

FACTORS INFLUENCING INDONESIAN MILLENIALS' TRAVEL DECISION: A CASE OF BANGKOK

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Abstract

The number of Indonesian millennials visiting Bangkok is increase year by year. There must be a strong reason, why Indonesian millennials decide to visit Bangkok. This research aims to find out the factors influencing Indonesian millennials' travel decision to visit Bangkok. The push and pull travel motivations theory are used to develop the research framework. A quantitative research with primary data collected by using a questionnaire is done. The data analysis used in this research is linear regression. There are two models, multiple linear regression and simple linear regression. A multiple linear regression is used to find out the factors of traveler satisfaction, while a simple linear regression is used to find out the influence of traveler satisfaction toward travel decision. The result shows that there are five push factors and five pull factors influencing traveler satisfaction, and at the end, traveler satisfaction influences travel decision. The five push factor are knowledge and culture, friendship, social status, sightseeing, and new experience. Meanwhile the five pull factors are local values, destinations features, historical values, cultural values, and outdoor attraction. Relaxation, as a part of push factor, does not influence traveler satisfaction.

Keywords: Push and Pull Travel Motivations, Traveler Satisfaction, Travel Decision, Indonesian Millennial, Bangkok

A. INTRODUCTION

Thailand is a country that is successful in attracting foreign tourists. This success made the tourism industry become one of the mainstays in the Thailand economy. World Travel and Tourism Council reported that the total contribution of Travel and Tourism sector to Thailand's GDP was 21.2% in 2017, and it projected to rise become 28.2% in 2028 (Bangkok Bank, 2019).

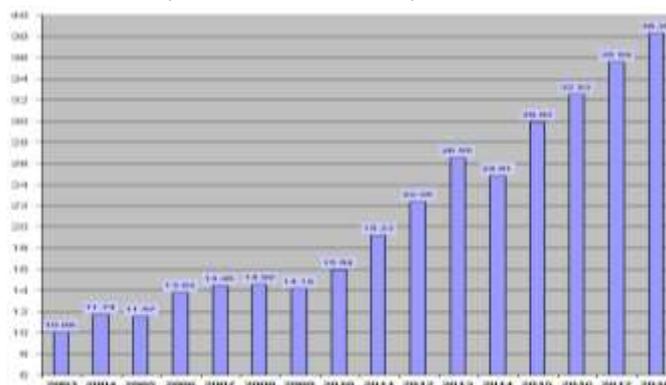
Based on data from the Mastercard Global Destination Cities Index, Bangkok - the capital city of Thailand - has been designated as the city with the most tourist arrivals in the world in the last three years, 2016 (21.5 million tourists), 2017 (20.5 million tourists) and 2018 (21.98 million tourists). Figure 1 shows that the number of foreign tourist visits to Thailand also tends to increase from year to year, especially since 2010, except in 2014 which declined due to the political crisis (Robino, 2019).

In line with the increasing number of foreign tourists to Bangkok, the number of tourists from Indonesia to Bangkok also shows the same trend.

Tourism industry players in Indonesia predict that the number of outbound tourists of Indonesia will increase 8.6% from 2016 to 2021 (Andriani, 2018).

The success of Thailand in attracting foreign tourists is an interesting phenomenon, especially when compared to Indonesia. In 2017, there were 575,000 Indonesian tourists visiting Thailand. While Thailand tourists visiting Indonesia only amounted to 138,235 people or less than a quarter (thaiwebsites.com, 2020). In fact, tourist destinations and tourist attractions in Indonesia are not inferior to Thailand (Bangkok) and even more interesting and varied. This condition raises some questions, like why the tourists prefer to go to Thailand than the neighbours (Malaysia, Vietnam or Indonesia)? What factors make Bangkok (Thailand) more attractive to be visited by foreign tourists including the Indonesian millennials? How attractive is the tourism destination in Thailand? That is why this research is conducted to answer the questions.

Figure 1
Yearly Tourist Arrivals in Thailand, 2003 – 2018
(in million tourists)



Source: thaiwebsites.com, 2020

Based on the above explanation, there are some problems to be answered. Why are so many foreign tourists visiting Thailand (Bangkok), including Indonesian millennials? What tourist destinations are interesting to be visited? What are the push and pull factors impacting travelers' satisfaction in visiting Bangkok? Is there any influence of travelers' satisfaction toward tourist travel decision? Therefore, a study about the factors influencing Indonesian millennials travel decision to Bangkok is really important to answer those questions. So, the aims of this research are:

1. To determine the favourite destination in Bangkok
2. To know the travelers' satisfaction to Bangkok and its factors
3. To know the influence of travelers' satisfaction toward tourist travel decision to Bangkok

B. LITERATURE REVIEW

Tourist Travel Decision

Tourist travel decision is a process of decision making in visiting of tourist destinations. Tourist travel decision is affected by internal factors and external factors (Ni, Tsao, Wang, 2017). As introduced by Dann (1977, cited by Komalasari & Zharfan (2017)), these factors are well known as travel motivation, and classified by push factors and pull factors. Push factors are the internal factors, and pull factors are the external factors. These factors will be explained more detail on the next part. The decision to revisit/return to the previous destination are influenced by destination satisfaction (Khuong & Ha (2014), Putra (2016), Komalasari & Ganiarto (2018)).

Tourist Destination Satisfaction

Tourist destination satisfaction or traveler satisfaction is defined as the overall enjoyment felt as the result of the tour experiences and could be the result of the comparison between the tourist's expectation before visiting, as part of the pre-visitation activity, with the experience during visitation, as part of during-visitation activity (summarized from Chen & Tsai (2007), McDowall (2010), Osman (2013), Ngoc & Trinh (2015)). Some factors influence traveler satisfaction, such as a traveler's needs, wants and desires (Osman, 2013), natural and cultural environment (Ngoc & Trinh, 2015), and tourist motivation (Prebensen, Skallerud & Chen, 2010). Meanwhile, a study conducted by Komalasari & Ganiarto (2018) in Labuan Bajo found that the pull factors, such as historical value, local value, culture and heritage, and travelling value, affect tourist satisfaction significantly.

The Tourist Motivation

Based on Dann (1977) (cited by Komalasari & Zharfan, 2017), tourist motivation could be divided into two categories. Those are push factors as an internal factors and pull factors as an external factors. Including in the push factors are internal motivation, such as personality, self-esteem, attitudes, rest and relax, escape, prestige, perceptions, interests, and others; socio economic and demographic factors, such as education, gender, disposable income, etc; and knowledge and experience. Including in the pull factors are destination attributes, such as climate, history sights, culture, language, scenic beauty, snow, etc.; accessibility, such as toll-road, transportation, etc; maintenance/situational factors, such as safety, security, seasonality, etc.; market image, such as negative/positive images, quality of services, facilities, visa entry condition, etc; other people, such as family, peers, travel companions (summarized from Komalasari & Zharfan, 2017; Ni, et al., 2017).

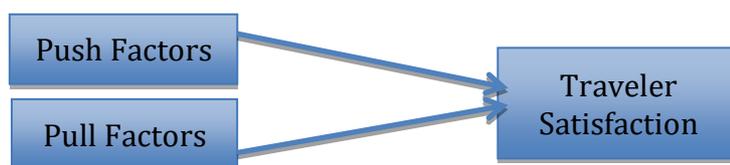
C. Research Method

Theoretical Framework and Hypothesis

According to the research objectives and the literature review, this research uses three blocks of variable. The push and pull factors of tourist motivation is the first block and treated as independent variable. Traveler satisfaction is the second block and treated as dependent variable of tourist motivation, and as independent variable for travel decision. Travel decision is the third block and treated as dependent variable of traveler satisfaction. The relationship of them is figured out on Figure 2, a Theoretical Framework, which consists of 2 models.

Figure 2
Theoretical Framework

The First Model:



The Second Model:



According to the theoretical framework above, the hypothesis from the first model is H1: push factors influence traveler satisfaction and H2: pull factors influence traveler satisfaction. Meanwhile, the hypothesis from the second model is H3: traveler satisfaction influences travel decision.

Variable Measurement and Research Instrument

The all variables are measured by construct statements, which are measured by using 5 (five) likert scale. All the construct statements are organized in a set of questionnaire. The questionnaire is not only to measure the variable, but also to get other data needed to support this research. Completely, the questionnaire consists of 5 (five) parts; those are screening question, respondent profile, trip for leisure profile, favourite destination, and construct statements.

The screening question is used to make sure that the respondents are Indonesian millenials and experiencing Bangkok as their travel destination. The respondent profile is used to figure out the respondents based on their gender, age, education, occupation, income, and marital status. The trip for

leisure profile consists of the frequency of visiting Bangkok, the travel companion, and average spending for one Bangkok trip. The favourite destination part is used to figure out the main favourite destination visited by Indonesian millennials.

The last part is the main part of the questionnaire, that is variable measurements. The first variable is push factors, consists of 21 internal factors. The second variable is pull factors, consists of 22 external factors. The third is traveler satisfaction, consists of 17 destination's features. The last variable is travel decision, consists of 8 construct measurements. The questionnaire is modified from Kesterson (2013).

Data Collection Method and Sampling Design

This research uses primary data, collected directly using printed questionnaire, from Indonesian millennials experiencing Bangkok. The content validity and reliability test is applied to test the validity and reliability of the construct statements.

The population are Indonesian millennials who have experience visiting Bangkok. The sample size is 277, selected by using non-probability sampling, which is convenience sampling.

Data Analysis Method

The procedure of data analysis is started from data tabulation and ended with hypothesis testing. Below is the detail step of the data analysis:

1. Validity and reliability test

To test the construct validity, this research uses the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test. The construct statement is considered to be valid if the KMO Measure of Sampling Adequacy (KMO-MSA) is ≥ 0.5 and the Bartlett's Test of Sphericity is ≤ 0.05 (Stephanie, 2020).

To test the construct reliability, this research uses the Cronbach's Coefficient Alpha. The construct statement is considered to be reliable if the Cronbach's Alpha Value is greater than 0.5 (Mostafavi, Keshavarz & Mohammadi, 2016).

2. Factoring analysis

Factoring analysis is used to construct a new variable from 21 construct statements of push factors and 22 construct statements of pull factors. The new variable could be formed based on the each column, which is shown on the table of the rotated component matrix value.

3. Inferential analysis

Based on the theoretical framework, there is two model in this research. The first model will be analyzed by using multiple linear regression, and the second by using simple linear regression. The step of each analysis is below:

a. A classical assumption test

This test is done to make sure that the data used are fulfill the requirements to be analyzed using linear regression. The test includes normality, homoscedasticity, and multicollinearity (Chatterjee & Simonoff, 2013).

b. The goodness of fit test

This test is done to make sure that the observe data correspond to the fitted (assumed model). The model is considered to be fit if the p-value of the F-test is less than or equal 0.05 (PennState Eberly College of Science, 2020).

c. Coefficient determination analysis

This analysis is well known as R-square analysis, which expected value is bigger than 0.7; meaning that the independent variable(s) significantly determines the variability of the dependent variable (Ogee, Ellis, Scibilia, Pammer, & Steele, 2014).

d. Hypothesis testing

In this research, the hypothesis testing is done with the the confidence level 95%. So, the criteria to accept the hypothesis when the CR is ≥ 1.96 and the p-value is ≤ 0.05 (Hair, Black, Babin, & Anderson (2010).

D. Result and Discussion

Respondent Profile

Figure 3 shows the respondents' profile. The total respondent in this research are 277 respondents, that consist of 125 male (45%) and 152 female (55%). Based on their highest education, 61% of them are undergraduate program. About the respondents' occupation, more than half of them (77%) are students. Lastly is about their marital status, which is 90% are single. Figure 3 also shows that most of the respondents visit to Bangkok as their first visit (57%). To travel to Bangkok, most of respondents spend around IDR2,500,000 – IDR7,500,000/trip/person.

Figure 4 shows the respondents' income. Around half of them are persons with income less than Rp 5,000,000 (54%).

Figure 3

The Respondent's Profile

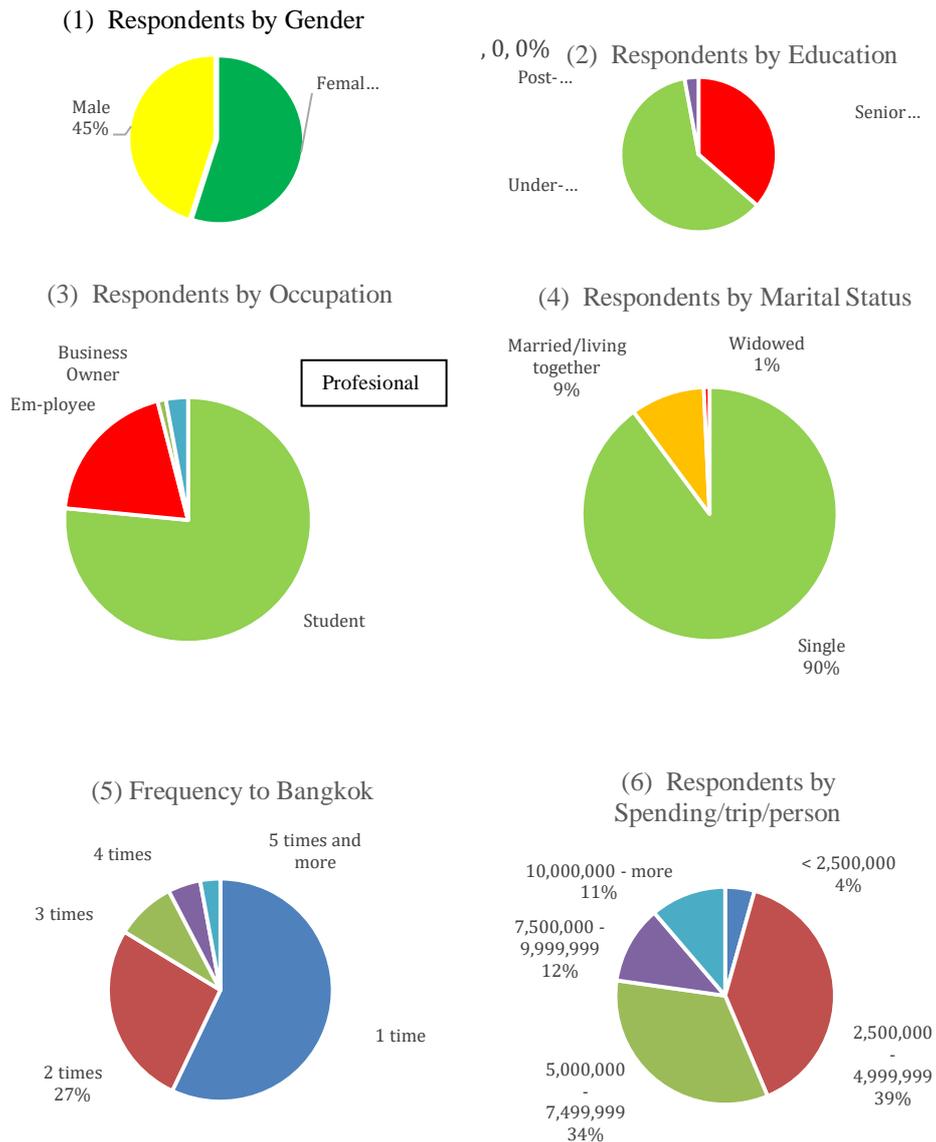
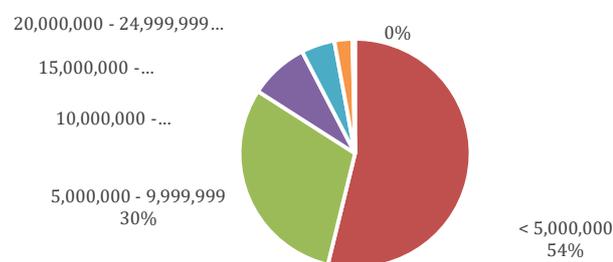


Figure 4
Respondent by Income



Validity and Reliability

There are 21 construct statements of push factors and 22 construct statements of pull factors. These all must be tested the validity and the reliability. The test result on Table 1 and Table 2 show that the KMO-MSA

values for the push and pull factors are 0.777 and 0.830; higher than the cut-off value (0.5). The significance value of Bartlett's Test of Sphericity is 0.000 for both push and pull factors; below than the cut-off value (0.05). So, it can be concluded that the all construct statements are valid.

Meanwhile, the value of the Cronbach's Alpha is 0.938, higher than 0.6 as the cut-off value. So, it can be said that the all construct statements are reliable.

Tabel 1
KMO and Bartlett's Test of Push Factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,777
Bartlett's Test of Sphericity	Approx. Chi-Square	1469,96	
			5
	Df		210
	Sig.		,000

Tabel 2
KMO and Bartlett's Test of Pull Factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			,830
Bartlett's Test of Sphericity	Approx. Chi-Square	1937,76	
			9
	df		231
	Sig.		,000

Factoring Analysis

Based on the result of factoring process, that can be seen on the table of the rotated component matrix value, there are six new variables formed from 21 push factors' construct statements and five new variables formed from 22 pull factors' construct statements. Below is the new variables.

1. Push Factors:

- a. Knowledge and Culture; this variable comes from the statements/questions about:
 - i. enhancing communication with local community
 - ii. enhancing or improve knowledge
 - iii. exchanging customs and traditions
 - iv. experiencing new and different life styles or traditions
 - v. exploring cultural resources
 - vi. meeting new people
- b. Friendship; this variable comes from the statements/questions about:

- i. This factor comes from the questions about:
 - ii. away from home
 - iii. visiting a destination that would impress my friends and family
 - iv. visiting a place friends have not been to
 - v. visiting a place that friends have been to
 - c. Social status; this variable comes from the statements/questions about:
 - i. increasing social status
 - ii. learning about the past
 - iii. visiting friends and relatives
 - d. Sightseeing; this variable comes from the statements/questions about:
 - i. sightseeing scenic attractions
 - ii. sightseeing touristic spots
 - e. Relaxation; this variable comes from the statements/questions about:
 - i. participating in new activities
 - ii. relaxing physically
 - iii. satisfy the desire to be
 - f. New experience; this variable comes from the statements/questions about:
 - i. having an enjoyable time with travel companion(s)
 - ii. seeking novelty
 - iii. visiting a place you have not visited before
2. Pull Factors:
 - a. Local value; this variable comes from the statements/questions about:
 - i. reliable weather/climate
 - ii. safe destination/Personal safety
 - iii. souvenirs
 - iv. standards of hygiene and cleanliness
 - v. traveling to a local or nearby destination
 - vi. traveling to place people appreciate
 - vii. warm welcome for tourists
 - b. Destination features; this variable comes from the statements/questions about:
 - i. activities for entire family
 - ii. affordable tourist destination
 - iii. availability of pre-trip tourist info
 - iv. interesting culinary
 - v. value for money
 - vi. variety of short tours
 - c. Historical value; this variable comes from the statements/questions about:
 - i. heritage sites
 - ii. historical locations
 - iii. historical reenachment
 - iv. history

- d. Culture value; this variable comes from the statements/questions about:
 - i. culture, arts, and traditions
 - ii. festivals and events
 - iii. good transportation mode
- e. Outdoor attraction; this variable comes from the statements/questions about:
 - i. outdoor activities
 - ii. outstanding scenic attraction

The next step is processing the inferential analysis by using six new variables of push factors and five new variables of pull factors.

Inferential Analysis

Based on the factoring analysis result, now there are six push factor variables (knowledge and culture, friendship, social status, sightseeing, relaxation, and new experience) and five pull factor variables (local values, destination features, historical value, cultural values and outdoor attraction). The next is the inferential analysis by using two models. The first model is multiple linear regression model, to examine the influence of 11 variables of push and pull factors toward traveler satisfaction in visiting Bangkok. The second model is simple linear regression model, to examine the influence of traveler satisfaction toward travel decision. Below is the explanation of each model, consists of the classical assumption test, the goodness of fit test, coefficient determination analysis, and hypothesis testing

1. Multiple linear regression (Model 1)

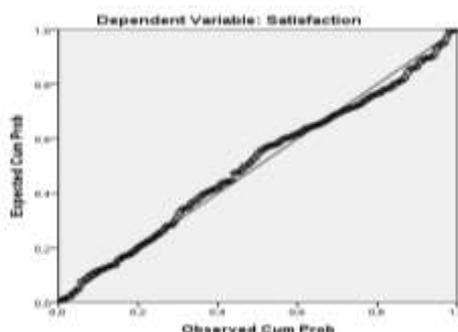
This model includes 11 new push and pull variables as independent variables and traveler satisfaction as dependent variable. Then the new hypotheses can be formulated as follows:

- H1. Knowledge and culture influences the traveler satisfaction
- H2. Friendship influences the traveler satisfaction
- H3. Social status influences the traveler satisfaction
- H4. Sightseeing influences the traveler satisfaction
- H5. Relaxation influences the traveler satisfaction
- H6. New experience influences the traveler satisfaction
- H7. Local values influences the traveler satisfaction
- H8. Destination features influences the traveler satisfaction
- H9. Historical values influences the traveler satisfaction
- H10. Cultural values influences the traveler satisfaction
- H11. Outdoor attractions influences the traveler satisfaction
- H12. The eleven independent variables jointly influence the traveler satisfaction

The classical assumption test for this multiple regression model includes normality, homoscedasticity and multicollinearity. The normal

distributed data are required in the analysis using Multiple Regression. The result of data processing shows that the data meet the requirement (Figure 5), spread out near the diagonal line and form a linear pattern. It means the data are normally distributed.

Figure5
Normal P-P Plot of Regression Standardized Residual, Multiple Regression (Model 1)



The result of the homoscedasticity test can be seen in Figure 6. The scatter plot shows that the dispersion of the data does not form a specific pattern. It means that its variance is constant (homoscedastic) and meets the requirement.

Figure6
Scatterplot, Multiple Linear Regression (Model 1)

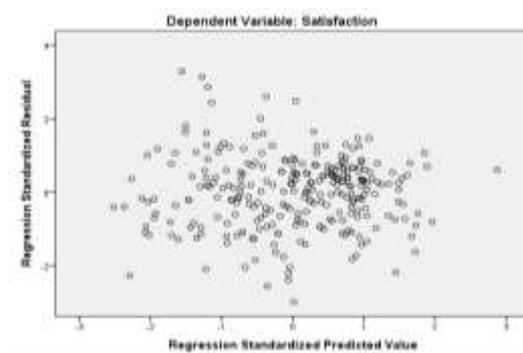


Table 3 shows the value of VIF for every variable is less than 10. It means there is no multicollinearity between the variables. Beside that, the value of Tolerance also is higher than 0.5 and approach to 1. It indicates there

is no colinearity between independent variables. Both VIF and Tolerance values indicate that there is no multicollinearity in this regression analysis and it meets the requirement.

Table 3
Multicollinearity Test Result

No.	Variable	Collinearity Statistics	
		Tolerance	VIF
1	Knowledge & Culture	,752	1,331
2	Friendship	,862	1,160
3	Social Status	,850	1,176
4	Sightseeing	,943	1,061
5	Relaxations	,750	1,332
6	New Experience	,772	1,296
7	Local Value	,744	1,345
8	Destination Features	,693	1,444
9	Historical Value	,904	1,106
10	Culture Value	,726	1,377
11	Outdoor Attraction	,921	1,086

The next is the goodness of fit test. Tabel 4 shows that the value of significance-F (sig) is 0.000 or below 0.05 (significance level). It means that the model is good-fit, and H12 is accepted. Meaning that the 11 push and pull factors could explain the variability of traveler satisfaction. In other word it can be said that the eleven variables jointly significantly influence traveler satisfaction.

Table 4
ANOVA (Analysis of Variance), Model 1

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40,785	11	3,708	33,958	,000 ^b
	Residual	28,825	264	,109		
	Total	69,609	275			

Table 5 shows the value of adjusted R², that is 0.569. It means 56.9% variation of traveler satisfaction can be explain by the changes of the all 11 independent variables (knowledge and culture, friendship, socialstatus, sightseeing, relaxation, new experience, localvalues, destinationfeatures,

historical values, cultural values, and outdoor attraction). The remaining can be explained by other variable(s) that not included in the analysis.

Table 5
Model Summary^b, Model 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765 ^a	,586	,569	,33043

- a. Predictors: (Constant), Outdoor Attraction, Cultural Value, Historical Value, Destination Features, local Value, Sightseeing, Friendship, Social Status, New Experience, Knowledge and Culture, Relaxation
 b. Dependent Variable: Satisfaction

The last part is the hypothesis testing or well known as t-Test. This is used to examine whether the independent variable partially influence the dependent variable or not by seeing the value of sig. (significance) in coefficient table. If the value of sig. is less than 0.05 it means that the independent variable significantly influence the dependent variable. Otherwise, if the significance value is more than 0.05, it means the independent variable does not influence the dependent variable.

Table 6 shows that the significance values (sig.) of almost all variables are below than 0.05 (significance level), except relaxation. It means, from six push factors (variables), there are five factors (variables) – (knowledge and culture, friendship, social status, sightseeing, and new experience)– significantly influence traveler satisfaction. Meanwhile, relaxation does not, since the value of significance is 0.474 (more than 0.05). For the pull factors (variables), all pull factors – local value, destination features, historical value, cultural value and outdoor attraction – significantly influence traveler satisfaction. It can be seen from the value of significance is lower than 0.05 (see Table 6).

Table 6
Coefficients of Regression Analysis, Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			TOL	VIF
(Constant)	3,693	,020		185,680	,000		
Knowledge and Culture	,096	,023	,191	4,182	,000	,752	1,331
Friendship	,109	,021	,218	5,100	,000	,862	1,160
Social Status	,086	,022	,172	4,000	,000	,850	1,176
Sightseeing	,043	,021	,086	2,108	,036	,943	1,061
Relaxation	,016	,023	,032	,711	,478	,750	1,332

New Experience	,049	,023	,098	2,174	,031	,772	1,296
Local Value	,160	,023	,317	6,905	,000	,744	1,345
Destination Features	,064	,024	,126	2,658	,008	,693	1,444
Historical Value	,093	,021	,185	4,442	,000	,904	1,106
Cultural Value	,111	,023	,220	4,744	,000	,726	1,377
Outdoor Attraction	,104	,021	,206	4,984	,000	,921	1,086

a. Dependent Variable: Satisfaction

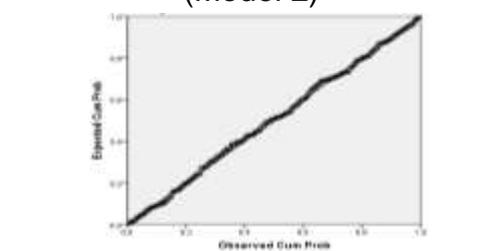
2. Simple linear regression (Model 2)

The second model is used to check the influence of traveler satisfaction toward travel decision. So, traveler satisfaction is treated as independent variable and travel decision as dependent variable. A simple linear regression is used, with the hypothesis as follows:

H13. Traveler satisfaction influences travel decision

Below is the result of the classical assumption test for simple regression analysis, that consists of normality test and homoscedasticity test. There is no multicollinearity test because this model has only one independent variable. Figure 7 shows that the data points spread out near the diagonal line and form a linear pattern. It means the data is normally distributed.

Figure7
Normal P-P Plot of Regression Standardized Residual, Simple Regression (Model 2)



The result of the homoscedasticity test can be seen in Figure 8, shows that the dispersion of the data does not form a specific pattern. It means that its variance is constant (homoscedastic) and meets the requirement.

Figure8
Scatterplot, Linear Regression (Model 2)

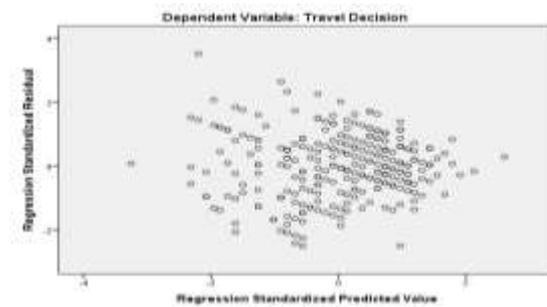


Table 7 shows the result of the goodness of fit for the simple linear regression. The value of significance F (Sig.F) is 0.000 or below 0.05 (significance level). It means the second model is fit. So it can be said that the variability of travel decision is determined by traveler satisfaction. How big? It can be seen on Table 8. The value of adjusted R^2 is 0.311, meaning that 31.1% of travel decision can be explain by the changes of traveler satisfaction. The remaining (68.9%) can be explained by other factors (variables) that not included in the analysis.

Table 7
ANOVA (Analysis of Variance), Model 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29,060	1	29,060	125,711	,000 ^b
	Residual	63,570	275	,231		
	Total	92,630	276			
a. Dependent Variable: Travel Decision						
b. Predictors: (Constant), Satisfaction						

Table 8
Model Summary^b, Model 2

R	R Square	Adjusted R Square	Std. Error of the Estimate
,560 ^a	,314	,311	,481
a. Predictors: (Constant), Satisfaction			
b. Dependent Variable: Travel Decision			

The last part is the hypothesis testing for the second model. Table 9 shows the the t-test result. The significance value (sig.) is below that 0.05 (significance level). It means H13 is accepted. Meaning the traveler satisfaction significantly influencestravel decision.

Table 9
Coefficients of Regression Analysis, Model 2

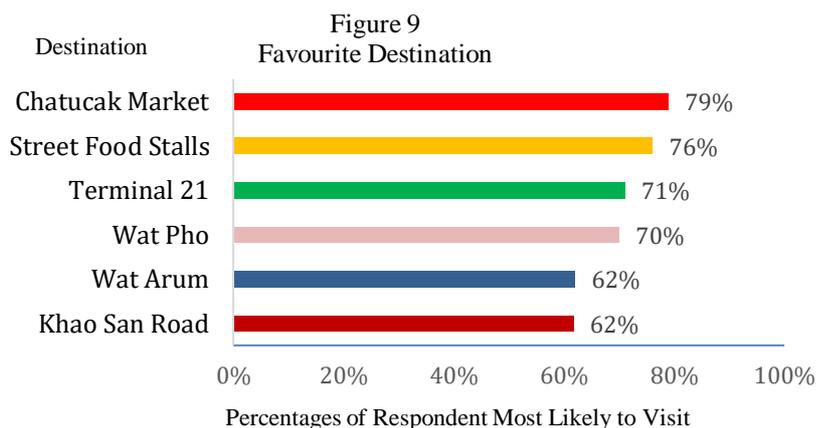
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,633	,215		7,604	,000		
	Satisfaction	,646	,058	,560	11,212	,000	1,000	1,000

a. Dependent Variable: Travel Decision

Discussion

The inferential analysis result shows that five out of six push factor variables influence the Indonesian millenials’ satisfaction in visiting Bangkok. Those are knowledge and culture, friendship, social status, sightseeing, and new experience. Another variable, relaxation does not influence their satisfaction. The inferential analysis result also shows that all five pull factor variables influence the Indonesian millenials’ satisfaction in visiting Bangkok. Those are local values, destination features, historical values, cultural values, and outdoor attractions.

Figure 9 shows their six favourite destinations. Chatucak Market is an indoor and outdoor market, opened in the weekend, using traditional market concept, providing anything and everything such as fashion, global and local food, handycraft, and jewelery. Street food stalls is the one of the main destination in Bangkok. At least there are 13 best spots for street food in Bangkok (Plumridge, 2019). People could be enjoying hundreds varian of local foods. Usually the street food stalls are located along the street in front of shopping center. So, the Indonesian millenials can do shopping and enjoying the local food. Terminal 21 is a world cities-themed shopping mall, with unique concept that places several world-famous cities and its landmark under one roof. Global and local fashion brand, global and local cullinary are provided in this mall. Wat Pho and Wat Arun are Buddhist temple, located in the heart of Bangkok City. Wat Pho and Wat Arun are two of the Bangkok’s oldest temple, and recognized by UNESCO (thaiwebsites.com, 2020). These two temples have a long history since these are built in seventh century. Khao San Road is well known as a backpacker centre.



Using destination classification concepts, introduced by Kusen & Tomljenovic (2002), those six destinations could be classified into two groups. Chatucak Market, Terminal 21, Food Stalls Streets, and Khao San Road are lifestyle destinations, meanwhile Wat Pho and Wat Arun are protected cultural heritage destinations.

From push factor side, the lifestyles destinations fulfill the needs of Indonesian millennials to get friendship, social status, sightseeing, and experine. Shopping and enjoying cullinary are the activities that usually done by the young generation to increase their friendship. They prefer to go shoopping and enjoying cullinary with friends. They can post the shopping and enjoying cullinary pictures on social media, since 56% of the Indonesia's population are social media users and mostly they are in the range of age 18-34 years, which are millenials (wearesocial.com, 2019). Posting the pictures is their way to increase the social status. More frequently, travelers visiting lifestyle destination just for enjoying the atmosphere and getting new experience, with no or less transaction. It can be seen from the income data, show that 54% of them are traveler with income less thad IDR 5,000,000 (Figure 4). Meanwhile, the protected cultural heritage destinations, Wat Pho and Wat Arun, fulfill the two push factors, knowledge and culture and sightseeing. Many knowledge and culture could be taken from these two destinations. The Indonesian millenials also enjoy the two temple structure and landscape. These fulfill their sightseeing motivation. Observing the temple structure and the detail of the temple wall give them a new sensation in traveling. As much as 69% feel satisfied with the history/culture and 59% satisfied with the landscape (Figure 10).

From pull factor side, lyfestyle destinations fulfill the needs of Indonesian millenials to get local values, destination features, and outdoors attraction. The Indonesian millenials are very satisfied with the local food at those four lyfestyle destinations, Chatucak Market, Terminal 21, Street Food Stalls and Kha San Road (Figure 10). Meanwhile, the protected cultural heritage destinations, Wat Pho and Wat Arun, fulfill Indonesian millenials' needs

toward historical values and cultural values. From these two destinations, traveler get more information about the history of Thailand and Bangkok as a capital city and its culture. There are many guide, who are ready to explain about the Thailand and Bangkok history and culture. The information also could be taken from leaflet and information board that are available in every destination. As much as 72% travelers are satisfied toward tourist information (Figure 10).

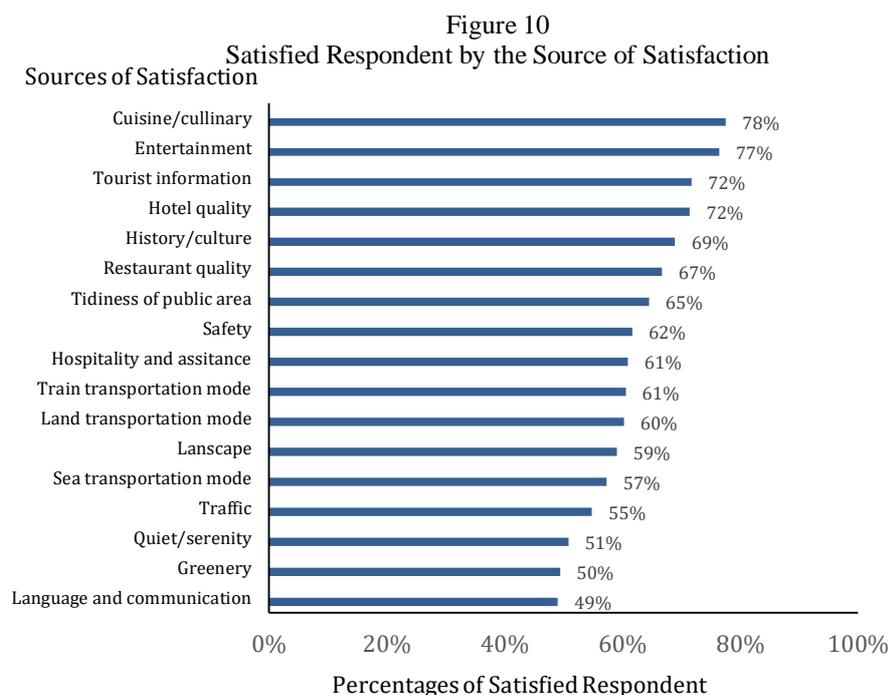
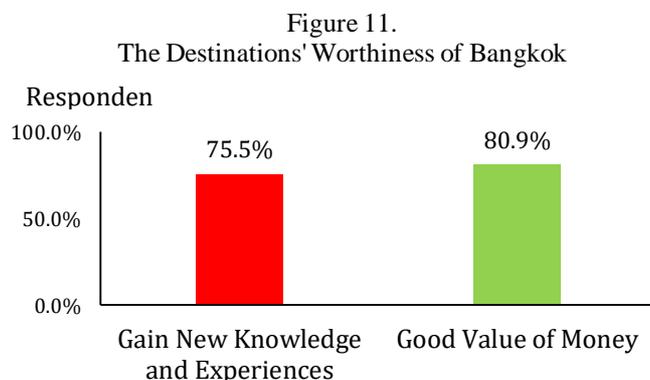


Figure 10 shows that the highest satisfaction of respondent is in cuisine/cullinary (78%), followed by entertainment (77%), and tourist information (72%). Figure 11 shows the Indonesian millenials destination's worthiness of Bangkok. They are gaining new knowledge and experiences and good value of money. There are 75.5% respondents gaining new knowledge and experiences, while 80.9% respondents feel that Bangkok gives a good value of money.



E. Conclusion and Recommendation

Based on the research objective and research result, it can be drawn some conclusions, as follow:

1. There are six favourite tourist destinations in Bangkok. They are Chatucak Market, Street Food Stall, Terminal 21, Wat Pho, Wat Arun and Khao San Road.
2. On average, 63% respondents are satisfied visiting to Bangkok. There are 78% respondents are satisfied with the cuisine/cullinary, followed by entertainment (77%), tourist information (72%), hotel quality (72%) and history/culture (69%).
3. There are push and pull factors that influence the Indonesian millenials satisfaction in visiting Bangkok. The push factors are of knowledge and culture, friendship, social status, sightseeing, and experience. Meanwhile, the pull factors are local value, destination features, historical value, cultural value and outdoor attraction.
4. Relaxation, as part of push factor, does not influence traveler satisfaction.
5. Traveler satisfaction significantly influence travel decision to visit Bangkok.
6. Since there are many interesting place/moment in Bangkok, then there are almost 80percent respondents who recommend others to visit Bangkok.

Since the push and pull factors are significantly influence travelers' satisfaction, formulating some strategies to get more traveler/tourist to Bangkok is really needed. The lifestyle destination and protected heritage culture destination are Indonesian millenials' most favourite destinations. Therefore, including those two types of tourist destinations into the tour package is a good decision for travel agent with Indonesian millenials as its customer segment. Beside those four lifestyle destinations that already mentioned in the previuos part, there are many others such as ICONSIAM and ICONLUXE, the blend tradition and modern design shopping mall; and Platinum Fashion Mall, a fashion and local food centre for medium economy class. Beside Wat Pho and Wat Arun, there are some temples that could be included in a toru package for the protected heritage culture destination. There are Wat Phra Kaew, Wat Traimit, Wat Mahabut, Wat Suthat, The Grand Palace, and many others (thaiwebsites.com, 2020).

Those destinations will be very interesting for Indonesian millenials because their internal motivations of visiting Bangkok are getting knowledge and culture, friendship, social status, sightseeing, and experience. Meanwhile, their external motivations are knowing and enjoying the local value, destination features, historical value, cultural value and outdoor attraction.

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