

***INFLUENCE OF LOCAL TRANSPORTATION SERVICES TO
DESTINATION LOYALTY IN TOURISTS TO VISIT BATAM CITY***

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Abstract

This study was conducted with the aim to analyze and know the brand image, and the perception of justice toward the loyalty of tourists who visit Batam using public transportation services available in Batam City.

The sample in this research is tourists who visited Batam and had used general transportation services consisting of Batam City Bus, online transportation, and official taxi with minimum use once, with the number of respondents 380 respondents. Variables used in this study are brand image, perceived fairness, customer satisfaction and destination loyalty.

The result of this research is brand image, perceived fairness has a positive significant influence on destination loyalty by through the variabels of customer satisfaction mediation on public transportation in Batam City.

Keyword : Brand Image, Perceived Fairness, Customer Satisfaction, dan Destination Loyalty.