

# UNIVERSITAS INTERNASIONAL BATAM

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## ***ANALYSIS OF THE INFLUENCE OF TOURIST MOTIVATION, SATISFACTION, DESTINATION IMAGE, AND SUBJECTIVE NORM ON THE TOURIST REVISIT INTENTION TO BATAM CITY***

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### **ABSTRACT**

*Tourism sector in Batam city has grown rapidly due to its strategic geographical location between neighboring Malaysia and Singapore. Therefore Batam has reached third place in national tourism destinations for the rapidly growing number of tourist visits. To find out the factors of tourists revisiting, it requires several supporting elements. This study aims to discover the influence tourist motivation, tourist satisfaction, destination image and subjective norms on the tourist intention to visit Batam again.*

*Domestic tourists visited Batam were taken as a sample in this study. The method used is the non-probability sampling method. There 395 respondents were tested in this study. In testing, the writer used the IBM SPSS Statistics 24. Test results from this study stated that tourist motivation, destination image and subjective norms influence variable intention to visit. Meanwhile tourist satisfaction does not influence the tourist revisit intention to Batam.*

**Keywords:** *revisit intention, tourists, Batam City.*