

***TOURISM ANALYZIS OF TOURIST EXPERIENCE, DESTINATION
IMAGE AND TOURIST OVERALL SATISFACTION TOWARDS TOURIST
RETURNING INTENTION***

Novi Hartanti
NPM: 1541415

ABSTRACT

Tourism industry is one among all those fast developing industry all around the world, let alone Indonesia. Our awareness of the on going development in this industry started to put the government into action by fixing up infrastructure and other related facilities, as well as improving all kind of service performance. According to statistic database recorded, 1.007.446 tourist has visited batam since the last 2010 and after 7 years, those number is increasing up to 1.418.495 visitors.

Those reason above has cause variety of tourist culture background, their aim to visit as well as their past experience, during or after their visit. So, this research purpose is to analyse some factors that has the most impact towars tourist intention of returning to Batam City, such as tourist experience, destination perception and their overall satisfacton over tourist destination here in Batam. This research used one of those method called non-probability sampling and is a descriptive research. 427 responden is choosen as sample and most of them are international tourist and small part of Indonesian citizen who lives abroad.

The result of this research pictured each and every variable tested, showing that tourist experience is significant and positively affecting destination perception, destination perception is significant and positively affecting tourist overall satisfaction. Overall satisfaction is not significantly affecting tourist returning intention, and tourist experience is significant and positively affecting tourist returning intention.

Keywords: *Tourist experience, destination image, destination perception, overall satisfaction, returning intention*