination is to get new information, to explore, to know the new things in

the tourist area. While R1 suggests the motivation to make the trip is to want to take a break from everyday life just happy. Similar to R1, R4 suggests the motivation to travel is to go for a walk, refreshing, and not to find out other places. "Yes, because the main purpose was, for refreshing and walking." Whereas 23% of them want to get out of routine to get the spirit back to work, and only 16% aimed to see the way of life, customs and culture of society local.

**Chart 1**

**Respondent motivation**
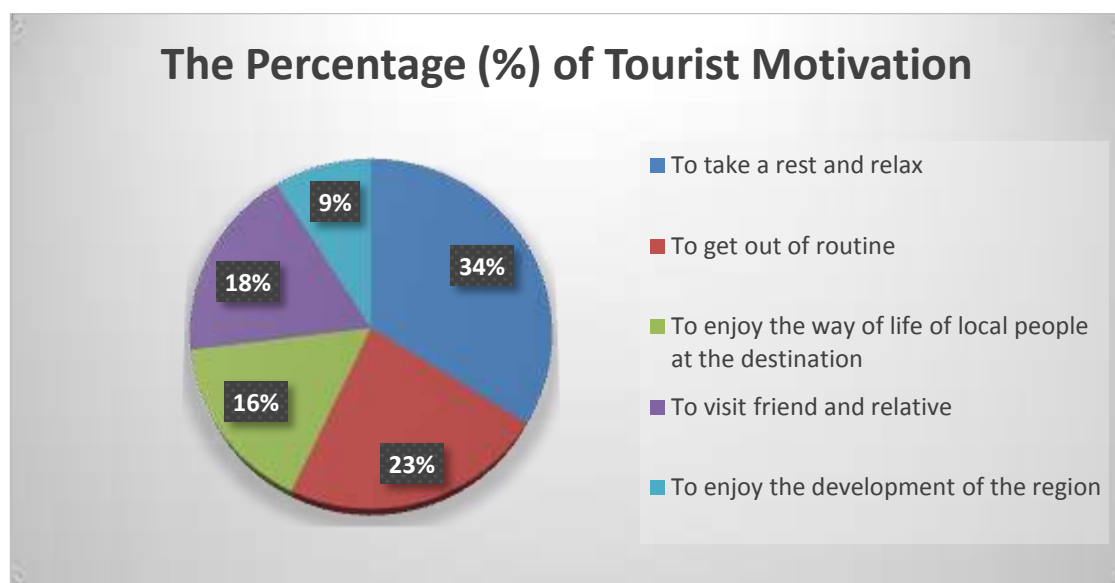


Source: Primary data, 2017

The majority of respondents (82.3%) prefer travelling in small groups (as individuals) or with a maximum number of 5 members. While the type to travel in big groups is less desirable (17.7%). R4 explains the reason in preferring to travel in small group consisting of 4 people, "because if the group is too small then it would be too quiet, whereas if the group is too big it would be too crowded". Meanwhile in the travel partner aspect, 46.2% respondents chose their family and 53.1% respondents chose friends as travel companions, and only 0.8% chose them. This phenomenon also directly influences how they plan the trip, of which 94.6% of respondents prefer to plan their own travel with online reservation and only 5.5% of respondents still use conventional travel agents. R1 also stated that, "I prefer to plan myself, because if I have to go to a travel agency, it will be more complicated, especially have to come to the bureau first. Meanwhile, if I choose via online, I can choose according to what I

want." Furthermore, domestic tourist destination is the destination most wanted to visit by most respondents (78%), with the most favored destination is Raja Ampat. This is probably because the Raja Ampat is still considered "authentic" or original and not much visited by tourists.

### 4.2.2 Characteristic during the trip

Based on the data gathered from questionnaires, 69% of the respondents chose airplane as transportation mode when conducting tour, while 27% chose land transportation in which 15% chose train and 12% chose car, while only 4% chose water transportation or ship. Based on the interview, R4 stated that "bus for close-range travelling, airplane for long-distance; depends on the distance. If it is the bus then the journey can be enjoyed, while airplanes are used for time efficiency." While the most widely used booking medium is Traveloka (49%), Official website of trains or airlines (23%), ticket.com (15%), and others (13%) are pegipegi.com (8%) and Nusatrip (5%).

**Chart 2**

**Transportation reservation method**
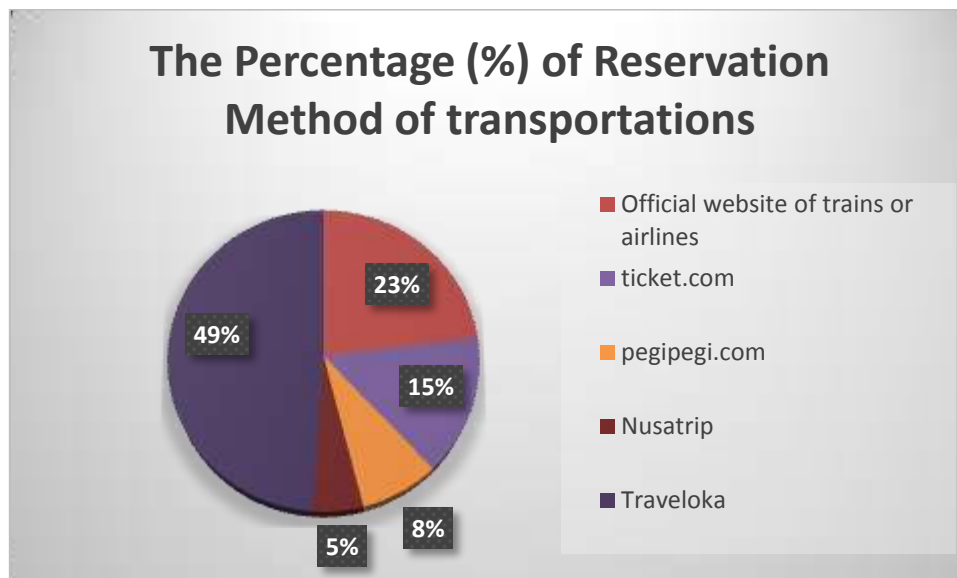


Source: Primary data, 2017

Based on the results of interview Traveloka more widely used because it is considered reliable, practical, familiar, easy to use and more complete. As for the accommodation, 46% of respondents choose the hotel as lodging when traveling, it is because most of Z generation is traveling with his family or parents, and so their parents also put the comfort and choose the hotel as a place to stay. Yet interestingly, Generation Z has also started to choose

Homestay (23%) and Guest house (15%) as the preferred accommodation, along with the introduction of this type of accommodation as a comfortable place to stay at competitive rates.
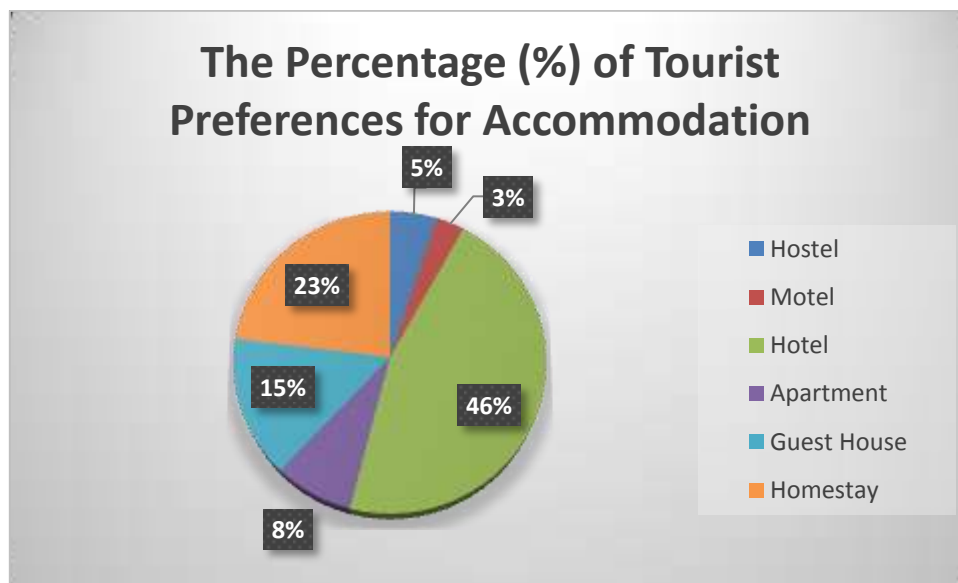
Source: Primary data, 2017

While the most widely used bookings are Traveloka (46%), Agoda (23%), Airbnb (16%), and others (15%) are Trivago (8%), Misteraladin (5%), and Rajakamar (2%). Based on the type of reservation media used, it is not surprising that Homestay and Guest house began to be known with the help of Airbnb application or booking site.

Culinary tour is also one of the favorite attractions of Generation Z, where as many as 79% of respondents are very interested to try local food or local specialties food. While only a small part (15%) are looking for daily food, as well as fast food (6%). Z-generation favorite attractions are more varied, ranging from natural-related attraction (38%), traditional culture (34%), man-made (23%), and others only 5%.

While in a tourist destination, activities conducted by the Z generation tend to be more "contemporary" or different from other generations. Although 29% of respondents do more activities by enjoying the atmosphere or relaxing, and 20% of them feel curious and want to get to know new areas. But some of them (49%) did photo activities (30%) and posted on

social media (19%) they had. With this kind of activity, tourist attractions need to better accommodate their behavior or habits by providing interesting spots or known as "instagramable". This is reinforced by interviews where R4 states that, "If you have reached the sights, I will look at whatever is there, take photos of the moment, enjoy the atmosphere and then" check in "on the path. In line with what Kyle Wong [65] noted in the Forbes Website that Generation Z wants a good story to share in social media. As for the duration or length of stay during the holidays, the Z generation is classified as tourists with a length of stay which is quite high with 3-7 days (78%), this is because most of them are students who have spare time long enough during school holidays.

### 4.2.3 Charateristic after the trip

Furthermore, after they travel, most Generation Z (114 respondents) choose to share their travel experiences by telling a friend or relative and posting on their social media (98 respondents). This characteristic is consistent with the opinion of Bolton et al. [4] which states that, Y generation uses social media with high itensity for Contributing, Sharing, Consuming, Searching, Participating, and Playing.
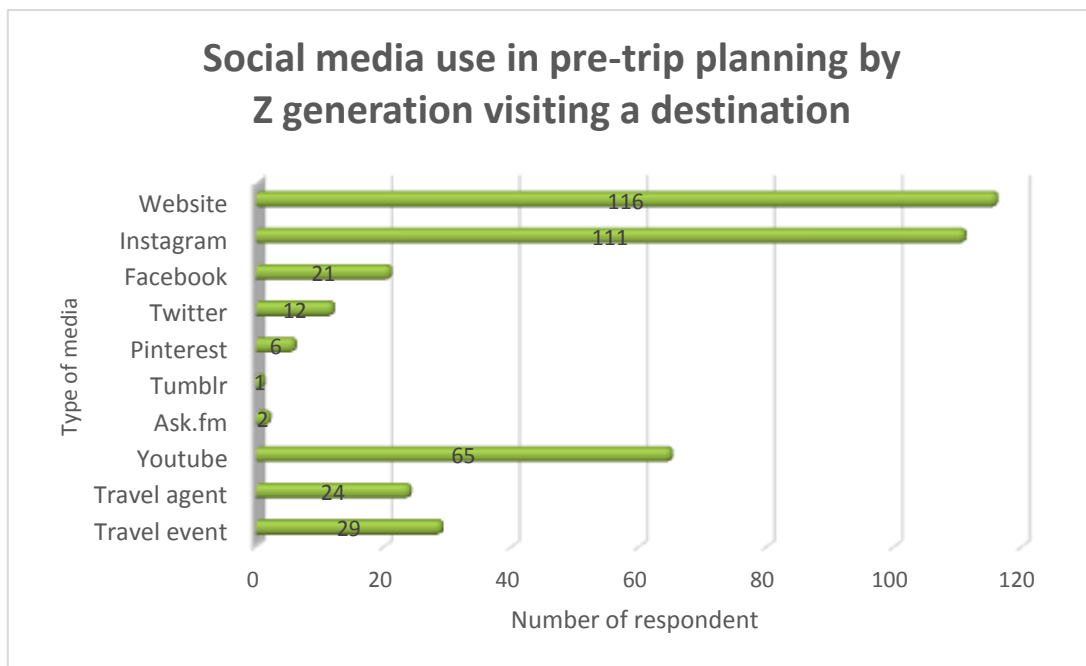
### 4.3 Media used by Z Generation in South Jakarta

Based on data tabulation, Z Generation can also be called the "digital generation", where every respondent have their own phones and most of them (68.5%) also own their own laptop (personal computers). They are accustomed to high-intensity gadget and internet usage, where 44.6% of the respondents spend 6-10 hours/day, and 26.6% spend 11-16 hours/day. In fact, 13.1% of the respondents spend more than 16 hours/day, and only 16.2% have less intensity (1-5 hours/day). As for their favorite activity while using gadget and internet is using social media (96%), latest news and information updating (85.4%), music streaming (81.5%), video streaming (74.6%), shopping (60%), food reference hunting (59%). And only less than 50% respondents perform activities such as looking for fashion & education references, planning holidays, playing games, writing emails and writing blogs. The most widely owned social media is Instagram (97%), Facebook (76%), Path (68.5%), Twitter and Snapchat (60%). Based on this data it can be concluded that Z Generation is a generation capable of multitasking, where they can read, talk, watch, or listen to music at the same time (Sudrajat, 2012).

As for searching for travel destination information, the majority of the respondents use website (89%), Instagram (85.4%), and Youtube (50%). The surprise is that there are only 24 respondents who hire travel agent bureau.

Source: Primary data, 2017

Not only in looking for information, Z Generation also utilizes similar medias to share their travel experience during and after the tour. The medias used are Instagram (97.7%), Path (38.5%), Snapchat (33%), and Facebook (25.4%). This of course should be taken note of by conventional travel bureau stakeholders to always innovate, especially regarding the promotion media used.

This data shows how social media currently plays an important role in shaping the image of a tourist destination. Especially the opinions of travelers, both positive and negative that can be instantly distributed instantly ([28]; [15]; [44]; [42]). This phenomenon encourages tourism stakeholders to respond more quickly ([64]). This phenomenon would need to be a serious concern for conventional travel agency entrepreneurs to always innovate,

especially related to the media campaign that is used.

**4.4 Factor affecting Z Generation in Determining Travel**

As for the influencing factor in determining travel for Z Generation can be said to be different from the previous generation, who is known to accentuate the service. Z Generation tend to focus on the location (87.7%), the price (76.9%), the attraction (70%), and the facility (61.5%). While there are only 36.9% respondents who consider the service quality and 31.5% respondents are influenced by image.

**Chart 5**

**Factors influencing the motivation of Z Generation when choosing
a tourism destination**
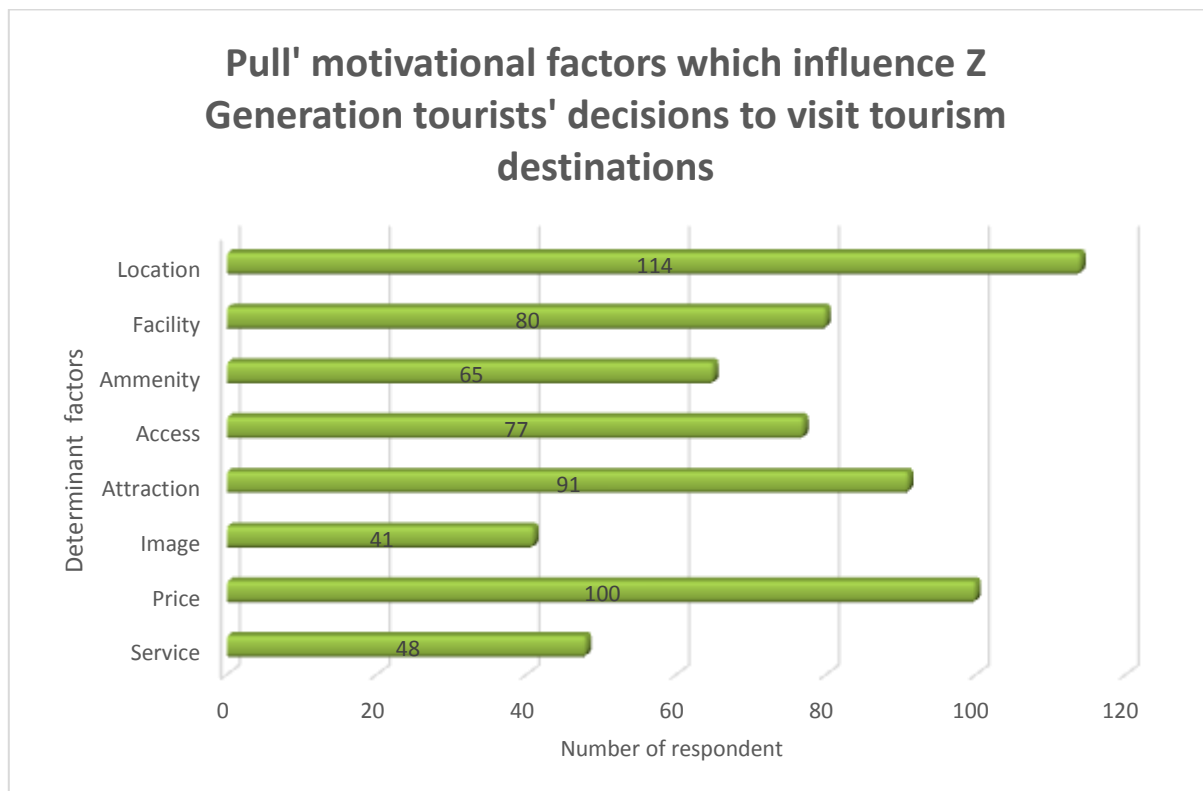


Source: Primary data, 2017

This data is reinforced by interview result, where R5 stated that "Price comes first, then facility, price is number one because the budget will adjust to the destination." Because some of Z Generation are students (has no income yet), when determining travel destination, they tend to compare prices (125 respondents) and consecutively quality (107 respondents), promotion and the amount of positive comments (81 respondents). As for tourist attractions, culture is still the main factor (104 respondents), social factor (73 respondents), mass media

factor (53 respondents), and personal or individual factor and also psychology factor (46 respondents each).

This data suggests that prices may affect travelers in the process of choosing a tourism product such as accommodation, where prices generally "describe" the level (star). Therefore, prices and products are an interconnected entity [37]. Djeri et al., [14] adds, although income is not the main factor affecting travelers in deciding travel, but this factor is strong enough in influencing their consideration processes [38].

In general, this study found several facts, where due to some generation Z is a senior high school student and graduate student, and only some of them started working, either full time or part time. So it's no wonder their motivation for traveling is out of routine and trying to live more relaxed. These motives might be different from the previous generation (X and Y), where they traveled with motiv to meet with friends and family. This reason also affects the choice of location, where generation Z tends to choose places that have never been visited or with minimal facilities, but previous generations may be more interested in going to places that have been visited by other people because of the availability of adequate facilities. As for making reservations, booking and sharing experiences, in the present generation either Z generation or other generations, generally utilize technological sophistication. However, several different things are the media used, where generation Z is more familiar with Instagram than other social media applications. As for the duration of the Z generation of travel there are vulnerable 3-7 days, this can be said to be reasonable considering that they as students have more free time than workers. But this also has an impact on the factors that influence the decision to choose a destination, where prices are still a priority in traveling. This decision is greatly influenced by their income which still comes from parents.

## 5. Conclusion

Z generation or respondents in this research can be categorized as "digital generation", where they have intensity (6-16 hours/day) and proximity with technology such as gadgets, social media and internet. This research found that every respondents are active technology users who have more than 5 type of social medias (Instagram, Facebook, Path, Twitter and Snapchat) on average, and can perform various activities in the same time (social media surfing, information updating, music and video streaming, online shopping, and food referencing). As for travel destination information searching, the majority of the respondents utilizes website, Instagram and Youtube. What is surprising is that only 18% of the respondents who still hire travel agent bureau. As for the influencing factors for the Z Generation in determining a travel destination, other than location is the price, the attraction,

and the facility. The price factor becomes more prominent where the majority of the Z Generation is students or have not had their own income yet.

Based on the explanation on the result and discussion part, this research found Z Generation characteristics in determining tour, categorized into three phases, which is before, during the trip, and after. Generally, Z Generation in Jakarta owns a specific characteristic called "Incipient Mass" tourist (Smith, 1977), where tourist tend to conduct travels individually or in small scale groups, and look for travel destinations with standard facility but still offer authenticity. While the most wanted destination to be visited in the country is Raja Ampat, which is considered a still natural destination and is not exploited yet. As the part of the "digital generation", Z Generation uses online medias in searching information and reservation more rather than through conventional travel agents.

Other than that, the interesting characteristic is the activity conducted during the travel. Although the transportation depends on the distance of the destination, but for long distance travel, airplane is still the chosen transportation mode because of its efficiency. As described earlier, in conducting reservation, either transportation or accommodation, this generation has more use of online medias such as Traveloka, Agoda, Airbnb and even official transportation company websites. As for accommodation, hotels are still the most chosen option, where the majority of the Z Generation still travels with their families. Although for some of this generation who has started to travel individually, homestay and guest house are often used. While travelling, Z Generation tends to have the want of having direct contact with the locals, supported by their interest in the culture and culinary. When categorized through Cohen's idea (1972), then the Z Generation can be categorized into the "Explorer" tourist type, which is the tourist that plans his own trips and uses standard facilities, with the high level of interaction with the locals. Even so, interesting locations or known as "instagrammable" spots in a destination plays a major role in the current generation. This phenomenon is very common, considering other than relaxing, the majority of their activities are documenting pictures and videos and sharing their travel experience on their social media accounts. This activity is also continued upon their return from the tourist destinations.

In conclusion, generation Z in South Jakarta has a similar motivation in traveling. Their main goal is to get out of the routine and do things that are relaxed and have fun. In terms of electronic media used, they tend to be very utilizing technological sophistication to facilitate their travel, ranging from information search, considering recommendations, comparing, ordering process, payment, sharing experiences, to giving appreciation. In

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