

**UNIVERSITAS INTERNASIONAL BATAM**

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***ANALYSIS THE INFLUENCE OF PERCEIVED JUSTICE TOWARD  
BEHAVIORAL INTENTION WITH SERVICE SATISFACTION AS AN  
INTERVENING VARIABLE AT RESORT IN BATAM CITY***

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Abstract

*This paper aims to analyze the influence of perceived justice on behavioral intention with service satisfaction as an intervening at resorts in Batam. The object of this study is the best five resorts in Batam City based on Agoda assessment. The result of this study proves that perceived justice given by producer in response to customer complaints influences service satisfaction in using producer services as to encourage consumers to visit the resort again in the future. This study uses judgemental sampling method as a sampling method. Questionnaires were distributed to people who had stayed at one of the best resorts in Batam. There are Montigo Resort Nongsa, Harris Resort Batam Waterfront, Turi Beach Resort, KTM Resort and Batam View Beach Resort. The total sample analyzed in this study was 250 respondents. The data were analyzed with Partial Least Square with the result of perceived justice and service satisfaction affected significantly positive toward behavioral intention.*

**Keywords:** *perceived justice, interactional justice, distributive justice, procedural justice, service satisfaction, recovery satisfaction, behavioral intention, repurchase intention, word of mouth, SEM, resort, complaint, service failure.*