

*Faculty of Economics  
Tourism Management Concentration Bachelor Program  
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***ANALYSIS OF FACTORS SERVICES QUALITY, FOOD AND PRICES  
AFFECTING CONSUMERS INTENTION TO REVISIT PADANG  
RESTAURANT IN BATAM CITY***

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***ABSTRACT***

*The purpose of this study is to analyze the factors of service quality, food and prices affecting consumers' intention to revisit Padang restaurants. The writer raised several Padang restaurants to be used as research objects, namely Restoran Padang Sederhana, Salero Basamo, Sawaty, Bundo Kandung, and Pak Datuk.*

*In this study, the writer used primary data collection techniques because the data were collected directly by distributing questionnaires to all residents in Batam City as many as 384 respondents. The method in this study employed probability sampling method that was implementing proportionate stratified random sampling technique. After distributing the questionnaire, the writer did data processing through the IBM SPSS Statistics.*

*The results of data processing carried out through SPSS concluded that all independent variables namely service quality, food quality and price have significant influence on the revisit intention.*

***Keywords:*** *service quality, food quality, price, revisit intention, padang restaurant.*