

# Indonesians Go to China, are They Satisfied?

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**Abstract:** This study aims at determining travel motivation, sub-variable of the highest satisfaction, and how much travel motivation affects Indonesians' visit to China. The methods used were survey, descriptive, and correlation with quantitative approach. Interval class formulas (Nurhayati, 2016) were used to analyze mean values (Aziz, 2017) in answering the first and second research objectives; correlation and regression were for answering the third study objective. The primary data were obtained through questionnaire consisting of 16 statements, made with online media, and disseminated through social media. There were 124 respondents. The population data of 1,333,666 Indonesian tourists visiting China in March 2019 was taken from CEIC. Through Slovin sampling technique (error value of 5%), the study obtained 100 samples and 118 respondent data were tested for reliability and validity. Secondary data were obtained from journals, books and online media. The motivation of Indonesians visiting China was high (3.7063). It was either to unwind and refresh, or enjoy ancient historical knowledge. Their highest satisfaction seemed to be their positive impressions from visiting tourist objects and getting memories in beautiful photographs. Their contentment from traveling to China was in the satisfied category (3.7043). Motivation for a vacation in China influenced respondents' satisfaction at 60.9%.

**Keywords:** Travel motivation; Tourist Satisfaction; China's Destination; Tourist

## 1. Introduction

Traveling is one of the human desires that can be realized in the simplest activities which do not require a long time and a lot of costs. It can be done starting from just visiting the nearest tourist attraction in the city, domestically, to traveling abroad. Generally, the reason that encourages someone to travel is to get away from fatigue due to workload or pressure or to experience changes in the atmosphere. Someone who travels is usually driven by a desire in himself and often does not realize it. The desire is called motivation. Motivation is fundamental in the study of tourists and tourism (Cha, et al. (1995), Gnoth (1997), Swanson and Horridge (2006), Sophonsiri, Suvenus (2011) because motivation is a trigger for the process of travel, even though it is often not fully realized by the tourists themselves (Pitana and Gayatri, 2005).

Agmasari, 1/30/2019 in booking.com, found a relation between tourism and citizenship status. It turns out that citizenship influences one's style of travel. "For most travelers, the main motivation for traveling is to relax. It is not surprising that 90 percent of Indonesian citizens claim that taking time to relax is an important drive for traveling." Besides taking the time to relax, other Indonesian tourists' motivation is to spend time with family (Ingkadijaya, 2018), to discover sensations and experiences what you cannot have at home, and to go to places your friends have never visited. Travel costs are predicted to be more expensive and they motivate travels for the purpose of proving social status. This motive is found in 75 percent of Indonesian tourists, 75 percent of Indian tourists, and 80 percent of Filipino tourists.

When determining tourist destinations, Indonesians tend to consider five things: cleanliness, extraordinary natural beauty, personal security, delicious local cuisine, and interesting and friendly

local people. When compared with research from Van Vuuren and Slabbert (2011) in Santosa and Lucia (2018) about the behavior and motivation of tourists in South Africa which shows that the main motivation of tourists there is to rest and relax, enrich their knowledge and experience at the new tourism destination, do activities related to recreation, develop personal values, and have experiences in interacting with other people (social drive), then there appears to be a lot of motivations that underlie a person's reasons for traveling.

One of the foreign tourist destinations that is in great demand by Indonesians is China, including Hong Kong and Macau. In 2030, China is predicted to become the most popular tourist destination in the world, taking the place of the most visited country, France. The prediction was released in the latest research by Euromonitor International, a London-based global research company engaged in market analysts and data (Pratiwi, November 7, 2018). China is also the top 10 favorite destination for Indonesians according to Agmasari, November 1, 2019, in addition to traveling within Indonesia itself and the neighboring countries such as Singapore and Malaysia, followed by other countries Japan, Maldives, Nepal, and Myanmar. China, according to Worldatlas, is the fourth country in the world that was most visited by tourists after France, Spain and the United States in 2017.

**Table 1.** The World's Most Visited Countries

Rank	Country	International Visitors (millions), 2017
1	France	86.9
2	Spain	81.8
3	United States	76.9
4	China	60.7
5	Italy	58.3
6	Mexico	39.3
7	United Kingdom	37.7
8	Turkey	37.6
9	Germany	37.5
10	Thailand	35.4

Sources: Worldatlas

The large number of tourists visiting China is certainly due to the attracting factors of diverse and interesting tourist destinations and objects in big cities such as Beijing with its Beijing Palace and Forbidden City where tourist can get to know the history and culture of China; Shanghai which has Shanghai World Financial Center as one of the 8 tallest buildings in the world where people can walk in the height of its transparent walls; Pearl Night Cruise on the Pearl River in Guangzhou; Zhangye National Park in Southwest China which is famous for rainbow hills and valleys; and of course The Great Wall and Terracotta Warriors. According to CEIC records on the number of Indonesian tourists visiting China, the latest data in March 2019 it was amounted to 1,338,666 tourists; in February 2019 there were 1,264,055 people; and the highest number was in July 2018 which were 1,540,549 visitors. Looking at these monthly records, these data are not small numbers.

**Table 2.** Data of Indonesian Tourists Visiting China

What was Indonesia's Visitor Arrivals in Mar 2019?

Last	Previous	Min	Max	Unit	Frequency	Range
▲ 1,338,666 Mar 2019	▲ 1,264,055 Feb 2019	36,730 Jan 1979	1,540,549 Jul 2018	Person	Monthly	Jan 1979 - Mar 2019 Updated on 02 May 2019

Sources: CEIC

Is the relatively increasing number of Indonesian tourists to China considered as one of the factors indicating visitors satisfaction? Tourist satisfaction is fulfillment of tourists needs and wants that can be measured from the comfort of facilities, security, infrastructure, attractions, and pleasant atmosphere. Al-Ababneh (2013) stated that service quality in facilities, accessibility, and tourist attraction have direct impacts on tourist satisfaction and will further impact on the high or low number of tourist visits. Thus, the intention of returning tourists to the tourist attraction is influenced by the impression obtained by the tourists and it is a manifestation of their satisfaction of the tourist attractions, facilities, and service quality. In addition, Munhurrun, et. al (2016) stated that a new dimension of "adventure and discovery" also plays an important role in predicting tourist satisfaction. Accordingly, this study aims to determine the highest travel motivation of Indonesian tourists on vacation to China and the highest sub-variables of their contentment and to find out how much travel motivation can affect their satisfaction in traveling.

## **2. Related Works/Literature Review**

### **2.1. Tourism**

According to the Tourism Act No. 10 of 2009, article 1, travel is traveling activities undertaken by a person or a group of people to visit a particular place for the purpose of recreation, personal development, or learning the uniqueness of the visited tourist attraction in a temporary time. The World Tourism Organization (WTO) stated that tourism consists of activities of people who are traveling somewhere and staying in different places outside their usual neighbourhood and these are usually done not more than 1 (one) year in a row for leisure, business, and other purposes. Furthermore, WTO classifies tourism into three (3) types: international travel, internal tourism, and domestic tourism. In international travel, there are inbound and outbound tourism. Inbound tourism is tourism activities which are undertaken by visitors who are non residents in a particular country which is not their country of origin. Whereas outbound tourism is tourism activities conducted by residents who visit a country outside their home country. Internal tourism is visiting activities done by residents of a country to their own countries. Domestic tourism is tourism activities conducted by residents who visit areas or destinations within the scope of their country of origin. Based on the definition from Tourism Act, the travel activities of tourists from Indonesia to China with various destinations are included in the category of international travel.

### **2.2. Travel Motivation**

McIntosh (1977), in Sari (2014), grouped travel motivation into four: physical motivation, cultural motivation, social motivation, and fantasy motivation. In physical motivation, travel is driven by the desire to restore the physical condition by resting, relaxing, exercising, or health maintaining activities that bring back the excitement. In the cultural motivation, travel is driven by the desire to know the culture, customs, traditions and other local arts, including those relating to cultural objects/heritage/or cultural monuments. While in social motivation, tourists' travel is driven by a desire to visit someone, avoid work routines, find new friends, or do things that are considered bringing themselves some prestige. Finally, in fantasy motivation, travel is driven by the imagination that someone in other areas can escape the humdrum of their daily routines. An opinion from Chetthamrongcha (2017) stated that motivation has also been referred to as psychological/biological/social needs and wants, including internal (or emotional) and external forces. These forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. Most studies using tourist motivation variables are always in conjunction with decision making (such as research conducted by Kim, et al., 2007, Chetthamrongcha (2017). In addition, some studies have raised motivational variables in travel, special pull and push factor motivations (such as research conducted by Ningrum, et.al. (2017), and Jodyanne Kirkwood (2009).

### 2.3. Satisfaction

Customer satisfaction in this digital era is very vulnerable to changes, because various sources of information are very easy to obtain. If consumers feel dissatisfied, they will quickly move to other services by just flicking their fingers to other online media, especially if the consumers are the Y and Z generations who tend to have everything to be quickly obtained according to their wishes and expectations. Satisfaction is an attributing phenomenon which together with other consumption emotions exist in the consumer's self (Oliver, 1997 in Tjiptono & Chandra 2016: 206). Knowing customers satisfaction is paramount for evaluation in this study, since it will work as a reflection for Indonesian tourism to understand the wants of the most respondents, namely the generation Y and Z, who for the next 5 to 10 years will still dominate the target of Indonesian tourism market. Furthermore, both generations are more interested in local tourism. Some experts proposed dimensions that can measure customers' satisfaction, including Irawan (2008) who stated that:

1. Price is a sensitive dimension. Some consumers expect the price offered must be affordable, but the quality of products and/or services offered must be good. But there are some consumers who believe that high prices or good quality products and/or services are always in line with good products and/or services and expensive prices. There cannot be good and very satisfying products and/or services at low prices;
2. Quality of service. It is sometimes difficult to get service quality that meets consumer expectations, because the quality of service is closely related to at least 3 elements, namely human, system, and applied technology. This is crucial especially in tourism services that will be connected with various aspects which will be assessed and felt simultaneously by tourists;
3. Product quality. Satisfaction will be formed if consumers can use the products purchased according to the uses and benefits of the product. Likewise in services, consumers will be satisfied if services in the tourism sector can provide comfort, excitement, and benefits to the physical and spiritual of the tourists;
4. Feeling factor. If consumers are proud of using a product and or of experiencing a service and they are confident about it, then satisfaction can be formed;
5. Ease. If consumers can use products they have purchased or enjoy the services they have bought easily, then consumers will be satisfied;

According to Rambat, Lupiyoadi (2001: 158) in Ningrum (2016), there are five main factors that must be considered by companies in determining the level of customer satisfaction, namely:

According to Rambat, Lupiyoadi (2001: 158) in Ningrum (2016), there are five main factors that must be considered by companies in determining the level of customer satisfaction, namely:

1. Product quality  
Customers will be satisfied if the results of their evaluation show that the products they use are of high quality. Rational customers always demand for quality products for each sacrifice made to obtain the product. In this case, good product quality will add value to the minds of customers.
2. Service quality  
Referring to the quality of service, especially in the field of services, customers will be satisfied if they get good service or if it meets what is expected. Satisfied customers will show the possibility to re-purchase the same product. Satisfied customers tend to give a perception of the company's products.
3. Emotional factor  
Customers will feel proud and confident that other people will be amazed at them using products with certain brands that tend to have a higher level of satisfaction.
4. Price  
Products that have the same quality, but set a relatively cheap price will provide a higher value to their customers.
5. Costs  
Customers do not need to incur additional costs or spend more time to get a product or service to be satisfied with it.

This study uses three sub-variables of Lupiyoadi's theory, namely service quality, emotional and price factors which have been appropriately analyzed to be applied for tourist satisfaction. In the study of determining variables, the number of variables and sub-variables is very important (Sugiyono, 2010). Determination of the number of sub-variables to be used must be adjusted to the respondents' characteristics of research objects because basically the research instruments must be tested for validity so that they can be comprehended, understood and experienced by the respondents (Sudjana, 2000), for that matter this study for customer satisfaction variables only uses 3 (three) of 5 (five) variables because it has been matched with the characteristics of respondents and research objects and proven valid for 16 legitimate instruments.

### **3. Material & Methodology**

#### **3.1. Data**

This research data used primary data made with online media and distributed through social media to respondents who have had a vacation in various places in China, including Hong Kong, Beijing, Quilin, Macao, Schenzhen, Shanghai, Guangzhou, Chengdu, Zuzhaico, Jiuzhaigou, Zhangjiajie, Fuzhou, Ningxia, Tibet, Hangzhou, Huangshan, Kunming, Tianjin, Zhuhai, Suzhou, Harbin, Dalian, Taishan, Rugao with tourist attractions including Disneyland, Forbidden City, The Great Wall, Tiang an Men, The Bund, Summer Palace, West lake, Wang Fu Chung, Temple of Heaven, Xiamen, Inner Mongolia, Xi'an Old Mosque, Terracotta Warriors, Panda Forest performances of crystal silk health center arts, Tomb of Sa'ad bin Abu Waqas, Iowu, Windows of the world, Oriental Pearl Tower, Nanjing Road, Victoria Peak, A-ma Temple, Avenue of Star, Bird Nest, Hall of Frame, Ladies market, Ming Tomb, Chinese Splendid, Seaside park, Pearl Oriental Shanghai, Victoria Harbor, Shinxilla Glass Walk, Lotus Garden, Hansan Temple, Gulangyu St. Paul Ruins, Xinghai Square, Sun Island, Dong'ao Island, 731 Museum, Shenyang 918 Museum, Shenyang Palace, St.Sophia Church, Harbin Show Carving Festival, Central Street, St. Petersburg Phase. Paul, Madame Tussaud, Mao Er Shan, Volgamanor, Emei Shan, and Xiamen Ying ShiCheng.

Secondary data of this research was obtained from several journals, books, and online media. The primary data obtained were 124 respondents. Population data of visit were taken from CEIC as many as 1.333.666 Indonesian tourists visiting China in March 2019. Therefore, by using Slovin data sampling technique with 5% error value, the number of the sample obtained was 100. Until the specified time target, the data managed to be obtained by this study was 124 respondents who filled out the 16 questionnaire questions which were distributed through online media. Accordingly, this study determined 118 respondents data be used for reliability and validity tests. They would be tested for validity to see whether the 118 respondents understood and even experienced the statement proposed to them (Morrison, 2014: 103) and reliability to prove whether the respondents responded to the statements submitted consistently (Morrison, 2014: 99). The scale used in this study consisted of ordinal scales of 5 levels ranging from very agree to strongly disagree to respond to the proposed statements. It also used the nominal and interval scale for respondents' data of age, sex, occupation, traveling community, vacation frequency to China, travel mode, and cities and tourist attractions visited.

#### **3.2. Method**

The research used survey, descriptive, and correlation method with a quantitative approach. The methods used were considered to be able to answer the purpose of this study, which was to find out the highest travel motivation for Indonesian tourists on vacation to China and to discover the highest sub-variables of satisfaction, and how much travel motivation could affect tourists satisfaction. The study used interval class formulas (Nurhayati, 2016) to analyze mean values (Aziz, 2017) in answering the first and second objectives of the research. While correlation and regression were used to answer the third research objective. Variable interpretation based on the interval class formula was as follows, for the travel motivation of 1-1.80 meant very low; 1.80-2.60 was low; 2.60-3.40 was no motivation; 3.40-4.20 was high; and 4.20-5.00 meant very high. While for satisfaction 1-1.80 meant very dissatisfied; 1.80-2.60 was dissatisfied; 2.60-3.40 was unable to answer satisfied or not because they did not experience it; 3.40-4.20 was satisfied; and 4.20-5.00 meant very satisfied.

## 4. Results and Discussion

### 4.1. Result

Based on the validity test, 16 statement items are declared valid (understood and experienced by the respondents) with each item having the  $t_{table}$  value greater than the value of the  $r_{tabel}$  (0.15), using the degree of Freedom formula ( $N-2$ ) of 118 samples used in the calculation of the overall 124 respondents. While the reliability test value shows the number 0.890 which means the level of consistency of respondents in responding to the 16 statements in this study is high.

**Table 3.** Case Processing Summary

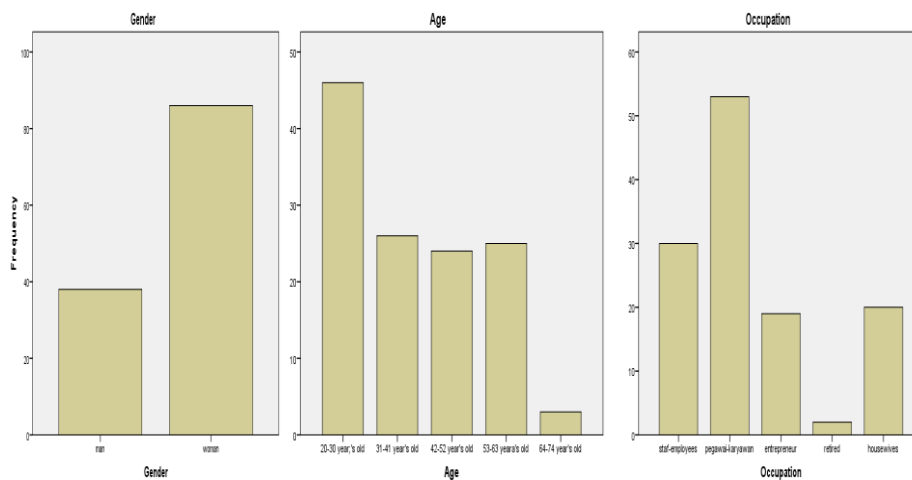
		N	%
Cases	Valid	118	100.0
	Excluded	0	.0
	Total	118	100.0

**Table 4.** Reliability Statistics

Cronbach's Alpha	N of Items
.890	16

a. Listwise deletion based on all variables in the procedure.

Based on the results of the respondents' gender frequency data, female tourists are the highest number (69.4%) while men are only 30.6%. This is in accordance with the predictions made by Kertajaya (2009) that women will be the second potential target market who decide to travel to China in the current 4.0 digital era. Therefore, this study has proven the predictions (Figure 1). The respondents' age frequency data of Indonesian tourists traveling to China is 37.1% and are dominated by Generation Y and the millennials aged from 20 to 23 years old. This is due to the fact that they have a tendency to love seeking new experiences such as adventure tours, explorations, and travel (Facebook 2016 online survey research). Most of the respondents who traveled to China were Generation Y (at 24 to 30 years of age in this study). Based on research from Lenggogini, December 18, 2017, the millennial's life purposes is to have fun. Thus, they work to save for pursuing their version of enjoyment. They generally shop for large financial interests, such as planning to purchase vehicles and houses and also for consumptive matters, such as buying music concert tickets and spending for tourism purposes which make them the first potential target market in many aspects. The second, third and fourth highest tourists traveling to China are occupied by generations aged 31-41 years (21%), 53-63 years (20.2%) and 42-52 years (19.4%), which overall were Generation X (Figure 2). Most tourists' jobs are employees (42.7%) who have funds to travel and it can be seen from the data that the millennial generation, as the majority respondents of this study, have jobs (Figure 3), while the second majority respondents mostly are students (24.2%).



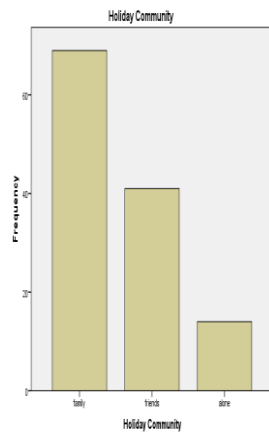
**Figure 1.** Gender

**Figure 2.** Age

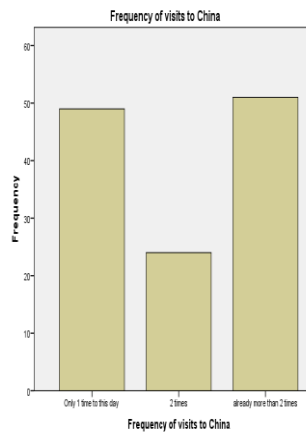
**Figure 3.** Occupation

Family (Figure 4) is still the main choice for the millennial and Y generation tourists to go on a vacation (55.6%) with friends (33.1%), while those who decide to travel alone are only 11.3%. The

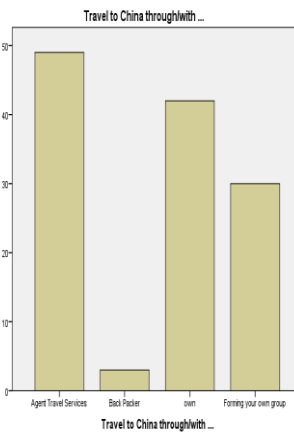
highest frequency of Indonesians on vacation to China (Figure 5) is more than 2 times (41.1%) and the second highest is only one time when they filled out this questionnaire. Travel agent services are still the most preferable choice for Indonesian tourists to travel to China (39.5%), traveling alone is actually enjoyed (33.9%) and forming their own group turns out to be the third choice for Indonesian tourists (24.2%), while the backpacker is not a choice (Figure 6).



**Figure 4.** Holiday Community



**Figure 5.** Frequency Visit to China



**Figure 6.** Travel Methods

The mean value obtained from primary data shows that physical motivation is the highest value (3.84) followed by cultural motivation (3.79), social motivation (3.65) and fantasy motivation (3.5). Overall, it can be said that Indonesian tourists on vacation to China are highly motivated (3.7063). According to the characteristics of the Y and Z/millennial generation which can also be called nomadic tourists, they are motivated because they see tourism objects in China through virtual reality or augmented reality which is widely presented on social media. It is natural that they are the most highly motivated for vacation because they need to refresh and get away from their work fatigue. Furthermore, their motivation to travel to China is because they want to gain knowledge of the history, ancient culture and dances that are available there. This is a good phenomenon for the Y and Z generation. The fact that they were born and are living in the industrial era of 4.0 where almost everything is digitalized to them, it is exceptional that they are still able to appreciate and enjoy cultures. The phenomenon of a decreasing interest in ancestral culture has been predicted by Bustami (2019) to be happening in the industrial era of 5.0. On the contrary, this study showed positive results in the era of 4.0, against the prediction. The Y and Z/ Millennial generation fantasy motivation to visit China is the lowest because some respondents stated that they had never visited the viral tourism objects there, such as the Glass Bridge at high altitudes. Although unique and viral tourism objects are these generations' dream destination to visit, since most travel agent services have their own packages of destinations and/or tourism objects to visit, then it is likely that the viral tourism object is not one of them.

**Table 5.** Statistics of Motivation's Variable Mean

	Physical Motivasion	Cultural Motivasion	Social Motivasion	Fantasy Motiva sion
N Valid	124	124	124	124
N Missing	0	0	0	0
Mean	3.8495	3.7984	3.6532	3.5242

In terms of satisfaction factors, the highest level of respondents satisfaction is on the pride (emotion) (3.9) of having traveled to China by having memories in the form of their photographs at

the tourist attractions. This also fits the Y and Z generation characters who always want to appear different from their community by posting photos of them on vacation to China on their social media. Price (3.6) is the second thing that satisfies them because with a considerable distance from Indonesia, going on vacation to China is regarded as affordable. These two generations are smart in seeking information from various online sources, so it is very easy for them to get promotional prices for both airline tickets and accommodation. With respect to service (3.5) in the form of easy access to very complete information, the Y and Z generation finds it easier to decide on vacation to China. Since they are used to living in the digital era, thus getting the information they want is indeed very easy.

**Table 6.** Statistics of Satisfaction Variable Mean

		Service Satisfaction	Emosional Satisfaction	Price Satisfaction
N	Valid	124	124	124
	Missing	0	0	0
Mean		3.5161	3.9597	3.6371

Physical motivation is the highest motivation of the respondents of this study. It only affects 37.2% of their satisfaction on vacation to China. While the relationship between physical motivation that occurs with satisfaction is at a strong level (0.610) according to Sugiyono (2014: 250). The strong relationship between physical motivation and satisfaction occurs because of the cause and effect relation between the two variables. The motivation of the most respondents having vacation in China to relieve fatigue after working hard was approved as much as 70.9% of respondents; to get refreshing and overtime was 80.6%; because of the historical, beautiful, unique and magnificent tourist objects in China that they saw and visited and recognized was as much as 75.8% of respondents and they were proud to be able to capture through photos and post on their respective social media. This makes the relationship with these two variables strong.

But why does the physical motivation only affect 37.2% of satisfaction? This is likely to occur because the motivation to have a vacation in China is not only due to a reason to unwinding the fatigue after hard work, but there are also some other reasons. For example, 19.3% of respondents said refreshing was not their purpose, as well as the other 29% who said relieving fatigue after work was never their motivation. Despite these, if all respondents' assessment of motivation is combined, their influence became quite large. This was proven in Table 4.6 where the overall motivation of the respondents on holiday to China can affect their satisfaction by 60.9%. This is due to the motivation to see the culture, to be able to gather with other people on the journey, and motivation to fantasize with the tourism objects they see and visit. Furthermore, it is strengthened with their satisfaction on the prices ranging from airline tickets, accommodation, tour packages and entry tickets to rides and attractions that are very affordable for the Y and Z generations. As Hirschman (1984) once stated, motivation is related to cognitive and affective and emotional domains. Therefore, all activities carried out by tourists must be seen as a whole involvement of the mind and/or senses.

**Table 7.** Correlation and Regression between variable physical motivation and Satisfaction

Model	R	R Square	Adjusted R Square	Std. or of the Estimate
1	.610 <sup>a</sup>	.372	.366	.47904

a. Predictors: (Constant), physical motivation

**Table 8.** Correlation and Regression between variable Motivation and Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 <sup>a</sup>	.609	.606	.37790

a. Predictors: (Constant), motivasi



#### 4.2. Discussion

The number of women as a potential market, as Kertajaya (2009) predicted, and the Y and Z (millennial) generations domination open a big opportunity to the Indonesian tourism market. According to the data of this study, the Y and Z/Millennial generation, on average, have income, so they can travel, which should be directed more to local tourism. It is in accordance with the characteristics of Y and millennial generations who tend to be nationalist when choosing tourist destinations (Lenggogini, Sari, December 18, 2017). Women both at work and as housewives have become a source of major influence to their surrounding environment (Kaihatu, Thomas S, et al. 2014), especially their nuclear and extended families in deciding both family needs and even traveling. Evidently, the family is the first choice this study has chosen as a community on vacation. In accordance with the culture of Indonesian society in general, the family is the first priority, so for the Y and millennial generation who are the highest number of respondents in this study and most of them have income, their family culture is still strong. This is contrary to some projections and research (Ardhashbc003, February 3, 2015) which state that the future risks of the millennial generation are the weakening manners and respect for each other. Based on the results of this study, these predictions can be denied, because they have not been proven otherwise.

Facts show that China is a destination choice that is quite often visited by Indonesian tourists in respect to the country's big number of tourist objects and vast regions like Indonesia which also has many tourism objects across the country. This fact is in line with the most respondents' (Y and millennial generation) similar characteristic that is love to find new experiences, including adventure tours, exploration, and travel. Indonesian tourists who may be on their first vacation to China prefer using the services of a travel agent with a local guide. While those who visit for the second time or more prefer traveling alone without using travel agent services or a local guide. In the current industrial era of 4.0, it is predicted that the role of a tour guide can be replaced by information technology. Unfortunately, this assumption cannot be proven at this time through the results of this study, especially for tourists who visit a particular country for the first time. But the tour guide role can no longer be needed for tourists who visit the same country for the second time or more.

The characteristics of generation Y and Z (Sipayo.com, May 3, 2017) that tend to be hard-working, ambitious, and looking for challenges to gain the professional life they desire, demand them to live so intensely and often work overtime. With respect to generation Z, they are very serious about their career progress, but they live and work with the aim of having fun. So, it is only natural that their motivation for vacation for refreshing and running away from the fatigue of daily work is the highest. Motivation on vacation with the aim of obtaining pleasure in fantasies predicted by some tourism enthusiasts (Renzulli, June 13, 2017) is something that is particularly sought after by the Z generation, something that the Minister of Tourism, Mr. Arif Yahya, refers to as the characteristic of nomadic tourism. In this research, where the majority of respondents were a mix between Y and Z generations, fantasy motivation is not the main holiday destination but is the final choice.

It has been determined that one of the characteristics of Generation Z in terms of job satisfaction is they prioritize respect over the establishment. The same applies to the level of satisfaction in receiving services. The Z generation prioritizes the services they receive which respect them as consumers. Moreover, with their sophisticated capabilities in information technology makes it possible for them to search for information simply by tapping their fingers on computers or gadgets to choose or switch services and/or products they will buy. In terms of traveling to China, generation Y and Z value their highest satisfaction from the pride of being able to post their photos on their social media so that they gained recognition from their community. Those who were satisfied could visit the same country again several times to explore other objects. Likewise, with the prices and information they get, they can do it again more easily. There is no need for them to make a long plan because they can find affordable prices from various information that is widely available for a vacation in China.

## 5. Conclusion

1. The main motivations of the Y and Z generations, as the highest respondents, on vacation to China, were to release fatigue and refresh after hard work and enjoy the knowledge of ancient history, and the motivation of Indonesian tourists to visit China is high (3,7063).
2. They got the highest satisfaction because they were impressed when visiting tourism objects, were pleased when they also got memories in the form of beautiful photos, and their contentment with their visit to China was in the satisfied category (3.7043).
3. Motivation to have a vacation in China influenced respondents' satisfaction by 60.9%.
4. What can be learned from the results of this study for Indonesia with the same number of tourism objects as China is to understand the motivation and satisfaction sought by the Y and Z generations who for the time being and for the next 5 to 10 years are expected to control the target of Indonesia's tourism market, by developing the concept of nomadic tourism more seriously and well prepared.
5. Further research can continue similar study using the same variables with more respondents or by using other dependent variables, for example using the theory of happiness.

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