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***THE EFFECT OF EXPERIENCE QUALITY, DESTINATION IMAGE &
MOTIVATION OF TOURIST REVISIT INTENTION TO JAPANESE FOOD
RESTAURANT IN BATAM CITY***

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ABSTRACT

This research was conducted to determine the effect of the quality of experience, destination image and motivation on the intention to make tourists revisit special Japanese food restaurant in Batam City. This research was aimed at people living in Batam city. A total of 300 questionnaires were distributed through social media in the form of the Instagram application and also the author's personal Line application however only 261 returned in full and then were tested using the SPSS application.

From this study, the writers discern that the quality of experience, destination image and motivation also have influence on return visits of tourists visiting Japanese food specialty restaurants in Batam City as evidenced from the Hypothesis test. This research only targeted at the people of Batam city hence the writer expect that future research on the effect of the quality of experience, destination image and motivation on the tourists revisiting intention to Japanese food special restaurants in Batam can be completed by targeting wider respondents outside Batam city.

Keywords: *Quality of experience, Destination Image, Motivation, Revisiting Intention, Special Japanese Food Restaurant in Batam City, Batam City.*