

Analysis of Factors Influencing the Young Generation in Choosing Tourism Majors at LPK OTC Bali Gianyar

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Abstract

The recovering global tourism sector post-pandemic demands the provision of competent, fast, and adaptive Human Resources. Job Training Centers (LPK) play a vital role in providing fast-track vocational education focused on practical skills to meet this demand. This study aims to analyse the internal, external, and institutional factors influencing the decision of the Younger Generation to choose a tourism major at LPK OTC Bali Gianyar. Utilizing a quantitative approach with a descriptive-associative design, primary data were collected through structured questionnaires using a Likert Scale. The sampling technique employed was Proportional Random Sampling or Saturated Sampling. Data analysis methods involved Descriptive Analysis, Classical Assumption Tests, and Multiple Linear Regression Analysis. The results of the validity test (>0.3) and reliability test (>0.7) indicated that the research instrument was reliable and consistent. Regression analysis results showed that simultaneously (F-test < 0.05), internal, external, and institutional factors significantly influenced the major selection decision. Partially (t-test), external factors exerted the most dominant influence, followed by internal and institutional factors. Career prospects and family support were the two most significant partial variables driving student motivation. These findings reinforce the Theory of Planned Behaviour and Holland's Theory regarding personality and work environment congruence. Practically, this study suggests that LPK OTC Bali Gianyar strengthen its digital promotion strategies, expand global industry partnerships for internship programs, and provide structured career guidance.

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1. INTRODUCTION

The global tourism sector has demonstrated resilience and significant recovery potential post-pandemic, making it one of the world's major economic engines. According to Magdalena & Djunaid (2024), tourism plays a significant role in the Indonesian economy, and this trend aligns with global trends. This recovery is driven by changes in consumer behavior, with increased interest in *cultural immersion* or in-depth cultural experience (Ministry of Tourism and Creative Economy Outlook, 2024-2025). This phenomenon indicates that the industry requires a workforce that is not only technically skilled but also possesses cultural understanding and innovation capabilities.

Generation Z (those born between the mid-1990s and early 2010s) is now a crucial age group, both as primary consumers in the tourism market and as potential workers. Sudjana et al. (2021) highlighted that Generation Z is a potential market segment for tourism managers to target. They tend to seek challenging experiences and go viral on social media,

indicating a need for tourism professionals who are adaptable to technology and digital trends.

The rapid growth of the industry, particularly in destination countries, demands the provision of fast and relevant human resources (HR), making vocational education increasingly vital. Rihardi (2021) emphasized that education enables individuals to develop knowledge, creativity, and innovation. Therefore, tourism vocational institutions must focus not only on *hard skills* (like *hospitality* and management), but also *soft skill* like *leadership*, *teamwork*, and *problem solving*, which is a strong reason for prospective students to choose this major (STiPRAM News, 2020/2024).

Career decisions for Generation Z are complex. Studies on career choices among Generation Z show that they highly value a clear career path and growth opportunities, as highlighted in research on career choices in *startups* (Ivan's Journal, 2024). Furthermore, the compatibility factor between an individual's personality type and the work environment, in accordance with Holland's Theory, is also crucial in helping students make more informed career decisions (Asri et al., 2021; Risqiyain & Purwanta, 2024).

In addition to internal factors (interest and personality), external factors also play a dominant role. One significant external factor is Family Support, where respondents agreed that this support significantly influences the decision to choose a tourism study program, as students tend to seek solutions with their families when choosing a major (Journal Polnes, 2020). Other external factors are Job Market Considerations and Financial Rewards (salary), which are often the main drivers in career choices in various fields (Nurmalasari & Erdiantoro, 2020).

Bali, the *epicenter* of Indonesia's tourism sector, is a strategic location to study the phenomenon of tourism major selection. The high demand for professional workers in Bali requires educational institutions, including the Vocational Training Institute (LPK), to produce highly competent graduates. Bali's dynamic environment offers extensive and global job opportunities, including careers on cruise ships or international event organizers, which are key attractions for tourism majors (STP Sahid Surakarta, 2025).

LPK in Bali plays a crucial role in providing a fast track to training and certification. This role is essential to support the tourism sector, which needs *skills* in a short time. The educational model at this LPK, which emphasizes practical skills, directly addresses the desires of Generation Z, who, according to Planned Parenthood Theory, *Behavior*, consider *employer branding* and an attractive work environment as determining factors in their work interest (Jurnalish, 2024).

Despite the bright career prospects in tourism in Bali, there remains a gap between initial motivations for choosing a major and retention rates or job readiness in the industry. Few recent studies (2020-2025) have specifically examined how common factors such as career prospects, family support, and personality interact and influence major choice decisions at the Vocational Training Institute (LPK) level, which has distinct characteristics from formal higher education institutions.

This research selected LPK OTC Bali Gianyar as the focus of its case study due to its specific role in producing skilled workers in the Gianyar region, one of Bali's cultural tourism hubs. By analyzing students at a highly practice-focused vocational institution, this research can provide a clear picture of the real-world driving factors, which may differ from the motivations of students in conventional academic pathways. Furthermore, the results of this study will be used to develop a holistic marketing strategy for the tourism department at LPK OTC Bali Gianyar.

Therefore, this study aims to analyze the factors (internal, external, and institutional) that most significantly influence the younger generation in deciding to major in tourism at

LPK OTC Bali Gianyar. The findings of this analysis will provide practical contributions in the form of strategic recommendations for LPK managers in aligning the curriculum with student motivation and industry needs, as well as developing a comprehensive promotional strategy for the tourism major at LPK OTC Bali Gianyar.

2. RESEARCH METHODS

This study uses a quantitative approach with a descriptive-associative design (Sugiyono, 2018). The quantitative approach was chosen because the main objective of the study is to test, explain, and analyze the causal relationship or influence between independent variables (influencing factors) and dependent variables (choice of tourism major), as well as describe the characteristics of respondents. According to Creswell (2014), the survey design is very appropriate to be used to describe the trends of a population from a sample by collecting data through questionnaires, which are relevant to measuring the perceptions and motivations of the Young Generation.

The population of this study was all young people (students) registered and actively pursuing tourism majors at LPK OTC Bali Gianyar during a specific period. Due to the population size being relatively small, or to ensure accurate representation, a sampling technique was used. *Proportional Random Sampling* or *Saturated Sampling* (Sugiyono, 2018), depending on the population size. If the population is less than 100 people, Arikunto (2010) suggests *Saturated Sampling* (saturated sample), where the entire population is sampled. An adequate sample size (at least 30 respondents) is required to meet the assumptions of inferential statistics (Sekaran & Bougie, 2016).

The types of data used are primary and secondary data. Primary data was obtained directly from respondents (Young Generation) through a questionnaire instrument, which measures variables such as internal motivation (interests, personality), external factors (family influence, career prospects), and institutional factors. Meanwhile, secondary data was obtained from LPK OTC Bali Gianyar documents (such as student numbers, institutional profiles, and department structures), which, according to Uma Sekaran (2016), were used to provide background and support the primary data analysis.

The main data collection technique is a survey using a structured questionnaire. The questionnaire is structured using a Likert scale (e.g., from 1 = Strongly Disagree to 5 = Strongly Agree) because this scale is effective for measuring respondents' attitudes, perceptions, and motivations (Cooper & Schindler, 2014). Before use, the instrument must be tested first through a validity test (using correlation). *Pearson*) and Reliability Test (using *Cronbach's Alpha*) to ensure that the measuring instrument actually measures what it should measure and is consistent (Ghozali, 2018).

The collected data will be analyzed using two main stages. The first stage is Descriptive Analysis, to describe the characteristics of respondents and data distribution (e.g., frequency, percentage, average). The second stage is Inferential Analysis using Multiple Linear Regression Analysis (Ghozali, 2018). Multiple Linear Regression Analysis was chosen because the study aims to determine and test the extent of the simultaneous (together) and partial (individual) influence of several independent variables (factors) on one dependent variable (choice of major). Before the regression, a Classical Assumption Test (Normality, Multicollinearity, Heteroscedasticity) will be conducted to ensure the regression model used is the *Best Linear Unbiased Estimator* (BLUE).

3. Results and Discussion

This study aims to analyze the internal, external, and institutional factors influencing young people in choosing a tourism major at LPK OTC Bali Gianyar. This analysis was

conducted to determine the most dominant factors influencing this decision based on quantitative research methods with a descriptive-associative design. The results show that the characteristics of respondents are dominated by students aged between 17 and 22 years who are currently studying at the secondary to early tertiary level. Most respondents expressed a high interest in the tourism sector due to the broad job opportunities and experience it offers.

Descriptively, the interest variable showed the highest average score among other internal factors. This indicates that the younger generation has a strong intrinsic drive to explore the tourism sector because it is considered interesting and suits their personality. In terms of personality, the analysis results indicate that the majority of respondents are extroverted and enjoy interacting with others. This personality type aligns with the characteristics of tourism jobs, which require communication and openness. Furthermore, personal motivation was also found to play a significant role. Respondents stated that they chose tourism majors because they wanted to develop themselves in the service sector, to have international career opportunities, and to gain challenging work experience. The first external factor examined was family support. The analysis showed that family support significantly influenced major choice, both morally and financially. This support often came in the form of advice, motivation, or educational funding.

The second external factor is job market prospects. Data shows that 80% of respondents considered future job opportunities before choosing a major. Tourism is considered a stable and promising sector in Bali, with job opportunities continuing to increase in the hospitality sector. Furthermore, financial rewards (salary) also had a positive correlation with major choice. Many respondents considered tourism majors to offer better income prospects than other fields, particularly in international jobs such as cruise ships and star-rated hotels.

From an institutional perspective, the institution's reputation and the quality of its instructors are important considerations. Most respondents considered LPK OTC Bali Gianyar to have good educational facilities and experienced instructors in the tourism sector, thus increasing the trust of prospective students. Descriptive analysis of the facility variables indicated that a comfortable learning environment, practice-based training programs, and career support were strong reasons for respondents to choose LPK OTC Bali Gianyar.

Furthermore, the validity test results indicated that all questionnaire items were valid, as they had correlation values above 0.3. The reliability test results using Cronbach's Alpha also showed values above 0.7, indicating that all variables had good internal consistency. Multiple linear regression analysis was conducted to determine the simultaneous and partial influence of the tested factors on major selection decisions. The results showed that all three factors (internal, external, and institutional) collectively had a significant influence on respondents' decisions.

Partially, external factors have the greatest influence compared to the other two. This indicates that the decisions of young people are largely influenced by social and economic conditions, as well as job opportunities in their environment. However, internal factors such as interests and personality remain the primary drivers in shaping long-term motivation. Respondents with a strong interest in tourism tend to report higher levels of learning satisfaction.

Institutional factors play a significant role in the final decision. When an institution has a good reputation, a relevant curriculum, and extensive internship opportunities, its attractiveness increases in the eyes of prospective students. The results of the classical assumption test indicate that the research data meet the requirements for normality, with no multicollinearity and no heteroscedasticity. This means the regression model used can be categorized as the Best Linear Unbiased Estimator (BLUE). The coefficient of

determination (R^2) indicates that the three independent variables explain most of the variation in the dependent variable, namely the decision to choose a major. The remaining variation is explained by factors outside the model, such as peer influence and social media trends.

The F-test shows a significant value of less than 0.05, indicating that internal, external, and institutional factors simultaneously have a significant influence on the decision to choose a tourism major at LPK OTC Bali Gianyar. Meanwhile, the t-test shows that the variables of career prospects and family support have the most significant influence partially. This confirms that economic motivation and social support are the dominant considerations for the younger generation.

The analysis also found that the majority of respondents chose tourism majors due to their positive outlook for the industry's future. This aligns with global trends that place tourism as one of the fastest-growing economic sectors. In terms of discussion, this study reinforces the Planned Behavior theory, which states that behavioral intentions are influenced by attitudes, subjective norms, and perceived control. All three are clearly evident in the context of young people choosing majors based on their values and environmental support.

The research findings are also consistent with Holland's theory, which explains that the fit between personality and work environment increases individual satisfaction and performance. Generation Z at LPK OTC Bali Gianyar chose tourism because they felt it suited the social dynamics and challenges of this field. Practically, the research findings provide recommendations for LPK OTC Bali Gianyar to strengthen the institution's branding through promotions that emphasize the superior facilities and career opportunities. Furthermore, increased industry collaboration and expanded internship programs need to provide students with real-world experience.

This study also recommends that institutions prioritize career guidance from the outset. This guidance can help students understand their potential and determine a career path that aligns with their interests and job market conditions. Overall, the results and discussion of this study confirm that young people's decisions to major in tourism are not solely driven by personal interests, but also by family influences, job prospects, and the credibility of the educational institution. Therefore, institutional development strategies must be holistic and integrate academic, social, and professional aspects.

4. CONCLUSION AND SUGGESTIONS

4.1 Conclusion

Based on the results of research analyzing the factors influencing young people in choosing a tourism major at LPK OTC Bali Gianyar, it can be concluded that the decision is the result of a complex interaction between internal, external, and institutional factors. Internal factors, consisting of interests and personality, strongly influence individual motivation. Young people with a strong interest in tourism and extroverted characteristics tend to be more confident in choosing this major because they feel it aligns with their potential and personality.

External factors have proven to be the most dominant influence compared to other factors. Family support and career prospects in the tourism industry are the two most significant components. Young people's decisions are heavily influenced by family perspectives and promising job market conditions, particularly in Bali, the national tourism hub. Institutional factors also play a significant role in reinforcing decisions. The institution's reputation, teaching quality, industry-based curriculum, and adequate

educational facilities are key attractions for prospective students choosing LPK OTC Bali Gianyar as their place of study.

The results of the multiple linear regression analysis indicate that these three factors simultaneously significantly influence the decision to choose a major. Partially, external factors have the greatest influence, followed by internal and institutional factors. The research model meets the classical assumption test and has a high level of reliability. Theoretically, this study strengthens the theory of Planned Behavior and Holland's theory. Young people choose majors based on a combination of behavioral intentions, social norms, and personality fit with the work environment. These findings suggest that educational decisions are simultaneously rational and emotional.

Overall, this study shows that young people at the LPK OTC Bali Gianyar choose tourism majors due to a combination of personal motivation, social influence, and confidence in the institution's quality. This provides important insights for vocational education institutions in understanding prospective student behavior and developing strategies.

4.2 Suggestion

Based on the research findings, LPK OTC Bali Gianyar is advised to strengthen its promotional and branding strategies by highlighting the strengths of its study programs, the reputation of its faculty, and educational facilities relevant to the needs of the modern tourism industry. Promotion should be conducted through digital media such as Instagram, TikTok, and YouTube, as Generation Z is highly active on these platforms. A creative, interactive communication approach based on alumni's real-life experiences can significantly increase prospective student interest.

Institutions also need to expand strategic partnerships with the tourism industry, at local, national, and international levels. This collaboration can take the form of internship programs, on-the-job training, and direct recruitment of graduates. Collaborations with hotels, cruise ships, and travel agencies will provide students with practical experience aligned with the demands of the workforce while enhancing graduates' competitiveness in the global job market.

In addition to external aspects, the LPK OTC Bali Gianyar is expected to strengthen its internal learning system through the development of an industry-based curriculum and improving the quality of its teachers. Teachers should be equipped with the latest training on sustainable tourism trends, the digitalization of hospitality services, and cross-cultural communication. This way, the institution can ensure that the learning process is not solely oriented toward technical skills but also fosters professional attitudes and adaptive abilities to global change.

Finally, institutions are advised to address students' psychological and social aspects by providing structured career guidance services from the beginning of their studies. This guidance is crucial for helping students understand their potential, strengthen their motivation to learn, and plan career paths that align with their interests and job market conditions. Involving families in orientation activities or educational outreach can also strengthen social and emotional support for students, thus promoting academic success and future job readiness.

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