

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
Undergraduate Program of Management Tourism Concentration
Odd Semester 2019/2020*

THE EFFECT OF MOTIVATION AND DESTINATION IMAGES ON REVISITING INTENTION TO BATAM CITY WITH TOURIST SATISFACTION AS INTERVENING VARIABLE

**Giva Stella
NPM:1641196**

ABSTRACT

This study aimed to determine the effect of destination image, motivation and satisfaction of tourists on tourist intention to revisit Batam. The number of samples is 384. The subjects of this study were foreign tourists visiting Batam City. The sample collection technique used was the nonprobability sampling technique, namely Judgmental sampling. Testing in this study used SPSS version 22. It can be concluded that this study can help to forecast the steps that must be taken in the future after deliberate the relationship between various variables tested. There are 6 hypotheses in this study. Significance in the Coefficient table and if the value is below 0.05 then the variable influences. The result of hypothesis show significant positive.

Keywords : Motivation, Destination image, Tourist Satisfaction and Desire to return