

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economy  
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## ***FACTORS AFFECTING LOYALTY FOREIGN TOURIST VISITING BATAM CITY***

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### ***ABSTRACT***

*The tourism sector plays an active role in the Indonesian economy. The success of tourism marketing strategies and destination development for foreign tourists is growing rapidly. This study examines the views of destination imagery and tourist experiences. So that it affects the level of visit loyalty through the satisfaction felt by tourists while in Batam City. This study estimates the relationship using primary data in the form of questionnaires distributed online, physical questionnaires distributed directly through personal interviews with 405 foreign tourists. The results of this study are the relationship between destination image, consumer experience with satisfaction, the relationship between destination image and foreign tourist experience on loyalty and the relationship between destination satisfaction and destination loyalty has a significant positive effect.*

***Keywords:*** *Tourism, Destination Image, International Tourist Experience, Satisfaction, Loyalty*