

# Motivation and Interest in Traveling of Young Traveler During Revenge Tourism

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## ABSTRACT

Revenge tourism is a travel trip that is meant to take revenge after the end of the pandemic period and is carried out for those who have previously canceled their tour due to the pandemic. Young travelers are one of the fastest growing and most dynamic markets of the tourism sector in this study, their motivation and interest in traveling are influenced by several factors. The study uses a descriptive quantitative approach with the aim of looking at the motivations of young travelers in traveling after the pandemic ends. With the purposive sampling method, it was found that the motivations that influence young travelers' interest in traveling during revenge tourism are escape motivation, relaxation, strengthening family bonds, self-fulfillment, romance, wish fulfillment, financial security, and leisure time. While the motivation that has no effect is the motivation to play, prestige, social interaction, and educational opportunity.

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## SARI PATI

*Revenge tourism* merupakan perjalanan wisata yang dimaknai untuk membalas dendam setelah berakhirnya masa pandemi dan dilakukan bagi mereka yang sebelumnya telah membatalkan perjalanan wisata mereka oleh karena pandemi. *Young travelers* merupakan salah satu pasar yang paling cepat berkembang dan paling dinamis dari sektor pariwisata dalam penelitian ini memiliki motivasi dan minat berwisata yang dipengaruhi beberapa faktor. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan tujuan melihat motivasi dari *young traveler* dalam melakukan perjalanan wisata setelah pandemi berakhir. Dengan metode *purposive sampling* didapatkan bahwa motivasi yang mempengaruhi minat berwisata *young travelers* selama wisata balas dendam adalah motivasi *escape*, *relaxation*, *strengthening family bonds*, *self-fulfilment*, *romance*, *wish fulfilment*, *financial security*, dan *leisure time*. Sedangkan motivasi yang tidak berpengaruh yaitu motivasi *play*, *prestige*, *social interaction*, dan *educational opportunity*.

## INTRODUCTION

The global wave of the Covid-19 crisis has had a major impact on health and the economy in terms of investment, trade, and tourism (Gössling et al., 2020). In that case, the Indonesian government's efforts in the form of policies to impose restriction on community activities called PPKM, restrictions on consumption and mobility/travel have been carried out continuously in the face of this pandemic. In addition, the implementation of a new normal for the community is interpreted as an implementation of new living habits in the Covid-19 condition where all people's lives must live side by side with Covid-19 so that social and economic conditions can recover slowly (Marpaung, 2020). The analysis argues that after the regional quarantine status (lockdown) or mobility restrictions are lifted, people will still return to travel (Dayangku, 2020).

Then from this, the term revenge tourism is now emerging. The purpose of revenge here is that many people will travel to relieve fatigue and boredom after being at home for too long. Likewise, tourists who previously had travel plans but were canceled due to the implementation of the PPKM and will carry out travel plans after the restrictions are lifted and the vaccination process has been implemented. Analysts believe that these tourists will soon restore the pulse of domestic tourism, before finally reaching international tourism, especially in the Asian region (Jing Travel, 2020; Ouyang, 2020). Considering the changing behavior of the community as the result of the Covid-19 pandemic, including the activities of tourists who are interested in returning to travel. Travel interest in this study is defined as tourist interest in buying tourism product. According to Kinnear and Taylor, buying interest is the stage of the respondent's tendency to act before the buying decision is implemented (Deksono, 2017).

Young travelers are one of the fastest growing and sweetest markets of the global tourism sector. This is evident from a survey that conducted by Topdeck Travel to 31,000 people from 134 different countries, 88% stated that they had traveled abroad three times a year and 94% were 18-30 years old (Wicaksono, 2019). Young travelers can also be termed as the millennial generation because according to Moore the millennial generation is a designation to intended for population groups born in 1982-2004 or aged between 16-30 years old (Azman & Elsandra, 2020). Based on data from Badan Pusat Statistik Indonesia (2021), the number of millennials in Indonesia is about 27,94% of population.

With the high number of millennials in Indonesia, this generation can become a good market segment in various sectors, including tourism. Even young travelers are one of the global tourism sectors. According to Kezia, et. al. (2019) young travelers have different decision criteria for when, where how and why they travel compared to people in other age groups (Sunarya, 2020). It is further explained that in general, young travelers have the characteristics: (1) they often spend more at destination than other travelers because they travel for longer periods of time; (2) they travel more frequently and further than other age groups; (3) They are more likely to return to their destination during their lifetime; (4) they are pioneering travelers discovering and promoting destinations that have not been visited by traditional tourists; (5) they play an important role in the tourism landscape and the image of the destination; (6) they are the instigator of travel trends and thrive on influencing others; (7) they are on the cutting edge of technology and more connected than other age groups so they tend to use technology to make recommendations; and (8) they value travel as an important aspect of their lives. In a journal published by WYSE Travel Confederation Horizons IV (2018) it is stated that these young travelers or millennial travelers like to travel to expand their horizons, to experience new experiences,

to get new lessons, and to meet new people. For these young travelers, traveling is not just for fun, and it is often found that this generation likes to seek experiences, especially those related to food and drink and festivals, and because of restrictions due to the pandemic, there is a possibility the trip will be carried out after the pandemic ends in the form of revenge tourism.

According to a survey of trends and preferences after the Covid-19 pandemic conducted by Wego Travel Blog for a certain period for Wego users, the results stated that 70% of respondents already had vacation plans after the pandemic with holiday preferences of 37% family vacations and 26% vacations taken with a vacation staying in an inn or called a staycation. Interest in traveling is also affected by various factors, an individual will travel because of the motivation or “trigger” of the goods or services of interest. The decision to take a travel can be influenced by strong driving factors as explained by Ryan in (Sari et al., 2018), it is explained that a person travels due to push factors, which are escape, relaxation, play, strengthening family bonds, social interaction, educational opportunity, self fulfillment, romance, wish fulfillment, financial security, and leisure time.

Revenge tourism is a tourist trip that is carried out for revenge because during the pandemic its mobility is limited. What is meant by revenge here is not something that is evil, but revenge after their freedom is limited by returning to visit tourist attractions and socialize as before the pandemic (Gunagama et al., 2020). Revenge tourism will be seen from the number of people who, after a period of quarantine or limited mobility, will then travel to relieve fatigue and boredom. It is also possible for tourists who previously had travel plans when the mobility restrictions, will resume their travel plans when the mobility restrictions are lifted. The analysis argues, tourists like this will immediately restore the pulse of domestic tourism before finally reaching international tourism especially in the Asian region (Jing Travel, 2020; Ouyang, 2020).

## **METHODS**

This study uses a quantitative approach, which is using a questionnaire, then using descriptive analysis and multiple linear regression analysis. This study uses a descriptive research method which is a type of research that describes the problem being researched in the form of narrative disclosure of words and not in the form of a description of the results of statistical calculations (Sugiyono, 2017). The sample taken in this study was 205 people using the purposive sampling method. After the data is collected, the research data will be processed using validity and reliability tests, classical assumption tests, F-tests, T-tests, and coefficient of determination tests.

Then from the resulting questionnaire data, this study tested the hypothesis by using multiple linear analysis, where the aim was used to determine the linear relationship between the dependent and independent variables. Hypothesis testing itself is to provide a better understanding of the dependent and independent variables, hypothesis testing is used to explain the nature of a relationship, determine differences between groups of variables and to understand the variance in the dependent variable (Sekaran and Bougie, 2017). And the hypothesis in this study is that push factors motivation have an effects young traveler’s interest in traveling during revenge tourism.

## RESULTS AND DISCUSSION

This research is about push factor motivation, which include which are escape, relaxation, play, strengthening family bonds, social interaction, educational opportunity, self fulfillment, romance, wish fulfillment, financial security, and leisure time that effects young traveler's interest in traveling during revenge tourism. The results of the questionnaire were carried out and 205 respondents were found who are millennials or young travelers aged from 16-30 years old. Then obtained a recapitulation of the characteristics of the respondents as follows:

Table 1. The Characteristics of Respondents

	Description	Frequency	Percentage
Gender	Male	73	35,6%
	Female	132	64,4%
Age	16-20	166	81,0%
	21-25	28	13,7%
	26-30	11	5,4%
Profession	Student	174	84,9%
	Entrepreneur	10	4,9%
	Employed	13	6,3%
	Others	8	3,9%
Domicile	Jabodetabek	137	66,8%
	Outside Jabodetabek	44	21,5%
	Overseas	24	11,7%

Sources: Processed Data, 2022

From the table 1 above, it can be concluded that the respondents were dominated by women as many as 132 respondents (64,4%). Then for the age of the respondents, it is dominated by the age of 16-20 years old as many as 166 respondents (81,0%) and as students as many as 174 respondents (84,9%). The domicile of the respondents is dominated by respondents who live in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) as many as 137 respondents or around 66,8%.

Table 2. Technical Question

Questions		Frequency	Percentage
1. Have you ever planned travel before the Covid-19 pandemic, but it was cancelled due to the pandemic	Yes	135	65,9%
	No	70	34,1%
2. Are you interested in traveling after the end of the Covid-19 pandemic?	Yes	200	97,6%
	No	5	2,4%

Sources: Processed Data, 2022

From table 2 above, the respondents who already had travel plans before the Covid-19 pandemic but had to be canceled due to the pandemic were 135 respondents or around 65.9%. Then most of them, around 97.6%, are also interested in traveling after the end of the Covid-19 pandemic. This also explains that not a few of the millennial generation as young travelers have travel plans that they plan and will realize after the Covid-19 pandemic ends.

Table 3. Validity and Reliability Test Results

	<i>Corrected Item-Total Correlation</i>	<i>R Table</i>	<i>Cronbach's Alpha</i>	<i>Evidence</i>
X01	.583	0.1378	.873	Valid and Reliable
X02	.663	0.1378	.869	Valid and Reliable
X03	.647	0.1378	.870	Valid and Reliable
X04	.391	0.1378	.883	Valid and Reliable
X05	.380	0.1378	.883	Valid and Reliable
X06	.642	0.1378	.869	Valid and Reliable
X07	.578	0.1378	.873	Valid and Reliable
X08	.604	0.1378	.872	Valid and Reliable
X09	.521	0.1378	.876	Valid and Reliable
X10	.529	0.1378	.876	Valid and Reliable
X11	.572	0.1378	.873	Valid and Reliable
X12	.686	0.1378	.867	Valid and Reliable
Y	.647	0.1378	.872	Valid and Reliable

Sources: Processed Data, 2022

For all the items, all items are valid. For all the statements, the corrected item-total correlation is above 0,1378, meaning that all items are valid and can be used to collect the data. Then to know the reliability of the questionnaire, the result of the value is more than 0,800 as it can be seen in Cronbach Alpha. The internal consistency is acceptable so that the questionnaire is reliable. Therefore, all the items in the questionnaire are used and analyzed to find the answer to the problem formulation.

Table 4. Correlation Test Results

<i>Variables</i>	<i>Motivation &amp; Interest</i>	
	<i>Pearson Correlation</i>	<i>Sig.</i>
1. Escape motivation	.406	.001
2. Relaxation motivation	.501	.001
3. Play motivation	.471	.001
4. Strengthening family bonds motivation	.308	.002
5. Prestige motivation	.213	.001
6. Social interaction motivation	.378	.001
7. Educational opportunity motivation	.389	.001
8. Self-fulfilment motivation	.403	.001
9. Romance motivation	.344	.001
10. Wish fulfilment motivation	.623	.001
11. Financial security motivation	.454	.001
12. Leisure time motivation	.558	.001

Sources: Processed Data, 2022

The correlation value between motivation and interest of young traveler shows by Pearson Correlation resulting more than 0,200. The correlation value indicated how strong the correlation between two variables is. The results mean *low correlation* between the variables because the appeared correlation lies between the interval 0,200 – 0,400 and some between 0,400-0,600. The correlation itself belongs to the *positive correlation* or *directional correlation* as the Pearson Correlation value was in the positive number.

Table 5. Multicollinearity Test Results

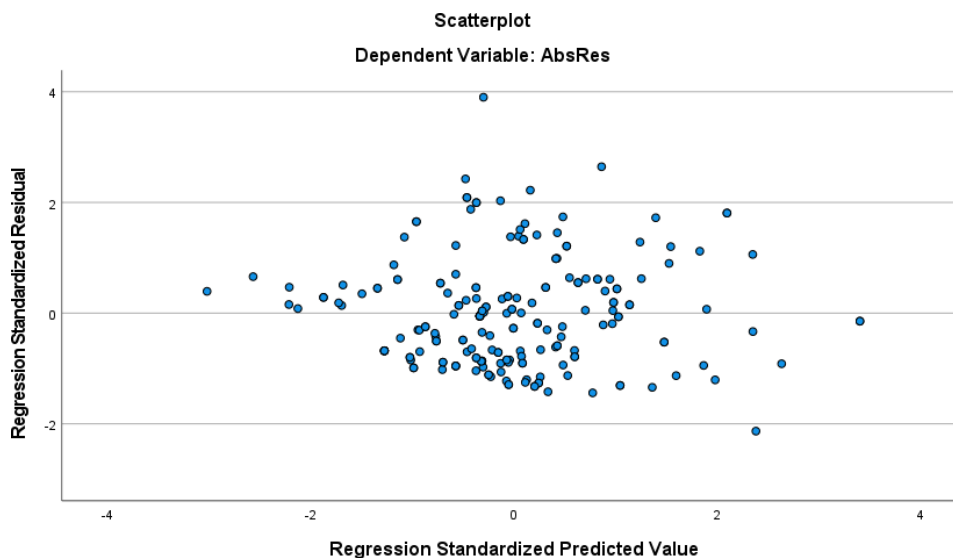
<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1. Escape motivation	.529	1.890
2. Relaxation motivation	.351	2.847
3. Play motivation	.359	2.788
4. Strengthening family bonds motivation	.761	1.313
5. Prestige motivation	.542	1.844
6. Social interaction motivation	.525	1.904
7. Educational opportunity motivation	.565	1.770
8. Self-fulfilment motivation	.523	1.912
9. Romance motivation	.502	1.992
10. Wish fulfilment motivation	.683	1.465
11. Financial security motivation	.563	1.777
12. Leisure time motivation	.478	2.091

Sources : Processed Data, 2022

Table 5 shows that the VIF value for each variable is <10 and the tolerance value is >0.1. So, it can be concluded that there is no multicollinearity between variables.

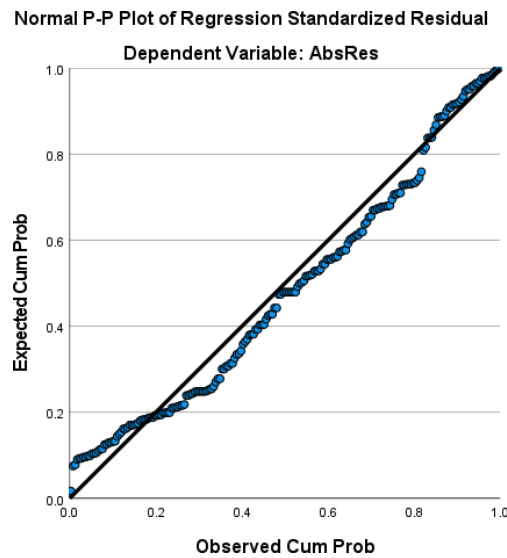
From Figure 1 below, the dots are spread out and do not form a certain clear pattern. So it can be concluded that there is no heteroscedasticity in the regression model.

Picture 1. Scatterplot Heteroscedasticity Test Results



Sources : Processed Data, 2022

Picture 2. Scatterplot Heteroscedasticity Test Results



Sources: Processed Data, 2022

The normality test in this study was carried out with the Normal Probability Plot. Figure 2 shows that the points are clustered around a straight line. So, it can be concluded that the regression model residuals are normally distributed.

Multiple linear regression analysis was carried out to determine the effect of the motivation variables which are escape (X1), relaxation (X2), play (X3), strengthening family bonds (X4), prestige (X5), social interaction (X6), educational opportunity (X7), self-fulfilment (X8), romance (X9), wish-fulfilment (X10), financial security (X11) and leisure time (X12) on the variable of young traveler's interest in traveling (Y) during the revenge tourism period. The following is a table of multiple linear regression test results:

Table 6. Multiple Linear Regression Analysis

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	
<i>(Constant)</i>	1.149	.215	<.001
1. Escape motivation	.022	.044	.625
2. Relaxation motivation	.129	.062	.038
3. Play motivation	-.046	.071	.517
4. Strengthening family bonds motivation	.048	.039	.225
5. Prestige motivation	-.013	.048	.794
6. Social interaction motivation	-.036	.042	.401
7. Educational opportunity motivation	-.042	.047	.378
8. Self-fulfilment motivation	.079	.046	.086
9. Romance motivation	.035	.047	.461
10. Wish fulfilment motivation	.300	.043	.001
11. Financial security motivation	.099	.052	.058
12. Leisure time motivation	.152	.051	.003

Sources: Processed Data, 2022

From table 6, the regression equation is obtained as follows:

$$Y = 1,149 + 0,022X_1 + 0,129X_2 + (-0,046X_3) + 0,048X_4 + (-0,013X_5) + (-0,036X_6) + (-0,42X_7) + 0,079X_8 + 0,035X_9 + 0,300X_{10} + 0,099X_{11} + 0,152X_{12}$$

Based on the regression equation above, it can be explained that the motivation variables which include escape (X1), relaxation (X2), play (X3), strengthening family bonds (X4), prestige (X5), social interaction (X6), educational opportunity (X7), self-fulfillment (X8), romance (X9), wish-fulfilment (X10), financial security (X11) and leisure time (X12) have a constant value, then the interest in traveling of young traveler during revenge tourism variable will be worth 1.149.

Table 7. The Results of F-Test

<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Squares</i>	<i>F</i>	<i>Sig.</i>
Regression	56.485	12	4.707	19.029	<.001
Residual	47.495	192	.247		
Total	103.980	204			

Sources: Processed Data, 2022

From the F test table above, a significance value of <0.001 or <0.05 is obtained, so it can be concluded that H0 is rejected and H1 is accepted, meaning that all independent variables are motivation consisting of escape, relaxation, play, strengthening family bonds, prestige, social interaction, educational opportunity, self-fulfillment, romance, wish-fulfillment, financial security, and leisure time together have a significant influence on the dependent variable, namely interest in traveling on young travelers during revenge tourism. Then when viewed from the calculated F value 19,029 > F table 1.80, it means that all independent variables (X) affect the dependent variable (Y). It can be concluded that each motivational variable includes escape (X1), relaxation (X2), play (X3), strengthening family bonds (X4), prestige (X5), social interaction (X6), educational opportunity (X7), self-fulfillment (X8), romance (X9), wish-fulfillment (X10), financial security (X11) and leisure time (X12) have a joint or simultaneous effect on the variable of interest in traveling of young traveler during revenge tourism.

Table 8. The Results of t-Test

Variable	<i>t<sub>table</sub></i>	<i>t<sub>value</sub></i>	<i>Sig.</i>	Criteria
(Constant)		5.333	.001	
1. Escape motivation	0.67577	2.490	.025	H2 accepted
2. Relaxation motivation	0.67577	2.089	.038	H3 accepted
3. Play motivation	0.67577	-.053	.517	H4 rejected
4. Strengthening family bonds motivation	0.67577	1.218	.025	H5 accepted
5. Prestige motivation	0.67577	-.262	.794	H6 rejected
6. Social interaction motivation	0.67577	-.841	.401	H7 rejected
7. Educational opportunity motivation	0.67577	-.883	.378	H8 rejected
8. Self-fulfilment motivation	0.67577	1.727	.036	H9 accepted
9. Romance motivation	0.67577	.756	.051	H10 accepted
10. Wish fulfilment motivation	0.67577	6.995	.001	H11 accepted
11. Financial security motivation	0.67577	1.904	.058	H12 accepted



12. Leisure time motivation	0.67577 2.962 .003 H13 accepted
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Sources: Processed Data, 2022

The t-test was conducted to partially test the effect of the independent variables, namely escape (X1), relaxation (X2), play (X3), strengthening family bonds (X4), prestige (X5), social interaction (X6), educational opportunities (X7), self-fulfillment (X8), romance (X9), wish-fulfillment (X10), financial security (X11) and leisure time (X12) on the dependent variable, namely interest in traveling of young travelers during revenge tourism.

Based on table 8, for variables play motivation (X3), prestige motivation (X5), social interaction motivation (X6), and educational opportunity motivation do not have a significant effect on interest in traveling of young travelers during revenge tourism. Meanwhile, other variables are escape motivation (X1), relaxation motivation (X2), strengthening family bonds motivation (X4), self-fulfillment motivation (X8), romance motivation (X9), wish-fulfillment motivation (X10), financial security motivation (X11), and leisure time motivation (X12) has a positive and significant influence on the interest in traveling of young travelers during revenge tourism. It can be concluded that the proposed hypotheses which are H2, H3, H5, H9, H10, H11, H12, and H13 were accepted and there is a significant effect. Also, it can be concluded that the proposed hypotheses which are H4, H6, H7, and H8 were rejected and had no significant effect.

Based on the test results obtained in this study, the motivation and interest of young travelers during revenge tourism or during the post Covid-19 pandemic, can be explained as follows: firstly, young travelers have escape motivation in their interest in traveling during revenge tourism, which is their desire to escape from an environment that feels boring. This is because during the pandemic they are required to continue their activities, but their mobility is limited, therefore there is a desire to escape from boredom due to their daily work. Second, young travelers have relaxation motivation in their interest in traveling during revenge tourism, which is their desire to get refreshment that is also related to escape motivation. The prolonged pandemic causes people to be bored and need things that can relax themselves from that boredom. Then, young travelers have strengthening family bonds in their interest in travelling during revenge tourism, which is the desire to strengthen kinship relations. This is because during the pandemic, they are limited to meeting their family or other relatives who are abroad.

Furthermore, young travelers have self fulfilment motivation in their interest in traveling during revenge tourism, which is desire to find themselves when they are tired of the existing activities and environment. This is because young people tend to find their own identity in new areas. Later, the young travelers also have romance motivation in their interest in traveling during revenge tourism, which is the desire to meet someone who can provide romantic atmosphere or fulfil sexual needs. And afterward, young travelers have wish-fulfilment, financial security, and leisure time motivation in their interest in traveling during the revenge tourism period, which is desire to use their free time to realize long-awaited dreams to the point of sacrificing themselves by saving money to be able to travel.

Nevertheless, young travelers do not have play motivation in their interest in travelling during revenge tourism, which is the desire to enjoy joy through various games as a re-emergence of childishness. Then they do not have prestige motivation in their interest in traveling during revenge tourism, which is the desire to show prestige by visiting destinations that show class and lifestyle, which is also an impetus to improve social status. This is because they have been waiting for their travel plans, so they are no

longer concerned with whether it is a prestige or something else. In fact, they do not have social interaction and educational opportunity motivation in their interest in traveling during revenge tourism, which is the desire to have social interaction and learn something new with colleagues or the local community they visit. This is because the pandemic is still ongoing and there is a possibility that transmission of the virus can have an impact because of social interaction and they only aim to at least realized their delayed trip because of pandemic.

Table 7. The Results of Coefficient Determination Test

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>
<u>1</u>	<u>.737</u>	<u>.543</u>	<u>.515</u>

Sources: Processed Data, 2022

Table 7 above shows that the coefficient of determination (R<sup>2</sup>) is 0.515 which means that the independent variables are motivation variables which include escape (X1), relaxation (X2), play (X3), strengthening family bonds (X4), prestige (X5), social interaction (X6), educational opportunity (X7), self-fulfillment (X8), romance (X9), wish-fulfillment (X10), financial security (X11) and leisure time (X12) explain the value of the dependent variable, namely the interest in traveling of young travelers during revenge tourism is 51.5% and the remaining 48.5% is explained by other variables not discussed in this study.

The millennial generation still represents today's young generation for traveling. Called young travelers because this generation uses travel to gather experience, expand knowledge, develop themselves and build a CV. According to the journal published by a WYSE Travel Confederation Horizons IV (2018), it is explained that young travelers are looking for experiences, especially those related to food and drink and festivals. They feel that the experience when traveling is more important, so many of them are very disappointed with the Covid-19 pandemic. Although the pandemic is still ongoing and has not been declared over, the government has lifted the imposition of mobility restrictions. In addition, many countries have opened their borders.

### **MANAGERIAL IMPLICATIONS**

There are several findings in this study that can provide benefits for various parties. First, for tourism destination managers, the results of this study can be used as material for consideration and evaluation of the motivation and interest of young travelers to travel, especially in the post-covid-19 era or known as revenge tourism after the pandemic ends. Then, identification of various motivations and interests of young travelers in traveling can be used by destination managers and tourism service businesses as a reference for improvement in the future given the changes in motivation and interest of young travelers. Lastly, it is hoped that this research can be used to enrich knowledge and complement the literature on the motivations and interests of young traveler in making their travels in the post-covid-19 era. This study also has limitations and weaknesses that maybe followed up with further studies related to the motivation and interest of young travelers in traveling so that a more complete and more objective picture can be obtained about it.

## CONCLUSION

Revenge tourism is the phenomenon that arises as a result of that people will travel to relieve fatigue and boredom after being at home for too long because of the pandemic. The existence of this term also comes because tourists are forced to cancel their travel plans due to travel restrictions stemming from the pandemic. The outcome of this research is most of the millennial generation as young travelers have travel plans that they plan and will realize after the Covid-19 pandemic ends. After going through several quarantine phases and restrictions, young travelers are one of the fastest growing of the global tourism sector have different interest and motivations after the pandemic ends. The motivation that affects the interest in traveling during revenge tourism are escape, relaxation, strengthening family bonds, self fulfilment, romance, wish-fulfilment, financial security, and leisure time motivation. Whereas the others motivation is play, prestige, social interaction, and educational opportunity motivation does not affect on interest in traveling of young travelers during revenge tourism.

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