

## Domestic Millennial Tourist Attitude Toward Selection Four-star Rating Hotel in West Sumatera

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### **Abstract**

*This study aims to analyze the domestic millennial tourist attitude toward selection four-star rating hotel in West Sumatera. This study uses a quantitative methodology with a causal associative approach. Guests who have stayed at four-star hotels in West Sumatera constitute the population, and purposive sampling technique was used to summarise the sample of this study. The sample size of this study was 98 guests who stayed at four-star hotels in West Sumatera. PLS-SEM (Partial Least Square Structural Equation Modeling) is the research method used. From the results of research that has been conducted with the millennial traveler attitude variable affecting the selection four-star rating hotel. It can be explained based on this result that attitude of millennial tourists are very selective in selection four-star hotels in West Sumatera to stay.*

**Keywords:** *Tourist, Millennial, Attitude, Selection*

### **1. Introduction**

Tourism is a human activity that travels to and stays in a destination area outside its daily environment, this tourist trip takes place for not more than one year in a row for pleasure, business, and others (Ii & Pustaka, 2009). The importance of tourist loyalty is a widely researched theme in tourism and marketing. Tourism literature tends to agree that traveler experience, perceived value, and satisfaction are very important determinants of traveler loyalty (Suhartanto et al., 2022).

Indonesia is a country that has many interesting tourist destinations, one of which is West Sumatera. This province is famous for its beauty that offers a variety of tourist destinations including culinary tourism, shopping tourism, and nature tourism (Atsari et al.,

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2020). In recent years, the millennial generation in Indonesia has become a significant new force in the tourism industry. Millennials are environmentally conscious and many companies have started implementing eco-friendly practices to target this new generation of consumers (Kaufman, 2018). Known for their preference for unique experiences and their social media influence, millennials are becoming an important factor in shaping the tourism industry. Millennials are characterized as the largest generation of consumers, the millennial generation (also known as Generation Y) is officially defined as those born between 1982 and 2000 (Naderi & Van Steenburg, 2018). This generation also tends to be willing to spend money on experiences, including travel and accommodation. Millennials view themselves as travelers, not tourists. Therefore, they prefer tourism segments that provide authentic experiences (Sri & Wadippuli, 2023).

West Sumatera has provided many four-star hotels to meet the increasing needs of domestic and international tourists. because The hospitality industry is a business that continuously operates every day (Bohdanowicz et al., 2001). However, the attitudes of domestic millennial tourist toward selection four-star hotels in West Sumatera can be diverse, and it is important to understand these attitudes in order to provide better services and experiences. Various attempts have been made in the marketing and consumer literature to identify how individual ecological attitudes stimulate ecological purchasing activities (Han et al., 2011). Tourism continues to expand and diversify to become one of the largest and fastest-growing economic sectors in the world. The international travel sector is growing steadily and strongly, consolidating the tourism industry as a key point in economic development and as the third export sector in the world Tourism is important for the development of jobs and the prosperity of populations around the world Although international tourist arrivals worldwide are expected to grow at a rate of 4%-5% in 2018 (Sri & Wadippuli, 2023). In the Central Bureau of Statistics of West Sumatera Province, the occupancy rate of hotel rooms in West Sumatera in 2023 in February around 45,630 tourists staying at star hotels and 17,540 tourists staying at non-star hotels.

Some of the factors that may influence domestic millennial tourist attitudes toward selection a four-star hotel in West Sumatera are their travel budget, preferences for amenities and services, location, and cultural experiences, and also the younger generation

prefers word-of-mouth and online sources of information and seeks to participate in neighborhood visits, shopping, and entertainment experiences while traveling (Lewis et al., 2021). Tourist attractions should be attractive enough for tourists to enjoy traveling in their leisure time. Tourist attractions can be divided into two parts: natural and man-made. Each has its uniqueness and charm, which becomes the selling point of the tourist attractions (Ernawati et al., 2022). For example, some millennial tourist may prefer to stay in hotels that offer unique cultural experiences such as traditional dance and music performances. Others may prioritize hotels that provide modern facilities and services, such as fitness centers and swimming pools.

Therefore, understanding the attitudes of domestic millennial tourists toward choosing four-star hotels in West Sumatra can assist hoteliers and tourism industry stakeholders to meet the needs and preferences of this demographic, which can increase satisfaction, loyalty, and repeat business. As well as a strategic point of view, the results of this study allow us to reflect on the relevance of the values and needs of this tourist segment to the destination in defining tourism products (Buffa, 2015).

## **2. Literature Review**

### **a. Millennial Tourist Attitude**

Millennials are the preferred segment for industry marketers, and they are the generation that prioritizes tourism and hospitality in their list of must-do activities (Demolingo et al., 2021). Millennials want more, they differ from their parent's generation when it comes to purchasing behavior. While older generations prefer to spend their money on tangible goods, millennials tend to spend more on experiences such as vacations and travel. Hotel owners need to consider this (Sofronov & Independen, 2018), (page 110). Attitudes can be defined as positive or negative evaluations, beliefs, feelings, or behavioral tendencies, toward an object, such as a tourist destination (Tadawattanawit et al., 2023). Millennials view themselves as travelers, not tourists, therefore, they prefer tourism segments that provide authentic experiences (Sri & Wadippuli, 2023), (page 6).

### **b. Selection Four-star Rating Hotel**

Customer satisfaction can lead hotels to choose specific service and product directions by identifying dimensions that show a large or small impact on customer satisfaction. In other words, it is a decisive component that hotels must improve in building guest satisfaction and gaining market share. Most research in the hotel context has historically revolved around the critical attributes that guests look for in hotel selection (Kim et al., 2019), (page 999-1000). On the other hand, previous research suggests that the importance attached to future outcomes is a function of the situation (Naderi & Van Steenburg, 2018). And also Most millennial travelers have a positive intention to pay more for eco-friendly products as an encouragement because they have a perception of the importance of being eco-friendly (Chia-jung et al., 2014).

### **3. Research Methods**

This research uses quantitative descriptive research with a causal associative approach. This study determines the domestic millennial tourist attitude toward selection four-star hotel in West Sumatera. This study uses a population of 45,630 tourists staying at star hotels using a sample based on nonprobability sampling using purposive sampling. Purposive sampling is sampling based on certain considerations made by the researcher (Shell, 2016), to determine the sample using the Slovin formula which uses a 10% error and from the calculation results get as many as 98 people as a sample. The sample size of the study was 105 tourists who had stayed at 4-star hotels in West Sumatera. The sample consisted of 61 (58.1%) male visitors and 44 (41.9%) female visitors. The majority of respondents aged 19-31 years, aged 19-21 years (26.7%) 28 people, 22-24 years (67.8%) 71 people, above 25-31 years (5.8%) 6 people. Respondents chose the purpose of staying at the hotel with the aim of vacation (94.5%) 99 people, doing business (5.8%) 6 people. The type of data source obtained in this study uses a questionnaire with a liqert scale. The validity data test uses the Smart PLS application with validity results, so that the research questionnaire can be distributed provided that the respondent has stayed at a four-star hotel in West Sumatera.

### **4. Result and Discussion**

#### **a. Result**

Data measurement and structural models are the two sub-models that make up the PLS-SEM structural equation model. The general objective of PLS-SEM analysis is to identify key success factors and sources of competitive advantage (Sarstedt et al., 2020)

Measurement Model

With the help of measurement model evaluation, it is possible to indirectly measure the presented idea sent by Hair et al. (2022) about latent or unobserved concepts causing changes in observed indicators. Four statistics must be generated and tracked at all times. Evaluation of reflective measurement models: (1) internal consistency reliability, (2) indicator reliability, (3) convergent validity, and (4) discriminant validity (Ernawati et al., 2022). Further research is needed to confirm the overlap between these two factors (Tadawattanawit et al., 2023). Before selecting the measurement model. The results are shown in Figure 1 and Table 1 together with external loadings, indicator reliabilities, composite reliabilities, AVE scores and Cronbach alpha values.

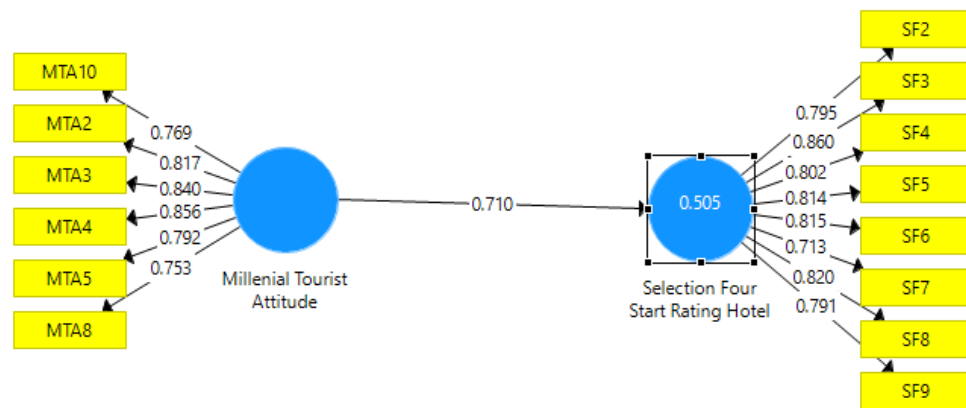


Image 1. Test Result Discriminant validity (AVE)

Source : Output PLS-SEM

Table 1. Measurement Model

Latent Variable	Indicator	Outer Loading	Croanbach Alfa	Combined Reliability	AVE
Millenial Tourist Attitude	MTA10	0.769	0.892	0.917	0.649
	MTA2	0.817			
	MTA3	0.840			
	MTA4	0.856			
	Removed data: MTA1, MTA6, MTA7, MTA9, SF1, SF10	MTA5	0.792		
	MTA8	0.753			
	SF2	0.795	0.921	0.935	0.644
	SF3	0.860			
	SF4	0.802			
	Selection Four-start Rating Hotel	SF5	0.814		
SF6		0.815			
SF7		0.713			
SF8		0.820			
SF9		0.791			

Source : *Output PLS-SEM*

By using measurement model assessment, it is possible to indirectly measure the ideas put forward by Hair et al regarding latent or unobservable concepts that cause changes in observable indicators (Hair et al., 2012). Based on Table 1, the domestic millennial tourist attitude toward selection of four-star rating hotels in West Sumatera Croanbach alpha values are 0.892 and 0.921, while the composite selection scores are 0.917 and 0.935. This shows that the internal consistency reliability is accepted because

Cronbach's alpha and composite reliability are higher than 0.70. To measure convergent validity, the outer loading value or loading factor is used. An indicator is declared to fulfill convergent validity with a good category if the outer loading value is more than 0.700 (Hair et al., 2012). This included assessments of reliability and construct validity. First, we examined the factor loadings of the constructs, the values of which appeared satisfactory, as most items exceeded the threshold of  $\geq 0.7$  (Ratilla et al., 2023).

In addition, all components loaded on their respective factors are also clearly acceptable (external loadings range from 0.713 to 0.860), which indicates the reliability of the Indicators. The measurement model can be derived from the AVE value, the method used to collect data from respondents shows sufficient convergent validity. Millennial tourist attitude with an AVE of 0.649 and Selection four-start rating hotel with an AVE of 0.644 is well above the minimum required level of 0.50. As a final step in evaluating the measurement model, the Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis was used to assess discriminant validity. According to the HTMT values in Table 2 (HTMT criterion 0.90), no discriminant validity issues were observed. This indicates that the problem of collinearity between latent components does not arise with the HTMT criterion.

Table 2. HTMT Assessment

	Millennial Tourism Attitude	Selection Four-start Rating Hotel
Millennial Tourist Attitude		
Selection Four-start Rating Hotel	0.775	

Source : *Output PLS-SEM*

Structural modeling or path analysis in response to a given hypothesis serves as a second assessment in PLS-SEM analysis. This study tries to find out how the domestic millennial tourist attitude toward selection four-star hotel in West Sumatera to choose lodging before coming to West Sumatera.

Table 3. R Square

	R Square	Adjusted R Square
Selection Four-start Rating Hotel	0.505	0.500

Source : *Output PLS-SEM*

R square usually indicates the accuracy of the model which measures the proportion of variance in the dependent variable explained by the suggested explanatory variables excluding the constant (Sri & Wadippuli, 2023). It can be seen from the table data above that it can be concluded in the medium category, that the four-star rating hotel selection variable (y) is influenced by 50.5% by the millennial traveler attitude variable (x).

Table 4. Model Fit Test Results (NFI)

	Saturated Model	Estimated Model
NFI	0.814	0.814

Source : *Output PLS-SEM*

Based on the results of the fit model (NFI) in table 4 above, it can be seen that the value of the fit model (NFI) is below 0.957, so it can be said that this model is less fit, which means that this model is said to have not been able to reflect the real data.

Table 5. Hypothesis Test Results

Path Analysis	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistik (IO/STDEV)	P Value	Result
H Millenial Tourist Attitude -> Selection Four-start Rating Hotel	0.710	0.714	0.075	9.487	0.000	Accept

Source : *Output PLS-SEM*



The results of the trajectory coefficient hypothesis in table 5 show that the domestic millennial tourist attitude toward selection four-star hotel in West Sumatera shows a significant positive influence on the choice of West Sumatera accommodation with a four-star rating (STDEV = 0.075 and T statistic = 9.487). There is a significant degree of variance, which is indicated by finding the coefficient of determination. The decision in selection a place to stay on increasing R2 relates to the percentage of unknown variance of the dependent variable explained by the effect size function ( $f^2$ ), which can be compared with the usual partial F test. This is in line with the research finding that beliefs and attitudes strongly influence the selection of environmentally friendly hotels (Sri & Wadippuli, 2023).

In this study, it can be concluded that millennials From all of this data, it can be seen that domestic millennial tourist attitude greatly influences toward selection of four-star rating hotels in West Sumatera, where millennials or young people prefer four-star hotels in West Sumatera to stay when traveling or dealing with business.

#### b. Discussion

The hypothesis discussed is the causal relationship between millennial tourist attitude and selection of four-start rating hotels. The results (STDEV = 0.075 and T statistic = 9.487) confirm the hypothesis of this study by showing an influence on millennial tourists in the selection of four-star hotels. Overall, these results show how millennial domestic tourists' attitudes toward selecting four-star hotels in West Sumatera. Hoteliers, they need a different marketing mix for local millennials and international millennials. This finding is also supported by the results showing that local millennials have the intention to visit environmentally friendly hotels at affordable prices (Chia-jung et al., 2014).

### 5. Conclusion

This study identifies the domestic millennial tourist attitude toward selecting four-star rating hotels in West Sumatera. This research is based on descriptive quantitative method and this research examines how millennial tourists' attitudes toward selecting four-star hotels. Some of the factors that influence the attitude of domestic millennial tourists toward selection four-star hotels in West Sumatera are travel budget, preference for

facilities and services, location, and cultural experience. The results of data analysis using Smart PLS in the discussion chapter and previous results show that the millennial tourist attitude variable has a significant effect on the selection of four-star hotel ratings. So it can be concluded that the happier the guests are with the four-star hotel services offered, the more likely guests will stay at the same hotel again. Some guests may prioritize hotels that provide modern facilities and services, such as fitness centers and swimming pools.

Therefore, understanding the domestic millennial tourist attitude toward selecting four-star rating hotels in West Sumatera can assist hoteliers and tourism industry stakeholders to cater to the needs and preferences of this demographic, which can increase satisfaction, loyalty, and repeat business.

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