

Thesis

*Bachelor Management Concentration of Tourism Study Program
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**ANALYSIS OF THE EFFECT OF PERCEIVED VALUE AND TOURIST
SATISFACTION ON INTENTION TO REVISIT THE SEAFOOD
RESTAURANT IN BATAM CITY**

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Abstract

Author researching this topics are aiming for finding out the answer whether the perceived value has a significant effect on tourist satisfaction, whether the perceived value has a significant effect on intention to revisit, and whether tourist satisfaction has a significant effect on intention to revisit the seafood restaurant in Batam City. Thus, it can be seen that the variables that will be used in this study are perceived value, tourist satisfaction, and intention to revisit.

Of course, this research can't regardless from populations and samples are used. The population in this study were foreign tourist who came to Batam City while the samples in this study were targeted at foreign tourist who had visited the seafood restaurant in Batam City, such as Golden Prawn 933, Golden Prawnn 555, Wey Wey Live Seafood, Love Seafood Batam Centre, and Jumbo Thai Kitchen. This study also uses a snowball sampling and will use multiple regression tests.

This study proves that perceived value has a significant effect on tourist satisfaction, perceived value has a significant on intention to revisit, and tourist satisfaction has a significant effect on intention to revisit.

Keywords: *Seafood restaurants, foreign tourists, perceived value, tourist satisfaction, intention to revisit.*