

# UNIVERSITY INTERNATIONAL BATAM

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Undergraduate Thesis  
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## **ANALYSIS THE EFFECT OF ATMOSPHERE, SERVICE INTERACTION, PRICE AND CUSTOMER SATISFACTION TOWARDS REVISIT INTENTION TO SEAFOOD RESTAURANT AS BATAM CITY RESIDENT**

NPM: 1541261  
Rendy Oktavianto

### **Abstract**

*Batam has a population of approximately 1,376,009, given its strategic location and profitability so that the population is growing and there is a growing number of restaurants, especially seafood restaurants in Batam. Batam city residents who have visited seafood restaurants certainly hope that seafood restaurants have good variables as follows atmosphere, service interactions and prices so that customer satisfaction is achieved with the desire to return/ revisit intention to the seafood restaurant. The results revealed that the atmosphere, service interactions and prices significantly influence customer satisfaction and revisit intention to the Batam city seafood restaurant. Customer satisfaction with seafood restaurants in Batam also has a significant effect on revisit intention.*

*This study used non-probability sampling methods. The number of samples tested were 319 Batam city residents. The statistical method used to test the research hypothesis is multiple regression.*

*The test results of the study stated that the atmosphere, service interactions and prices have a positive effect on customer satisfaction. The atmosphere and price have a positive effect on the revisit intention. Customer satisfaction has a positive effect on the revisit intention.*

*Key words: Atmosphere, Service Interaction, Price, Customer Satisfaction, Revisit Intention.*