

Paper Pak Sudjono

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Repurchase Intention in Terms of Service Quality Through e-Wom and Hotel Image

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Abstract Analyzing the factors that influence repurchase intention to stay at the hotel is the purpose of this study. The measured factor is the quality of service through the image of the hotel and e-word of mouth. The population in this study are guests who stay at the hotel, the number of samples taken is 168 respondents. Analysis of the data used with SEM analysis with the AMOS program. Based on the results of data analysis that has been carried out, service quality has an influence on repurchase intentions through hotel image and e-word of mouth. The value of the overall effect of the variables studied on repurchase intentions is 78.6%, meaning that there are other factors that influence repurchase intentions outside the variables studied.

Keywords: Service quality · Electronic word of mouth · Hotel image · Repurchase intention

1 Introduction

Hotels are an integral part of the tourism industry business. The definition of a hotel by the decision of the Minister of Tourism, Post and Telecommunications is referred to as a commercialized accommodation business by providing facilities, namely bedrooms or guest rooms, food and beverages, other supporting services such as: sports facilities, laundry facilities, and others [1]. In the current era, prospective customers in the hospitality industry are spoiled with the convenience of making hotel reservations through online travel agents (OTA). In existing online travel agent applications, prospective guests staying can see an overview of the services provided by the hotel to guests who stay by reading testimonials about their stay experiences from consumers who have used the hotel's services.

Quality services that have tangible, reliability, responsiveness, assurance and empathy dimensions [2]. Hotels that provide quality service and can be felt by guests who stay makes guests who stay want to return to stay at the same hotel [3]. Quality services are perceived by customers in the tourism industry as an attraction in influencing someone to come back [4]. However, there are different views about the quality of service provided by the hotel that does not guarantee that the person will come back to the same hotel [5]. The quality of service obtained by the customer is expected to be able to produce

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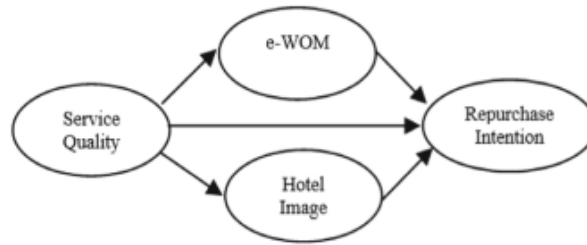


Fig. 1. Model of research.

information through the activities of testimonials from hotel users that are able to direct someone to make a repeat purchase or a decision to revisit the hospitality industry [6].

The hotel's image is formed from quality service and creating superior customer value through customer satisfaction [7]. Hotels focus on creating a positive hotel image by increasing the level of comfort as a form of implementation of the quality of service provided to staying guests [8]. Creating a good hotel image provides benefits for hotel operators to encourage growth and sustainability for hotels [9]. In improving the image of the hotel, what needs to be done is to provide quality services so as to form a quality impression about the quality of service obtained by guests who have stayed [10]. Hotels that have a good, professional image are able to foster interest in staying again at the same hotel [3]. The image that is built in the hospitality industry with a positive image can influence someone to come back to the same place [10]. Based on the findings of previous studies, a model of factors that influence guests to stay again at the same hotel was developed as shown in Fig. 1.

The developed model aims to analyze whether there is an effect of service quality on electronic word of mouth and hotel image that has an impact on repurchase intention.

2 Research Methods

The research that has been conducted aims to determine the effect of service quality on repurchase intentions through electronic word of mouth and hotel image. This research was conducted using quantitative methods with data analysis using a structural equation model. In taking samples, purposive sampling method is used in this study. The criteria for the sample criteria for guests staying with the criteria for these guests are booking hotels through online travel agents. The number of samples taken as many as 168 respondents.

3 Results and Discussions

3.1 Results

The full model analysis that has been carried out is then assessed by comparing the cut off value with the goodness of fit criteria as shown in Table 1 (Fig. 2).

Table 1 shows that the results of the structural model show that the goodness of fit criteria value meets except for the marginal category NFI value, but overall the model can be stated well, so it can be analyzed for hypotheses as in Tables 2 and 3.

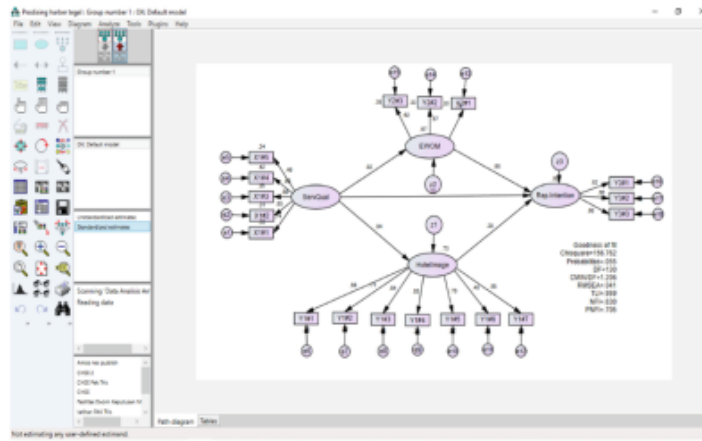


Fig. 2. SEM analysis using AMOS program.

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Table 1. Result of model test

Goodness Of Fit Index	Cut off Value	Result	Evaluation
X ² Chi Square	X2 with df 130; p:5% = 157.610	156.762	Good
Sig. Probability	≥0.05	0.055	Good
CMIN/DF	≤2.00	1.206	Good
RMSEA	≥0.08	0.041	Good
TLI	≥0.90	0.959	Good
NFI	≥0.90	0.830	Marginal
PNFI	≥0.60 ≥ 0.90	0.705	Good

Table 2. Result of SEM for hypothesis testing

Variable	Standardized Regression Weight	C.R	P	Results
ServQual → eWOM	0.616	5.437	0.000	Accepted
ServQual → Hotel Image	0.839	5.338	0.000	Accepted
eWOM → Repurchase Intention	0.554	2.633	0.008	Accepted
ServQual → Repurchase Intention	0.599	2.733	0.004	Accepted
Hotel Image → Repurchase Intention	0.583	3.589	0.002	Accepted

Table 3. Intervening Test

Variable	Direct Effect	Indirect Effect	Results
Service Quality on Repurchase Intention through electronic word of mouth	0.616	0.690	Accepted
Service Quality on Repurchase Intention through Hotel Image	0.599	0.690	Accepted

In Table 2 the critical ratio (C.R) values show greater than 1.96 and the probability below 0.05, it can be concluded that service quality has an effect on eWOM and Hotel Image. Likewise with eWOM, quality service and hotel image affect repurchase intention.

Table 3 shows that the indirect effect has a direct influence, so it can be concluded that service quality has an effect on repurchase intention through eWOM and hotel image.

3.2 Discussions

Based on data obtained from 168 respondents, the results of data analysis indicate that service quality affects electronic news by word of mouth. In addition to having an effect on electronic word of mouth, service quality also affects the hotel's image. Service quality also has a direct effect on repurchase intentions. Likewise, word of mouth electronic news affects repurchase intentions, also hotel image affects repurchase intentions.

The next analysis is to analyze the effect of service quality on repurchase intentions through verbal communication and the effect of service quality on repurchase intentions through hotel image. The results showed that service quality had an effect on repurchase intention through electronic word of mouth, while service quality had an effect on repurchase intention through hotel image.

4 Conclusion

From the results of the study, it can be concluded that Service quality has an effect on electronic word of mouth and hotel image which has an impact on repurchase intention. In addition, service quality has a direct effect on repurchase intention. In addition to these results, the position of electronic word of mouth and hotel image can strengthen someone's repurchase intention at the same hotel after experiencing the service quality of the hotel.

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