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INFLUENCE ANALYSIS OF ATTRIBUTES AND MEMORABLE TOURIST EXPERIENCE DESTINATION ON TOURIST SATISFACTION IN KAMPUNG VIETNAM BATAM

MICHELLE CONGSTANIA
NPM: 1641237

ABSTRACT

This study aimed to explore the factors driving local and foreign tourists to return to the city of Batam, especially to Kampung Vietnam. Located in Galang Island Batam, Kampung Vietnam is famous as a historical tourist destination because during the years 1975-1997 Indonesia and UNHCR established shelter area for 48,000 refugees from Vietnam.

Using convenience sampling, this research was conducted to 206 local tourists as well as foreign tourists visited Kampung Vietnam. Data were then analyzed using SPSS and SEM PLS 3.

As the results, the four hypotheses were accepted that Destination Attributes (Destination management, accessibility, and local friendliness) had significant influence on MTE. Besides, MTE has significant relation to Tourist Satisfaction. Also, Destination Attributes have significant direct relation to Tourist Satisfaction and Memorable Tourist Experience mediates between Destination Attributes and Tourist Satisfaction. Therefore it is necessary to strengthen Destination Attributes by adding activities and events related to the local culture of Vietnam, building tourist cluster objects in Kampung Vietnam and working together with tour and travel or the government that can increase the number of tourists visiting Kampong Vietnam.

Keywords : *Attributes of Destinations, Cultural Tourism, Kampung Vietnam Batam, Indonesia, MTE / Memorable Experiences and Tourist Satisfaction*