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by Puji Lestari

Repurchase Decision in Terms of Hotel Facilities and Hotel Image

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Abstract

This study was conducted to examine the effect of facilities on the image of the hotel which has an impact on the decision to stay back at five-star hotels. The phenomenon that was developed based on previous research and empirical studies through online travel agents shows that there are still online reviews on five-star hotels with negative perceptions of the image of the hotel and the facilities received when staying at the hotel. The method used is the quantitative method. The population of this study is guests who stay at five-star hotels with a sample of 180 respondents obtained by multiplying the number of indicators by ten. Data analysis using SEM with AMOS tool. The results showed that the facilities had an effect on the repurchase decision, the facilities had an effect on the image of the hotel but the brand image had no effect on the repurchase decision.

Keyword: Facilities, Hotel Image, Repurchase Decision Introduction

Introduction

Background

The Covid-19 pandemic has had a negative impact on the tourism industry, especially hotels. Even though hospitality has had a big impact, hospitality is a fast-growing industry. Based on data from the Central Statistics Agency (BPS) of Semarang City, in the first semester of 2021 the occupancy data for five-star hotels in Semarang City from one star to five stars in January was 26.51%, in February 27.72%, March 35.64%, April 36.16 %, May 33.06%, June 33.56% and July 14.44%. Meanwhile, in the first half of 2022, the occupancy data for five-star hotels in Semarang City was 47.88% in January, 46.55% in February, 51.05% in March, 43.37% in April, 56.41% in May, 58.53 in June. % and July 60.67%. When compared, the occupancy rate has increased in the same period in different years.

The increase in occupancy makes hotel management to take advantage of this momentum. The ability of hotel management is expected to be able to influence someone to stay at the same hotel. However, from the review of the experience of staying at five-star hotels in online travel agents, there is a negative assessment of the facilities. Among the reviews that appear include air conditioners that are not cold, buildings that seem outdated, furniture models that are considered outdated, elevators are dead, not clean (toilet walls & rooms), no water hitters and so on (traveloka.com) . Meanwhile, based on this assessment, it is described that the hotel lacks a good impression, bad image, good image, low reputation, poor service, and incomplete overall value offered by the company. Based on this phenomenon, it is deemed necessary to investigate further related to the decision to stay again in terms of facilities and hotel image.

Research Objectives

The purpose of this research is to analyze the influence of the facilities on the image of the hotel which has an impact on the decision to stay again at the same hotel.

Literature Review

Lupiyoadi (2013) suggests that facilities are a means to facilitate and facilitate the implementation of functions and facilities are the appearance, capabilities of infrastructure facilities and environmental conditions which include physical facilities (buildings) equipment and equipment with elements of the facility itself consisting of room planning, including interior and architecture, such as placement of furniture and fixtures in the test room, design and circulation flow and others; equipment and furniture, which function as facilities that provide comfort, as supporting infrastructure for service users, as well as supporting elements,

Image is the number of connotations that are accumulated by perceptions about the product that are formed in the minds of consumers (Keller, 1993). The information is entered into the consumer's memory and how the information is managed so that it can become part of the brand image. Uniqueness is the level of brand uniqueness that has competitive and sustainable benefits so that it can cause consumers to be interested in using or a variety of services that can be provided by a product, both price variations and differentiation from the physical appearance of a product. Favorability is a consumer's belief that the product is able to satisfy consumer desires so that a positive attitude can be created towards a brand.

According to Tjiptono (2014), repurchase is a behavior that solely involves buying the same particular brand repeatedly, it could be because it is the only brand available, the cheapest brand and so on. Repurchase can be the result of market dominance by a company that has succeeded in making its product the only available alternative (Ttiptono, 2014). Indicators of repurchase decisions make purchases at the same brand, recommend to others and do not want to move to another brand (Tjiptono, 2008)..

Research with facilities that influence the decision to revisit has been studied by previous researchers. Research according to Kiswantoro (2017) shows the results that the facilities owned at tourist destinations can influence someone to visit the same destination. Research according to Abdulhaji and Yusuf (2017) shows that facilities affect the image of the Tolire Besar tourist destination. Likewise, research by Sudigdo (2018) with research results showing that facilities affect the image of the destination. Research on the influence of image on repurchase decisions has been carried out by Irfan et al (2020) with research results showing that the image of a destination affects the decision to revisit. Likewise, according to Kamase (2021), which shows the image of the destination affects the decision to revisit. Furthermore, research by Sukamdani et al (2022) shows that image influences the decision to revisit the Ragunan Zoo. However, it is different from the results of research by Elmard and Wardi (2022) with research results showing that image does not affect the decision to revisit.

Methodology

The research was carried out using quantitative research methods, namely research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. Sugiyono (2013) states that the philosophy of positivism views reality or symptoms or phenomena as singular (only researching observed phenomena, not researching feelings) can be classified, relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal. The instrument used is a questionnaire distributed to respondents. The research population in this study are guests staying at five-star hotels with a total sample of 180 respondents obtained from the calculation of the Slovin formula which is based on the average number of guests staying every day at hotels belonging to five-star hotels.

Results and Discussion

Based on the data that has been collected, SEM analysis is then carried out using the Analysis Of Moment Structure (AMOS) version 22 . program.

Figure 1. Full Model Analysis
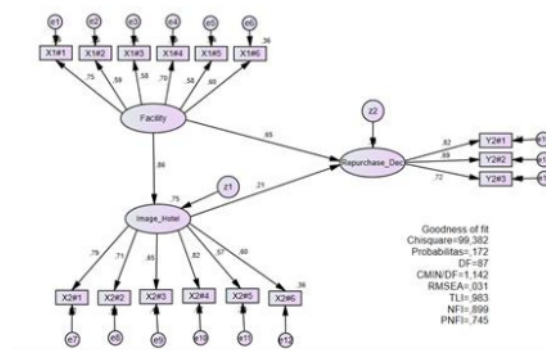
The results of the overall model analysis in this study are compared with the null cut of value for each goodness of fit criterion which is presented in table 1 below:

Table 1. Model Test Results

Goodness of Fit Index	Cut of Value	result	Evaluation
X2 Chi-Square	X2 with df;92;p:5%=115,389790	99.382	Good
Sig. probability	≥ 0,05	0.172	Good
CMIN/DF	≤ 2,00	1.142	Good
RMSEA	≤ 0,08	0.031	Good
TLI	≥ 0,90	0.963	Good
NFI	≥ 0,90	0.899	Marginal
PNFI	≥ 0,60 ≤ 0,90	0.745	Good

Source; processed primary data, 2022

Table 1 of the structural model test results shows the criteria for goodness of fit values for chi-square, significance probability, CMIN/DF, RMSEA, TLI, and PNFI meet the requirements so

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that it can be concluded that the model is good. However, the NFI assessment is marginal. Furthermore, the results of hypothesis testing are shown in table 2 below.

Table 2. SEM Test Results for Hypothesis Testing

Hypothesis	Standardized Regression Weight	P	Limit	Description
The influence of facilities on hotel image	0.863	.000	<0,05	Accepted
Influence of facilities on Repurchase Decision	0.654	.003	<0,05	Accepted
The effect of hotel image on repurchase decisions	0.209	.310	>0,05	Rejected

Source; processed primary data, 2022

Table 2 shows the results of the first hypothesis being accepted, meaning that the facility has an effect on brand image. Facilities that are formed from the condition of the hotel and the cleanliness of the room, comfortable, clean and tidy rooms to use, equipment/furniture, lighting and color, other supporting elements can increase a good impression, better image, good image, reputation, service, and overall value offered by the company. The second hypothesis is accepted, meaning that there is an influence of facilities on the repurchase decision. Facilities that are formed from the condition of the hotel and the cleanliness of the room, comfortable, clean and tidy rooms to use, equipment/furniture, lighting and color, other supporting elements are able to make purchases on the same brand, recommend to others and don't want to move to another place. other brands.

The third hypothesis is rejected, meaning that the Brand Image has no effect on the Repurchase Decision. This means that good impression, better image, good image, reputation, service, and overall value offered by the company are not able to make a purchase on the same brand, recommend to others and do not want to switch to another brand.

Conclusion

The results showed that there was an influence of facilities on the image of the hotel, there was an influence of facilities on the repurchase decision, but the hotel image had no effect on the

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repurchase decision. The results show that there is a direct influence of facilities on the image of the hotel but does not have an impact on repurchase intention, although there is a direct influence of facilities on repurchase decisions.

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