

CHAPTER V CONCLUSION

5.1 Conclusion

The purpose of this study was to analyze socio-demographic characteristics, travel characteristics, and Airbnb toward traveler's motivation on choosing homestay in Yogyakarta.

One hundred and thirty respondents were collected and 115 final respondents were utilized for the study. In general, almost 69% of respondents are 18-24 years old and 77.4% were single. In this result, the researcher found that the highest education level was dominated by high school (58.3%). It makes sense because almost 69% from the result were dominated by youth who's right now in the middle of their undergraduate study. Most respondents were come from Central Java with almost 26%. Since most of the respondents, are student the level of income was dominated by the person who has level income of Rp1.000.000 – Rp2.000.000 (equivalent to RMB500 – RMB1000) using 1RMB= Rp2.000.

All of the data tested were credible under correlation analysis, normality test, and reliability test. The test using independent sample t-test revealed that gender didn't impact the motivation of travelers (H.1a rejected). Whether male or female don't have any effect on choosing homestay in Yogyakarta. The researcher was using the same method, marital status impact the traveler's motivation on choosing homestay in Yogyakarta (H.1f accepted). Based on group statistics calculation the respondents whose married have higher degree of motivation to choose homestay in Yogyakarta rather than the respondents who is single.

The multiple regression analysis utilized to analyze hypothesis 1, 1b, 1c, 1d, and 1e. If the factors within the socio-demographic were tested together toward motivation, it has significant value. Therefore, hypothesis 1 was accepted. The factors within the socio-demographic were gender, marital status, age, occupancy, and monthly salary.

The other factor from the socio-demographic, considered has significance value was monthly salary. Monthly salary was significant at $p= 0.000$. It showed that the amount of monthly salary received by the respondents affect the motivation on choosing homestay in Yogyakarta. Therefore hypothesis 1e was accepted.

The multiple regression analysis were also used to test hypothesis 2, 2a, 2b, 2c. From the result, only hypothesis 2 and 2b were accepted. Hypothesis 2 states that there will be impact of travel characteristics toward motivation. If all of the factors from travel characteristics (length of stay, travel arrangements, and purpose of stay) were tested together toward motivation, the result was significant and impacts the traveler's motivation on choosing homestay. Then, hypothesis 2b stated that travel arrangement impact the traveler's motivation, and the result considered significant with $p= 0.008$. Travel arrangement will affect the motivation because it affects the choice of homestay based on its capacity. More people, the bigger the homestay and vice versa. The capacity also affects the cost. Even the bigger homestay charge higher cost, it still will affordable because usually more people will stay.

The multiple regression test was used to analyze hypothesis 3. The result showed that the hypotheses were accepted. Airbnb affects the travelers's motivation. Then from the 17 factors tested within the questionnaire, there are 3 variables become the most dominant among the 17 factors. Those are convenient location, price, and being able to interact with the host/locals.

To summarize the overall result of the travelers' motivation when choosing homestay in Yogyakarta only affected by monthly salary (hypothesis 1), travel arrangement (hypothesis 2), and Airbnb (hypothesis 3). Monthly salary of the travelers will affect the motivation to choose which kind of homestay in Yogyakarta. The higher the salary the more the travelers have broad choices. For the travel arrangement, if the travelers choose to travel individually then they tend to choose smaller homestay. On the other side, if the travelers choose travel in group, of course they will chose homestay with bigger capacity. For the last hypothesis, Airbnb affect the motivation especially because rent a homestay by Airbnb the travelers believe that they will get a

homestay with convenient location, affordable price, and able to communicate with the host/locals.

Through this research, the researcher found out that many other factors affecting the motivation of travelers when they choose homestay. By doing this research, the homestay marketing or the owner could realize that there are other factors beside gender, age, and occasion will affect the travelers' motivation. So, the homestay owner can adjust their homestay to meet the demands. For instance, if the homestay located in the rural areas they could add more experience for the travelers so they can interact with the locals and exchange the culture. Adding more services like giving traditional food also could add the value. Meanwhile if they have the homestay in urban areas, which they already have the convenient location, they could give more experience by giving them a culinary tour suggestion, etc.

The researcher does this research because wanted to help the homestay owner realize the factors that affect the travelers' motivation. The researcher realize that Yogyakarta has significant growth in the tourism destination, tourism accommodation, and the increase of travelers during these recent years. The researcher also notice that during 2016-2019 there are so many new homestay, hotels, and other accommodation in Yogyakarta, therefore the competition also strict for the homestay owner. To survive in that competition, the homestay owner needs to know the motivation from the travelers when they are choosing homestay. If they already know what drive the travelers when they are choosing homestay, the homestay owner can adjust their homestay to meet the traveler's meet. Start from the decoration, the house concept, the homestay capacity, travel packages, and many more.

5.2 Suggestion

Although the study provided a general picture of the impact of socio-demographic, travel characteristics, and Airbnb toward traveler's motivation on choosing homestay in Yogyakarta, the study didn't cover the international travelers, whereas Airbnb is

used worldwide. Since this study only cover the respondents come from Yogyakarta, further study could broadened the range of respondents for international travelers also.

Moreover, this study didn't mention any other comparison with different type of lodgings such as hotels, hostels, bed-and-breakfasts, or any other peer-to-peer short term rental services.

5.3 Implications for Homestay Marketing

Findings of the impact of socio-demographic, travel characteristics and Airbnb toward traveler's motivation on choosing homestay in Yogyakarta have several implications. Marital status, especially the travelers who are married have a higher degree on motivation than those travelers who are single, and monthly salary also affected the motivation. Since the travelers are married, the monthly salary only depends on both incomes. Thus, the marketing can provide different promotion, facilities, activities, and references for tourism destinations (which has package discount for couple). For example, to attract more married travelers the host can make promotion by giving the travelers free entrance ticket to romantic tourism place when they stay at least 3 days 1 night in the homestay. This also can boost the domestic tourism places and help the locals. The promotion can also by giving them free car rental (driver & fuel included) for 1 day and free airport/ train station pick-up when they stay at least 2 days 1 night. They will feel welcome and safe served by the homestay. Meanwhile for the single travelers, the homestay owner can offers package to safer place. Differentiate the facilities between single and married travelers might have significant difference for the traveler's experience on staying in the homestay in Yogyakarta.

Moreover, travelers with the preference of individually-arranged-tour have higher significance value than the travelers with group-package preference. But still, the homestay provider can provide both for individually-arranged--tour and group-packaged-tour that suitable and affordable. For the Individually-arranged-tour the host

can design packages to visit handicrafts shop around Yogyakarta, and for the group-package-tour the service provider can offer to the handicraft workshop. It will be fantastic experience when they can learn new things together. Moreover the homestay owner can provide more capacity although they have small homestay by arranging the interior of the homestay (using bunk-bed instead of common bed), so it can fit more people.

The result from Airbnb is significant with the traveler's motivation. From factor analysis result, there are three main dominant variables which are comparatively low price, convenient location, and interaction with the locals/host. The travelers used Airbnb to choose homestay mainly because they can select the location and price based on their preference and budget, and they sometimes ask several tips from the host or the locals to gain more information about Yogyakarta.

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ATTACHMENT

Section 1:		Socio Demographic		
No	Factor	Choice	Source	
1	What is your gender?	Male, Female	(Aziz et al., 2018)	
2	How old are you?	18-24, 25-34, 35-44, 45-44, more than 54		
3	What is your marital status?	Single, Married		
4	What is your latest education degree?	High school, undergraduate, master degree, PhD		
5	What is your occupation?	student, office, workers, teacher/lecturer, entrepreneur, freelance, government employee		
6	How much is your monthly salary?	IDR1mio-2mio, IDR3mio-4mio, IDR5mio-6mio, IDR6mio-7mio, more than IDR7mio		
Section 2:		Travel Characteristics		
No	Factor	Choice	Source	
1	What kind of travel arrangement will you use?	Individually arranged, group package tour	(Aziz et al., 2018)	
2	What is the first important factor you will consider when you are choosing the homestay?	Cleanliness, parking lot, low price, high capacity, strategic location, complete facilities, online review, instagramable interior		
3	What is the purpose of your stay in Yogyakarta?	Leisure/recreation/holiday, visit friends/relatives, education/study, honeymoon, business, incentive tour, sports tournament, event, graduation		
4	Where will be your tourism place	Bantul, Gunung Kidul, Kulon Progo, Sleman, Yogyakarta		

	destination in Yogyakarta?		
5	Please choose your province of origin	Indonesian's provinces name	
Section 3:	AirBnB Section		
No	Factor	Choice	Source
1	Price & Location		(Guttentag et al., 2018)
	1. Reserved lodging in AirBnB it is comparatively low cost	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	2. Reserved lodging in AirBnB I will find convenient location	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
2	Interaction		
	1. Reserved my lodging through AirBnB allows me to interact with the locals/host	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	2. Reserved my lodging through AirBnB can give me useful local info/tips from locals/host	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
3	Home Benefits		
	1. Reserved my lodging through AirBnB can provide me large amount of space	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	

	2. Reserved my lodging through AirBnB can give me access to household amenities	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	3. Reserved my lodging through AirBnB can give me the sense of home	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
4	Novelty		
	1. By using AirBnB, my experience would be exciting	1.strongly disagree 2.disagree 3.neutral 4. agree 5. strongly agree	
	2. By using AirBnB, I can do something new and different	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	3. By using AirBnB, I will have experience I could tell my friends and my family	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	4. By using AirBnB, my experience would be unpredictable	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	

	5. By using AirBnB, I will have unique (non-standardized) experience	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
5	Sharing Economy Ethos		
	1. I choose AirBnB because I wanted the money I spent to go to locals	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	2. Staying with AirBnB is environmental friendly	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	3. I prefer the philosophy of AirBnB	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
6	Local Authenticity		
	1. By using AirBnB, I can have an authentic local experience	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
	2. By using AirBnB I can stay in non-touristy neighborhood	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	

	2. By using AirBnB I can stay in non-touristy neighborhood	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	
Section 4:	Motivation on Choosing Homestay		
No	Factor	Choice	Source
1	Homely Environment		
	By staying in the homestay I can taste home-cooked food	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	Venkatesh, Mukesh (2015)
	Staying in the homestay give me comfort	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	HSU HL and Lin YM (2011)
	Staying in the homestay give me the sense of home "feeling"	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	Tussyadiah, Zach (2015)
	I can rest better when I stay in the homestay	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	HSU HL and Lin YM (2011)

	Staying in the homestay will provide me with good sanitation and cleanliness	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	Zainuddin & Kalsom (2008)
2	Personalized service		
	By staying in the homestay I can experience personal touch from the host	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	(Paul, 2016)
3	Price		
	By staying in the homestay I will have affordable price for my stay	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	(Yun Yue et.al., 2014)
4	Local Touch/ Cultural Immersion		
	By staying in the homestay I can get local cultural experience	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	(Sin, 2009)
	By staying in the homestay I can understand local culture & lifestyle	1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree	(Biswakarma, 2015)

	By staying in the homestay I can increase awareness about community	<ol style="list-style-type: none"> 1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree 	(Suansri, 2003)
	By staying in the homestay I can experience the local touch from local culture, food, activities and, art & architecture	<ol style="list-style-type: none"> 1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree 	(Teong-Jin, Ling, et. al, 2016)