

The Indonesian Tourists' Intention, Motivations, and Preferences in the Hotel Industry During the Covid-19 Pandemic.

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Abstract

This study employs sequential design techniques to gain a better understanding of the intention, motivations, and preferences of Indonesian tourists when deciding on accommodation during the Covid-19 pandemic. Data was gathered through a review of some literatures, as well as online questionnaires and interviews. Respondents who met certain criteria, such as those who used hotel facilities during the pre-Covid-19 pandemic in Indonesia, were included in the research sample. Descriptive statistics and qualitative were used to analyze the data. According to the findings, even in the midst of the Covid-19 pandemic, 94 percent of respondents are still interested in using hotel facilities. Their primary motivation is to find a new environment in which to spend time with their families, followed by business assignments and the need for large spaces for special occasions such as weddings or exhibitions. The findings also reveal respondents' preferences for specific components of accommodation, particularly in the aspects of Product, Price, Place, Promotion, People, Physical Evidence, Process, and Partnership, or the marketing mix. However, in this Covid-19 pandemic situation, customers' primary concerns are cleanliness, health, safety, and environmental sustainability (CHSE). This article could contribute to hotel professionals reform marketing strategies based on customers' motivation and preferences, as well as future research on marketing mix theory and consumer behaviour, particularly during a pandemic.

Keywords: Hotel industry, intention, motivation, preference, Covid-19
