



# Open Trip Among Jakarta Millennial Travelers in Post Pandemic Covid-19

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**Abstract.** The primary purpose of this research is to identify trends in the travel activities of millennial tourists in Jakarta. The research method used in this study is qualitative descriptive by using an interactive data analysis model consisting of three flows. Data reduction, presentation of data in the form of images, diagrams, and tables to conclude conclusions. The concept of the open trip, customers behaviour, and customers intention became the theory used to analyze the problems in this study. The study findings were identified into three groups. First of all, current trends are dominant factors that influence millennial tourists' activities, is access to making reservations and affordable prices. Second, identifying the pull factor and the driving factor of millennial tourist travel activities. The pull factor, which can be identified, is that travelling activities become a lifestyle, time for leisure, and out of the routine activity. Other factors are the relatively lowest price, the ease to find updated information, variety in selecting tourist destinations and attractions, practicality in the reservation process, and fairly straightforward travel itinerary, convenient transportation, and friendly tour leaders. Third, the choice of unpopular destinations is the selection of outdoor tourist destinations (protected forests, national parks, waterfalls, caves, and rivers), un-popular tourist objects such as old buildings, old houses, haunted houses, factories, cemeteries, artifacts of historical buildings. The implications of this study are to find out the shift in interest of millennial tourists in choosing activities and destinations.

**Keywords:** Open Trip · Post-Pandemic Covid-19 · Postmodern Tourism · Millennial Traveller

## 1 Introduction

The disruption era impacts the rapid development of information technology, which changes the tourism business, especially the e-tourism company (Suteja et al., 2020). This condition also affects the shift in travel patterns by Millennial Travelers as an urban community living in Jakarta. Limitations in travelling for almost two years in the requirements of the Covid-19 pandemic has impacted the need for travelling to be a meaningful one. Vacation or leisure are categorized as third-level or tertiary needs, but millennial travelers have different meanings, that vacation or leisure as basic needs. This

activity is a choice for millennial travelers as a pretty popular lifestyle during the post-pandemic Covid-19. Generally open trip is a tourist activity or a group of tourists who participate in tourist activities personally or together, and they have the same purposes.

This popular lifestyle trend makes it easier for tourists to visit places that have never been visited—the paradigm shift from challenging to accessible in doing leisure to a simple concept for Millennial Travelers. Participants do not know each other before because anyone can join and register through certain websites. Although an open trip is an available trip, there is still a quota limit on the number of participants in each travel activity.

Since 2010 the development of open trips has become more widespread; this condition is supported by the growth of independent trip operators in major cities in Indonesia, such as Jakarta, Medan, Bandung, and Surabaya. Open trips can be made on the initiative of trip operators or individuals. Generally, the operator trip determines destinations, schedules, and routes, and the price offered is quite affordable from conventional trips. The sharing cost system becomes a competitive advantage for open trips where the price is more affordable than solo trips. The open trip follows the lifestyle characteristics of millennial travelers who have an orientation to find new experiences and friends in a new environment. This defines the concept of vacation as a basic need, and interpret free time as more meaning to be happy. This factor is assumed to be the primary consideration for millennial travelers to choose open trips as an alternative to travel in the post-pandemic era of Covid-19. This picture creates interest in travelling from the millennial traveler segment to be relatively high.

## 2 Literature Review

### 2.1 Open Trip

Open trip is when a group of people randomly go on vacation (trip) together even though they may not know each other in a group (Trey Indonesia, 2017). The main benefit of open trips is to reduce travel costs by sharing more people than on private trips or when travelling alone. The open trip will usually have a predetermined destination, a travel date, and a series of activities carried out at the goal. So in, the open trip will be a much more enjoyable experience because it will have more people and be able to get acquainted with new people (Suteja et al., 2000). The open trip is a tour package offered with various choices of tourist destinations carried out in groups (the average participant does not know each other) at a relatively lower price. The open trip organizer determines the number or quota of participants in the trip. This tour package is very easy for tourists because lodging, meals, and all needs in the trip have been determined and arranged by the organizer. There is a need to find a crowd that can already walk around at a low price (Agmasari, 2018).

### 2.2 Consumer Behaviour

Consumer behaviour is a dynamic interaction between affection and cognition, behaviour, and the environment where humans carry out exchange activities (Kotler,

2000). The critical points that can be recommended from this statement are four things (1) consumer behaviour has a dynamic nature meaning that consumer behaviour will change all the time; (2) there is an interaction between affection and cognition, behaviour and events in the surrounding environment, to know and understand the consumer and to develop appropriate strategies needing to understand the consumer mind (cognition) and feelings and what will be done (behaviour) to the consumer attitude as an action towards the surrounding environment; (3) There is an exchange between the parties.

Experts explain that direct action is involved in the acquisition, consumption, and termination of a product or service, including the processes that precede and follow this action (Engel, 2006). All activities act and psychological processes drive such actions before buying, using, spending on products and services after doing the above or evaluating activities (Griffin, 2005). Actions taken by individuals, groups, or organizations related to the decision-buying process to obtain, use economically environmentally affectable goods or services (Ariely and Zaubergerman, 2006). Process of a customer to make purchasing decisions and use and dispose of purchased goods and services, include factors affecting the purchase and use of products (Lamb, 2004).

### **2.3 Consumer Model**

The consumer model is intended as a model that describes the behaviour of individual decisions based on four categories is the economic being, passive being, cognitive being, and emotional being. Economic being is seen as an individual who makes decisions rationally. Cognitive beings are individuals who reason and can find alternative products and choose the best from alternatives that provide optimal satisfaction. Passive beings are selfish individuals who accept everything that is offered so that it is considered an object that can be manipulated. The passive human condition is undoubtedly contrary to economic being. A cognitivebeing is a combination of an economic and a passive nature that focuses on the process of finding and evaluating information in choosing products. The last emotional being describes an individual who has feelings and emotions that influence the decision of buying a product. Mood and momentary feelings become the key factors in decision making (Sumarwan, 2002).

### **2.4 Factors that Influence Consumer Behaviour**

The background of consumer behaviour is influenced by cultural, social, personal, and psychological factors. Culture is identified as the most fundamental factor in consumer behaviour. Social factors are influenced by reference groups, family, roles, and status. Personality factors will be affected by personal characteristics such as age, position, economic conditions, lifestyle.

### **2.5 Aspects of Consumer Buying Interest**

Consumer buying interest becomes the central indicator aspect for a consumer. This case is grouped into transactional, referential, preferential, and explorative interests. Transactional interest is the tendency of consumers to repurchase products that have

been consumed, and it is assumed that consumers already have an interest in buying the effects they have targeted. In comparison, referential interest is supposed to be a person's intention to reference a product to other consumers. It means that consumers who already have a buying interest will advise other consumers to make purchases on the same type of product. Preferential interests describe an individual behaviour that has a preference main on the product. This preference can only be replaced if something happens with its preferred product. While exploratory interest is an interest that describes the behaviour of a person who is always looking for information about the product he is interested in and looking for information to support the favourable properties of his target product (Ferdinan, 2006).

Meanwhile, Lucas and Britt (2012) said that the aspects contained in buying interest include: (1) Attention, there is great attention from consumers to a product, both goods, and services; (2) Interest, after attention, there will be a sense of interest in consumers; (3) Desire, feeling to have a product; (4) Confidence, confidence in the individual in the product to make the decision (final process) to obtain it by an action called buying; (5) Decisions, consumer behaviour in making purchasing decisions, considering what goods and services to buy, where, when, how, how much, and why to buy the product.

### 3 Methods

#### 3.1 Data Collection Method

The object of this study was Jakarta Millennial Travelers (JMT), who tend to often do open trip travel activities, especially in the post-pandemic era of Covid-19. This research approach is qualitative descriptive, used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually and in groups (Sukmadinata, 2005: 60). This descriptive approach will provide an overview of the trend of open trips among millennial Travelers, especially in Jakarta, a population in this study. This study sample was 100 Jakarta Millennial Travelers who used to make the open trip, where the sample was taken using the Slovin formula. This research instrument used questionnaires and interview guidelines. The study used primary and secondary data, where primary data is data obtained directly from respondents, such as interviews, questionnaires, and observations. At the same time, secondary data is data that is already in finished form and can be obtained from various agencies or institutions relevant to this research, namely in the form of documentation such as photos, archives, or other essential documents (Adi, 2004).

### 4 Method

The present study used the qualitative method in which the open trip activities carried out by Jakarta Millennial Travelers are simply explained. The data used in this study are qualitative data in the form of narratives, descriptions, and words related to the open trip practice carried out by Jakarta Millennial Traveler. In this study, the data sources were divided into two. First, primary data sources include respondents and informants; they refer to the actual source of the collected data. Second, secondary data sources;

in this case the data in this study are obtained from other sources such as articles in the mass media, textbooks, publications, organizations and governments, and published and unpublished research results (Ratna, 2010: 143). Data collection techniques are carried out through observation, interviews, documentation, literature studies and questionnaires. The respondent determination technique in this study used stratified random sampling. Jakarta Millennial Traveler is a sample of research where based on OTA data that the intensity of travel from millennial travelers is 5 to 7 times a year. To achieve the optimal number of samples, 100 respondents were determined for this study.

## 5 Results and Discussion

This study provides an overview of respondent profiles grouped into general and specific. This characteristic of respondent is represented at Table 1.

It is clearly illustrated in Table 1 that out of 100 samples of respondents to this study, the open trip to be in great demand by Jakarta Millennial Travelers. Base on analyzing consumer intention, the dominant factor influencing consumer intention in the open trip products falls into exploratory buying interest. References theoretically indicate that millennial Travelers like to seek information about the open trip they are interested in and look for information to support the favourable properties of the targeted open trip. Finding information is done through social media or specific commercial websites, where millennial Travelers are quite familiar with search engines or flatforms where information about this open trip is accommodated. Although explorative buying interest dominates, it does not rule out the possibility of three other indicators such as transactional buying

**Table 1.** Characteristic of Respondents

No	Indikator	Nomimal	Prosentase
A	General Profile		
A1	Gender	Female	54%
A2	Status	Single	87%
A3	Age	21-25 Years old	77%
A4	Occupation	Student	52%
A5	Domicile	South Jakarta	72%
B	Spesific Profile		
B1	Motivation to follow the open trip	liburan	67%
B2	Source of information the open trip	Social media: intagrams and websites	76%
B3	Visiting Patterns	With friends	81%
B4	Time to follow the open trip	Every weekend	65%
B5	Budget	≥ Rp. 500.000,-	52%
B6	Favorite Destinations	Thousand Islands	46%

interest, referential buying interest, and preferential buying interest, also affecting the buying interest of this millennial traveler segment.

In the discussion, the author explains the factors that cause open trips to become a trend among Jakarta Millennial Travelers. The point will be described as follows: a tourist area is intended for tourism activities. The mapping perceptual consumer matrix is used as a semantic bipolar differential scale. This scale is used to determine the score based on the assessment of two opposite poles of perception, negative perception and positive perception. There are sixteen attributes that are used as measures for the tourist area, each of which has the following attribute code (A1) Scenery; (A2) Cultural Attractions; (A3) Monuments/Museums; (A4) Cultural Events/Exhibitions; (B1) Location; (B2) Accessibility; (B3) Restaurants; (B4) Other Facilities (mosque); (C1) Security; (C2) Hygiene; (C3) Transportation; (C4) Parking Area; (D1) Promotion/Marketing; (D2) Tour Guide; (D3) Tourist Services; (D4) Physical Development. The attribute is made an assessment with two spectrums of perception. The first attribute, that is, the negative and the positive perception. These two perceptions are made on a scale of 1–7 the greater the assessment given by consumers, the beautiful the scenery of the tourist area. Likewise, on the contrary, the smaller the consumer’s judgment, the less beautiful the scenery in the tourist area. With the help of this cartesian diagram, it makes it easier for researchers to see the results of the analysis of tourist areas. Figure 1 describes the distribution of the attributes.

The major distribution of attributes is represented by attributes in quadrant B. Figure 1, gives an overview of the sixteen attribute positions of the tourist area. These attributes are spread over two areas, namely quadrant B, and quadrant C. Ten attributes are in quadrant B, (A1) Scenery, (A2) Cultural Attractions, (B1) Location, (B2) Accessibility, (B3) Transportation, (C1) Security, (C4) Mosque (Musholah), (D1) Promotion/Marketing, (D2) Tour Guides and (D3) Tourist Services. Ten attributes in quadrant B explain that all nine attributes are considered important and in accordance with the expectations and desires of tourists.

**Table 2.** Jakarta’s Favorite Open Trip Destination

No	Destinations	Spesifikasi	Normal Price	Platinum Member
1	Eksplora Kelor, Cipir, Onrust, start from Jakarta	No minimum quota One day Every Saturday	Rp 93.000	Rp. 75.000
2	Pulau Harapan start from Jakarta via Kaliadem	No minimum quota Two days one night Every Saturday	Rp 493.500	Rp. 398.500
3	Pulau Pari start from Jakarta via Kaliadem	No minimum quota Two days one night Every Saturday	Rp 466.500	Rp. 376.500
4	Pramuka Island start from Jakarta via Kaliadem	No minimum quota Two days one night Every Saturday	Rp 486.500	Rp. 392.500

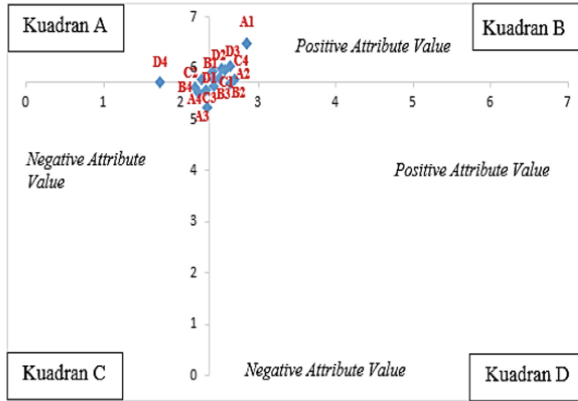


Fig. 1. Cartesian Diagram

Table 3.

<i>Information: Places visited</i>	<i>Facilities</i>	<i>Price not included</i>
<i>Kelor Island, Cipir Island and Onrust Island</i>	<i>Explore ship Life jacket Lunch Guide Documentation First Aid</i>	<i>Personal expenses Water sport Individual needs and personal medicines Guide and crew tips</i>

Furthermore, in quadrant C, there are six attributes, (A3) Monuments/Museums, (A4) Cultural Events/Exhibitions, (B4) Parking areas, (C2) Cleanliness, (C3) Restaurants and (D4) Physical development. Quadrant C explains that the six attributes are still considered not optimal and do not match the expectations of tourists or there is a need for the improvement of facilities for the seven attributes.

This section also provides information about Jakarta’s Favorite Open Trip Destination from Jakarta. Millennial Travelers are in the Thousand Islands, as reflected in Table 3.

**Thousand Islands has a cluster of islands such as Kelor island, Cipir island, Onrust Island, Harapan Island, Pari Island, and Pramuka Island**, which have become favorite open trip products on one the commercial website. The open trip package offered is complete with specifications and price rates, especially for the price distinguished between the general cost and the member price with a guarantee of definitely leaving.

The pull factor, which can be identified, is that the activity of traveling becomes a lifestyle, has time to relax, and out of the routine activity. Other factors are relatively affordable prices, ease to get information and continuously updated, variety in choosing tourist destinations and attractions, practicality in the reservation process, fairly complete travel itinerary, convenient transportation, and friendly tour leaders. Third, the choice of unpopular destinations is the selection of natural or outdoor tourist destinations with

examples of protected forests, national parks, waterfalls, caves, and rivers, in addition to unpopular tourist motorcycle taxis such as old buildings, old houses, haunted houses, factories, cemeteries, historical building artifacts. The implication of this study is to find out the shift in interest of Jakarta Millennial Traveler in choosing activities and destinations for tourist activities during the pandemic and post-pandemic Covid-19.

## 6 Conclusions

Changes in millennial traveler behaviour bring positive things where open trips become popular because the concept of leisure changed to a contemporary lifestyle. It is assumed that this leisure or vacation is a basic need or a self-reflection for healing from boredom during the post-pandemic Covid-19.

Other consideration factors of the package price offered are relatively affordable, accessible, and updated information. Alternative destination options are varied, with practical reservations, convenient transportation, and friendly tour leaders. The choice of destinations is more challenging, typical unpopular attractions, for instance, old buildings, old houses, haunted houses, factories, cemeteries, historical building artefacts, and natural tourist destinations.

Another reason is that the intention of millennial Travelers is relatively high every weekend. This condition follows this segment group's characteristics that are exploratory and always looking for updated information about open trip products. This explorative interest becomes the dominant factor compared to other attractions such as transactional interests, referential interests, and preferential interests, but these three aspects of the indicator complement each other.

The role of trip operators also has a significant share in this open trip phenomenon, where trip operators lift the promotional tagline "safe vacation, comfortable price". The concept of vacation provides comfort to Jakarta Millennial Travelers because it is not bothered to take care of all their travel needs. In line with the rapid development of the e-tourism business during the pandemic and post-pandemic Covid-19 where accessibility in finding and getting information is relatively easy to reach by only using smartphone devices to find and get updated information from open trip products. Social media, in particular, and specific commercial websites become tools for accessing such information.

**Acknowledgments.** Thanks are conveyed to the Head of Sahid Polytechnic Jakarta, the entire academic community of Sahid Polytechnic Jakarta, and to crucial participants and informants who have helped to provide the latest information related to the development of open trips during the pandemic and post-pandemic Covid-19.



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