

***ANALYSIS THE EFFECT OF AMAZEMENT TO TOURIST
SATISFACTION WHEN VISITING RELIGIOUS TOURISM
DESTINATION IN BATAM CITY***

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ABSTRACT

Batam city is a city tha famous for its tourism sector, many people from outside the country visit this city because of many tourist attractions. "Amazement" is one of the most highly desireable experiences for tourist. This study investigates how tourists' amazement emotion is induced when tourists visit religious place and how the amazement experience influences their satisfaction. There are also tourism place renowned in Batam, one of the largest Buddhist Temple in South East Asia popularly known as The Laughing Buddha Temple and Vihara Duta Maitreya.

This research is classified as a quantitative research that emphasizes the principle of objectivity, collecting data by distributing questionnaires to tourists who visit religious destinations in Batam city. Using IBM SPSS Statistics 23.0 software to analyze respondents demographic data and also using Smart PLS 3.0 to analyzing respondents general data. Some variables that are believed to have an impact on the creating an amazement emotion on tourists when visiting religious tourism destination. Some variables are believe able to create this amazement emotion when visiting religious tourism destination, there are variable perception vastness of natural environment and variable perception of religious ambient with variable amazement as their mediation. The mediation relation to variable amazement is moderated by the type of visitors (pilgrim and secular).

The main result that can be concluded that amazement can trigger tourists satisfaction when tourists visit religious places on Batam city and the best recommendation for this study is to add variables and expand aspects of the study by involving local tourists. The decision to use the mentioned variables is due to previous research that provides general description of the problem to be studied.

Keyword: amazement experience, sustainable touyrism,perceived environment, pilgrim, secular tourist