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THE EFFECT OF SERVICE QUALITY IN REVISIT INTENTION IN THE SEAFOOD RESTAURANT IN BATAM WITH WORD OF MOUTH AND SATISFACTION AS VARIABLE MEDIATION

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ABSTRACT

This research was conducted as an objective to find out how many tourists who will re-visit the Seafood restaurant. The independent variable in this study is Service Quality. Mediation variables are Word of Mouth and satisfaction and the dependent variable is Revisit Intention.

The sample in this study is tourists who will make a return visit to seafood restaurants, namely wey wey seafood, love seafood and also golden prawn. The data distributed is as many as 300 sets but 292 sets of data are returned but 273 sets can be processed.

This research was tested using the Smart PLS application. After conducting research, the research data obtained shows that Satisfaction has a significant effect on Revisit Intention, Satisfaction has a significant effect on Word of Mouth, Service Quality has a significant effect on Satisfaction, Service Quality has a significant effect on Word of Mouth and Word of Mouth also has a significant effect on Revisit Intention.

Keywords: *satisfaction, service quality, word of mouth, revisit intention.*