

**THE IMPACT OF SOCIO-DEMOGRAPHIC, TRAVEL
CHARACTERISTICS AND AIRBNB TOWARDS TRAVELER'S
MOTIVATION ON CHOOSING HOMESTAY IN YOGYAKARTA**

THESIS

Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Manajemen (SI) in International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



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FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA

2020

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**THE IMPACT OF SOCIO-DEMOGRAPHIC, TRAVEL CHARACTERISTICS AND
AIRBNB TOWARDS TRAVELER'S MOTIVATION ON CHOOSING HOMESTAY
IN YOGYAKARTA**

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Advisor,



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May 12th, 2020

AUTHENTICITY ACKNOWLEDGEMENT

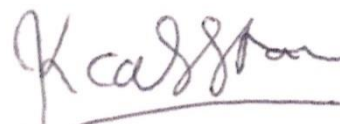
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is my own thinking and writing. I fully know and understand that my writings do not contain other's part(s) of other's writing, except for those that have been cited and mentioned in the references.

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ACKNOWLEDGEMENT

Praise be to God Almighty, because of His blessings, the author can arrange and complete this Final Project well. This Final Project is structured as a requirement to get a Bachelor of Management degree in the International Business Management study program, Atma Jaya University Yogyakarta and Nanjing Xiaozhuang University 南京晓庄学院. The author is well aware that in making and compiling this final project is not yet perfect and there are still shortcomings in several parts. Therefore, the authors expect constructive criticism and suggestions from all parties.

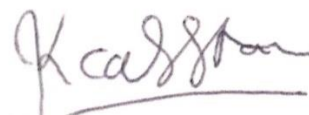
This Final Project will not run well without the support of various parties, hence, the author would like to thank:

1. 梁 晶 老师 whose already teach me for almost 2 years and give me best experience while learning in China and patiently answer my questions whenever I have difficulties during the thesis work,
2. Liu 老师 whose already assist me throughout my university life in NXU and translated all the Chinese document into English so I can read easily,
3. Sophie 老师 whose already support and helping me out during the 2+2 program and provide almost everything I need during my learning session in Nanjing Xiaozhuang University,
4. Ma'am Nadia as the lecturer who is willing to help me entire my 2+2 program from Universitas Atma Jaya Yogyakarta,
5. Mbak Henny for helping me deal with the administration processthroughout the entire process of my study,
6. Hendro Gunawan & Tan Family whose already support materially and mentally throughout my university life from Indonesia until in China,
7. Muryanto's family whose already support materially and mentally throughout my process as a adult until I can finish my thesis,

8. IMIX (Ikatan Mahasiswa Indonesia Xiaozhuang) whose prayed and cheer me up throughout my process in finishing my thesis
9. Dinda, Dito, Rio, Justin, and Alhaddid for being the best classmate during my learning process in China and for being my cheerleader team whenever I feel homesick,
10. Stella Divina 4 especially Pingkan, Osvi, Nita, Melia, and Dian who always got my back and always there whenever I need help,
11. Wisnu Cristian whose already makes me calm down whenever I stressed out about the thesis and all of the people that I couldn't mention one by one.

Finally, may God always bestow His blessings on all relevant parties who have helped in various ways, so that the author is able to arrange this Final Project with as much as possible. Hopefully this Final Project is useful for those who need it.

Yogyakarta, May 12th, 2020



Vincentia Vania Kunti Calista

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ABSTRACT

Yogyakarta as one of the cities in Indonesia has a significant growth of tourism places. No wonder, that Yogyakarta has been one of the tourism destinations since long time ago, because of the richness of the culture. Therefore, many citizens in Yogyakarta have been depending on the tourism to support their life. Years by years, the tourism places have been growing and so does the accommodation places are also growing rapidly.

The people who use their own house to become accommodation for the travelers are called homestay owner. As, the number of travelers keep increasing day by day, the competition for the homestay owner is very fierce. Therefore, the homestay owner needs to understand the motivation behind their decision when they are choosing homestay in Yogyakarta.

The methodology used in this research is using qualitative method by serving questionnaire to collect the data from the travelers. From the research the writer conclude that socio demographic, travel characteristics, and Airbnb are independent variables and traveler's motivation is the dependent variable. All of the variables are tested using SPSS 25.0 version.

Keyword: *homestay, traveler's motivation, socio demographic, travel characteristics, Airbnb*