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ORIGINAL

Destination Image, Tourist Intention, Motivation, and Constraints: An Analysis of their Influence on Visit Decision to Mentawai Islands

Imagen del destino, intención turística, motivación y restricciones : un análisis de su influencia en la decisión de visitar las Islas Mentawai

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ABSTRACT

Tourist decision-making is often shaped by psychological factors such as destination image, intention, and motivation. However, the persistence of the intention–behavior gap and the overlooked role of travel constraints remain underexplored in emerging destinations such as the Mentawai Islands, Indonesia. This study aims to analyze the influence of destination image, tourist intention, motivation, and travel constraints on visit decisions to the Mentawai Islands, as well as to examine the mediating roles of tourist intention and motivation. A quantitative causal-associative design was employed using survey data from 175 tourists. Data were analyzed with Structural Equation Modeling using Partial Least Squares (SmartPLS 4) to test both direct and mediating effects. Destination image, motivation, and travel constraints significantly and positively influenced visit decisions, whereas tourist intention showed no direct effect. Motivation mediated the impact of constraints on decision-making, while tourist intention did not. These findings confirm the persistence of the intention–behavior gap in tourism and emphasize the dual role of constraints, acting as both barriers and motivators. The study extends the Theory of Planned Behavior by incorporating constraint negotiation into the decision-making process. Practically, the results suggest that strengthening destination branding, improving accessibility, and managing perceived constraints through motivational strategies are critical to increasing tourist arrivals in the Mentawai Islands and similar island destinations.

Keywords: Destination Image; Tourist Intention; Tourist Motivation; Tourist Constraints; Mentawai Islands.

RESUMEN

La toma de decisiones turísticas está influenciada por factores psicológicos como la imagen del destino, la intención y la motivación. No obstante, la persistencia de la brecha entre intención y comportamiento y el papel de las restricciones de viaje siguen siendo poco explorados en destinos emergentes como las Islas Mentawai, Indonesia. Analizar la influencia de la imagen del destino, la intención turística, la motivación y las restricciones de viaje en las decisiones de visita a las Islas Mentawai, así como examinar los roles mediadores de la intención y la motivación. Se aplicó un diseño cuantitativo causal-asociativo con datos de encuesta de 175 turistas. Los datos se analizaron mediante Modelado de Ecuaciones Estructurales con Mínimos Cuadrados Parciales (SmartPLS 4) para evaluar efectos directos y mediadores. La imagen del destino, la motivación y las restricciones influyeron de manera significativa y positiva en las decisiones de visita, mientras que la intención turística no tuvo efecto directo. La motivación medió el impacto de las restricciones en la toma de decisiones, mientras que la intención no cumplió un rol mediador. Estos hallazgos confirman la brecha intención–comportamiento en el turismo y resaltan el doble papel de las restricciones, que actúan tanto como barreras como como impulsores de la motivación. El estudio amplía la Teoría del Comportamiento

Planificado al integrar la negociación de restricciones en el proceso de decisión. En la práctica, se sugiere fortalecer la marca del destino, mejorar la accesibilidad y gestionar las restricciones percibidas mediante estrategias motivacionales para aumentar las llegadas de turistas a las Islas Mentawai y a destinos insulares similares.

Palabras clave: Imagen del Destino; Intención Turística; Motivación Turística; Restricciones Turísticas; Islas Mentawai.

INTRODUCTION

Tourism plays a pivotal role in regional economic growth and cultural promotion, particularly in West Sumatra, which recorded more than 13 million domestic tourist visits in 2023.[1] Among its regencies, the Mentawai Islands hold distinctive marine and cultural attractions, yet remain underexplored compared to other destinations such as Padang, Bukittinggi, and Tanah Datar. Statistical data show that in 2023 the Mentawai Islands only accounted for 45 002 domestic tourist visits, a significantly smaller proportion compared to other regencies. Furthermore, the contribution of paid tourist attractions was only 14 visitors, representing a mere 0,000124 % of the total 11,23 million tourist visits across West Sumatra. Paradoxically, the Mentawai Islands possess one of the highest numbers of tourist attractions in the province, representing 16,28 % of all attractions in 2023 (221 out of 1357 sites).[2] This discrepancy highlights a gap between the availability of tourism resources and actual tourist interest.

In addition to domestic tourism, the number of international visitors arriving through Minangkabau International Airport in 2023 reached 56 645, with the majority originating from Malaysia (80 %) and Australia (3 %). However, this figure remains relatively low compared to the broader potential of West Sumatra, particularly given the global appeal of Mentawai surfing culture and its unique indigenous heritage. This underperformance underscores the need to explore the underlying factors influencing tourists' decisions to visit the Mentawai Islands.

Previous studies have primarily focused on popular Indonesian destinations such as Bali and Yogyakarta, with limited attention to Mentawai. Research conducted by [3] identified financial and transportation issues as dominant factors influencing travel decisions to the Mentawai Islands.[4] emphasized the role of tourist perceptions in shaping both positive and negative impacts on local communities. Similarly, [5] found that attractions, facilities, and accessibility significantly affect revisit intentions to Aloita Resort in Mentawai. While these studies provide valuable insights, none comprehensively examine the combined roles of destination image, tourist intention, motivation, and constraints in shaping visit decisions. This gap is critical, as the interplay among these variables may explain the persistent underutilization of Mentawai's tourism potential.

Despite its strong resource base, the Mentawai Islands continue to face several challenges in attracting and retaining visitors. Tourists' understanding of the destination image including attractions, cultural heritage, activities, local products, and supporting facilities remains limited compared with competing destinations. At the same time, tourist intention to visit is relatively weak, constrained by limited promotion, high travel costs, and restricted accessibility. Motivational drivers such as cultural experiences, peer recommendations, and supporting infrastructure have not yet been fully optimized. Moreover, external barriers related to finance, accessibility, safety, and information availability continue to hinder the realization of travel intentions. Consequently, uncertainty in tourist decision-making persists, both for first-time and repeat visitors.

Drawing on the Theory of Reasoned Action,[6] this study focuses on four key variables destination image, tourist intention, motivation, and constraints and examines their influence on visit decisions to the Mentawai Islands. Accordingly, the study addresses the following research questions: (i) How does destination image affect visit decisions? (ii) Does tourist intention influence visit decisions? (iii) What role does motivation play in shaping visit decisions? (iv) How do constraints affect both intention and motivation? and (v) To what extent do constraints indirectly influence visit decisions through motivation and intention?

In line with these questions, the study aims to (i) analyze the impact of destination image on visit decisions, (ii) evaluate the role of tourist intention, (iii) examine the contribution of motivation, (iv) assess the influence of constraints on both intention and motivation, and (v) test the mediating roles of intention and motivation in the relationship between constraints and visit decisions. The findings are expected to contribute theoretically by advancing models of tourist decision-making in marine and island destinations, and practically by providing insights for policymakers, destination managers, and tourism stakeholders to enhance destination image, strengthen motivational drivers, and minimize barriers to visiting the Mentawai Islands.

Destination image is a fundamental determinant of tourist attitudes and decision-making.[6] Conceptualized image as the result of beliefs and evaluations forming attitudes, while [7] defined it as a composite of perceptions shaped by cognitive and affective components. Tourist intention, grounded in the Theory of Reasoned Action,[6]

reflects readiness to engage in a travel behavior shaped by attitudes and subjective norms.[7,8,9,10,11,12,13] It represents tourists' psychological inclination toward choosing a destination, influenced by internal motivations and external factors.[14] Emphasized the role of needs for relaxation and novelty, while [15] highlighted cultural exploration and new experiences.[16,17,18,19] Tourist motivation represents the internal and external drivers that initiate and sustain travel behavior. According to [20] intrinsic factors such as relaxation, escape, and self-exploration interact with extrinsic ones like destination appeal and peer influence. Even with strong motivation and intention, behavior may not occur if situational constraints intervene.[6] A research [20] described constraints as internal or external factors hindering travel, including fear, lack of knowledge, or limited facilities.[21,22,23,24,25] Tourist decision-making represents the culmination of attitudes,[26,27] intentions, and contextual influences into an actual choice.[28,29] described it as a process of recognizing needs, seeking information, evaluating alternatives, and making final selections.[30,31]

Conceptual Framework

According to [32] a conceptual framework serves as a guiding tool to understand the essential aspects of a study, including the relationships among variables derived from theory and empirical evidence.[33] Further emphasize that a conceptual framework is a reflective tool that helps researchers connect theoretical concepts with research questions, forming the foundation for research design. Similarly, [34] states that a conceptual framework represents a model of how theory relates to various factors identified as critical problems in the study.

In this research, the independent variables consist of destination image, tourist intention, tourist motivation, and tourist constraints, while the dependent variable is tourist decision-making. Referring to [6] through the Theory of Reasoned Action (TRA), behavior is determined by intention, which is influenced by attitude toward the behavior and subjective norms; however, actual behavior is also affected by external barriers or constraints. [35] highlights that relationships among variables illustrate the interaction or correlation depicted in the research framework. Thus, destination image influences tourist intention, motivation, and decision-making; tourist constraints negatively affect intention, motivation, and decision-making; while motivation and intention directly influence tourist decision-making. Collectively, these variables contribute to shaping tourists' final decision to visit.

The theoretical review highlights that destination image, tourist intention, motivation, and constraints are interrelated constructs within the framework of tourist behavior. Destination image provides the foundation by shaping tourists' perceptions and attitudes, which subsequently influence their intention to visit. However, intention alone may not fully determine actual decisions, as it is mediated by motivational drivers and limited by structural constraints. Motivation emerges as a central psychological mechanism, channeling both intrinsic needs and extrinsic opportunities into stronger behavioral outcomes. Conversely, constraints such as financial barriers, accessibility issues, and lack of information weaken both motivation and intention, thereby reducing the likelihood of realized visits.

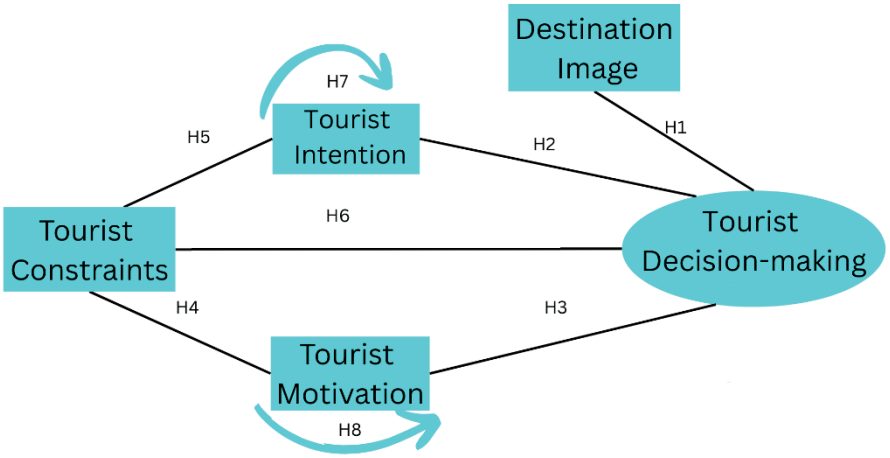

Figure 1. Conceptual Framework of the Study

Building on these perspectives, the current study conceptualizes a structural model linking the four key variables to tourist decision-making in the Mentawai Islands. The proposed conceptual model was empirically tested using Structural Equation Modeling with Partial Least Squares (SEM-PLS). This analytical approach was selected because it allows simultaneous estimation of multiple relationships among latent constructs and

is particularly suitable for exploratory models with mediating effects. In this study, the model assesses the influence of destination image, tourist intention, motivation, and travel constraints on visit decisions, while also examining the mediating roles of intention and motivation. By applying this approach, the analysis provides a comprehensive understanding of both direct and indirect relationships among the variables, without relying on isolated hypothesis testing.

By integrating these hypotheses, the study advances a comprehensive model of tourist decision-making in island destinations. This framework not only strengthens the theoretical contribution to tourism behavior research but also provides practical insights for destination managers and policymakers to enhance competitiveness and visitation outcomes in the Mentawai Islands.

METHOD

Text Research Design and Data Collection

This study employed a quantitative causal-associative design to examine the relationships among destination image, tourist intention, motivation, constraints, and visit decisions. Quantitative methods enable hypothesis testing with numerical data,[34] while causal-associative research identifies cause–effect relationships between variables.[36] Variables were measured directly through respondents' self-reported perceptions without manipulation. Data were collected in the Mentawai Islands and supporting locations in West Sumatra, including Padang as the primary transit hub, between March and September 2025. The population comprised tourists who had or had not visited the Mentawai Islands for recreational, cultural, or sports-related purposes.[34] According to official statistics, tourist arrivals in 2024 reached approximately 29 000, averaging 2416 per month.

Sampling and Respondents

A purposive sampling technique was applied, focusing on tourists aged 17 years and above, as this age reflects the ability to provide rational and informed responses.[34] This approach was chosen because no official sampling frame of Mentawai tourists exists and the destination's dispersed geography makes probability sampling unfeasible. Purposive sampling ensured the inclusion of respondents with relevant travel experience or intention, thus providing meaningful insights into decision-making. Sample adequacy followed,[37,38] multiplying the number of indicators[24] by 5–10, yielding 120–240. From a pilot of 30, a total of 175 valid responses were retained, satisfying SEM-PLS requirements. The reliance on purposive sampling limits the generalizability of the findings, as the sample may not fully represent the broader tourist population. Future studies should consider probability-based approaches or larger, more diverse samples to enhance representativeness.[39,40]

Variables and Measurement

The study analyzed four independent variables destination image,[7,41] tourist intention,[6,14,16] motivation,[15,23] and constraints[6,20] and one dependent variable, visit decision.[30,42,43] Indicators were adapted from prior studies and measured on a five-point Likert scale.[34] Reliability and construct validity were assessed using established procedures.[42]

Data Analysis and Model Evaluation

Data analysis combined IBM SPSS Statistics 25 for preliminary descriptive and assumption testing with SmartPLS 4 for Structural Equation Modeling (PLS-SEM). This approach is effective for complex latent constructs, smaller samples, and non-normal data.[39] The measurement model (outer model) was evaluated through convergent validity, discriminant validity, and internal consistency reliability. Convergent validity was established when item loadings exceeded 0,60 and Average Variance Extracted (AVE) values were greater than 0,50.[44] Composite Reliability (CR) was preferred over Cronbach's alpha since it does not assume equal indicator loadings, with CR values above 0,70 considered satisfactory.[44] Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT), with acceptable thresholds below 0,85–0,90.[45,46,47,48,49,50]

$$AVE = \frac{\sum \lambda i^2}{\sum \lambda i^2 + \sum_{\cdot i} \mathrm{Var}(\varepsilon_i)}$$

The structural model (inner model) was examined through the coefficient of determination (R^2), predictive relevance (Q^2), and path significance. R^2 values approaching 1 indicate strong explanatory power.[51] Q^2 values above 0 demonstrate predictive relevance, with benchmarks of 0,02 (weak), 0,15 (moderate), and 0,35 (strong).[52] Bootstrapping with 5000 subsamples tested the significance of direct and mediating effects, where hypotheses were accepted if t-statistics exceeded 1,96 or p-values were below 0,05 at the 5% significance level.[40]

Table 1. Variables, Definitions, and Indicators

Variable	Definition	Key Indicators	References
Destination Image (Independent)	Tourists' perceptions of the Mentawai Islands as a destination	Attractions, cultural heritage, local products, facilities, activities, comparison with other destinations	(7)
Tourist Intention (Independent)	The willingness or plan of tourists to visit the destination	Interest in visiting, recommendation intention, revisit plan	(6,14,16)
Motivation (Independent)	Internal and external drivers encouraging travel behavior	Cultural experience, novelty, social interaction, facilities, peer influence	(15,23)
Constraints (Independent)	Barriers that hinder or discourage visit realization	Financial limitation, accessibility, safety/security, information availability	(6,20)
Visit Decision (Dependent)	The final choice of tourists to realize travel to Mentawai	Actual visit, frequency of visit, choice over alternatives	(29,43)

RESULTS

Overview of the Mentawai Islands

The Mentawai Islands Regency, established in 1999 under Law No. 49, 1999, is an archipelagic district in West Sumatra consisting of four main islands Siberut, Sipora, North Pagai, and South Pagai along with 95 smaller islands.[48,49] The Mentawai people maintain distinctive cultural traditions, such as the Uma social system and symbolic tattooing,[47] while modernization and increasing accessibility since the 1950s have accelerated tourism, particularly surfing, which positioned the Mentawai as a world-class surf destination.[50] Despite this global recognition, challenges remain in terms of infrastructure, accessibility, and cultural vulnerability.

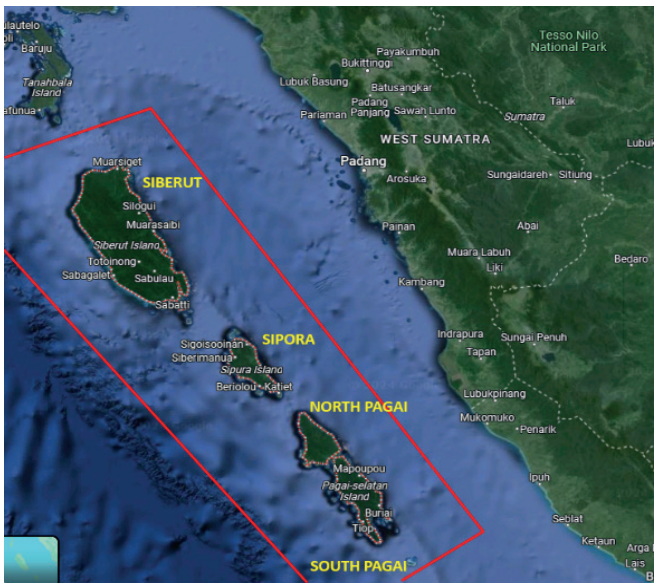

Figure 2. Map of the Mentawai Islands Regency, West Sumatra

Geographically, the Mentawai Islands span 6033,76 km² with a 1402 km coastline, divided into ten sub-districts and offering diverse attractions including marine, cultural, and natural sites.[2] With a population of 89,401 in 2022 and a growth rate of 1,15 %, Sipora Utara is the most densely populated sub-district, while Pagai Utara is the least. This socio-cultural and demographic profile underscores the duality of the Mentawai Islands as both a unique cultural enclave and an emerging international tourism hub, reinforcing the need to examine destination image, intention, motivation, and constraints in shaping tourist decisions-making.

Respondent Profile

A total of 175 valid respondents were analyzed, after excluding 30 participants used for instrument testing. The sample consisted of 76 males (43 %) and 99 females (57 %). In terms of origin, 123 respondents (70 %) were domestic tourists and 52 (30 %) were international visitors. With respect to visit experience, 52 respondents (30 %) had previously visited the Mentawai Islands, 115 (66 %) had never visited, and 8 (5 %) were local residents. This demographic composition reflects a diverse set of perspectives that is essential for examining how destination image, intention, motivation, and constraints influence tourist decision-making toward the Mentawai Islands.

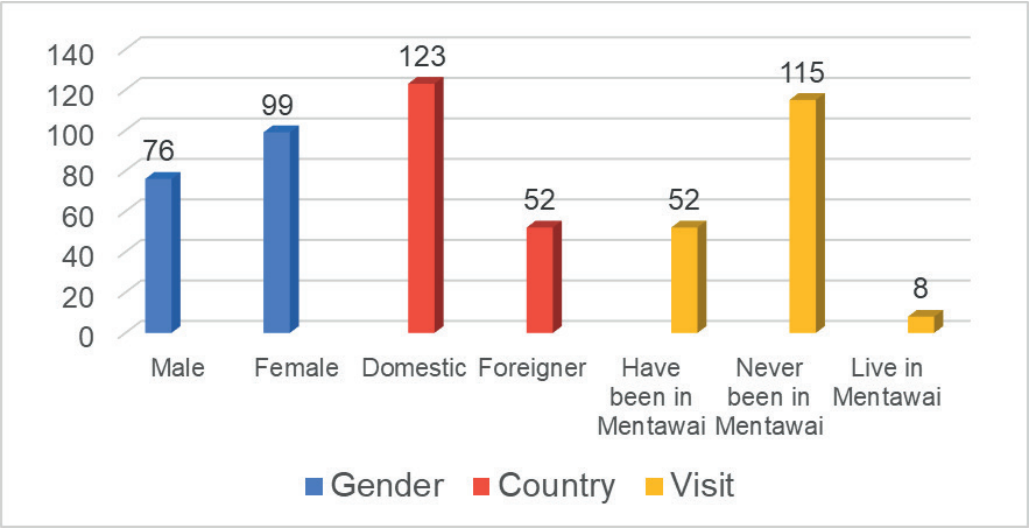

Figure 3. Respondent Description Histogram Based on Gender, Country, and Visit

Respondent Profile by Age and Income

A total of 175 valid respondents were analyzed, after excluding 30 participants used for instrument testing. The sample consisted of 76 males (43 %) and 99 females (57 %). In terms of origin, 123 respondents (70 %) were domestic tourists and 52 (30 %) were international visitors. With respect to visit experience, 52 respondents (30 %) had previously visited the Mentawai Islands, 115 (66 %) had never visited, and 8 (5 %) were local residents. This demographic composition reflects a diverse set of perspectives that is essential for examining how destination image, intention, motivation, and constraints influence tourist decision-making toward the Mentawai Islands.

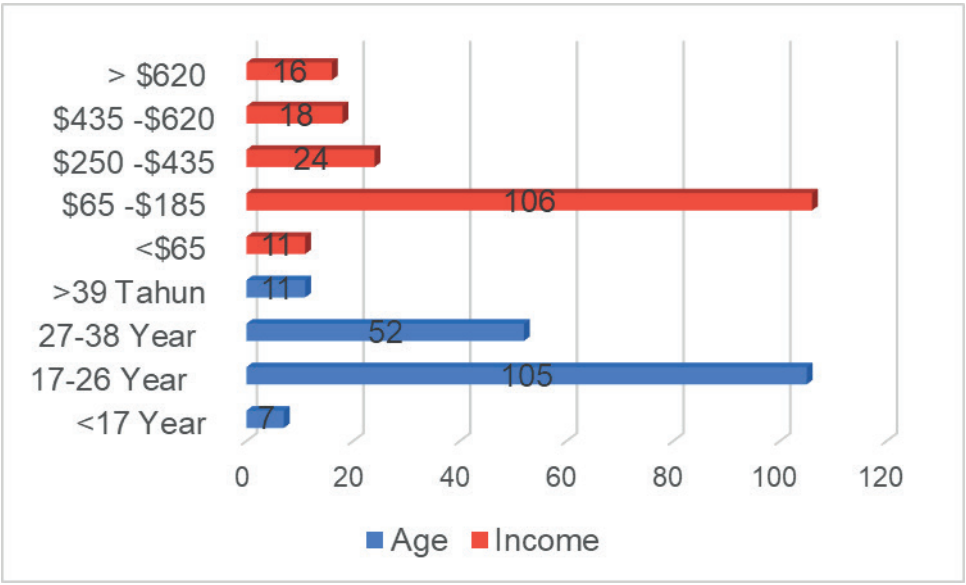

Figure 4. Histogram Description of Respondents Based on Age and Income

Respondent Profile by Visit Duration and Frequency

Regarding visit duration, most respondents (66 %) had never stayed in the Mentawai Islands, while 12 % stayed for 1–2 days, 9 % for 3–5 days, 3 % for 6–7 days, and 11 % for more than one week. In terms of visit frequency, 66 % had never visited, 24 % had visited once or twice, 4 % three to five times, and 6 % six times. These patterns reveal that while a majority of potential tourists had not yet experienced the destination, a smaller but significant group demonstrated repeated and extended stays, reflecting both the attractiveness and barriers of Mentawai tourism. This demographic structure is essential in testing hypotheses on destination image, motivation, and constraints as determinants of visit decisions.

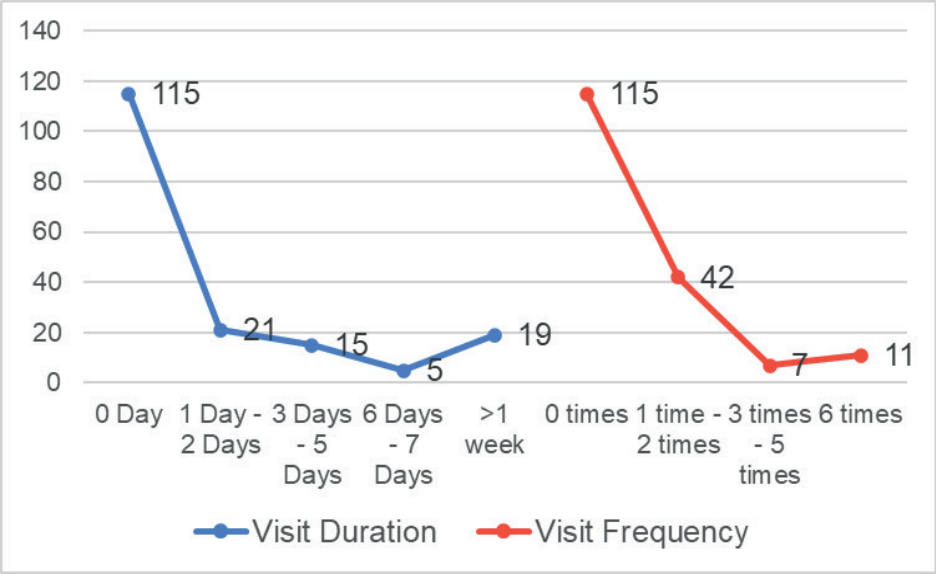

Figure 5. Histogram Description of Respondents Based on Duration and Frequency of Visits

Respondent Profile by Country of Origin and City of Residence

In terms of country of origin, the majority of respondents were from Indonesia (70 %), followed by Madagascar (11 %), other countries residing in Indonesia (14 %), Vietnam (3 %), and Timor-Leste (2 %). Regarding city of residence, 33 % lived in Padang, 8 % in Mentawai, 6 % in Bukittinggi, 7 % in Pematangsiantar, 36 % in other Indonesian cities, and 13 % overseas. This distribution illustrates both the dominance of domestic tourists and the presence of an international segment, aligning with the study's focus on how destination image, motivation, and constraints shape visit decisions. The strong representation from Padang further reflects its role as the primary transit hub to Mentawai, reinforcing its strategic significance in regional tourism flows.

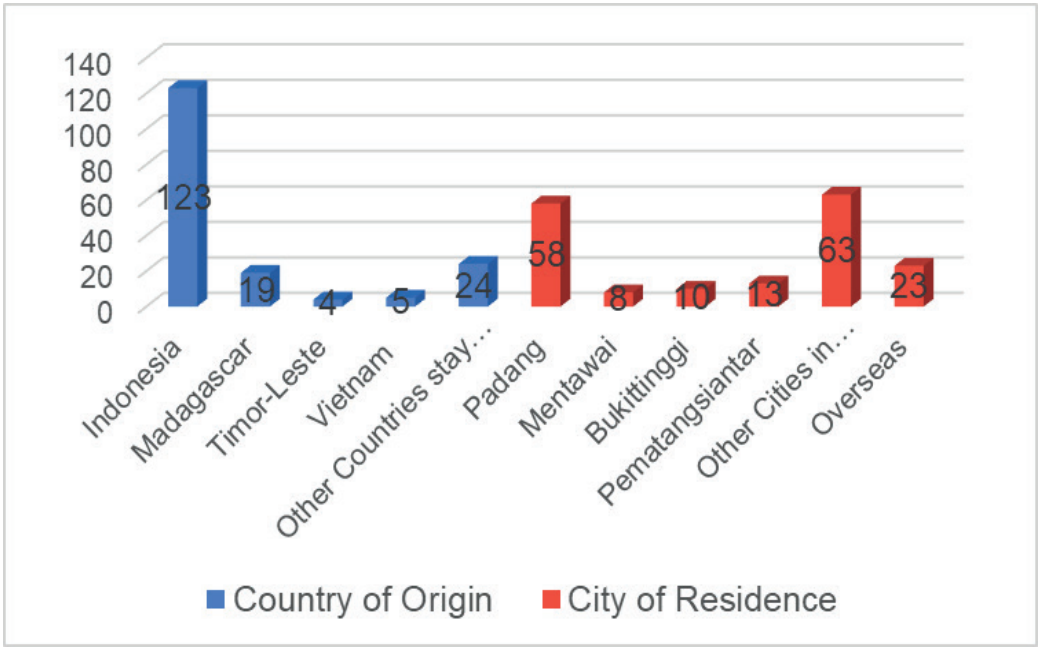

Figure 6. Histogram Description of Respondents Based on Country of Origin and City of Residence

Respondent Profile by Occupation

The occupational profile shows that more than half of respondents were students (52 %), followed by private employees (18 %), entrepreneurs (14 %), government employees (10 %), and others (6 %). The strong representation of students highlights the relevance of younger, education-driven segments in shaping destination image, intention, and motivation, as they often act as early adopters in tourism trends. Meanwhile, the presence of working professionals and entrepreneurs reflects the diversity of purchasing power and travel behavior, thereby providing a balanced perspective for analyzing constraints and visit decisions.

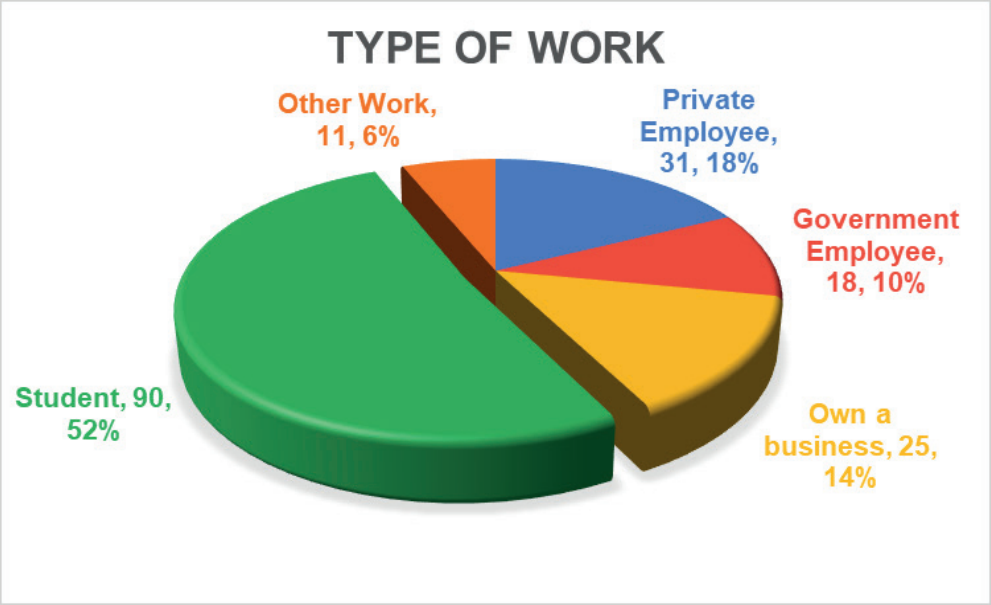

Figure 7. Chart Description of Respondents Based on Job Type

Hypothesis Testing Using SEM-PLS (SmartPLS 4.0)

Evaluation of the Outer Model (Measurement Model)

Convergent Validity (Outer Loading Factor)

The measurement model was first evaluated through convergent validity to assess the adequacy of indicator loadings for each construct. Reflective indicators with loading values below 0,60 are generally removed, as they contribute weakly to latent constructs. The results indicate that all indicators for destination image, tourist intention, motivation, constraints, and visit decision loaded above the 0,60 threshold, confirming that the observed variables strongly represent their respective constructs. These findings demonstrate that the measurement items are valid and reliable, thereby meeting the requirements for further hypothesis testing within the SEM-PLS framework.

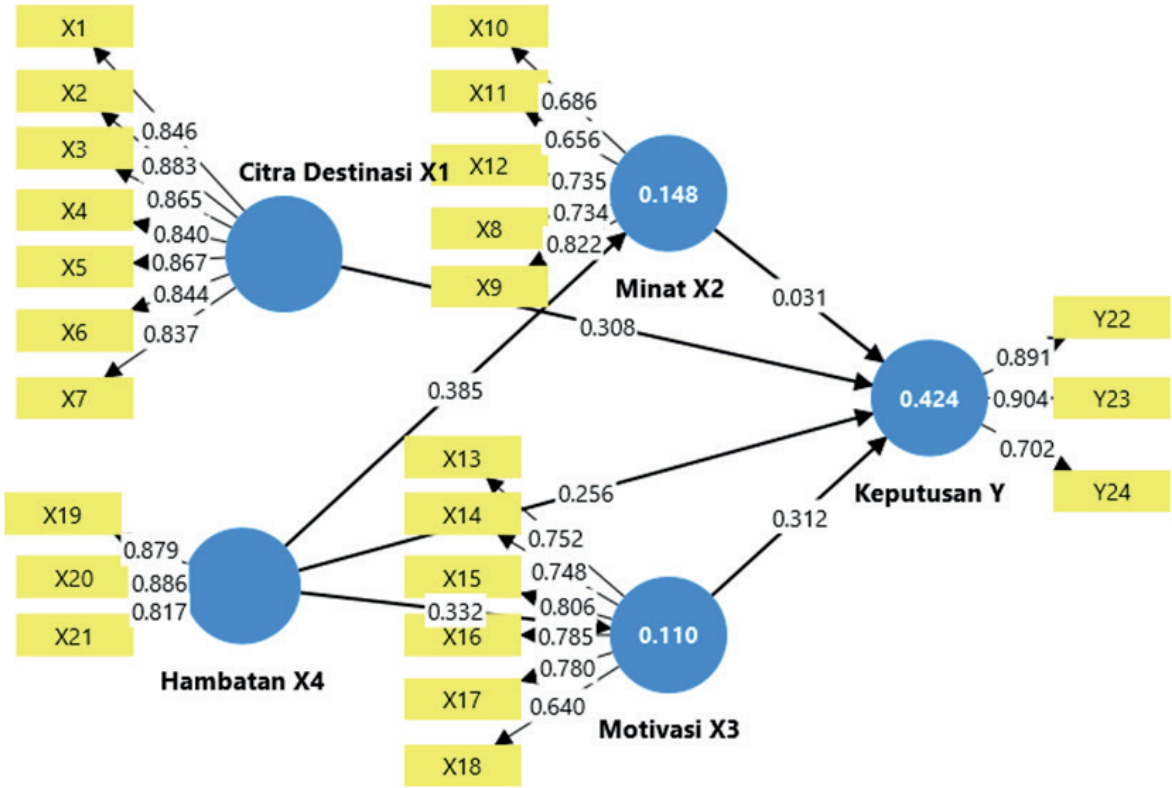

Figure 8. Graph of loading factor results

Table 2. Outer Loading Factor Matrix Results Table

	Destination Image X1	Intention X2	Motivation X3	Constraints X4	Decision-making Y	Results
X1	0,846					Valid
X2	0,883					Valid
X3	0,865					Valid
X4	0,840					Valid
X5	0,867					Valid
X6	0,844					Valid
X7	0,837					Valid
X8		0,734				Valid
X9		0,822				Valid
X10		0,686				Valid
X11		0,656				Valid
X12		0,735				Valid
X13			0,752			Valid
X14			0,748			Valid
X15			0,806			Valid
X16			0,785			Valid
X17			0,780			Valid
X18			0,640			Valid
X19				0,879		Valid
X20				0,886		Valid
X21				0,817		Valid
Y22					0,891	Valid
Y23					0,904	Valid
Y24					0,702	Valid

Average Variance Extracted (AVE)

The evaluation of convergent validity was further assessed through the Average Variance Extracted (AVE), which reflects the proportion of variance captured by a construct relative to the variance attributed to measurement error. An AVE value greater than 0,50 indicates that more than half of the variance of the observed indicators is explained by the latent construct, thus confirming adequate convergent validity. As presented in table 3, all constructs including Destination Image, Tourist Interest, Motivation, Barriers, and Tourist Decision-making demonstrated AVE values exceeding the 0,50 threshold, ranging from 0,531 to 0,742. These results confirm that each construct is well-represented by its indicators, ensuring the robustness of the measurement model and supporting the validity of subsequent hypothesis testing within the SEM-PLS framework.

Table 3. Extracted Average Variance (AVE) Results

Variables	Average variance extracted (AVE)	Results
Destination Image X1	0,731	Valid
Intention X2	0,531	Valid
Motivation X3	0,568	Valid
Constraints X4	0,742	Valid
Decision-making Y	0,702	Valid

Discriminant Validity (HTMT)

Discriminant validity was assessed using the heterotrait-monotrait ratio of correlations (HTMT), which evaluates the distinctiveness of constructs within the measurement model. As presented in table 4, most constructs demonstrated HTMT values below the recommended threshold of 0,90, confirming that Destination Image (X1), Constraints (X4), and Decision-Making (Y) were empirically distinct from other constructs. However, the HTMT value between Tourist Intention (X2) and Motivation (X3) slightly exceeded the threshold (1,019), suggesting a strong conceptual proximity between these constructs. This finding is theoretically plausible, as tourist intention is often driven by underlying motivational factors, making the overlap both expected and justifiable. Following [45], HTMT values marginally above 0,90 may still be acceptable when supported by theoretical reasoning. Accordingly, the retention of both constructs is warranted, as they represent closely related yet conceptually distinct dimensions of tourist behavior, thereby reinforcing the robustness of the measurement model for subsequent hypothesis testing.

Table 4. Discriminant Validity Results Heterotrait-monotrait ratio (HTMT) Matrix

Variable	Destination Image X1	Constraints X4	Decision-making Y	Intention X2	Motivation X3
Destination Image X1					
Constraints X4	0,096				
Decision-making Y	0,492	0,493			
Intention X2	0,555	0,443	0,656		
Motivation X3	0,457	0,388	0,651	1,019	

Fornell Lacker criterion

Discriminant validity was further examined using the Fornell–Larcker criterion, which requires the square root of the AVE of each construct (diagonal values) to be greater than its correlations with other constructs. As shown in table 5, Destination Image (0,855), Constraints (0,861), and Decision-Making (0,838) demonstrated satisfactory discriminant validity, ensuring that most constructs are empirically distinct, as their AVE square roots exceeded inter-construct correlations. However, Intention (0,729) and Motivation (0,754) exhibited a high inter-correlation (0,821), surpassing their respective AVE square roots. This finding indicates a potential overlap between the two constructs, this alignment does not compromise the integrity of the structural model, reflecting the conceptual closeness of tourist intention and motivation. From a theoretical perspective, such proximity is expected, as motivational factors often act as antecedents to intention, making the distinction between the two empirically challenging. While this overlap slightly limits discriminant validity, it does not undermine the robustness of the model; rather, it highlights a characteristic nuance in tourism behavior research, where intention and motivation are strongly intertwined but remain analytically distinct for hypothesis testing. Thus, the measurement model remains valid and robust for subsequent structural testing, enabling reliable examination of the proposed causal relationships among destination image, constraints, motivation, intention, and decision-making.

Table 5. Fornell Lacker criterion

Variables	Destination Image X1	Constraints X4	Decision-making Y	Intention X2	Motivation X3
Destination Image X1	0,855				
Constraints X4	0,011	0,861			
Decision-making Y	0,453	0,375	0,838		
Intention X2	0,446	0,385	0,524	0,729	
Motivation X3	0,409	0,332	0,549	0,821	0,754

Cross Loadings

The cross-loading assessment further confirms the adequacy of discriminant validity within the measurement model. Indicators of Destination Image (X1), Constraints (X4), and Decision-Making (Y) consistently demonstrate the highest loadings on their respective constructs, providing strong evidence of construct distinctiveness. However, several indicators of Intention (X2) and Motivation (X3) exhibited relatively high cross-loadings on

each other, suggesting a strong conceptual overlap. This result is consistent with the Fornell–Larcker and HTMT findings, reinforcing the theoretical understanding that motivation frequently drives tourist intention, thereby creating interdependence between these constructs. While such proximity might reduce strict discriminant validity, it is theoretically justified in consumer behavior and tourism research, where motivational forces naturally underpin intention formation. Thus, the measurement model remains robust, with the Intention and Motivation relationship offering valuable insight into the behavioral dynamics of tourist decision-making.

Table 6. Cross loadings results

No	Destination Image X1	Constraints X4	Decision-making Y	Intention X2	Motivation X3
X1	0,846	-0,019	0,413	0,404	0,352
X2	0,883	-0,009	0,456	0,351	0,316
X3	0,865	0,043	0,337	0,464	0,407
X4	0,840	-0,007	0,388	0,329	0,377
X5	0,867	0,052	0,452	0,338	0,353
X6	0,844	-0,001	0,314	0,351	0,272
X7	0,837	0,007	0,282	0,478	0,378
X8	0,342	0,295	0,389	0,734	0,650
X9	0,471	0,181	0,415	0,822	0,682
X10	0,433	0,049	0,393	0,686	0,619
X11	0,066	0,556	0,288	0,656	0,441
X12	0,391	0,193	0,436	0,735	0,626
X13	0,319	0,197	0,423	0,710	0,752
X14	0,331	0,190	0,365	0,707	0,748
X15	0,282	0,402	0,429	0,648	0,806
X16	0,278	0,275	0,395	0,587	0,785
X17	0,420	0,204	0,501	0,627	0,780
X18	0,207	0,197	0,353	0,434	0,640
X19	0,045	0,879	0,312	0,354	0,295
X20	0,072	0,886	0,324	0,341	0,287
X21	-0,093	0,817	0,334	0,298	0,276
Y22	0,434	0,269	0,891	0,568	0,588
Y23	0,477	0,286	0,904	0,418	0,456
Y24	0,178	0,438	0,702	0,293	0,295

Collinearity statistics (VIF) Outer model List

The collinearity assessment demonstrates that all indicators fall within acceptable thresholds, with VIF values ranging from 1,182 to 4,320, well below the critical cut-off of 5. Most indicators remain below the ideal benchmark of 3,3 , confirming that multicollinearity is not a concern in the outer model. Although a few items such as X3, X5, and X7 approach higher values, they remain statistically acceptable and do not threaten the model's stability. These results indicate that each indicator contributes uniquely to its construct without excessive overlap, thereby supporting the robustness of the measurement model. From a theoretical perspective, the absence of collinearity issues strengthens the validity of the instrument, ensuring that the observed relationships among constructs particularly the interplay of destination image, constraints, motivation, and intention are not artificially inflated by redundancy.

Table 7. Out-of-Sample Model Collinearity Statistics (VIF) Results

Variables	VIF	Variables	VIF
X1	2,970	X20	2,217
X2	3,178	Y24	1,335
X10	1,650	X21	1,591
X11	1,182	X3	3,830
X12	1,496	X4	3,725
X13	1,845	X5	4,320
X14	1,988	X6	3,317
X15	1,867	X7	3,827
X16	1,962	X8	1,579
X17	1,821	X9	2,274
X18	1,471	Y22	2,169
X19	2,144	Y23	2,358

Cronbach's Alpha dan Composite Reliability

The reliability assessment shows that all constructs achieved Cronbach's Alpha and Composite Reliability values above the recommended threshold of 0,70, confirming strong internal consistency across the measurement model. Composite Reliability values are consistently higher than Cronbach's Alpha, aligning with methodological best practices that emphasize CR as a more robust indicator of construct reliability. Moreover, the Average Variance Extracted (AVE) for each construct exceeds 0,50, providing further evidence of convergent validity. These results affirm that the constructs Destination Image, Intention, Motivation, Constraints, and Decision-making are measured with high reliability and validity, ensuring that subsequent structural model estimations are both stable and theoretically meaningful. This outcome strengthens the empirical foundation of the study, supporting the hypothesized relationships between destination image, motivational factors, constraints, and tourist decision-making.

Table 8. Cronbach's alpha and Composite Reliability Results

Variables	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Results
Destination Image X1	0,939	0,950	0,731	Reliable
Intention X2	0,780	0,849	0,531	Reliable
Motivation X3	0,847	0,887	0,568	Reliable
Constraints X4	0,825	0,896	0,742	Reliable
Decision-making Y	0,784	0,874	0,702	Reliable

Inner Model Test (Structural Model)

R Square Overview

The R-square analysis provides an overview of the explanatory power of the structural model. The adjusted R^2 for Decision-making (0,410) indicates a moderate to substantial explanatory capacity, suggesting that the independent variables meaningfully predict tourist decision-making behavior. This aligns with the theoretical expectation that destination image, motivation, and perceived constraints collectively exert a significant influence on decision outcomes.

Table 9. R Square Results

Variables	R-square adjusted
Decision-making Y	0,410
Intention X2	0,143
Motivation X3	0,105

Meanwhile, the adjusted R^2 values for Intention (0,143) and Motivation (0,105) fall within the weak to moderate range, yet remain theoretically relevant. These results imply that although external predictors contribute less strongly to intention and motivation, their effects are still meaningful in shaping tourists' psychological responses. Overall, the findings reinforce the proposed model, demonstrating sufficient explanatory strength to support the hypothesized relationships while highlighting that decision-making is more strongly explained compared to intention and motivation.

F Square Matrix

The f^2 analysis highlights the relative contribution of each construct within the structural model. Destination Image (f^2 = 0,126) exerts a small-to-moderate effect on Decision-making, confirming its role as a salient predictor of tourist choices. Constraints demonstrate the strongest influence on Intention (f^2 = 0,174, medium effect), while their impact on Motivation (f^2 = 0,124) and Decision-making (f^2 = 0,093) remains small. Interestingly, Intention shows no direct contribution to Decision-making (f^2 = 0,000), suggesting its role may be more mediating than direct. Motivation contributes only marginally to Decision-making (f^2 = 0,055), reinforcing the notion that motivational drivers alone are insufficient to explain tourist decisions-making. Collectively, these results emphasize that strengthening destination image and reducing constraints are pivotal strategies for enhancing tourist behavioral responses, whereas the interplay between intention and motivation may require further exploration through mediating or moderating mechanisms.

Table 10. F Square Matrix

Variables	Destination Image X1	Intention X2	Motivation X3	Constraints X4	Decision-making Y
Destination Image X1					0,126
Constraints X4		0,174	0,124		0,093
Decision-making Y					
Intention X2					0,000
Motivation X3					0,055

Inner model – Matrix

The inner model matrix illustrates the overall correlations among latent constructs, serving as a preliminary overview rather than a definitive test of causal influence. The results reveal that Intention (X2) and Motivation (X3) exhibit the strongest associations with Decision-making (Y), with coefficients of 3,427 and 3,102 respectively, underscoring their central psychological role in shaping tourist behavior. Destination Image (X1) also demonstrates a meaningful relationship with Decision-making (1,307), while Constraints (X4) contribute both directly (1,223) and indirectly through their equal influence on Intention and Motivation (1,000 each). These findings suggest that while internal psychological drivers (intention and motivation) are primary determinants of decision-making, external factors such as destination image and perceived constraints play a reinforcing role. However, when aligned with the path coefficient results, Intention does not emerge as a significant causal predictor despite its high correlation, indicating a potential mediating or spurious relationship. This reinforces the theoretical assertion that motivation and destination image act as more robust explanatory constructs, while intention may function more as an intermediate perception rather than a direct determinant of tourist decisions-making.

Table 11. Inner model – Matrix

Variables	Constraints X4	Decision Y	Destination Image X1	Intention X2	Motivation X3
Constraints X4		1,223		1,000	1,000
Decision-making Y					
Destination Image X1		1,307			
Intention X2		3,427			
Motivation X3		3,102			

Model Fit Summary SRMR Table

The model fit assessment indicates that the saturated model demonstrates acceptable alignment with the data (SRMR = 0,097), although slightly above the conventional 0,08 threshold. In contrast, the estimated model shows a higher level of residual error (SRMR = 0,218), suggesting limited global fit. Similarly, the d_ULS and d_G

values for the estimated model are larger than the saturated model, reflecting potential model misspecification. While the chi-square value is high (1052,217), this outcome is common in large-sample PLS-SEM applications and thus less critical for evaluation. The NFI values (0,712 for saturated and 0,650 for estimated) remain below the ideal 0,90, yet still fall within the acceptable exploratory range (>0,60). Overall, the findings suggest that although certain indicators highlight room for refinement, the model retains sufficient predictive relevance and theoretical consistency to justify its use in testing the proposed hypotheses.

Table 12. Model Fit Summary SRMR Table

Variables	Saturated model	Estimated model
SRMR	0,097	0,218
d_ULS	2,820	14,302
d_G	0,886	1,247
Chi-square	864,926	1052,217
NFI	0,712	0,650

Q Square Predict PLS-SEM

The predictive assessment shows that all endogenous constructs yield positive Q^2 values, confirming the model's predictive relevance. Decision-making (Y) achieves a Q^2 of 0,301, which is classified as moderate according to [52], suggesting that the model provides meaningful explanatory power for this construct. In contrast, Intention (X2) and Motivation (X3) register lower Q^2 values (0,129 and 0,090), indicating weaker predictive strength. Nevertheless, the consistently positive results affirm that the model retains overall predictive validity, particularly in relation to decision-making, which is central to the research framework. These findings reinforce the theoretical proposition that while psychological drivers such as intention and motivation contribute to behavioral outcomes, their predictive influence is less robust compared to the structural pathways leading to decision-making.

Table 13. Q Square Predict Results

Variables	Q^2predict	RMSE	MAE
Decision-making Y	0,301	0,847	0,644
Intention X2	0,129	0,952	0,699
Motivation X3	0,090	0,970	0,713

PLSpredict MV summary table Comparison of RMSE and MAE (PLS model vs LM)

Table 14. PLSpredict MV Summary Table Comparison of RMSE and MAE (PLS Model vs LM)

No	Q^2predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
X8	0,076	0,912	0,739	0,900	0,741	0,948	0,770
X9	0,003	0,941	0,711	0,823	0,617	0,942	0,672
X10	-0,054	1,192	0,964	1,090	0,834	1,161	0,972
X11	0,211	1,071	0,893	1,014	0,793	1,205	1,017
X12	0,018	1,023	0,779	0,937	0,708	1,032	0,744
X13	0,022	0,944	0,711	0,919	0,711	0,955	0,689
X14	0,019	0,882	0,654	0,829	0,639	0,891	0,647
X15	0,130	0,907	0,709	0,899	0,713	0,973	0,730
X16	0,063	1,042	0,812	1,029	0,809	1,076	0,860
X17	0,026	0,965	0,717	0,899	0,669	0,978	0,713
X18	0,029	1,279	1,043	1,280	1,007	1,298	1,081
Y22	0,210	0,807	0,641	0,816	0,640	0,907	0,657
Y23	0,247	0,996	0,790	0,959	0,740	1,148	0,958
Y24	0,176	0,898	0,718	0,905	0,709	0,989	0,821

The PLSpredict results provide further evidence of the model's predictive relevance. Most indicators display positive Q^2 values, confirming adequate out-of-sample predictive validity, with particularly strong results for items such as X15 (Q^2 = 0,130), X22 (Q^2 = 0,210), X23 (Q^2 = 0,247), and Y24 (Q^2 = 0,176). Moreover, the comparison of RMSE and MAE between PLS-SEM and linear regression indicates that PLS achieves lower error values across several key indicators, reinforcing its superior predictive capacity. Although certain items (e.g., X10 and X11) yielded negative Q^2 and higher error rates, such inconsistencies are not uncommon in social science models involving psychological constructs such as intention and motivation. Taken together, these results affirm that the proposed PLS-SEM model demonstrates moderate-to-strong predictive performance, making it a reliable analytical framework for understanding decision-making processes in tourism contexts.

Hypothesis Testing

Path Coeffisients (Direct Influence)

The path analysis results highlight the differential roles of psychological and structural factors in shaping tourist decision-making. Destination image (β = 0,308; t = 5,145; p < 0,001) and motivation (β = 0,312; t = 2,691; p < 0,01) emerge as significant positive predictors of travel decisions, confirming their centrality as theorized in the literature. Interestingly, intention shows no significant effect (β = 0,031; t = 0,278; p = 0,781), suggesting that expressed interest does not automatically translate into actual decision-making within this context. Constraints exert a multifaceted influence, significantly affecting motivation (β = 0,332; p < 0,001), intention (β = 0,385; p < 0,001), and directly shaping decisions (β = 0,256; p < 0,001). These findings imply that constraints function not only as barriers but also as critical contextual determinants that reshape the pathways through which psychological drivers affect behavior. Collectively, the results underscore that decision-making in tourism is more strongly shaped by destination perceptions, motivational drives, and perceived barriers than by intention alone, thereby challenging conventional models that position intention as a direct determinant of behavior.

Table 15. Path Coefficients Results (Direct Effects)

No	Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Ha1	Destination Image X1 -> Decision- making Y	0,308	0,314	0,060	5,145	0,000
Ha2	Intention X2 -> Decision-making Y	0,031	0,034	0,112	0,278	0,781
Ha3	Motivation X3 -> Decision-making Y	0,312	0,312	0,116	2,691	0,007
Ha4	Constraints X4 -> Motivation X3	0,332	0,335	0,090	3,704	0,000
Ha5	Constraints X4 -> Intention X2	0,385	0,393	0,089	4,325	0,000
Ha6	Constraints X4 -> Decision-making Y	0,256	0,255	0,071	3,622	0,000

Path Coeffisients (Indirect Influence)

The indirect effects analysis further clarifies the mechanisms through which constraints influence decision-making. The pathway through intention was insignificant (β = 0,012; t = 0,263; p = 0,793), indicating that intention does not mediate the relationship between constraints and decision-making. This suggests that mere interest, while theoretically important, is insufficient to translate structural barriers into behavioral outcomes in this context. In contrast, motivation functions as a significant mediator (β = 0,104; t = 2,114; p < 0,05), reinforcing its role as a psychological driver that transforms external barriers into purposeful decisions. These findings highlight that constraints not only exert direct effects on decision-making but also operate indirectly by stimulating motivational processes, whereas intention alone lacks explanatory power. Collectively, this underscores the primacy of motivation over intention as a mediating mechanism, advancing the understanding of how barriers shape tourist behavior in decision-making models.

Table 16. Path Coefficients Results Indirect influence

No	Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Ha7	Constraints X4 -> Intention X2 -> Decision- Making Y	0,012	0,012	0,046	0,263	0,793
Ha8	Constraints X4 -> Motivation X3 -> Decision-making Y	0,104	0,104	0,049	2,114	0,035

Table 17. Summary of Direct and Indirect Path Coefficients in Hypothesis Testing

H	Hypothesis Statement	Path Coefficient	T-statistic	P-value	Decision	Description
H1	Destination Image (X1) → Decision-making (Y)	0,308	5,145	0,000	Accepted	Positive & Significant
H2	Intention (X2) → Decision-making (Y)	0,030	0,278	0,781	Rejected	Not Significant
H3	Motivation (X3) → Decision-making (Y)	0,312	2,691	0,007	Accepted	Positive & Significant
H4	Constraints (X4) → Motivation (X3)	0,332	3,704	0,000	Accepted	Positive & Significant
H5	Constraints (X4) → Intention (X2)	0,385	4,325	0,000	Accepted	Positive & Significant
H6	Constraints (X4) → Decision-making (Y)	0,256	3,622	0,000	Accepted	Positive & Significant
H7	Constraints (X4) → Intention (X2) → Decision-making (Y)	0,012	0,263	0,793	Rejected	Not Significant
H8	Constraints (X4) → Motivation (X3) → Decision-making (Y)	0,104	2,114	0,035	Accepted	Positive & Significant

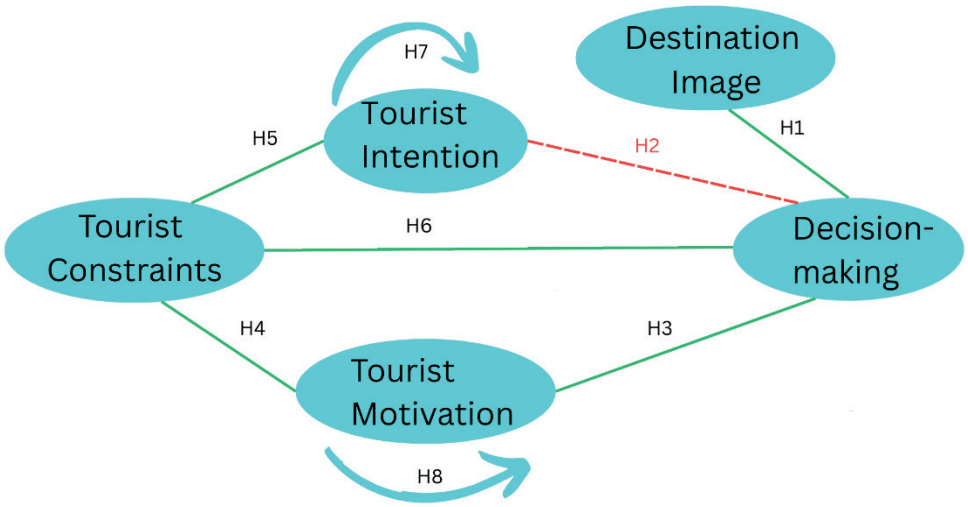

Figure 9. Diagram after analysis of results from SmartPLS 4 Output (2025)

95 % Confidence Interval of Path Coefficients (Direct and Indirect Effects)

The 95 % confidence interval (CI) analysis further validates the robustness of the structural model by confirming whether the estimated path coefficients consistently exclude zero, thereby indicating statistical significance. As shown in Tables 18 the results reinforce the findings from the t-statistics and p-values. Specifically, Destination Image (X1 → Y), Motivation (X3 → Y), and Constraints (X4 → X3; X4 → X2; X4 → Y) demonstrate significant direct effects, as their CIs do not include zero. These results affirm that psychological (motivation) and external (destination image, constraints) factors are key determinants of decision-making, while Intention (X2 → Y) remains non-significant, consistent with the earlier path coefficient analysis.

For indirect effects, only the mediating role of Motivation (X3) is confirmed as significant (X4 → X3 → Y; CI [0,019, 0,208]), while Intention (X2) fails to mediate the relationship between Constraints and Decision-making (CI crossing zero). This highlights that when facing constraints, tourists rely more on intrinsic motivational

drivers rather than intention alone to translate external pressures into actual decisions.

Taken together, the CI analysis strengthens the conclusion that tourist decision-making is predominantly shaped by destination image, perceived constraints, and motivational mechanisms, whereas intention serves a weaker and non-significant role. These findings align with prior theoretical expectations that motivational factors often act as the central psychological bridge in decision processes under uncertainty.

Table 18. 95 % Confidence Interval of Path Coefficients (Direct and Indirect Effects)

Hypothesis Statement	Path Coefficient (O)	CI 95 % Lower (2,5 %)	CI 95 % Upper (97,5 %)	Significance	Description
Destination Image X1 → Decision-making Y	0,308	0,198	0,432	Significant	H1 Accepted
Intention X2→ Decision-making Y	0,031	-0,182	0,256	Not Significant	H2 Rejected
Motivation X3→ Decision-making Y	0,312	0,075	0,531	Significant	H3 Accepted
Constraints X4→ Motivation X3	0,332	0,15	0,5	Significant	H4 Accepted
Constraints X4→ Intention X2	0,385	0,205	0,549	Significant	H5 Accepted
Constraints X4→ Decision-making Y	0,256	0,112	0,39	Significant	H6 Accepted
Constraints X4-> Intention X2-> Decision-making Y	0,012	-0,078	0,104	Not Significant	H7 rejected (mediation not significant)
Constraints X4-> Motivation X3-> Decision-making Y	0,104	0,019	0,208	Significant	H8 Accepted (significant mediation))

Outer Loadings Bootstrapping Hypothesis

Table 19. Outer Loadings Bootstrapping Hypothesis

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1 <- Destination Image X1	0,846	0,845	0,032	26,188	0,000
X2 <- Destination Image X1	0,883	0,883	0,019	46,194	0,000
X3 <- Destination Image X1	0,865	0,863	0,027	31,576	0,000
X4 <- Destination Image X1	0,840	0,840	0,028	30,397	0,000
X5 <- Destination Image X1	0,867	0,868	0,021	41,078	0,000
X6 <- Destination Image X1	0,844	0,842	0,030	28,425	0,000
X7 <- Destination Image X1	0,837	0,835	0,032	26,029	0,000
X8 <- Intention X2	0,734	0,726	0,061	12,064	0,000
X9 <- IntentionX2	0,822	0,813	0,054	15,238	0,000
X10 <- Intention X2	0,686	0,679	0,075	9,117	0,000
X11 <- Intention X2	0,656	0,658	0,063	10,368	0,000
X12 <- Intention X2	0,735	0,729	0,061	12,063	0,000
X13 <- Motivation X3	0,752	0,745	0,058	13,042	0,000
X14 <- Motivation X3	0,748	0,739	0,063	11,965	0,000
X15 <- Motivation X3	0,806	0,804	0,039	20,592	0,000
X16 <- Motivation X3	0,785	0,785	0,033	23,672	0,000
X17 <- Motivation X3	0,780	0,779	0,043	18,105	0,000
X18 <- Motivation X3	0,640	0,640	0,071	9,000	0,000
X19 <- Constraints X4	0,879	0,880	0,022	39,201	0,000
X20 <- Constraints X4	0,886	0,884	0,026	34,411	0,000
X21 <-ConstraintsX4	0,817	0,815	0,042	19,399	0,000
Y22 <- Decision-making Y	0,891	0,890	0,022	41,406	0,000
Y23 <- Decision-making Y	0,904	0,906	0,013	68,883	0,000
Y24 <- Decision-making Y	0,702	0,699	0,070	10,017	0,000

The outer loadings analysis confirms the convergent validity of all measurement items, as most indicators exceed the recommended threshold of 0,70, with a few slightly below but still statistically significant. Destination Image (X1) exhibits excellent indicator reliability (0,837–0,883), reinforcing its robustness as a construct. Intention (X2) and Motivation (X3) contain a few indicators with loadings between 0,64–0,69 (X10, X11, X18), yet these remain significant ($p < 0,001$) and acceptable given the average variance extracted (AVE) values surpass the minimum criterion. Constraints (X4) and Decision-making (Y) demonstrate consistently strong loadings (≥0,702), highlighting their stability and construct validity.

Overall, the results establish that all constructs are measured reliably, with even the lower-loading items contributing meaningfully without compromising validity. This provides empirical support that the latent variables Destination Image, Intention, Motivation, Constraints, and Decision-making are represented by well-performing indicators. These findings strengthen the structural model's credibility and ensure that subsequent hypothesis testing is based on a measurement model with strong convergent validity.

Summary of Outer Loadings Bootstrapping Hypothesis

The bootstrapping results confirm that all constructs exhibit strong convergent validity, with most indicators exceeding the 0,70 threshold and only a few slightly lower yet still statistically significant. Destination Image (X1) demonstrates consistently high reliability (0,837–0,883), Intention (X2) remains valid despite two indicators (X10 and X11) falling just below 0,70, Motivation (X3) shows acceptable validity with X18 as the weakest but significant indicator, Constraints (X4) perform strongly across all indicators (0,817–0,886), and Decision-making (Y) achieves robust validity (0,702–0,904) with Y24 close to the minimum limit but still relevant. Overall, these findings confirm that all indicators are valid, reliable, and theoretically meaningful, thereby reinforcing the robustness of the measurement model and providing a solid foundation for testing the structural model.

Table 20. Summary of Outer Loadings Bootstrapping Hypothesis

Variable	Indicator	Outer Loading Range	T-statistic	p-value	Validity	Results
Destination Image X1	X1 – X7	0,837 – 0,883	> 26	0,000	Very high & significant	All indicators are valid and reliable.
Intention X2	X8 – X12	0,626 – 0,822	> 9	0,000	Quite high & significant	Indicators X10 and X11 are <0.7 but still significant and can be retained.
Motivation X3	X13 – X18	0,640 – 0,806	> 9	0,000	Quite high & significant	X18 is the lowest (0.640) but remains significant.
Constraints X4	X19 – X21	0,817 – 0,886	> 19	0,000	Very high & significant	All indicators are valid and reliable.
Decision-making Y	Y22 – Y24	0,702 – 0,904	> 10	0,000	High & significant	Y24 is close to the minimum limit but is still valid.

Importance–Performance Map Analysis (IPMA)

The Importance–Performance Map Analysis (IPMA) highlights that Motivation (X3) is the most influential determinant of Decision-making (Y), with both the highest importance (0,312) and performance (73,871), underscoring its role as the primary driver of tourist decisions-making and reflecting the strength of intrinsic factors such as personal needs, recreation, and novelty-seeking. Destination Image (X1) also exerts a substantial effect (0,308) but shows relatively low performance (60,212), indicating that enhancing branding, promotion, and overall destination appeal would significantly strengthen decision outcomes. Constraints (X4) exhibit a moderate effect (0,256) and low performance (62,542), suggesting that reducing barriers related to cost, accessibility, and facilities remains an urgent priority. In contrast, Intention (X2) demonstrates high performance (72,931) yet minimal influence (0,031), confirming that interest alone does not necessarily translate into actual decisions unless strategically converted through effective engagement. Collectively, these findings reinforce the hypotheses and theoretical framework that motivational and perceptual constructs play a more decisive role in shaping behavioral outcomes than intention alone, and they provide strong practical implications: sustaining motivation, strengthening destination image, and reducing barriers should be the central focus of managerial and policy interventions to optimize tourist decision-making.

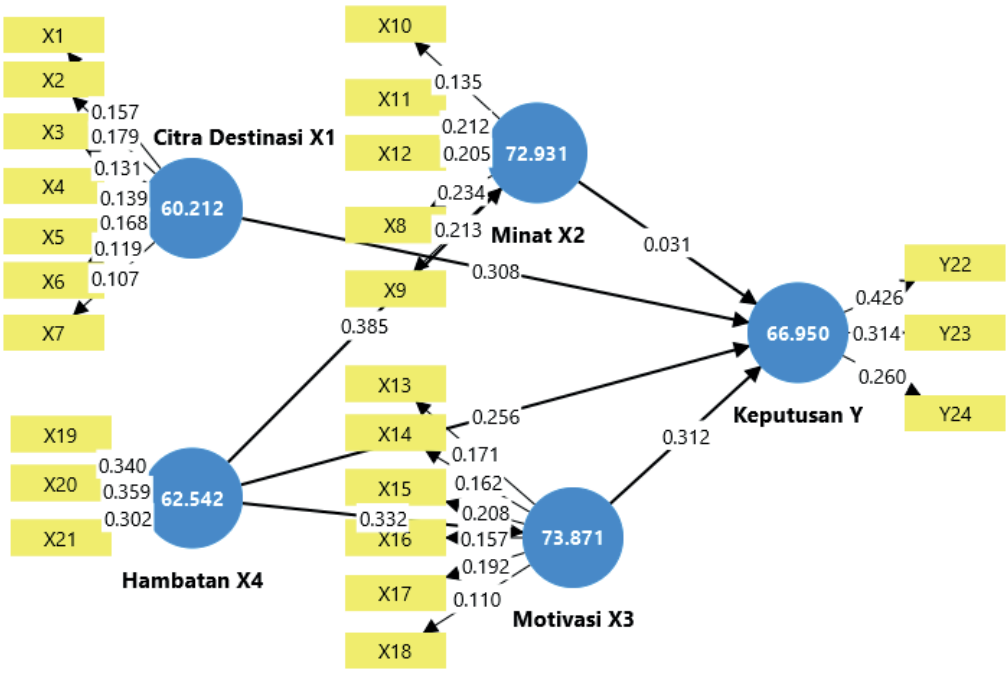

Figure 10. Results of IPMA analysis (SmartPLS 25)

Path Coeffisients

The Importance Performance Map Analysis (IPMA) further emphasizes that Motivation (X3) emerges as the strongest driver of Decision-making (Y), combining both the highest importance and strong performance, thereby confirming its pivotal role in shaping tourist behavior. Constraints (X4) demonstrate a moderate level of importance but relatively low performance, suggesting that reducing barriers such as cost, accessibility, and service limitations is essential for strengthening decision outcomes. Destination Image (X1) also shows meaningful influence but with performance that lags behind expectations, indicating the need for enhanced branding strategies and the development of attractive, distinctive experiences to improve tourists' perceptions. In contrast, Intention (X2) records high performance but negligible importance, confirming that interest alone does not translate into actual behavioral decisions unless effectively converted through targeted interventions. Overall, these results reinforce the hypothesis that motivational and perceptual constructs exert greater impact than intention, while also highlighting managerial priorities: sustaining high motivation, elevating destination image, and mitigating constraints as key levers to optimize tourist decision-making.

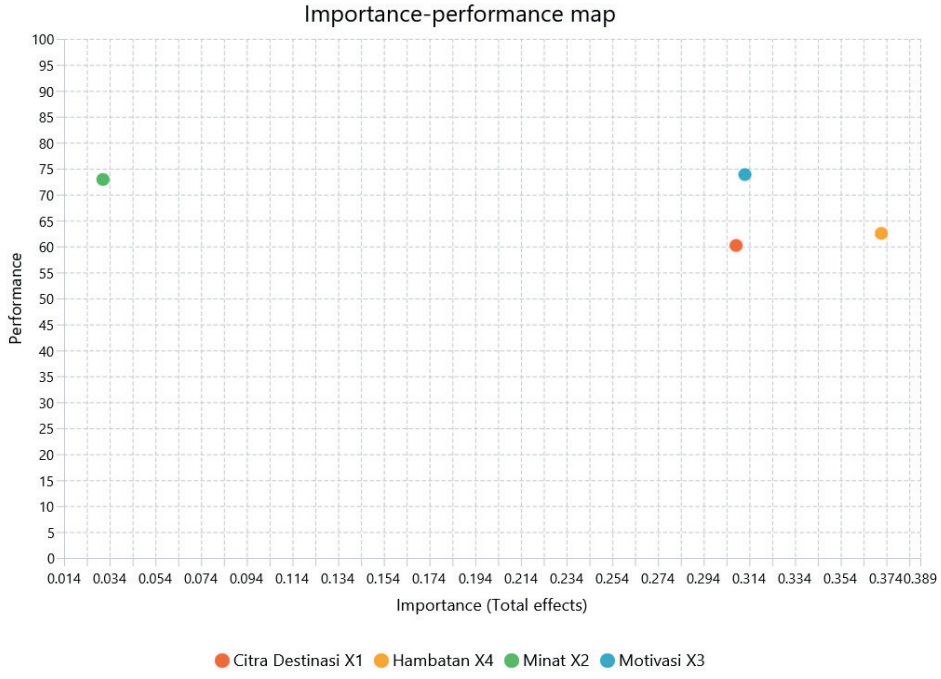

Figure 11. Output IPMA analysis SmartPLS 4 (2025)

Outer Weights path coefficient

The outer weights analysis provides deeper insight into the relative contribution of each indicator in shaping the latent constructs and confirms the robustness of the measurement model. For Destination Image (X1), cultural authenticity and supporting facilities (X2 = 0,202; X5 = 0,200) emerged as the most influential elements, while X7 (0,125) contributed the least, indicating weaker relevance. Intention (X2) was primarily driven by price and accessibility (X11 = 0,336) and socio-cultural support (X12 = 0,279), with other indicators such as X8 and X9 remaining significant but less dominant. Motivation (X3) was strongly represented by the search for unique experiences, quality facilities, and the presence of international tourists (X15 = 0,265; X16 = 0,221; X13 = 0,214), whereas X18 (0,186) showed a smaller effect. Constraints (X4) were consistently shaped by financial, accessibility, and informational barriers (X19 = 0,395; X20 = 0,392; X21 = 0,374), highlighting their equal importance in limiting travel decisions. Finally, Decision-making (Y) was most strongly influenced by personal preference and willingness to visit (Y22 = 0.455), followed by prior travel experiences (Y23 = 0,423) and alternative evaluation (Y24 = 0,302). Collectively, these findings demonstrate that destination image is predominantly reinforced by authenticity and accessibility, intention is strengthened by economic and cultural drivers, motivation is anchored in experiential and service-related aspects, constraints equally stem from structural and informational limitations, and decision-making is primarily determined by individual preferences supported by past experiences and evaluative processes, thereby offering a nuanced understanding of the mechanisms underlying tourist decision-making behavior.

Table 21. Outer Weights path coefficient

	Destination Image X1	Constraints X4	Decision-making Y	Intention X2	Motivation X3
X1	0,182				
X2	0,202				
X3	0,149				
X4	0,172				
X5	0,200				
X6	0,139				
X7	0,125				
X8				0,293	
X9				0,265	
X10				0,207	
X11				0,336	
X12				0,279	
X13					0,214
X14					0,189
X15					0,265
X16					0,221
X17					0,246
X18					0,186
X19		0,395			
X20		0,392			
X21		0,374			
Y22			0,455		
Y23			0,423		
Y24			0,302		

DISCUSSION

Recent studies emphasize that destination image integrates objective attributes facilities, services, accessibility, and attractions with subjective dimensions such as cultural authenticity, emotional experiences,

and uniqueness.[8,9,11] emphasized that both cognitive and affective components of destination image strongly influence tourists' decision-making, whereas[11] noted that image formation is mediated by prior experience and social interactions. Key indicators of destination image include natural attractions, scenic beauty, service quality, and infrastructure.[8] Cultural authenticity, traditions, and local products further enhance attractiveness.[13] Past experiences and emotional resonance also play a decisive role in shaping tourists' evaluations.[6] In the context of the Mentawai Islands, strengthening both cognitive and affective dimensions of destination image is critical to improving competitiveness and attracting visitors.[7,13]

Intention is further reinforced by destination attractiveness, prior experiences, marketing strategies, and accessibility.[16,17] Indicators of tourist intention include leisure orientation, desire for relaxation, affordability, accessibility, and sociocultural support.[18] Marketing strategies, particularly digital promotion and peer reviews, also significantly shape willingness to visit.[19] Thus, intention is not merely a psychological construct but the outcome of the interplay between personal motivations and structural conditions. In turn, it operates as a crucial mediator linking destination image to actual visit decisions.[6,16]

[15] described motivation as tourists' expectation of benefits, while [21] structured it hierarchically in the Travel Career Ladder, ranging from relaxation to self-development and prestige. Motivation is dynamic, evolving with life stage and prior experiences.[21] Indicators of motivation include novelty seeking, cultural learning, and adventure.[24] Facilities, affordability, and services serve as key external motivators.[25,26] Positive peer recommendations and online reviews significantly enhance motivation, (10) while business and networking opportunities have emerged as modern motivators.[27] Collectively, motivation is a central force that channels intrinsic needs and extrinsic opportunities into stronger travel intentions and eventual visit decisions.[6,15,20]

[22] highlighted that obstacle may arise from destination shortcomings such as poor infrastructure or from tourists themselves, such as low awareness.[28] Classified constraints into financial, accessibility, and informational categories. High costs, limited transportation, safety risks, and unreliable information are common barriers that weaken both motivation and intention. These constraints reduce the likelihood of actual visitation despite positive attitudes.[20,22] For destinations like the Mentawai Islands, overcoming these barriers is critical to converting interest and motivation into realized visits.

The TRA framework underscores that while intention is the strongest predictor of behavior, situational constraints can prevent realization.[6] Decision-making indicators include personal preferences, consistency between intention and action, and influence from past experiences or social networks.[31] Financial feasibility, accessibility, and infrastructure further shape final choices.[29] In destinations like the Mentawai Islands, decision-making is particularly sensitive to the balance between motivational drivers and structural constraints, making it essential for policymakers and managers to strengthen image, enhance motivation, and reduce barriers to travel.

Influence of Destination Image on Tourists' Decision-Making in the Mentawai Islands

The analysis confirms that destination image exerts a positive and significant influence on tourists' decision to visit the Mentawai Islands, with a path coefficient of 0,308, a t-statistic of 5,145 (>1,96), and a p-value of 0,000 (<0,05), thereby supporting the first hypothesis. This finding highlights that a stronger and more favorable image of the destination formed by cultural authenticity, natural attractions, facilities, and accessibility directly enhances tourists' likelihood of visiting. Respondents emphasized that the islands' unique cultural identity, scenic natural landscapes, and ease of access act as powerful motivators shaping positive perceptions and translating into actual visiting decisions. This result underscores the strategic importance of developing and sustaining a compelling destination image to strengthen tourists' decision-making processes.

These findings are strongly supported by prior studies at both international and local levels. For instance, by [46] demonstrated that destination image in East Java significantly influenced both intention and decision to visit (t = 10,19), even under the mediation of perceived COVID-19 risk. Similarly, meta-analyses by [53] and [54] confirmed that cognitive and affective perceptions of destination image amplify both intention and decision-making in post-pandemic contexts. Local studies also provide robust evidence: [55] reported a 37,5% direct effect of destination image on tourists' decisions in Pemuteran, Bali, while [56] found a positive effect of destination image on revisit intention at Mount Bromo through satisfaction as a mediator. Comparable results were reported by [57,58,59,60] who consistently concluded that destination image dimensions cognitive, affective, and uniqueness significantly foster visit intention, satisfaction, and loyalty. Collectively, these findings affirm that the Mentawai Islands' destination image not only enhances tourists' attraction but also plays a decisive role in shaping their ultimate decision to choose Mentawai as a tourism destination.

The Influence of Tourist Intention on Visiting Decisions to the Mentawai Islands

The analysis reveals that tourist interest does not significantly affect visiting decisions to the Mentawai Islands (path coefficient = 0,030; t = 0,278; p = 0,781), leading to the rejection of H2. This result demonstrates the presence of an intention–behavior gap, where expressed interest does not translate into actual visits. Such findings contrast with prior studies,[61,62,63] which reported significant effects of tourist interest on both visiting

and revisiting decisions. The divergence suggests that in the Mentawai context, situational barriers such as cost, accessibility, and limited information may overshadow personal interest, preventing it from evolving into concrete behavioral outcomes. This result aligns with the theory of planned behavior, which acknowledges that intention is a necessary but insufficient predictor of actual behavior when external constraints dominate.

At the same time, the evidence is consistent with broader tourism and consumer behavior literature highlighting the persistence of the intention–behavior gap by.[64,65] Empirical studies in Indonesia further corroborate this pattern, showing that despite strong leisure interest, actual decisions are more strongly mediated by financial, infrastructural, and promotional factors.[66,67,68] International research supports this view, emphasizing that contextual risks and constraints such as during the COVID-19 pandemic limit the realization of stated intentions. [72] Similarly, [73,74] stress that consumer hypocrisy and contextual barriers often undermine positive intentions in sustainable tourism. Consequently, this study confirms that tourist interest alone is insufficient to drive visiting decisions to the Mentawai Islands; effective strategies must not only stimulate interest through promotion but also reduce practical constraints that hinder its realization.

The Influence of Tourist Motivation on Visiting Decisions to the Mentawai Islands

The findings indicate that tourist motivation exerts a positive and significant influence on visiting decisions to the Mentawai Islands (path coefficient = 0,312; t = 2,691; p = 0,007), confirming H3. This result demonstrates that higher motivation both intrinsic (e.g., novelty seeking, escape from routine, emotional comfort) and extrinsic (e.g., facilities, services, cultural uniqueness, and exotic appeal) significantly increases the likelihood of actual visits. The outcome aligns with the push–pull motivation theory, which emphasizes the role of both internal drives and external attractions in shaping travel behavior. These results are consistent with prior research in Indonesia showing that motivation strongly predicts travel behavior across various destinations,[69,75,76,77,78] reinforcing the importance of motivation as a determinant of actual decisions.

This conclusion is also strongly supported by international literature.[79] Confirmed that motivation drives participation in outdoor recreation even when constraints exist, while[80,81] demonstrated that motivational factors significantly shape both intentions and revisits in diverse tourism contexts. Similar findings were reported by [70,71,82] who highlighted the effects of hedonic, cultural, and pull motivations on satisfaction, repeat visits, and destination choice. Collectively, these insights confirm that motivation is a key predictor of visiting decisions to Mentawai. Hence, tourism development strategies in the Mentawai Islands should emphasize the creation of authentic and unique experiences, the enhancement of facilities and services, and the strengthening of cultural and natural appeal to sustain and elevate tourist motivation.

The Influence of Tourist Constraints on Motivation

The analysis reveals that tourist constraints exert a positive and significant effect on motivation (path coefficient = 0,332; t = 3,704; p = 0,000), confirming H4. This indicates that barriers such as financial limitations, accessibility challenges, security issues, and information gaps do not necessarily diminish motivation but can instead stimulate compensatory behaviors, where tourists actively seek solutions to overcome them. Highly motivated visitors are more likely to save resources, search for additional information, or adopt alternative travel arrangements to realize their travel plans. In this context, constraints act not merely as obstacles but as challenges that reinforce internal and external motivational drivers, consistent with the push–pull framework of tourism behavior.

This outcome is strongly aligned with the literature on leisure and tourism constraints and negotiation. [83] emphasized that constraints do not entirely prevent participation, as they can be negotiated through behavioral and cognitive strategies, a finding extended by [85] who demonstrated that motivated tourists actively negotiate structural barriers such as cost, time, and accessibility.[20] motivational theory similarly highlights that challenges can enhance the pursuit of meaningful experiences. Empirical evidence supports this view:[79] reported that motivated tourists employ negotiation strategies to continue outdoor travel despite barriers, while[86] showed that negotiation mitigates the negative impact of constraints on participation. In Indonesia,[84] confirmed that post-COVID domestic road travelers with strong motivation adopted alternative strategies to overcome health and transport barriers. Collectively, these findings affirm that constraints can paradoxically strengthen motivation, suggesting that destination managers should not only minimize barriers but also provide clear information and practical alternatives to facilitate constraint negotiation among tourists.

The Influence of Tourist Constraints on Intention

The analysis demonstrates that constraints exert a positive and significant effect on tourist interest (path coefficient = 0,385; t = 4,325; p = 0,000), supporting H5. This finding suggests that perceived barriers such as high travel costs, limited accessibility, and information gaps do not necessarily reduce interest, but may instead heighten curiosity and desire to explore Mentawai. Tourists facing challenges often interpret them as indicators of uniqueness or exclusivity, thereby reinforcing their intention to seek information, negotiate solutions, and

explore alternatives to make the visit possible. This aligns with the concept of challenge-seeking motivation, [20] whereby obstacles function as catalysts that intensify tourists' exploratory drive rather than extinguish their interest.

These findings are supported by both international and local literature on leisure constraints and negotiation. [83] argued that constraints can be negotiated, thus sustaining participation, while [85] demonstrated that tourists with strong interest tend to overcome financial, temporal, and accessibility barriers. Empirical studies also confirm this perspective: [84] reported that Indonesian tourists post-COVID negotiated road travel constraints, maintaining their interest in travel. Locally,[67] in Central Java found that barriers did not diminish interest, as tourists adapted through alternative routes or social media information. Additional evidence by [87] and [88] reinforced that interest remains strong despite risks or constraints, mediated by motivation and destination image. Taken together, the findings underscore that in the context of Mentawai, constraints act less as deterrents and more as triggers that stimulate negotiation and sustain tourist interest, highlighting the importance of destination strategies that minimize structural barriers while framing challenges as part of the destination's exclusivity and appeal.

The Influence of Tourist Constraints on Visiting Decisions

The analysis confirms that constraints exert a positive and significant effect on the decision to visit Mentawai Islands (path coefficient = 0,256; t = 3,622; p = 0,000), thus supporting H6. Interestingly, perceived barriers such as financial limitations, accessibility issues, and lack of information do not discourage visits; instead, they stimulate stronger determination among tourists. Visitors with high motivation and interest tend to negotiate or adapt to these constraints by seeking alternative transportation routes, adjusting budgets, or utilizing digital information sources, which ultimately strengthens their commitment to realize the trip. This reflects a behavioral compensation mechanism in which obstacles are reframed as challenges that reinforce rather than weaken decision-making.

This finding is strongly aligned with the concept of constraint negotiation [83] and empirical evidence that motivated tourists often adopt adaptive strategies. [85] Recent studies confirm similar dynamics: [84] observed that post-COVID domestic tourists overcame health and transport constraints by rescheduling or road-tripping, while [89] showed that pandemic-era travelers relied on digital information and alternative modes to maintain their plans. Local evidence also reinforces this trend, with [87] demonstrating how Jabodetabek tourists adjusted travel budgets and plans to return to Bali, and [88] highlighting Gen-Z's creative adaptations such as budget packages or off-peak travel. Consistent with [20] challenge-seeking motivation, these results suggest that obstacles may even enhance the perceived uniqueness and exclusivity of Mentawai, making the destination more appealing to experience-seeking travelers. Strategically, positioning Mentawai as a "challenging yet rewarding" destination may thus transform constraints into part of its competitive advantage.

The Indirect Effect of Tourist Constraints on Visiting Decisions through Tourist Intention

The analysis demonstrates that tourist interest does not mediate the relationship between constraints and visiting decisions to the Mentawai Islands (path coefficient = 0,012; t = 0,263 < 1,96; p = 0,793 > 0,05), thereby rejecting H7. Although constraints were found to have a significant direct effect on visiting decisions (as confirmed in H6), the absence of an indirect pathway indicates that tourists facing barriers tend to make decisions independently of their interest levels. This suggests that while interest reflects a cognitive-affective inclination, visiting decisions are primarily driven by conative action supported by direct negotiation strategies such as adjusting budgets, rescheduling trips, or seeking alternative transport rather than a gradual increase in interest.

This finding aligns with international and local studies showing that constraints are more likely to influence decisions through direct mechanisms than through interest.[9,10,85] Highlight that the mediating role of interest is weak or insignificant, as tourists often bypass cognitive-affective pathways and engage in direct negotiation to overcome barriers. Empirical studies in Indonesia provide similar support:[87,88,89] confirm that constraints do not significantly shape visiting decisions through interest but rather interact with motivational strength, destination image, and perceived value. Consistent with [83] leisure constraint framework and [20] motivation theory, the Mentawai case underscores that decisions are more strongly determined by intrinsic motivation and adaptive responses than by interest alone. Thus, managerial strategies should focus on reinforcing destination image and facilitating negotiation mechanisms rather than relying on interest enhancement as a mediator between barriers and final visiting decisions.[90]

The Indirect Effect of Tourist Constraints on Visiting Decisions through Motivation

The analysis reveals that motivation significantly mediates the relationship between tourist constraints and visiting decisions to the Mentawai Islands (path coefficient = 0,104; t = 2,114 > 1,96; p = 0,035 < 0,05), confirming H8. This implies that financial, accessibility, safety, or informational barriers do not necessarily

hinder decision-making; instead, they may reinforce intrinsic motivation by transforming obstacles into challenges that stimulate tourists' determination to pursue authentic and meaningful experiences. In this context, motivation serves as a psychological bridge that enables constraints to be reframed as drivers of commitment, thereby increasing the likelihood of actual visitation.

This finding aligns with the broader literature on leisure constraints and constraint negotiation, which emphasizes the compensatory role of motivation.[83,84,85] Demonstrated that motivated tourists actively negotiate barriers, while [91] found that high motivation sustains travel behavior despite financial or temporal limitations. Local evidence from [87,88,89] further validates that strong motivation enables Indonesian tourists to neutralize constraints and sustain their travel decisions, even under challenging conditions such as the COVID-19 pandemic. Consistent with [20] motivational theory, the Mentawai context highlights that cultural authenticity, natural uniqueness, and exclusivity intensify motivational drivers, making constraints less of a deterrent and more of a catalyst for decision-making. Thus, motivation emerges as the critical mediator through which barriers are transformed into reinforcing forces that strengthen the decision to visit the Mentawai Islands.

Limitations

This study has several limitations that should be acknowledged. First, the use of purposive sampling restricts the generalizability of the findings, as the respondents may not fully represent the broader population of tourists to the Mentawai Islands. Although the sample size of 175 is adequate for SEM-PLS analysis, it remains relatively small compared to the total number of visitors and may reflect bias toward certain demographic groups. Second, the study employed a cross-sectional design, capturing tourist perceptions and behaviors at a single point in time. Longitudinal research would provide more robust insights into how motivations, constraints, and intentions evolve over time. Third, the study focused only on four variables destination image, intention, motivation, and constraints, while other relevant factors such as government policy, social media influence, and perceived risks were not included. Finally, the findings are context-specific to the Mentawai Islands, which limits their direct applicability to other destinations with different characteristics.

Despite these limitations, the study offers valuable insights into tourist decision-making in an emerging island destination and provides a foundation for future research to adopt broader samples, incorporate additional variables, and apply longitudinal approaches.

CONCLUSIONS

This study demonstrates that destination image, tourist motivation, and perceived constraints significantly shape visiting decisions to the Mentawai Islands, while tourist interest does not exert a direct or mediating effect. A strong destination image built upon cultural authenticity, natural uniqueness, and accessibility positively drives travel decisions, confirming its role as a central determinant of destination choice. Similarly, motivation emerges as a key psychological force, not only directly influencing visiting decisions but also mediating the impact of travel constraints. Interestingly, constraints such as limited accessibility, financial barriers, and safety considerations do not deter tourists; instead, they can stimulate motivation, reinforcing the decision to travel. Conversely, interest alone is insufficient to translate into actual visiting behavior, underscoring that experiential drive and motivational intensity outweigh passive attraction in shaping final decisions. These findings highlight that visiting decisions to remote destinations like Mentawai are determined less by expressed interest and more by the interaction of motivational strength, destination image, and the capacity to negotiate constraints.

From a practical perspective, these results emphasize the need for destination managers and policymakers to strengthen Mentawai's image by enhancing infrastructure, accessibility, and cultural authenticity, while simultaneously designing marketing strategies that trigger motivational drivers through unique experiences, cultural events, and adventure-based offerings. Efforts to reduce constraints such as improving transport connectivity, providing reliable information, and implementing affordable travel options will further sustain visitation despite inherent challenges. Academically, this research contributes by demonstrating that constraints can act as motivational enablers rather than deterrents, reinforcing theories of leisure constraint negotiation and expanding the discourse on destination choice behavior in peripheral or island contexts. The rejection of tourist intention as a significant determinant invites future research to revisit its role relative to motivation in different cultural and geographical settings. Overall, this study advances both theoretical and managerial understanding of how destination image, motivation, and constraints converge to influence tourist decision-making, providing actionable insights for fostering sustainable tourism development in the Mentawai Islands and similar destinations.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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