

UNIVERSITAS INTERNASIONAL BATAM

Bachelor Thesis
Bachelor Management Concentration of Tourism Study Programme
Odd Semester 2018/2019

Analysis of Purchase Intention in Batam City

NPM : 1541365

Vici

Executive Summary

The goal of this report is to research the relationship between a few variables that are affecting each other such as Hotel Website Quality, Perceived Flow, Customer Satisfaction and Purchase Intention.

The method for this data collection uses Voluntary Sampling in social media platforms. This report was done in Batam with 150 respondent. In this research a total of 150 questionnaires are used to test the results.

In all the variables that are affecting each other, only Perceived Flow and Customer Satisfaction were found having a positive results, other variables have negative results. The writer found that there are still some limitations and problems in this research that can be related and be used for future researches.

Keywords : Hotel Webstite Quality, Perceived Flow, Customer Satisfaction, Purchase Intention