

*Undergraduate Final Project
Management Concentration of Tourism Study Program
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*Analyze Effect of E-WOM Towards Visit Intention
With Attitude and City Image
as Intervening Variable in Batam City*

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The world of tourism is a travel program that has a system that has been designed, a distribution space that has been determined, and also there are several kinds of components and several kinds of processes. The world tourism system is a fairly interesting system, for example, there are those who provide assistance from several other tourism systems, for example there are environmental, cultural, social and religious systems. Tourism is also a place for a person in a temporary period to a destination, traveling outside of their usual place and doing work or activities of each meeting or activity in the destination area by providing forms for needs as needed.

Tourism in Batam currently continues to grow in 2018, Batam is also included in the 3 biggest foreign tourist destinations in Indonesia after Bali and Jakarta with a percentage of 20%. According to the Central Bureau of Statistics, Batam is the main entrance for foreign tourists in the Riau Islands (Riau Islands). In 2017, there are around 1.50 million foreign tourists who come to Indonesia through the city of Batam. The large portion of Batam city is around 72.5% of the total 2.1 million foreign tourist visits to Riau Islands or Riau Islands, the development of new destinations for economic growth. The number of foreign tourist visits to the Riau Islands Province in 2018 reached 732,615, the number of which was quite significant at 31.20 percent compared to the previous month which reached 156,986 visits.

The research carried out in this study was electronic analysis of the mouth of the mouth on tourist visits, tourist attitudes and the image of the city of Batam. In this journal there are several factors that influence eWOM variables, tourist attitudes, city image and visit intention

Keywords: *Indonesian tourism, Batam City tourism, eWOM, tourist attitudes, city image and tourist intention*