

Millennial Muslim Tourists' Motivations and Characteristics at Marawa Beach Club

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ABSTRACT

This research aimed to identify the dominant characteristics and motivations of millennial Muslim tourists visiting *Marawa Beach Club* Padang West Sumatra. Utilizing a quantitative research method, data was collected through the distribution of questionnaires. A simple random sampling technique was employed to select participants from the tourist population. The data were analyzed using quantitative descriptive analysis, with responses evaluated on a Likert scale of 1-5. Results from the questionnaires, completed by 100 respondents, highlighted distinct characteristics and motivations of millennial Muslim tourists compared to other visitor segments. This study reveals the unique appeal of *Marawa Beach Club* for this demographic. The research shows that the majority visit for leisure purposes, with women and millennials as the dominant groups. Most travelers are Muslim, in keeping with the cultural context of the region, and the majority of them have university degrees. The main occupations of visitors include business people, private employees, and content creators. Most travelers are from the province of West Sumatra and tend to visit the club multiple times. The findings provide valuable insights for tourism businesses, local authorities, and destination marketers aiming to cater to the specific preferences of millennial Muslim travelers. Additionally, this research lays a foundation for understanding evolving travel trends and informs strategies to create a more inclusive and enriching destination experience.

KEYWORDS: Muslim Millennials, Motivations, Tourist, *Marawa Beach Club*.

INTRODUCTION

In recent years, considerable research has focused on the development and impact of halal tourism, particularly in countries with large Muslim populations like Indonesia. As a nation with a predominantly Muslim demographic, with 86.9% of its population adhering to Islam (Maulana & others, 2022), Indonesia has emerged as a prominent player in the global halal tourism sector. In 2019, Indonesia achieved the top position as the Best Halal Tourism Destination worldwide, according to the Global Muslim Travel Index (GMTI), outshining 130 other

countries (Faraudis et al., 2019). This success underscores Indonesia's commitment to catering to Muslim travelers through well-developed halal-friendly amenities and services. By 2022, Indonesia retained a strong position, ranked second by GMTI, surpassing other notable destinations such as Saudi Arabia, Turkey, and the United Arab Emirates (Mandalia & Hidayat, 2022). This ongoing recognition highlights the effectiveness of Indonesia's strategies in enhancing its appeal as a halal tourism destination, driven by comprehensive evaluations of accessibility, communication, environment, and services tailored to Muslim tourists.

The percentage of Muslim travelers indicates the market size and potential demand for halal tourism services. It provides a foundational understanding of the market size and demand for halal tourism services. This data is crucial for customizing services, making strategic investments, guiding marketing efforts, benchmarking performance, and formulating supportive policies. Ultimately, it helps *Marawa Beach Club* and similar destinations effectively cater to the needs and preferences of millennial Muslim tourists, thereby enhancing their overall experience and satisfaction.

Travelers' decisions on what to see, where to go, what to do and what not to do, and how to combine tourism with other activities are all influenced by their thoughts and opinions about tourism (Fakhrudin & Salim 2023). Tourist motivations are largely reflective of leisure activities and interests (Bideci & Albayrak, 2016). Thus, understanding motivations helps to understand many behavioral aspects of tourists (Prebensen et al., 2013). Motivations for traveling vary for everyone. According to Pitana and Gayatri (Muksin, 2018), tourists' motivations can be grouped into four major categories: physical or physiological motivation, cultural motivation, social or interpersonal motivation, and fantasy motivation. The motivations of these tourists often include seeking leisure activities that are compliant with Islamic values, such as modesty, halal food, and family-friendly environments.

This alignment directly relates to the principles of halal tourism, which aims to provide services and experiences that adhere to Islamic guidelines. In Halal tourism, the few studies that have been dedicated to tourist loyalty have revealed that tourist experience with Halal products and services during traveling is an important factor in determining tourist loyalty and other loyalty drivers (Al-Ansi & Han, 2019; Eid & El-Gohary, 2015; Rahman et al., 2020).

Among the prominent tourist growth segments, 'Millennials' or 'Generation Y' are names for those who were born between the 1980s and 2000, and are known to be the key prospects for the tourism industry globally (Handriana et al., 2020; Ketter, 2020). Youth travel is an important segment of the global tourism market, accounting for an estimated 23% of all international travel arrivals (UNWTO, 2016). The main drivers of this segment are Millennials or young people born between around 1980 and 1996. There has been a lot of research on the consumption patterns of Millennials, but usually, they are treated as a relatively homogenous group, with shared values and behavior (Richards & Morrill., 2020). One might expect, however, that Millennials from different parts of the world will differ in terms of their motivations and travel behavior (Richards & Morrill., 2020).

Like other Millennials, Muslim Millennials travel more compared to other generations (Oktadiana et al., 2020). Millennial Muslim tourists are assumed to be a subset of Millennial travelers who have additional specific requirements, interests, and decision-making styles related to their traveling. Therefore, Millennial Muslims can be viewed as a unique group with specific needs, characteristics, motivations, and expectations in their traveling (Suhartanto, 2022). Unlike previous Muslim generations, Muslim Millennials are digital natives and often share their experiences and opinions openly on the internet, especially through social media (Sari Dessy et al., 2020). Then, when viewed in terms of expenditure, millennial Muslims are the group that is ready to pay more to travel (Khairunnisah & Mulyono, 2020). Apart from traveling two to five times every year, traveling for them is not just for traveling, but is often regarded as an opportunity for self-development, looking for superior experiences compared to others (Prodjo, 2017).

Indonesian tourism is the country's third-largest foreign exchange contributor (Herdiawan et al., 2018) since Indonesia has tourism potential as a main attraction, such as natural and cultural riches, which can attract tourists from all over the world (Wijayanti et al., 2024). West

Sumatra is one of the destinations for Muslim tourists. This province has won prestigious awards in the World Halal Tourism Award 2016. West Sumatra has 57 halal-certified food and beverage outlets and thousands of self-claimed halal restaurants that do not serve alcohol or pork dishes, Muslim visitor guides, Muslim-friendly education, and access to worship facilities for Muslims that are relatively evenly distributed, including public facilities such as airports. (KNEKS, 2020). The province has received three awards: World's Best Halal Destination, World's Best Halal Tour Operator, and World's Best Halal Culinary Destination (Subarkah et al., 2020).

West Sumatra, a province in Indonesia, boasts a diverse array of tourist attractions, including natural, educational, and religious sites. The magnitude of the potential of tourist attractions in West Sumatra Province can be seen from the existence of tourist attractions (Mandalia, 2023). Its beaches, stretching from the coastal areas of Pesisir Selatan to the bustling shores of Padang, are among its most renowned natural attractions and consistently draw large crowds. In 2021, the Central Bureau of Statistics (BPS) reported that West Sumatra welcomed 376,534 domestic tourists, highlighting the region's appeal as a top travel destination. (Badan et al., 2021).

Recently, a beach club has been established in West Sumatra. This trend is popular among the young generation and tourists who seek a place for social media selfies and to appreciate the beauty of the beach and the enchanting waves, enjoy alcoholic and non-alcoholic drinks, and taste a variety of foods. *Marawa Beach Club* stands out as a favored tourist destination for both the youth and adults of Padang, West Sumatra. As a part of the vibrant tourism landscape in West Sumatra, *Marawa Beach Club* has become increasingly popular among millennial Muslim tourists seeking a relaxing and enjoyable vacation that aligns with their cultural and religious values. Located along Air Manis Beach, just a thirty-minute drive from the city center, the club benefits from Padang's pristine and well-maintained shoreline, enhancing its allure. *Marawa Beach Club* also draws a substantial number of local visitors from surrounding areas, further boosting its popularity. Central to its promotional strategy is the involvement of its founder, Raffi Ahmad, a renowned Indonesian artist with significant appeal among millennials and children. A noteworthy aspect of Raffi Ahmad's establishment of the *Marawa Beach Club* is his familial connection to Padang, stemming from his wife's Padang or Minangkabau heritage.

Marawa Beach Club introduces a fresh perspective to tourism in West Sumatra by offering entertainment, recreational areas, and diverse culinary experiences. Visitors can unwind amidst the serene backdrop of a well-maintained beach, away from the urban hustle. Officially opened on May 12, 2022, *Marawa* Beach Club functions as an entertainment venue providing music, food, and beverages, akin to a pub or bar. Traditionally, the concept of a beach club may seem incongruent with Islamic principles. While activities such as photography and enjoying both alcoholic and non-alcoholic drinks are commonplace, some, like parties with music, conflict with Islamic law. This observation underscores a significant research gap in understanding how religious and cultural values intersect with contemporary travel preferences among millennial Muslim tourists visiting *Marawa* Beach Club in Padang, West Sumatra. While existing literature on millennial travel behavior is expanding, there remains a notable scarcity of research specifically exploring the motivations and experiences of Muslim millennials in distinctive destinations like *Marawa* Beach Club.

Therefore, this research provided new scientific treasures for the development of Sharia, Halal, and Muslim-friendly tourism in the future, so in the end, to provide boundaries for the discussion in this study, three identified topics discussed in this study. First, to gather detailed information relating to the age, gender, religion, educational background, and other relevant demographic factors of millennial Muslim travelers visiting *Marawa* Beach Club Padang. Second, to investigate the main reasons why millennial Muslim travelers choose *Marawa* Beach Club as their destination. This includes motivations such as leisure, relaxation, cultural interests, and religious considerations. Furthermore, the existing research often emphasizes general millennial travel preferences without delving deeply into the cultural and religious aspects that might influence their choices. The study could benefit from a more comprehensive exploration of how Islamic principles, halal amenities, and cultural considerations interact with beach tourism experiences.

By addressing this gap, the analysis could provide valuable insights for both the tourism industry and researchers, aiding in the development of tailored strategies to cater to the preferences of millennial Muslim tourists and enhancing their overall travel experiences at *Marawa* Beach Club and similar destinations.

METHODOLOGY

This type of research is quantitative research. This

research is based on factual data, which research data is in the form of numbers that can be measured using statistics as a tool for calculation tests related to the problem being studied to produce a conclusion (Sugiyono, 2016). The population in this study is all visitors of *Marawa* Beach Club Padang tourism destination. The sample itself is a large part of the population with characteristics. If the population is large, the researcher can only study some things (Sugiyono, 2016). According to Sugiyono (2019), two standard sampling methods are used when the population size is unknown, namely using the Slovin and Isaac and Michael formulas. The researcher used the simple random sampling method to determine the sample. In this study, a sample of 100 people was taken.

Instruments are needed to collect data in quantitative research (Sugiyono, 2014). The instrument is a tool for measuring and observing that can produce quantitative data. Research instruments measure the value of the variables under study. In this study, a single variable with four indicators measured is used, they are physical or physiological motivation, cultural motivation, Social motivation, and fantasy motivation. In this study, the researcher used a questionnaire as a research instrument with a Likert scale of measurement (Sugiyono, 2014). The questionnaire with the Likert scale statements was distributed to a sample of millennial Muslim tourists who have visited *Marawa* Beach Club. Respondents were instructed to rate each statement based on their level of agreement or disagreement, reflecting their motivations for visiting *Marawa* Beach Club. It provides quantifiable measures of subjective experiences, facilitating statistical analysis. The Likert scale can capture a wide range of motivations and can be adapted to include more or fewer statements as needed. The Likert scale measures a person's or a group's attitudes, opinions, and perceptions about social phenomena. From this understanding, the social phenomenon referred to is the variable in the study. The form of the assessment score using the Likert scale can be seen in the table below:

Table 1. Likert Scale Assessment Score

No	Alternative Answer	Symbol	Score Rating
1.	Strongly Agree	Ss	5
2.	Agree	S	4
3.	Neutral	N	3
4.	Disagree	T	2
5.	Strongly Disagree	St	1

Source: Sugiyono (2014)

In this study, the researcher used the descriptive analysis method. Descriptive analysis is a method used to describe or analyze research results, but it is not used to draw broader conclusions. The descriptive analysis method analyzes data by describing or depicting the collected data without intending to draw conclusions that apply to the general population or generalize (Sugiyono, 2019). In this study, the researcher used validity and reliability tests and descriptive hypothesis testing using IBM SPSS 2.6 software to analyze the data.

A validity test is used to ensure that the questionnaire measures what it is supposed to measure (Tiira, K., & Lohi, H. 2014). In SPSS, validity can be assessed through content validity and construct validity. Content validity is usually evaluated through expert judgment rather than statistical tests but can be supplemented by checking the correlation matrix between items in SPSS to ensure that the items in each indicator correlate well with each other.

Reliability tests assess the consistency of the questionnaire. In SPSS, reliability can be assessed using Cronbach's Alpha, which measures the internal consistency of the items within each indicator. The steps are to navigate to Analyze > Scale > Reliability Analysis, select items for each indicator, and ensure Cronbach's Alpha is above 0.7 for good internal consistency.

Descriptive statistics provide a summary of the data. In SPSS, this involves calculating the mean, median, mode, and standard deviation by navigating to Analyze > Descriptive Statistics > Frequencies or Descriptives and selecting the variables to be analyzed. Additionally, frequency distributions can be found under Analyze > Descriptive Statistics > Frequencies.

Hypothesis testing helps determine if there are significant relationships or differences in the data. Appropriate tests in SPSS include correlation analysis to test the relationship between demographic characteristics and motivation, multiple regression analysis to test how well demographic characteristics predict different types of motivation, and ANOVA (Analysis of Variance) to test for differences in motivation across different demographic groups.

By using these statistical tests in SPSS, researchers can ensure the validity and reliability of their questionnaires and conduct descriptive hypothesis testing to analyze the characteristics and motivations of millennial Muslim tourists at *Marawa Beach Club Padang*. These methods

provide robust data analysis, supporting the research objectives and hypotheses.

RESULTS

Numerous prior studies have delved into the analysis of tourist characteristics and motivations, with one noteworthy example being the research conducted by (Cupian et al. 2021) in their journal article titled "Analysis of Factors Affecting Public Interest in Visiting West Sumatra Halal Tourism (Case Study of Indonesian Millennial Muslim Travelers)." Parallels can be drawn between this research and the present study, as both employ quantitative methodologies to present their respective datasets. However, a distinction emerges: the former research scrutinized either tourists or the public as its subjects, while our study exclusively focused on millennial Muslim tourists. It is also important to note that while the former research encompassed the broader region or halal tourist attractions within the entirety of West Sumatra province, our study narrowed its scope to a more specific locale—the *Marawa Beach Club* in Padang. With this context in mind, the ensuing sections expound upon the outcomes gleaned from our research conducted at *Marawa Beach Club, Padang*.

The results of the study on the characteristics and motivation of Millennial Muslim tourists visiting *Marawa Beach Club* in Padang, West Sumatra provide valuable insights into the factors that drive this demographic's travel decisions. The discussion of these results reveals several noteworthy findings and their implications.

1. Characteristics of *Marawa Beach Club Padang* Tourists

From the research, the characteristics of respondents can be known based on the type of travel, gender, age, religion, education level, occupation, tourist's origin region, and frequency of visiting. The following are the results of the respondent data description based on each characteristic:

Table 2. Demographic Characteristics of Millennial

	Data	Number	Percentage
Based on the type of travel	Recreation	55	55%
	Visiting family/friend	7	7%
	Business trip	35	35%
	Religious trip	2	2%
	Health trip	1	1%

	Total	100	100%
	Data	Number	Percentage
Based on Gender	Male	35	35%
	Female	65	65%
	Total	100	100%
	Data	Number	Percentage
Based on Age	16 - 20 Years old	0	0%
	21 - 25 Years old	10	10%
	26 - 30 Years old	31	31%
	31 - 35 Years old	22	22%
	36 - 40 Years old	27	27%
	> 40 Years old	10	10%
Total	100	100%	
	Data	Number	Percentage
Based on Religion	Muslim	100	100%
	Total	100	100%
	Data	Number	Percentage
Based on Education Level	High School	9	9%
	Diploma	6	6%
	Bachelor's degree	70	70%
	Master's degree	15	15%
	Ph.D. degree	0	0%
Total	100	100%	
	Data	Number	Percentage
Based on Occupation	Student	1	1%
	Civil servant	3	3%
	Entrepreneur	40	40%
	Content Creator	30	30%
	Teacher/lecturer	3	3%
	Farmer	0	0%
	Private employee	20	20%
	BUMN	2	2%
	Others	1	1%
	Total	100	100%
	Data	Number	Percentage
Based on Tourist's Origin Region	From West	75	75%
	Sumatera Province	25	25%
	Outside West	25	25%
	Total	100	100%
	Data	Number	Percentage

Based on the Frequency of Visiting	First Time	50	50%
	Two times	26	26%
	Three times/more	24	24%
	Total	100	100%

2. Motivations of Millennial Muslim Tourists Visiting *Marawa Beach Club Padang*

Based on the data processing of respondent answers from one variable, specifically tourist motivation, which were obtained through the distribution of questionnaires to 100 respondents and subsequently processed using the SPSS 2.6 application, the results can be described in detail as follows:

2.1 *Psychal Motivation*

The study unequivocally establishes that physical motivation significantly influences tourist behavior, with respondents indicating a strong preference for activities that involve physical engagement, relaxation, and wellness. By employing a detailed measurement instrument with five specific indicators, the research provides a comprehensive assessment of how physical aspects impact tourists' travel choices, thereby confirming the essential role of physical motivation in shaping their overall travel experiences. The findings assert that physical motivation is a critical factor in tourism decision-making, with a substantial number of respondents highlighting its importance. The nuanced analysis of various dimensions of physical motivation—ranging from the pursuit of physical health to the enjoyment of adventurous activities—underscores its integral role in tourists' preferences and behaviors, thereby reinforcing the need for destinations to cater to these physical aspects to enhance visitor satisfaction and engagement.

Physical Motivation is an important aspect of tourist behavior, and it has been carefully measured in this study. The number of statements with physical motivation indicators included in the instrument totals five items. These items are designed to capture various dimensions of physical motivation among tourists. Respondents were provided with a range of answer choices to reflect their level of agreement with each statement. The options available were: strongly agree, agree, neutral, disagree, and strongly disagree. This approach allows for a nuanced understanding of the physical motivation of tourists, encompassing aspects such as the desire for physical activity, the pursuit of relaxation and rejuvenation, the need for physical health and wellness, the enjoyment of outdoor and adventurous activities, and the overall

importance of physical experiences in their travel decisions. By analyzing these responses, we can gain a comprehensive insight into the physical motivation driving tourists in their travel choices.:

Table 3. Summary of Respondent's Answer to the Physical Motivation Questionnaire:

Questio naire	ST		T		N		S		Ss		Mea n		
	N	%	n	%	n	%	n	%	N	%			
X1.1	1	1.0	2	2.0	3	3.0	4	4.0	5	5.0	4.20		
X1.2	0	0.0	1	1.0	1	1.0	15	15.0	4	4.0	37	37.0	4.06
X1.3	0	0.0	3	3.0	3	3.0	17	17.0	5	5.0	29	29.0	3.99
X1.4	0	0.0	6	6.0	6	6.0	17	17.0	4	4.0	28	28.0	4.09
X1.5	1	1.0	1	1.0	1	1.0	13	13.0	5	5.0	27	27.0	3.98

Source: The research data source was processed using SPSS26.0 software in 2023

Based on the table above, there are five statement items regarding social motivation answered by 100 respondents. These items aim to capture various aspects of social motivation among the respondents. The statement that says, "A place to escape from all social problems that I face every day," emerged as the most dominant in expressing social motivation, receiving the highest average value of 4.20. This indicates that many respondents strongly agree that visiting such places serves as an important refuge from their daily social challenges. Conversely, the statement, "By visiting Marawa Beach Club Padang, I have increased my prestige and reputation among my friends," received the lowest average value of 3.87. This suggests that fewer respondents view the enhancement of prestige and reputation among friends as a primary social motivator for their visit. The analysis of these responses provides valuable insights into the social motivations influencing tourists, highlighting the importance of escapism over social prestige in this context.

2.2 Cultural Motivation

Tourist cultural motivation refers to the reasons why individuals visit destinations to experience and engage with the cultural aspects of a place. When it comes to Marawa Beach Club in Padang, cultural motivation can play a significant role in attracting visitors.

Table 4. Summary of Respondent's Answer to the Cultural Motivation Questionnaire

Questi onair e	ST		T		N		S		Ss		Mea n		
	N	%	n	%	n	%	n	%	N	%			
X2.1	0	0.0	2	2.0	19	19.0	5	5.0	8	8.0	21	21.0	4.06
X2.2	1	1.0	2	2.0	19	19.0	4	4.0	6	6.0	3	3.0	4.09
X2.3	1	1.0	3	3.0	15	15.0	4	4.0	8	8.0	3	3.0	4.10
X2.4	0	0.0	1	1.0	19	19.0	4	4.0	9	9.0	3	3.0	4.13
X2.5	0	0.0	0	0.0	18	18.0	5	5.0	1	1.0	3	3.0	4.14

Source: The research data source was processed using SPSS26.0 software in 2023

Based on the table above, five statement items regarding cultural motivation were answered by 100 respondents. These items were designed to assess various aspects of the respondents' cultural motivations for visiting Marawa Beach Club Padang. It is known that most respondents generally agreed with the questions asked, indicating a strong cultural interest in their visit to the club. The statement, "I want to see the cultural performances at Marawa Beach Club Padang," emerged as the most dominant, with an average value of 4.14. This high average value suggests that the opportunity to witness cultural performances is a significant motivating factor for many visitors, highlighting the importance of cultural attractions in their decision to visit the beach club.

In contrast, the statement with the lowest average value, "I want to experience traditional Minangkabau ceremonies at Marawa Beach Club Padang," still received a relatively high average value of 4.06. Although it was the lowest among the five statements, this value still reflects a strong interest in cultural experiences. This indicates that even the least dominant cultural motivation statement was still highly rated by respondents, underscoring the overall importance of cultural engagement to the visitors.

These responses provide valuable insights into the cultural motivations of tourists, suggesting that cultural performances and traditional ceremonies have the potential to be key attractions at Marawa Beach Club Padang. The data implies that incorporating and promoting these cultural elements can significantly enhance the appeal of the beach club to culturally motivated tourists, thereby enriching their overall

experience and satisfaction.

2.3 Social Motivation

Social motivation refers to the reasons related to social interactions and status that drive individuals to visit certain destinations. For Muslim millennial tourists visiting Marawa Beach Club in Padang, social motivation can be particularly significant.

Table 5. Summary of Respondent's Answer to The Social Motivation Questionnaire

Question naire	ST		TS		N		S		Ss		Mean
	n	%	n	%	n	%	n	%	N	%	
X3.1	1	1.0	1	1.0	1	16.4	4	47.0	3	35.0	3.95
X3.2	1	1.0	3	3.0	1	16.4	4	49.0	3	31.0	4.20
X3.3	2	2.0	1	1.0	11	14.0	4	45.0	2	28.0	4.12
X3.4	0	0.0	3	3.0	2	21.0	5	54.0	2	22.0	3.87
X3.5	2	2.0	7	7.0	2	20.0	4	45.0	2	26.0	3.77

Source: The research data source was processed using SPSS26.0 software in 2023

Based on the detailed analysis presented in the table above, it is evident that there are five distinct statement items related to social motivation that were diligently responded to by a total of 100 respondents. These statements were strategically crafted to gauge the various dimensions of social motivation influencing their decision to visit Marawa Beach Club Padang. Among these statements, the one asserting "*a place to escape from all social problems that I face every day*" emerges as the most prominently endorsed expression of social motivation, achieving an impressive average value of 4.20. This substantial rating underscores the significance of seeking respite and solace from everyday social challenges as a compelling motive for visiting the beach club.

Conversely, the statement proclaiming "*By visiting Marawa Beach Club Padang, I have increased my prestige and reputation among my friends*" garnered the lowest average value of 3.87. This suggests that while some respondents may consider social status enhancement a factor in their visitation decision, it holds less sway compared to the desire for personal relaxation and escape.

These findings highlight the nuanced motivations driving

tourists to Marawa Beach Club Padang, emphasizing the profound importance of providing an environment that caters not only to leisure and relaxation but also to the alleviation of social pressures. By comprehensively understanding and responding to these motivations, the beach club can effectively enhance its appeal and ensure a fulfilling experience for all visitors seeking diverse social and personal benefits.

2.4 Fantasy Motivation

Fantasy motivation for Muslim tourists visiting Marawa Beach Club in Padang revolves around the desire to escape into an idealized or imagined experience that differs from their everyday reality. Marawa Beach Club offers a picturesque and serene environment that allows visitors to detach from the stresses of daily life. The fantasy of escaping to a tranquil beach setting, away from urban hustle and bustle, appeals to those looking for relaxation and rejuvenation.

Table 6. Summary of Respondent's Answer to the Fantasy Motivation Questionnaire

Question naire	ST		T		N		S		S		Mean
	N	%	n	%	n	%	n	%	n	%	
X4.1	2	2.0	7	7.0	1	14.0	4	44.0	3	33.0	3.95
X4.2	2	2.0	5	5.0	1	17.0	4	48.0	2	28.0	4.20
X4.3	0	0.0	2	2.0	1	12.0	5	50.0	3	36.0	4.12
X4.4	1	1.0	5	5.0	1	10.0	4	49.0	3	35.0	3.87
X4.5	2	2.0	2	2.0	2	26.0	4	47.0	2	23.0	3.77

Source: The research data source was processed using SPSS26.0 software in 2023

Based on the comprehensive analysis provided in the table above, it is evident that the survey encompassed five distinct statement items about fantasy motivation, meticulously responded to by a total of 100 respondents. These statements were strategically formulated to discern the varied dimensions of fantasy motivation influencing their decision to visit Marawa Beach Club Padang.

Among these statements, the assertion "*I want to enjoy the beautiful view with the beach as a background*" emerged as the most prominently endorsed expression of fantasy

motivation, garnering an impressive average value of 4.20. This substantial rating underscores the allure of seeking aesthetic pleasure and tranquility in a picturesque beach setting, reflecting a desire among respondents to escape into an idyllic environment away from everyday stressors.

Conversely, the statement "*Visiting Marawa Beach Club Padang allows me to enjoy entertainment through various games which bring back my childish nature and take a break from various serious matters*" received the lowest average value of 3.77. This suggests that while some respondents may appreciate recreational activities as part of their fantasy experience, they hold less influence compared to the desire for serene natural beauty and relaxation.

3. Dominant Motivation of Millennial Muslim Tourists Visiting Marawa Beach Club Padang

After knowing and proving that millennial Muslim tourists' motivations to visit *Marawa Beach Club Padang* are physical, cultural, social, and fantasy, the researcher wants to see which Motivation is the most dominant driving force for millennial Muslim tourists to visit *Marawa Beach Club Padang*. Given these results, it is evident that *Marawa Beach Club's* cultural elements play a crucial role in attracting this demographic, and thus, enhancing and emphasizing these cultural features could further strengthen the club's appeal to millennial Muslim tourists. The total score of the answers obtained from 100 sample people can be seen in the following diagram:

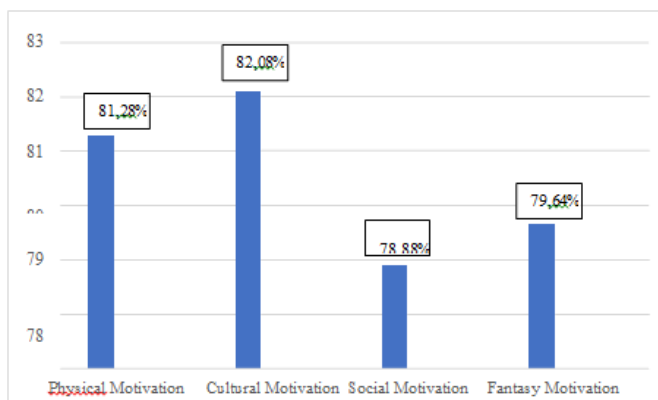


Figure 1. Analysis Descriptive Diagram

Source: The research data source was processed using SPSS 26.0 software in 2023

Based on the above Descriptive Analysis results, the following statements can be concluded: The variable of Tourist Motivation with the highest score is cultural Motivation at (2.552) or 82.08%. Based on this value, it can be decided that cultural Motivation is the main factor that makes millennial Muslims consider visiting *Marawa*

Beach Club Padang. Based on the data obtained in the field, cultural Motivation is the most dominant driving factor; millennial Muslim tourists are interested in visiting because they want to know, witness, and experience the culture or customs of a beach club.

DISCUSSION

The findings from the analysis of *Marawa Beach Club* reveal that the integration of local cultural elements with diverse culinary offerings plays a pivotal role in enhancing the overall visitor experience. The use of black bamboo in the architecture not only reflects the Minangkabau cultural heritage but also demonstrates a practical solution for earthquake-prone regions, combining aesthetic value with functionality. Additionally, the broad range of food options, from Indonesian to international cuisines, caters to various tastes and preferences, emphasizing the importance of gastronomic diversity in attracting and satisfying visitors. This convergence of local cultural aesthetics with global culinary trends underscores the *Marawa Beach Club's* success in creating a unique and appealing destination. It asserts that blending cultural authenticity with versatile food offerings significantly enhances the attractiveness and competitiveness of tourism venues, making them more appealing to a broader audience.

A Beach Club originated from 'beach' and 'club,' an entertainment venue offering music, food, drinks, and more. Therefore, the location of a Beach Club is typically by the beach, and more specifically, the *Marawa Beach Club* is located on Air Manis Beach. Visitors can enjoy the beauty of the beach while being entertained. Like most Beach Clubs, the *Marawa Beach Club* has a swimming pool that overlooks the beach. There are plenty of comfortable chairs by the pool for lounging while enjoying the sound of the waves crashing and the beautiful palm trees.

The *Marawa Beach Club* embodies the Minangkabau cultural concept at the main building. The architecture adopts the design of the Rumah Gadang, using black bamboo as the primary material. The use of this material is not without reason but rather because it is the best building material for earthquake-prone areas such as Padang. Duwastudio, the architectural designer who designed the *Marawa Beach Club*, stated that black bamboo was the primary material because it has good flexibility, making it suitable for buildings in earthquake-prone areas like Padang. In addition, bamboo has high artistic value and is environmentally friendly.

The food served is also varied, ranging from snacks to heavy meals. The menu is more comprehensive than dishes from more than one country. However, it includes Indonesian food, Italian food such as pasta and pizza, and American food such as hot dogs, burgers, and other options. The price range for food starts from IDR 35,000 to IDR 220,000, while drinks start from IDR 20,000 to IDR 50,000. The options include coffee, tea, mocktails, smoothies, milkshakes, juices, soft drinks, and mineral water. In a destination, the convergence or divergence of local and international cooking techniques significantly impacts visitors' gastronomic experiences (Anas & Hasan, 2023).



Figure 2. *Marawa Beach*
 Source: Researcher Documentation

The characteristics of tourists are a way of someone's behavior in response to the use and utilization of tourism service products (March & Woodside: 2005). In this research, there are several characteristics observed to determine the characteristics of tourists who visit *Marawa Beach Club Padang* taken from 100 people as respondents. The characteristics of tourists observed include the type of travel, gender, age, religion, highest education, occupation, tourist's origin, and frequency of visits.

Based on the statistical tests conducted, it can be concluded that most tourists visit *Marawa Beach Club Padang* for recreational purposes, as shown by the data indicating that 55% of respondents travel for recreation, 7% travel to visit family/friends, 35% travel for business, 2% travel for religious purposes, and only 1% of tourists visit *Marawa Beach Club* for health purposes, which is the smallest number. Based on gender, the respondents were 35 men (35%) and 65 women (65%), indicating that female tourists dominate visits to *Marawa Beach Club Padang* among the 100 sampled individuals.

In this research that used 100 respondents, tourists aged between 21 and 40 dominated the answers. Thus, from the data obtained, most respondents are millennials born between 1980 and 2000. From the answers of the 100 respondents, it can be seen that all of them are Muslims, indicating that the characteristics of tourists' religion suit

this research. This research also observes the characteristics of tourists based on their highest education level. From the answers of 100 respondents, it can be seen that most respondents have an undergraduate degree (S1), 70 people (70%). Nine respondents (9%) have a high school education, and the fewest respondents have a diploma degree, only six people (6%). Meanwhile, no respondents hold a doctoral degree (S3).

Regarding respondents' professions, the most significant proportion of respondents is private employees, with 25 people (20%), followed by civil servants at 3%, entrepreneurs at 40%, content creators at 30%, and teachers/lecturers at 3%. Tourists who work for state-owned enterprises (BUMN) account for 2%, while farmers are the least represented with 0 respondents. Five respondents (5%) chose a profession outside the options given in the questionnaire. The region of origin of the 100 respondents in this study is categorized into two: tourists from West Sumatera province and outside West Sumatera province. From the answers of the 100 respondents, it is known that 75 tourists (75%) come from West Sumatera province, while 25 respondents (25%) come from outside West Sumatera province.

The frequency of visits by tourists to *Marawa Beach Club Padang* in this study is divided into three categories: tourists who have visited once, tourists who have visited twice, and those who have visited three or more. Based on the answers of 100 respondents, the results showed that 50% of respondents had visited twice, 26% had visited three times or more, and 24% were first-time visitors to *Marawa Beach Club Padang*.

After conducting the hypothesis test and obtaining the results of the descriptive hypothesis test using the Run Test method with the help of SPSS version 26 above, it can be seen that the Asymp Sig values for each variable indicator test, namely physical Motivation, cultural Motivation, social Motivation, and fantasy motivation, are more significant than 0.05, so it can be stated that the Ho hypothesis is accepted, which means that physical Motivation, cultural Motivation, social Motivation, and fantasy motivation are the drivers of millennial Muslim tourists visiting *Marawa Beach Club Padang*.

From the statement above, it can be said that the results of this study are similar to relevant research conducted by Fani Purwati in 2020 with the title of "Motivation of Tourists Visiting Pantai Indah Sergang Dabo Singkep." The study used the same theory as this study, but the researcher divided tourist motivation into two categories:

intrinsic and extrinsic factors. This supports the theory of (Pitana, et al, 2005) that tourist motivation for travel includes physical, cultural, social, and fantasy motivation.

Marawa Beach Club is different from other beach clubs that are more liberal regarding dress etiquette, food and drinks served, and performances held since the province of West Sumatra is still steeped in Islamic culture and Sharia law. From the results of this study, when compared to Purwati's (2016) study entitled "Tourist Motivation to Visit Pantai Indah Sergang Dabo Singkep," using the same theory, the dominant Motivation for tourists visiting was physical. This supports the theory of Pitana (Gayatri,2005) that tourist motivation for travel includes physical, cultural, social, and fantasy motivation.

The present study was constrained by a limited sample size, comprising solely 100 participants from *Marawa* Beach Club Padang, potentially impacting the generalizability of the results to additional tourist destinations or demographic categories. Moreover, the study's dependency on self-reported information could introduce biases that might impact the precision of the responses. To overcome these constraints, forthcoming research should contemplate enlarging the sample size and encompassing a broader spectrum of tourist profiles to bolster the strength of the results. Additionally, incorporating mixed-methods methodologies, such as qualitative interviews, could offer more profound insights into tourist motives and preferences. Suggestions for *Marawa* Beach Club entail capitalizing on the recognized preferences of millennial Muslim travelers by enriching cultural and recreational offerings and examining targeted marketing strategies to allure a wider audience while upholding its culturally respectful ambiance.

CONCLUSIONS

Based on the research conducted, which involved collecting, processing, and analyzing data, several key conclusions about the characteristics and motivations of millennial Muslim tourists visiting *Marawa* Beach Club Padang were drawn. The findings indicate that millennial Muslim travelers are primarily motivated by cultural experiences, along with physical, social, and fantasy elements. These insights are not only relevant to *Marawa* Beach Club and the broader Padang area but also offer valuable guidance for other tourism businesses aiming to attract millennial Muslim tourists. The study underscores the importance of aligning tourism offerings with the preferences of this demographic, highlighting *Marawa* Beach Club's unique position due to its adherence to

Islamic cultural values and Sharia law. However, this study was limited by its sample size and geographical scope, which may affect the generalizability of the findings. Future research should include a larger and more diverse sample and explore additional regions to confirm these trends. Recommendations for tourism businesses include enhancing cultural and recreational offerings and adapting marketing strategies to appeal to millennial Muslim tourists, thereby creating more inclusive and engaging travel experiences.

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