Segmentation Analysis of Staycationers in Jakarta

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ABSTRACT

Staycation has been growing and continuously gaining popularity in Indonesia during and after the COVID-19 pandemic. This study aims to identify segments of staycation tourists/staycationers in Jakarta, one of Indonesia's most popular staycation destinations. Using quantitative methods, this study implements a proportional sampling design based on accommodation types with a total of 130 valid and reliable online questionnaire surveys. This study identifies factors and clusters using lifestyle variables from Activity, Interest, and Opinion (AIO) Model and examines their correlation with demographic, geographic, and behaviour segmentation. Data were analysed by descriptive statistics, including factor analysis, cluster analysis, discriminant analysis, and cross-tabulation analysis. The findings revealed four types of staycationers in Jakarta: (1) I-want-everything staycationers, (2) independent and attention seekers, (3) indulgent shopaholics, and (4) culture and local adventurers. Profiles and characters of each staycationer segment were analysed, giving significant knowledge about staycation market, particularly in Jakarta. Thus, this study offers valuable information for tourism and hospitality businesses to focus on the most potential market segment.

Keywords: AIO model, lifestyle segmentation, market segmentation, marketing, staycation

INTRODUCTION

Amid economic euphoria induced by the tourism sector, on March 12, 2020, the World Health Organization (WHO) announced COVID-19 as a global pandemic; thus, various policies to prevent virus transmission were domestically and internationally issued (Sigala, 2020). Due to strict procedures such as travel and mobility bans, community lockdowns, and stay-at-home campaigns, alternative tourism called staycation arose and became a new trend. A staycation is generally defined as a local travel activity by tourists/residents on a daily trip at or near their homes without travelling abroad (Wong et al., 2021). In Indonesia, the staycation trend is defined as a vacation activity carried out by living or settling in a place (for example, a hotel or villa) not far from home or still in the same city (Purnamasari, 2020). Thus, a staycation is a unique phenomenon where residents reinvent their city from tourists' perspective with the help of the local hotel industry that offers leisure facilities and activities (Sadhale & SuvarnaSathe, 2021).

In Indonesia, staycation activities have increased dramatically within the past few years, especially during the COVID-19 pandemic, due to restricted mobilisation policies

(Ministry of Tourism and Creative Economy of Indonesia, 2021b). According to data released by Thinkwithgoogle.com, there was a 220% increase in searches for "staycation" in Indonesia in 2020, much higher than the 150% increase in 2019 when staycations were still relatively new and not widely known in Indonesia. The main staycation destinations in Indonesia during 2020 are Jakarta, Bandung, and Surabaya, followed by Malang, Yogyakarta, Solo, Semarang, and Bali (Ministry of Tourism and Creative Economy of Indonesia, 2021a). Jakarta is considered the most significant city for staycation activities in Indonesia, with a significant number of staycation markets with interest such as work from hotels and special occasion celebrations. The Agoda Survey (2021) shows that a staycation has become a new trend in celebrating the turn of the year, where Indonesian tourists, especially in Jakarta, prefer to stay in an upscale hotel to pamper themselves during the turn of the year. In addition, Jakarta is one of the cities with a significant public interest in doing staycations for work, where complete room facilities such as comfortable work corners and stable internet connections are the main attractions (Godeleova, 2020). These highlight Jakarta as a unique and important staycation market, thus confirming the research focus on the staycation market in the Jakarta area.

However, the increasing demand for staycation activities exposes tourism business businesses to a new problem, mainly how to build a compelling package to develop a staycation demand base (Espaillard et al., 2021). This situation indicates the importance of analysing and studying the staycation phenomenon to obtain a complete and in-depth understanding of the staycation market. The idea of a staycation is still relatively new, so empirical studies of consumer behaviour in this market are not widely available (James, 2014). Research on staycation tourist analysis was carried out by Espaillard et al. (2021) in Canada and James (2014) in the US, who analysed several potential staycation markets in each region. Research on the development of the staycation phenomenon in Indonesia was carried out by the Indonesian Ministry of Tourism and Creative Economy in collaboration with the Faculty of Tourism of Udayana University in 2021 to understand staycation markets in Bali. Nevertheless, the research conducted on the lifestyle segmentation of staycationers was still limited nationally and globally.

Lifestyle segmentation research has begun to be widely applied in various fields. However, in Indonesia, lifestyle segmentation in the tourism sector was carried out by Srihadi et al. (2016), who investigated foreign tourists visiting Jakarta. Through demographic-related questions and 38 AIO questions, 4 (four) foreign tourist segments were obtained: culture interest shopaholic, sporty culture explorer, aspiring vacationer, and want-everything vacationer. Even though many researchers have been studying the phenomenon of staycation in Indonesia, research focusing on the segmentation of staycation tourists in Indonesia has yet to be found. This study attempts to fill the knowledge gap within the research universe by analysing profiles and segmentation of staycation tourists in Jakarta primarily using lifestyle segmentation. Therefore, the findings of this research can complement and enrich the literature related to staycation in Indonesia.

This research aims to identify and analyse existing segments of staycationers in Jakarta, Indonesia, through analysis of lifestyle aspects along with geographic, demographic, and behavioural backgrounds. Thereby providing a better understanding of the characteristics of each segment as the basis for formulating the right strategy or package. Drawing on the theory of market segmentation in tourism, consumer lifestyle, and the concept of staycation, three research questions were constructed as follows: (1) What are the segments of staycationers in Jakarta through the lifestyle clustering (2) What are the demographic, geographic, and

behavioural profiles of staycationers in Jakarta, (3) What are the characteristics of each segment of staycationers in Jakarta. The contributions of this study to the literature on segmentation and marketing of tourism are in two ways: first, by presenting the use of demographic, geographic, behavioural, and lifestyle segmentation for identifying staycation markets; second, by developing marketing strategies and packages based on the identified segments. This research can be applied as a reference for further studies on the development of staycationers segmentation analysis in the other parts of Indonesia, not to mention other types of tourism.

METHODS

This research combined 4 (four) segmentation methods: geographic, demographic, behaviour, and lifestyle. The originality of this research is a segmentation analysis of staycation market using lifestyle segmentation of Activity, Interest, and Opinion (AIO) Model from Plummer (1974), which has not been studied before in Indonesia. From the 9 (nine) activity dimensions, 9 (nine) interest dimensions and 9 (nine) opinion dimensions proposed by Plummer, only 5 (five) activity dimensions, 4 (four) work dimensions and 5 (five) opinion dimensions were used in this study. The selection process of lifestyle dimensions was based on which dimensions are relevant to staycation activities, which is supported by previous works by James (2014) and Srihadi et al. (2016). The lifestyle dimension can be found in Table 1.

Table 1. The Lifestyle Dimension

Activities	Interests	Opinions
Work	Family	Themselves
Hobbies	Home	Social issues
Social events	Job	Politics
Vacations	Community	Business
Entertainment	Recreation	Economics
Club membership	Fashion	Education
Community	Food	Products
Shopping	Media	Future
Sports	Achievements	Culture

Source: Plummer, 1974

Other segmentations are widely used for segmentation analysis, such as geographic, demographic, and behaviour segmentation. Kotler (2007) described geographic segmentation as dividing the market into distinct geographic units, such as states, regions, provinces, cities, settlements, or neighbourhoods. In this study, geographic segmentation used the city as the geographic variable. Demographic segmentation differentiates customer groups into demographic units such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, and social class (Kotler. 2007). Demographic variables used in this study are gender, age, occupation, family life cycle, and income. In behavioural segmentation, buyers are divided into groups based on their knowledge, attitude, use, or response to a product (Kotler, 2007). This research used previous research from the Ministry of Tourism and Creative Economy in 2021, which led to the selection of behavioural variables, including accommodation type, saving preference, travel purpose, information source, transportation mode, travel companion, frequency, duration, distance, and spending amount.

The conceptual framework developed for this study is presented in Figure 1 below. Several variables for segmenting the market are geographic (X1), demographic (X2), behavioural (X3), and psychographics/ lifestyle (X4). Initially, a segmentation based on travellers' lifestyles was conducted to separate the market into several homogenous groups/clusters. Following this process, the relationship between identified clusters and their geographic, demographic, and behavioural background is systematically analysed to gain comprehensive characteristics of each group.
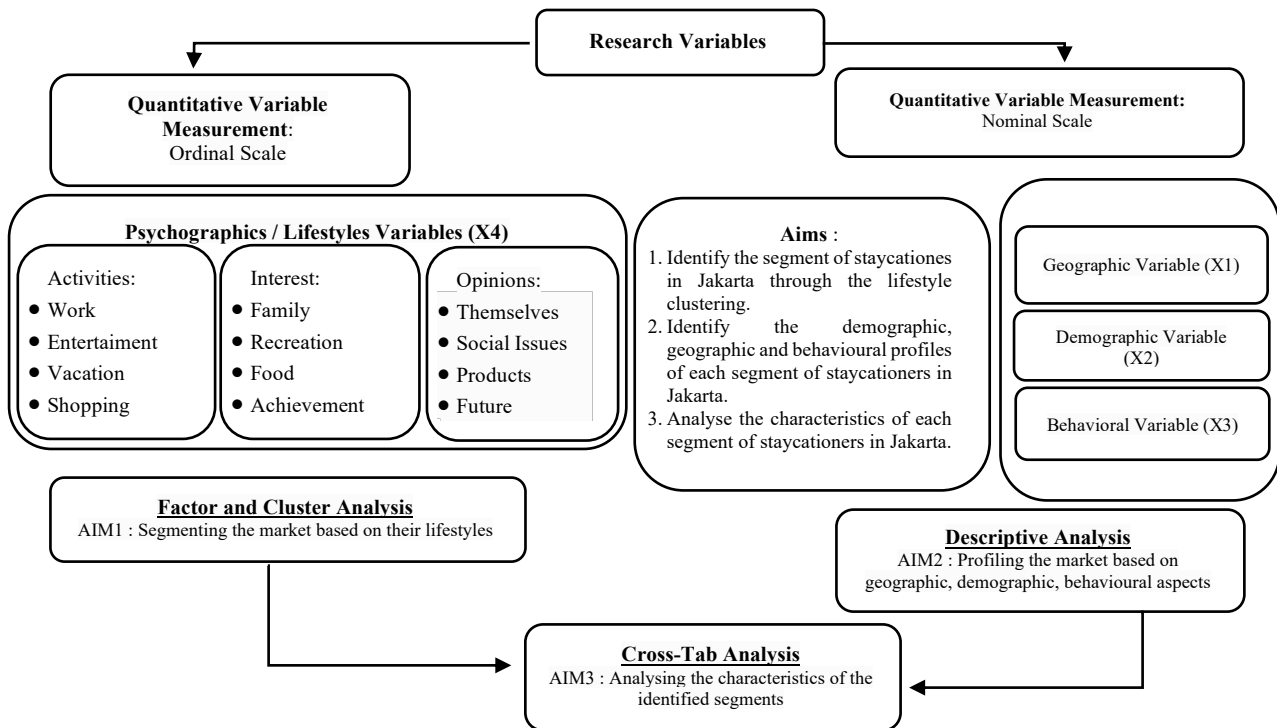

Figure 1. The conceptual framework with research objectives
Source: own elaboration, 2021

This study used purposive convenience techniques to select samples. The survey respondents included Jakarta residents who had a staycation trip in Jakarta. The selection criteria for staycationers participating in this study included being permanent/temporary residents of Jakarta, having had a staycation trip within the past two years, and enjoying in-house facilities as primary activities. Busnawir (1982) states that a sampling procedure has two requirements: representative and adequate. Fulfilling the first requirement, the design sample in this study was proportionally obtained from staycationers who stayed at 5 (five) accommodation categories. The accommodation categories included 4-5-star chain hotels, 4-5-star non-chain hotels, 3-star hotels, non-star hotels, and villas/apartments. The second requirement of an adequate sample amount is conducted based on the cluster analysis rules, which need five times the number of variables and are even more acceptable when using a 10:1 ratio (Hair, 2010). Based on the base 10:1 ratio of cluster analysis, a total target of 130 samples was constructed from the 13 lifestyle variables used in this study and distributed in the five categories, as seen in Table 2. The study survey was conducted during the first quarter of 2021 through an online survey by distributing a questionnaire created in Jotform.

Table 2. Sample Distribution per Category

Category	Sample Amount	Percentage (%)
4-5 Star Chain Hotels	26	20
4-5 Star Non-Chain Hotels	26	20
3 Star Hotels	26	20
Non-Star Hotels	26	20
Villas/Apartments	26	20
TOTAL	**130**	**100%**

Source: own elaboration, 2021

The questionnaire used in the study comprised three parts, including two filter questions to identify respondents' definitions of residential and staycation. The first part consisted of six questions about the demographic and geographic aspects such as city, gender, age, occupation, family life cycle, and income. The second part comprised ten behavioural questions, including accommodation type, saving preference, travel purpose, information source, transportation mode, travel companion, frequency, duration, distance, and spending amount. The third part contained 36 AIO measurement items covering tourists' activities, including how they spent their time and money, their interests, and their opinions about themselves and their surroundings. Notably, several questions representing work, vacations, entertainment, shopping, and sports are used to measure activities; family, recreation, food, and achievements are used to measure interest; themselves, social issues, products, future, and culture are used to measure opinions. The AIO statements were generated based on previous research and were measured on a five-point Likert-type scale, in which 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. However, compared to the previous study, the selection of lifestyle indicators and statements was adjusted to ensure that the questionnaire items corresponded precisely with the research aim and targeted respondents.

Statistical Package for the Social Science (SPSS) version 25 was used to analyse and interpret data. After data were collected from respondents, validity and reliability tests were conducted. Subsequently, all data were tested thoroughly by descriptive analysis using factor analysis, cluster analysis (K-Means), and cross-tabulation. First, factor analysis was used to reduce 36 AIO statements into more specific factors by choosing a variable with a strong correlation. Second, validity and reliability tests tested factors from the previous analysis. Third, valid factors were processed using non-hierarchical K-Means cluster analysis to classify staycationers into exclusive mutual groups (Srihadi et al., 2016). Fourth, discriminant analysis was carried out to validate the cluster analysis results. Lastly, the study used cross-tabulation and chi-square analysis to examine whether there was a relationship between demographic, geographic, and behavioural variables with the established lifestyle clusters/segments.

RESULTS

The geographic profiles show that most respondents are from South Jakarta. Looking specifically at the demographic profiles, the majority of respondents were female (52.3%), between 25-34 (58.5%), employed (86.2%), young singles (46.2%), and had an income <15 million/month (56.9%). Respondents' behaviour when having a staycation shows that most of them use the internet as the primary source of information (84.6%), prefer private vehicles for

mobilisation (66.9%), travel with family members (47.7%), have a regular staycation for 1-6 times/year (75.4%), length of stay around 1-2 nights (89.2%), search for 0-15km staycation destination distance from home (39.2%), spend around <2 million/trip (51.5%), think that staycation is saving travelling expenses (77.7%), and allocating the saving for another staycation trip in the future (40%).

Table 3. Behavioural profiles of respondents (N=130)

	Frequency (%)		Frequency (%)
Staycation Purpose		**Distance**	
Vacation/sightseeing	8 (6.2)	0 - 15 km	48 (36.9)
Rest and relaxation	65 (50)	16 - 30 km	51 (39.2)
Business/Working	8 (6.2)	31 - 45 km	14 (10.8)
Family Togetherness	40 (30.8)	46 - 60 km	9 (6.9)
Socialisation/Celebration	9 (6.9)	> 60 km	8 (6.2)
Information source		**Length of stay**	
Internet	110 (84.6)	1 - 2 nights	116 (89.2)
Friends/relatives	20 (15.4)	3 - 4 nights	14 (10.8)
Travel Companion		**Frequency/year**	
Alone	18 (13.8)	1 - 6 times	98 (75.4)
Family	62 (47.7)	7 - 12 times	25 (19.2)
Friend	24 (18.5)	13 - 18 times	6 (4.6)
Partner	26 (20)	> 24 times	1 (0.8)
Staycation expense/trip		**Accommodation type**	
< IDR 2 million	67 (51.5)	4 - 5 stars chain	26 (20)
IDR 2 - 5 million	49 (37.7)	4 - 5 stars non-chain	26 (20)
IDR 6 - 10 million	10 (7.7)	3 stars	26 (20)
IDR 11 - 15 million	2 (1.5)	non star	26 (20)
> IDR 15 million	2 (1.5)	villa/apartment	26 (20)
Saving opinion		**Saving allocation**	
Yes	101 (77)	For future staycation	52 (51.5)
No	29 (22.3)	For staying extension	9 (8.9)
		For saving	40 (39.6)
Transportation mode			
Public transportation	12 (9.2)		
Private vehicle	87 (66.9)		
Online transportation	31 (23.8)		

Source: Processed data, 2021

Factor analysis of staycationers' lifestyles. Factor analysis requires several fundamental tests: Kaiser Meyer Olkin (KMO) and Bartletts Test of Sphericity, Measure of Sampling Adequacy (MSA), and Communalities. Two items with MSA values below 0.5 were removed from the analysis, leaving 34 AIO statements that fulfil all the requirements. A factor analysis with a varimax rotation was then performed to identify the primary lifestyle factors among staycationers. Items with a loading factor lower than 0.40 were removed, and the remaining items were reanalysed. The procedure was repeated until only items with a factor loading above 0.40 were attained. High correlations between a factor and its items can be seen from high factor loading values. Ten factors with eigenvalues greater than 1.00 were identified, explaining 67.604% of the variation. After that, the reliability test was carried out to ensure the consistency and feasibility of each factor used. Eight factors with high-reliability coefficients were exposed, accounting for 60.06% of the total variance. Table 4

and Table 5 illustrates the result of factor analysis and the reliability coefficients computed for each factor.

Table 4. Factor analysis result I

Factor	Loading Factor	Eigen value	Variance (%)	Reliability	Mean	Overall mean
Factor 1: Culture Adventurous		**7,59**	**22,33**	**0,762**		**4,16**
I am full of enjoyment and discover a challenge everyday	0,699				4,13	
I am interested in a different way of life	0,752				4,25	
I enjoy meeting new people	0,483				3,77	
I like exploring a different culture	0,650				4,25	
Immersing myself in the culture while on vacation is important to me	0,646				4,42	
Factor 2: Aspiring Economizer		**3,11**	**9,16**	**0,759**		**4,35**
I feel responsible to complete any work	0,576				4,55	
I often shop at discount stores	0,402				3,88	
I enjoy a quiet and happy private life with my family	0,581				4,49	
I am sure that my life is meaningful	0,697				4,48	
I feel optimistic about my future	0,802				4,35	
Factor 3: Sociable and Family		**2,44**	**7,17**	**0,565**		**3,99**
My entertainment is to go out with friends	0,762				4,01	
Travelling with family comforts me	0,421				4,19	
I enjoy eating out at a restaurant/café with friends	0,605				3,93	
I like spending time with my good friends	0,846				4,07	
I frequently visit friends and relatives	0,632				3,73	
Factor 4: Foodie and Local Explorer		**1,87**	**5,51**	**0,694**		**3,95**
I like to go on recreational trip such as going to an amusement	0,510				3,36	
My recreational activities happen around my house/city	0,682				3,94	
I love visiting local eateries/cafes/restaurants	0,567				4,15	
I am interested in trying new foods	0,703				4,22	
Personal goals that I established are practical and feasible	0,517				4,06	

Source: Processed data, 2021

Table 5. Factor analysis result II

	Loading	Eigenvalue	Variance	Alpha	Item Mean	Factor Mean
Factor 5: Indulgers		1,66	4,88	0,687		4,53
I prefer vacations that help me relax	0,628				4,61	
I look for coziness when I choose a vacation destination	0,634				4,6	
I enjoy socializing or entertaining	0,596				4,51	
I believe tourism can contribute to the conservation of nature and culture	0,652				4,41	
Factor 6: Shopaholic		1,46	4,28	0,626		2,89
I usually buy well-known brands	0,746				2,83	
I spend a lot of money on shopping	0,761				2,94	
Factor 7: Attention Seeker		1,35	3,96	0,489		
When I have a problem, I turn to family or relatives for help in solving it	0,597				3,35	**3,37**
I like to try new products when they come out on the market	0,761				3,38	
Factor 8: Active Achiever		1,22	3,59	0,444		4,17
I like taking outdoor trip on the weekend to escape from the routine	0,752				4,01	
I pay attention to my personal achievements	0,491				4,33	

Source: Processed data, 2021

The first factor was named 'Culture adventurous', which represented 22.33% of the total variance, with a Cronbach's alpha value of 0.762. The first factor describes staycationers who courageously enjoy new challenges and unique, adventurous lives, are fascinated by exploring and learning about different cultures, and love to meet people. The second factor was labelled 'Aspiring economizer,' explaining 9,16% of the total variance with a Cronbach's alpha value of 0.759. The second factor describes staycationers who feel optimistic about the future, see life as meaningful, work responsibly, enjoy a quiet and private life with family, and often shop at discount shops. The third factor was 'Sociable and family traveller', describing 7.17% of the total variance with a Cronbach's alpha value of 0.565. The third factor describes staycationers who love to spend time and hang out with friends, enjoy eating out in restaurants/cafés, frequently visit friends and relatives, and are comfortable travelling with family. The fourth factor was named 'Foodie and local explorer', representing 5.51% of the total variance with a Cronbach's alpha value of 0.694. The fourth factor describes staycationers who prefer a recreational trip near home, love outdoor recreation such as an amusement park, regularly visit local restaurants, are interested in trying new foods, and set feasible personal goals. The fifth factor was labelled 'Indulgers', explaining 4.88% of the total variance with a Cronbach's alpha value of 0.687. The fifth factor describes staycationers who prefer relaxed vacations, look for cosiness when choosing a vacation destination, enjoy socialising or entertaining outdoors, and positively believe

tourism can contribute to the conservation of nature and culture. The sixth factor was marked 'Shopaholic', describing 4.28% of the total variance with a Cronbach's alpha value of 0.489. The sixth factor describes staycationers, who spend a lot of money on shopping and usually buy well-known brands. The seventh factor was marked 'Attention seeker', describing 3.96% of the total variance with a Cronbach's alpha value of 0.489. The seventh factor describes staycationers who rely on family relatives' help when solving problems and love to try new products in the first launch. The eighth factor was 'Active achiever,' representing 3.59% of the total variance with a Cronbach's alpha value of 0.444. The eighth factor describes staycationers who prefer outdoor trips on the weekend to escape from the weekday routine but also pay attention to personal achievements.

Table 6. Statistic summary of cluster analysis

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	F	Sig.
	(n=69)	(n=20)	(n=12)	(n=29)		
Culture Adventurous	4,30	3,65	3,68	4,58	29,02	0,00
Aspiring Economizer	4,39	3,91	3,77	4,34	23,70	0,00
Sociable and Family Traveller	4,26	3,49	3,65	3,81	10,94	0,00
Foodie and Local Explorer	4,08	3,70	3,48	3,99	2,52	0,06
Indulgers	4,62	4,20	4,48	4,57	0,77	0,51
Shopaholic	3,28	2,38	3,25	2,16	30,04	0,00
Attention Seeker	3,43	3,58	2,71	3,34	8,66	0,00
Active Achiever	4,12	3,53	3,67	3,88	2,40	0,07
Cluster Name	I-Want-everything staycationers	Independent & Attention Seekers	Indulgent Shopaholic	Culture & Local Adventurers		

Source: Processed data, 2021

Clusters of staycationers' lifestyles. Using the silhouette plot to measure the significance of graphic length, an optimal number of four clusters was determined, appropriately defining the preferred interpretation, meaning, and size. The silhouette plot assesses the quality of a cluster solution, enabling the effectiveness of object classification and distinguishing clear-cut clusters from weak ones (Landau et al., 2011). The K-Means clustering method was then performed to group the previously formed factors. The mean value was used to interpret and name the clusters. Mean values above 4.00 indicate that a tourist lifestyle attribute is essential, while those below 4.00 indicate that the attribute has low importance. As shown in Table 6, the 130 respondents were grouped into four clusters: (1) I-want-everything staycationers (53%), (2) independent and attention seekers (15%), (3) indulgent shopaholics (9%), (4) culture & local adventurers (22%).

Discriminant Analysis. A discriminant analysis was performed to validate the result of the cluster analysis. The analysis examines the differences among the four clusters and the specified variables that distinguish the clusters. The analysis also measures the accuracy degree of respondent classification. Three canonical discriminant functions were calculated and found to be statistically significant; function 1 explained 43.4% of the variance (eigenvalue = 1.843, Wilks' Lambda = 0.076, x^2 = 316.274, df = 24, Sig. = 0.000). Function 2 explained 39.7% of the variance (eigenvalue = 1.684, Wilks' Lambda = 0.217, x^2 = 187.766, df = 14, Sig. = 0.000). Function 3 explained 16.9% of the variance (eigenvalue =

0.715, Wilks' Lambda = 0.583, x^2 = 66.326, df = 6, Sig. = 0.000). In total, 96.9% of the 130 grouped cases were correctly classified.

Geographic, demographic, and behaviour profiles within clusters. After completing the cluster analysis and determining its accuracy, chi-square tests for independence analysis and cross tabulation were conducted on each cluster using the respondents' geographic, demographic, and behaviour profiles. Based on the chi-square test results, the variables significantly correlate with the clusters are staycation frequency $\chi2$=17.845, p=0.037) and staycation saving opinion ($\chi2$=12.208, p=0.07). In short, the four clusters significantly differ regarding staycation frequency and staycation savings opinions. Understanding the psychographic segmentation in each cluster and analysing it more deeply through cross-tabulation tests with other segmentations. The interpretation of the statistics is explained through detailed descriptions for each segment as below.

Cluster 1: I-Want Everything Staycationers. In this study, staycationers in Jakarta have similar characteristics to Indulgers looking for a quiet, relaxing vacation and comfortable accommodation destinations. Cluster 1 comprises 69 respondents, representing 53% of the sample, the largest segment with eight essential factors. This cluster represents people with considerable responsibility and achievement, an optimistic attitude and a high social spirit. Staycationers in this cluster are happy and feel comfortable when travelling with their family due to their value of a quiet and happy life. This segment enjoys meeting new people and socialising, such as hanging out, eating out, and doing other activities with friends and relatives. They usually go out on weekends to take a break from the routine. During a staycation, they prioritise a relaxing vacation and a quiet and comfortable destination. They like a wide range of activities related to the outdoors, culture, cuisine, and shopping. They love to explore and learn about new cultures. They love to try new foods and visit local eateries. Shopping activities are also part of the lifestyle in this segment. The I-want-everything staycationer is the only segment with the most representative age classes, with the highest percentage of 59.4% aged 25-34. Most of this segment comes from South Jakarta (44.9%) with young singles (49.3%) and families with children (39.1%) life cycles. They like a staycation in non-chain 4-5 star hotels with a distance of around 0 – 30 km (77.1%), a duration of 1-2 nights (85.5%) but sometimes up to 3-4 nights (14.5%). This segment represents the middle-high-income class (46.3%) with higher spending than other segments. The staycation frequencies preferred in this cluster are 1-6 times/year (76.8%). The purpose of a staycation is to rest and relax (56.5%) with their family and partner (66.7%) and friends (20.3%).

Cluster 2: Independent and Attention Seekers. Cluster 2 consists of 20 respondents, representing 15% of the sample. This cluster represents people who tend to withdraw from social activities and strongly desire to succeed in work and personal achievement. Staycationers in this cluster tend to be more self-centred than others, supported by the fact that young singles dominate this cluster and the highest percentage of travelling alone. They have a considerable interest in new things related to personal achievement. Activities that attract attention, such as attending product launches, are highly favoured by this segment. However, they are not interested in buying branded goods or spending too much money shopping. They prioritise a relaxing vacation and a comfortable destination when doing a staycation. They love exploring their surrounding areas, such as recreational parks and local eating places. The activities must offer a unique experience, allowing them to become the centre of attention. The Independent and attraction lover is a segment with most of the 25-

44 age group residing in East Jakarta. Most of this segment prefers staycation trips at 4-5 star hotel chains with a further distance of about 16-30 km (55%) and, therefore, chooses to use private vehicles for staycations (85%). The majority are young singles (55%) with a greater propensity to travel alone than other segments (25%). They make the lowest possible expenditure of <2 million (60%) but with a more regular frequency compared to other clusters by 7-12 times (30%) and 13-18 times (20%). The purpose of a staycation is rest and relaxation (50%).

Cluster 3: Indulgent Shopaholics. Cluster 3 comprises 12 respondents, representing 9% of the sample; the prominent factors are Indulgers and Shopaholics. This cluster represents people with high needs and desires in their personal development. In social life, they tend to be more flexible; they like socialising with friends and relatives but maintain privacy by avoiding unnecessary attention. Staycationers in this cluster love to go outside after work or weekends to relieve fatigue and routine. Among other clusters, this segment likes to spend time shopping. They have good knowledge of various brands and are willing to buy well-known brands. During a staycation, they seek a comfortable place for relaxation and tranquillity. Their interest in shopping activity is the primary consideration for a staycation location close to a shopping centre or city centre. The Indulgers shopaholic is a segment with the majority of the 25-34 age group (58.3%) living in South Jakarta, and it is the only cluster with all respondents working as employees. They like staycations in villas/apartments and three stars hotels with close distances from their homes, about 0-15 km (66.7%), so having a more flexible transportation mode compared to other clusters, such as private vehicles (50%), public transportation (25%) and online transportation (25%). The frequency of staycations in this cluster is entirely dominated by staycationers who do staycations 1-6 times per year (91.7%) and duration of 1-2 nights (100%). This cluster primarily consists of young singles and young couples without children (75%), with the lowest income among the four clusters, <15 million per year (91.7%). Therefore, they are spending money carefully and prioritising savings. Therefore, they do not consider staycations as saving benefits (58.3%) and tend to use excess vacation money as savings (60%). This cluster is the largest segment with staycation's purpose of celebrating special days (25%) and has the lowest percentage of travelling alone compared to other clusters (8.3%).

Cluster 4: Culture and Local Adventurers. Cluster 4 consisted of 29 respondents representing 22% of the sample, with essential factors of Culture adventurous and Foodie & Local explorer, indicating people who like challenges. However, they also value a quiet and happy life with their family. Staycationers in this cluster like outdoor trips to relieve fatigue due to routine. In addition, they are interested in learning about different cultures and local life. They care about diversity and are comfortable and excited to know new people and their culture. They want to explore their surroundings and the locals on a staycation trip. Their preferred activities are mainly related to local culture and cuisines. Among other clusters, this segment is the least likely to spend time and money shopping, thus having a high sensitivity for discounts. The Culture and local adventurous is the only cluster with representative respondents from all Jakarta regions, with the highest distribution of the young age group (Gen Z) of 18-24 (17.2%). They like staycations in hype non-star hotels to see local life better than other types of accommodation. Although most prefer a staycation distance of no more than 30 km from their residence, they are also willing to travel more than 60km (10.3%). This segment has a staycation frequency of no more than 12 times/year with quite varied lengths of stays: 1-2 nights (89.7%) and 3-4 nights (10.3%). Dominated by

families with children (51.7%) from low to middle-income classes, this cluster is quite generous for a staycation spending of 2-5 million (34.5%) and 11-15 million (6,9%). This segment is the largest segment that relies on friends/relatives' recommendations for a staycation decision. They do a staycation for family togetherness (41.4%) and business/working. They are more likely to travel with a partner/spouse than other clusters (31%).

DISCUSSION

The findings revealed four clusters of I-Want Everything Staycationers, Independent and Attention Seekers, Indulgent Shopaholics and Culture and Local Adventurers. This study adopted the AIO Model from Plummer (1974), which classifies consumers into different lifestyles based on activities, interests, and opinions. Therefore, the study successfully measures staycationers' activity in Jakarta regarding how they spend their time, what interests are vital for them, self-opinions about themselves and their surroundings, and some essential life achievements. Previous research on lifestyle conducted by James (2014) in the US found 4 (four) segments of staycationers: Socialites who are adventurous eaters, Adventurous eaters, Television/movie buffs, and Culture enthusiasts. This research shows that several primary attractions of staycations, such as culinary, adventurous activities, movies, and culture, have shaped the characteristics of staycationers. In addition to this knowledge, the findings in this study contribute new findings that shopping and local wisdom also become vital attractions for staycationers in choosing their destinations.

The findings also explained each cluster's characteristics based on geographic, demographic, and behavioural segmentation. The geographic profiles of staycationers in Jakarta showed that most staycationers resided in South Jakarta. This is supported by the fact that South Jakarta is the center of hype and has a high level of lifestyle in Jakarta. Related to the demographic profiles, the findings in this research show that staycationers in Jakarta are dominated by millennials and Gen Y cohort groups who are digital natives. Thus, they are familiar with the internet and various mobile applications and usually search for information and book-staying packages online. This aligns with research by Srihadi et al. (2016), who found that the demographic profile shows foreign tourists visiting Jakarta are Gen X and Gen Y, with independent travel patterns and advanced technology in look, book, and pay activities. In addition, the finding about the family cycle of millennials and Gen Y, who are majorly single, added information to the previous research conducted by Yesawich (2010) and James (2014), who identified young families with children as one of the segments frequently doing staycationers.

Related to behaviour segmentations, the findings showed that staycation preferences of Jakarta's staycationers are a maximum distance of 30 km, a length of stay of 1 -2 nights (commonly booked on weekends), and a budget of around 5 million for one staycation trip. These findings added new insights about the consumer behaviour of staycationers in Jakarta that complemented the previous research by the Ministry of Tourism and Creative Economy (2021) about behavioural characteristics of staycationers in Bali. Therefore, research on different provinces in Indonesia could be compared and analysed for a thorough market strategy for staycation activities.

The scientific implications of this study are the contribution to putting a definition on staycation. There are many perceptions of the definition of staycation. A staycation is generally defined as a local travel activity by tourists/residents on a daily trip at or near their homes without travelling abroad (Wong et al., 2021). Tore (2021) defined staycation as travelling locally on a small and intimate scale with family or friends. Purnamasari (2020) stated that a staycation is staying at least one night in a rented place, such as a hotel or a villa near or in the city of residence. Moreover, Li (2022) mentioned that staycationers mainly engage in leisure activities inside the hotels. At the same time, Yesawich (2010) put a minimum stay of one night and approximately 80 km from the place of residence for staycation activities. This study defines staycation as alternative tourism that allows people to have a leisure experience by staying at least one night in a local near-home lodging and enjoying in-house hotel facilities as their main activities.

Managerial implications of this study related to the idea of a staycation, which is still relatively new, so knowledge about the lifestyles, geographic, demographic, and behavioural profiles of staycationers would enable lodging businesses to understand the market better. The findings of this study have provided practical guidance for tourism businesses, particularly lodging businesses, by identifying four segments of staycationers in Jakarta. Therefore, new or improved strategies for the staycation market can be implemented based on the identified characteristics of each segment. Details of the promotion strategies for each segment are explained in the Table 7. In summary, lodging marketers can offer a unique staying product and service tailored based on market needs and preferences while attentively building a more resilient business in the long run through business diversification.

Table 7. Proposed Promotion Strategies

Clusters	Potential Staycation Package
I-Want Everything Staycationer	• On-site activities such as yoga classes, free bicycle rent, batik workshop • On-site Spa voucher with special discounts for all family members • Free kids meal for in-room dining order • Welcome treats and camping tent gimmicks for children
Independent and Attention Seekers	• Information maps about hidden local gems and iconic places • Thematic dinner package with special rates • Room upgrade with bathtub/jacuzzi or floating breakfast in pool • Free on-site vehicles such as bicycles and scooters
Indulgent Shopaholic	• Shopping coupons/vouchers in the nearest shopping center • Special room rates at the special moments such as Jakarta Great Online Sale (JOGS), End Year Midnight Sale • Free shopping bag with unique design • Gathering facility for friends and family
Culture and Local Adventurers	• Walking tour and heritage trail activities to the nearest culinary icon and museum with local guide • Complimentary voucher to the local museum, restaurants and events • Shuttle bus to the culture attractions nearby hotel

Source: Own elaboration, 2021

CONCLUSIONS

This study aimed to determine the staycationers segment in Jakarta, examine the demographic, geographic, and behavioural profiles of staycationers in Jakarta, and assess

the characteristics of each identified segment. This study has identified eight lifestyle factors and four segments of staycationers in Jakarta, namely I-want-everything staycationers, Independent and attention seeker, Shopaholic indulgers and Culture and local adventurous. The four clusters have similar essential factors of Indulgers, showing that respondents doing staycation generally look for relaxing holidays and comfortable destinations. Apart from this similarity, each cluster has unique factors that differentiate one another. The finding highlights the importance of segmentation analysis in understanding existing staycation markets, thus underlying fundamental knowledge for further targeting and positioning strategies.

Several limitations in this study need to be addressed. The major limitation of this study is the adequate number of respondents, which can be improved in future research. Although the current study is based on a small sample of respondents, the finding successfully identifies several representative market segments covering actual situations and market conditions. Since this study was limited to staycationers in Jakarta, the conceptual model developed in this research can be used as a reference for future study and be applied to a broader scope in the Indonesian context, as well as a more advanced study of comparison between different provinces. Finally, a different setting of post-pandemic market research will be insightful in understanding the market development after the border reopening. Further research with more respondents and a broader location scope must be carried out to continuously establish relevant and up-to-date market knowledge within new tourism circumstances in a post-pandemic world.

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