

City Community Interest in Staying at Homestay of the Rural Tourism in Indonesia

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Abstract:- The tendency of urban communities to choose destinations for relaxation, having fun, resting and so on, rely on the concept of "back to nature" and often the accommodations provided are homestays, especially in rural tourist destinations. The visitor will visit rural tourism if the tourism attractions in the village are interesting and unique, the distance is easy to reach, the village facilities or the carrying capacity of tourism is adequate, the village has a belief system and culture, and the availability of ideal infrastructure. Therefore this research is looking at the urban communities perspective as an Observer, their Motives and Interest in staying at Homestay.

The research method used in this research is descriptive research with a quantitative approach on a social media-based survey with 707 respondents using probability sampling. Data processing methods used are validity, reliability and statistical descriptive testing.

Result of the research mostly Y generation (42.6%), women (58.8%), worked as employees / employees (45.3%) and they are travel twice a year (36.4%) to a preferable destinations in Indonesia (78.9%) which is the beach as their first choice for visited tourist destinations (35%). Reliability Test and Validity Test of each item questionnaire declared reliable and valid. The overall respondents feels the homestay condition and cleanliness as in the attractive category (2.9.) Respondents also expressed interest in staying in homestays in the village with Transactional Interest (3.0).

The results of the relationship between perception and interest in staying at a homestay is high (59.2%). This shows the situation that an interesting perception about homestay is able to influence the interest of respondents to stay.

Keywords:- Homestay, Perspective, Interest and generation.

I. INTRODUCTION

The tendency of urban communities to choose destinations for relaxation, having fun, resting and so on, they look forward for the concept of "back to nature" [1]. Various attractions such as national park, waterfalls, villages and mountains become an option. Sometimes the accommodations provided by the places of interest available are homestays, especially in rural tourist destinations. For tourists who are on vacation, they look for a different sensation, not just enjoying the beauty and pleasure in tourist attractions, staying at a homestay becomes a sensation experience that is difficult compared to when choosing a hotel. In addition to offering lower prices, homestays also provide tourists the opportunity to get to know more of the local culture, the habits of residents who live around the destination and they can interact with fellow guests and residents. Some tourists tend to choose based on comfort and facilities.

Along with the desire of people on vacation to enjoy nature and things that are nature, rural tourism develop homestay that initially come with the concept of homesharing, but with the aim of providing privacy and comfort for guests. These kind of accommodation 'developing with the concept of homestay, with the understanding of buildings made for rent, several destinations and villages have empowered their citizens with these as one of their potential strength, this is also in line with the target of the Indonesian Ministry of Tourism to build 100,000 homestays in rural villages until the year 2019, supported by the Ministry of Public Works and Public Housing (PUPR) conducted in 25 regions [2] and with the number of villages that have the potential to become rural tourist as many as 1,902 villages, consisting of 787 marine rural tourism, 576 river rural tourism, 165 irrigation rural tourism, and 374 lake rural tourism. [3]. The homestay development is carried out by the Government, in order to provide accommodation to increase the selling power of the national tourism industry and in line with the government development program that builds the villages and suburbs area. The development of a rural tourist's homestay also observes the trend of tourists who start to like to stay at home sharing compared to hotels [4]. In 2020, tourist interest in home sharing in major cities in the world will increase by 15% from 10% (in 2016). While in Southeast Asia it will rise 5% from 2%. The development of this kind of homestay is expected to increase the selling

value of Indonesia's national tourism because the homestay program not only offers amenities, but also sells local attractions and culture to tourists. The visitor will visit rural tourism if the tourism attractions in the village are interesting and unique, the distance is easy to reach, the village facilities or the carrying capacity of tourism is adequate, the village has a belief system and culture, and the availability of ideal infrastructure. Based on the tourist trends that shown, the Ministry of Tourism and Culture refers to the choice of home sharing accommodation. In this study it will be continued with a focus on the Perception of City Community Interest in Staying at Homestays, especially in the Rural Tourism in Indonesia.

II. MATERIAL AND METHOD

The research method used is a descriptive correlational method with a quantitative approach and social media-based survey, because it is needed to explain the relationships formed between the variables studied and to determine the effect of the independent and dependent variables. [5], using primary and secondary data. The 2 (two) variables studied were measured using an ordinal scale with four levels, and for respondent biographical data, the Nominal and Interval scales were measured. The sampling technique needs to be used in this study because the population of the urban population with restrictions in Jakarta, Bogor, Depok and Bekasi (Jabodetabek) is too many (the amount of accurate statistical data is difficult to obtain), so the sampling technique is done randomly (probability sampling) according to the area (cluster) of respondents living in the city and obtained as many as 707 respondents. To test the instrument/primary data do already understand and experienced by the respondent then a validity test was conducted [6]. To test whether the instrument can be answered consistently by respondents, a reliability test was conducted [7]. Both tests are very important in this study, because using a quantitative approach, the quality of data collection is largely determined by the quality of the instruments or data collection tools used. A research instrument is said to be of good quality and can be justified if it has proven its validity and reliability. While statistical descriptive testing is needed to make the interpretation of the interval scale on the variables studied in order to help in describing numerical data processed from respondents' answers [8]. In this research, perception is interpreted in 4 interval scale, as follows:

Interval Kelas	Perception	Interest in Staying
$1,00 < x \leq 1,75$	Very Unattractive	Strongly No Interest
$1,75 < x \leq 2,50$	Not Attractive	No Interest
$2,50 < x \leq 3,25$	Attractive	Interest
$3,25 < x \leq 4,00$	Very Attractive	Very Interest

Table 1:- Interpretation of Variable Intervals

To answer the research objectives this research used correlation coefficient test, the coefficient of determination and Simple Linear Regression

III. THEORY

A. Perception

Perception is one of the important psychological aspects for humans in responding to the presence of various aspects and symptoms around them. Perception contains a very broad understanding, concerning internal and external factors. Various experts have provided various definitions of perception, although in principle they have the same meaning. According to [9] Perception is an internal process that is recognized by individuals in selecting and regulating stimuli that come from outside. The stimulus is captured by the senses, spontaneously our thoughts and feelings will give meaning to the stimuli.

In the simple terms, perception can be said as an individual process in understanding contact/relationship with the world around him. According to Verdeber in [9] perception is "the process of interpreting sensory information". According to Young's opinion in [10] what is meant by perception is the activity of sensing, integrating and providing assessment of physical objects and social objects, and sensing depends on physical stimulus and social stimulus in the environment. Sensations from the environment will be processed together with things that have been learned before in the form of expectations, values, attitudes, memories, and others. According to [11] there are several "Factors" that influence perception, such as:

➤ *Observer*

Interpretation of what someone sees depends on the person's personal characteristics.

➤ *Attitude*

A person's attitude greatly influences the perceptions that he/she forms about things around him.

➤ *The motives*

The Motives or reasons behind the actions of someone who is able to stimulate and exert a powerful influence on the formation of their perception of everything

➤ *Interest*

The focus of our attention to the things being faced makes people's perceptions different.

➤ *Experience*

Knowledge or events that have been obtained and experienced by someone.

➤ *Expectations*

Namely the picture or illustration that forms an image of a situation.

Perception is a sensing process, namely the process of receipt of stimulus by individuals through the senses or also called a sensory process. But this process does not just stop, but the stimulus is continued and the next process is a process of perception. Therefore the process of perception cannot be separated from the sensing process which is a preliminary process of the process of perception [12]. Perception is a process of recognition or identification of something using the five senses [13] perception is the essence of communication. Perception has a very important role in the success of communication. That is, carefulness in perceiving sensory stimuli leads to successful communication. Conversely, failure to perceive a stimulus causes miscommunication [14]. The perception of a person or group can be very different from the perception of other people or groups even though the situation is the same. Differences in perception can be traced to individual differences, differences in personality, differences in attitudes or differences in motivation. Basically the process of formation of this perception occurs in a person, but perception is also influenced by experience, learning process, and knowledge. According to [15] in general there are several modes of perception, including:

- That perception arises spontaneously in humans, that is when a person is confronted with a world full of stimuli. The human senses receive stimuli 3 billion per second, 2 billion of which are received by the eye.
- Perception is the most original nature, is the starting point of the act of consciousness
- In perception it is not always perceived as a whole, maybe only in part, while others are quite imagined.
- Perception does not stand alone, but is influenced or dependent on the context and experience means the experiences that have had in a previous life.
- Humans are often careless so they are often make mistaken, this happens because there is often fraud in the field of perception. In addition there is also the illusion of perception that is wrong perception so that the situation is different from the actual situation
- Some are learned and some are innate. Perceptions which are learned in nature are proven by the strong influence of experience on perception.
- In perception, the nature of the thing that is lived is usually permanent and stable, not influenced by lighting, position, and distance (Permanent Shade).
- Perception is prospective, meaning it contains hope
- Misperception for normal people, there is enough time to correct, in contrast to people who are mentally disturbed.

B. Consumer Interest

Interest is one of the psychological aspects that has a considerable influence on behavior and interests is also a source of motivation that will direct someone to do what they do. Buying interest is part of the behavioral component in the consuming attitude. According to [16] buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. Interest is described as a person's situation

before taking an action that can be used as a basis for predicting the behavior or action, buying interest is something that is related to consumers' plans to buy a particular product and how many units of product are needed in a certain period, it can be said that buying interest is a statement mentality of consumers who reflect the plan to purchase a number of products with a particular brand. Buying interest [17] can be identified through the following indicators:

- Transactional Interest, namely a person's tendency to buy products.
- Refrential Interest, namely a person's tendency to refer products to other people.
- Preferential interest, which is an interest that describes the behavior of someone who has the main preference on the product. This preference can only be replaced if something happens with the preference product.
- Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product.

Understanding of consumer behavior can not be separated from buying interest, because buying interest is one of the stages on the subject before making a decision to buy.

According to [18] there are two factors that influence a person's buying interest in the decision making process, namely an unexpected situation and an attitude towards others (Respect to Others).

C. Accomodation-Homestay

Unlike the Guest house, Homestay, a type of accommodation that is popular in urban and rural areas in Indonesia, uses a private residence as a place for tourists to stay. Generally homestays provide room service along with food and drinks. One of the advantages of homestay is that tourists can get the chance to get to know the owner's family. They can also get to know more about the nature and culture around, especially if the homeowner has a lot of knowledge about it.

D. Research Framework

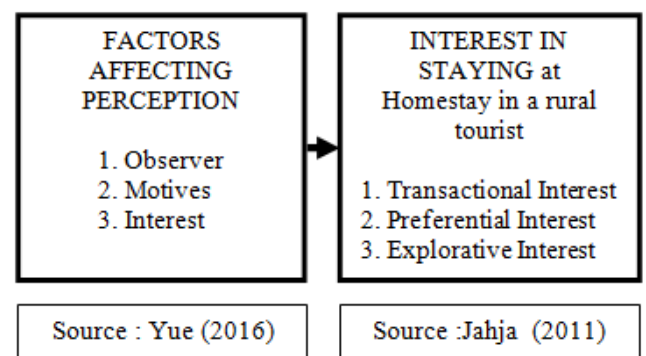


Fig 1:- Research Framework

In connection with one of the meanings of perception, namely the process of recognition or identification of something using the five senses, and the perception of a person or a group can be very different from the perception of another person or other group, even though the situation is the same and because differences in perception can be traced to individual differences, differences in personality, differences in attitudes or differences in motivation, and basically the process of formation of this perception occurs in a person. But perception is also influenced by experience, learning process, and knowledge, then based on theories of perception that have been traced successfully, in this study assesses that the theory of perception from [11] is the most in accordance with the purpose of the study, that before assessing perceptions about homestay, respondents must have seen and even stayed at the homestay (Observer: interpretation of what is seen), already have an action/experience (motives and respondents automatically have an interest in homestay (Interest).

Buying interest is a part of the behavioral component in the attitude of consumption and is the tendency of respondents to act or weigh before the buying decision is actually implemented and a plan to buy thing. So according to the definition of interest, this study uses the theory of buying interest from [17]), which defines transactional, preferential interests as tendencies and depictions of behavior and is always looking for information about products.

❖ *Hipotesis*

Based on the analysis framework above, the research hypotheses are as follows:

Ho: The perception of the city community has no relationship and there is no positive and significant effect on interest in staying at the homestay in a rural tourist

Ha: Perceptions of city communities have a positive and significant relationship and influence on interest in staying at the homestays in rural tourist.

IV. RESULT

A. Validity and Reliability Test Results

	Corrected Item-Total Correlation	
Homestay Situation	,638	
Homestay Cleanliness	,609	
Motivation to Have Fun	,548	
Relax Motivation	,431	
Interest from Pictures and Information from Friends	,618	
Interested in Beautiful Attractions	,441	,781

Table 2:- Validity Test Results
(t Calculate / Item-Total Statistics)

From the results of the validity test with a degree of freedom of 705, we get r tables of 0.06, then with the formula t calculate is greater than r tables, all statements in this study are valid because the respondents understand and even experienced what was the proposed in the questionnaire given to them. With a reliability test value of 0.788, it can be said that the level of consistency of respondents in answering statements is in high perception. While the reliability test results for the statement of interest in staying overnight in the homestay are 0.824, it can be said that the consistency value is very high perception. With the testing of this research instrument through the validity and reliability test, it can be said that this research data can be accounted for and in good quality.

B. Respondent Data

Respondents in this study mostly were Y generation (The Echo of the Baby Boom/millennial / 42.6%), the second most generation was X generation (Baby Bust / 22.2%), from the characteristics of each generation, it was seen that the productive age generation (Y) currently has increased purchasing power, so it is natural that respondents of this study are devoted to respondents who have taken a vacation to a rural tourist and have seen and /

or stayed in a homestay, with increased purchasing power this generation are mostly have the opportunity to travel

Millennials generation save not only for large financial purposes, such as buying a house or umrah (pilgrimage), but also for consumptive spending, such as buying tickets for music concerts or for tourism purposes. [19]. Among the characteristics of Y generation, they tend to choose destinations that they do not know yet and are trend / viral (authentic destinations) and they have a high nationalist sense so they tend to choose destinations in Indonesia, and their accommodation is not as a place to sleep, but where they start their journey [20]. While the second largest respondent based on long experience working in an established economy and should have had savings and investment, so the need for travel becomes a goal to balance work and leisure rhythms, but it turns out that the largest number of Y generations is still on a tour.

From the gender biography, women (58.8%) were the respondents who had traveled to a rural tourist and had seen and / or stayed in a homestay. Women, according to [21] , are the second potential target market in the current digital era.

Most respondents in this study have taken a tour of the village and have seen / and stayed in a homestay, worked as employees / employees (45.3%) and students (33.9%), their age range in productive age, which indeed allows them to do travel besides having sufficient funds. Traveling can also reduce the level of stress caused by work.

One of the goals of a vacation is to relieve stress and balance between busyness and pleasure, but a vacation must also go through careful planning in terms of funds, time and goals. So to be able to plan a quality tour it is not possible if done as often as possible, even though there has been no research that analyzes the ideal frequency in conducting tourist trips per year. In this study, most respondents (257 respondents) stated that they travel twice a year. Most respondents of productive age (millennia and non millennia and all have jobs), need a time lag in preparing for vacation. There are also many who travel more than 3 times a year (210 respondents). According to [22], leisure travel in a relaxed state increases the happiness of tourists and in the [22] study, the holiday effect can increase happiness for eight weeks, so it can be assumed that with a span of 2 times a year tourists have enough time to plan their trips pleasantly.

Family is the most respondents in a tour and the second most is with friends. Most of the communities chosen for vacationing are families, if related to the respondents of this study, most of them are still in productive age, whose lives are dense with work, it can be assumed that 8 to 10 hours of their time is spent in the office environment, together with family only can be happen on holidays, then the opportunity to spend time with family on vacation. The selection of vacation alone is only 3.8%, so it can be assumed that by travelling with family or friends it is lighter in cost because it can share funds from accommodation and local transportation. Visitor can share tasks in finding tickets, accommodation, local transportation, planning travel trips, sharing togetherness, stories ups and downs on the journey will have more distinctive memories. [23].

The most respondents in this study are millennials. They do have a high sense of nationalism so they prefer destinations visited in Indonesia (78.9%). But looking at the age range and existing jobs, there are 21.1% who choose overseas destinations because their income and age do wants a new experience gained in foreign destinations.

The beach is the first choice for visited tourist destinations. 250 respondents chose the beach in Indonesia as the most tourist destination in this study do have a lot of marine tourism attractions (almost in every archipelago) and has beautiful underwater scenery, from the closest destination to Jakarta (Thousand Islands), to marine tourism in Sabang (Aceh) and Sorong (West Papua). And the average accommodation available is still a homestay. For example in the Thousand Islands which is famous for its beautiful underwater scenery on the islands of Pari and Pramuka can be the closest choice, or the islands of Iboih Sabang to Raja Ampat which are very famous, the average

accommodation available is homestay. While the mountains are the second choice, there are already many accommodations in the form of hotels. Whereas rural destination objects are only a third choice. This is happen based on rural tourism information is becoming a trend of choice for urban people to take a vacation by offering packages to participate in activities and daily work of villagers, but respondents of this study do not choose as first and second choice destination, possibly, because of the millennial generation, rural tourism objects are less challenging and do not provide extraordinary experiences that they can tell to their communities, in contrast to the activities they can do on the coast and mountains.

C. Results of Data on Average Value of Perceived Variables

		Observer	Motives	Interest
N	Valid	707	707	707
	Missing	0	0	0
Mean		2.9562	3.1563	3.0021

Table 3:- Statistics of Perception Average Results

From the assessment of perception in the observations sub-variable, respondents rated the overall homestay condition and cleanliness as in the attractive category (2.9), so it can be said that the homestay they have seen and / or stayed in a rural tourism is still good, clean and attracts visitors to be a choice of staying. In terms of motives to support tourists on vacation, existing homestays can support their motivation for a vacation to have fun and relax. When respondents decided to take a vacation they at first considered a beautiful tourist attraction. The survey results of this study stated that they chose the coast as the first choice and the second is seeing the accommodation. Because most of the respondents in this study are millennials, it is natural that they look for information through images that are widely displayed by travel agents on social media and web sites in addition to friends. And the survey results stated that they were interested in the existence of homestays.

		Interest Transactional	Interest Preferential	Interest Eksplorative
N	Valid	707	707	707
	Missing	0	0	0
Mean		3.0806	3.0375	2.8769

Table 4:- Hasil Statistics Rata-Rata Minat Menginap

Respondents expressed their interest to stay at a rural homestay in terms of price and the surrounding environment. In many villages the price offered for a homestay with a capacity of 2 to 3 people ranged from 200 thousand rupiah to 400 thousand rupiah. With a capacity of more than that, visitor can pay up to the price of 1 million rupiah. The rural tourism have arranged their environment in such a way that it is comfortable, that turns out to exceed the expectations. Its also attract them in staying overnight. The current condition in several rural tourism places, especially on the islands of Java, Sumatra, Bali and West

Lombok, many homestays have been arranged well by paying attention to cleanliness especially for the bathroom, the mattress has used a spring bed no longer a foam or cotton mattress, the bathroom has using full ceramics, using showers and toilet seats. Even in Bali, certain rural tourism places provide bath-up facilities in their homestays. But the interest of staying in a homestay not as the first aim and the main choice for respondents, because they will first choose the object of destination (highest beach) then they think of accommodation in the form of a homestay, even though its still makes them attracted to stay.

From 707 respondents obtained stated that the homestay data that they have stayed are scattered in several areas, such as in Tanjung Lesung Banten, Gili Air Lombok, Kalianda Lampung, Harapan Island, Teluk Penyus Cilacap, Tidung Island, Sabang Island, Ngrumput Gunung Kidul Beach, Selayar Island, Pantai Selayar Tiga Warna, Malang, Batu Layang, West Java, Bangka Belitung Island, Derawan Island, Pamusan Island, Lampung Beach Mutun, Bayur Bay, Singkarak Lake, Anyer Banten, Saleman Village, Seram Island Maluku, Parangtritis Jogjakarta, Tidung Island Kep Seribu, Marataua Island, Derawan Island, Pisang Pesisir Barat Lampung Island, Sungai Liat Bangka, Pangandaran, Mande Pesisir Selatan area, Pemana Island, Samosir Island, Pramuka Island. (Coastal area). Temanggung Jateng Village, West Java Cibuntu Village, Pasindon Batik Tourism Village, Kaliurang, Baduy, Dieng Tourism Village, Nglanggeran Village, Tidung Island Village, Uluwatu Bali, Aceh Iboih Village, Bali Penglipuran Village, Karuizawa Japan, Village in Asoka Japan, Angkaras Village, West Kalimantan, Candirenggo Kebumen Village, Kajangkowso Village, Sibolga Village, Kulon Progo Village, Sawarna Lebak Village, Rammang Village in South Sulawesi, Parapat North Sumatra Village, Kintamani Village in Bali, Ranca Upas Village, Cikolelet Village, Palutungan Village in West Java, 1000 Villages Rumah Gadang Solok, Ciboleger Baduy Village, Batu Layar West Java Village, Tajur Village, Bidadari Tawangmangu Village, Village in Kyoto Japan, Kampung Naga, Liwa Village Lampung Barat, Rintau Village in West Kalimantan, Salabintana Village, Ranu Pane Village in Malang, Pahawang Village in Lampung, Batulayang Village Bogor, Sakerta Timur Kuningan Village, Derajat Pass Garut Village, Cinangneng Village Bogor, Waerebo Village (Above the Cloud Village), NTT, Maniskidul Village, Kuningan, Sinarjaya Village, Sukabumi, Sa Village sak, Ciwideo Village, West Java, Harau Village, West Sumatra, Sade Lombok Village, Anugrah Homestay Borobudur Temple, Kertalangu Village Bali, Gambong Nusa Village, Dieng Tourism Village, Sindang Barang Cultural Village, Bogor, Pongok Klaten Village, Cilenca Village, Tangkil Village Caringin, Nyalo River Village, Tembi Tourism Village, Gabungan Tourism Village, Kulonprogo Village Yogyakarta, Malasari Bogor Village, Labengki Sombori Village, Pucanglaban Village, Lebakmuncang Village, Nglanggeran Tourism Village, Bumilangit Bantul Village, Pariangan Tourism Village, Terong Belitung Village, Rejosari Village Banyuwangi, Lejekong Tourism Village, Wanurejo Village, Ciletuh Tourism Village, Cemoro Lawang Village, Probolinggo,

Kasongan Tourism Village, Krebet Tourism Village, Wanurejo Village, Cikadu Village, Candadujo Village, Candirejo Village, Warni Jodipan Village, Waerebo Sangiang Village, Thekelan Village in Central Java, Guci Pemalang Village, Teluk 50 Tumbi Lemur Kerinci Tourism Village, Alamendah Tourism Village, Bejalen Ambarawa Village, Wukisari Bantuk Tourism Village. Pentingsari Tourism Village, Ngiling Village of Southeast Maluku, Paltidung Village, Osing Tourism Village Kampir Kemiren, Wanurejo Magelang Tourism Village, Indramayu Haurgeulis Village, Tabanan Customary Village, Limasan East Java Village, Gianti Wononsobo Village, Leran Bojonegoro Village, Layak Anak Tourism Village, Bali, Pulesari Tourism Village, Banyu Sumilir Kaliurang Village, Gunung Kidul Village, Pare Tourism Village, Kediri, Kebonagung Tourism Village, Trumpon Village Yogyakarta, Kingking Tuban Village, Baron Gunungkidul Village, Mangunan Bantul Village, Laksado Village in South Kalimantan, Kemasang Village Gunungkidul, Mande Pesisir Selatan Area, Pilubang Resort 50 Kota, Kota Gede Tourism Village, Nglurah Tawangmangu Village, Linggar Mekar Village, 1000 Gadang houses, Deles Indah Tourism Village. (rural and mountainous areas).

D. Correlations Test Results

		Perception	To Stay
Perception	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	707	707
Interest to Stay	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	707	707
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 5:- Correlations Test Results

The correlation between perceptions and interest to stay at a homestay is high (interest), it can be interpreted that respondent perceptions about homestays are so attracted to strongly encourage them to stay overnight. With the homestay conditions described in table 4.9, it is natural for respondents to state their intention to stay at a rural homestay, because their perceptions have changed from perceptions of homestays in villages that they might have previously imagined as inconvenient, less clean, apparently not proven. So it can be said that with a probability value of 0.000 then the perception has a positive, linear and unidirectional relationship with interest in staying overnight and based on the formula that if the probability value is less than 0.05 then Ho is rejected, then because the probability value of this study (0.000) is smaller from 0.05 then Ho is rejected, meaning that there is a relationship and influence of the perception of the city community on the interest in staying at the rural homestay.

E. Simple Linear Determination and Regression Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.592	.591	.32885

a. Predictors: (Constant)

Table 6:- Determination Test Results

With the results of the relationship between perception and interest in staying at a homestay is high (interest), producing an effect of 59.2%. This shows the situation that an interesting perception about homestay is able to influence the interest of respondents to stay.

Model	Unstandardized Coefficients		Standard ized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.829	.070		11.812	.000
Interest	.737	.023	.769	31.959	.000

a. Dependent Variable: Perception

Table 7:- Equation Coefficients^a

Regression coefficient of 0.737 states that each addition action to the perception (respondents are increasingly interested to stay in homestay) will increase the value of respondents' stay interest. Because the overall number is positive, it states that the relationship between the 2 variables is in the same direction, where respondents are interested in staying in a rural homestay because the respondents' perceptions that rate the homestay are attractive.

V. DISCUSSION

Villages that have built homestays are advised to collaborate with online travel agents to further market their homestays, especially those in the mountains, and rural tourism in the mountains must also be able to offer challenging packages (adrenaline) to prospective millennial tourists and baby bust generations, because with the development of a generation that is currently the largest market share, tourism businesses must be able to follow the preferences of the generation concerned.

In one side, homestays must be able to meet international standards in general so that urban communities are interested in staying overnight, but keep in mind that to finance the construction of homestays is also not cheap for the villagers, on the other hand, the price set for a homestay can be the same as the price of a budget hotel room with more luxurious facilities (interior). For this reason, the solution is that a rural tourism must have a superior tourism object that is able to meet the needs of its visitor according to the characteristics of its generation, and forbid private businesses from investing in the village. Example: Iboih Sabang village with the cheapest homestay offer of 200 thousand rupiah to 2 million rupiahs remains

full not only in high season and week end. During the week days the village are full of local and foreign tourists, because the village of Iboih has succeeded in creating challenging underwater attractions for scuba diving, diving and snorkeling. Another example of Jatiluwih Village in Bali, the tourists interest to stay at the homestay is very low, tourists only make a visit about 4 to 5 hours, because Jatiluwih Village only offers beautiful views of subak (farmland) and does not display other challenging attractions.

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