TABLE OF CONTENTS

COVER ..... **i**

Pernyataan dan Persetujuan Unggah Tugas Akhir ..... **iii**

APPROVAL PAGE BY FINAL PAPER ADVISOR ..... **iv**

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE ..... **v**

ABSTRACT ..... **vi**

ABSTRAK ..... **vii**

PREFACE ..... **viii**

TABLE OF CONTENTS ..... **x**

LIST OF FIGURES ..... **xiii**

LIST OF TABLES ..... **xiv**

LIST OF APPENDICES ..... **xvi**

CHAPTER I INTRODUCTION **1**

1.1 Background of Study 1

1.2 Problem Limitation 7

1.3 Problem Formulation 8

1.4 Objective of the Research 8

1.5 Benefit of Research 9

1.5.1 Theoretical Benefit 9

1.5.2 Practical Benefit 10

1.6 Writing Systematics 10

CHAPTER II **13**

2.1 Literature Review 13

2.1.1 Visit Intention 13

2.1.2 Destination Image 15

2.1.3 Travel Motivation 18

2.1.4 Perceived Risk 21

2.1.5 Travel Constraint 23
2.2 Previous Research 25
2.3 Hypothesis Development 30
2.3.1 Relationship Between Travel Motivation and Destination Image 31
2.3.2 Relationship Between Perceived Risk and Destination Image 31
2.3.3 Relationship Between Travel Constraint and Destination Image 32
2.3.4 Relationship Between Destination Image and Visit Intention 32
2.4 Research Model 33
2.5 Theoretical Framework 34
CHAPTER III 35
3.1 Research Design 35
3.2 Population and Samples 36
3.2.1 Research Location and Time 36
3.2.2 Population 36
3.2.3 Samples 36
3.3 Data Collection Methods 38
3.3.1 Primary Data 38
3.3.2 Secondary Data 39
3.4 Operational Variable Definition and Variable Measurement 39
3.5 Data Analysis Method 42
3.5.1 Descriptive Statistics 42
3.5.2 Inferential Statistics 42
3.5.3 Reliability Test 53
CHAPTER IV 55
4.1 General View of Bali Island 55
4.1.1 Overview of Kuta Area in Bali 56
4.2 Data Analysis Result 58
4.2.1 Descriptive Statistics 58

4.2.2 Research Variable Descriptive Statistics 63

4.2.3 Inferential Statistics – SEM Assumption Test 70

4.2.4 Measurement Model Analysis 77

4.2.5 Analysis of Structural Equation Model (SEM) 80

4.3 Discussion 89

CHAPTER V 113

5.1 Conclusion 113

5.2 Implications 114

5.2.1 Theoretical Implications 114

5.2.2 Managerial Implications 116

5.3 Limitations and Recommendation for Future Research 121

REFERENCES 123

APPENDIX A: QUESTIONNAIRE ..... Error! Bookmark not defined.

APPENDIX B: QUESTIONNAIRE DATA TABULATION ..... B

APPENDIX C: DESCRIPTIVE STATISTIC TEST RESULT C

APPENDIX D: NORMALITY TEST RESULT ..... D

APPENDIX E: UNIVARIATE OUTLIER TEST WITH Z-SCORE ..... E

APPENDIX F: MULTIVARIATE OUTLIER TEST WITH MAHALANOBIS DISTANCE ..... F

APPENDIX G: MULTICOLLINEARITY AND SINGULARITY TEST RESULT .. .. G

APPENDIX H: ESTIMATED CONSTRUCT SEM MODEL ..... H

APPENDIX I: RELIABILITY AND AVE TEST RESULT I

APPENDIX J: SEM AND CFA TEST RESULTS ..... J

APPENDIX K: TURNITIN ..... K

LIST OF FIGURES

Figure 1.1 Yearly Number of Domestic Tourists Visit to Bali 2

Figure 1.2 Staycation makin populer 3

Figure 2.1 Khan et al. (2021) Research Model 26

Figure 2.2 Khan et al. (2016) Research Model 27

Figure 2.3 Nazir (2021) Research Model 28

Figure 2.4 Pessoa et al. (2022) Research Model 29

Figure 2.5 Yin et al. (2014) Research Model 30

Figure 2.6 Research Model 33

Figure 2.7 Framework of Thinking 46

Figure 3.1 Flow of Theorethical Framework 39

Figure 4.1 Bali Tourist Map 56

Figure 4.2 Respondents by Gender Chart 59

Figure 4.3 Respondents by Age 60

Figure 4.4 Respondents by Level of Education 61

Figure 4.5 Respondents by Level of Income 62

Figure 4.6 CFA Exogenous Construct 78

Figure 4.7 Structural Equation Model (SEM) Estimation Result 81

LIST OF TABLES

Table 1.1 Yearly Number of Foreign Tourists Visit to Bali 1

Table 1.2 Writing Systematics 11

Table 3.1 Likert Scale.....39

Table 3.2 Operational Variable Definition 40

Table 3.3 Description of Constructor Indicators.....44

Table 3.4 Relationship of Construct 46

Table 3.5 The Conversion Results into the Equation of the Construct Measurement Model.....47

Table 3.6 Goodness of Fit Index.....52

Table 4.1 Respondents by Gender 58

Table 4.2 Respondents by Age 59

Table 4.3 Respondents by Level of Education.....60

Table 4.4 Respondents by Level of Income.....62

Table 4.5 Likert Scale.....63

Table 4.6 Respondents' Response to Travel Motivation (TM).....64

Table 4.7 Respondents' Response to Perceived Risks (PR).....65

Table 4.8 Respondents' Response to Travel Constraints (TC).....66

Table 4.9 Respondents' Response to Cognitive Image (CI).....67

Table 4.10 Respondents' Response to Affective Image (AI).....68

Table 4.11 Respondents' Response to Visit Intention (VI).....69

Table 4.12 Summary of Lowest Mean by Construct.....70

Table 4.13 Goodness-of-Fit Index.....72

Table 4.14 Multivariate Normality Test.....73

Table 4.15 Descriptive Statistics of Z-Score 74

Table 4.16 Mahalanobis D-Squared Test.....75

Table 4.17 Singularity and Colinearity Test.....76

Table 4.18 Construct Validity Test.....79

Table 4.19 Construct Reliability Test.....80

Table 4.20 Structural Equation Model (SEM) Goodness-of-Fit (GoF) Indices.....82

Table 4.21 Construct Reliability and AVE Test.....83

Table 4.22 Hypotheses Test Result.....85

Table 4.23 Path Coefficient Test.....90

Table 4.24 Perceived Risks (PR) Indicators.....94

Table 4.25 Travel Constraints (TC) Indicators.....99

Table 4.26 Travel Motivation (TM) Indicators.....102

Table 4.27 Cognitive Image (CI) Indicators.....105

Table 4.28 Affective Image (AI) Indicators.....108

Table 4.29 Visit Intention (VI) Indicators.....111

Table 5.1 Theorethical Implications.....114

Table 5.2 Managerial Implications.....120

LIST OF APPENDICES

APPENDIX A: QUESTIONNAIRE A-1

APPENDIX B: QUESTIONNAIRE DATA TABULATION..... B-1

APPENDIX C: DESCRIPTIVE STATISTICS TEST RESULT C-1

APPENDIX D: NORMALITY TEST RESULT D-1

APPENDIX E: UNIVARIATE OUTLIER TEST WITH Z-SCORE E-1

APPENDIX F: MULTIVARIATE OUTLIER TEST WITH MAHALANOBIS DISTANCE F-1

APPENDIX G: MULTICOLLINEARITY AND SINGULARITY TEST RESULT.....G-1

APPENDIX H: ESTIMATED CONSTRUCT SEM MODEL H-1

APPENDIX I: RELIABILITY AND AVE TEST RESULT..... I-1

APPENDIX J: SEM AND CFA TEST RESULT.....J-1

APPENDIX K: TURNITIN K-1