

CHAPTER V

CONCLUSION

5.1 Conclusion of the Research

The aim of this research is to examine the relationship between the Destination image, travel constraints, and the travel intention. This research concerns about how the destination image and travel constraints variable influences the travel intention to West Sumatera. To carry out this research, a quantitative approach was used by collecting primary data on Indonesian people who have visited or have the intention to visit West Sumatera in the last two years. Using Google Form, this research questionnaire was created which was then distributed using social media such as WhatsApp groups, Instagram and Facebook to reach respondents from various regions in Indonesia. A total of 131 respondent data was obtained which was then processed using Microsoft Excel and SmartPLS 4.0 to classify respondent characteristics as well as various tests which were used to explain the relationship between the variables in this study.

The findings in this research are that interpersonal constraints and intrapersonal constraints have a positive and insignificant influence on the travel intentions to West Sumatera. Respondents in this study, who were dominated by the 17-25 years age group, as well as the fact that 73% of respondents' purpose of visiting West Sumatra was for a holiday, perceived that interpersonal constraints and intrapersonal constraints were not factors that significantly influenced their intention to travel to West Sumatera. Meanwhile, structural constraints negatively influence respondents' travel intentions to West Sumatra significantly, thus explaining that tourism infrastructure, long distances, unfavorable weather, and lack of information are still things that hinder respondents in their travel intentions to West Sumatera.

And the final finding, destination image has a significant positive influence on respondents' travel intentions to West Sumatera. This makes destination image something that needs to be considered in an effort to increase travel intentions to West Sumatera. In addition, the image of the West Sumatera destination for most respondents is that the people are friendly. However, at the same time, there are quite a few people whose image of the destination in West Sumatera is regarding illegal levies. Despite that, they agreed that West Sumatera has delicious culinary tourism and beautiful natural tourism, although it has not been well managed.

5.2 Implication of the Research

Based on the results of the findings in this research, several implications are put forward which can be used for academic purposes or tourism management, both private and government.

For academic purposes, it is hoped that the results of this research can become a theoretical reference or input for research on tourism or its behavior. This research explores the implications of destination image and travel constraints on travel intentions. This research contributes to building knowledge and expanding the better implications of destination image and travel constraints on travel intentions.

For tourism marketing industry managers and stakeholders, it is hoped that this research can contribute to the tourism sector. By understanding how Indonesian people who have traveled or have the intention of traveling to West Sumatera view and take into account the image of the destination or travel constraints in their intention to travel to West Sumatera. The tourism industry can have a better understanding of tourists. It is also hoped that it will help policy makers and tourism organizations to adopt and provide better solutions on how to create an adequate, pleasant, stable and safe environment for tourists. Policy makers can provide promotions, provide information, improve and accelerate infrastructure development, support investment and adjust taxes for tourism in West Sumatra. Thus, this research can become a basis of

knowledge and reference for tourism stakeholders to better understand the factors that influence tourists to have the intention to travel to West Sumatera.

5.3 Limitation of the Research

Limitations cannot be avoided in this research, and the following are the limitations of this research.

1. This research has limitations due to biased respondent responses. Because it collects responses from all over Indonesia, the targeted respondents come from various regions and there are limited data that can be processed.
2. The data obtained is also limited because it takes into account respondents' boredom in filling out the Google form which aims to reduce data bias.
3. This research only tests the influence of destination image and travel constraints through travel intention. So, this does not investigate other variables in the tourism marketing process.

5.4 Research Recommendation

Recommendations are intended for parties interested in conducting research with themes related to this research. Based on the findings in this research, the recommendations are:

1. Comprehensive and interesting questionnaire that is still easy to understand is needed so that respondents are willing to fill out the questionnaire according to what the researcher expects.
2. Future researchers are advised to obtain a larger sample to avoid bias in respondents' answers and provide a sample that is more representative of the population.
3. To develop this research, future research can expand this variable by including travel decisions as a dependent variable to see conversion rates and also understand tourists' decision-making processes.