

## **ABSTRACTS**

*The tourism sector cannot be separated from forecasting in increasing visitors. The development of tourism is aligned with sustainable development that focuses on economic, social, and environmental aspects. Waterpark Top 100 Batu Aji is a tourist destination located in the city of Batam. Visitors complain that the water in the toilet flows slowly which causes visitors to queue to clean their bodies after swimming. The purpose of this research is to see the influence of Perception behavior control, personal human, social norm, intention, price, quality of service and facilities in determining tourist visits. The study used descriptive analysis with a sample of 100 online and offline respondents. The analytical method in this research is Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that the decision to visit was significantly influenced by the Attitude (ATT) and Personal Human (PH) variables. However, the Perception Behavior Control (PBC) and Subject Norm (SN) variables have no significant effect on Visiting Decisions (KB). From the research conducted, the proposed improvement in the TOP 100 Batu Aji waterpark tourist destination is to pay more attention to quality in terms of facilities and services, this can make visitors comfortable when visiting and provide positive assumptions for visitors who will come back.*

*Keywords: Visiting decision, Structural Equation Modelling - Partial Least Square (SEM-PLS).*