

ABSTRACT

Purpose – To analyze the effect of motivation, travel constraints, and destination image on Greater Jakarta tourist's revisit intentions to Bali during the Covid-19 pandemic.

Design/Methodology Approach – This study investigated four variables consists of tourist motivation (X1), travel constraints (X2), destination image (Z), and revisit intention (Y). Purposive sampling was used to collect 297 respondents who live in Greater Jakarta and visited Bali during the Covid-19 outbreak. SEM-PLS is used in the analysis to identify the effect of variables.

Findings – Results of the study showed tourist motivation has a positive and significant effect on destination image as well on revisit intention. On the other hand, travel constraints has a negative and significant effect on the destination's image and revisit intention.

Research Limitation/Implication – There are still few relevant discussions or theories related to the variables used in this study, especially since the COVID-19 pandemic is occurring.

Practical Implication – Marketers can use the findings of this study as a reference when developing a Bali Tourism marketing strategy.

Originality/Value – The prevailing topic is essential because of the ever-changing state of knowledge and the scarcity of literature about the effect of Covid-19 on tourism industry.

Keywords: *Tourist Motivation, Travel Constraints, Destination Image, Revisit Intention*