

# UNIVERSITAS INTERNASIONAL BATAM

---

*Faculty of Economics  
Tourism Management Concentration Bachelor Program  
Even Semester 2019/2020*

## ***THE SATISFACTION FACTOR TOWARDS TOURISTS BEHAVIOR INTENTION IN BINTAN RESORT***

**DINA  
NPM: 1641284**

### **ABSTRACT**

*Nowadays, tourism sector has been a large and powerful industry in Indonesia as a foreign exchange contributor. Indonesia has a territory of seas with their resources as interesting tourist objects and destinations for domestic tourists. One of those is in the west of Indonesia, Bintan Lagoon Resort in Bintan Island.*

*When high season of tourist visit is over the capacity of accommodation in Bintan Lagoi, it may decrease tourists' comfort during vacation in Bintan Lagoi. Quantitative method was used to measure the satisfaction towards tourists in Lagoi Bintan area.*

*Lagoi area has 1,755 rooms, comprise five-star-resorts with various concepts, their luxuries and internationally standardized. There are many international-standard-villas with complete facilities. From the research result, it can be concluded that Lagoi Bintan area has excellent accommodations completed by internationally-standardized means and facilities. Visit satisfaction to Bintan Lagoi area is classified into good category. It can be seen from the products and services which increase happiness and re-visit for consuming them. The good and bad quality of services greatly influence the guests' satisfaction. Therefore, the manager of those hotels and area must capable to increase the guests' needs, desires, and expectation so that they feel happy and satisfied during their visits and will recommend it to other tourists.*

***Key words: Behavior intention, satisfaction, happiness and positive surprise***