

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
Management Study Program  
Even Semester 2019/2020*

## ***THE EFFECT OF DESTINATION IMAGE, ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL ON BEHAVIORAL INTENTION TO VISIT BATAM***

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### ***ABSTRACT***

*Understanding the decision-making process and predicting travel behavior are critical for destination tourism marketers. This study develops and tests a structural equation model using the extended Theory of Planned Behavior (TPB) to explain foreign tourist intention to travel to Batam.*

*Four hypotheses were proposed regarding the relationships between destination image, attitude, subjective norms, dan perceived behavioral control to behavioral intention to visit batam as a tourist destination. The study examined 353 tourist as respondent. The results of structural analyses reveal that the extended TPB has better predictive power for travel intention to Batam than the original one. Attitude is found to have the greatest impact on intention to travel to Batam.*

*The results of this study can help improve marketing promotions and the development of more effective destination positioning strategies for Batam tourism.*

*Keywords: Batam tourism, travel intention, destination image, attitude, subjective norms, dan perceived behavioral control, foreign tourist, extended theory of planned behavior, TPB*