Batam ranks third in national tourism, given its strategic location and benefits for tourism development itself. Tourists who come to visit the country or another area certainly need an information before visiting. To support the tourism in the country is to provide easy-access information for tourists. One of the ways to support tourism promotion is social media or even accessing information and reviews from the internet, commonly known as Electronic Word-of-mouth (EWOM). The development of tourism can be seen from the desire of travel intention of a tourists, to improve tourism in the city of Batam, the conducted research is to know the travel intention according to the perspective of foreign tourists. Therefore, this study aims to analyze the influence of EWOM on foreign tourists' attitude and travel intention.

This study used non-probability sampling methods. The number of samples tested were 296 tourist respondents. The statistical method used to test the research hypothesis is multiple regression.

The results of the research test stated that EWOM had a positive effect on foreign tourists' attitude. Foreign tourists' attitude has a positive effect on travel intention. EWOM has a positive effect on travel intention.

Key words: EWOM, Foreign tourists' attitude, Travel intention.