ANALISA *TRAVEL INTENTION* PADA WISATAWAN PENYANDANG DISABILITAS: *KAJIAN CONSTRAINTS, ATITUDE, SUBJECTIVE NORMS, DAN PERCEIVED BEHAVIORAL CONTROL*

TESIS

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PROGRAM STUDI S2 MAGISTER MANAJEMEN

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Pada Program Studi Masgister Manajemen Fakultas Ekonomi Dan Bisnis
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ABSTRAK

Wisatawan terdiri dari berbagai kalangan, salah satunya adalah kelompok berkebutuhan khusus. Kelompok wisatawan ini memerlukan sarana, prasarana, dan fasilitas yang holistik untuk mengakomodasi kebutuhannya. Untuk dapat mewujudkan kebutuhan holistik tersebut dapat dimulai dengan menganalisa hubungan antara hambatan-hambatan pada wisatawan penyandang disabilitas yang dikondisikan oleh *intrinsic, environmental,* dan *interactional constraints* serta didukung oleh *learned helplessness theory* terhadap *travel intention* ditinjau dalam *theory of planned behavior* yang diwakili oleh variabel *subjective norms, attitude* dan *perceived behavioral control*. Penelitian ini menggunakan metode kuantitatif berdasarkan *explanatory research* dan pengujian hipotesis. Penelitian dilaksanakan dalam bulan Februari 2024. Lokasi penelitian dilakukan di Provinsi Sumatera Barat. Populasi pada penelitian ini adalah penyandang disabilitas yang berdomisili di Provinsi Sumatera Barat. Sampel dalam penelitian ini adalah penyandang disabilitas di Provinsi Sumatera Barat yang pernah melakukan wisata berjumlah 240 responden. Metode analisis data yang digunakan pada penelitian ini *adalah Partial Least Square* (PLS) melalui program *Smart* PLS 3.0.

Hasil dari penelitian ini menemukan bahwa variabel *intrinsic, interactional,* dan *environmental constraints* berpengaruh positif dan signifikan terhadap *learned-helplessness* wisatawan penyandang disabilitas. Variabel *learned-helplessness* juga berpengaruh positif dan signifikan terhadap *travel intention* wisatawan penyandang disabilitas. Terakhir, *Subjective norms*, a*ttitude dan perceived behavioral control* wisatawan penyandang disabilitas berpengaruh positif dan signifikan terhadap *travel intention* wisatawan penyandang disabilitas. Penting bagi pemerintah dan pelaku pariwisata untuk meningkatkan pemahaman dan kesadaran akan hambatan-hambatan ini. Agar dalam perancangan strategi dan kebijakan pariwisata dapat melahirkan kebijakan meningkatkan partisipasi dan pengalaman wisata bagi kelompok ini.

Kata Kunci : *Travel Constraints, Travel Intention, Learned Helplessness, Penyandang Disabiliatas*

ANALYSIS OF TRAVEL INTENTIONS IN TOURISTS WITH DISABILITIES: STUDY CONSTRAINTS, ATTITUDES, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL

Tesis by Rizqal Ramadhan Syarif
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ABSTRACT

Tourists consist of various groups, one of which is a group with special needs. This group of tourists requires holistic facilities to accommodate their needs. To be able to realize it by analyzing the relationship between the obstacles faced by people with disabilities. This research analyzes the relationship between tourists with disabilities constraints conditioned by intrinsic, environmental, interactional constraints ,and supported by learned helplessness theory on travel intention reviewed in the Theory of Planned Behavior represented by subjective norms, attitude and perceived behavioral control variables. This research adopted quantitative approach based on explanatory research and involving hypotesis testing. The research was hold during February 2024. The research location was in West Sumatra Province. The population in this study were people with disabilities who live in West Sumatra Province. The sample in this research was 240 people with disabilities in West Sumatra Province. The data analysis method used in this research is Partial Least Square (PLS) through the Smart PLS 3.0 program.

The results of this study found that intrinsic, interactional and environmental constraints variables have a positive and significant effect on the learned-helplessness of tourists with disabilities. The learned-helplessness variable also has a positive and significant effect on the travel intentions of tourists with disabilities. Finally, subjective norms, attitudes and behavioral control felt by tourists with disabilities have a positive and significant effect on the travel intentions of tourists with disabilities. It is important for governments and tourism actors to increase understanding and awareness of these barriers. So that in designing tourism strategies and policies, The policies can be created to increase tourism participation and experiences for this group.

Keywords : *Travel Constraints, Travel Intention, Learned Helplessness, People*