

## Understanding how hedonic motivation, perceived benefit, and attitude influence staycation intention: A study in Surabaya

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### ABSTRACT

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Staycation has become a form of tourism alternative since the hit of COVID-19 pandemic because of the many restrictions that hampered long-distance vacation activities. In the current post-pandemic era, there must certainly be other driving factors that can encourage someone's intention to choose staycation rather than to travel to a further place. Therefore, this research intends to test the influence of hedonic motivation, perceived benefits, and attitudes on the intention to go on a staycation in Surabaya, Indonesia. The study sample amounted to 210 respondents categorized as productive people living in Surabaya. This study leverages the SmartPLS software for the SEM-PLS analysis technique. Results of this study show that hedonic motivation and perceived benefit significantly and positively influence attitude. While hedonic motivation influences staycation intention, both directly and indirectly through attitude, perceived benefit has only indirect effect towards staycation intention with attitude that serves as a mediator. This study aims at providing an overview of the relationship between hedonic motivation, perceived benefits, and attitudes toward the intention to go on a staycation in Surabaya. By knowing the influence of each of these factors, the industry of tourism and hospitality can formulate more effective and targeted strategies in the current conditions.

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## 1. INTRODUCTION

The pandemic of COVID-19 that has swept across the globe has had many impacts, especially on the tourism sector (Gossling, 2020). During the widespread pandemic, various restrictions made tourism activities very limited and less feasible for long-distance vacations, so people began looking for other ways to satisfy their inner desire for leisure activities, namely through staycations (Asmara & Mohi, 2024; Oktavio et al., 2023). A "staycation" is an occasion when tourists choose to spend their time exploring the local area at home rather than going to other places (Nurlaila et al., 2022). Staying at a hotel or touring the suburban or rural areas close to home are two ways to accomplish this.

Previous research indicates that hedonic motivation is one of the factors influencing a person's intention to engage in certain activities. Hedonic motivation is a desire that emerges

among an individual, driving them to take actions that can provide positive experiences (good and enjoyable experiences) and steer them away from negative experiences (Kaczmarek, 2017). An individual with a natural tendency for hedonistic consumption will generate various important responses, such as multisensory experiences, imagination (fantasy), and emotional aspects of the interaction between consumers and products (Novela et al., 2020). Moreover, hedonic motivation represents consumer purchasing behavior that focuses on emotional aspects, which include prestige, experience, social status, pleasure, sensation, and social imagery (Mufarrafah & Yuniati, 2016). In the current post-pandemic situation, regulations and restrictions are no longer an obstacle, as people can now use money to take the opportunity for long-distance vacations (Kusumawidjaya et al., 2021). Therefore, it is perceptible that individuals who opt for staycations over long-distance travel may prioritize their emotional experiences over the money spent. That being the case, this study primarily aims to test the influence of the hedonic motivation variable on attitudes and intentions within the realm of staycation activities.

Additionally, previous research also states that perceived benefit influences a person's intention, making this variable important to study, especially in the context of staycation. According to a study by Sari (2023), perceived benefit can provide satisfaction to its users, thereby increasing the level of service usage. This implies that the more benefits are provided, the more often people will use the offered services. When compared to long-distance vacations, one of the main benefits of a staycation is that it allows people to save more money due to significantly reduced accommodation, consumption, and other travel expenses. Engaging in staycation activities at hotels around homes can also alleviate the boredom of daily life, particularly suited for those who possess time but face financial limits for international traveling (Rachmawati et al., 2020). Given that people can satisfy their leisure needs while still being close to their homes is another point that makes staycation activities more valuable.

Related to hedonic motivation and perceived benefit, attitude serves as a variable that connects the two variables with intention. In the tourism context, attitude towards a certain mode of travel is a crucial proposition in behavior (Zhang et al., 2022). Gruen et al. (2005) stated that attitude is a key component in understanding the motivations behind tourists' behavior. Attitudes toward specific ways of travel are a crucial foundation pertaining to behavior in the tourism industry (Zhang et al., 2022). Perceived benefit also influences attitude, where Willim et al. (2023) once explained that attitude is a person's reaction to an object based on their perception and experience with that object.

Although staycation is one of the fundamental aspects in the tourism and hospitality industry, research that delves deeper into what can encourage someone to have the intention to do a staycation is still uncommon. The objective of this study is to investigate how hedonic motivation, perceived benefit, and attitude influence the intention to do a staycation among

the people living in Surabaya, particularly those who are still in the productive age category, which, according to the Indonesian Ministry of Health (2020), is classified as ages 15 to 64. As per data from the Badan Pusat Statistik (BPS) (2023) in Surabaya, in 2022, the total population in the age range of 15 to 64 years reached 2,024,759 people. As that population has the most purchasing power, the community within that age range becomes essential to study in terms of interest and decision to do a staycation, allowing the industry to formulate effective and precise strategies.

## **2. LITERATURE REVIEW**

### **Staycation**

Staycation, or what can be referred to as "voluntary staying", refers to vacation activities conducted near one's home (De Bloom et al., 2017), while considering it as a segment of the local tourism market. This form of tourism tends to emphasize local destinations that minimize vehicular carbon emissions and can be reached within a short distance (Jeuring & Diaz-Soria, 2017). According to Li (2022), as referred to Teel, doing staycation activities at hotels near one's residence can be a form of short-term vacation that also serves as an alternative for people to travel without spending too much time on an exhausting journey. Additionally, staycation also helps people to minimize work after returning, such as laundry and other household chores. Doing a staycation has the potential to reduce stress during the planning process since it can be planned and carried out without taking too much time and without excessive packing process (Li, 2022).

### **Hedonic Motivation**

Motivation, in essence, is a psychological state of an individual that arises from the need to engage in a particular activity or action (Li, 2022). In the concept presented by Gray (1981), a theory called "Gray's Theory of Personality" is proposed, which states that the general principle behind hedonic motivation can be clearly observed as it is very straightforward and open: humans, in general, will choose to engage in an activity with the intention of enhancing good experiences (positive and enjoyable experiences) and reducing negative experiences. According to Mikalef et al. (2012) and To et al. (2007), an individual with hedonic motivation views purchasing behavior as an effort to seek pleasure, fantasy, awareness, sensuality, and enjoyment. This aligns with the statement by Vincent & Gaur (2021) that hedonistic consumption provides an experiential perspective because when using a product or service, an individual employs emotion, fantasies, pleasures, and multisensory experiences, indicating that hedonic motivation drives consumers to shop in order to fulfill their emotional needs.

Previous research in regard of the relationship between hedonic motivation and attitude, as well as the intention to engage in certain activities, has been conducted, revealing a strong

relationship between motivation and attitude on the intention to visit less familiar tourist destinations (Kim et al., 2021) and the intention to consume local cuisine (Levitt et al., 2019). The indicators of this variable is built upon earlier research done by Chong et al. (2022).

### **Perceived Benefit**

Referring to Zhang et al. (2022) implied that benefit refers to the reward obtained by the consumers after using a particular product or after receiving and experiencing a service. From the research carried out by Wang et al. (2021) regarding the Greater Bay Area (GBA), it was concluded that perceived benefit plays a more pivotal role on tourists' attitudes compared to low-risk perception. GBA offers many free admission tickets and discounts, along with other travel benefits, such as relaxation and comfort during the short visit to GBA. Several other studies that have been conducted have successfully proven that there is an impact between perceived benefit and intention. Sari (2023) explains that there is a positive influence between perceived benefit and intention to use digital applications. From a tourism perspective, there are several perceived benefits of staycation activities which will be used as indicators as outlined in the journal by Stollery & Jun (2017), Yolal et al. (2009), and Zhang et al. (2022).

### **Attitude**

Arnolds & Reynolds (2003) defined attitude as a person's inner feelings that indicate liking or disliking towards something, which then encourages an individual's predisposition to act towards something good or bad, where the object can be classified as a product, service, attitude, person, organization, idea, and problem. Na et al. (2017) explained that attitude is a learned behavior and a function of consumers' perception and judgment of the main beliefs toward a particular object.

There are some previous studies that have successfully shown that attitude influences intention, just like the statement that implied attitude towards advertising affects purchase intention (Sallam & Algammash, 2016), and the statement from Shimp & Gresham (1985) which found that attitude towards advertisement also directly impacts purchase intention. Thus, it can be inferred that intention is also affected by attitude. There are three dimensions of attitude as clarified by Ervina & Octaviany (2022) and Zhang et al. (2022) that will be used as indicators, in which these three components reflect an individual's belief towards a specific targeted object.

### **Staycation Intention**

There have been several previously conducted studies that provide exposure regarding intention. Chen et al. (2013) explained that visit intention is the desire or willingness of someone to visit a tourist destination after discovering interesting information. In another

study, it is explained that use intention is the strength of an individual's desire to perform a certain behavior (Sallam & Algammash, 2016).

In a study related to intention, Salim et al. (2019) conveyed that consumer purchase intention is greatly impacted by attitude and behaviour. According to Pham et al. (2021), behavioural intention reflects the tendency of an individual to perform a certain action that can be measured by the effort they exert to carry out that action. There are four points that have been selected to serve as indicators, based on the research of Abubakar & Ilkan (2016), Kara (2024), and Lewis et al. (2021).

### **Hedonic Motivation – Attitude – Staycation Intention**

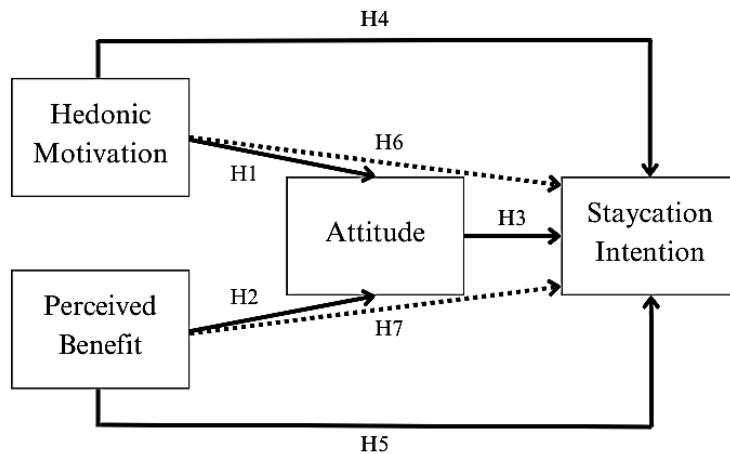
The results of the research from Themadjaja & Gunadi (2023) found that statistically, hedonic motivation has a substantial correlation with consumer behavior, specifically in the context of fashion-sharing platforms. Consumer attitudes toward fashion-sharing platforms also have a notable relationship with purchase intention, where consumer behavior has been shown to be strong and positively impacts purchase intention (Won & Kim, 2020).

Consumers driven by hedonic motivation tend to seek new experiences in novel ways and usually require a lot of social interaction and unique elements (Vincent & Gaur, 2021). Novela et al. (2020) also found that online shopping users' purchase intention is favourably influenced by hedonic motivation through attitude. Thus, it is evident that attitude is also shaped by perceptions that can influence a person's behavioral intention (Baek & Oh, 2021).

### **Perceived Benefit – Attitude – Staycation Intention**

Based on previous research, perceived benefit is a potential antecedent of attitude towards a certain behavior (Forsythe et al., 2006). The theory by Ajzen & Fishbein (2000) concludes that attitude predicts behavior. The perception of positive outcomes arising from certain choices or perceived benefits (Ing & Ming, 2018), turns out to also drive a person's purchase intention (Park et al., 2007).

In previous research within the online shopping context, attitude is identified as a set of beliefs sculpted by a person regarding a specific object that not only forecasts the consumer's eagerness to act but also mediates the influence of beliefs formed due to online information cues on purchase intention (Sparks et al., 2013). Prendergast et al. (2010) state that a positive attitude towards online forums strengthens the purchase intention of a product. In the study conducted by Sparks et al. (2013), it was found that the intervening variable role of attitude in the activity of staying at a resort is to mediate the influence of reviews and trust on purchase intention.



**Figure 1. Research Model**

The following are some hypotheses from the research that will be conducted:

- H<sub>1</sub>: Hedonic motivation has a positive and significant impact on attitude.*
- H<sub>2</sub>: Perceived benefit has a positive and significant impact on attitude.*
- H<sub>3</sub>: Attitude has a positive and significant impact on staycation intention.*
- H<sub>4</sub>: Hedonic motivation has a positive and significant impact on staycation intention.*
- H<sub>5</sub>: Perceived benefit has a positive and significant impact on staycation intention.*
- H<sub>6</sub>: Hedonic motivation affects staycation intention through attitude as a mediator.*
- H<sub>7</sub>: Perceived benefit affects staycation intention through attitude as a mediator.*

### 3. METHODOLOGY

#### Research Population and Sample

This research is in a form of quantitative study with those who live in Surabaya as the population. Non-probability sampling is used as a sampling technique in this study, which according to Tzeliang (2021) based on Siregar, this technique does not allow every element in the population to have an equal chance of being selected as a sample. The method used in this non-probability sampling is purposive sampling, which will use specific criteria to determine the sample used (Tzeliang, 2021) referring to Siregar. The criteria for sampling in this research are the people in Surabaya whose ages range from 17 to 64 years. The respondents needed as a sample are approximately 170 respondents to satisfy the requirements for calculating the minimum amount of sample indicator. The minimum sample amount is calculated using the ten-times rule proposed by Hair et al. (2011).

#### Data Collecting Method

The data for this research are obtained from respondents through questionnaires. Questionnaire surveys are distributed online to predetermined samples in the format of Google

Form via social media for primary data collection and the questionnaire uses the 1-5 Likert scale technique.

### Analysis Technique

This research leverages the SmartPLS 4.0 program with PLS (Partial Least Squares) based SEM (Structural Equation Modeling) approach. The SmartPLS software is built on nonparametric assumptions, making it suitable for data sets of fewer than 200 (Sayyida, 2023). There are two steps that are carried out in this PLS technique, the first one is the outer model (measurement model) testing by analyzing the convergent validity, where the indicator's loading factor must be  $> 0.5$  as mentioned by Pujiati et al. (2025) referring to Hair et al. and reflective construct of the AVE must be  $> 0.5$ , discriminant validity, in which based on the Fornell-Larcker Criterion every construct's root AVE has to be higher than the correlation between one construct and another (Dash & Paul, 2021), and composite reliability, where the values of Cronbach's Alpha dan Composite Reliability of all variables must be  $> 0.70$  (Hamid & Anwar, 2019). The second stage involves the inner model (structural model) testing by examining the R-square criterion, where 0.75 = Strong, 0.50 = Moderate, and 0.25 = Weak (Hair et al., 2011). The hypothesis significance can be considered influential when the T-statistic is above 1.96 and the P-value is under 0.05 (Hamid & Anwar, 2019).

## 4. RESULTS AND DISCUSSION

### Respondents' Characteristics

Evidently, this research managed to collect results from a total of 210 respondents which are used for further analysis. The respondents' profile for this study is illustrated in Table 1.

**Table 1. Profile of the Respondents**

	Description	Criteria	Quantity	Percentage
Age	17-24 years old	55 people	26.20%	
	25-34 years old	38 people	18.10%	
	35-44 years old	39 people	18.60%	
	45-54 years old	55 people	26.20%	
	55-64 years old	21 people	10%	
	> 64 years old	2 people	1%	
Gender	Male	84 people	40%	
	Female	126 people	60%	
Occupation	Student/University student	49 people	23.30%	
	Employee	64 people	30.50%	
	Self-employed	53 people	25.60%	
	Freelancer	12 people	5.70%	
	Not working/No longer working	8 people	3.80%	
	Others	24 people	11.10%	
Average Income per Month	< Rp500.000	24 people	11.40%	
	Rp500.000 - Rp999.000	11 people	5.20%	
	Rp1.000.000 - Rp4.999.000	35 people	16.70%	
	Rp5.000.000 - Rp9.999.000	44 people	21%	

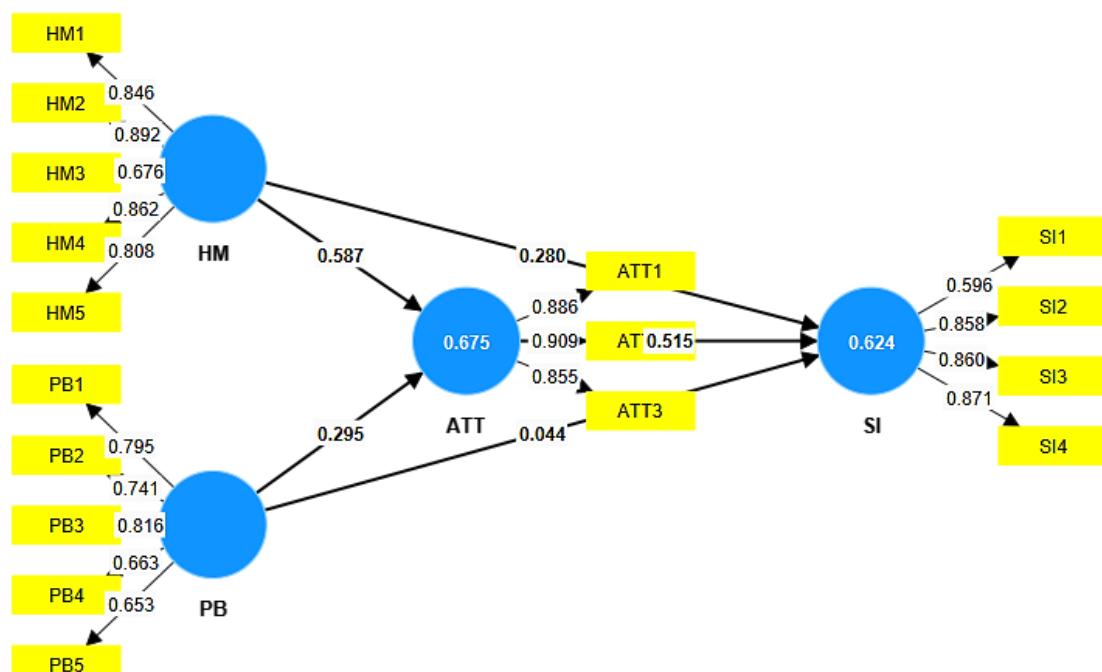
Description		Criteria	Quantity	Percentage
Status		Rp10.000.000 - Rp14.999.000	34 people	16.20%
		Rp15.000.000 - Rp20.000.000	16 people	7.60%
		> Rp20.000.000	46 people	21.90%
	Married		115 people	54.80%
	Not married		95 people	45.20%
Ever had or never had a staycation at a hotel in Surabaya	Ever had		156 people	74.30%
	Never had		54 people	25.70%
	Ever had		68 people	32.40%
	Never had		142 people	67.60%
<b>Total Respondents</b>			<b>210 people</b>	<b>100%</b>

Source: Primary Data Questionnaire

Based on the Table 1, it is shown that in general, 74.30% of the respondents have had a staycation at a hotel in Surabaya while the remaining 25.70% have never had. This depicts more than half of the respondents have ever chosen to do staycation, indicating that staycation activity has quite a potential in contributing to Surabaya's hospitality and tourism industry.

### Research Model

The diagram of the research model which has been processed and calculated using the SmartPLS 4.0 application is presented in Figure 2. As shown in the figure, HM refers to Hedonic Motivation, PB refers to Perceived Benefit, ATT refers to Attitude as a mediating variable, and SI refers to Staycation Intention.



**Figure 2. Structural PLS Model**  
Source: Processed PLS Data Result (2025)

## Outer Model Analysis Result

For the outer model analysis, according to Hair et al. (2014), three criteria are used for measurement, namely convergent validity, discriminant validity, and composite validity.

### Convergent Validity

**Table 2. Outer Loadings**

Items	Attitude	Hedonic Motivation	Perceived Benefit	Staycation Intention
ATT1	0.886			
ATT2	0.909			
ATT3	0.855			
HM1		0.846		
HM2		0.892		
HM3		0.676		
HM4		0.862		
HM5		0.808		
PB1			0.795	
PB2			0.741	
PB3			0.816	
PB4			0.663	
PB5			0.653	
SI1				0.596
SI2				0.858
SI3				0.860
SI4				0.871

Source: Processed PLS Data Result (2025)

According to Table 2, all 17 statement items have a loading factor value of  $> 0.50$  and all four variables have an AVE value of  $> 0.50$ . Hence, all statement items are declared as convergent valid.

### Discriminant Validity

According to the Fornell-Larcker Criterion, as mentioned by Dash & Paul (2021), the model is considered to meet the requirement of discriminant validity when each construct is greater than the interconnection with another construct.

**Table 3. Discriminant Validity - Fornell-Larcker Criterion**

	Attitude	Hedonic Motivation	Perceived Benefit	Staycation Intention
Attitude	<b>0.884</b>			
Hedonic Motivation	0.795	<b>0.820</b>		
Perceived Benefit	0.708	0.704	<b>0.737</b>	
Staycation Intention	0.769	0.720	0.606	<b>0.805</b>

Source: Processed PLS Data Result (2025)

Based on Table 3, each construct's root AVE is higher than the correlation between one construct and another. Thus, all construct in the estimated framework can be concluded as discriminant valid.

### **Composite Reliability**

**Table 4. Cronbach's alpha, rho\_a, rho\_c, AVE**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Attitude	0.860	0.866	0.914	0.781
Hedonic Motivation	0.876	0.885	0.911	0.673
Perceived Benefit	0.786	0.792	0.855	0.543
Staycation Intention	0.813	0.847	0.878	0.648

Source: Processed PLS Data Result (2025)

As depicted in Table 4, the values of Cronbach's Alpha and Composite Reliability of all variables are  $> 0.70$ , indicating that all variables clearly are reliable.

### **Inner Model Analysis Result**

#### **R-square**

Hair et al. (2011) states that R-square values of 0.75, 0.50, and 0.25 can consecutively be interpreted as having strong influence, moderate influence, and weak influence.

**Table 5. R-square**

	R-Square	R-Square Adjusted
Attitude	0.675	0.672
Staycation Intention	0.624	0.619

Source: Processed PLS Data Result (2025)

According to Table 5, the R-square and adjusted R-square values of attitude sequentially are 0.675 and 0.672. This implies that the hedonic motivation and perceived benefit variables can explain 67.5% or 67.2% of attitude. Therefore, the model is considered moderate. On the other hand, the R-square and adjusted R-square values of staycation intention are 0.624 and 0.619 in consecutive. This indicates that the hedonic motivation, perceived benefit, and attitude variables can explain 62.4% or 61.9% of staycation intention, which also makes this model classified as moderate.

### **Hypotheses Testing**

If the T values are  $> 1.96$  and the P values are  $< 0.05$ , then the hypotheses are declared accepted (Hamid & Anwar, 2019). The hypotheses testing outcomes along with the implications are outlined as follows:

**Table 6. Hypotheses Testing**

	Path coefficient/ Ori sample (O)	Sample mean (M)	Standard deviation (STDEV)	T- statistics	P-values
Hedonic Motivation → Attitude	0.587	0.585	0.055	10.659	0.000
Perceived Benefit → Attitude	0.295	0.297	0.062	4.739	0.000
Attitude → Staycation Intention	0.515	0.512	0.070	7.390	0.000
Hedonic Motivation → Staycation Intention	0.280	0.279	0.087	3.201	0.001
Perceived Benefit → Staycation Intention	0.044	0.047	0.078	0.566	0.571
Hedonic Motivation → Attitude → Staycation Intention	0.302	0.299	0.047	6.382	0.000
Perceived Benefit → Attitude → Staycation Intention	0.152	0.153	0.040	3.826	0.000

Source: Processed PLS Data Result (2025)

## **Discussion**

### **Hedonic Motivation towards Attitude**

The path from hedonic motivation to attitude displays a T value of 10.659 and a P-value of 0.000, resulting in the acceptance of  $H_1$ , which indicates that hedonic motivation positively and significantly affects attitude. This test result is in accordance with previous researches which revealed that motivation has a positive relation towards attitude to the intention to consume local cuisine, visit less familiar tourist destinations, and do online shopping (Levitt et al., 2019; Kim et al., 2021; Shierly & Sihombing, 2017).

### **Perceived Benefit towards Attitude**

The path from perceived benefit to attitude shows a T value of 4.739 and a P-value of 0.000, concluding the acceptance of  $H_2$ . This indicates that perceived benefit positively and significantly influences attitude. Prior research regarding the Greater Bay Area (GBA) by Wang et al. (2021) led to a conclusion that perceived benefit has a bigger influence on the attitude of tourists when compared to low-risk perception. Another study discovered significant and positive effect of perceived benefit towards attitude (Setyaningrum et al., 2023). Wang &

Pfister (2008) also uncovered that perceived personal benefits favorably affects attitude towards the growth of tourism. These support the hypothesis result finding of this study.

### ***Attitude towards Staycation Intention***

The path from attitude to staycation intention depicts a T value of 7.390 and a P-value of 0.000, declaring the acceptance of H3, which shows that attitude significantly and positively influences staycation intention. This corresponds to the findings of studies suggesting that attitude does influence the intention to stay at green hotels (Liap & Keni, 2023) and that consumer attitude towards a hotel significantly influence the intention to frequently stay at the hotel (Makanyeza et al., 2021). Sallam & Algammash (2016) implied that attitude towards advertising affects purchase intention and the point made by Shimp & Gresham (1985) also stated that attitude towards advertisement directly impacts purchase intention.

### ***Hedonic Motivation towards Staycation Intention***

The path from hedonic motivation to staycation intention displays a T-statistic of 3.201 and a P-value of 0.001, resulting in the acceptance of H4. This indicates that hedonic motivation significantly and positively affects staycation intention, which is consistent with earlier research by Luo & Ye (2020) that demonstrated tourists' motivation positively influences visit intention and studies from Sudirjo et al. (2023) that in the context of digital wallet, hedonic motivation was found to influence usage intention. Subsequent research as well suggested that online shopping users' purchase intention is favourably affected by hedonic motivation (Novela et al., 2020).

### ***Perceived Benefit towards Staycation Intention***

The path from perceived benefit to staycation intention shows a T statistic of 0.566 and a P-value of 0.571. Thus, H5 is rejected, thereby suggesting that perceived benefit has no significant effect on staycation intention. This hypothesis rejection may derive from the multifaceted interplay of personal drives and external factors. Based on the respondents' profile of this study, most respondents have an average monthly income exceeding Rp20.000.000, which suggests a level of financial comfort that allows for more sumptuous leisure options. Additionally, a ratio of 45.20% or nearly half of the respondents are still unmarried, resulting in lower living expenses compared to those who are married with families. Consequently, this demographic is more likely to value international travel over local staycations in Surabaya, as they may seek more diverse and enriching experiences abroad rather than opting for leisure activities close to home. However, although perceived benefit may not straightforwardly influence staycation intention, perceived benefit can indirectly affect staycation intention through attitude.

Ajzen (1991) stated that attitude is a crucial mediating variable that serves as one of the main factors determining intention in doing certain behaviour. This intention can be accurately predicted through attitude towards specific behaviour, subjective norms, and perceived behavioural control. These three components go hand in hand in shaping intention to perform certain behaviour. Earlier research also discovered that perceived convenience benefits have no direct effect on intention but with attitude as an existing mediating variable, it is unveiled that perceived convenience benefits fosters the intention to use mobile payment indirectly through attitude (Sari et al., 2022). Corresponding study by Park et al. (2018) revealed that perceived benefits deeply shape an individual's positive attitude which eventually leads to mobile payment services usage intention.

To sum up, in the context of this research, while perceived benefit does not directly influence intention to do staycation in Surabaya, it principally impacts attitude, where an individual would firstly evaluate what benefits can be acquired and consider whether those benefits are suitable with a person's preference. This evaluation process is what forms attitude that will grow an individual's intention to do staycation. Thereby, when a person manages to take in the perceived benefits of staycation emotionally or personally, then automatically a positive attitude that leads to the intention to do staycation at a hotel in Surabaya will be formed. Inversely, when the benefits of staycation are considered unsuitable for an individual's preference, the reflected attitude will not lead to the formation of staycation intention.

#### ***Hedonic Motivation towards Staycation Intention with Attitude as a Mediator***

The path from hedonic motivation to attitude to staycation intention has a T statistic of 6.382 and a P-value of 0.000, indicating the acceptance of H6 is accepted. This implies that hedonic motivation influences staycation intention through attitude. This outcome is in accordance with the study conducted by Novela et al. (2020) which shows hedonic motivation influences online purchase intention of online shopping users indirectly through the mediation of attitude. Another analysis showed that hedonic motivation pushes consumers to have positive attitudes toward purchasing green products that increases the intention to purchase green products (Choi & Johnson, 2019). Further research also elucidated that hedonic motivation impacts attitude which then positively influences the behavioral intention to use fashion renting service (Themadjaja & Gunadi, 2023).

#### ***Perceived Benefit to Staycation Intention with Attitude as a Mediator***

The path from perceived benefit to Attitude to staycation intention displays a T value of 3.826 and a P-value of 0.000. Hence, H7 is accepted, indicating that perceived benefit influences staycation intention through attitude. This corresponds with the research finding by Sari et al. (2022) in which there is an indirect influence from perceived convenience benefits

towards the intention in using mobile payment with the mediation of attitude. Related research discovered that perceived benefits significantly form the intention in adopting mobile payment services through attitude (Park et al., 2018). Additional study also unveiled that perceived benefit significantly influences the attitude of consumers on shopping intention in group buying (Tingchi Liu et al., 2012).

## 5. CONCLUSION

The research conducted in this study is important as the landscape of hospitality and tourism industry evolves, especially after the past pandemic emergence, which resulted in people starting to aim for staycation that is still being done today. The findings of this research suggested that the intention to do staycation at a hotel in Surabaya is significantly influenced by hedonic motivation, both directly and indirectly when mediated by attitude. Interestingly, there is a difference in the relationship between perceived benefit and staycation intention, where perceived benefit does not have direct effect towards the intention to do staycation in Surabaya, but it has an indirect effect through the mediation of attitude. This means, people will firstly go through an evaluation process to see what benefits can be acquired and to determine whether those benefits align with a person's preference. This evaluation process is what forms attitude that will grow an individual's staycation intention. As a result, when an individual manages to take in the perceived benefits of staycation emotionally or personally, then a positive attitude that leads to the intention to do staycation at a hotel in Surabaya will be formed automatically and vice versa.

By understanding these factors, hotel and tourism operators, including policymakers, can tailor effective offerings to meet consumers' demands and further contribute to the local tourism economy of Surabaya. This research could also help the industry's needs to adapt and remain competitive in rapid market shifts and changing consumer behaviors. In terms of managerial implications, the findings of this study can be used to formulate more targeted and effective strategies for hotel and tourism operators and stakeholders by focusing on what are the hedonic aspects and the benefits that lie within staycation. In a theoretical view, this research also further enhances the existing literature on consumer behavior in the tourism context, enhancing the knowledge on how the hospitality and tourism sectors operate in post-pandemic condition, by incorporating hedonic motivation, perceived benefit, and attitude into the staycation intention model.

Nevertheless, it is inevitable that this research may come across limitations, where the relevance of the discovery of this research may be affected in the long run as there is no guarantee that the industry will remain the same as the current conditions. Sooner or later, the industry of tourism and hospitality will be faced with the possibility of experiencing change. Additionally, this research also puts more focus on the intention of doing staycation and has

not reached the decision-making stage. Thus, for upcoming research, it is advised to conduct longitudinal studies as the industry continues to evolve, broaden the extent of study across different regions or cities to provide greater understanding in a more diverse setting, and to experiment with different research models by adding variables, e.g. staycation decision or any other variables that are still relevant.

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