

# Backpackers' Travel Decision Across Generations and Countries of Origin: An Empirical Study in Indonesia

*by* Maria Angeline Stephanie Serli Wijaya Hatane Samuel

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# Backpackers' Travel Decision Across Generations and Countries of Origin: An Empirical Study in Indonesia

Maria Angeline Stephanie  
Serli Wijaya

18 tane Samuel

Faculty of Business and Economics, Petra Christian University, Surabaya, Indonesia

**ABSTRACT:** In the past few decades, backpacking tourism has become more popular not only for young travelers but also for the adult and elderly. A backpacker is an independent traveler who visits a tourism destination and has more flexible travel plans. This research aimed to find out if there is any variance of consideration taken by foreign backpackers across generational cohorts and countries of origin at the time they decided to go backpacking to Indonesia. Travel perceived risk was analyzed as a covariate variable. A survey was completed on 156 foreign backpackers who have ever traveled to Indonesia. Descriptive statistic<sup>5</sup> analysis, ANOVA, linear regression, and MANCOVA tests were utilized to analyze the primary data. The results show that there is a significant difference between Y and “baby boomers” generations of backpackers on the<sup>30</sup> trip phase, especially on the evaluation of alternatives. In addition to this, the study found that there is a significant difference between backpackers from Asia and non-Asia on the pre-trip phase, especially on the travel necessities introduction step. This research also reveals that travel perceived risk negatively influences backpackers' consideration to decide to travel to Indonesia.

**KEYWORDS:** *backpacker, generational cohort, countries of origin, travel decision, travel perceived risk, Indonesia*

## 1 INTRODUCTION

Traveling lifestyle has developed into a global trend that is not only dominated by people from developed countries but also those from developing countries where traveling has become a part of human's life of all age. Regardless of various global security issues, the number of international travelers in 2017 surpassed 1.3 billion, 6.8% more than the previous year (WTO, 2018). The significant growth of the tourism industry also happened in Indonesia, which was visited by 15.81 million foreign travelers, 12.58% more than in 2017 (BPS, 2019). The Ministry of Tourism in their strategic<sup>11</sup> planning prioritized the development of 10 tourism spots called “the new Balis” or 10 new Balis: Lake Toba, Tanjung Kelayang, Tanjung Lesung, Kepulauan Seribu, Borobudur Temple, Mount Bromo, Mandalika, Wakatobi, Labuan Bajo, Morotai Island (Kemenpar, 2018). Most of these ten new developed Balis has the characteristic of natural tourist attraction that is closely related to adventure tourism, which is a popular tourism activity for travelers. This adventure tourism destination is expected to attract more backpackers from inside and outside of the country.

Studies on backpackers have been done many times since the 1990s with the various focus of studies. Some research focused on the image of a backpacker (Markward, 2008; Menuh, 2016); backpacking tourism development strategy and the analysis on the impact of backpacking

(Pearce, Murphy, & Brymer, 2009; Dayour, Adongo, & Taale, 2015; Brenner & Fricke, 2016; Wowor, 2011). Other research analyzed backpacker's behavior such as satisfaction towards the facilities and services (Hecht & Martin, 2006; Rashid-Radha, Lockwood, & Nolan-Davis, 2016); as well as the backpackers' motivation and traveling decision (Loker-Murphy & Pearce, 1995; Paris & Teye, 2010; Godfrey, 2011). From the aforementioned research, not a single one has focused on the demographic factors that influence backpackers in making their travel decision. In reality, this demographic factor has an indirect influence that could affect one's travel decision (Sumarwan, 2002).

Even so, from the previous research on backpacker tourism, the empirical research that analyzed the behavior of foreign backpackers that visit Indonesia is still very rare. The analysis in this research is based on the consumer decision-making construct by Engeld Blackwell, & Miniard (1995), which was adapted into the context of tourism as a travel decision-making construct (Kotler, Bowen, & Makens, 2006; Jennings, Lee, Ayling, Lunny, Cater & Ollenbunrg, 2009). Based on this construct, travel decision making passed through three phases: 1) pre-travel; 2) during-travel; 3) post-travel. To get a more comprehensive image of backpacker's behavior, a longitudinal investigation on the three decision-making phases should be done. However, considering that overseas backpackers are very mobile, so analyzing the three steps of decision making needs a lot of time. Because of that, this study is limited to the pre-travel and during-travel phases where the primary data can be obtained in one try (cross-sectional).

Literature shows that the baby boomers, X, and Y generation have different perspective and behavior in seeking information and making decisions (Williams & Page, 2011; Agosi & Pakdeejirakul, 2013; Rahulan, Troynikov & Watson, 2014; Paakkari, 2016). Before deciding their destination and activities there, a traveler will consider several possible risks. Travel risk is a situation where consumers do not know the type and size of the consequences of the travel decision that they make (Qi, Gibson & Zhang, 2009; Anil, Ceta & Neelika, 2010). Travel perceived risk can affect the choice of destination (Garg, 2015). This study aimed to examine the role of demographic factors especially the age range (generation) and countries of origin as a differentiator of foreign backpacker's decision making to travel to Indonesia, by including travel perceived risk as a covariate variable that influences travel's decision. On this basis, the questions that want to be answered in this research are:

1. Are there any differences in the travel decision consideration for foreign backpackers across generations in Indonesia on the pre-travel and during-travel phases?
2. Are there any differences in the travel decision consideration for foreign backpackers of various countries of origin in Indonesia on the pre-travel and during-travel phases?
3. Does travel perceived risk have a negative influence on foreign backpacker's decision consideration in Indonesia on pre-travel and during travel phases?

## 2 LITERATURE REVIEW

### 2.1 Traveler Typologies and Backpacker

A traveler is someone who travels outside their country of origin in more than 24 hours and less than a year, without the objective of making money. Plog (2012) stated that a traveler's profile can be differentiated based on the psychological aspects that include traveling desire, travel frequencies, types of travel, and the choice of destination. First, a *venturer (allocentric)*, is a traveler who seeks adventure and is ready to take the risk. He enjoys traveling independently in a flexible independent trip; going to places not yet known by many other travelers to find something new, and traveling with a minimum budget. Second, *mid-centric*, is a traveler who accepts mid-risk but prefers to let others try it first. He prefers to spend time with friends and family; relaxing activities; following a recommendation from a related person or family, and visiting destinations that are currently popular. Third, *dependable (psychocentric)*, who tends to be doubtful and take a lot of consideration before traveling. This type of traveler prefers a well-planned trip in groups; utilize travel packages; visit well-known tourism spots and places similar to their neighborhood.

A backpacker is categorized as a venturer, where the travel is done independently, from choosing the destination to deciding the travel activities. The length of the trip varies, it can be a few weeks, months, or even years (Hecht & Martin, 2006). Maoz (2007) in her research defined a backpacker as an independent traveler that visits various tourist destinations and has more flexible travel plans. Because most backpackers have the characteristic of wanting to get involved and directly explored the culture and knowledge of the locals, (Markward, 2008; Paris & Teye, 2010), they often spontaneously meet other backpackers in their trip, becoming friends and sharing authentic experiences (Sorensen, 2003; Godfrey, 2011). When meeting other backpackers, they often share their minds on unusual and new routes, as well as focusing on nature and culture (Cohen, 1979) with a limited budget. Specifically, backpackers chose to eat in a cheap restaurant, using public transportation, and not to live in an expensive hotel (Hecht & Martin, 2006; Rashid-Radha et al., 2016). This is in line with the research done by Aji (2015) that explained backpacker's activities like a trip sequence done independently with certain objectives using a minimum budget and simple equipment.

Backpacker is not only limited to a certain range of ages. The age of backpackers is usually around 18-33 (Sorensen, 2003). At this age, someone is biologically at the peak of their health, power, energy, and endurance (Papalia, Olds, & Feldman, 2004). However, many senior backpackers above 55 years old have started to appear nowadays (Hecht & Martin, 2006; Paris & Teye, 2010), of which they travel to relax and improve their health by enjoying nature.

## 2.2 Travel Experience

Travel experience is something that is affected by several activities, where every activity is being done by different individuals or business person (Yuniawati & Ridwadnudin, 2015). Travel experience consists of three phases that are adapted from Engel et al.'s theory (1995) about the travel plan. First, the pre-travel phase is a phase where travelers are gathering information that will help them decide to fill their needs. Travelers need information regarding their destination and tourism products before they start their trip. This phase is called the anticipatory phase where travelers plan and adjust their trip. In this phase, travel expectation and experience is being shaped. Second, the during-travel phase is a phase where travelers experienced the quality of the products and services at their destination. In this phase, the travelers face and feel the experience of the destination, whether it is with the locals, the culture, food, language, attraction, nature, accommodation service quality, transportation, or information accessibility. (Jennings et al., 2009). Last, the post-travel phase is a phase where the travelers have done their activities in the destination place and have evaluated the quality of their experiences. Hudson and Ritchie (2009) explained that in this phase, travelers gather souvenirs to bring back home and sharing their travel photos on social media.

## 2.3 Travel Perceived Risk

Schiffman and Kanuk (2007) defined risk as uncertainty faced by consumers when they could not predict the impact of their buying decision. While according to Garg (2015), the risk is a situation where consumers do not know the consequences of the alternatives or the possibility of a loss from the travel decision that they make. Lepp and Gibson (2003) defined risk in tourism as something that is felt and experienced by the travelers in the buying and travel service consumption process, where according to them there are six kinds of perceptions on travel risk. First is a health risk, a risk where a traveler becomes ill during the travel. Second, food incompatibility risk, where a traveler can not adapt to local food because of, for example, different types of food and ways of eating. Third, cultural barrier risk, a risk related to cultural misunderstanding, difficulty in communicating with the language of the locals, the inability to adapt to the living standard and, the life in the destination place. Fourth, crime risk, a risk of experiencing crimes such as theft and fraud. The fifth risk is political instability risk, a risk where travelers are being trapped in the political chaos or instability in the visited country or destination.



Last is terrorism risk, a risk where travelers become a victim of terrorism acts such as hijacked plane or bombing.

#### 2.4 *The Relationship Between Generational Cohort Differences and Travel Decision*

Travel planning is started with introducing needs (Kotler et al., 2006). After recognizing their needs, travelers will try to gather information, whether it is from a personal, commercial, or public source (Zeithaml et al., 2009). A series of alternatives will be arranged by the consumers as they gathered information. Kotler et al. (2006) identified sets of alternatives as groups of products that are considered acceptable in a certain product category. The available alternatives will then be evaluated based on the importance given to each attribute following the needs and desires of the travelers that will finally end in travel decision making.

Previous research found that age and generation groups can influence decision-making (Williams & Page, 2011; Agosi & Pakdeejirakul, 2013; Rahulan et al., 2014; Paakkari, 2016). This difference in age and generation will influence the change of behavior, perspective, and ways to reach a decision. Baby boomers generation group, in general, tend to be more courageous in making decisions with careful considerations, while generation Y generally tends to follow the trend and secondary information source in deciding a purchase, such as from the social media (Rahulan et al., 2014). This indicates that each generation must be approached or influenced by different approaches in marketing a product or service so that the different needs of each generation could be fulfilled. Based on the preceding discussion, the following hypotheses are proposed as below:

- H<sub>1</sub>: There are differences in the travel decision consideration among backpackers across generations in Indonesia on the pre-travel and during-travel phases.
- H<sub>1a</sub>: There are differences in the travel decision consideration among backpackers across generations in Indonesia on the recognition of needs step of the pre-travel phase.
- H<sub>1b</sub>: There are differences in the travel decision consideration among backpackers across generations in Indonesia on the information gathering step of the pre-travel phase.
- H<sub>1c</sub>: There are differences in the travel decision consideration among backpackers across generations in Indonesia on the evaluation of alternatives step of the pre-travel phase.
- H<sub>1d</sub>: There are differences in the travel decision consideration among backpackers across generations in Indonesia on the travel decision step of the during-travel phase.

#### 2.5 *The Relationship Between Countries of Origin and Travel Decision*

Decision making is a complex process. After the recognition of needs step, the consumers can search for information and evaluate a series of alternatives to be used for decision making (Kotler et al., 2006; Zeithaml et al., 2009). Meanwhile, demographic factors themselves have an indirect influence on a person's travel decision. According to Sumarwan (2002), consumers have different desires and needs based on their socio-demographic characteristics. One of the demographic factors that can be used as a reference for predicting tourism behavior is the country of origin. The study done by Pizam and Sussmann (1995) found that tourism behavior is closely related to the country of origin and cultural background. The result of the study done by McCleary, Weaver & Hsu (2006) revealed that there is a significant difference related to the perceived value of travel services felt by foreign tourists in Hong Kong that came from seven different countries where this perceived value influenced their willingness to come back to Hong Kong. Based on the preceding discussion, the following hypotheses are formulated as follow:

- H<sub>2</sub>: There are differences in the travel decision consideration among backpackers from various countries of origin in Indonesia on the pre-travel and during-travel phases.
- H<sub>2a</sub>: There are differences in the travel decision consideration among backpackers from various countries of origin in Indonesia on the recognition of needs step of the pre-travel phase.
- H<sub>2b</sub>: There are differences in the travel decision consideration among backpackers from various countries of origin in Indonesia on the information gathering step of the pre-travel phase.

H<sub>2c</sub>: There are differences in the travel decision consideration among backpackers from various countries of origin in Indonesia on the evaluation of alternatives step of the pre-travel phase.

H<sub>2d</sub>: There are differences in the travel decision consideration among backpackers from various countries of origin in Indonesia on the travel decision step of the during-travel phase.

## 2.6 The Relationship Between Travel Perceived Risk and Travel Decision

Traveling to a new place or destination outside the environment of their daily life that is faced by the travelers has its own risk that must be taken into consideration. The risk of travel has been explained by Lepp and Gibson (2003) into six types of risks. Travelers are trying to find information as much as possible to minimize this risk, of which the information on the set of alternative destinations will be evaluated based on several criteria (Garg, 2015). After the travelers evaluate the alternative destinations, the travel perceived risk that may happen in a destination will be the basis of the evaluation that will be seriously considered, and it may even be possible for an alternative destination to be eliminated in the evaluation process (Garg, 2015). Based on the above discussion, the following hypotheses are formulated as follow:

H<sub>3</sub>: Travel perceived risk negatively influences the travel decision consideration among backpackers in Indonesia on the pre-travel and during-travel phases.

H<sub>3a</sub>: Travel perceived risk negatively influences the travel decision consideration among backpackers in Indonesia on the recognition of needs step of the pre-travel phase.

H<sub>3b</sub>: Travel perceived risk negatively influences the travel decision consideration among backpackers in Indonesia on the information gathering step of the pre-travel phase.

H<sub>3c</sub>: Travel perceived risk negatively influences the travel decision consideration among backpackers in Indonesia on the evaluation of alternatives step of the pre-travel phase.

H<sub>3d</sub>: Travel perceived risk negatively influences the travel decision consideration among backpackers in Indonesia on the travel decision step of the during-travel phase.

## 3 METHOD

Sample of the study was purposively selected with the following criteria: 1) aged between 23-71 years old at the time of the survey; 2) foreign travelers who have traveled to Indonesia at least two times in a backpacking mode, or those who were currently backpacking in Indonesia during the survey was taken. Primary data collection was completed through a survey using questionnaires as a research instrument to a minimum of 150 respondents. Besides asking questions related to travelers' demographic and characteristics profiles, questions measuring travel decision phases and travel perceived risk were developed with a seven-point Likert scale whose values ranging from 1=strongly disagree; 2=disagree; 3=slightly disagree; 4=in between; 5=slightly agree; 6=agree; to 7=strongly agree. To widen the range of participants, the survey was undertaken both offline and online. The offline survey was completed in various tourist spots in the cities of Surabaya, Yogyakarta, Malang, and Bali, while the online survey was done through the researchers' network, that is, backpacker's communities on Facebook.

To analyze the collected data, first, the ANOVA analysis was used to differentiate more than two groups of data by comparing their variance. The criteria of decision making are if the significance (p-value) < 0.05, then there is a significant difference between the three-generation groups and countries of origin in backpacking travel decision consideration in Indonesia on the pre-travel and during-travel phases. Next is the posthoc test, which is a continuation of the ANOVA test that is used to examine the differences between one independent sample to the others. The posthoc test could be done if H<sub>0</sub> is proved and accepted, or if there are any differences in each sample. The method used in this test is Tukey for comparing pairs.

Following the ANOVA analysis, the regression analysis was utilized to find out how the variable X is different from the variable Y. If the coefficient's value is positive, it shows the positive influence of the covariate variable on the dependent variables and vice versa. The coefficient of multiple determination was calculated to measure the degree of correlation between

the covariate and dependent variables. Last, MANCOVA analysis was employed since it is a multivariate statistics method where both dependent or independent variables are more than one and have covariate metrics. The analysis was taken to examine whether there are any significant differences in the dependent variable groups after the adjustment with the uncontrollable covariate variables.

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## 4 RESULTS AND DISCUSSION

### 4.1 Respondent Profiles

A total of 194 respondents have participated in the survey but only 156 questionnaires fulfilled the criteria to be processed so the resulted response rate is 80.41%. Balanced participation is received from both men and women respondents. In terms of age, the respondents are dominated by the 23-37 years old group, which is a part of generation Y. The majority of the respondents come from non-Asia countries and work as employees. Half of the respondents have estimated travel costs of less than USD\$ 1.000 and prefer to use a hotel/backpacker hostel as their accommodation place. Aside from that, the majority of the respondents traveled alone, of which they went backpacking 3 times in the last 3 years, and stayed for at least 1 month.

All respondents chose to go backpacking when they travel to Indonesia, after considering travel decision steps, started from recognition of needs, information gathering, to evaluation of alternatives. Because of that, the researcher does not test any of the fourth hypothesis (point d) regarding differences in travel decision consideration on the travel decision step of the during-travel phase.

### 4.2 ANOVA Analysis

Table 1 shows that the significance value of recognition of needs and information gathering variables are more than 0,05. From this result,  $H_{1a}$  and  $H_{1b}$  are not proven because there are no significant differences in the travel decision consideration of foreign backpackers across generations in Indonesia on the recognition of needs step of the pre-travel phase. On the other hand, the significance value of evaluation of alternatives variables 0,061, where this value is still declared as significant with a significant rate of 10%. With that,  $H_{1c}$  can be accepted, meaning that there are significant differences in the foreign backpacker's travel decision consideration specifically on the evaluation of alternatives step of the pre-travel phase.

Table 1. ANOVA Test of Travel Decision Across Generational Cohorts

Dependent Variable		Sum of Squares	df	Mean Square	F	Sig.
NEED	Between Groups	.059	2	.030	.038	.963
	Within Groups	120.172	153	.785		
RECOGNITION	Between Groups	.681	2	.340	.249	.780
INFORMATION	Within Groups	208.928	153	1.366		
SEARCH	Between Groups	4.718	2	2.359	2.848	.061
EVALUATION OF	Within Groups	126.718	153	.828		
ALTERNATIVES						

Table 1 shows that the significance value of recognition of needs and information gathering variables are more than 0,05. From this result, the researcher declared that  $H_{1a}$  and  $H_{1b}$  are not proven because there are no significant differences in the travel decision consideration of foreign backpackers across generations in Indonesia on the recognition of needs step of the pre-travel phase. On the other hand, the significance value of evaluation of alternatives variables 0,061, where this value is still declared as significant with a significant rate of 10%. With that,  $H_{1c}$  can be accepted, which means that there are significant differences in the foreign backpacker's travel decision.

Furthermore, the result of posthoc ANOVA analysis showed significant differences between the two generations of backpackers' travel decision considerations when they visited Indonesia.



These two generations are generation Y and baby boomers (the significance rate is 10%). Significant differences can be seen in the evaluation of the alternatives step of the pre-travel phase.

Table 2. ANOVA Test of Travel Decision Across Country of Origins

Dependent Variable		Sum of Squares	df	Mean Square	F	Sig.
NEED	Between Groups	6.811	2	3.405	4.594	.012
RECOGNITION	Within Groups	113.420	153	.741		
INFORMATION	Between Groups	3.997	2	1.999	1.487	.229
SEARCH	Within Groups	205.612	153	1.344		
EVALUATION OF	Between Groups	2.713	2	1.357	1.612	.203
ALTERNATIVES	Within Groups	128.723	153	.841		

Table 2 demonstrates that the significance value of information gathering and evaluation of alternative variables are more than 0,05. Based on that result,  $H_{2b}$  dan  $H_{2c}$  are rejected, because there is no significant difference in the travel decision consideration of foreign backpackers from various countries of origin in Indonesia on the information gathering and evaluation of alternatives steps of the pre-travel phase. On the other hand, the significance value of the recognition of needs variable is 0,12, which is smaller than the 5% significance rate. Because of that,  $H_{2a}$  can be accepted, which means that there are significant differences in the travel decision consideration of foreign backpackers from various countries of origin in Indonesia on the recognition of needs step of the pre-travel phase.

Moreover, the result of post-hoc ANOVA analysis showed a significant difference (the significance rate is 5%) on the travel decision consideration of foreign backpackers from non-Asia and ASEAN countries to Indonesia, especially on the recognition of needs step of the pre-travel phase.

#### 4.3 Linear Regression Analysis

Table 3. Linear Regression Test on Travel Perceived Risk

Dependent Variable		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
NEED	(Constant)	6.326	.213		29.673	.000
RECOGNITION	TRAVEL PERCEIVED RISK	-.034	.051	-.054	-.665	.507
INFORMATION	(Constant)	5.019	.280		17.918	.000
SEARCH	TRAVEL PERCEIVED RISK	-.093	.066	-.113	-1.406	.162
EVALUATION OF	(Constant)	5.519	.216		25.520	.000
ALTERNATIVE	TRAVEL PERCEIVED RISK	-.163	.051	-.248	-3.173	.002

Table 3 illustrates that the covariate variable of travel perceived risk has a significant and influence on the travel decision consideration of foreign backpackers from various countries of origin in Indonesia, especially on the evaluation of alternatives step of the pre-travel phase.

#### 4.4 MANCOVA Analysis

Table 4 shows the significant value of Wilks' Lambda, Hotelling's Trace and Roy's Largest Root is less than 0,05, while the significance value of Pillai's Trace is 0,053, less than 0,10. With that,



it can be concluded that the interaction across generation with travel perceived risk as a whole has a significant influence on the other related variables. Next, the test of between-subjects effects by showing the relation between the variable's interaction of covariate generation's travel perceived risk with the evaluation of alternatives variable giving an  $F$  with significance rate of 0,0004. This is becoming the basis for accepting  $H_{3c}$ . This means that if travel perceived risk significantly influences foreign backpacker's travel decision consideration. On the other hand, the significance of the recognition of needs and information gathering variables are more than 0,05, which means that  $H_{3a}$  dan  $H_{3b}$  is not proven.

Tabel 4. MANCOVA Analysis of Travel Perceived Risk Across Generational Cohorts

Effect		Value	F	Hypothesis df	Error df	Sig.
AGE (GEN) *	Pillai's Trace	.107	1.881	9.000	456.000	.053
TRAVEL	Wilks' Lambda	.894	1.911	9.000	365.211	.049
PERCEIVED	Hotelling's Trace	.117	1.931	9.000	446.000	.046
RISK	Roy's Largest Root	.101	5.109 <sup>c</sup>	3.000	152.000	.002
	Root					
Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
AGE (GEN) *	NEED RECOGNITION	.385	3	.128	.163	.921
TRAVEL	INFORMATION	3.906	3	1.302	.962	.412
PERCEIVED	SEARCH					
RISK	EVALUATION OF ALTERNATIVES	11.060	3	3.687	4.655	.004

Tabel 5. MANCOVA Analysis of Travel Perceived Risk Across Country of Origins

Effect		Value	F	Hypothesis df	Error df	Sig.
AGE (GEN) *	Pillai's Trace	.113	1.985	.039	456.000	.039
TRAVEL	Wilks' Lambda	.889	2.004	.038	365.211	.038
PERCEIVED	Hotelling's Trace	.122	2.011	.037	446.000	.037
RISK	Roy's Largest Root	.093	4.702 <sup>c</sup>	.004	152.000	.004
	Root					
Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
AGE (GEN) *	NEED RECOGNITION	3.420	3	1.140	1.483	.221
TRAVEL	INFORMATION	6.854	3	2.285	1.713	.167
PERCEIVED	SEARCH					
RISK	EVALUATION OF ALTERNATIVES	10.345	3	3.448	4.328	.006

Table 5 displays the significance value of Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root are less than 0,05. At this point, it can be concluded that the interaction between the country of origin and travel perceived risk as a whole has a significant influence on its three dependent variables. Next, the test of between-subject effects shows the relation between variable interactions of the country of origin-covariate travel perceived risk with the evaluation

of alternatives variable to give the F score with significance rate of 0,006. This causes  $H_{3c}$  to be accepted, which means that travel perceived risk has a significant influence on the travel decision consideration of foreign backpackers from various countries of origin in Indonesia, especially on the evaluation of alternatives step. On the other hand, if the significance value of recognition of needs and information-gathering steps are higher than 0,05, so it became a basis for the researcher to reject  $H_{3a}$  and  $H_{3b}$ .

#### 4.6 Discussion

The test result shows that the desire for new experience and knowledge is the main thing that the respondents seek when they decided to go backpacking to Indonesia. This analysis result has also confirmed the study of Markward (2008) and Paris & Teye (2010) that backpackers tend to have the desire to directly explore and be involved with the culture and knowledge from the locals. On the information gathering step, online information such as social media and tourism websites of the target destination will be the most reliable main source of information for the respondents. Pietro, Virgilio, and Pantano (2011) in their research also stated that social media is a strong predictor in deciding a travel destination. In gathering information, backpackers often share their minds on the new unusual route and focus their activities on natural and cultural tourism. In this research, the indicator that must be paid attention to is the dominance of the respondents' answer that the beauty of nature and diverse culture is the main factor that they evaluate when they decided to go backpacking to Indonesia.

The covariate variable of travel perceived risk indicates that the threat of terrorism in Indonesia is quite a serious threat and affect the decision to go backpacking to Indonesia. Qi et al. (2009) in their study found a big potential for travelers to change their travel plans because of issues or acts of terrorism that will cause significant losses for a country that becomes a travel destination. For example, a terrorist attack known as the 2002 Bali Bombing caused 22.8% fewer foreign travelers to come to Bali in 2003 (Bali Post, 2014). From the cultural aspect, the study of Hostede and Hofstede (2005) stated that non-Asia and Asia-not-ASEAN people have an uncertainty avoidance index of 68 and 63,6. This signifies a big inconvenience from the people of those countries towards uncertainty, of which an unknown destined place can be interpreted as uncertainty for travelers ((Hofstede & Hofstede, 2005).

With regard to hypothesis 1, the results show that there are differences in the travel decision consideration of foreign backpackers across generations in Indonesia on the pre-travel and during-travel phases. At the *Need of Recognition* stage, most respondents from Generation Y need travel because of the desire or motivation to look for something new. Most of these Generation Y respondents stated that they become a backpacker to answer their curiosity about Indonesia. On the other hand, respondents of the 38-52 age range (gen X), like the average people in working age, stated that they become a backpacker to spend their free time. Most of gen X respondents are ready to take a leave from their work to go backpacking. Similar to them are the respondents of the 53-71 age range (baby boomers gen) that travel only to fulfill their needs to spend their free time. From the above explanations, two generations, baby boomers and generation X have the same needs that push them to be a backpacker and travel to Indonesia, and this explains that although generation Y is different, the difference is not significant because the other two generations are the same. Further, at the *Information Search* stage, the three-generation groups have the same preference, that is, to consider online information as the most reliable source in their travel decision consideration to Indonesia. This also becomes a possible answer to the insignificance of hypothesis 1<sub>b</sub> that was caused by the advancement of technology in the globalization era, because the internet these days has become something that every generation need and can be accessed by anyone even though it is still being dominated by the youth (generation Y).

Further, at the *Evaluation of Alternatives* stage, the 23-37 years old respondents (Gen Y) are more dominant at almost every indicator. This high agreement rate indicates that the young generation is more active and selective in considering their travel decision making. According to McCrindle (2012), generation Y uses the internet as their main source of information and social

because this generation grew along with the advancement of technology such as computers, laptops, e-mail, and mobile communication. This becomes a hobby for this group to be more active in evaluating several alternatives for their backpacking to Indonesia. This is completely different from the 53-71 years old respondents (baby boomers generation). Most of the baby boomers respondents tend to be more passive in evaluating their alternatives, although they have then the same preference in evaluating the beauty of Indonesian nature and culture. According to McCrindle (2012), baby boomers are more firm and conservative, so they tend to be less courageous in taking a decision or facing risks compared to generation X and Y. With a significant rate of 10%, the researcher accepted  $H_{1c}$ , where there are significant differences towards the travel decision of foreign backpackers across generations in Indonesia on the evaluation of alternatives step, especially for Generation Y and baby boomers.

In terms of findings related to hypothesis 2, the results show that there are differences in the travel decision consideration of foreign backpackers from various countries of origin in Indonesia on the pre-travel and during-travel phases. In the *need for Recognition* stage, respondents from non-Asia countries tend to travel to fulfill their needs in exploring something new. This is because there are many differences between Indonesia and non-Asia countries, mainly in natural resources, culture, and weather. Thus, non-Asia travelers tend to visit for a longer period. This tendency is strengthened by the data released by the official website of the Ministry of Tourism (2018), that the average stay time of foreign tourists from non-Asia countries when they visit Indonesia is 12-14 days. Different from that is the respondents from Asia ASEAN where the mean analysis indicated that Asia ASEAN tourists tend to need to run away from their daily routines by visiting Indonesia in a relatively short period (less than 7 days). During the field survey, most respondents that came from Asia ASEAN choose to enjoy nature by doing relaxing activities, such as sightseeing. Meanwhile, respondents from non-Asia countries choose to blend with the locals, nature, and culture.

Following Hofstede's cultural dimension index, people from non-Asia countries tend to be individualists (Hofstede & Hofstede, 20105), where each individual has their self-image that is defined as "I", which means, each people is responsible for their self and prioritize their personal opinion. The research result confirmed this, that when the backpackers explore things, the respondents from non-Asia countries tend to be going alone. On the other hand, those from Asia ASEAN are people with a collectivistic culture that defined their self-image as "us", where togetherness is held high and opinions are decided by groups. Because of that, when backpacking, respondents from Asia ASEAN tend to travel in groups and have the same goals (Hofstede & Hofstede, 2005). Additionally, when referring to the dimension of the self-indulgence culture of Hofstede, the non-Asian people have a higher self-indulgence index than the Asia ASEAN people (Hofstede & Hofstede, 2005). It means that non-Asian backpackers will be more flexible in realizing their drive and desire to enjoy life and have fun than the respondents from Asia ASEAN countries. Directly socializing and interacting with the local communities will increase the experiences and inspirations on which regions are explorable.

Next, at the *Information Search* stage, the respondents from three groups of the country of origin, Asia ASEAN, Asia non-ASEAN, and non-Asia, relatively have the same preferences, that is, assuming online information as the most reliable source in travel decision consideration for backpacking to Indonesia. This also becomes a possible answer to the insignificance of hypothesis 2<sub>b</sub> that was caused by the advancement of technology in the globalization era, as well as the start of the progressing disappearance of conventional information sources such as television, radio, and conventional travel agents that now had become a secondary information source for the respondents. Pietro et al. (2011) in their study stated that social media is a strong predictor for deciding a travel destination. Further, at the *Evaluation of Alternatives* stage, respondents from the three countries of origin groups also have the same preference, where the attributes that tend to be evaluated in considering backpacking to Indonesia is the beauty of the nature and culture of Indonesia. With that, the insignificance of hypothesis 2<sub>c</sub> might be because of the similarity of evaluation importance rate for backpackers that generally focused on nature and culture (Cohen, 1979) in their backpacking trips. Although the alternative preference is, in fact, the same, those alternatives are being used to fulfill different needs in different ways.



In relation to hypothesis 3, the findings illustrate that travel perceived risk negatively influences the travel decision consideration of the foreign backpackers in Indonesia on the pre-travel and during-travel phases. The research result shows that the travel risk felt by the consumers gives a negative influence on their travel decision, but, because its value is not significant, that influence is not affecting the respondents' travel decision consideration. Meanwhile on hypothesis 3<sub>c</sub>, the significant negative influence of covariate variable on the travel decision consideration in the evaluation of alternatives step. This may be because the indicator of travel risk itself does not have any direct relationship with the other two steps. It means that even if there are risks felt by the respondents, it will not give too much influence on the pattern of needs or information sources choice. The existence of this possibility is against the result of the previous research done by Garg (2015) that perceived risk rate can also decide the number of information searching, which was identified as a risk reduction strategy that is done by prospective tourists. The series of destination alternatives and each of their risks are considered to be playing the biggest role in travel decision making. Some travel destinations can be eliminated through the travel decision process because of the risks that are considered to be attached to certain destinations, especially if it is associated with the negative image of terror threats in a country (Garg, 2015).

## 5 CONCLUSION AND RECOMMENDATIONS

Based on the discussion and analysis done in the previous chapter, the following conclusions have been reached. First, a significant difference in travel decision consideration between backpackers from generation Y and baby boomers in Indonesia on the pre-travel phase is found, especially on the evaluation of alternatives step. This finding proves that the difference of generation of travelers could create a different needs of evaluation of alternatives in backpacking tourism in Indonesia. Second, it is found that there is a significant difference in the travel decision consideration of non-Asia and ASEAN backpackers on the pre-travel phase, especially on the recognition of needs step. This proves that different countries of origin can produce different motivations in the case of backpacking to Indonesia. Last, travel perceived risk negatively influences the travel decision consideration of foreign backpackers in Indonesia on the pre-travel phase, especially on the evaluation of alternatives phase. It means that the bigger the travel perceived risk experienced by foreign tourists, the smaller the probability of them backpacking to Indonesia. In the end, this will influence their consideration of the travel evaluation of the alternatives phase.

The findings of this study have provided managerial implications as follows. First, it is important for destination management organizations both at the local and national level to develop adventure tourism events that expose the natural and cultural diversity of Indonesia. A campaign that works together with the backpackers and independent travelers communities in the form of creating videos that display the blends and funs of the backpacker's activities with nature's potential of Indonesia that can be enjoyed with a relatively affordable cost for backpackers, is worth of trying to attract more international backpackers visiting Indonesia. For further research, the variables examined in this study could be reapplied in other forms of tourism study such as cultural, religious, or sports tourism to enhance the understanding of tourist behavior in a better way.

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