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

Heri Prabowo

Departement of Management
Universitas PGRI Semarang
Semarang, Indonesia
heriprabowo.se.mm@gmail.com

Sutrisno

Departement of Management
Universitas PGRI Semarang
Semarang, Indonesia
sutrisnopgrismg@gmail.com

Soedjono

Department of Education Management
Universitas PGRI Semarang
Semarang, Indonesia
soedjonosyagata@gmail.com

Abstract—This study aims to analyze the factors that can affect the intention to repurchase at the hotel. This study aims to measure the effect of service quality on repurchase intentions through hotel image and e-word of mouth. The population in this study were guests who stayed at the hotel, with a total sample of 168 respondents. Data analysis using SEM with AMOS program. The results of the analysis show that service quality has an effect on repurchase intentions through hotel image and e-word of mouth. The contribution of all variables studied in influencing repurchase intention is 78.6 percent, meaning that there are other factors that influence repurchase intention outside the variables studied.

Keywords—Service quality; electronic word of mouth; hotel image; repurchase intention

I. INTRODUCTION

The hotel is an integral part of the tourism business which according to the decision of the Minister of Tourism, Post and Telecommunication is mentioned 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 so on [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]. The quality of service provided by the hotel 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 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 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].

Providing quality service and creating superior customer value can result in high customer satisfaction, thus affecting the hotel's image. [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 [11]. Based on the findings of previous studies, a model of factors that influence guests to stay again at the same hotel was developed as follows.

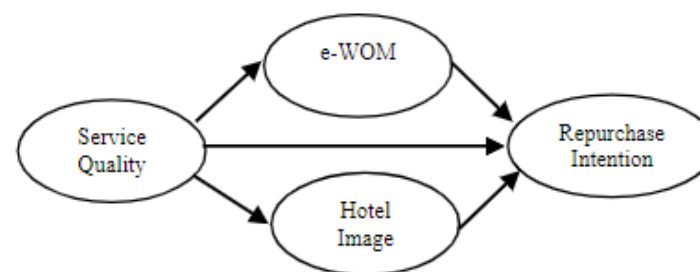


Fig. 1. Research model

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.

II. RESEARCH METHODS

The purpose of this study was to determine the effect of service quality on repurchase intention through electronic word of mouth and hotel image. The research was conducted using quantitative methods with data analysis using a structural equation model. Respondents in this study were guests who stayed with the criteria of these guests booking hotels through online travel agents.

III. RESULTS AND DISCUSSIONS

A. Results

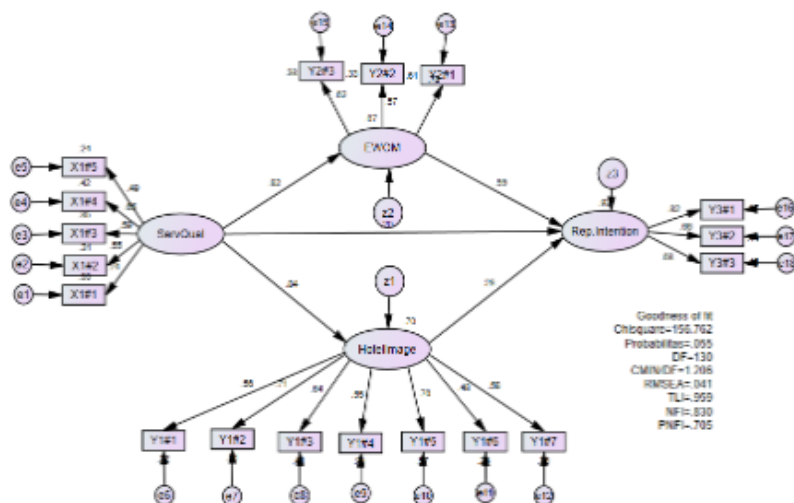


Fig. 1. SEM Analysis Using AMOS Program

TABLE I. RESULT OF MODEL TEST

Goodness of Fit Index	Cutoff Value	Result	Evaluation
X2 Chi-Square	X2 with df, 130; p: 5% = 157.610	156.762	Good
Significance 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 II. 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 III. ANALYSIS OF DIRECT AND INDIRECT EFFECT

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

B. 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 word of mouth electronic news, 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.

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