Investigating Push and Pull Factors Shaping the Travel Motivations of Young Indonesian Tourists to Vietnam: A Quantitative Approach

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ABSTRACT: This study investigates the motivations driving young Indonesian travelers, particularly Millennials and Generation Z, to choose Vietnam as a travel destination. The research addresses a key gap in the literature by exploring the travel motivation using push and pull motivational factors. Using a quantitative approach, the study employed a self-administered questionnaire, distributed both online and offline to 144 young Indonesian travelers. The gathered data were analyzed using factor analysis to reduce the 39 push and pull motivational factors into a new set of underlying factors. Informal interviews and observation were also performed to support the analysis. The findings indicate that push motivation (internal psychological motivations), comprises of social achievement, learning motivation, stress relief, and social bonding were found to be four underlying push factors that motivate young Indonesian travelers to visit Vietnam. Meanwhile, travel standards, affordability, tourist amenities, cultural experiences, and natural landscapes appeared to be the pull factors. This finding serves as one of initial efforts to examine young Indonesian traveler's behavior as the main target market for Vietnam Tourism. The study's implications also suggest that this study could provide a basis for Indonesian government to develop a more effective marketing strategies aimed at making local destinations more appealing to this segment compared to overseas options such as Vietnam. Furthermore, it is advisable for future research to study the characteristics of other generational groups as this could reveal significant differences compared to the younger generation.

Keywords: Tourist Motivation, Push Factor, Pull Factor, Young Indonesian Tourist, Vietnam Tourism

INTRODUCTION

According to the World Economic Outlook (WEO) Report, tourism is a key driver of economic growth. In 2023, the tourism industry demonstrated strong economic resilience, reflected in high levels of economic activity, particularly in countries where tourism plays a significant role in GDP *(Tourism's Importance for Growth Highlighted in World Economic Outlook Report, 2023)*. This trend is especially evident in Southeast Asia, where tourism makes substantial contributions to regional GDP (Statista, 2024). In Southeast Asia, Vietnam ranks first in terms of the demand growth rate for foreign travel. It is rise to 170% in 2023 compared to the same period in 2019. This fact makes

Vietnam has increasingly seen as a competitive threat to many ASEAN countries including Indonesia with many destinations, such as Sapa and Danang, gaining viral popularity (Maharani, 2024). This serves as the basis for the researcher to examine tourism in Vietnam.

According to the Vietnam General Statistics Office, the country exceeded its target of 8 million of international tourists, attracting 8.9 million visitors in the first nine months of 2023. This surge generated approximately 69.3 trillion VND in revenue for the country, marking a significant 66.9% increase from the previous year (Irawan, 2023). Moreover, according to Google Destination Insight, Vietnam is the only South-east Asian country that is listed in the world most searched destinations in 2023 (Walker, 2023).

Indonesia has been a major contributor to this surge in tourism to Vietnam. Vietnamese government data shows that the number of Indonesian visitors to Vietnam grew by 335% in the first quarter of 2024, making Indonesia the third-fastest-growing tourism market for Vietnam (Fauziyah, 2024). Despite Indonesia's diverse tourism potential, international destinations remain more popular among Indonesian tourists, partly due to insufficient domestic tourism connectivity.
According to a lecturer and tourism expert from the Universitas Indonesia, Dr. Diaz Pranita, M.M., actions are demanded from the government to increase tourist' interest to visit Indonesia, both from local and international tourist. She emphasizes the need for a strategic marketing plan and a clear understanding of target markets *(Strategy for the Development of Indonesian Tourism at the Global Level*, 2024). This fact motivates the researcher to further investigate this topic in greater depth.

Data from the Indonesian Central Bureau of Statistics shows that Indonesian tourists that most likely to visit Vietnam are predominantly from younger generations. Millennials account for 25.97% of the population, while Generation Z represents 27.94% (Hasil Sensus Penduduk 2020, 2021). Although these groups may have smaller travel budgets (IDN Research Institute, 2024a, 2024b), many young Indonesians opt for Vietnam due to its affordability. For most travelers, visiting Vietnam is even considered cheaper than traveling to many destinations within Indonesia (Pusparisa, 2023). In fact, Vietnam's airfares and accommodations are among the most affordable in Southeast Asia, ranking it the seventh most economical travel destination worldwide ("Vietnam Is One of the Most Affordable Travel Destinations," 2024).

The younger generation, particularly Millennials, presents a valuable segment for study due to their distinct behaviors and values. Millennials are often driven by social factors such as recognition and status (Latifah & Setyowardhani, 2021) and show a greater interest in international travel compared to older generations, who are more inclined to take about twice as many domestic trips (Tufft et al., 2023). Given these characteristics, literature suggest that this generation should be treated somewhat differently (Easton & Steyn, 2022). Despite their significance, there is a gap in research focusing specifically on what motivates Millennials to visit Vietnam, prompting this study to explore these factors.

Amongst motivation theory, push and pull theory is the most common theory used among researcher due to its effectiveness to examine travel behavior (Njagi, 2017; Podovac & Jovanovic-toncev, 2021; Seebaluck et al., 2015). This theory is a two-staged process where the push factors is the internal psychological factors driving travelers to leave their usual residence while the pull factors is the destination attributes attracting travelers to visit certain destination (Klenosky, 2002).

For younger generations, the push and pull factors that influence their travel decisions are differ from those of other generations (Njagi, 2017; Podovac & Tončev, 2020; Rita et al., 2019). Literature suggests that for the push factors, young travelers are often motivated by social factors, including social engagement, relationships, social values, and recognition (Njagi, 2017; Podovac & Tončev, 2020; Rita et al., 2019). When traveling to Vietnam, the specific attributes (pull factors) that appeal to this generation are also vary, such as affordability, local cuisine and cultural and natural attractions like Sapa and Danang ("Vietnam Is One of the Most Affordable Travel Destinations," 2024, VietnamPlus, 2024, Maharani, 2024).

While young Indonesian travelers are a valuable market for Vietnam Tourism, there hasn't been a specific study on what motivates young Indonesian travelers to visit Vietnam. Research on Indonesian outbound tourists in Southeast Asia have mostly been focused on Thailand. For instance, Soonsan et al. (2024) studied what drives Indonesian youth to visit Phuket, Thailand. Similarly, Ningrum & Dwiseptian (2019) conducted a study about the motivations of Indonesian tourists visiting Bangkok. Furthermore, these studies also consist of extensive number items/variables that are hard to understand and do not offer much value for future research. Simplifying these variables into more readable factors could help researchers better understand the relationships between items and the underlying factors they may share.

To address the gap in previous studies, this research aims to identify the sets of motivational factors influencing young Indonesian travelers visiting Vietnam, utilizing the push and pull motivational theory. To achieve this goal, the research seeks to answer the following questions: (1) What are the push factors motivating young Indonesian travelers to visit Vietnam (2) What are the pull factors that attract young Indonesian travelers to Vietnam? To answer these research questions, the researchers will use Factor Analysis (FA) to uncover the underlying factors motivating young Indonesian travelers to visit Vietnam. This method was selected for its ability to summarize large sets of items or variables into more meaningful factors by grouping together those that are highly correlated. This approach will make the data easier to interpret and provide more valuable insights for future research.

To develop the basis of push and pull motivational factors used in this study, the researcher conducted a review of the relevant literature. The sources and studies that are used to develop the motivational scale are discussed in the following sections.

The Push and Pull Motivational Factor

Motivation is a condition that drives individuals to take actions to achieve a sense of fulfillment (Dogra, 2018). In tourism, motivation explains why people choose to travel to certain destinations and helps understand their behaviors (Chen & Chen, 2015). In reality, tourist motivation is a complex phenomenon. This is due to the fact that when people travel, they might not only seek to satisfy a single need but a number of needs on a single traveling activity (González & Bello, 2002). Tourism marketing literature identifies many motivations, but the push and pull framework is particularly popular due to its effectiveness and simplicity (Podovac & Jovanovic-toncev, 2021; Njagi, 2017; Seebaluck et al., 2015). Dann (1977) is the first to use this theory. According to the theory, push factors include psychological forces such as relaxation, cultural enrichment, making new friends, spending time with friends and families, etc. While the pull factors are the physical features possess by a destination to attract visitor (Dann, 1977).

The Push Factors

Push factors are psychological forces that drive individuals to visit certain destinations (Dann, 1977). Moreover, Dann (1977) identified two main push factors: ego-enhancement, the need for social status or recognition through travel, and anomie, the desire to escape daily routines. Building on this concept, Crompton (1979) expanded these to include relaxation, kinship relationships, prestige, exploration, self-evaluation, and social interaction.prestige, exploration and self-evaluation, regression, and social interaction facilitation.

In the later study, remain widely applied. For example, Wijaya et al. (2018) identified factors motivating Indonesian senior's motivation in choosing destination abroad using push and pull theory. When studying younger generations as a segment group, research often highlights adventurous and learning motives like 'escaping the ordinary', 'experiencing different lifestyles', and 'seeking thrill' (Rita et al., 2019). According to Latifah & Setyowardhani (2021), Millennials are typically motivated by social aspects such as social value or recognition. Therefore, studies also use factors such as 'I wanted to visit a city that my friends have never visited', 'I wanted to experience something that I would be able to tell my friends' (Podovac & Tončev, 2020), 'Have others know I've been there' (Njagi, 2017), and 'Gaining a sense of accomplishment' (Zhang & Peng, 2014). Moreover, those literatures also use factors related to social engagement or relationship such as 'Meet new and varied people of different ethnic background', 'To meet people with similar interests', 'Visiting friends and relatives', 'Obtain romantic relationship', and 'Spending time with friends' (Njagi, 2017; Podovac & Tončev, 2020; Rita et al., 2019).

The Pull Factors

Pull factors define as destination attributes that attracts people to visit it (Dann, 1977), such as facilities, infrastructure, local culture, scenery, weather, events, sanitation, and safety (Bayih & Singh, 2020; Br Siregar et al., 2021; Chen & Chen, 2015; Njagi, 2017). In the case of Vietnam, affordability is highlighted as a key factor drawing young Indonesian travelers. According to a travel report from the UK Post Office, Vietnam ranks as the most affordable tourist destination ("Vietnam Is One of the Most Affordable Travel Destinations," 2024). This is particularly appealing to younger generations, for whom affordability is a significant concern. A report from

the IDN Research Institute found that both Millennials and Gen Z have smaller budgets for housing, education, and travel (IDN Research Institute, 2024a, 2024b). Saving money is crucial for these generations, as they tend to have relatively lower incomes compared to older generations.

According to the same literature, these younger travelers are also drawn to hidden gems and local culinary experiences like Pho, Banh Mi, and Vietnamese coffee, as Hanoi was named 'Best Food Destination for 2023' (VietnamPlus, 2024). Yento Chen, CEO of Destination Tour Indonesia, also noted that Vietnam attracts Indonesian travelers with its diverse offerings, including natural landscapes, rich culture, and culinary delights, all without the need for long-distance travel. Sapa and Danang are among the most popular destinations in Vietnam (Maharani, 2024). The current study pools the push and pull factors together based on the previous literature to develop sets of motivational scale for the questionnaire

METHOD

Research Design

This exploratory study uses a questionnaire to identify the psychological forces (push factors) and preferred destination attributes (pull factors) driving young Indonesian travelers to visit Vietnam. Data collection is conducted using a single cross-sectional design, meaning it is performed at one specific point in time (Malhotra, 2015). This approach is chosen because in the current study, the goal is not to evaluate changes over time, but to explore the overall motivational factors of young Indonesian tourists visiting Vietnam.

Questionnaire development

The questionnaire is designed to be anonymous and self-administered, utilizing a 5-point Likert scale, where 1 represents 'not at all important' and 5 represents 'very important.' There are two parts in this questionnaire, first is to gather information about traveler's characteristics and travel behavior, and second is to explore their motivation to visit Vietnam using push and pull theory.

The motivational items in the questionnaire were developed through a three-step process. First, items were identified based on a literature review and insights from an informal interview with a tour agency catering to Indonesian tourists visiting Vietnam. Only literature reviews that are considered relevant in this study are included in the questionnaire. Second, 10 participants, including three experts in tourism and consumer behavior, reviewed the items for content validity, ensuring clarity and relevance. Finally, the scale was finalized with 39 motivational items: 19 push factors and 20 pull factors

Sampling and data collection

After finalizing the questionnaire, the research team distributed it both offline and online using purposive (judgment) sampling. This sampling method was chosen because the study specifically targeted respondents with particular characteristics (Malhotra, 2015). Respondents were required

to be Indonesian nationals, identified as either Millennials or Generation Z, and to have either visited, be currently visiting, or plan to visit Vietnam in the near future. For this study, Millennials are typically defined as individuals born between 1981 and 1996, whereas Generation Z refers to those individuals born between 1997 and 2012 (IDN Research Institute, 2024b, 2024a).

The survey was conducted between June and August 2024. Offline distribution took place at Soekarno-Hatta and Tan Son Nhat International Airports, and tourist spots in Hanoi and Ho Chi Minh City. Online distribution was done via social media and messaging apps like WhatsApp, Instagram, TikTok, Facebook, and Twitter using Google Forms.

According to Hair et al. (2010), the minimum sample size for conducting Factor Analysis is 100. Moreover, Mundfrom et al. (2005) also note that the sample size for conducting Factor Analysis should be at least three times the number of items or variables, with a recommended range of 100 to over 1,000 participants. The number of variables/items used in this study is 39, thus the minimum sample size is:

$$n = 3 \text{ x } \#\text{of variable}$$

Note: n = sample

Known:
n = 3 x 39
n = 117 person

From the calculation, 177 samples were needed for this study. A total of 157 questionnaires were received, yielding 144 valid responses after eliminating incomplete submissions and those with patterns of random answers (e.g., selecting the same response for all questions).

Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was performed using SPSS 27 to better understand the motivations driving young Indonesian travellers to choose Vietnam as a destination. Factor analysis enables the researcher to reduce a large set of variables into a smaller set. Meaning that variables that are strongly correlated with one another are grouped together. Furthermore, it also reveals the underlying dimensions between the measured factors and latent construct which allows the theory formation and refinement (Hair et al., 2010). In this study, the push and pull motivational items were analyzed separately using principal axis factoring with orthogonal (varimax) rotation. The varimax rotation was applied to reduce the number of items with high loadings across multiple factors, improving the interpretability of the results (Malhotra, 2015).

The EFA calculation performed by researchers shows that all the items that constructed the four push factors and five pull factors are valid and reliable for determining the motivation of young Indonesian travelers to visit Vietnam. In order to jump to this conclusion, there are several steps that we went through. First, we determine the number of factors using eigenvalues, which

represent the amount of variance explained by each factor. Only factors with eigenvalues greater than 1.0 were retained, while those with lower values were excluded from the model (Malhotra, 2015). Next, construct validity was assessed using factor loadings, which reflect the strength of the correlation between individual item scores and the overall construct scores. A higher absolute value indicates a stronger association. In this study, a threshold of 0.5 was used, and loadings below this value were excluded (Malhotra, 2015). Next, in order to ensure robustness of the data, the Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy were applied. A p-value of less than 0.001 was required for the Bartlett's Test, and the KMO value had to meet a minimum threshold of 0.60 to confirm sufficient correlations among the motivational variables. After the factor analysis was performed, we assessed the reliability of each factor using Cronbach's alpha. All the seven factors of push and pull have value above 0,600 which indicates internal consistency (Malhotra, 2015)

This study aims to explore what motivates young Indonesian travelers to visit Vietnam. To gain deeper insights, informal interviews were conducted during the offline data collection. These interviews provided respondents with the opportunity to freely express their reasons for choosing Vietnam as a travel destination. However, due to their brief and informal nature, the insights from these interviews mainly served to support the discussion of the study's results.

RESULT AND DISCUSSION

Based on the questionnaire distributed to 144 young Indonesian travelers visiting Vietnam, several demographic profiles have been identified. As shown in Table 1, the majority of respondents in this study are female (63%). Demographically, a significant portion of participants resides in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi), accounting for 45% of the sample. Regarding age, the respondents were categorized into age groups: 12–17, 18–23, 24–27, 28–33, 34–38, and 39–43, which represent both Millennials and Generation Z.

Table 1: Demographic Profiles

Demographic profile	n	%
Gender		
Male	54	38%
Female	90	63%
Age Group		
12 – 17 years old	10	7%
18 – 23 years old	23	16%
24 – 27 years old	27	19%
28 – 33 years old	39	27%
34 – 38 years old	23	16%
39 – 43 years old	22	15%
Occupation		
Private sector employee	72	50%
Civil servants	12	8%
University students	19	13%
Students	4	3%
Freelancer	18	13%
Self-employed	8	6%
Currently not working	11	8%
Marital Status		
Married	54	38%
Not Married	86	60%
Divorced	4	3%
Education		
≤ High School	32	22%
Diploma	78	54%
≥ Masters	34	24%
Socio-economic status (SES)		
≤ C1	33	23%
B	30	21%
A2	30	21%
A1	51	35%
Domicile		
Jabodetabek	65	45%
Java (ex Jabodetabek)	38	26%
Outside Java	41	28%

The age distribution in this study reveals that most respondents fall within the 28–33 age range (27%), identifying them as Millennials. This finding is not surprising, as Millennials generally have greater financial capacity to travel abroad compared to Generation Z (IDN Research Institute, 2024a, 2024b). Moreover, in terms of socioeconomic status (SES), those who can afford to travel to Vietnam predominantly belong to the A1 socioeconomic status group, with monthly expenses exceeding Rp. 7,500,000 (35%). For the younger generation in Indonesia, this is considered a high monthly expense. In terms of occupation, most respondents are private sector employees (50%), which aligns with the fact that in Indonesia, this sector typically offers higher salaries compared to others. The majority of these individuals are unmarried (60%) and hold a bachelor's degree (54%).

Table 2: Travel Characteristics

Travel Characteristics	n	%
Visited Destination in Vietnam		
Ho Chi Minh	140	32%
Hanoi	94	22%
Sa Pa	82	19%
Da Nang	49	11%
Da Lat	14	3%
Others	52	12%
Purpose of Travel		
Holiday/Leisure	109	76%
VFR	7	5%
Business Purpose	28	19%
Travel Companion		
Family	30	21%
Partner	22	15%
Friends	50	35%
Tour Group	14	10%
Travel alone	28	19%
Frequency to travel overseas		
1 time	33	23
2– 3 times	33	23
>3 times	78	48
Is this your first time visiting Vietnam?		
Yes	105	73%
No	39	27%

In regard to travel characteristics (Table 2), the most popular destinations among young Indonesian travelers in Vietnam are Ho Chi Minh City (32%), Hanoi (22%), Sapa (19%), and Danang (11%). The questionnaire also shows that most travelers stay in Vietnam for 4-5 nights (44%). Moreover, a significant portion of young Indonesian travelers tend to be accompanied by friends (35%) and family members (21%). From the table, we can also see that 76% of the respondents are travelling for leisure. When asked about their travel frequency, it was revealed that for most respondents, this is not their first international trip; in fact, 54% have traveled abroad three or more times. However, 73% of the respondents are visiting Vietnam for the first time during their trip.

Regarding push motivational factor, seven motivational items were dropped due to low factor loading (<0,5) and cross loading issue (Hair et al., 2010). These items include 'Have daring/adventuresome experience', 'Work on my personal/spiritual values', 'Experience new and different lifestyle', 'I wanted to have fun', 'Visiting place that I have never been before', 'Meet new and varied people of different ethnic' background, and 'Expecting romantic relationships'. The remaining 12 items are grouped together into four groups of factors with eigenvalues (EV) greater than one (see Table 3). These four groups together explained 68.642% of the variance. Using these items, the Bartlett's Test of Sphericity is highly significant, with p <0,001 and KMO value is 0,708 which indicate robustness of this analysis. Therefore, these 12 are considered good for further analysis. As presented in Table 3, four factors have eigenvalue more than 1.0. The items/variables

and factors are visualized in order and grouped based on the size of factor loading value to facilitate interpretation of the factor.

Table 3: Push Motivational Factor Groups

Push Factors	Factor Loading	EV	% Variance	α
Social Achievement		3,257	27,144	0,751
I wanted to visit a city that my friends have never visited	0,700			
I wanted an experience to share with my friends	0,675			
I wanted to make new friends during my stay during the trip	0,627			
To impress my friends/relatives	0,574			
Gaining a sense of accomplishment	0,512			
Learning Motivation		2,061	17,176	0,795
Learning new culture	0,819			
Expanding personal knowledge	0,799			
Learning about locals' way of life	0,633			
Stress Relief		1,820	15,167	0,844
Relaxing physically and mentally	0,830			
I wanted to get away from stress and daily routines	0,811			
Social Bonding		1,007	9,155	0,700
Spending time with people who have the same hobbies	0,805			
Spending time with my friends, family, or relatives	0,618			

Based on the result of factor analysis, there are four push factors that motivates the young Indonesian travelers to visit Vietnam. The factors are labelled based on the similar characteristics between underlying items, as well as previous studies. The first factor is labelled *Social Achievement*, as it displays the urge of the respondent to gain social achievement through traveling to Vietnam. To gain social achievement, the young Indonesian travelers went to visit a city that their friends never visited, share their travel experience with their friends, make friends with people they met while traveling. By travelling, they want to impress their friends/relatives and gain a sense of accomplishment. *Learning Motivation* is labelled for the second factor, the label is given since the items included in this factor are linked to the desire of the respondent to learn. This is achieved by learning about new cultures, expanding their personal knowledge through travelling, and understanding the locals' way of life. The third motivational factor is called *Stress Relief*, which explains the desire of young Indonesian travelers to relax physically and mentally and getting away from stress and daily routine. Finally, the last motivational factor identified for the push factor is *Social Bonding*. The respondents are motivated to do a social bonding during their trip to Vietnam by spending time with people with similar hobbies and also with friends, family, and relatives.

All the four factors also have Cronbach Alpha at least 0,700, which based on literature indicates a good reliability. In general, a value below 0.6 is typically considered to indicate inadequate internal consistency reliability (Malhotra, 2015). The value for Cronbach alpha for 'Social Achievement' is 0,751, 'Learning Motivation' 0,795', 'Stress Relief' is '0,844', and 'Social bonding' is 0,700.

Table 4: Pull Motivational Factor Groups

Pull Factors	Factor Loading	EV	% Variance	α
Travel Standards		4,677	29,233	0,859
Transportation facilities in Vietnam	0,834			
Accommodation facilities in Vietnam	0,781			
Safety & security in Vietnam	0,703			
Hygiene and cleanliness standard in Vietnam	0,668			
Affordability		2,470	15,439	0,832
Affordable travel expenses	0,887			
Vietnam's currency value	0,845			
Distance proximity with current domicile	0,622			
Vietnam's simple visa/travel application	0,587			
Tourist Amenities		1,619	10,120	0,757
Shopping facilities / market in Vietnam	0,727			
Festivals and events conducted in Vietnam	0,654			
Health facilities in Vietnam	0,634			
Cultural Experience		1,325	8,284	0,621
Local food in Vietnam	0,686			
Suitable destination to travel with friends	0,547			
Cultural attractions in Vietnam	0,436			
Nature Experience		1,081	6,757	0,637
Adventure activities (hiking, trekking, go to cave, rafting, etc) available in Vietnam	0,830			
The calm and peaceful atmosphere of Vietnam	0,515			

For the pull factors (see Table 4), there are four motivational factors which factor loading less than 0,5 and thus had to be eliminated, those are 'Advertising / social media promotions about Vietnam', 'Natural landscape in Vietnam', 'Climate and weather in Vietnam', 'Party & Entertainment in Vietnam'. The remaining factors are grouped into five groups of factors with eigenvalue more than one. Together, these groups explained the total of 69.833% of variance. The result of factor analysis also shows that the Bartlett's Test of Sphericity is highly significant, with p <0,001 and KMO value of 0,740 which indicate robustness of this analysis. Therefore, a total of 16 items are considered good for further analysis.

The result indicates that the first pull factor that is considered appealing for young Indonesian traveler is *Travel Standard*. It was named after its shared similarities of the basic necessities while traveling. It is explained by destination attributes related to transportation, accommodation, safety and security, and hygiene. The second pull factor was labelled *Affordability*. Through this factor, it is indicated that the respondent finds attributes such as affordable expenses, currency value, distance proximity, and simple visa application attractive. *Tourist Amenities* is the third factor obtained from this analysis, which is represented by aspects such as shopping facilities/local market, festivals and events, and health facilities. The fourth was labelled *Cultural Experience* which contains attributes related to cultural value of travelling such as cultural attraction, local food, and

suitable destination to travel with friends. The last item is *Natural Experience* which emerged from two items includes adventure activities (hiking, trekking, go to cave, rafting, etc) and Vietnam's atmosphere which consider calm and peaceful.

The writer also checks the reliability of all the pull factors with Cronbach Alpha. Post checking, all the five factors have good reliability as indicated by the Cronbach Alpha's value of more than 0,6 (Malhotra, 2015). 'Travel Standard' has Cronbach Alpha of 0,859, 'Affordability' has Cronbach Alpha of 0,832, 'Tourist Amenities' has Cronbach Alpha of 0,757, 'Cultural Experience' has Cronbach alpha value of 0,621 and 'Natural Experience' has Cronbach alpha value of 0,637.

This research's objective is to identify the push and pull motivation of young Indonesian travelers to visit Vietnam. In regard to the push factors, this study identifies *Social Achievement* as the most significant motivator. This finding is consistent with Latifah & Setyowardhani (2021) research, which highlighted that young Indonesian travelers are often influenced by social values, particularly the desire for recognition. In the current study, *social achievement* is strongly associated with visiting destinations that their peers have not yet experienced, reflecting their preference for discovering hidden gems. According to Indonesia Millennial & Gen Z Report, 88% of millennial travelers and 82% of Gen Z travelers in Indonesia tend to prioritize lesser-known destinations over more popular ones. (IDN Research Institute, 2024b, 2024a). Moreover, the *social achievement* factor is also tied to young Indonesian travelers' desire to share their experiences with friends, which is primarily done through social media. Damanik et al. (2023), suggest that the younger generation tends to place greater importance on sharing their travel experiences on social media than on acquiring material possessions. Informal interviews conducted during offline data collection further reinforce this view, as many respondents indicated that they actively share their travel experiences online. Most importantly, they also see international travel as a significant form of social achievement.

Learning motivation, the second most significant factor driving young Indonesian travelers to visit Vietnam. This suggests that respondents see travel as an opportunity for personal growth and gaining knowledge, aligning with Mohsin & Alsawafi (2011) who found that students often view vacations as valuable for learning. Recent studies also support this, showing that knowledge enhancement is a key motivator for young tourists traveling abroad (Dulhamid et al., 2022; Richards & Morrill, 2020). The third most important factor according to this study is *Stress Relief*. This is expected, as previous research consistently shows that stress relief is a major motivator for Millennials globally (Mohsin & Alsawafi, 2011; Podovac & Tončev, 2020; Richards & Morrill, 2020; Then & Yulius, 2022; Todorovic & Jovicic, 2016). Lastly, *Social bonding* emerged as the fourth factor motivating young Indonesian travelers to visit Vietnam, which is understandable given that 35% of respondents traveled with friends and 21% with family. This finding is supported by Richards and Morrill (2020) who emphasize that younger travelers highly value social connections and are keen on building friendships during their trips.

Regarding the pull factors, this study identifies five key factors: The factors are *Travel Standards, Affordability, Tourist Amenities, Cultural Experience*, and *Nature Experience*. This is especially relevant since young travelers often rely on affordable public transportation and budget accommodations like hostels (Todorovic et al., 2015). This factor helps explain why many young Indonesian travelers prefer international destinations such as Vietnam over domestic ones, largely due to the

lack of connectivity in domestic tourism (Pusparisa, 2023). Additionally, in the wake of the COVID-19 pandemic, cleanliness and dependable public services have become top priorities for travelers (Octaviany & Ervina, 2023). Other studies also reveal that cleanliness, safety and security and organization of the city were identified as key attractions for young travelers (GÜNAYDIN et al., 2021; Podovac & Tončev, 2020).

The second factor, *Affordability,* is especially important for younger generations, for whom cost is a significant concern (IDN Research Institute, 2024a, 2024b). According to Tufft et al. (2023) from McKinsey's Travel, Logistics & Infrastructure Practice, young travelers are attracted to international destinations with lower prices or weaker currencies. For example, Vietnam is appealing because its currency is less valuable than the Indonesian Rupiah, making it a more budget-friendly choice. Additionally, Vietnam's proximity to Indonesia helps reduce travel costs, further enhancing its appeal. The third most important pull factor is *Tourist Amenities,* such as traditional markets, festivals, and health facilities. This aligns with previous studies, which show that events like music festivals and sports competitions, as well as visits to local markets, are key motivators for young travelers (Dulhamid et al., 2022; Rita et al., 2019). Moreover, informal interviews with some respondents reveal that health facilities are also considered an important amenity, particularly in the post-COVID-19 context.

The fourth and fifth factors are labelled *Cultural Experience*, and *Nature Experience*. Globally, young travelers often cite *Cultural Experiences* as a primary motivation for choosing travel destinations (Podovac & Tončev, 2020; Rita et al., 2019; Su et al., 2020). Similarly, Damanik et al. (2023) found that Millennials and Generation Z prioritize local cultural attractions as their main travel activities, with 42.5% and 42.4% participation, respectively. Traditional culinary activities follow closely, engaging 36.6% of Millennials and 38.9% of Gen Z. In addition, based on the current study, cultural experience which motivates young Indonesian travelers to visit Vietnam is explained 69% by local food. This aligns with Vietnam's cultural appeal, which is strongly tied to its vibrant culinary tourism, especially in cities like Hanoi and Ho Chi Minh City. Observations done by researchers while visiting these cities highlight their abundance of hidden gem cafes that are particularly attractive to young travelers. These cafes, often tucked away in narrow alleys or housed in old buildings, feature stylish decor, cozy atmospheres, and photogenic designs, offering a sense of exploration that appeals to young Indonesian tourists who enjoy seeking out hidden gems during their trips (IDN Research Institute, 2024a, 2024b). The last factor that we will discuss is *Nature Experience*. Octaviany & Ervina (2023), in her study note that young travelers tend to choose destinations with unique natural landscapes, which explains the popularity of northern Vietnam, particularly Sapa, among young Indonesian travelers. Sapa's snowy landscape is especially appealing, as it provides a unique experience for Indonesians, whose home country does not have a winter season.

CONCLUSION

In general, this research serves as an initial attempt to understand the motivations of young Indonesian travelers to visit Vietnam, a key competitor to Indonesia as a tourist destination. From this study, we understand that young Indonesian travelers visiting Vietnam are motivated by both

push and pull factors. The push factors include social achievement, learning motivation, stress relief, and social bonding. Additionally, the young Indonesian travelers also motivated by Vietnam destination attributes such as Travel Standard, Tourist Amenities, Affordability, Cultural Experience and Natural Experience.

These findings are expected to encourage researchers to use the above motivational factors to conduct future research on the behavior of young Indonesian tourist visiting Vietnam. For example, it would be valuable to conduct longitudinal studies that examine how travel motivations of Indonesian youth evolve over time. This can highlight the impact of changing circumstances, such as economic conditions or emerging travel trends on young travelers' motivation to visit Vietnam.

From a practical standpoint, this study provides important insights to the Indonesian government in order to craft marketing strategies aimed at encouraging young Indonesian travelers to choose domestic destinations over international ones. For instance, from this study we found that *Social Achievement* is the primary motivator for this demographic to visit Vietnam, as they seek unique experiences that their peers have not yet had. Based on these findings, businesses and government agencies can focus their marketing strategies on promoting exclusive experience or hidden gem in Indonesia, such as remote islands, cultural villages, or unique natural attractions that are likely to attract young travelers who seek destinations that have not yet been explored by their peers. Further, this research also shows that young Indonesian travelers place a high value on cleanliness, safety, and travel standards. Thus, improving tourism infrastructure across Indonesia, including transportation, accommodations, and healthcare services, could make local destinations more appealing.

However, as an exploratory study, there are limitations related to sample size and variables analyzed. Future research could expand the sample size for greater generalizability and incorporate additional factors like travel satisfaction and revisit intentions to gain deeper insights. Moreover, studying other generational groups could reveal key differences in travel behavior compared to younger travelers.

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