

PENGARUH *DESTINATION IMAGE* TERHADAP *BEHAVIORAL INTENTION* DENGAN MEDIASI *ATTITUDE*, *SUBJECTIVE NORMS*, *PERCEIVED BEHAVIORAL CONTROL* DAN *TRAVEL CONSTRAINT* DI *NON-MUSLIM DESTINATION*



TESIS

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Magister Pariwisata

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SEKOLAH PASCASARJANA
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KATA PENGANTAR

Puji syukur kami panjatkan ke hadirat Allah SWT, karena atas rahmat dan hidayah-Nya peneliti dapat menyelesaikan penelitian ini dengan judul "**Pengaruh Destination Image terhadap Behavioral Intention dengan Mediasi Attitude, Subjective Norms, Perceived Behavioral Control dan Travel Constraint Di Non-Muslim Destination**". Penelitian ini dilakukan sebagai bagian dari upaya untuk memahami lebih dalam tentang bagaimana citra destinasi yang memiliki keterbatasan fasilitas yang menunjang kebutuhan religius Muslim dapat mempengaruhi niat perilaku para calon wisatawan Muslim untuk mengunjunginya. Penelitian ini dilandasi oleh keyakinan peneliti akan pentingnya peningkatan pemahaman dalam industri pariwisata global khususnya karakteristik dari wisatawan muslim yang populasinya terbanyak kedua di dunia. Sehingga keberagaman budaya dan kebutuhan religiusnya yang sensitif tidak menjadi sebuah hambatan dalam menaikkan angka kunjungan pada industri pariwisata. Semoga hasil dari penelitian ini dapat memberikan kontribusi positif dalam pengembangan teori dan aplikasi praktis di bidang pariwisata, khususnya dalam konteks bagaimana sebuah *destination image* dapat mempengaruhi *behavioral intention* dari wisatawan Muslim ditinjau dari konstruk dari *theory of planned behavior* dan *travel constraint*. Akhir kata, peneliti berharap agar penelitian ini dapat memberikan manfaat yang luas bagi pembaca, pelaku industri dan peneliti yang tertarik untuk mengembangkan lebih lanjut topik ini di masa mendatang.

Terima Kasih

Bandung, Juli 2025

Peneliti,

Ayulia Nirwani

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *destination image* terhadap *behavioral intention* wisatawan Muslim, dengan mediasi *attitude* (ATT), *subjective norms* (SN), *perceived behavioral control* (PBC), dan *travel constraint* (TC) di *Non-Muslim destination*. Studi ini dilatarbelakangi oleh meningkatnya minat wisatawan Muslim untuk mengunjungi destinasi non-Muslim yang memiliki keterbatasan dalam penyediaan fasilitas ramah Muslim. Pendekatan dengan konstruk dari Theory of Planned Behavior digunakan untuk menjelaskan proses pengambilan keputusan wisatawan dalam konteks ini. Penelitian dilakukan dengan pendekatan kuantitatif menggunakan metode Structural Equation Modeling (SEM) melalui AMOS. Hasil menunjukkan bahwa *destination image* berpengaruh positif terhadap *attitude*, *subjective norms*, PBC dan *travel constraint*. *Attitude*, PBC, dan *travel constraint* juga berpengaruh signifikan terhadap *behavioral intention*. Sebaliknya, *subjective norms* berpengaruh negatif terhadap *behavioral intention*. Selain itu, jalur mediasi dari *attitude*, PBC, dan *subjective norms* melalui Travel Constraint juga ditemukan, meskipun tidak semuanya signifikan. Implikasi penelitian ini menegaskan pentingnya pengelolaan citra destinasi dan pengurangan hambatan perjalanan (*travel constraint*) bagi wisatawan Muslim melalui penyediaan fasilitas dasar sesuai kebutuhannya serta edukasi pelaku industri pariwisata. Penelitian ini memberikan kontribusi dalam pengembangan pariwisata inklusif di *non-Muslim destination*.

Kata kunci: *destination image, behavioral intention, travel constraint, theory of planned behavior, wisatawan Muslim, destinasi non-Muslim, halal tourism*

ABSTRACT

This study aims to analyze the influence of destination image on the behavioral intention of Muslim tourists, with the mediation of attitude, subjective norms, perceived behavioral control (PBC), and travel constraint in non-Muslim destinations. This study is motivated by the increasing interest of Muslim tourists in visiting non-Muslim destinations that have limitations in providing Muslim-friendly facilities. The Theory of Planned Behavior approach was employed to explain the tourists' decision-making process in this context. The research was conducted using a quantitative approach with the Structural Equation Modeling (SEM) method through AMOS. The results show that destination image has a positive effect on attitude, subjective norms, PBC, and travel constraint. Attitude, PBC, and travel constraint also have a significant influence on behavioral intention. In contrast, subjective norms have a negative effect on behavioral intention. Furthermore, mediation paths from attitude, PBC, and subjective norms through travel constraint were also found, although not all were significant. The implications of this study highlight the importance of managing destination image and reducing travel constraints for Muslim tourists by providing basic facilities that meet their needs as well as educating tourism industry stakeholders. This research contributes to the development of inclusive tourism in non-Muslim destinations.

Keyword: *destination image, behavioral intention, travel constraint, theory of planned behavior, Muslim tourists, non-muslim destinations, halal tourism*

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PENGARUH DESTINATION IMAGE TERHADAP BEHAVIORAL INTENTION DENGAN MEDIASI ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL DAN TRAVEL CONSTRAINT DI NON-MUSLIM DESTINATION

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