International Journal Of Humanities Education And Social Sciences ***(IJHESS)*** *E-ISSN:* **2808-1765**
Volume 3, Number 2, October 2023, *Page. 557 - 570*
Email : editorijhess@gmail.com

Generation Z Motivation to Visit Ubud Toursim Area

Ni Putu Sri Anggraeni[1)], Yayu Indrawati[2)], Nyoman Ariana[3)]
[1,2,3)] Master Program in Tourism Studies, Faculty of Tourism, Udayana University, Indonesia

*Corresponding Author
Email: niputusrianggraeni@gmail.com

Abstract

Ubud tourism area is a famous tourist destination in Bali. Ubud is visited by many tourists both foreign tourists and domestic tourists. The number of foreign tourists who come to Ubud does not discourage domestic tourists to enjoy the existing tourist attractions. In the visit of Indonesian tourists in Ubud, there is Generation Z who also visited various tourist attractions in the Ubud Tourism Area and enjoyed the products offered. As a generation that is in adolescence and productive traveling is certainly one way to fill free time in the midst of busy learning and work. The purpose of this study is to analyze the motivation of Generation Z to visit Ubud Tourism Area. This study uses a quantitative approach with a sample of 100 respondents . Sampling techniques in this study using purposive sampling and data collection through the dissemination of questionnaires and literature studies. Data analysis techniques using quantitative descriptive analysis using confirmatory factor analysis, with IBM SPSS Analysis tool 23 for Windows. The results showed that there are two driving factors that motivate Generation Z to visit the Ubud tourism area, namely relaxation and leisure and experiencing something new, while the pull factor that motivates Generation Z to visit is the tourist destination environment. The results of this study implicate the importance of maintaining the beauty of the natural environment and the environment around the Ubud Tourism Area, because Generation Z takes a high interest in natural tourist attractions as a means of their relaxation

Key words: Motivation, Generation Z

INTRODUCTION

Every visit made by tourists to the intended tourist attraction of course begins with things that are able to encourage or attract them to come, where the term most often used to express this is motivation. Motivation is seen as a set of psychological and biological needs and desires that are an integral part between what drives and attracts a person to carry out tourist activities (Yoon and Uysal, 2003). Without the urge to travel, the tourism industry cannot function optimally. Motivation can be defined as internal and intra-individual behavioral variations that are not due to differences in individual abilities or environmental demands that force action (Kanfer, 1990).

Generation Z is currently one of the tourist groups that began to be taken into account after the millennial generation. Although millennials are still considered the strongest group, the emergence of Generation Z is also starting to get the spotlight. The Generation Z age group currently occupies more than a quarter of the global population. That means 2 billion Generation Zs worldwide, and data shows this is already the largest group still alive (Generation Z Statistic, 2022).

Generation Z has characteristics that are different from other generations. Rastati (2018) explains that Generation Z is a technical character that is flexible, intelligent, and tolerant of cultural differences. This generation is also globally networked and interconnected in cyberspace. Although known for being open, there are also characters of this generation who like fast culture and are less sensitive to personal essences. As a group that has a lot to do with the internet, they do not remain silent about good or bad experiences. They share their experience on social networks. Generation Z has the ability to think globally, because they often use social media to communicate with people around the world (Katadata.co.id)

Ubud is one of the tourist attractions that are often the destination of both domestic and foreign tourists. Ubud provides various interesting tourist attractions for tourists to visit such as cycling, gardening, tasting Balinese food, there are also natural tourist attractions that can refresh the eyes. Generation Z as tourists, at the time of the enactment of the covid-19 new normal era where foreign tourists still cannot travel freely, Ubud is visited by Generation Z and Millennials. Until now in the midst of the hustle and bustle of foreign tourists who travel in Ubud, there are Generation Z who also travel and enjoy the tourist attractions presented and buy tourism products offered. The current population of Indonesia which is dominated by Generation Z makes this research important to do. The importance of knowing the characteristics and motivations of Generation Z in traveling is useful to obtain more specific knowledge, in order to meet the needs of Generation Z for appropriate tourism products and make it easier for tourist attraction managers to determine the right marketing techniques to attract attention and be able to provide maximum service to Generation Z.

RESEARCH METHODS

This study uses a quantitative approach, with the method of data collection through field observation, then continued the spread of questionnaires with Likert scale and supported by literature studies. The Total sample taken in this study is 100 respondents tourists. Sampling technique in this study using purposive sampling. The criteria of the respondents that will be used in this study are (1) Generation Z who has an age range of 17-28 years who have visited and conducted tourist activities in the Ubud Tourism Area (2) Generation Z who comes from Bali or outside Bali and has lived and conducted tourist activities in the Ubud Tourism Area. The results of the distribution of questionnaires in the form of tabulated data can be analyzed using a predetermined data analysis method using confirmatory factor analysis with the help of IBM 23 for Windows SPSS Analysis tool conducted to find factors that motivate Generation Z to visit Ubud Tourism Area.

Motivation driving factors in this study adapted from the opinion of Yoon & Uysal in Woodside (2008), the four variables measured are relaxation, escape, social interaction, and prestige. Furthermore, the motivation of attraction factor is adapted from the opinion of Suryawardani, et,al 2017 and Jackson (1989), then the four variables measured are diversity of attraction, unique scenery and tradition, natural environment and man made environment. The operational definition of motivation variables visiting Generation Z can be seen in Table 1 below :

Table 1
Motivation Indicators Of Generation Z Visit

Variable	Sub Variable	Indicators	Scale	Sources
Pusher Factors	Relaxation (X1)	Want to take a break from daily activities	Likert	Yoon & Uysal (dalam Woodside, 2008)
		Want to feel relaxed and pampered		
		Want to take advantage of vacation time		
	Escape (X2)	Want to escape from boredom	Likert	
		Want to get out of the daily routine		

	Social Interaction (X3)	Want to spend free time with friends/family	Likert	
		Want to meet new people		
	Prestige (X4)	Find famous and instagramable photo spots	Likert	
		To travel as a lifestyle		
		. To share the experience of traveling to friends/family		
Towing Factor	Diversity of Attraction (X5)	Offers a wide selection of tourist attractions	Likert	Suryawardani, et al., 2017
		Get a lot of knowledge and travel experience in one place		
	Unique Scenery and Tradition (X6)	The uniqueness of the presented natural landscape	Likert	
		Daily life of Balinese people and their traditions		
	Natural Environment (X7)	Has an unspoiled atmosphere	Likert	Jackson, 1989
		Have clean conditions from waste or garbage pollution		
		Have cool and clean air		
	Man Made Environment (X8)	There are traditional and historic buildings	Likert	
		There is an interesting architecture or arrangement of tourist attractions		
		There is a cafe or restaurant for a relaxing location		

Sumber : Yoon & Uysal dalam Woodside 2008, Ryan, 1991; Suryawardani, et al., 2017, Jackson;1989,

RESULT AND DISCUSSION

Validity and Reliability Test

Validity and reliability used to evaluate the quality of the instruments. Convergent validity was evaluated by examining the correlation between Item Score and Construct Score. According to (Ghozali, 2014), individual reflective measures are considered strong when they correlate between 0.5 and 0.6. Discriminant validity can also be examined through cross-loading. Additionally, another method to assess discriminant validity is by comparing the Square Root of Average Variance Extracted (AVE) for each latent variable with the correlations between those latent variables and other constructs within the model. According to (Ghozali, 2014), a recommended threshold for discriminant validity is that the AVE should be greater than 0.5. Detailed results of the validity testing for the Marketing Mix and satisfaction are presented in Table 1

Table 1
The results of the validity testing for the Marketing Mix and Satisfaction

Variable	Dimensions	Indicator	Outer Loading	$\sqrt{AVE}$	Ave
Marketing Mix	Product	Built Attraction	0.900	0.882	0.778
		Cultural Attraction	0.906		
		Historical Value	0.839		
		Social Attraction	0.881		
	Price	Affordable Price	0.879	0.862	0.742
		Commensurate With Quality	0.867		
		Aligned With Benefits	0.881		
		Cheaper Than Competitors	0.819		
	Place	Accessible	0.893	0.830	0.689
		Availability Of Facilities	0.711		
		Strategic Location	0.866		
		Channel Distribution	0.838		
	Promotion	Advertising	0.831	0.770	0.593
		Personal Selling	0.772		
		Sales Promotion	0.775		
		Public Relation	0.695		
	People	Work Proficiency	0.762	0.805	0.648
		Politeness	0.833		
		Language Proficiency	0.825		
		Knowledge and Experience	0.797		
	Process	Fast Service	0.846	0.880	0.774
		Easy Administration	0.889		
		Meticulous Service	0.904		
		Complaints and Suggestions	0.880		
	Physical Evidence	Exterior Appearance	0.892	0.892	0.795
		Interior Appearance	0.930		
		Other Tangibles	0.852		
Satisfaction	General	Satisfied With The Visit.	0.833	0.815	0.664
	Attribute	Satisfied With The Activities and Tourist Attractions	0.812		
		Feeling Satisfied With The Service and Facilities	0.839		

	Expectation	Met My Expectations.	0.774

Source: Data Result, 2023.

Referring to the information presented in Table 1, it can be observed that all indicators exhibit Outer Loading values and AVE values surpassing 0.6. This indicates that all indicators meet the criteria for testing convergent and discriminant validity, as well as align with the recommended AVE values.

Composite Reliability and Cronbach's Alpha (Reliability)

Composite Reliability and Cronbach's Alpha are reliability measures used to assess the consistency and dependability of a measurement instrument in producing reliable results. These measures evaluate the extent to which the instrument can be relied upon to yield consistent outcomes. The accepted values for Composite Reliability testing should be above 0.6 to be considered reliable, and Cronbach's Alpha should exceed 0.6 as a measure of reliability (Ghozali, 2014). The results of the Composite Reliability and Cronbach's Alpha analysis are displayed in Table 2. In order to find the factors that affect Generation Z to visit the Ubud Tourism Area, first of all, tests were carried out on research instruments. The tests carried out are with validity test and reliability test, which can be described as follows :

Validity Test

Sugiyono (2014: 121) emphasized the importance of conducting a validity test to determine the validity or not of the instruments used in the study. In this study the validity test was conducted using product moment correlation method. The R value of the table comes from the product moment r table with a significance value of 5%, so that the R value of the table from 100 respondents is 0.195. The results of the calculation of the validity test push factor and pull factor processed by IBM SPSS 23 for Windows software can be seen in Table 2 below:

Table 2
Validity test of Pusher and Towing factors

No	Factor	Indicators	^{r} count	Description
1	**Pusher**	Want to take a break from daily activities (X1. 1)	0,518	Valid
2		Want to feel relaxed and pampered (X1. 2)	0,753	Valid
3		Want to take advantage of vacation time (X1. 3)	0,732	Valid
4		Want to get away from boredom (X1. 1)	0,801	Valid
5		Want to get out of the daily routine (X2. 2)	0,699	Valid
6		Want to spend free time with friends /family (X3. 1)	0,654	Valid
7		Want to meet new people (X3. 2)	0,552	Valid
8		Find famous and instagramable photo places (X4. 1)	0,734	Valid
9		To travel as a lifestyle (X4. 2)	0,714	Valid

10		To share travel experiences with friends / family (X4. 3)	0713	Valid
11	**Towing**	Offers a wide selection of tourist attractions (X5. 1)	0,748	Valid
12		Get a lot of travel knowledge and experience in one place (X5. 2)	0,796	Valid
13		The uniqueness of the natural scenery presented (X6. 1)	0,733	Valid
14		Daily life of Balinese people and their traditions (X6. 2)	0,689	Valid
15		Have an unspoiled atmosphere (X7. 1)	0,796	Valid
16		Have clean conditions from waste or garbage pollution (X7. 2)	0,742	Valid
17		Have cool and clean air (X7. 3)	0,852	Valid
18		There are traditional and historic buildings (X8. 1)	0,762	Valid
19		There is an interesting architecture or arrangement of tourist attractions (X8. 2)	0,766	Valid
20		There is a cafe or restaurant for a relaxing location (X8. 3)	0,703	Valid

Source : Research Results, 2023

In Table 2 above, it can be explained that of the 20 driving and pulling factors tested for validity, it turned out to be valid and met the decision criteria, namely r value count > r Value table.

Reliability Test

In reliability testing, this test focuses on the problem of measurement accuracy and the results obtained (Rai Utama, 2018). Testing of this research tool using Cronbach's alpha test, and according to Sugiyono (Rai Utama, 2018;32), the tool is said to be reliable when the value of cronbach's alpha is greater than 0.6. Then the results of reliability analysis calculation of driving and pulling factors in this study can be described in Table 3 below :

Table 3
Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	*N of Items*
,951	20

The results of the reliability test on 20 indicators declared reliable, because the value of Cronbach's Alpha is 0.951 is greater than the alpha-table is 0.600.

Feasibility test of variable driving and towing factors

Sutopo (2017 ; 179) revealed that the existing data are considered eligible for factor analysis if a series of feasibility tests have been carried out, namely through the Barllet's Test of Sphecicity, the Kaiser-Meyer Olkin test (KMO) and the Measure of Sampling Adequacy (MSA) Test.

1. Kaiser-Meyer Olkin (KMO) and Bartlett's test of Sphecicity

The results of KMO and Bartlett's Test O Sphecicity of the driving factor and the pull factor are as follows :

The results of KMO and Bartlett's Test O Sphecicity of the driving factor and the pull factor are as follows :

Table 4
KMO test and Bartlett Driving Factors

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,881
Bartlett's Test of Sphericity	Approx. Chi-Square	522,161
	Df	45
	Sig.	,000

Table 4 above shows that the value of the measurement results of Kaiser Meyer Olkin Measure of Sampling Adequacy is 0.881 meaning that the sample size meets the criteria of the variables used can be predicted and can be processed further because it has met the requirements of adequacy is more than 0.5. Furthermore, the value of Bartlett's Test of Sphericity shows a number of 522.161 with a significance level of 0.000. This result implies a correlation between variables so that in this case the chance of error in variables that are not independent of 0%.

Table 5
KMO Test and *Bartlett's* Towing Factor

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,878
Bartlett's Test of Sphericity	Approx. Chi-Square	761,092
	Df	45
	Sig.	,000

Source : Research Results, 2023

In the Kaiser Meyer Olkin Measure of Sampling Adequacy test results of the pull factor shows a figure of 0.878. This means that the existing variables have met the criteria and can be predicted and processed further because they have exceeded the number 0.5 as a condition of adequacy. Bartlett's Test of Sphericity was 761.092 with a significance level of 0.000. The results show a correlation between variables so that in this case the probability of error in variables that are not independent of 0%.

Measure of Sampling Adequacy (MSA)

MSA test used to measure the degree of correlation between variables with MSA criteria < 0.5. This is done to determine whether the sample taken is considered adequate or not (Rai Utama, 2018 ; 136). The variable is considered still predictable and can be further analyzed if the MSA value exceeds 0.5. The following are the MSA values of push and pull factors :

Table 6
MSA value of driving and pulling factors on *Anti-Image Matrics*

No	Factor	Indicator	MSA	Description
1	**Pusher**	Want to take a break from daily activities (X1. 1)	0,841	Valid
2		Want to feel relaxed and pampered (X1. 2)	0,852	Valid
3		Want to take advantage of vacation time (X1. 3)	0,872	Valid
4		Want to get away from boredom (X1. 1)	0,909	Valid
5		Want to get out of the daily routine (X2. 2)	0,935	Valid
6		Want to spend free time with friends /family (X3. 1)	0,905	Valid
7		Want to meet new people (X3. 2)	0,811	Valid
8		Find famous and instagramable photo places (X4. 1)	0,904	Valid
9		To travel as a lifestyle (X4. 2)	0,885	Valid
10		To share travel experiences with friends / family (X4. 3)	0,860	Valid
11	**Towing**	Offers a wide selection of tourist attractions (X5. 1)	0,832	Valid
12		Get a lot of travel knowledge and experience in one place (X5. 2)	0,843	Valid
13		The uniqueness of the natural scenery presented (X6. 1)	0,883	Valid
14		Daily life of Balinese people and their traditions (X6. 2)	0,944	Valid
15		Have an unspoiled atmosphere (X7. 1)	0,892	Valid

16		Have clean conditions from waste or garbage pollution (X7. 2)	0,932	Valid
17		Have cool and clean air (X7. 3)	0,886	Valid
18		There are traditional and historic buildings (X8. 1)	0,819	Valid
19		There is an interesting architecture or arrangement of tourist attractions (X8. 2)	0,861	Valid
20		There is a cafe or restaurant for a relaxing location (X8. 3)	0,942	Valid

Source : Research Results, 2023

From Table 6, it can be seen that all 20 driving and pulling factor variables received MSA values > 0.5, so in this case they are considered eligible for the MSA value standard and can be used in subsequent analyzes.

Determining the number of push and pull factors

Determination of the number of factors aims to find out how many new factors are formed from the number of variables or existing research questions (Sutopo, 2017; 182). Determination of the number of push and pull factors can be measured using the eigenvalue of each factor. Based on the eigenvalue value, only factors with an eigenvalue value > 1 are formed as new factors. The results of determining the number of push and pull factors are presented in Tables 7 and 8 below:

Table 7
Total Varience Explained Pusher Factors

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,260	52,604	52,604	5,260	52,604	52,604
2	1,195	11,947	64,551	1,195	64,551	64,551

In Table 7 above, there are two factors formed from 10 indicators of driving factors that affect Generation Z to visit Ubud Tourism Area. The two driving factors have eigenvalues greater than 1, namely : 5, 260 and 1.195 with a total initial cumulative value of 64.551. Viewed from the value of percent (%) of variance, the driving factor with the largest variation of the overall analysis results is factor – 1 (want to rest from daily activities) which is equal to 52.604% so that in this case it can be seen that the driving factor formed explains 52.604% of the total variance of driving factor variables that affect the motivation of Generation Z to visit Ubud Tourism Area.

Table 8
Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,262	62,622	62,622	6,262	62,622	62,622

Source : Research Results, 2023

Table 8 above shows that there is one factor that is formed from 10 indicators of attraction factors that affect Generation Z to visit Ubud Tourism Area. These factors have eigenvalues greater than 1, namely 6.262 with a total initial cumulative value of 62.622%. Based on the value of percent (%) of variance, it is known that the attraction factor that contributes the largest variation of the overall results of the analysis is factor – 1 (offering a diverse selection of tourist attractions) which is 62.622% % so that in this case it can be seen that the attraction factor that is formed explains 62.622% of the total variable variance of attraction factors that affect Generation Z visiting Ubud Tourism Area.

Rotation of pushing and pulling factors

Sutopo, (2017 ; 186) explained that in order to minimize the number of variables that may be formed and facilitate interpretation in Factor Analysis, factor rotation is needed. The rotation of the push and pull factors can be seen from tables 9 and 10 below :

Table 9
Driving factor matrix with rotation Varimax
Rotated Component Matrix[a]

Factor	Component	
	1	2
X1.1	**,836**	-,031
X1.2	**,839**	-,304
X1.3	**,735**	,343
X2.1	**,777**	,388
X2.2	**,683**	,391
X3.1	**,549**	,443
X3.2	,073	**,745**
X4.1	,304	**,706**
X4.2	,363	**,670**
X4.3	,242	**,800**

Source : Research Results, 2023

In Table 9 above, the analysis of the rotation factor results can be explained that all 10 driving factor variables meet the criteria because the value of the loading factor > 0.5. The results of the rotated component matrix in the table above from the 10 factors that meet the loading factor criteria are grouped into two driving factors that affect the motivation of Generation Z to visit the Ubud Tourism Area. The components of the first driving variable factor consisted of wanting to take a break from daily activities (X1.1), wanting to feel relaxed and pamper yourself (X1.2), wanting to take advantage of vacation time (X1.3), wanting to escape from boredom (X2.1), wanting to get out of daily routines (X2.2), and wanting to spend leisure time with friends/family (X3.1). The second driving factor variable consists of: want to meet new people (X3.2), looking for famous and instagramable photo places (X4.1), to travel as a lifestyle (X4.2), to tell travel experiences to friends/family (X4.3).

Table 10
Matrix of pull factors with rotation Varimax
Rotated Component Matrix[a]

Factor	Component
	1
X5.1	,763
X5.2	,819
X6.1	,748
X6.2	,724
X7.1	,820
X7.2	,799
X7.3	,877
X8.1	,831
X8.2	,817
X8.3	,699

Source : Research Results, 2023

Based on Table 10 above, 10 factors meet the loading factor criteria of more than 0.50. The components of the attraction factor are : offering a wide selection of tourist attractions (X5.1), getting a lot of knowledge and tourist experience in one place (X5.2), the uniqueness of the natural scenery presented (X6.1), daily life of Balinese people and their traditions (X6.2), having an unspoiled atmosphere (X7.1), having clean conditions from waste or garbage pollution (X7.2), having cool and clean air (X7.3), there are traditional and historic buildings (X8.1), there is an interesting architecture or arrangement of tourist attractions (x8.2), there is a cafe or restaurant for a relaxing location (X8.3).

Interpretation Of Motivating Factors

Interpretation of driving factors is done by first knowing the variables that make up the need to identify the value of the loading factor (correlation), the greater the correlation value of each driving factor, the closer the relationship between the variables with these factors. Below is the interpretation of the two driving factors that affect Generation Z visiting Ubud Tourism Area which can be explained in Table 11 below :

Tabel 11
Loading Factor New Thrusters

No.	*Factor Name*	*Variable Name*		*Eigenvalue*	*Loading Factor*	*% Variance*
.	*Relaxation and Leisure*	*X1.1*	*Want to take a break from daily activities*	*5.260*	*0,836*	*52,604%*
		X1.2	*Want to feel relaxed and pampered*		*0,839*	
		X1.3	*Want to take advantage of vacation time*		*0,735*	
		X2.1	*Want to escape from boredom*		*0,777*	
		X2.2	*Want to get out of the daily routine*		*0,683*	
		X.3.1	*Want to spend leisure time with friends/family*		*0,549*	
.	*Experiencing Something New*	*X3.2*	*Want to meet new people*	*1.195*	*0,745*	*11,947%*
		X4.1	*Find famous and instagramable photo spots*		*0,706*	
		X4.2	*To travel as a lifestyle*		*0,670*	
		X4.3	*To share the experience of*		*0,800*	

			traveling to friends/family			

Source : Research Results, 2023

Using Table 11 above, it can be explained that the two main factors consist of 10 new group variables. The new factors are named according to the variables that are divided based on the groups of two factors that are formed. This can be explained as follows:

a. the first factor

The first factor is named "Relaxation and Leisure " with an eigenvalue of 5.260. Factors Relaxation and Leisure (relaxation and leisure) consists of 6 forming factors, namely (1) want to take a break from daily activities, (2) want to feel relaxed and pamper yourself (3) want to take advantage of vacation time (4) want to escape from boredom, (5) want to get out of the daily routine (6) want to spend free time with friends/family.

b. the second factor

The second factor is named "Expereiencing Something New " which has an eigenvalue of 1.195. Factors Expereiencing Something New (looking for a new experience) consists of four factors, namely: (1) want to meet new people (2) looking for a famous photo spot and instagramable (3) to travel as a lifestyle (4) to tell the experience of traveling to friends/family.

Interpretation Of The Pull Factor

The following is the interpretation of the attraction factors that affect the motivation of Generation Z to visit the Ubud Tourism Area, which can be explained in Table 12 below :

Table 12

***Loading Factor* New Puller**

No.	Factor Name	Variable Name		*Eigenvalue*	*Loading Factor*	*% of Variance*
.	*Tourist destination environment*	X5.1	Offers a wide selection of tourist attractions	6,262	0,763	62,622
		X5.2	Get a lot of knowledge and travel experience in one place		0,819	
		X6.1	The uniqueness of the presented natural landscape		0,748	
		X6.2	Daily life of Balinese people and their traditions		0,724	
		X7.1	Has an unspoiled atmosphere		0,820	
		X7.2	Have clean conditions from waste or garbage pollution		0,799	
		X7.3	Have cool and clean air		0,877	

		X8.1	There are traditional and historic buildings		0,831	
		X8.2	There is an interesting architecture or arrangement of tourist attractions		0,817	
		X8.3	There is a cafe or restaurant for a relaxing location		0,699	

Source : Research Results, 2023

In bold 12 above, it can be explained that the ten variables that exist can be represented by one variable pull factor, namely the tourist destination environment. This variable has an eigenvalue value of 6.262 which consists of 10 forming factors, namely (1) offering a diverse selection of tourist attractions, (2) getting a lot of knowledge and tourist experience in one place (3) the uniqueness of the natural scenery presented, (4) daily life of Balinese people and their traditions, (5) having an unspoiled atmosphere, (6) having clean conditions from waste or garbage pollution, (7) having cool and clean air, (8) there are, (10) there is a cafe or restaurant for a relaxing location.

CONCLUSION

Based on the results of research that has been done, it is obtained that three factors that influence Generation Z to visit the Ubud tourism area, namely Relaxation and Leisure (relaxation and leisure), Experience Something New (getting a new experience) as two driving factors, and Tourist Destination Environment (tourist destination environment) as an attraction factor. The dominant driving factor that encourages Generation Z to visit Ubud Tourism Area is relaxation and leisure which consists of 6 forming factors, namely (1) want to rest from daily activities, (2) Want to feel relaxed and pamper yourself, (3) want to take advantage of vacation time (4) want to escape from boredom (5) want to get out of the daily routine (5) want to spend free time with friends or family. Furthermore, the dominant attraction factor that attracts Generation Z to visit the Ubud Tourism Area is to experience something new with 10 forming factors, namely (1) offering a wide selection of tourist attractions, (2) getting a lot of knowledge and tourist experience in one place (3) the uniqueness of the natural scenery presented. (4) the daily life of Balinese people and their traditions, (5) having an unspoiled atmosphere, (6) having clean conditions from waste or garbage pollution, (7) having cool and clean air, (8) there are traditional and historic buildings, (9) there is an interesting architecture or arrangement of tourist attractions, (10) there is a cafe or restaurant for a relaxing location.

REFERENCES

Kanfer, R. (1990). *Motivation theory and industrial and organizational psychology. Handbook of industrial and organizational psychology*, 1(2), 75-130.

Rai Utama, I. G. B., 2018. *Statistik Penelitian Bisnis dan Pariwisata.* Yogyakarta: Penerbit Andi.

Rai Utama, I. G. B. & Eka Mahadewi, N. M., 2012. *Metodologi Penelitian Pariwisata dan Perhotelan.* Yogyakarta: Penerbit Andi.

Rastati, Rani. 2018. *Media Literasi Bagi Digital Natives: Perspektif Generasi Z Di Jakarta*. Jurnal Teknologi Pendidikan Vol: 06/01 Juni 2018/hal: 01 – 106 Online ISSN: 2622-4283 Print ISSN: 2338-9184.

Sugiyono. 2018. *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.

Sutopo, Y. & Slamet, A., 2017. *Statistika Inferensial.* Semarang: Penerbit Andi.

Suryawardani, I. G. A. O., Wiranatha, A. S., Bendesa, I. K. G., and Antara, M. 2017. *A Structural Model of Foreign Tourists' Loyalty in Nature-based Tourism in Bali. Interna-tional Journal of Applied Business and Economic Research. 15*(19), pp. 195-214.

Woodside, A. G., Sood, S., & Miller, K. E. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, *25*(2), 97-145.