

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS THE EFFECT OF MOTIVATION, EXPERIENCE, SATISFACTION AND DESTINATION IMAGE OF BATAM TOURISM ON THE REVISIT INTENTION OF BATAM PEOPLE

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Abstract

The main purpose of this study is to investigate the relationships among motivation, experience, satisfaction, destination image and revisit intention. Moreover secondary aim of this research is examining the intervening role of satisfaction in mediating the relationship between independent variables and dependent variable. Independent variables used in this research are motivation, experience, satisfaction, and destination image.

Data were collected from 500 respondents from Batam people as the population who ever visited tourism sites in Batam and the sampling method used in this research was cluster sampling method. Hypotheses were tested using SPSS program version 21.

Results indicated that all independent variables are significantly influence Batam people's revisit intention but experience. Result of this research also supported intervening role of satisfaction in the relationships between independent variables and dependent variable.

Keywords: motivation, experience, satisfaction, destination image and revisit intention.