Digital Nomads' Interest and Satisfaction In Doing Workcations In Hotels at Greater Bandung Region: The Aida+S Model Application

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Abstract

The pandemic that has hit the whole world has made the tourism industry suffer losses. Consumers are looking for safer tourism activities. Tourism business people are looking for solutions to this by creating a new adaptive tourism trend, the Work-Based Vacations (Workcations), an evaluation of the word "Bleisure". A digital nomad who works as a freelancer is interested in this trend. Using the AIDA+S (Attention, Interest, Desire, Action, Satisfaction) model, this research was conducted to determine the Interest and satisfaction of digital nomads in the trend of Workcations in the Greater Bandung area's hotel accommodations. This study uses a descriptive quantitative method with frequency analysis, cross-tabulation, and scoring analysis. Samples were taken using a stratified random sampling technique to 105 respondents. Respondents are digital nomads who worked as freelancers and carried out the Workcations trend in a hotel in the Greater Bandung Area during the new normal period and are 17 years old and over. The research results show that the Interest and satisfaction of digital nomads are high in Workcations as an alternative tourism trend in the new normal period.

Keywords: Tourist interest, Digital Nomads, Workcations

INTRODUCTION

The pandemic that has hit the whole world, including Indonesia, has been going on for almost two years. Many industries suffered losses, including the tourism sector. The Tourism Trends book compiled by (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) noted that during the COVID-19 pandemic, the number of foreign tourist arrivals to Indonesia decreased drastically by up to 58%. - 78% or 847 million – 1139. The news site Kontan, edited by (Mahadi, 2021), wrote that the Organization of the Chamber of Commerce and Industry (Kadin) projects that the tourism industry is estimated to lose Rp 50 trillion per month.

The website of the West Java Highways and Spatial Planning Agency, written by (Wawan, 2019), says that the Greater Bandung Region has a somewhat strategic role when viewed from the point of view of economic interests. The potential of the economy in this region is fast-growing, and this region has various sectors. The leading sector that drives the national economy is the tourism accommodation sector, especially hotel accommodation.

The Tourism Trends book compiled by (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) writes that consumers are concerned that they will be infected with the virus; this affects the preferences of consumers who seek tourism activities that do not have much contact with other people. Many tourism business people are looking for solutions for this by creating new tourism trends that are adaptive

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to the conditions that began to be developed during the new normal era. The new normal era is when a new way of life began during the Covid-19 pandemic, whose healing rates continued to increase—the trend is namely Workcations.

According to the BBC news site written by (Lufkin, 2022), Workcations or Work-based vacation is an evolution of the term "bleisure," which is a trip that combines business/work travel with tourism/recreation activities. The term for the type of tourists who do Workcations is Digital Nomads. A digital nomad is a term that describes a category of mobile workers who can do their work remotely from anywhere by utilizing digital technology (Olga, 2020). This kind of phenomenon is becoming increasingly popular with the presence of this type of consumer who is a freelancer, and these people are called digital nomads (Wiranatha *et al.*, 2020). They can do their work in places such as lodging accommodations, one of which is a hotel, with facilities according to their character (Wiranatha *et al.*, 2020).

One way to determine digital nomads' Interest in Workcations activities is to use the AIDA response hierarchy marketing and communication model theory, which refers to the acronym of Attention, Interest, Desire, and Action (Li and Yu, 2013). (Howard and Barry, 2015), adds "satisfaction" or "permanent satisfaction" as the fifth step, which is to become an AIDA+S model. This step is an initial treatment of the importance of post-purchase consumer reactions. This additional stage has developed over time and expanded the AIDA model into AIDA+S, which discusses tourist responses after making a purchase decision through the sales process, service quality, and so on (Jaya et al., 2014).

This research can show how much interest and satisfaction digital nomads have in carrying out tourism activities—also, choosing hotel accommodation in the Greater Bandung area as an alternative place for Workcations for them during the new normal period by using the AIDA+S model, which is expected to solve problems regarding alternative tourism activities in Greater Bandung areas.

LITERATURE REVIEW

Tourist behaviour and Interest

Tourist behaviour is very influential in their decision to carry out tourism activities. Tourist behaviour is an action taken by several individuals, either in groups or organizations, that have a relationship with deciding to choose, assess or make plans to use goods or services influenced by the environment (Subianto, 2007). There is one factor that makes tourists, especially digital nomads, influenced to buy or use an item or service; that factor is Interest. Interest can also be interpreted as an individual's Interest in a particular object that can make the individual feel comfortable and happy about the thing (Anitra and Nurfadillah, 2019). According to Ma'rifah and Normasyhuri (2022), Interest can also be interpreted as an indication of the strength of a person's motives that causes a person to pay attention to particular objects or activities.

According to (Pradiatiningtyas, 2016), an interest can appear to potential tourists who have not visited or will visit a tourist attraction. The definition of tourist interest is Interest from tourists who want to travel to find out what is unique in one area because there is a particular interest from tourists due to the uniqueness of an item or service that attracts the tourist's attention (Herdianingsih and Sukardi, 2015).

AIDA Model

According to (Li and Yu, 2013), based on the needs of the AIDA model, the purpose of marketing is to attract the attention of potential tourists and arouse their Interest and desire to make a final purchase decision. Also, it explained that the AIDA theoretical model is a series of stages of a tourist's action to enjoy an innovation that starts from awareness, then forms attention, then forms an interest which will create a desire so that it eventually includes an effort (Kotler and Armstrong, 2014).

Although the two hierarchical models above are shown to increase sales, researchers are also starting to realize that tourist satisfaction is an essential element in the model's journey. Therefore, in 1911, Arthur F. Sheldon included "Satisfaction" as the last element in his model, known as the AIDA+S model, namely

Attention, Interest, Desire, Action, and Satisfaction (Chakravarty and Sarma, 2022). According to (Howard and Barry, 2015), the "Satisfaction" stage is a recognized initial handling stage used to determine the reaction of tourists who have purchased goods or used a service.

According to this AIDA+S theoretical model, all tools for promotion must be based on stages that have been previously designed. The last stage is the "satisfaction" stage, where the target tourist is satisfied and does not lose with the things that have been done before and can decide to do something that business people have promoted, and even the tourists can usually recommend the promotion to the organizations, relatives, and communities they have (Jaya et al., 2014). Sheldon added the "Permanent Satisfaction" stage as an essential part of the persuasive selling and long-term sales process; this step is the initial treatment of the importance of post-purchase consumer reactions (Howard and Barry, 2015).

Tourist satisfaction

Satisfaction is either feeling of pleasure or disappointment felt by an individual, which arises from comparing a performance displayed by goods or by service to the expectations of the individual (Kotler and Armstrong, 2014). According to (Neupane, 2015), the measurement of tourist satisfaction can help retain existing tourists and provide direction to other business people on attracting new tourists from a competitive business environment. Therefore, marketing strategies should indeed focus on increasing the level of satisfaction of tourists.

Many factors can affect the satisfaction of tourists when they are visiting a destination or tourist attraction; these are goods or services offered by tourism actors, prices, services provided by tourism actors during the visit, accommodation such as hotels according to the characteristics and desires of tourists (Alvianna, 2017). (Yuksel and Bilim, 2010) measure satisfaction with three aspects; the first aspect is related to the pleasure of tourists towards their decision to visit a tourist destination, the second aspect is the trust of tourists, and the third is the satisfaction of tourists as a whole as long as they carry out tourism activities.

Workcation trends in tourism

According to the BBC website in an article (Lufkin, 2022), Workcations or Work-based vacation is an evolution of the term "bleisure," which is a travel phenomenon that combines business trips and vacation trips into one trip. The word Bleisure is a combination of the words "business" and "leisure" or comfort. The Washington Post website, in an article written by (Elliott, 2021), notes that combining business and pleasure with long-term stays, also known as Workcations, is one of the most popular travel trends today.

During the pandemic, as more people started working remotely, travellers realized they could combine the best elements of a relaxing vacation with their office work. This comfortable holiday thrives on extending the stay, which allows people to connect work and travel. The result is a new type of tourism with extended stays for leisure and work called Workcations (Elliott, 2021).

Digital nomads

Journalistic and scholarly sources often define Digital Nomads as young, work-oriented professionals who value autonomy, flexibility, and the ability to travel and work wherever they like (Cook, 2020). Access to the internet allows them to pursue their professional activities on the go by working WFH (Work From Home). Digital Nomads are not limited to a specific location. On the contrary, they are always on the move, blurring the lines between opposing ideas such as at home/abroad, settling/moving, working/recreational, or even in isolation (Mouratidis, 2018).

These digital nomads need access to capable technology (good connections) for their work needs. Therefore, they prefer to locate their work in urban areas or stay close to urban environments with great views, where more cultural and entertainment opportunities are available (Pecsek, 2018). According to (Ikhsanti, 2017),

digital nomads work in several business sectors using only smartphones and laptops remotely; therefore, they need an internet connection and usually work in hotels and apartments.

METHODS

In this research, the writer uses the descriptive quantitative method. The author wants to measure the level of interest variables and sub-variables of satisfaction from tourists to do Workcations during the new normal period in hotel accommodations in the Greater Bandung area. The author uses a questionnaire or questionnaire as a research instrument. From the data from the questionnaire the author analyzed it using statistical analysis. In this study, the authors took data sources from primary or direct quotations, secondary sources, and tertiary sources.

Questionnaires were given to respondents online using the Google Form application. The population set is digital nomads respondents who have done Workcations in hotels in the Greater Bandung area during the new normal period, aged 17 years and over. Because the population is large, it is necessary to determine the sample to obtain a representative of the people. The population defined by the author is the number of visitors to tourist accommodations in Greater Bandung, with tourists taken from the number of Nusantara tourists in Bandung Regency, West Bandung Regency, Bandung City, and Cimahi City in 2021, as many as 2.917.343 people. In this study, the technique used by the author is Probability Sampling using a stratified random sampling technique with 105 respondents who have been obtained.

RESULT AND DISCUSSION

Based on table 1, most of the respondent's education level is Bachelor's with a percentage of 46.7%. Most of them are women aged 17-25 years, with a ratio of 79.4%. Also, 20% of most digital nomads have jobs as Content Creators with an income of more than IDR 6,000,000 per month, with a percentage of 24.8%. Most respondents live in the Greater Bandung area, with a rate of 85.1%. Then, 65.6% of the respondents prefer to use a star hotel accommodation with a stay of 2-3 nights.
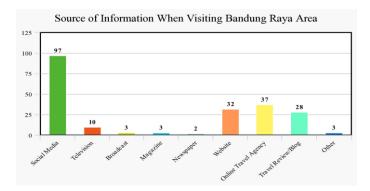
Table 1. Respondent's Profile

Respondent's Profile	Frequency	Percentage
Education		
SMA/SMK	39	37,1
Diploma	16	15,2
Bachelor	49	46,7
Magister	1	1,0
Occupation		
Business Analyst	2	1,9
Content Creator	21	20,0
Data Entry	4	3,8
Editor	2	1,9
Entrepreneur	9	8,6
Event Planner	6	5,7
Illustrator/Animator	4	3,8
Consultant	5	4,8
Marketing Strategist	5	4,8
Photo/Videographer	4	3,8
Programmer	3	2,9
Social Media Specialist	7	6,7
Translator	3	2,9
Tutor	3	2,9
Web/Graphic Designer	2	1,9
Writer	7	6,7

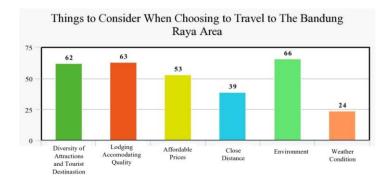| Respondent's Profile	Frequency	Percentage
Others	18	16,9
Income		
< Rp 1.000.000	18	17,1
Rp. 1.000.000 – Rp 2.000.000	25	23,8
Rp 2.000.000 – Rp 4.000.000	18	17,1
Rp 4.000.000 – Rp 6.000.000	18	17,1
> Rp 6.000.000	26	24,8
Gender and Age		
Male (17-25 years old)	13	20,6
Female (17-25 years old)	50	79,4
Origin and Number of Visits to Greater Bandung		
Greater Bandung Area	40	85,1
(⩾ 6 Times)		
National Outside West Java	1	2,9
(⩽ 3 Times)		
Jabodetabek and West Java Region	7	14,9
(⩾ 6 Times)		
Accommodation and Length of Stay		
Star Hotel (2-3 Nights)	40	65,6
Guest House (1 Night)	5	12,8
Villa (2-3 Nights)	5	23
Glamping (1 Night)	5	12,8

Source: Data Collection, 2022

Based on Figure 1 below, we can see that the respondents' trusted source of information when visiting the Greater Bandung area is social media, such as Instagram, Tiktok, Facebook, and so on.
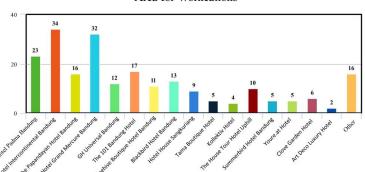

Picture 1. Source of Information When Visiting Greater Bandung Area

Figure 2 below shows that the environmental factors or atmosphere are the main factors considered by respondents when choosing to travel to the Greater Bandung area. Meanwhile, respondents did not pay much attention to the weather conditions when travelling to the Greater Bandung Region.

Picture 2. Things to Consider When Choosing to Travel to
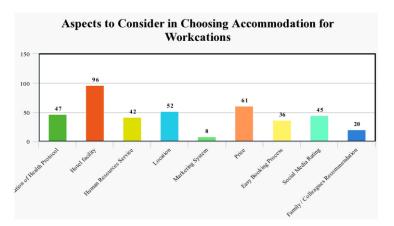The Greater Bandung Area

Based on Figure 3 below, it is concluded that the most widely used and favourite hotel accommodation for digital nomads to carry out Workcations is the Intercontinental Bandung Hotel in the Dago area.

Picture 3. Favourite Hotel Accommodation Ever Visited in Greater Bandung Area
for Workcations

Then, Figure 4 below shows that aspects of hotel facilities, namely the presence of Wifi, restaurants, swimming pools, air conditioning, and room size, are highly considered by digital nomads when choosing accommodations to carry out Workcations activities.

Picture 4. Aspects to Consider in Choosing Accommodation for Workcations

Then, after calculating the results of the scoring analysis for each variable, the value and level of digital nomads' Interest in carrying out Workcations tourism activities in hotel accommodations in the Greater Bandung area from 105 respondent data the author has obtained. The results of these calculations show in the following tables below:

Table 2 Scoring Results of Sub-Variable Attention

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Knowing hotels in the Greater Bandung area that can be used as Workcations during the new normal period	2	1,9	3	2,9	20	19,0	64	61,0	16	15,2	404
Having a favourite place to do Workcations at one of the hotels in the Greater Bandung area during the new normal period	2	1,9	2	1,9	28	26,7	59	56,2	14	13,3	396
TOTAL SCORE											800

Source: Data Collection, 2022

Table 2 above shows that the highest indicator is the first indicator, which shows the most positive responses from the respondents. The second indicator has a score that is not too different from the first. So, it can be concluded that digital nomads have paid attention to Workcations activities during the new normal by knowing that there is a hotel in the Greater Bandung area. Also, they already have their favourite hotels to carry out Workcations activities during the new normal.

Table 3 Scoring Results of Sub-Variable Interest

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Find out information about the best Workcations in several hotels in the Greater Bandung area	4	3,8	2	1,9	13	12,4	54	51,4	32	30,5	423
Feeling happy when thinking about the trend of Workcations in one of the hotels in the Greater Bandung area	3	2,9	4	3,8	12	11,4	59	56,2	27	25,7	418
TOTAL SCORE											841

Source: Data Collection, 2022

Table 3 above shows that the first indicator has the highest score, which means that this indicator also received positive responses from the respondents. Then the second indicator also received a relatively high positive response because the score obtained was not far from the first indicator. So, it concludes that digital nomads are already interested in Workcations activities at hotels in the Greater Bandung area, indicated by their finding out about the best places to do Workcations activities, and they feel happy when they think about the Workcations trend.

Table 4 Scoring Results of Sub-Variable Desire

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Have the plan to do Workcations activities at one of the hotels in the Greater Bandung area during the new normal period	2	1,9	2	1,9	21	20,0	60	57,1	20	19,0	409
Feeling enthusiastic when you want to do Workcations	4	3,8	2	1,9	15	14,3	58	55,2	26	24,8	415

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
at a hotel in the Greater Bandung area during the new normal period											
Have high hopes to be able to do Workcations at one of the hotels in the Greater Bandung area during the new normal period	3	2,9	2	1,9	18	17,1	53	50,5	29	27,6	418
TOTAL SCORE											1242

Source: Data Collection, 2022

Table 4 above shows that the third indicator has the highest score among other indicators. Then the second high score is found in the second indicator, which is not much different from the first. And the last indicator with the lowest score is the first indicator. So, it concludes that they only feel enthusiastic and have hope to carry out Workcations activities during the New Normal period at a hotel in the Greater Bandung area but have no plans to carry out these activities.

Table 5 Scoring Results of Sub-Variable Action

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Willing to do Workcations at one of the hotels in the Greater Bandung area during the new normal period	2	1,9	2	1,9	13	12,4	64	61,0	24	22,9	421
Prepare all the needs to carry out Workcations activities at a hotel in the Greater Bandung area during the new normal period	2	1,9	1	1,0	22	21,0	54	51,4	26	24,8	416
Make an effort to be able to do Workcations activities at one of the hotels in the Greater Bandung area during the new normal period	1	1,0	6	5,7	26	24,8	52	49,5	20	19,0	399
Willing to take the time to do Workcations at one of the hotels in the Greater Bandung area during the new normal period	2	1,9	3	2,9	23	21,9	54	51,4	23	21,9	408
TOTAL SCORE											1644

Source: Data Collection, 2022

Table 5 above shows that the one with the highest score is the first indicator with a very high score compared to the others. Then the indicator that has the second-largest score is the second indicator. Furthermore, the fourth indicator also has a reasonably high score. The last is the third indicator with the lowest score. So, it can conclude that even though digital nomads are ready, prepared, and even willing to take the time to do Workcations, they still don't give or make much effort so they can do Workcations in the new normal.

Table 6 Scoring Results of Sub-Variable Satisfaction

Indicators	1		2		3		4		5		Total
	F	%	F	%	F	%	F	%	F	%	
Feeling satisfied after doing Workcations at a hotel in the Greater Bandung area during the new normal period	2	1,9	3	2,9	25	23,8	52	49,5	23	21,9	406
Recommend to others to do Workcations at one of the hotels in the Greater Bandung area during the new normal period	2	1,9	4	3,8	24	22,9	43	41,0	32	30,5	414
TOTAL SCORE											820

Source: Data Collection, 2022

Furthermore, Table 6 above shows that the second indicator gets a lot of positive responses from respondents because it has a very high score. Then for the first indicator, it is lower than the second indicator but relatively high. So from this, it concludes that some digital nomads are not very satisfied after carrying out Workcations activities at a hotel in the Greater Bandung area. However, they are still happy to recommend these activities to others. The results of the recapitulation of scores for each AIDA's sub-variable are in Table 7.

Table 7 Result Summary of AIDA

No	Sub Variable	Total Score
1	Attention	800
2	Interest	841
3	Desire	1242
4	Action	1644
5	Satisfaction	820
	TOTAL	5347

Table 7 above shows that the Action sub-variable has the highest score compared to other sub-variables, with a score of 1644. It means that digital nomads have seriousness, are prepared, are willing to take the time, and make an effort to carry out Workcations activities at hotel accommodations in the Greater Bandung area during the New Normal period. Meanwhile, the sub-variable with the lowest score is the Attention sub-variable, which has a total score of 800. It proves that digital nomads pay less attention to Workcations activities in this New Normal period. It shows that digital nomads are less known and paying less attention to the existence of Workcations activities during the New Normal period.

The next stage is the calculation to find out the level or classification of digital nomads' Interest in carrying out Workcations activities, with calculations according to Sugiyono (2017), which are as follows:

Maximum Index Value = Highest score x number of items x number of respondents
= 5 x 11 x 105 = 5775

Minimum Index Value = Lowest score x number of items x number of respondents
= 1 x 11 x 105 = 1155

Variable Level = Maximum index value – Minimum index value
= 5775 – 1155 = 4620

Interval distance = Variable level: many interval classes
= 4620 : 5 = 924

Percentage Score = [(Total score) : Maximum Index Value] x 100%
= [(4527) : 5775] x 100% = 78%

These calculations show that the acquisition of a score of 4527 or 78% indicates the level of Interest from digital nomads to carry out Workcations activities in hotel accommodations in the Greater Bandung area included in the high-interest classification. It is depicted on a continuum as follows:
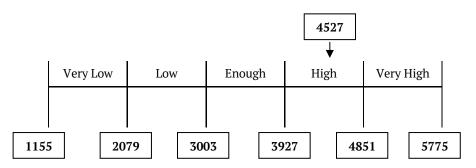
	4527	

Very Low	Low	Enough	High	Very High

| 1155 | 2079 | 3003 | 3927 | 4851 | 5775 |

Figure 1. Tourist Interest in Continuum Line

Next is the calculation for the scoring analysis stage recapitulation for the Satisfaction sub-variable. The results of the data recapitulation obtain as follows:
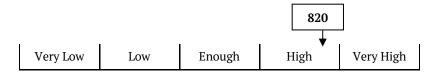
Table 8 Result Summary of Sub-Variable Satisfaction

No	Sub Variable	Total Score
1	Satisfaction	820
	TOTAL	820

Table 8 above shows that the Satisfaction sub-variable has a total score of 820, indicating that this sub-variable has the second lowest order after Interest and before attention. Some of the digital nomads were not satisfied after doing Workcations at a hotel in the Greater Bandung area. However, some were still happy to recommend these activities but with better hotel accommodations to others. The next stage is the calculation, which is as follows:

Maximum Index Value = Highest score x number of items x number of respondents
= 5 x 2 x 105 = 1050

Minimum Index Value = Lowest score x number of items x number of respondents
= 1 x 2 x 105 = 210

Variable Level = Maximum index value – Minimum index value
= 1050 – 210 = 840

Interval distance = Variable level: many interval classes
= 840 : 5 = 168

Percentage Score = [(Total score) : Maximum Index Value] x 100%
= [(820) : 1050] x 100% = 78%

These calculations show that the score for the sub-variable satisfaction is 820 or 78%. It shows that the level of satisfaction of digital nomads after carrying out Workcations activities in hotel accommodations in the Greater Bandung area includes in the high classification. It is depicted on a continuum as follows:
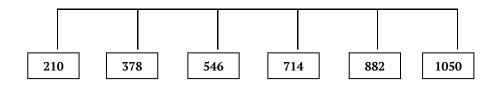
	820	

Very Low	Low	Enough	High	Very High

| 210 | 378 | 546 | 714 | 882 | 1050 |

Figure 2. Tourist Satisfaction Continuum Line

CONCLUSION

Based on the research results and the analysis that had been done, the level of Interest of the digital nomads to carry out Workcations activities in hotel accommodations in the Greater Bandung area during the period of the New Normal is high. Satisfaction from digital nomad tourists after carrying out Workcations activities in hotel accommodations in the Greater Bandung area during the New Normal period is also high. Because the total score for the Action sub-variable is the highest among the others, digital nomads are willing to take the time and make various preparations to carry out Workcations activities; they have to increase their efforts to be able to carry out these activities.

There are several suggestions for the tourism business in the hotel accommodation sector, academics, and government agencies, namely: First, tourism business people can further promote the Workcations trend by collaborating with digital nomads, especially those who work as content creators, so that the hotel can attract more visitors. Second, academics can study more deeply and conduct further research on the trend of Workcations using the AIDA+S model to become a fascinating new theory to learn in the tourism sector. Third, government agencies can create interesting promotional content on social media to increase public attention regarding the Workcations trend, so at the same time, it can help the tourism business in the hotel accommodation sector.

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