

**ANALYSIS OF FACTOR AFFECTING WORD OF MOUTH  
TOWARDS CAFÉ IN BATAM**

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**ABSTRACT**

*Aim for the study is to analyze the factors that influence word of mouth of cafes in Batam. This research investigates the marketing system that uses Destination Perceived Quality, Visit Frequency, Gender and Customer Satisfaction variables can influence the Word of Mouth variable in a cafe. As for the selected cafes in this research are Meilleur Café & Patisserie, Anchor Café & Roastery, Chemistree, Lee's Café & Bar and Biscotti Café.*

*In this study, the authors are using data collection with techniques by distributing questionnaires to the public who had visited the cafe, especially students or workers in the city of Batam. This research has obtained 250 respondents and used IBM SPSS Statistics 25.0 software to analyze the demographic data of respondents and also Smart PLS 3.0 as a tool in analyzing general data of respondents.*

*The variables used in this study are Destination Perceived Quality as an independent variable, Customer Satisfaction as a mediating variable, Gender as a moderating variable, Visit Frequency as an independent variable and also as a moderating variable, and Word of Mouth as the dependent variable. The decision to use the variables mentioned earlier is due to previous research which provides an overview of the problem to be studied. The results showed that the Destination Perceived Quality variable and variable of Customer Satisfaction had a significant effect on the Word of Mouth variable. While the Visit Frequency and Gender variables did not significantly influence the Word of Mouth variable.*

**Keywords:** *customer satisfaction, sistem pemasaran, word of mouth.*