

Gen Z's Preferences in Choosing Villa in Kubu Village, Karangasem

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Abstract: *This study aims to explore Generation Z's preferences in choosing villa accommodations in Kubu Village, Karangasem. Generation Z is known for their closeness to technology and their desire for authentic experiences in every journey. This research employs a quantitative method with a survey approach involving respondents from Generation Z who have visited the area. The findings reveal that factors such as villa facilities, price, location, as well as the uniqueness and experiences offered, are the main considerations in accommodation selection. In addition, aspects of sustainability and alignment with personal values also play an important role in their decision-making process. Generation Z tends to choose accommodations that are not only comfortable and visually appealing but also provide added social and environmental value. This study provides valuable insights for villa owners and tourism managers in designing products that match the preferences and characteristics of Generation Z in Kubu Village, Karangasem.*

Abstrak : *Penelitian ini bertujuan untuk mengeksplorasi preferensi Generasi Z dalam memilih akomodasi vila di Desa Kubu, Karangasem. Generasi Z dikenal karena kedekatannya dengan teknologi dan keinginan mereka untuk mendapatkan pengalaman autentik dalam setiap perjalanan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei yang melibatkan responden dari Generasi Z yang pernah mengunjungi daerah tersebut. Temuan penelitian mengungkapkan bahwa faktor-faktor seperti fasilitas vila, harga, lokasi, serta keunikan dan pengalaman yang ditawarkan, menjadi pertimbangan utama dalam pemilihan akomodasi. Selain itu, aspek keberlanjutan dan keselarasan dengan nilai-nilai pribadi juga memainkan peran penting dalam proses pengambilan keputusan mereka. Generasi Z cenderung memilih akomodasi yang tidak hanya nyaman dan menarik secara visual tetapi juga memberikan nilai tambah sosial dan lingkungan. Penelitian ini memberikan wawasan berharga bagi pemilik vila dan pengelola pariwisata dalam merancang produk yang sesuai dengan preferensi dan karakteristik Generasi Z di Desa Kubu, Karangasem.*

Keywords : *Accommodation, Generation Z, Preferences, Villa*

INTRODUCTION

Bali is one of the world's most renowned tourist destinations, offering a wide variety of attractions that continue to captivate visitors from across the globe. The island is celebrated for its natural beauty, ranging from its expansive white sandy beaches and lush terraced rice fields to its majestic mountains.

Its beaches provide breathtaking sunset views, while the surrounding marine environment presents spectacular opportunities for underwater exploration.

The natural beauty and cultural traditions of Bali have attracted visitors from multiple generations. In the eastern part of Bali lies Kubu Village, located in Karangasem Regency. This village is situated more than 100 kilometers away from Denpasar city center and Ngurah Rai International Airport, which serves as the main gateway for international arrivals. Despite its distance, Kubu Village has gained recognition for its coastal location, which makes it an attractive site for water-based activities such as diving and snorkeling. Additionally, the area is located near a savannah that has become a popular photo spot for visitors. From Kubu, tourists can also access nearby attractions such as Amed Beach, another well-known tourism destination. Although Kubu Village is located approximately 107 kilometers from Ngurah Rai International Airport, it offers several accommodation options, including Villa Indah Anugrah, Villa Budha, and Villa Troja. Based on visitor records, Generation Z emerged as the most dominant group of tourists staying in these villas, with a total of 54, 65, and 64 visitors respectively in each villa. This generational trend highlights the need to understand the travel motivations and preferences of Gen Z in shaping the tourism landscape.

Previous research has shown that each generation has unique factors influencing their travel motivations. According to Haratikka (2023), factors that motivate Gen Z to travel include the pursuit of new experiences, social media influence, opportunities for education and personal growth, building connections with others, and stress relief. Andriyanty (2019) further notes that Gen Z currently occupies a significant portion of the university-age demographic and is generally well-educated. From a macroeconomic perspective, the increased consumption patterns of this generation are expected to contribute substantially to national income growth. However, Mayasari Soeswoyo (2020) highlights that in Indonesia, limited studies have examined generational travel behavior in the context of the Industrial Revolution 4.0, while Wiastuti (2020) emphasizes the lack of research on Gen Z and their accommodation attribute preferences.

Preference can be defined as an individual's choice or tendency shaped by factors such as personal values, past experiences, and current circumstances. When individuals develop preferences, they are more likely to choose one option over another because they believe it will provide greater satisfaction or benefit. For example, in food consumption, one may prefer organic products due to health concerns and environmental sustainability values. Such preferences can be influenced by personal experiences with organic food or by knowledge of its health-related benefits.

Preferences may also be connected to personal needs or desires. For instance, in career choices, someone may prefer a job that offers flexible working hours due to family responsibilities that require more attention. This reflects the individual's need to maintain balance between personal and professional

life. Furthermore, cultural and social factors can also shape preferences. For example, some individuals may adopt minimalist lifestyles inspired by cultural movements that promote sustainable consumption and reduced environmental impact.

According to the Indonesian Dictionary (KBBI), preference is defined as a choice, tendency, interest, or liking. The strength of consumer preferences influences which products they purchase, the distribution of their limited income, and the level of demand for particular products or services. In the context of tourism, preferences can thus be understood as individual inclinations—either positive or negative—toward products, goods, or services being consumed.

METHOD

This study adopts a quantitative research design using the conjoint analysis method. The population in this study consists of all members of Generation Z who had stayed at one of the three villas—Villa Indah Anugrah, Villa Troja, and Villa Budha—during the year 2023. The sample was drawn from this population, comprising 72 respondents, all of whom had stayed in one of the villas during that period. The study was conducted in Kubu Village, Karangasem Regency, Bali, over the research period of September to December 2024. Quantitative data utilized in the study included the number of visitors staying at the three villas. Primary data were collected through questionnaires distributed to Gen Z tourists who had stayed at these villas, while secondary data included records of guest stays over the past three years and total room sales in the villas.

The instrument used was a structured questionnaire containing stimuli related to various villa accommodation attributes in order to identify the preferences of Gen Z in choosing villas in Kubu Village. Respondents were asked to rank accommodation attributes on an ordinal scale from 1 (least preferred) to 8 (most preferred). Additionally, several open-ended questions were included to obtain detailed respondent profiles and supplementary qualitative insights.

RESULTS AND DISCUSSION

The data collection process was carried out between July 2024 through the distribution of questionnaires. A total of 72 questionnaires were distributed, all of which were returned completed and valid for analysis, resulting in a 100% response rate. This demonstrates the suitability of the research instrument and the active participation of the respondents.

Tabel 1: Utility dan Relative Importance

Facilities	Fan, pool, water heater, cold water	0,300	8,5%
	AC, TV, Pool, water heater, cold water	0,300	
Price	>Rp.400,000	0,206	5,8%
	<Rp.400,000	-0,206	
Architecture	Modern	0,692	19,5%
	Traditional	-0,692	
Cleanliness	Rooms are cleaned daily	-0,481	13,6%
	Rooms are cleaned upon request	0,481	
Health	Health for relaxation	-0,370	10,4%
	Health for healing	0,370	
Promotion	Free Spa	-0,493	1,3%
	Free Yoga	-0,587	
Security	Guest's belonging are safe	0,456	12,9%
	Guest's privacy	-0,456	
Atmosphere	Tranquil and comfortable ambience	-0,159	4,5%
	Fresh and natural environment	0,159	
Constant		6,500	100%

Source: processed research data (2024)

The Relative Importance values in this study indicate that, out of the 11 attributes, security is the primary consideration in choosing a villa in Kubu Village, Karangasem. The calculation of relative importance in the conjoint analysis is presented in Table 2:

Tabel 2: Relative Importance

Atribut	Greatest Utility	Least Utility	Difference	Importance Value
<i>Comfortness</i>	0,273	-0,273	0.546	$0.546/9.408 * 100\% = 7,7\%$
<i>Service</i>	0,472	-0,472	0.944	$0.944/9.408 * 100\% = 13,3\%$
<i>Location</i>	-0.532	-0.710	1.242	$1.242/9.408 * 100\% = 2,5\%$
<i>Facilities</i>	0.300	-0.300	0.600	$0.600/9.408 * 100\% = 8,5\%$
<i>Price</i>	0.206	-0.206	0.412	$0.412/9.408 * 100\% = 5,8\%$
<i>Architecture</i>	0.692	-0.692	1.654	$1.654/9.408 * 100\% = 19,5\%$
<i>Cleanliness</i>	0.481	-0.481	0.962	$0.962/9.408 * 100\% = 13,6\%$
<i>Health</i>	0.370	-0.370	0.740	$0.740/9.408 * 100\% = 10,4\%$
<i>Promotion</i>	-0.493	-0.587	1.080	$1.080/9.408 * 100\% = 1,3\%$
<i>Security</i>	0.456	-0.456	0.912	$0.912/9.408 * 100\% = 12,9\%$
<i>Atmosphere</i>	0.159	-0.159	0.318	$0.318/9.408 * 100\% = 4,5\%$
Jumlah			9.408	

Source: processed research data (2024)

The questionnaire results provide detailed insights into the characteristics of Generation Z tourists who stayed at the three villas. These characteristics cover aspects such as gender, age, educational background, occupation, and travel motivations. Understanding these characteristics is critical in identifying the underlying patterns of accommodation preferences among Gen Z. In addition to demographic information, respondents' answers also revealed insights into their travel behavior, lifestyle orientations, and specific villa attribute preferences. These descriptive data serve as a foundation for the subsequent conjoint analysis, which explores the relative importance of different accommodation attributes in shaping the decision-making process of Gen Z travelers in Kubu Village.

To determine the level of accuracy of the prediction results from the conjoint analysis model, the Pearson's R and Kendall's Tau correlation values can be examined, as follows:

Table 3: Correlation

	Value	Sig
<i>Pearson's R</i>	1.000	.000
<i>Kendals's tau</i>	1.000	.000

Source: processed research data (2024)

Based on the results of the conjoint analysis, it was revealed that the order of factors influencing consumer preferences in choosing villas in Kubu Village, Karangasem, can be ranked as follows: architecture, cleanliness, service, security, health, facilities, comfort, price, atmosphere, location, and promotion. Among these, architecture was found to be the most influential attribute, while promotional strategies such as free spa offers were considered the least decisive in shaping the preferences of Generation Z respondents.

When looking at the variations of these factors, the findings indicate that the most preferred combination among respondents is: modern architectural design; cleanliness practices where rooms are cleaned upon request; service quality characterized as moderately friendly; security that ensures the safety of guest belongings; health services oriented toward healing; comprehensive facilities such as air conditioning, television, swimming pool, water heater, and cold-water access; comfort defined by a calm environment; pricing above Rp. 400,000; a fresh and natural atmosphere; a location close to the center of activities; and promotional incentives such as free spa services.

These findings reflect the strong considerations expressed by the respondents when assessing villa preferences. The emphasis on architecture and cleanliness suggests that tangible aspects of accommodation design and hygiene standards remain central to decision-making processes. In contrast, while factors such as promotion and location are not disregarded, they play a secondary role compared to fundamental service attributes and overall guest experience.

Interestingly, the results of this study are consistent with previous research. For example, Purwaningsih et al. conducted a study titled “*Preferences of International Tourists in Selecting Accommodation in Nyuh Kuning Tourist Village, Ubud, Bali*”. Their findings also concluded that comfort in a peaceful environment, proximity to central areas of activity, and the availability of accommodation facilities such as air conditioning, television, swimming pool, Wi-Fi, hot and cold water, were among the most influential factors in determining tourist preferences. This alignment reinforces the argument that both domestic and international tourists place high value on similar accommodation attributes, particularly those related to comfort, facilities, and environmental atmosphere.

Moreover, the prioritization of architecture as the most significant factor among Gen Z respondents reflects broader generational trends. As a generation that is visually driven and heavily influenced by digital media platforms such as Instagram and TikTok, Gen Z travelers often associate modern architecture and aesthetically pleasing design with shareable experiences. This generational characteristic may explain why architectural style was ranked higher than attributes such as price and promotion, which traditionally hold stronger importance for older generations.

Overall, the findings highlight that accommodation providers in Kubu Village should prioritize investments in modern architectural concepts, maintain high levels of cleanliness, and enhance security measures, while still considering complementary services such as health-oriented amenities and promotional packages. Such strategies will align with the expectations of Gen Z tourists and strengthen the competitiveness of villa accommodations in Karangasem’s tourism market.

CONCLUSION

From the results of the conjoint analysis and subsequent discussion, several conclusions can be drawn regarding the accommodation preferences of Generation Z in selecting villas in Kubu Village, Karangasem. The preferred attribute combination is as follows: Architecture with modern design, Cleanliness which rooms cleaned upon request. Service which moderately friendly service, Security with assurance that guest belongings remain safe, Health with services oriented toward healing and wellness, Facilities with comprehensive amenities, including AC, TV, pool, water heater, and cold water, Comfort with calm and tranquil environment, Price between Rp. 400,000-450.000 per night, Atmosphere with fresh and natural surroundings, Location with close to the center of activities or crowds, Promotion with incentives such as free spa services.

This ranking indicates that Generation Z places the greatest emphasis on the physical design and cleanliness of villas, viewing these as non-negotiable attributes that define the overall quality of their stay. Service, security, and health-related amenities follow closely, reflecting the importance of both

tangible and intangible elements of accommodation. Interestingly, price—traditionally seen as a major determinant—was placed lower in the hierarchy, suggesting that Gen Z is willing to pay more if the accommodation provides superior design, safety, and service quality.

In summary, the results of this study demonstrate that the preferences of Generation Z in villa selection are shaped primarily by aesthetic, hygienic, and experiential considerations rather than purely economic factors. This finding provides important implications for villa operators in Kubu Village, who must adapt their offerings by emphasizing modern design, ensuring consistent cleanliness, and integrating wellness-oriented services in order to attract and retain Gen Z tourists in an increasingly competitive tourism environment.

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