



The role of guest satisfaction mediation in the relationship between service quality, price fairness and revisit intention: a case study of xyz hotel

Andrew Jonathan¹, Innocentius Bernarto²

¹²Master of Management Study Program, Universitas Pelita Harapan, Jakarta, Indonesia

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ABSTRACT

Hospitality is one of the industries that can support the tourism industry in Indonesia. This study aims to examine the effect of service quality and price fairness on revisit intention with guest satisfaction as a mediator. This study was conducted at a 4-star hotel in Bekasi, where data were collected from 189 hotel guests. The study was conducted quantitatively with SEM PLS analysis techniques. The results showed that all hypotheses were accepted, meaning that service quality and price fairness had a significant positive effect on guest satisfaction, and guest satisfaction, service quality and price fairness had a significant and positive effect on revisit intention.

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Corresponding Author:

Andrew Jonathan,
Universitas Pelita Harapan,
Master of Management Study Program
Jalan M.H. Thamrin Boulevard No.1100, Klp. Dua, Kec. Klp. Dua, Kabupaten Tangerang, Banten, Jakarta,
15811, Indonesia,
Email: 01619230024@student.uph.edu

INTRODUCTION

The gross domestic product (GDP) of Indonesia is largely influenced by tourism. The tourist industry contributed 4.8% of Indonesia's GDP in 2019, according to figures from the Ministry of tourist (Ananda, 2020). The tourist industry brought in US\$16.9 billion in foreign exchange revenues in 2019 (Rosadi, 2020). The need for the tourist industry to grow stems from its significant economic contribution to Indonesia. Nevertheless, the tourist sector which consists of the hotel industry saw a drop to 4.0% of GDP in 2020 during the Covid-19 epidemic, recovered to 4.2% in 2021, and then declined to 3.6% of GDP in 2023 (Hasibuan et al., 2023). Thailand, the Philippines, and Cambodia are just a few ASEAN nations that have turned to tourism as their main source of income (Rani, 2020). In contrast, the combined landmass of Cambodia, Thailand, and the Philippines has not been able to reach 60% of Indonesia's total area. In the meantime, Thailand's tourist industry brought in USD\$62 billion in foreign exchange profits in 2019 (CEIC DATA, 2020), a significant amount of money less than Indonesia's US\$16.9 billion in earnings.

The Special Capital Region (DKI) of Jakarta is a province that is the capital of the Republic of Indonesia. As the capital city, of course DKI Jakarta has its own appeal, both in terms of economy and tourism. When viewed from an economic perspective, DKI Jakarta has the highest

contribution, which is 16.77 percent to the Indonesian economy in 2023 (Badan Pusat Statistik, 2024). The Gross Regional Domestic Product of DKI Jakarta Province is also the highest when compared to all other provinces in Indonesia. When viewed from a tourism perspective, DKI Jakarta, which used to be one of the main ports during the Dutch colonial era, offers many historical tourist attractions that can attract tourists. In addition to historical attractions, DKI Jakarta also has cultural attractions, culinary tourism and marine tourism. The economic and tourism potential of DKI Jakarta Province will certainly attract tourists, both for vacation and work purposes, to come to the DKI Jakarta Province. This will attract the attention of business people to have a business in the tourism sector, especially the provision of hotel accommodation. The development of tourism, especially the hotel industry, is often seen from the Room Occupancy Rate (TPK) indicator. The following is a graph of the TPK of starred hotels and non-star hotels in DKI Jakarta for the period June 2023 to June 2024.

The growth in the number of hotel accommodations continues to increase every year, making business competition between hotel accommodation providers getting tighter (Aditya & Alversia, 2019). Hotel accommodation providers must have a good strategy to be able to compete in the midst of this competition. The goal of accommodation providers is of course to obtain maximum profit. In the case of hotels, maximum profit will be obtained, one of which is by creating loyalty from guests. Apart from the challenges of competition, pressure also occurs due to the global economic weakening trend (Moegiarso, 2024), this will also directly reduce the hotel industry due to reduced economic activity. Loyalty will make guests want to come back in the future (Fernandes Sampaio et al., 2020). Revisit intention is one of the main factors in business success since many competitors have emerged and the costs and processing of new consumers are getting higher. According to Dixon (in Hasbi & Risqiani, 2020) by managing the repurchase rate, in this case the desire to revisit, it will be able to increase company profits, develop company products, and reduce marketing costs.

There are several factors that can influence visitor revisit intention, one of which is consumer satisfaction. Haya & Roostika (2022) said that customer satisfaction has an important role in retaining existing customers, creating customer loyalty, and building a positive company image. A service that can satisfy customers tends to be chosen again in the future so that satisfaction has an influence on revisit intention. Research conducted by Hafidz & Deviyanti (2022), Maulina et al. (2022), Siregar & Tresnasari (2024) and Konuk (2019) shows that satisfaction has a significant influence on revisit intention.

Apart from client pleasure, another important consideration is service quality (Pradnyaswari & Aksari, 2020). According to Karina (2023), service quality is the discrepancy between what customers expect and what they actually receive. Therefore, when a business can fulfill the expectations of its customers, it will become a reference in their minds when they require comparable services in the future, which will pique their interest in coming back. Manyangara et al. (2023) demonstrates that service quality significantly affects customers' intentions to return. Likewise, research conducted by Kleisari & Markaki (2019) and Faradiba & Efrata (2023) demonstrates that the intention to return is significantly impacted by service quality. Furthermore, studies carried by by Shiwakoti et al. (2022), Kavitha & Gopinath (2020) and Pasaribu et al. (2022) shows that service quality has a significant and positive influence on satisfaction.

For hospitality service providers, the price is another crucial factor to take into account. Price fairness is defined as the consumer's assessment and feelings on the reasonableness, acceptability, and justification of the difference (or lack thereof) between the seller's price and the prices of similar others (Konuk, 2021). When a product or service has a price that is considered reasonable by consumers, then it is likely that the service will be used again in the future. Research conducted by Sades (2024) and Baistia & Suryadi (2024) shows that price fairness has a significant influence on revisit intention. Research conducted by Mumtaza & Bernarto (2022), Praja et al.

(2023), Fiqqih (2023) and Konuk (2021) demonstrates how pricing fairness improves customer satisfaction. However, in studies carried by by Kustianti & Chairun Nisa (2024) shows that price fairness does not significantly affect satisfaction.

RESEARCH METHOD

This study employs a causal study technique, which is a quantitative research design that aims to identify the factors that contribute to the link between the independent and dependent variables. The study's demographic consisted of people who had visited the XYZ Hotel in Bekasi City at least once in the previous two years, this criterion was chosen to ensure that the respondents who would be the research sample had sufficient knowledge regarding the current condition of the hotel. In this study, The minimum sample required is 119 samples using g*power analysis, but in this study, 189 respondents served as samples were successfully obtained. Each respondent will be given questions to filter to ensure that the respondents who fill out the questionnaire meet the established criteria. Non-probability sampling, or sampling strategies that provide every member of the population uneven opportunities, was employed in this investigation (Sahir, 2022). Purposive sampling, which involves choosing samples according to predetermined standards, is the sampling method employed. The main method used to collect the data for this study was the direct distribution of questionnaires using Google Form. SEM-PLS is used for the data analysis procedure.

RESULTS AND DISCUSSION

The purpose of this study is to investigate how guests' intentions to return to the XYZ hotel in Bekasi City are influenced by factors such as contentment, fair pricing, and service quality. The data collected were obtained directly from 189 respondents who had visited the XYZ hotel in Bekasi City hotel. The following is a description of the data that was successfully collected. Respondents in this study were dominated by private employees, the majority of whom were bachelor's degree graduates and aged 26-35 years.

Tabel 1. Respondents Profile

	Criteria	Frequency	%
Gender	Man	74	39.2%
	Woman	115	60.8%
Age	17 - 25 Years	25	13.2%
	26 - 35 Years	125	66.1%
	36 - 45 Years	37	19.6%
	≥ 46 Years	2	1.1%
Education	Junior School / Senior School / Highschool	26	13.8%
	Diploma	16	8.5%
	Bachelor	127	67.2%
	Master Degree	18	9.5%
Job	Private Employee	130	68.8%
	Student / Studying	20	10.6%
	Entrepreneur	23	12.2%
	Housewife	4	2.1%
	Part Time / Freelancer	6	3.2%
	Civil Servant	2	1.1%
	Other	4	2.1%

The first stage in PLS-SEM analysis is the outer model test consisting of convergent validity, discriminant and reliability tests. In this study, the service quality variable consists of 5 dimensions, namely reliability, assurance, tangibility, empathy and responsiveness. So that data analysis will be carried out using lower order constructs and higher order constructs. The following are the results of the convergent validity test on the lower order construct at the variable dimension level:

Tabel 2. Convergent Validity Lower Order Construct

Variable	Dimension	Indicator	Outer Loading	AVE
Service Quality	Reliability	KL.01	0.867	0.748
		KL.02	0.887	
		KL.03	0.856	
		KL.04	0.886	
		KL.05	0.828	
	Assurance	KL.06	0.859	0.771
		KL.07	0.874	
		KL.08	0.856	
		KL.09	0.897	
		KL.10	0.902	
	Tangibility	KL.11	0.902	0.823
		KL.12	0.903	
		KL.13	0.921	
		KL.14	0.940	
		KL.15	0.868	
	Empathy	KL.16	0.883	0.79
		KL.17	0.898	
		KL.18	0.897	
		KL.19	0.897	
		KL.20	0.868	
	Responsiveness	KL.21	0.872	0.84
		KL.22	0.941	
		KL.23	0.919	
		KL.24	0.944	
		KL.25	0.904	
	ST.02	0.946		
	ST.03	0.904		
	ST.04	0.961		
	ST.05	0.945		

Table 2 shows that all indicators in the research variables have met the convergent validity aspect as well as in all dimensions of the service quality variable. Furthermore, convergent validity testing is carried out on the higher order construct or at the research variable level.

Tabel 3. Convergent Validity Higher Order Construct

Variable	Indicator	Outer Loading	AVE
Service Quality	KL.01	0.764	0.729
	KL.02	0.776	
	KL.03	0.739	
	KL.04	0.841	
	KL.05	0.820	
	KL.06	0.824	
	KL.07	0.832	
	KL.08	0.861	
	KL.09	0.848	
	KL.10	0.880	
	KL.11	0.852	

Variable	Indicator	Outer Loading	AVE
	KL.12	0.848	
	KL.13	0.889	
	KL.14	0.918	
	KL.15	0.871	
	KL.16	0.872	
	KL.17	0.869	
	KL.18	0.862	
	KL.19	0.842	
	KL.20	0.839	
	KL.21	0.867	
	KL.22	0.918	
	KL.23	0.885	
	KL.24	0.919	
	KL.25	0.881	
Price Fairness	PF.01	0.937	0.839
	PF.02	0.935	
	PF.03	0.800	
	PF.04	0.951	
	PF.05	0.947	
Revisit Intention	RV.01	0.857	0.783
	RV.02	0.881	
	RV.03	0.895	
	RV.04	0.884	
	RV.05	0.907	
Satisfaction	ST.01	0.950	0.887
	ST.02	0.946	
	ST.03	0.904	
	ST.04	0.961	
	ST.05	0.945	

Discriminant validity testing was carried out using the Heterotrait-Monotrait (HTMT) test. Ideally, the HTMT value is below 0.90, so it can be concluded that the variable is valid (Hair et al., 2022). The results of the discriminant validity test with the HTMT test have the following results:

Tabel 4. Discriminant Validity

	Ass*	Emp*	PF	Rel*	Res*	RI	ST	SQ	TN*
Assurance*									
Empathy*	**								
Price Fairness	0.738	0.741							
Reliability*	**	**	0.711						
Responsiveness*	**	**	0.730	**					
Revisit Intention	0.811	0.809	0.823	0.777	0.767				
Satisfaction	0.737	0.754	0.789	0.755	0.717	0.825			
Service Quality	**	**	0.739	**	**	0.803	0.742		
Tangibility*	**	**	0.709	**	**	0.778	0.685	**	

Information :

* : Dimension Variable (LOC)

** : Cannot establish discriminant validity between LOC and HOC levels

It may be concluded that all indicators in this study variable have been able to measure the intended variables and do not measure additional variables since Table 4 demonstrates that all variables have HTMT values of less than 0.900. The reliability test results are shown next, and they are as follows:

Tabel 5. Reliability

Variabel	Cronbach's alpha	Composite reliability
Assurance	0.925	0.944
Empathy	0.934	0.950
Price Fairness	0.951	0.963
Reliability	0.916	0.937
Responsiveness	0.952	0.963
Revisit Intention	0.931	0.947
Satisfaction	0.968	0.975
Service Quality	0.984	0.985
Tangibility	0.946	0.959

Every variable in this study meets the reliability requirement with a composite reliability value of better than 0.7 and a Cronbach's alpha value of greater than 0.6. After meeting the validity and reliability standards, the inner model in this investigation produced the following results:

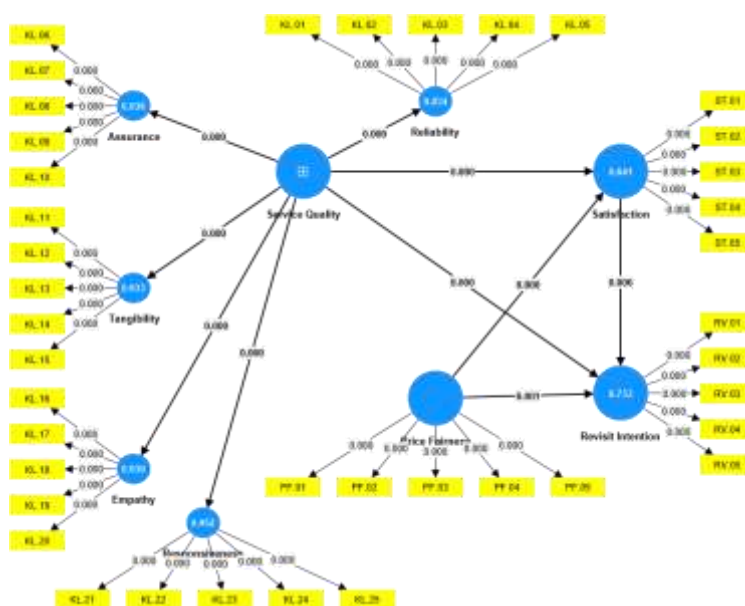


Figure 1. Inner Model Result

The inner model was used to continue the investigation once the outer model's results were observed. To determine the link or influence between the research variables, the inner model or structural model was tested. The multicollinearity value, r square, and f square will be assessed while evaluating the inner model. Following test execution, a significance test is performed to ascertain whether or not the study's hypothesis is validated. Multicollinearity occurs when two or more independent variables in a regression model exhibit a correlation with one another. Multicollinearity is present in an indicator if the VIF value is more than 5. The multicollinearity test findings for this study are as follows:

Tabel 6. Multicollinearity Test

Variable	Revisit Intention	Satisfaction
Price Fairness	2.717	2.045
Satisfaction	2.789	

Service Quality	2.432	2.045
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The test results show that all variables in this study have a VIF value of less than 5.00 so that it can be said to be free from multicollinearity conditions. The next step is to conduct an r square test.

Tabel 7. R Square Test

Variable	R-square	R-square adjusted
Revisit Intention	0.733	0.729
Satisfaction	0.641	0.638

According to the test results, the revisit intention variable's r square value is 0.733, meaning that 73.3% of changes in the variable can be explained by the price fairness, satisfaction, and service quality variables, with the remaining 26.7% being explained by variables not included in this study. Examining the f2 (f-squared) value is the next stage in the structural model analysis to see how predictive the proposed model is (Hair et al., 2022).

Tabel 8. F Test

Path	f-square	Effect Size
Price Fairness -> Revisit Intention	0.126	Small Effect
Price Fairness -> Satisfaction	0.329	Medium Effect
Satisfaction -> Revisit Intention	0.142	Small Effect
Service Quality -> Revisit Intention	0.155	Medium Effect
Service Quality -> Satisfaction	0.189	Medium Effect

According to the test results, the effect of service quality on revisit intention has an effect size value of 0.155, falling into the medium effect category. This means that removing the service quality variable from the research model will result in a moderate change in the revisit intention variable's r square value. Conducting a hypothesis test to determine the coefficients and significant values for the connection between variables in the developed research model is the most crucial step in performing an inner model analysis. One statistical method that can be used to determine whether the relationship observed in the data reflects the relationship that actually exists in the population is to conduct a significance test. This test will help in making decisions to accept or reject the hypothesis, which will state whether or not there is a relationship between the variables being tested. The analysis of this research model was carried out using one-tailed bootstrapping with a significance level of 0.05. If the t statistic value from the bootstrapping result is greater than the T-table value, which is 1.645, then the relationship between the variables can be declared significant or accepted.

Tabel 9. Hypothesis Test

Hypothesis	Original sample	T statistics	P values	Result
H1 Service Quality -> Satisfaction	0.373	4.076	0.000	Supported
H2 Price Fairness -> Satisfaction	0.491	5.012	0.000	Supported
H3 Service Quality -> Revisit Intention	0.317	3.653	0.000	Supported
H4 Price Fairness -> Revisit Intention	0.303	3.003	0.001	Supported
H5 Satisfaction -> Revisit Intention	0.325	3.341	0.000	Supported

With a t statistic of 4.076, over 1.645, and a p value of 0.000, below 0.05, the results of the hypothesis 1 test demonstrate a strong and favorable correlation between customer satisfaction and service quality. The initial sample result of 0.373 suggests that the influence is positive in nature, meaning that visitor satisfaction will increase in proportion to the XYZ hotel in Bekasi City's level of service quality. The findings of this investigation are consistent with studies carried by Shiwakoti et al. (2022), Kavitha & Gopinath (2020) and Pasaribu et al. (2022) which also shows that

service quality has a significant and positive effect on satisfaction. Based on this, hypothesis 1 in this study is accepted.

The results of testing hypothesis 2 show that there is a significant and positive effect between price fairness and satisfaction because it has a p value of 0.000 which is below 0.05 and a t statistic of 5.012 which is above 1.645. The original sample value of 0.491 shows that the nature of the influence is positive, which means that the better the price fairness of the XYZ hotel in Bekasi City hotel, the higher the visitor satisfaction will be. The findings of this investigation are consistent with studies carried out by Mumtaza & Bernarto (2022), Praja et al. (2023), Fiqqih (2023) and Konuk (2021) which also shows that price fairness has a positive effect on satisfaction. Based on this, hypothesis 2 in this study is accepted.

With a t statistic of 5.012, which is over 1.645, and a p value of 0.000, which is below 0.05, the findings of hypothesis 3 testing show that service quality and revisit intention have a significant and positive relationship. The initial sample value of 3.653 suggests that the effect is of a positive character, meaning that the more excellent the XYZ hotel in Bekasi City's services, the more interested guests will be in coming back. The findings of this investigation are consistent with studies carried out by Manyangara et al. (2023) It further demonstrates how service quality significantly affects the intention to return. Similarly, studies carried out by Kleisari & Markaki (2019) and Faradiba & Efrata (2023) shows that service quality has a significant effect on revisit intention. Based on this, hypothesis 3 in this study is accepted.

With a t statistic of 3.003, which is over 1.645, and a p value of 0.001, which is below 0.05, the results of the hypothesis 4 test show that price fairness and revisit intention have a significant and positive relationship. The initial sample value of 0.303 suggests that the effect is of a positive character, meaning that greater interest in returning guests will result from the XYZ hotel in Bekasi City offering more reasonable prices. The study's findings are consistent with those of research by Sades (2024) and Baistia & Suryadi (2024) which also shows that price fairness has a significant influence on revisit intention. Based on this, hypothesis 4 in this study is accepted.

With a t statistic of 3.003, which is over 1.645, and a p value of 0.001, which is below 0.05, the results of the hypothesis 4 test show that price fairness and revisit intention have a significant and positive relationship. The initial sample value of 0.303 suggests that the effect is of a positive character, meaning that greater interest in returning guests will result from the XYZ hotel in Bekasi City offering more reasonable prices. The study's findings are consistent with those of research by Hafidz & Deviyanti (2022), Maulina et al. (2022), Siregar & Tresnasari (2024) and Konuk (2019) which further demonstrates that the intention to return is significantly influenced by pleasure. This leads to the acceptance of hypothesis 5 in this study.

CONCLUSION

Based on the results of the analysis conducted, it is known that service quality, price fairness and satisfaction are key factors that can significantly encourage consumer interest to return to visit the XYZ hotel in Bekasi City. Therefore, it is recommended that the hotel management be able to focus on improving the quality of service, and conduct periodic evaluations regarding the prices given whether they are in accordance with market prices. For this reason, the hotel needs to conduct further surveys regarding the prices offered by competitors. The results of this study also show how price can significantly affect revisit intention in situations where there is a global economic downturn, therefore the managerial side needs to survive by competing through price because when there is an economic downturn, consumers will tend to look for cheap prices, while continuing to maintain the quality of hotel services. This research also confirms the theory of planned behavior, where the formation of consumer satisfaction can encourage consumers to make repeat purchases, which in this case is a return visit. This study has several limitations, such as

only conducting research on one hotel branch, so it is difficult to assume that hotel branches with the same brand will have the same research results or not, especially due to location factors and differences in market segments.

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