

Studi pengaruh travel constraints terhadap destination image wisata leisure Indonesia persepsi dari international youth travelers = The influence of travel constraints toward destination image for leisure travel in Indonesia international youth travelers perceived

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Abstrak

Penelitian ini bertujuan untuk meneliti pengaruh travel constraints terhadap destination image wisata leisure di Indonesia berdasarkan persepsi international youth travelers. Travel constraints dibentuk oleh empat dimensi, yaitu unfamiliarity, interpersonal, structural, dan intrapersonal. Destination image dibentuk oleh tiga dimensi, yaitu tourism infrastructure, hospitality atmosphere, dan unique cultural attractions. Penelitian ini dilakukan terhadap 100 orang responden yang berusia 18-35 tahun serta berkewarganegaraan Kanada, Korea Selatan, dan Perancis dengan metode PLS-SEM, independent T-test, dan ANOVA. Berdasarkan hasil penelitian, diketahui bahwa pertama, terdapat pengaruh yang signifikan dari travel constraints terhadap destination image wisata leisure di Indonesia. Kedua, ditemukan juga perbedaan persepsi travel constraints dan destination image wisata leisure Indonesia, yakni antara international youth travelers yang sudah dan yang belum berkunjung ke Indonesia dan antara international youth travelers dari negara Kanada, Korea Selatan, dan Perancis.

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This research explores the influence of travel constraints toward destination image for leisure travel in Indonesia perceived by international youth travelers. Travel constraints are formed by four dimensions, which are unfamiliarity, interpersonal, structural, and intrapersonal. Destination image are formed by three dimensions, which are tourism infrastructure, hospitality atmosphere, and unique cultural attractions. A survey was conducted among 100 international youth travelers from Canada, South Korea, and France. The methods used in this research are PLS-SEM, independent T-test, and ANOVA. The findings of this research concluded that there is significant influence of travel constraints toward destination image for leisure travel in Indonesia. Moreover, there is different perception for travel constraints and destination image for leisure travel in Indonesia between international youth travelers who have been and have not been to Indonesia and also between international youth travelers from Canada, South Korea, and France.