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THE EFFECT OF SATISFACTION, DESTINATION IMAGE, EXPERIENCE AND SERVICE QUALITY ON REVISIT INTENTION HOTEL IN BATAM CITY

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ABSTRACT

Revisit intention has an important role in deciding the decision to re-visit a tourist destination. In this study the destination taken is to revisit hotels in Batam City, this research method used is quantitative methods. Research conducted starting from November 2019 conducted by distributing questionnaires with the target of visitors are local tourists. The aim of this research is to find out whether there is an influence of satisfaction, destination image, experience and service quality on the desire to revisit hotels in Batam.

This research was taken according to several characteristics such as age, gender, occupation, income, favorite hotel in Batam, how many times Batam hotel visits in a period of one month. Questionnaires distributed through Google form were 320 questionnaires and the questionnaire data tested were collected using SPSS. From the results of this study were taken from local or domestic tourist respondents. From the data obtained 159 male respondents with a percentage of 49.7% and 161 respondents with a percentage of 50.3%.

The final results of the T test observations show that customer experience and satisfaction have no significant effect on revisit intention. While destination image and service quality have significant results on revisit intention with a value <0.05 , namely 0.00.

Keywords: *Intention to revisit, Experience, Satisfaction, Destination Image, Service Quality, Batam Hotel.*