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ANALYSIS THE EFFECT OF WORD OF MOUTH ON TOURISTS’ ATTITUDE TOWARDS DESTINATION AND TRAVEL INTENTION IN BATAM CITY

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Abstract

The development of tourism has been growing rapidly, especially in the era of the modern era today. The development of tourism has had a very positive impact on various aspects for a region, as an example of a positive impact, tourism is one of the largest foreign exchange earner producers for a region and country. with the rapid development of tourism for an area, and one of them is the City of Batam.

Batam City itself has a strategic location which makes it one of the reasons for tourists to visit. then with this, the development of tourism itself must certainly leave a good impression so that tourists who can visit can re-visit especially in Batam City. moreover, in this era of fast-paced almost all the world's population uses social media, so that tourists can freely give their personal opinions about Batam City which can influence the intention to give tourists a visit that has never visited Batam City before.

With this, researchers feel interested in analyzing the impact that can be caused through e-WOM and analyzing the nature and behavior of tourists who have come to visit Batam to the intention of visiting tourists who will come to Batam.

Key words: Tourism Development, Visit Intention, Services Provided