

CHAPTER 5 CONCLUSION

This section will answer the research questions mentioned from the previous chapters by using the analyzation of the findings gathered from the respondents in Chapter 4. Furthermore, the author will also provide implications that can used by travel industry. Last, the author will provide the current research's limitation and recommendations for future research on this topic.

5.1 Research Findings

Here are the 3 following research questions in the study:

RQ1: Does perceived group-travel value positively influences group-oriented travel intentions?

In this research, perceived value is a multidimensional model that has been broken down into the six independent variables, which are: Social value, Emotional value, Monetary value, Functional value, Novelty value and Convenience value. The results indicate that only one independent dimension, Emotional Value, positively influences group-travel intentions. It indicates that the Indonesian Millennials are more likely to travel to enjoy musical events in a group if they perceive the trip will provide emotional benefits. The other dimensions of perceived value are not proven to influence group-oriented travel intentions. The findings are different from the original study, in which all dimensions of perceived value were confirmed to positively influence group-oriented travel intentions.

RQ2: Does enduring event involvement positively influences group-oriented travel intentions?

In the past, research has shown that previous product experiences are what helps consumer in the decision making process and also further generate information in a circumstance, however true but it is the also believe that the involvement or participation in a certain object that motivates the consumer making their decisions (Celsi & Olson, 1988). Consumers that are highly involved are more likely to process information in comparison to the less involved consumers (Borgida & Howard, 1983),

while involvement is lead to greater attribute variability (Howard & Sheth, 1969). Unlike the original research, the current research's findings show that enduring event involvement does not positively influence group-oriented travel intention.

RQ3: Does the attitude towards the host destination positively influences group-oriented travel intentions?

Geographical location provides or can be an act or indicator of the things that potential tourists want to see and experience in a certain destination. Significant differences between regions are the consequence of the differences in climate, social customs and other factors such as culture or religion (Lukrecija, Tanja, Dragan, Milan & Svetlana,2014). Therefore, an individuals' mood can be affected by many factors as stated above, the sensitivity of culture and religions will affect the attitude towards the destination. It is also believed that the destination has a set of cues that consumers are able to make of by their first impression, these can involve natural landscape, historic locations and infrastructure (Sirgy & Su, 2000). Contrary to the findings from the original study, the findings from this study does not indicate that Attitude Towards the Host Destination to be related to group-oriented travel intentions. It is possible that the Indonesian Millennials focus more on the event and less on the location, as 25% of them spent one night only in the destination.

5.2 Managerial Implication

The focus of this research was to understand if the theoretical framework had a positive influence to travel Millennial consumers to engage in group-oriented travel intentions to musical events. Travel agents and other travel related businesses need to understand that there are different approaches towards Millennials than to the older generations. Several implications to that are as follows:

1. Customized Travel Packages

The findings of this study indicate that the Indonesian millennials like to travel in a group consisting 3 to 5 persons to enjoy a single artist concert, a band concert, or a music festival, and tend to stay at least 1 to 3 nights. The package can also be customized according to the type of musical event; it will help in customizing the package that suits for the number of people in the group,

number of nights stayed and the destination of the event. For example, travel business can offer a package for an international trip staying for 3 to 5 nights in a group of 3 to 5 individuals for single artist concert goers. A package for international trip staying 5 nights in a group of 3 to 5 individuals for concert band goers. And package for festival goers that attend local events in a group of 3 to 5 individuals staying overnight. A survey conducted by the American Society of Travel Agents in 2017 on the millennials travelers revealed that the millennial travelers were keen on using travel agents to enhance their travel experience, for example by obtaining recommendation for custom activities (Bair & Wright, 2017). Travel agents and other travel related businesses should focus on musical events that feature single artist, concert band and festivals. A group package tailored for 3 to 5 individuals and staying over 1 to 3 nights. This package customized may also include fun, energetic and some experiential activities that may interest the targeted millennials. As stated above, involvements that leaves positive experience are likely to affect and influence future intentions to travel in group oriented. The travel packages can also include fun, energetic, and adventurous activity that is customized to fit the group's interest. For example, scenic tour for groups who are nature enthusiast or photography enthusiasts, extreme sports for groups with sports and adrenaline enthusiasts. This additional activity can improve the emotional value of trip, as well as encourage the group to stay longer than their typical short duration trip.

2. Family Packages

According to Bresiger (2017), entrepreneurs and managers are essentially bound to keep up with the trends of the industry and become aware of the situation in the industry. Travel agents and other travel related businesses need to be aware of the customers' age and activities that might bring interest and excitement to them. According to the findings listed, up to 81% of the participants that travelled in groups and attended musical events are likely to be with family members. Insert after the sentence: The finding is consistent with the findings from the survey conducted by the American Society of Travel Agents in 2017 which identified that millennial travel to spend quality time

with their families (Bair & Wright, 2017). It is recommended for these businesses or agents to therefore keep up with the family activities latest trend and get an in depth customers background to further provide a pleasant experience for them. A real life travel company Skift (2014), reports that personalized marketing that includes harnessing the data collected can lead to more sales at every point of the establishment, it has further proven that it helps company improve 10-20% on conversion rates, 5% increasing revenue per week and 3-7 times more revenue per visit from repeat visitors.

Travel agents are able to construct packages such as an experienced based accommodation or hotel spot closest to the musical events for 1 to 3 night's stay. Travel packages can offer a meal inclusion, family friendly activities, babysitting services for millennials with babies or toddlers, after families have purchased the family package offered.

3. Leverage social media

The research finding indicate that perceived emotional value is proven to positively influence future travel intentions. Eighty-four per cent of millennials are likely to be influenced by strangers that created user generated content in purchasing (Andrew, 2017). Travel businesses can improve the perceived emotional values of the trip by encouraging travel bloggers to share their travel experience, and therefore create the excitement and curiosity of the potential customers. Majority of these millennials can either be food, travel and even photography bloggers, the increasing amount of young bloggers creates the need and reason for companies to consider this strategy. Customers whom are known to have interest in blogging or reviewing their trips, should be given the chance to share or feature their trip in the travel agencies' main webpage. Considering that Millennials are consistently concern on their image and social status, this in turn will provide them the social status exposure. This recommendation is a win-win solution for both parties (Millennials and Travel operators) as they both get social exposure. Furthermore, an alternative that companies would like to consider is that, in order to motivate Millennials to write, companies should be willing to in turn provide future credit usage if they

were to book on a new trip with them. Customers will eventually make decisions under emotional value either with the aid of marketing effort or any sort of unrelated source (Achar, So, Agrawal, & Duhachek, 2016). The main purpose of this is that research have shown that Millennials are attracted to positive reinforcements, persuading them and rewarding them will be an act of motivator.

4. Loyalty Program

Festival concert is one of the highest musical event that millennials attended. Therefore, loyalty programs can be implemented on festivals that usually happen yearly, such as Djakarta Warehouse Project. It important to understand that every customer would need to feel that they have obtained a full value or satisfaction of what they purchased. Studies have shown that generally loyalty programs provide a direct correlation with customer retentions, in addition to this, collected research findings by Magatef and Tomalieh (2015) have concluded that a reward system provides a much positively close relation to customer retention rather than non-monetary programs. It is significantly important for companies to develop a reward program or points in return can be used for future travels. Festival organizers can collaborate with travel businesses to establish loyalty program for the festival-goers. First a database of the festival customers need to be established. Then on annual basis, customized packages can be offered to the customers, encouraging repeat purchases. Travel companies are bound to set their mindset to providing repeated purchase and long term impact in making decisions as compared to providing deals to customers for a short term growth in sales or a one off purchase mindsets.

5. Financial Assistance

The millennial generation covers several life stages: some of them are university students, recent graduates who just started their careers, or those who are already progressing in their career. As many of them are students or just started their career, financial resources can be a challenge when it comes

to planning for travels. From the data gathered, 35% of the respondents spends \leq Rp. 5,000,000 – Rp. 7,000,000 on non-routine expenditures monthly; which is just enough to spend on a low budget travel. Therefore, travel businesses can provide assistance to make it easier for the millennials to pay for the travel expenses, for example by offering bargain travel packages and offering installment payment plan. Travel businesses can collaborate with financial institutions to arrange installments for the travel expenses. The process of obtaining the financial assistance need to be simple and customizable, such that the perceived convenience value is improved, and therefore it becomes more appealing to the millennials.

6. Affiliation Program

It is set out that the main target group of this research is from the age of 18 to 32, however the findings indicates that the second highest respondent to the questionnaire have been from the age group of 21-23 (35.8%) after 24-26 (51.2%) which concludes the most likeable group of university students. It is understandable that most students would take breaks in between semester or after the semester commences. Concluding the following information, travel companies should therefore see the following as an opportunity to market their services to university students. Setting a liaison or affiliation with universities would help increase their market size and gain major exposure. In addition to that, introducing students with their services from to young adults will be considered to be a long term investment in nurturing customer loyalty that would lead to high retention rates to companies. The affiliation program will structure any students that signed up to travel with any companies, universities will be entitle to a certain agreed upon commission rate. The payment can also include payment installation plan.

5.3 Limitation & Recommendation for Future Research

There are several limitations during the process of the research, which also provides possibilities for future research:

1. This research focused on the Indonesian millennials, and therefore, the research findings may not be applicable in other countries. It is suggested that future research be conducted in different countries so that the results can be compared.
2. As suggested by the authors of the original researchers, this study focused on a specific event category, in this case musical events, considering different categories of events are different in nature. Future researchers may want to conduct similar research on different event categories, such as sports or cultural events, to investigate the factors that influence the future travel intention specific for those events.
3. The findings of this study indicates that only 1 out of the 6 dimensions of perceived value was found to be related to the future travel intentions, while the other 5 dimension were not, indicating that those 5 dimensions may not be suitable for the Indonesian millennials. Future study can modify the variables such that they are more relevant to the Indonesian millennials.
4. This research solely focuses on the customer perspective only, future researchers can collect information and analyze data from a real time business with accounted sales figures from travel agents or travel related businesses that are relevant for the research.
5. This research measures tourism context which is intangible, elusive and therefore hard to measure using fixed scales. It is also based on travel-consumption which requires respondents to recall from their last trip, which could have been a few months back. Hence, future research could measure a recent or at the time of the event through an intercept- or exit-survey approach.
6. Although the Author had narrowed down to musical events, but from the research findings, respondents had various kind of answers to the type of musical events that they attended. Thus, future research could focus on only one kind of musical event, or one kind of event type. This will capture a

detailed and narrow data on the reasons as to why respondents have a preference to attend the event.

7. Despite the Author currently used 6 values, to further obtained the required data, future research can further provide an extensive research on the other factors that may affect the group oriented travel purchase intentions. This will help the managers to further thrive for marketing strategies that will improve the establishment and provide competitive advantage over the competitors in the industry.
8. Although in the questionnaire, the author did ask to mention the name of the event and the city the event was held in one question, but there were some respondents whom did not mention the location. Future researchers could ask the respondents to specifically name the location or the city the event was held in. Therefore, from the geography location, further analysis could be conducted for the variable “attitude towards host destination”.
9. In the recommendation for future studies, the author suggested it would be best to emphasize on one specific topic which either be the event itself or the travelling aspects only. However, should the future author choose to combine both topics as one, it is likely to provide an options at the beginning of the questionnaire hence, to obtain an in depth analysis on the topic specified which in this case would either be travel or events.