

UNIVERSITAS INTERNASIONAL BATAM

*Undergraduate Thesis
Tourism Concentration Management Study program
Even Semester 2018/2019*

BATAM CITY RESIDENT VISIT INTENTION FACTORS TO SOUTH KOREA

NPM: 1541450
VERA NOVYANTI

Abstract

The world of tourism will increasingly develop in the future and play an important role for each individual and become one of the significant roles in the economic development of each country's tourist destinations. Research conducted this study with the aim to be able to know the influence and factors that influence the intention of visiting each individual to a tourist destination. In this study there are several factors that have a relationship with the intention of visiting a destination with factors, is destination image, destination awareness, destination quality, and destination loyalty.

The population that participated in this study were Batam City resident who had the intention to visit South Korea. Distribution of questionnaires applied in this study is using One Shot Study. The type of data used in the form of primary data where the questionnaire in this research test was tested with non-probability sampling method with the number of samples reached 309 respondents in Batam City Resident.

Therefore, writer has an interest in carrying out a research with the topic "Batam City Resident Visit Intention Factors to South Korea" that used as a final project in the thesis course at Batam International University. This research was conducted by research as a goal to find out the intention of visiting Batam City Resident to South Korea.

Keywords: *Destination Awareness, Destination Image, Destination Loyalty, Destination Quality, Tourism, Visit Intention.*