

# UNIVERSITAS INTERSIONAL BATAM

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*Faculty of Economic  
Manajement Study Program Tourism Concentration  
Odd Semester 2019/2020*

## ***FACTORS THAT AFFECTING REVISIT INTENTION IN BATAM CITY***

*Alvianto Wiriyanda  
NPM: 1641121*

### ***ABSTRACT***

*Based on many events experienced by the writer, this research was conducted to solve problem in continuing the next agenda. All data collected in this study was conducted to increase knowledge and insights for those who need to continue the activities or goals addressed. The writer conducts research on revisit intention variables in Batam city aiming to enrich scientific research formulated about Indonesia.*

*The description contained in the following study have useful materials for various tourism organizations related to several factors arisen regarding the applicable revisit intention variables. Foreign citizens as well as domestic people outside Batam city are the populations targeted by the writer in conducting surveys along with residents visited the city.*

*The collected data through sources in the internet were analyzed by the writer to prove that independent variables such as destination image, service quality, price, and tourist motive affect revisit intention variables. Research on each variable has been examined beforehand so that it can be one aspect in which the writer chooses to be included in this study.*

***Kata Kunci:*** *Revisit Inteniton, Service Quality, Price, Tourist Motive, Destination Image, Foreign Tourist, Batam City*