

## **ABSTRAK**

Sebagai salah satu destinasi wisata kuliner, *Food Court A2* menawarkan berbagai variasi makanan dan jajanan khas Kota Batam maupun luar Kota Batam. Penelitian ini bertujuan untuk menganalisis pengaruh dari variabel *kondisi lingkungan, budaya, dan kebersihan makanan* terhadap minat kunjungan kembali pengunjung ke *Food Court A2* di Kota Batam. Penelitian ini menggunakan metode analisis deskriptif dengan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan yaitu *nonprobability sampling* dengan pendekatan *purposive sampling* dan sampel yang diambil adalah pengunjung yang berkunjung dan makan di *Food Court A2* dalam lima bulan terakhir dan berdomisili di Kota Batam. Berdasarkan hasil analisis regresi olahan data dari 260 responden, variabel kondisi lingkungan, dan kebersihan makanan berpengaruh terhadap minat kunjungan kembali, sedangkan budaya tidak berpengaruh terhadap minat kunjungan kembali.

**Kata Kunci:** Kondisi Lingkungan, Budaya, Kebersihan makanan, Minat Kunjungan Kembali, dan *Food Court*

## **ABSTRACT**

*As one of the culinary tourism destinations, Food Court A2 offers a wide variety of foods and snacks typical of Batam City and outside Batam City. This study aims to analyze the influence of physical and human environment variables, uniqueness and cultural significance, hygiene and food safety on the interest in returning visitors to Food Court A2 in Batam City. This research uses descriptive analysis method with a quantitative approach. The sampling technique used was nonprobability sampling with a purposive sampling approach and the samples taken were visitors who visited and ate at Food Court A2 in the last five months and were domiciled in Batam City. Based on the results of regression analysis, processed data from 260 respondents, physical and human environment variables, hygiene and food safety, have an effect on interest in return visits, while uniqueness and cultural significance have no effect on interest in return visits.*

**Key words:** *Environment, Uniqueness and Cultural, Food Hygiene, Revisit Intention and Food Court*