

## Redefining General Public Segment In Kustomfest: A Research On Visitor Motives In Attending A Kustom Kulture Festival

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### Abstract

The Indonesian creative economy has experienced significant growth, with creative tourism emerging as a prominent driver. This study centers on Kustomfest, the Indonesian Kustom Kulture Festival, recognized as one of the largest Kustom Kulture hubs in the country. Between 2019 and 2023, there was a notable shift in the festival's audience composition, with the general public now constituting the majority segment. The research aims to identify and analyze the key motives driving the general public to attend Kustomfest, segment the market based on these motives, and examine each segment's sociodemographic profiles and behavioural characteristics. Three distinct market segments were identified, each motivated by different factors. Insights from this study can assist organizers of similar Kustom Kulture-related events in expanding creative tourism in Indonesia. By understanding visitor motivations and behaviours, event organizers can tailor marketing strategies, enhance visitor experiences, and capitalize on revenue opportunities from the general public segment. Recommendations are provided to attract, retain, and expand each segment through business model innovation, thus contributing to the sustained growth of Indonesia's creative economy. The findings highlight the importance of understanding visitor motivations and behaviours to maximize the impact of cultural events on the broader creative economy. These insights enable event organizers to foster growth in Indonesia's creative sector, ensuring that cultural festivals like Kustomfest continue to evolve and appeal to a diverse audience.

**Keywords:** Cluster Analysis; Creative Tourism; Kustomfest; Kustom Kulture; Motives

### A. INTRODUCTION

The creative economy has experienced exponential growth in recent years. According to the Creative Economy Book released by the Ministry of Foreign Affairs Republic of Indonesia (2022), the creative economy has contributed approximately \$82 million to Indonesia's GDP. This substantial contribution underscores the importance of fully developing Indonesia's creative economy. Creative Tourism presents promising growth potential among its various subsectors, offering a dynamic approach that caters to modern travellers' desire for creativity (Stipanović & Rudan, 2015). In the context of creative tourism, events, festivals, and creative spectacles serve as focal points, concentrating time and space to create nodes within creative networks. These activities link between creative industries, creativity, and tourism (Richards, 2011; Richards & Wilson, 2006).

Creative tourism, derived from cultural tourism, shares the characteristic that tourist motivations significantly influence their decisions to visit or stay in a destination (Ginting et al., 2023). Effectively targeting this group requires a deep understanding of their identity, needs, and how to meet them. To address this, a comprehensive customer-based, value-driven marketing strategy can be implemented using the STP model, which forms the foundation of most marketing strategies (Desarbo et al., 2009). STP, as defined by (Lynn, 2011), involves three steps: identifying market segments (segmentation), directing marketing activities at the target segments (targeting), and positioning the offerings (positioning). Among these processes, segmentation is considered the most complex due to the various factors that need to be considered, particularly visitor motives (Kruger et al., 2014).

(Kruger et al., 2014) emphasize that market segmentation based on motivation involves identifying and validating motives into several factor groups. The similarity between factors agreed upon by respondents forms the basis for generating clusters of segments. Established segments then target and

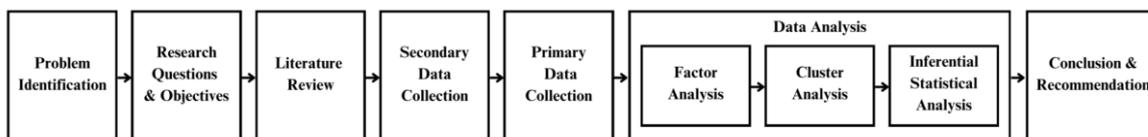
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influence the company's final market positioning. This complexity underscores why Kruger and colleagues view segmentation as a crucial process with significant downstream effects if improperly executed.

Kustomfest, a major player in Indonesia's creative economy and a hub for the Indonesian Kustom Kulture Festival, has observed a shift in its primary market segments. The inability to accurately identify these segments represents a missed opportunity, potentially resulting in an estimated Rp 31.4 billion in unutilized revenue. This raises important research questions: What are the main motives of visitors from the general public attending Kustomfest in Yogyakarta? How can the different market segments of Kustomfest visitors be identified and profiled based on their motives? What are the sociodemographic and behavioural characteristics of these market segments? To address these questions, segmentation will be crucial for Kustomfest to redefine its market segments based on customer motives. This approach will enable the creation of products and services better aligned with customer needs.

## B. RESEARCH METHOD

To effectively address the research problem, this study will adopt a systematic approach, beginning with identifying the root cause of the issue. Subsequently, specific research questions and objectives will guide the investigation. A thorough literature review will explore relevant topics and variables that can aid in analyzing the problem. The next step involves selecting appropriate variables that fit the research context. Primary data will then be collected through a quantitative approach using online questionnaires. This data will be analyzed using factor analysis to identify groups of motive factors, cluster analysis to group respondents based on their motives, and inferential statistical analysis to determine significant differences among the clusters. The findings will be summarized to draw conclusions and recommendations based on the research questions and objectives.



**Figure 1. Research Design**

Source: Research data, 2024

The research methodology employs a quantitative approach to gather and analyze numerical data, which is crucial for establishing clusters and performing statistical analyses. Surveys will collect information on individuals' knowledge, attitudes, and behaviours, benefiting from their flexibility in obtaining diverse data types. The initial population for the study is based on Kustomfest's highest attendance figure of 28,000. Since 65% of attendees are from the general public, the target population is 18,200. Cochran's formula suggests a sample size of 244 respondents to achieve a representative sample. The study will measure the general public's motives for attending Kustomfest using a 5-point Likert scale, adapted from (Gomez et al., 2021), ranging from 1 (strongly disagree) to 5 (strongly agree). This approach will help understand visitor motivations and behaviours, ultimately assisting development.

**Table 1. Four Factors of Motives**

Variable	Items		Scale and Measurement	Reference
	Code	Content Item		
Entertainment	ENT 1	Kustomfest's Kustom Contest & Show lineup was fun to watch	5 Point Likert Scale	(Gomez et al., 2021)
	ENT 2	Seeing Kustomfest's Kustom Contest & Show lineup captivates me		
	ENT 3	I enjoyed watching Kustomfest's Kustom Contest & Show lineup		
	ENT 4	It was entertaining to watch Kustomfest's Kustom Contest & Show lineup.		

Variable	Items		Scale and Measurement	Reference
	Code	Content Item		
Aesthetic	EST 1	I felt a real sense of harmony at Kustomfest	5 Point Likert Scale	(Gomez et al., 2021)
	EST 2	For me, the Kustomfest setting was pleasant.		
	EST 3	Being at Kustomfest was pleasant.		
	EST 4	The Kustomfest setting was really attractive.		
Education	EDU 1	My experience at Kustomfest has been useful to increase my knowledge	5 Point Likert Scale	(Gomez et al., 2021)
	EDU 2	I learned a lot from my experience at Kustomfest.		
	EDU 3	Attending Kustomfest heightened my curiosity to learn something new.		
	EDU 4	I classify my experience at Kustomfest as a world-class education.		
Escapism	ECS 1	At kustomfest, I felt like I was living in a different place and time	5 Point Likert Scale	(Gomez et al., 2021)
	ECS 2	Kustomfest experience allowed me to be the different version I want to be		
	ECS 3	I was able to escape reality at Kustomfest completely.		

Source: Research data, 2024

### C. RESULTS AND ANALYSIS

A survey was conducted online using Google Forms from June 20 to July 11, 2024. During this period, attendees were approached by trained fieldworkers who requested them to complete the questionnaires. The survey yielded 260 valid responses, achieving a 100% return rate.

#### Factor Analysis

Factor analysis was performed using principal component analysis with Varimax rotation and Kaiser normalization, identifying four motivational factors for attending Kustomfest based on similar characteristics. As detailed in Table 2, these factors accounted for 73% of the total variance and exhibited high-reliability coefficients, ranging from 0.734 to 0.993. The average inter-item correlation coefficients ranged between 0.385 and 0.972, indicating strong internal consistency for all factors. Each item had a factor loading exceeding 0.35, confirming a strong correlation between the factors and their respective items, as per Steyn (2000). The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.816, suggesting that the correlation patterns were compact and produced reliable factors, while Bartlett's test of sphericity was statistically significant ( $p < 0.001$ ), affirming the factorability of the correlation matrix (Field, 2024; Pallant, 2020).

The factor scores, calculated as the mean values of all items contributing to each factor on the original 5-point Likert scale, revealed the following motives for attending Kustomfest: Entertainment (Factor 1), Event Aesthetic (Factor 2), Education (Factor 3), and Escapism (Factor 4). Entertainment emerged as the most significant motive, with the highest mean value of 4.75, Event Aesthetic at 4.22, Escapism at 4.04, and Education as the least important factor, with a mean value of 3.45.

**Table 2. Results of Factor Analysis**

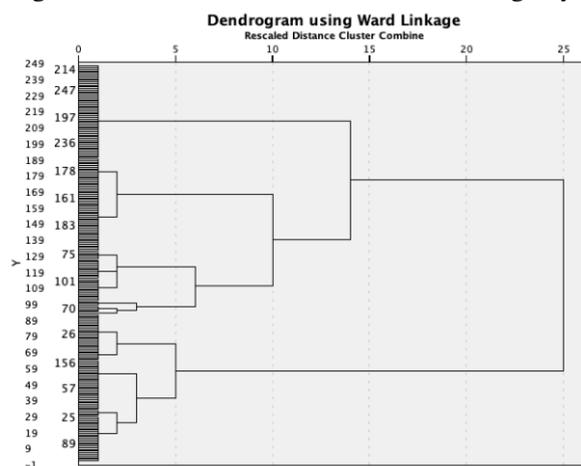
Motives	1	2	3	4
<b>Factor 1: Entertainment</b>				
Kustomfest's Kustom Contest & Show lineup was fun to watch	0.986			
Seeing Kustomfest's Kustom Contest & Show lineup captivates me	0.989			
I enjoyed watching Kustomfest's Kustom Contest & Show lineup	0.989			
It was entertaining to watch Kustomfest's Kustom Contest & Show lineup	0.990			
<b>Factor 2: Aesthetic</b>				
I felt a real sense of harmony at Kustomfest.		0.488		

Motives	1	2	3	4
For me, the Kustomfest setting was pleasant.		0.801		
Being at Kustomfest was pleasant.		0.832		
The Kustomfest setting was really attractive.		0.832		
<b>Factor 3: Education</b>				
My experience at Kustomfest has been useful to increase my knowledge.			0.742	
I learned a lot from my experience at Kustomfest.			0.735	
Attending Kustomfest heightened my curiosity to learn something new.			0.732	
I classify my experience at Kustomfest as a world-class education.			0.712	
<b>Factor 4: Escapism</b>				
At kustomfest, I felt like living in a different place and time.				0.787
Kustomfest experience allowed me to be the different version I want to be				0.774
I was able to escape reality at Kustomfest completely.				0.796
<b>Total Variance Explained</b>	<b>73%</b>			
<b>Average Inter-Item Correlation</b>	<b>0.972</b>	<b>0.385</b>	<b>0.4346</b>	<b>0.5243</b>
<b>Reliability Coefficient</b>	<b>0.993</b>	<b>0.734</b>	<b>0.743</b>	<b>0.758</b>
<b>Mean Value</b>	<b>4.75</b>	<b>4.22</b>	<b>3.59</b>	<b>4.04</b>

Source: Research data, 2024

### Cluster Analysis

An exploratory cluster analysis was conducted on the data to explore the underlying structures based on the identified motivational factors. Employing Ward's method and Euclidean distances for hierarchical cluster analysis, a three-cluster solution was the most effective in discriminating between the different groups (see Figure 2). The multivariate analyses revealed significant differences among the three clusters, with a p-value less than 0.05, indicating that the clusters were distinct and meaningfully different.



**Figure 2. Dendrogram**

Source: Research data, 2024

### Inferential Statistical Analysis

According to Table 3, the ANOVA results indicate that all five motivational factors effectively distinguished between the three identified clusters ( $p < 0.05$ ), with substantial effect size differences across the clusters. Cluster 1, the largest group comprising 97 respondents, exhibited notably high mean scores for Entertainment and Escapism, suggesting that this cluster is primarily driven by enjoyment rather than a deep engagement with kustom culture. This group is, therefore, labelled as the Leisure Seekers. Cluster 2, consisting of 92 respondents, showed relatively high mean scores in Entertainment, Aesthetics, and Escapism. Termed Fresh Faces, this group seems enthusiastic about the event but shows limited interest in learning about kustom culture, indicating that they are relatively new to the event (as corroborated by data in Table 4 on "Number of Previous Attendance in the Event"). Cluster 3, the smallest with 71 respondents, rated all four factors—Entertainment, Aesthetics, Escapism, and Education—as significant motives, with

high mean scores across the board. Therefore, This cluster is called the Trend Chasers, reflecting their broad interest in enjoying and learning from the event.

**Table 3. Result of ANOVA, Tukey's Post Hoc on Motivation within Established Segments**

Motive Factors	Cluster1	Cluster2	Cluster3	F- Ratio	Sig. Level	Effect Sizes		
	Leisure Seeker N = 97	Fresh Faces N = 92	Trend Chaser N = 71			Cluster 1 & 2	Cluster 1 & 3	Cluster 2 & 3
Entertainment	4.49	4.88	4.88	21.595	< 0.001*	0.67***	0.72***	0.73***
Aesthetics	3.66	4.82	4.18	202.97	< 0.001*	2.07****	2.22****	2.25****
Education	3.87	2.92	4.03	113.96	< 0.001*	1.55****	1.66****	1.68****
Escapism	4.40	4.55	3.16	106.80	< 0.001*	1.50****	1.61****	1.63****

Note: Effect sizes: \*\* small effect: d=0.2; \*\*\*medium effect: d=0.5 and \*\*\*\*large effect: d=0.8 \* Statistically significant difference: p ≤ 0.05

Source: Research data, 2024

ANOVAs, Tukey's post hoc multiple comparisons, and effect sizes were utilized to investigate differences among respondents based on their sociodemographic and behavioural characteristics. As detailed in Table 4, and given the small effect sizes observed, there were statistically and practically significant differences among the three clusters of Kustomfest general public segment visitors in all aspects, except for the number of people travelling in a group (p = 0.672). The average number of people in a group was 3.29 for Leisure Seekers, 3.42 for Fresh Faces, and 3.52 for Trend Chasers.

Leisure Seekers, the oldest group with an average age of 37.86 years, had the highest average spending on accommodation (Rp1,160,825.00) and total spending (Rp4,346,113.00). However, they spent the least on transportation (Rp157,445.00) and goods (Rp347,423.00). They also had the shortest average duration at Kustomfest (1.21 days) and Yogyakarta (1.87 days), making them the least frequent visitors. Fresh Faces, the youngest group with an average age of 24.73 years, attended Kustomfest an average of 1.4 times. Despite this lower frequency, they had the highest average spending on goods (Rp1,340,761.00) and transportation (Rp225,676.00) and the longest stay in Yogyakarta (4.99 days). Trend Chasers, with an average age of 33.24 years, were the most frequent visitors to Kustomfest, attending an average of 3.92 times. They generally ranked second in spending and duration metrics, showing significant engagement with the event.

**Table 4. Result of ANOVA, Tukey's Post Hoc on Character within Established Segments**

Characteristic	Cluster1	Cluster2	Cluster3	F- Ratio	Sig. Level	Effect Sizes		
	Leisure Seeker N = 97	Fresh Faces N = 92	Trend Chaser N = 71			Cluster 1 & 2	Cluster 1 & 3	Cluster 2 & 3
<b>Demographic</b>								
Average Age	37.86	24.73	33.24	271.83	< 0.001*	2.40****	2.58****	2.60****
Number of People Traveling in A Group	3.29	3.42	3.52	0.398	0.672	0.09	0.10	0.10
Length of Stay(s)	1.87	4.99	2.87	390.292	< 0.001*	0.92****	0.99****	1.00****
Latest attendance visit duration	1.21	1.52	1.82	40.239	< 0.001*	0.92****	0.99****	1.00****
<b>Spending (IDR)</b>								
Average Spending for Transportation	157,445	225,676	105,577	3.552	0.03*	0.27**	0.29**	0.30**
Average Spending for Accommodation	1,160,825	99,348	255,493	55.827	< 0.001*	1.09****	1.17****	1.18****
Average	347,423	1,340,761	532,394	188.71	< 0.001*	2.00****	2.15****	2.17****

Spending for Goods								
Average Total Spending	4,346,113	4,115,543	2,617,606	5.406	0.005*	0.34**	0.36**	0.37**
<b>Behavioural</b>								
Number of Previous Attendance in the event	2.37	1.4	3.92	56.466	< 0.001*	1.09****	1.17****	1.19****

Note: Effect sizes: \*\* small effect: d=0.2; \*\*\*medium effect: d=0.5 and \*\*\*\*large effect: d=0.8

\* Statistically significant difference:  $p \leq 0.05$ ;

Source: Research data, 2024

Interpreting the level of significance and the phi-values of the chi-square tests revealed statistically significant differences between the segments in nearly all aspects, including Sex, Language, Province of Domicile, Latest Education, Occupation, Mode of Transport to and from Yogyakarta, Method to Acquire Tickets, Spending Categories, Outfit Worn to the Event, and sources of information such as Radio, Magazine, Newspaper, Billboard, Word of Mouth, Tourism Organization, Kustomfest Official Facebook page, Kustomfest Official Instagram page, Kustomfest Official X (Twitter) page, and Key Opinion Leader/Influencer (with all p-values < 0.001, except for Spending Categories, which had a p-value of 0.026).

A notable finding is that more than a third of both Leisure Seekers (43.52%) and Fresh Faces (33.33%) are domiciled in the Special Region of Yogyakarta, while Trend Chasers predominantly come from West Java (17.24%). In terms of transportation to Yogyakarta, Trend Chasers are unique in their preference for motorbikes (38%), whereas Leisure Seekers and Fresh Faces more commonly use mass transportation, such as trains (21.6%) and planes (20.7%). Online e-ticketing is preferred by Fresh Faces (69.6%) and Leisure Seekers (66%), while Trend Chasers predominantly opt for on-the-spot ticket purchases (66.2%). Regarding outfit choices, there is a distinct preference: 63.9% of Leisure Seekers wore official merchandise, 63% of Fresh Faces wore casual outfits, and 53.5% of Trend Chasers wore Kustom Kulture streetwear. Both Leisure Seekers and Fresh Faces were heavily influenced by Word of Mouth (96.9% and 96.7%, respectively) and Instagram (94.8% and 97.8%, respectively).

**Table 5. Result of Chi-square Tests on Characteristics within Established Segments**

Characteristic	Cluster1	Cluster2	Cluster3	Chi-Square Value	Df	Sig. Level	Phi-Value
	Leisure Seeker N = 97	Fresh Faces N = 92	Trend Chaser N = 71				
<b>Sex</b>							
Male	93.8%	88.0%	71.8%	16.835	2	< 0.001*	0.254**
Female	6.2%	12.0%	28.2%				
<b>Language</b>							
Indonesian Only	34.0%	72.8%	85.9%	54.001	3	< 0.001*	0.585****
Indonesia & English	66.0%	27.2%	14.1%				
<b>Province</b>							
Daerah Istimewa Yogyakarta	48.5%	35.90%	18.9%	96.145	40	< 0.001*	0.456***
Jawa Timur	13.89%	5.05%	12.64%				
DKI Jakarta	10.19%	7.07%	10.3%				
Jawa Barat	10.19%	7.93%	17.24%				
Jawa Tengah	11.89%	22.22%	12.6%				
Bali	3.70%	2.02%	5.75%				
Banten	0.93%	0%	1.15%				
Outer Java other than Bali	0%	18.18%	13.80%				
<b>Education</b>							
Middle School or under	12.4%	40.2%	15.5%	41.640	8	< 0.001*	0.4****
High School or equal	0%	0%	2.8%				
Diploma or equal	12.4%	12.0%	26.8%				

Characteristic	Cluster1	Cluster2	Cluster3	Chi-Square Value	Df	Sig. Level	Phi-Value
	Leisure Seeker N = 97	Fresh Faces N = 92	Trend Chaser N = 71				
Bachelor or equal	70.1%	45.7%	45.1%				
Master or above	5.2%	2.2%	9.9%				
<b>Occupation</b>							
Civil Servant	6.2%	1.1%	15.5%	46.375	12	< 0.001*	0.422***
Employee	37.1%	32.6%	22.5%				
Entrepreneur	37.1%	29.3%	56.3%				
Freelance	13.4%	17.4%	4.2%				
Student	6.2%	14.1%	1.4%				
Unemployed	0.0%	1.1%	0.0%				
Choose Not to Work	0.0%	1.5%	0.0%				
<b>Mode of Transport from &amp; to Yogyakarta</b>							
I live within the Special Region of the Yogyakarta Provincial Area	48.5%	35.90%	18.90%	67.480	10	< 0.001*	0.509****
Privately Owned Car	18.6%	12.0%	16.9%				
Privately Owned Motor	0.0%	20.7%	38.0%				
Rented Car	0%	0%	0%				
Intercity Bus	0%	5.4%	0%				
Train	21.6%	5.4%	11.3%				
Aeroplane	11.3%	20.7%	15.5%				
<b>Mode of Transport within Yogyakarta</b>							
Privately Owned Car	49.5%	29.3%	54.9%	20.117	12	0.065	0.278**
Privately Owned Motor	27.8%	44.6%	32.4%				
Rented Car	5.2%	6.5%	1.4%				
Rented Motorcycle	1.0%	1.1%	1.4%				
City Bus	4.1%	2.2%	0.0%				
Online Ride-Hailing	4.1%	6.5%	7.0%				
<b>Method to Acquire Ticket</b>							
E-ticket through an online platform	66.0%	69.6%	33.8%	24.706	2	< 0.001*	0.308***
On The Spot at the Ticket Locket	34.0%	30.4%	66.2%				
<b>Spending Categories</b>							
≤ 1.000.000	47.4%	3.3%	18.3%	25.954	14	0.026*	0.316***
1.000.001 - 3.000.000	2.1%	50.0%	59.2%				
3.000.001 - 7,500,000	21.6%	29.3%	21.1%				
≥ 7.500.000	28.9%	17.4%	1.4%				
<b>Outfit Worn To The Event</b>							
Casual Outfit	33.0%	63.0%	12.7%	100.795	4	< 0.001*	0.623*** *
Official Merchandise	63.9%	19.6%	33.8%				
Kustom Kulture Streetwear	3.1%	17.4%	53.5%				
<b>Informed of The Event</b>							
Radio	No= 90.7% Yes= 9.3%	No= 77.2% Yes= 22.8%	No= 39.4% Yes= 60.6%	55.337	2	< 0.001*	0.461***
Magazine	No= 91.8% Yes= 8.2%	No= 68.5% Yes= 31.5%	No= 39.4% Yes= 60.6%				
Newspaper	No= 88.7% Yes= 11.3%	No= 64.1% Yes= 35.9%	No= 52.1% Yes= 47.9%	28.410	2	< 0.001*	0.331***
Billboard	No= 71.1% Yes= 28.9%	No= 38.0% Yes= 62.0%	No= 38.0% Yes= 62.0%				
Word of Mouth	No= 2.1% Yes= 96.9%	No= 3.3% Yes= 96.7%	No= 47.9% Yes= 52.1%	84.347	4	< 0.001*	0.570*** *
Tourism Organization	No= 85.6% Yes= 14.4%	No= 76.1% Yes= 23.9%	No= 38.0% Yes= 62.0%				
Kustomfest Official Facebook page	No= 88.7% Yes= 11.3%	No= 58.7% Yes= 41.3%	No= 38.0% Yes= 62.0%	47.640	2	< 0.001*	0.428***

Characteristic	Cluster1	Cluster2	Cluster3	Chi-Square Value	Df	Sig. Level	Phi-Value
	Leisure Seeker N = 97	Fresh Faces N = 92	Trend Chaser N = 71				
Kustomfest Official Instagram page	No= 5.2% Yes= 94.8%	No= 2.2% Yes= 97.8%	No= 47.9% Yes= 52.1%	76.172	2	< 0.001*	0.541*** *
Kustomfest Official X (Twitter) page	No= 29.9% Yes= 70.1%	No= 53.3% Yes= 46.7%	No= 63.4% Yes= 36.6%	20.462	2	< 0.001*	0.281**
Key Opinion Leader / Influencer	No= 9.3% Yes= 90.7%	No= 14.1% Yes= 85.9%	No= 47.9% Yes= 52.1%	40.783	2	< 0.001*	0.396***

Note: phi-value: \*\*small effect = 0.1; \*\*\*medium effect=0.3 and \*\*\*\*large effect=0.5 \* indicates significance at the 5% level

Source: Research data, 2024

#### D. CONCLUSION

The research identified four key motivational factors within the general segment of Kustomfest, encompassing 15 specific motives. This factor is Entertainment, with the highest mean value of 4.75, indicating it as the most significant motive for attendees. Following this is Aesthetics, with a mean value of 4.22, reflecting the importance of the visual and artistic elements of the event. Escapism, with a mean value of 4.04, underscores the desire of attendees to leave behind their daily routines temporarily. Lastly, Education, with a mean value of 3.59, suggests a moderate interest in learning and gaining knowledge related to the event.

Cluster analysis identified three distinct visitor segments: Leisure Seekers, Fresh Faces, and Trend Chasers. Leisure Seekers prioritize Entertainment and Escapism, focusing on enjoyment and temporary escape from daily life. Fresh Faces prioritize Entertainment, Aesthetics, and Escapism, showing enthusiasm for the event's visual appeal and the opportunity to escape from their routine. Trend Chasers also focus on Entertainment, Aesthetics, and Education, indicating an interest in the event's artistic aspects and learning opportunities.

The research revealed that all three clusters attended Kustomfest in groups averaging 3-4 people. Significant differences were observed among the clusters in most aspects, except for the number of people travelling in a group ( $p = 0.672$ ). Leisure Seekers, the oldest group with an average age of 37.86 years, had the highest spending on accommodation and total expenditure but the lowest on transportation and goods and the shortest visit duration. Fresh Faces, the youngest group with an average age of 24.73 years, had the highest spending on goods and transportation and the longest stay in Yogyakarta. Trend Chasers, averaging 33.24 years, were the most frequent visitors and ranked second in most other metrics.

Statistically significant differences ( $p < 0.001$  for most aspects) were found in demographics, transportation preferences, ticket acquisition methods, spending patterns, attire choices, and sources of information. Over a third of Leisure Seekers and Fresh Faces resided in the Special Region of Yogyakarta, whereas Trend Chasers were predominantly from West Java. Trend Chasers preferred motorbikes for transportation, while Leisure Seekers and Fresh Faces used trains and planes. Fresh Faces and Leisure Seekers favoured online e-ticketing, whereas Trend Chasers preferred on-the-spot purchases. Attire preferences varied, with Leisure Seekers wearing Official Merchandise, Fresh Faces opting for Casual Outfits, and Trend Chasers choosing Kustom Kulture Streetwear. Word of Mouth and Instagram were major influencers across all groups.

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