

# UNIVERSITAS INTERNASIONAL BATAM

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## FACTORS INFLUENCING TOURIST INTENTION IN CHOOSING TOURISM PLACE DESTINATIONS IN BATAM CITY

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### ABSTRACT

The Batam city has become a tourism city that has attracted the attention of the public as well as local and international tourists. This makes Batam one of the destinations for several tourists which has themes such as shopping centers, culinary, nature and entertainment. Undoubtedly, the number of tourist destinations has an impact on increasing the number of tourist visiting. Increasing the number of tourists visiting a destination can lead to degradation of the natural surroundings. For this reason, the authors would like to know the factors that influenced of tourism place destination in Batam City.

Study conducted by the writer using a type of quantitative research which meant that it determined objectivity carefully. Data collection is done by applying the method of questionnaire distribution to 410 respondents and the sample of research were local and international tourists visiting the Batam city.

The results of this study express that some variables have significant effect on tourist intentions in choosing a tourism place destination in the Batam city, namely environmental attitudes, destination images, word of mouth and motivation, while perceived service quality does not have significant effect. There is knowledge variable as a moderating relationship to environmental attitudes that do not have significant influence on tourist intentions in choosing a tourism place destination.

**Key words:** *Environmental Attitudes, Destination Images, Word of Mouth, Motivation, Perceived Service Quality, Knowledge, Sustainable Tourism*