

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
Tourism Management Concentration Bachelor Program  
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## ***INFLUENCE ANALYSIS OF DESTINATION IMAGES, EXPERIENCE, MOTIVATION, AND FOOD QUALITY ON THE REVISITING INTENTION OF DOMESTIC TOURISTS BACK TO BATAM CITY***

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### ***ABSTRACT***

*Batam city's tourism is one of the economic revenue besides industrial sector. The number of tourist arrivals in Batam in 2019 was 664,645. This study aimed to find out the impact of destination image, experience, motivation and food quality to tourists revisiting intention to Batam. The object and sample in this study were domestic tourists visited Batam. This study used non-probability sampling method. The total sample of respondents supporting was 372 data using statistical methods, namely multiple regression methods. Data testing in this study used IBM SPSS Statistics 24. The results of hypothesis testing states the destination image, motivation, experience and food quality influence revisiting intention.*

**Keywords:** *Revisit Intention, Domestic Tourists, Batam City.*