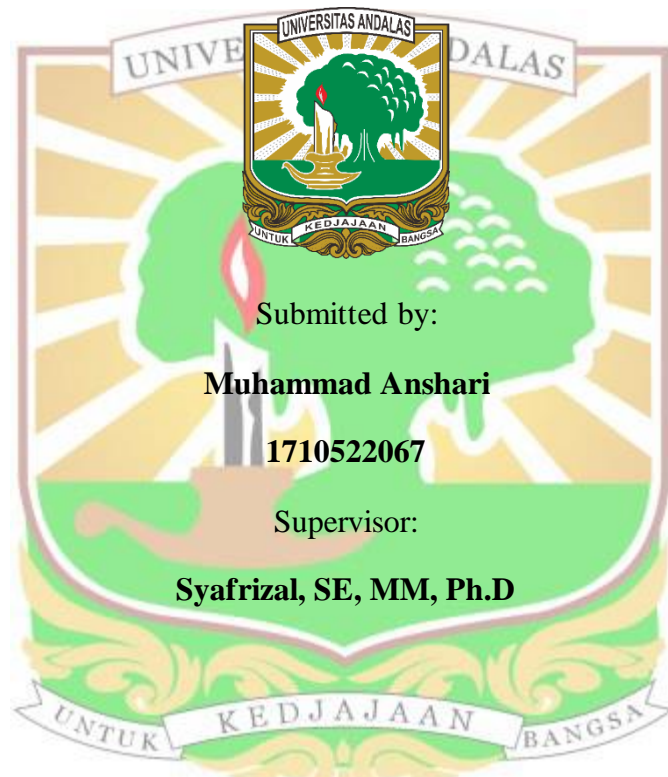


**THE INFLUENCE OF TRAVEL CONSTRAINTS AND DESTINATION
IMAGE ON TRAVEL INTENTION IN WEST SUMATERA**

THESIS

*Submitted to Fulfill the Requirements for a Bachelor Degree in Management
Department – Economics and Business Faculty*



Submitted by:

Muhammad Anshari

1710522067

Supervisor:

Syafrizal, SE, MM, Ph.D

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
ECONOMICS AND BUSINESS FACULTY
ANDALAS UNIVERSITY
PADANG**

2024

ABSTRACT

This study aimed to determine the influence of Travel Constraints and Destination Image on Travel Intention in West Sumatera of Indonesian tourist who already have or have intention to visit West Sumatera in the last two years. This quantitative study used non probability sampling technique where the data were obtained through online questionnaire with total sample of 131 people that spread in Indonesia. The data were analyzed using the SmartPLS 4.0. The result on this study showed that Intrapersonal and Interpersonal Constraints does not Influence Travel Intention, Structural Constraints negatively influence Travel Intention, and Destination Image positively influence Travel Intention.

Keywords: *Travel Constraints, Destination Image, Travel Intention, West Sumatera Tourism*

