

Destination Successes Factors for Millennial Travelers Case Study of Tanah Lot Temple, Tabanan, Bali

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Abstract

Millennials are a popular term to replace the term Generation Y (Gen Y). There are 2.5 billion millennials worldwide. They have contributed to business travel, and tend to spend most of their expenses on travel and vacation, driven by future travel trends. This research conducted to shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study, which is quantitative research, using survey design and purposive sampling. There are 160 millennial tourists as respondents (who are visited Tanah Lot Temple). The instrument used was a questionnaire with a Likert scale, and the data were analysed using descriptive statistics and factor analysis. This research has indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists. The nine main factors are: Millennials interested in traditional costume guides and officers, believe in social media reviews, Millennial will add several/more days to enjoying the destination, The layout of the souvenir shop, buildings, temples, parks, and the others building should support sustainable practices. A millennial will invite parents and closest friends for visiting destination. The experience in destination worth it with or even more than spending, and meet the expectations. The facility of destination affected millennials during visiting. Millennials are interested in the culture at the destination. Traveling is a necessity for Millennial. This research model has an accuracy of 71% on the error rate of 5%.

Keywords: Millennial Travelers, the Successes Factor of the Destination, Tanah Lot Temple.

I. INTRODUCTION

Now there are five generations ever born in the world, the generation that is: the Silent Generation, Baby Boomer Generation, Generation X, Generation Y or the Millennial Generation and future generations who will come or Generation Z [1]. The millennial generation, or better known as the Millennials already reached 40% of the number of tourists who booked the online trip. Millennials were born in the digital age and are famous for always relying on technology in every aspect of their lives. Many experts say this generation is unique, because of its millennial characteristics and values. [1][2]. Therefore, millennial becomes very important for tourism.

In the travel and tourism industry, all efforts have been made to understand and win the millennials. Starting from the ministry of tourism, destination, association, tourism and travel entrepreneurs, hotel manager, restaurant manager and up to tourism industry entrepreneurs, have tried their best to capture the millennial market segment. Millennials don't travel in the same style as the previous generation, so the marketing approach needs to use different innovative methods (Lee, 2013; Mason, 2015). Millennials did not think twice about booking flights online, booking and posting online hotel or restaurant recommendations at the last minute, or even spending the night at a stranger's house in a city thousands of miles from his/her home. Millennials are users of different innovative methods, so they need to be approached through building brand niches, introducing amenities facilities driven by mobile technology (mobile-driven amenities), and other promotional activities.

Bali as a major tourism destination in Indonesia has several tourism objects, both natural and cultural destinations. One of Bali's cultural destinations is the destination of the Tanah Lot Temple. Tanah Lot Temple is famous for its exotic, authentic and stunning, this characteristic directly attracts Millennials to visit. The number of tourists/travellers visits to Tanah Lot Temple from 2014 to 2018 is shown in Table-1. In general, according to Table 1, it can be seen that the number of tourists who visit the destination of the Tanah Lot Temple has fluctuated, and there has been seen a decline in the last 2 years. But if taken seriously, it can be seen that there is a pattern that is the destination of Tanah Lot Temple, since 2015, there have been more than 3 million tourist/travellers visited Tanah Lot Temple annually, of course including millennial tourists.

No	Year	Number of Travelers	Fluctuations
1.	2014	3,125,205	-
2.	2015	3,179,617	1.74
3.	2016	3,525,335	10.87
4.	2017	3,497,825	(0.78)
5.	2018	3,335,822	(4.63)

Tabel-1. Number of Travelers Visits to Tanah Lot Temple 2014 to 2018

Source: Management Board of Tanah Lot Temple Destination, Tabanan, Bali, 2019.

The figure of 3 million tourists is a very large number for a destination, this figure shows that this destination is favored by tourists. Tourists like this destination because this object is in the form of a temple that stands on a rock, this object has natural beauty and a temple in the middle of the sea, this object has a beautiful sunset [3], so many tourists take pictures with backgrounds Tanah Lot Temple, which has a holy spring, and a snake in the cave below is thickened, which is also an additional attraction of the Tanah Lot temple.

In Indonesia the problem of managing tourism destinations is the main menu of each district and city level, because the success of this management will be strongly related to government revenue from the tax sector, whether it is direct tax from tourist expenses at the destination, also hotel and restaurant taxes, and taxes from other tourism support businesses. There are currently only a few destinations in Indonesia whose management is categorized as successful, mostly not developing. Although it can be said to be in the category of success, this tourism destination is not significant if compared to that tourism destination on the island of Bali.

On the other hand, Millennial has a market that has a huge influence on the Indonesian tourism industry. The success of the tourism industry in the long term in this context needs to understand Millennial because Millennial has unique and interesting travel trends and motivations for the progress of the destination. Millennials are getting more and more attention, especially helping destination managers to better understand the needs, hopes, products, and means of communication that are appropriate for the millennial generation. Studies have been done to understand the Millennials and current behavior, not infrequently make researchers almost desperate to comprehend, understand and won Millennials. Tourist destination websites as the

main marketing tool to deliver marketing messages to millennials are still not ready to meet millennial expectations and that there are significant differences between tourist destination websites and what is expected millennial [4].

The tourism industry needs to change following the demographic phenomenon of the millennial segment. These changes are changes in cultural patterns in the millennial generation, cultural patterns that are strongly influenced by their peers compared to the x generation and previous generations. This change will build the foundation for the next generation of experiences that occur due to technological developments that encourage more choices, more freedom of choice. In line with this background, this study will make the destination of Tanah Lot Temple the object of research and Millennial's behavior as a study subject. This study tries to determine the success factor of the destination for millennial tourists, where the destination of the Tanah Lot Temple is used as a case study.

Generation of Millennials

The Millennial term or Millennial Generation is related to specific generations born within a certain range of years between 1980 and 1999. References that have been so far are inconsistent in understanding the exact period in which this generation was born and the exact date varies among researchers [5]. There is no specific demographic in determining millennial generations. In other words, this millennial generation is young people who are currently between 15-35 years old. Millennial is a special designation for Millennials. Millennials are a popular term to replace the term Generation Y (Gen Y). This term was coined by two American historians and writers, William Strauss and Neil Howe in several of his books. Millennials are also known as generation me or echo boomers. There are 2.5 billion millennials worldwide, one-third of the global population [6]. Millennials travel at a younger age and over other generations. Millennials have contributed about one-third of all business travel costs, and millennials tend to spend most of their expenses on travel, and vacation expenses for the next five to ten years, driven by future travel trends [5][7][8].

Characteristics Traveller Millennials

In the next few years, the millennial generation has become important for the global tourism industry. Millennial tourists are one of the biggest travellers in history - even beyond the Travelers Baby Boomer. Millennial preferences and habits will be the main drivers of change in the tourism industry. Therefore it is very important to understand the main characteristics that distinguish millennials from others.

The term millennial travellers or generation Y travellers is a demographic group that is present after X Generation Travelers. There is no exact date for when millennial tours begin or end, most researchers use birth years from the early 1980s to the late 1990s or early 2000 [5]. Millennials have travelled beyond the experience of previous generations. Millennials travel for all kinds of reasons, and are willing to spend more resources to get authentic travel experiences, and tend to take longer vacations [1][5][9]. Millennial travellers are not a uniform and homogeneous group with the same set of values and behaviours. In millennial travellers themselves, there is a very large range in the stages of life, career, and income. Therefore, the range of millennial travellers is divided into two behavioural groups, namely groups of younger travellers (16-24 years) and older travellers (25-36 years). But there is one bond that ties all millennials is a strong desire to add life experiences through travel [8][7][11]

Technology plays the most prominent role of millennial travellers. Millennials grew in an age where computers became mainstream and were followed by social media with the presence of mobile phones. In fact, there have never been travellers who are always connected [12], digitally intelligent [11], current generation [12], which demands an instant, fast, efficiency and comfort process [13][14] like millennial travellers. Millennial uses technology for pre-trip information search, planning, and ordering, looking for reviews and interactive maps during millennial trips and finally documenting millennial travel experiences through sharing opinions, photos and videos on social media [5][16].

Smart technology, unique design, high quality, and local experience are very important for millennial travellers. And as Millennial's consumption increases, the tourism industry has the potential to face the biggest disruption in decades. Travelers Millennials travel less often for business, but when millennials do it, millennials report spending on as many as older travellers. This is due to the higher possibility of Millennials to buy flexible tickets, book at the last minute, make flight changes and make use of additional services such as Wi-Fi, additional seats in the legroom, and in-flight entertainment. Once they arrived at the airport, millennials also tend to use more airport facilities than other Travelers - especially internet connections, filling stations, food, and retail stores and ATMs. Inside millennial planes are more likely to pay for Wi-Fi, watch downloads on millennial devices and watch entertainment on board.

There is a general assumption that Millennial is not brand loyal, but that is not entirely true. Millennial Travelers can be very loyal - but generally for brands that know how to meet different millennial needs. This might involve offering a variety of gifts that are quickly obtained and redeemed. The more unique and unique the award, especially when adjusted for experience, the more successful the loyalty program. So for example, this could mean that airlines can offer in-flight benefits such as Wi-Fi or entertainment while hotels can offer spa services or points to cover part of their stay. Ericsson Consumer Insight Summary Report, predicts the desire of millennial consumers based on their behavior, where technology products will follow the millennial lifestyle, such as native streaming behavior through YouTube. Millennials spend time using mobile devices and relying on social media as a place to get information [16]. The Nielsen Global Survey of E-commerce explains there is a shift in millennial behavior, where millennials choose online pathways to research and buy a variety of products or services to meet their daily needs[17].

Most millennials are online auto biographers who document their life experiences through social media, focusing on unique content. Therefore, millennials like to share travel experiences through social media, especially authentic ones [14]. Millennials spend an average of 25 hours per week online and a lot of this time is used to contribute and consume social media. Millennial has the highest involvement in social media compared to other generations. This is related to millennial identity and social media to help millennials make their personalities and broadcast them to other millennial friends. Not surprisingly, the majority of Millennials tend to use social networks to engage with favourite brands and other millennial content.

Social circles are not the only source of information for millennials, millennials also consult through blogs, review sites, and company websites to help them make purchasing decisions. Compared to the older generation, the difference also lies in how millennials conduct product research before buying. Millennial Travelers depend on smart devices they have to research and buy products while traveling. Millennial Travelers tend to be far from materialism, millennials often choose to spend money on experiences like a trip. The majority of Millennials book their trips based on inspiration from websites with travel-themed content such as the use of higher travel applications on smartphones, including TripAdvisor, Google Maps, Hotels.com, and Expedia before booking trips to specific destinations or choosing certain services [16].

When it comes to looking for ideas or suggestions about travel, millennials tend to be impressed with corporate advertisements whose brand content allows Millennials to share their dreams, imagination, and millennial personal goals. Millennials depend on social circles in making purchasing decisions. Because of this, Millennial always collects information from as many informants as possible before making a decision. Millennials always make decisions at the last minute because of access to the internet through tablets and smartphones that strengthen this trend [9]. Millennials are considered intelligent shoppers who are more value-conscious and have more access to information and services [15]. Have budget preferences for fancy things, and look for special conveniences and individualistic aspects [12].

Millennials are considered friendly, although they do not like face-to-face contact, have a strong desire to actively socialize through telecommunications, also socialize offline. Millennials are greatly influenced by friends to travel, enjoy traveling with other people in groups [2][15]. Millennials are of high curiosity, interested in the countryside where they have the opportunity to learn something new. Millennial is looking for an interactive experience that helps her understand

customs and traditions in local communities. Millennial Travelers tend to prefer unique experiences ranging from extraordinary destinations, adventure activities, unique accommodations, and local food. Economic sharing is a concept that is very popular with millennial travellers because of its features such as connections with local communities, authentic local creation. Millennials like the idea that spending on their travels supports the goal of making the world a better place, and willing to engage in sustainable practices and care about environmental issues [7]

II. METODE

This research conducted in Bali which is quantitative research and, using a design survey, where there are 160 respondents (millennials tourists) who are visited Pura Tanah Lot. The sampling technique used was purposive sampling. The instrument used was a questionnaire. The answers to the questionnaire using a Likert scale, which is the range of 1 to 5. The most positive responses (strongly agree) rated 5 and the most negative responses (strongly disagree) rated 1. Data analysis data used descriptive statistics and factor analysis. Variables and indicators of operational management of the Destination Success Factors for Millennial Travelers are as follows in Table-2.

Code	Indicators
X1	Is traveling a necessity for you?
X2	Do you already plan to travel to Tanah Lot Temple?
X3	Are you a user of Information technology, a smartphone, and are you always connected to the Internet?
X4	Are you a user of social media applications such as Facebook, WA, and others?
X5	Have you read social media reviews about Tanah Lot Temple?
X6	Do you believe in social media reviews about Tanah Lot?
X7	Its social media make easier for you to travel to Tanah Lot?
X8	It's your trip to Tanah Lot Temple is inspired by a website with travel-themed content such as TripAdvisor, Google Maps, Hotels.com, Expedia, and others
X9	Are you interested in the natural beauty of the Tanah Lot Temple?
X10	Are you interested in the culture in Tanah Lot Temple?
X11	Are you interested in spot photos at Tanah Lot Temple?
X12	Are you interested in Sunset at Tanah Lot Temple?
X13	Will you add several/more days to enjoying Tanah Lot Temple?
X14	Does the reality at the Tanah Lot Temple is following existing advertisements and the information from others?
X15	Will you share your experiences with Tanah Lot Temple with others?
X16	Would you recommend Tanah Lot Temple to your friends?
X17	Will you invite your parents and closest friends for a holiday to Tanah Lot Temple?
X18	Are your holiday to Tanah Lot Temple on the recommendation of friends or family?
X19	Are you in a group while traveling to Tanah Lot Temple?
X20	Are you interested in traditional (local) food at Tanah Lot Temple?
X21	Are you interested in the sacred snake in Tanah Lot Temple?
X22	Are you interested in traditional costume guides and officers at Tanah Lot Temple?
X23	Are you interested in holy water in Tanah Lot Temple?
X24	Do you already know the information about Tanah Lot Temple before clearly?
X25	Does the facility of destination affected you during the visiting of Tanah Lot Temple?
X26	Are the prices of entering tickets to the Tanah Lot Temple affordable?
X27	Are you satisfied with the facilities and the infrastructure at Tanah Lot Temple?
X28	Is your experience in destination worth it with or even more than spending, and meet the expectations?
X29	Do you agree if Wi-Fi is provided as the main facility in Tanah Lot Temple?
X30	Does the layout of the souvenir shop, buildings, temples, parks and the other building in Tanah Lot Temple support sustainable practices?
X31	The souvenir shops, buildings, temples, parks, toilets and more in Tanah Lot Temple are clean, and visitors care about environmental issues?
X32	Are the visitor's safety regulation standards in Tanah Lot Temple already good?

Table-2. The Indicators Variables.

Adaptation from: [1][2][9][10] [7][11][12][15][15]

III. RESULT AND DISCUSSION

To start the early stage to perform factor analysis is to test validity and reliability. The rules of thumb of the variable to be analysed by factor analysis should be passed on the validity and reliability tests. A questionnaire in the category of valid, if the question of the questionnaire can express something measured by that questionnaire, and is reliable if it can show consistent results if measurements are taken again, on the same subject [18]. Through this test across 32 existing indicators, there were no indicators that should be eliminated because all of the indicators were valid and reliable.

The first stage of the factor analysis is for evaluating the “feasibility of variables”. The test to evaluating the “feasibility of variables” is using the Kaiser Meyer Olkin KMO and Bartlett’s test, and the anti-image matrix. KMO and Bartlett’s test was performed to test whether the variables involved correlated. KMO score ranging from 0 to 1. If the score of KMO > 0.5, then to do further analysis. Meanwhile, the significance resulting from Bartlett’s Test of Sphericity must be below 0.05 [19]. In this research, the score of KMO and Bartlett’s test can be seen in Table-3.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2266.751
	Df	496
	Sig.	0.000

Table-3. The KMO Measure of sampling Adequacy and Bartlett’s Score

Test results at table-3 showed that KMO and Bartlett's Test score was 0.852, with a significant level of 0.000. Based on that test results, the KMO score already above 0.5, and the score of significant level already less than 0.05, therefore this model could be continued for further analysis.

Code	Anti-Image Correlation	Code	Anti-Image Correlation
X1	0,790	X17	0,750
X2	0,822	X18	0,936
X3	0,868	X19	0,755
X4	0,836	X20	0,878
X5	0,855	X21	0,900
X6	0,840	X22	0,814
X7	0,879	X23	0,777
X8	0,910	X24	0,872
X9	0,887	X25	0,829
X10	0,849	X26	0,865
X11	0,847	X27	0,844
X12	0,885	X28	0,914
X13	0,822	X29	0,856
X14	0,838	X30	0,789
X15	0,866	X31	0,835
X16	0,866	X32	0,908

Table-4. The Anti Image Correlation Matrices

The anti-image matrix is used as a tool to determine the magnitude of the partial correlation between variables. The score of correlation will indicate that the two variables are closely related. Values referenced are MSA (Measure of Sampling Adequacy). MSA score range from 0 - 1, with the following conditions: If $MSA = 1$, the variables can be predicted without errors by other variables. If $MSA > 0.5$, thus the variables can still be predicted and can be analysed further, and if $MSA < 0.5$, the variables cannot be predicted and cannot be analysed further, or excluded from other variables. Based on that test, the results will be shown in table-4, the correlation score of the anti-image correlation of each indicator is greater than 0.5, therefore all of the indicators in this model could be continued for further analysis.

The next process is the factoring process, the factoring process is the extraction of a group of indicators of factors that eventually form one or more factors. Many methods can be used to perform this extraction process, and the method used for extraction in this research is principal component analysis. Communalities is the total of variance (in percentage) of an initial indicator that can be explained by the factors that have been established, with the condition that the greater communalities score of an indicator, the more closely these indicator related to factors that have been established. For instance for the indicators X1 the communalities score figure was 0.676 or 67,6% variance of indicator X1 can be explained by the factors that will be established, as well as for the other indicators as shown in Table-5.

Code	Initial	Extraction
X1	1.000	0.676
X2	1.000	0.704
X3	1.000	0.609
X4	1.000	0.684
X5	1.000	0.592
X6	1.000	0.596
X7	1.000	0.619
X8	1.000	0.644
X9	1.000	0.553
X10	1.000	0.653
X11	1.000	0.649
X12	1.000	0.701
X13	1.000	0.706
X14	1.000	0.608
X15	1.000	0.636
X16	1.000	0.561

Code	Initial	Extraction
X17	1.000	0.776
X18	1.000	0.609
X19	1.000	0.767
X20	1.000	0.770
X21	1.000	0.682
X22	1.000	0.842
X23	1.000	0.631
X24	1.000	0.724
X25	1.000	0.765
X26	1.000	0.754
X27	1.000	0.542
X28	1.000	0.617
X29	1.000	0.578
X30	1.000	0.713
X31	1.000	0.771
X32	1.000	0.730

Table-5. Communalities
Extraction Method: Principal Component Analysis.

To determine the number of factors that will that established in this analysis. It can be observed by the score of eigenvalues. The score of eigenvalues should range from 1 (one) to above. The score of percent of variance range from 5% to above and the value of cumulative variance should be greater than 50%. The eigenvalues score in this analysis is presented in Table-6.

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	9.306	29.080	29.080
2	2.132	6.664	35.744
3	1.914	5.980	41.724
4	1.808	5.649	47.373
5	1.531	4.784	52.157
6	1.313	4.103	56.260
7	1.270	3.970	60.229

8	1.136	3.550	63.779
9	1.052	3.286	67.066

Table-6. Total Variance Explained

Total initial eigenvalue indicating the relative importance of each factor in the variance of the 32 indicators to be analysed. The total score of eigenvalue for the 32 indicators is equal to the total score variance to 32 indicators. The composition of the eigenvalue is always sorted from large to small score. This analysis was established by nine (9) factors. All of the 9 (nine) factors can be seen from the score of eigenvalue, these scores ranging from a factor of 1 (one) down to a factor of 9 (nine). The ninth is the last factor. This factor has eigenvalues around 1 (one). While the continued eigenvalues of other factors were smaller than one (1), therefore these factors are not used in further analysis.

The next step is to consider how the distribution of each of these factors can load 32 existing indicators, and thus to the 32 indicators that there are represented in nine (9) factors formed. In the process of establishing factors, it may happen that an indicator will be difficult to determine into one of nine (9) factors that have been established. To overcome these difficulties, we perform a rotation process to the factors, so that through this rotation process can clarify the position of an indicator to the factors that have been established. The rotation process of this analysis was conducted using the varimax method, this method is part of orthogonal. The process of determining the indicators will belong to a factor, will be determined by comparing the correlation of the scores between factors loading on each line. Interpretation performed by comparing the loading factor score (correlation) of indicator to the factors that have been established. If the loading factor score of an indicator is less than 0.5, then this indicator not yet clear belongs to one of the factors that have been established.

Component matrix rotation process results (rotated component matrix) showing the distribution of indicators. From the results of the process shows that the rotation of the loading factor for all the indicator above 0.5 and distribute into all the factors that have been established, therefore from the table-7, shows that the 32 indicators are reduced into nine factors. Factor 1 (one) with the eigenvalue score is 9.306 consists of the indicator: X20, X21, X22, and X23. Factor 2 (two) with eigenvalues score is 2,132 consists of the indicator: X3, X4, X5, X6, X7, and X8. Factor 3 (three) with eigenvalue score is 1,914 consists of indicator: X13, X14, X15, and X16. Factor 4 with an eigenvalue of 1.808 consists of the indicator: X30, X31, and X32, Factor 5 with an eigenvalue of 1.531 consists of the indicator: X17, X18, and X19. Factor 6 with an eigenvalue of 1.313 consists of the indicator: X27, X28, and X29. Factor 7 with an eigenvalue of 1.270 consists of the indicator: X24, X25, and X26. Factor 8 with an eigenvalue of 1.136 consists of the indicator: X9, X10, X11, and X12. Factor 9 with an eigenvalue of 1.052 consists of the indicator: X1, and X2, as shown in Table-7.

Rotated Component Matrix ^a									
Component									
Code	1	2	3	4	5	6	7	8	9
X1									0.738
X2									0.686
X3		0.65							
X4		0.52							
X5		0.61							
X6		0.68							
X7		0.67							
X8		0.57							
X9								0.54	
X10								0.74	
X11								0.54	
X12								0.54	
X13			0.80						
X14			0.73						
X15			0.65						

X16			0.52						
X17					0.83				
X18					0.63				
X19					0.79				
X20	0.73								
X21	0.64								
X22	0.85								
X23	0.71								
X24							0.63		
X25							0.79		
X26							0.71		
X27						0.65			
X28						0.68			
X29						0.56			
X30				0.77					
X31				0.77					
X32				0.65					
Extraction Method: Principal Component Analysis.									
Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 8 iterations.									

Table-7. Matrix Factor with Varimax Rotation

The next process is the naming of factors that have been established. This process is subjective since there are no written rules about this naming of factors, so the naming of factors usually taken from one of the indicators which have the highest loading factor score or to give a new name following the existing theory [20]. The naming of these factors in this research can be seen in Table 8. This name will represent a group of indicators that exist in this process.

This research has indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study. The nine main factors are: Millennials interested in traditional costume of guides and officers (29.08%), believe in social media reviews (6.664%), Millennial will add several/more days to enjoying the destination (5.980%), The layout of the souvenir shop, buildings, temples, parks, and the others building should support sustainable practices (5.649%). A millennial will invite parents and closest friends for visiting destination (4.784%). The experience in destination worth it with or even more than spending, and meet the expectations (4.103%). The facility of destination affected millennials during visiting (3.970%). Millennials were interested in the culture at the destination (3.55%). Traveling is a necessity for Millennial (3.286%).

The final step in the factor analysis was to determine the accuracy of the model by testing the accuracy of the Model. The accuracy of the model can be seen from the number of residuals generated in the factor analysis. Residual is the difference observed correlation and produced based on the results of the estimation matrix factor. The amount of residual in this research was 29.0% or as many as 144 residuals in absolute value > 5%. This means that the model has an accuracy of 71% on the error rate of 5%.

IV. CONCLUSION

Based on the test results, this research are indicated that there are nine (9) main factors that shape the success factor of the destination for millennial tourists, where the destination of Tanah Lot Temple is used as a case study. The nine main factors are 1). Millennial interested in traditional costume guides and officers, 2). Social media reviews of destination, 3). Adding several/more days to enjoy a destination, 4). The layout of the souvenir shop, buildings, temples, parks, and the other building should support sustainable practices. 5). Invite parents and closest friends for visiting destination. 6). the experience in a destination is worth it with or even more than spending, and meet the expectations. 7). the facilities of destination, 8). The culture at the destination. 9). Traveling is a necessity for Millennial.

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