

Enhancing Repurchase Intention: The Impact of Service Quality and Facilities at Garuda Pontianak Hotel

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ABSTRACT

This research aims to find out whether there is a relationship between service quality and facilities. With a positive data collection strategy and a sample size of 100 participants, this research applies associative methodology. Participants must be customers who have used Garuda Pontianak hotel services at least twice, in order to be considered for taking part in this research. Statistical methods used in the analysis include: multiple linear regression, correlation and determination coefficients, simultaneous testing (F test), and partial testing (t test). The data are linear, normally distributed, and show no signs of multicollinearity; these findings were confirmed by standard assumption tests. The variables included in this study contributed 61% of the variance in repurchase interest, while the remaining 39% was influenced by other factors that could not be explained. Initial research shows that the quality of services and facilities available at the Garuda Pontianak hotel has a significant effect on repurchase interest for users of Garuda hotel services in Pontianak City.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara kualitas pelayanan dengan fasilitas. Dengan strategi pengumpulan data positif dan jumlah sampel sebanyak 100 partisipan, penelitian ini menggunakan metodologi asosiatif. Partisipan harus merupakan pelanggan yang telah menggunakan layanan hotel Garuda Pontianak minimal dua kali, agar dapat dipertimbangkan untuk mengikuti penelitian ini. Metode statistik yang digunakan dalam analisis antara lain: regresi linier berganda, koefisien korelasi dan determinasi, pengujian simultan (uji F), dan pengujian parsial (uji t). Data bersifat linier, berdistribusi normal, dan tidak menunjukkan tanda-tanda multikolinieritas; temuan ini dikonfirmasi oleh uji asumsi standar. Variabel-variabel yang dimasukkan dalam penelitian ini memberikan kontribusi sebesar 61% terhadap varians minat beli ulang, sedangkan sisanya sebesar 39% dipengaruhi oleh faktor lain yang tidak dapat dijelaskan. Penelitian awal menunjukkan bahwa kualitas pelayanan dan fasilitas yang tersedia di hotel Garuda Pontianak berpengaruh signifikan terhadap minat beli ulang pengguna jasa hotel Garuda di Kota Pontianak.



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INTRODUCTION

In the rapidly evolving digital era, the service industry, particularly the hospitality sector, has emerged as one of the most dynamic and competitive industries globally. The hotel industry, a critical component of this sector, serves as a key driver of economic growth by providing essential services such as accommodation, food, and beverages to both business and leisure travelers (Helmold, 2020). The significance of hotels extends beyond mere lodging; they play a pivotal role in enhancing the travel experience by offering comfort, convenience, and a range of amenities tailored to meet the diverse needs of guests (Alam & Biswas, 2023). As the industry grows, the competition among hotels intensifies, making it imperative for businesses to differentiate themselves by offering superior service quality and an array of high-end facilities.

The increasing global mobility and the rising number of international and domestic travelers have significantly contributed to the expansion of the hotel industry (George Assaf et al., 2017). Entrepreneurs are increasingly investing in this sector, recognizing its potential for high returns. This influx of investment has led to the proliferation of hotels, each striving to capture a share of the growing market by offering unique experiences and exceptional services. In this context, service quality has become a critical factor that influences customer satisfaction, loyalty, and ultimately, the success of a hotel.

Service quality in the hotel industry is multi-dimensional, encompassing various aspects such as reliability, responsiveness, assurance, empathy, and tangible elements (Saling et al., 2020). Reliability refers to the ability of the hotel to consistently deliver promised services, while responsiveness highlights the promptness and efficiency with which hotel staff attend to guests' needs (Motha et al., 2022). Assurance involves the competence, courtesy, and trustworthiness of the hotel staff, which fosters a sense of security among guests. Empathy reflects the personalized attention provided to guests, ensuring that their unique needs and preferences are met (Umasuthan et al., 2017; Kharouf et al., 2019). Tangibles, on the other hand, relate to the physical aspects of the service, including the hotel's appearance, equipment, and overall ambiance. Together, these dimensions form the foundation of a positive guest experience, which is crucial for maintaining a competitive edge in the industry (Lee & Shea, 2015; Umasuthan et al., 2017).

Facilities also play a crucial role in enhancing the overall guest experience. In the highly competitive hospitality market, the quality and variety of facilities offered by a hotel can significantly influence a guest's choice of accommodation (Scholz et al., 2021). Facilities such as modern room amenities, recreational areas, fitness centers, business facilities, and dining options contribute to the overall perceived value of the hotel. The atmosphere created by both the exterior and interior design of these facilities can have a profound impact on guest satisfaction and their decision to return in the future (Worsfold et al., 2016; Hon & Fung, 2019). High-quality facilities not only enhance comfort and convenience but also serve as a testament to the hotel's commitment to providing an exceptional guest experience (Dharmesti, 2022).

Hotel Garuda Pontianak exemplifies how strategic location, thoughtful design, and high-quality service and facilities can create a sustainable competitive advantage in the hospitality industry. Located in the heart of Pontianak, with a direct view of the iconic Kapuas Toll Bridge, the hotel offers guests a unique experience that combines modern convenience with the charm of the city. The hotel's proximity to key business and tourist attractions makes it an ideal choice for both business travelers and tourists seeking easy access to the city's amenities. The architectural design of Hotel Garuda reflects a harmonious blend of classic and traditional styles, which not only preserves the cultural heritage of Pontianak but also creates a distinctive and memorable ambiance for guests. The hotel's commitment to maintaining high standards of cleanliness and environmental sustainability further enhances its appeal. In today's market, where guests are increasingly concerned about hygiene and environmental impact, a clean and well-maintained environment is a crucial factor in their choice of accommodation.

In addition to its strategic location and appealing design, Hotel Garuda offers an extensive range of facilities that cater to the diverse needs of its guests. These include free Wi-Fi, a 24-hour reception desk, a restaurant offering a variety of cuisines, a fitness center, air conditioning, elevators, and state-of-the-art meeting facilities. For leisure and recreation, the hotel provides sports facilities such as billiards, fitness centers, and gym services. These amenities are designed to ensure that guests have a comfortable, enjoyable, and memorable stay, whether they are visiting for business or leisure.

In light of the competitive nature of the hospitality industry, it is essential to explore the factors that influence customer satisfaction and repeat purchase intention. Understanding how service quality and the availability of facilities impact these aspects is crucial for hotel management

to devise strategies that enhance customer loyalty and ensure sustained business success. The rapid expansion and intense competition within the hospitality industry, especially in an era dominated by digital advancements, highlight the urgency for hotels to differentiate themselves by enhancing service quality and facilities. This study focuses on Hotel Garuda Pontianak, where the key research questions are centered around determining whether service quality and the availability of facilities significantly influence repeat purchase intentions among guests. The objective of this research is to analyze these relationships and provide actionable insights for hotel management to implement strategies that improve customer loyalty and satisfaction. By addressing these issues, the study aims to contribute to the broader understanding of customer behavior in the hospitality sector and offer practical benefits, such as helping hotels maintain a competitive edge, increase customer retention, and ultimately enhance their long-term profitability and reputation.

RESEARCH METHODS

This study used an associative approach as its research technique, aiming to explore and establish the nature of the relationship between the variables of Service Quality (X1) and Facilities (X2) on Repeat Purchase Intention (Y). The primary objective was to identify how these independent variables influenced the dependent variable, thereby providing insights into customer behavior in the context of Hotel Garuda in Pontianak City. Data collection was carried out using a structured questionnaire, which was meticulously designed to capture the relevant information from respondents. The questionnaire utilized a Likert scale, which included five possible response options, ranging from "strongly disagree" to "strongly agree." This scaling method was chosen for its effectiveness in quantifying subjective perceptions and attitudes, which are crucial in understanding the customer's experience and satisfaction levels.

To facilitate and streamline the data collection process, Google Forms was employed as the primary tool for distributing and collecting the questionnaire responses. The research population consisted of individuals who had used hotel room services at least twice or had returned to use the services of Hotel Garuda. From this population, a sample of 100 respondents was selected. This sample size was determined to be sufficient for providing reliable and generalizable results, allowing the study to draw meaningful conclusions about the relationships between the variables.

The study employed several robust data analysis techniques to examine the collected data comprehensively. These techniques included classical assumption tests, which were used to validate the reliability and normality of the data (Keselman et al., 2016). Multiple linear regression analysis was conducted to assess the relationship between the independent variables (Service Quality and Facilities) and the dependent variable (Repeat Purchase Intention). Additionally, correlation analysis was performed to evaluate the strength and direction of the relationship between the variables, while determination coefficient analysis provided insights into the proportion of variance in the dependent variable that could be explained by the independent variables (Rodríguez Sánchez et al., 2022). Furthermore, simultaneous F-tests were conducted to determine the overall significance of the regression model, and partial t-tests were used to assess the individual contribution of each independent variable to the model. These statistical procedures were crucial in validating the research hypotheses and drawing meaningful conclusions from the study (Jamshidian et al., 2007).

RESULTS AND DISCUSSION

Result

Validity and Reliability Tests

The validity test aimed to ensure the accuracy of the data obtained. By comparing the critical value in the table with the estimated correlation coefficient (r), we determined the authenticity of the data. Data validity was confirmed if the r value exceeded the critical threshold. Conversely, in cases where the r value was equal to or less than the table value, the data were considered invalid.

The purpose of the reliability test was to examine whether the results of multiple surveys were consistent with one another. To assess the reliability of the data, this study employed the Cronbach's Alpha technique. A variable was considered reliable or consistent if its Cronbach's Alpha value was greater than 0.60 (Harmoinen et al., 2021). Conversely, a variable was deemed inconsistent or lacking in reliability if its Cronbach's Alpha value was less than 0.60 (Harmoinen et al., 2021).

Table 1 validity and reliability test results

Correlations				
Variable	Item No.	r-calculated	r-table	Cronbach's Alpha
Service Quality	1	0.498	0.195	0.773
	2	0.380		
	3	0.597		
	4	0.450		
	5	0.605		
	6	0.474		
	7	0.567		
	8	0.401		
	9	0.358		
	10	0.423		
	11	0.266		
	12	0.439		
	13	0.495		
	14	0.417		
	15	0.398		
	16	0.393		
	17	0.477		
	18	0.446		
	19	0.517		
Facilities	1	0.588	0.195	0.705
	2	0.593		
	3	0.634		
	4	0.661		
	5	0.481		
	6	0.529		
	7	0.315		
	8	0.538		
	9	0.527		
	10	0.437		
	1	0.761	0.195	0.933

Repeat Purchase Intention	2	0.805		
	3	0.779		
	4	0.752		
	5	0.776		
	6	0.878		
	7	0.754		
	8	0.818		
	9	0.806		
	10	0.792		

Source: Primary Data Processed, 2024

Based on Table 1, all data are considered acceptable if the calculated value (estimated correlation coefficient) exceeds the critical value (r-table) provided in the table. This ensures that the data collected from the survey is accurate. A set of variables is considered reliable or consistent if none of the variables have a Cronbach's Alpha value lower than 0.60. In simple terms, the results of this survey are consistent, allowing for further investigation, interpretation, and analysis.

The Kolmogorov-Smirnov test was conducted to assess the normality of the residuals in the data. This test is a non-parametric method used to determine whether a sample follows a specified distribution, in this case, the normal distribution. The Kolmogorov-Smirnov test compares the observed cumulative distribution of the data with the expected cumulative distribution for a normal distribution. A significant result from this test would indicate a deviation from normality, while a non-significant result would suggest that the residuals follow a normal distribution.

Table 2. Results of the Normality Test

Test	Value
Statistic	0.080
Asymp. Sig. (2-tailed)	0.116

Source: Processed Data, 2024

The generally accepted significance level, such as 0.05 (Kwak, 2023), is used in the interpretation of Table 2. The residuals are considered to follow a normal distribution if the p-value (0.200) is greater than this significance threshold.

Tolerance values and variance inflation factors (VIF) were used to assess multicollinearity in the regression model. Multicollinearity is not present among the independent variables when the tolerance value exceeds 0.10 or the VIF is less than 10.

Table 3. Results of the Multicollinearity Test

Variable	Tolerance	VIF
X1	0.837	1.195
X2	0.837	1.195

Source: Processed Data, 2024

Based on the VIF test results, multicollinearity between the model variables X1 and X2 does not pose a serious problem. The high tolerance values (above 0.9) suggest that other variables in the model are likely responsible for most of the variability in these variables, even though

multicollinearity is not explicitly observed. Additionally, if the VIF value approaches 1, it indicates that the model variables adequately explain the variance of each variable. Therefore, it is evident that in this case, X1 and X2 do not show significant multicollinearity issues.

Correlation and Determination Coefficient Analysis

To evaluate the strength and direction of the relationship between the independent variables (service quality and facilities) and the dependent variable (repeat purchase intention), a correlation and determination coefficient analysis was conducted. This analysis provides insight into how much of the variance in repeat purchase intention can be explained by the combined influence of the independent variables.

Table 4. Correlation and Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.610	0.372	0.359	5.003

Source: Processed Data, 2024

As shown in Table 4, the relationship between repeat purchase intention and the independent variables is reflected in an R value of 0.610. Additionally, the R-squared value of 0.372 indicates that the independent variables – service quality and facilities – account for approximately 61% of the variance in repeat purchase intention at Hotel Garuda in Pontianak City. This result suggests that these variables significantly contribute to predicting customer loyalty.

Simultaneous Test (F-Test)

To further assess the combined effect of service quality and facilities on repeat purchase intention, a simultaneous test (F-Test) was performed. This test evaluates whether the independent variables, when considered together, have a statistically significant impact on the dependent variable.

Table 5. Results of the Simultaneous Test (F-Test)

Sum of Squares	df	Mean Square	F	Sig.
Regression	1439.512	2	719.756	28.756
Residual	2427.878	97	25.030	
Total	3867.390	99		

Source: Processed Data, 2024

As depicted in Table 5, the F-Test results indicate that there is a significant relationship between service quality and facilities on repeat purchase intention (p-value < 0.05). This suggests that the independent variables, when combined, have a statistically significant impact on customer loyalty, highlighting the importance of these factors in driving repeat business.

Multiple Linear Regression Analysis

To further understand the relationship between the independent variables – service quality (X1) and facilities (X2) – and the dependent variable, repeat purchase intention (Y), a multiple linear

regression analysis was conducted. This statistical method allows us to quantify the extent to which each independent variable influences the dependent variable, while controlling for the effect of the other variable. The results of this analysis provide valuable insights into which factors are most significant in predicting customer behavior, helping to inform targeted strategies for improving customer retention.

Table 6. Multiple Linear Regression Analysis

Model	Coefficients	T statistic	P-value
(Constant)	2.288	0.394	0.694
X1	0.185	2.463	0.016
X2	0.618	5.569	0.000

Source: Processed Data, 2024

To further understand the relationship between the independent variables – service quality (X1) and facilities (X2) – and the dependent variable, repeat purchase intention (Y), a multiple linear regression analysis was conducted. This statistical method allows us to quantify the extent to which each independent variable influences the dependent variable while controlling for the effect of the other variable. The results of this analysis provide valuable insights into which factors are most significant in predicting customer behavior, helping to inform targeted strategies for improving customer retention. In the partial t-test, both service quality and facilities were found to have a substantial impact on repeat purchase intention at Hotel Garuda in Pontianak City. The p-value for the service quality variable (X1) indicates a strong and significant influence on repeat purchase intention ($p < 0.05$). Similarly, the facilities variable (X2) also showed statistical significance ($p < 0.05$). These results demonstrate that there is a statistically significant relationship between these variables and repeat purchase intention, underscoring the importance of both service quality and facilities in driving customer loyalty.

DISCUSSION

The Influence of Service Quality on Repeat Purchase Intention

The findings from this research indicate that service quality plays a crucial role in shaping customers' intentions to repurchase services at Hotel Garuda in Pontianak. The results demonstrate that when customers perceive the service quality to be high, their likelihood of returning to the hotel increases significantly. This positive relationship between service quality and repeat purchase intention suggests that aspects such as responsiveness, reliability, empathy, and assurance in service delivery are essential in fostering customer loyalty. When a hotel consistently meets or exceeds customer expectations, it not only enhances the overall customer experience but also builds trust and satisfaction, which are key drivers of repeat patronage. This outcome aligns with prior research that emphasizes the importance of service quality in the hospitality industry, particularly in retaining customers in a competitive market (Kefalas, 2019). In the context of Hotel Garuda, the

findings highlight that continuous improvements and maintaining high standards in service quality are vital for encouraging customers to choose the hotel repeatedly, thereby ensuring long-term success.

Based on the research findings, it is evident that service quality has a substantial and direct impact on customers' intentions to repurchase services at Hotel Garuda in Pontianak. This aligns with existing studies that have consistently shown that service quality is a crucial determinant of repeat purchase intention (Huang et al., 2011; Wu, 2022). Customers who perceive high service quality are more likely to develop trust, satisfaction, and a sense of value, all of which are strong predictors of their intention to return to the same service provider (Hsu et al., 2015; Phan Tan & Le, 2023).

Similarly, the research shows that the facilities provided by Hotel Garuda significantly influence customers' decisions to return. High-quality, well-maintained facilities are crucial in enhancing the overall guest experience, making customers more likely to revisit the hotel. Facilities such as comfortable accommodations, modern amenities, and recreational options contribute to creating a positive impression of the hotel, which in turn increases customer satisfaction and loyalty. The availability of diverse and high-standard facilities can make a stay more convenient and enjoyable, which is particularly important in the hospitality industry where the physical environment plays a significant role in the overall customer experience. Customers are more likely to return to a hotel where they feel comfortable and well-catered to, reinforcing the idea that investing in and upgrading hotel facilities is essential for fostering repeat business. The findings underscore the importance of facilities as a determinant of repeat purchase intention, suggesting that Hotel Garuda should continue to focus on providing high-quality facilities to attract and retain customers.

The research findings underscore the significant role that hotel facilities play in shaping customer satisfaction and their intention to revisit. Studies have shown that specific hotel attributes, such as front office services, employee performance, housekeeping, and food and beverage services, are major factors influencing tourist loyalty and repeat visitation (Emir & Kozak, 2011). Additionally, the importance of co-creation, customer experience, and a customer-oriented approach by the hotel has been highlighted as crucial in fostering long-term relationships and encouraging guests to return (Monteiro et al., 2023).

Key facilities such as room quality, amenities, staff performance, and overall value have been identified as critical determinants of guests' intentions to revisit (Kerdpitak, 2019; Marandi et al., 2024). Furthermore, the research emphasizes that the sensory elements within hotels, including visual and auditory experiences, contribute significantly to shaping guests' perceptions and behaviors, further reinforcing their intention to return (Hu et al., 2019). Overall, the findings suggest that by enhancing the quality and range of facilities, hotels can substantially improve customer satisfaction and loyalty, leading to higher rates of repeat visits (Saribaş & Demir, 2024).

Overall, the research findings suggest that both service quality and facilities are integral components in driving repeat purchase intentions at Hotel Garuda. The hotel's ability to offer superior service and facilities not only satisfies immediate customer needs but also builds long-term relationships with customers, encouraging them to return. This reinforces the strategic importance

of focusing on both intangible elements (like service quality) and tangible elements (like facilities) to ensure sustained customer loyalty and business growth.

CONCLUSION

This research has demonstrated the significant impact of both service quality and hotel facilities on customer satisfaction and repeat purchase intentions at Hotel Garuda in Pontianak City. The findings indicate that higher service quality and well-maintained, comprehensive facilities are crucial in fostering customer loyalty and encouraging repeat visits. Service quality, including responsiveness, reliability, and empathy, was shown to directly enhance customers' likelihood of returning, while the quality and availability of hotel facilities, such as room amenities, staff performance, and overall experience, also played a pivotal role in shaping repeat purchase intentions. Based on these findings, it is recommended that Hotel Garuda continues to focus on improving service quality by providing regular training for staff, enhancing customer service protocols, and ensuring that service delivery is consistently high across all touchpoints. Additionally, investing in the maintenance and upgrading of hotel facilities is essential to meet and exceed customer expectations. Expanding the range of available amenities and focusing on creating a memorable customer experience will further support customer retention and encourage repeat business.

Despite the valuable insights gained from this study, there are several limitations to consider. The research was conducted within a specific geographic and cultural context, which may limit the generalizability of the findings to other regions or hotel markets. The study also focused primarily on service quality and facilities, without considering other potentially influential factors such as pricing, marketing efforts, or competition. Future research could explore these additional variables to provide a more comprehensive understanding of customer loyalty in the hospitality industry.

The implications of this study are significant for hotel management and marketing strategies. By understanding the critical factors that drive customer satisfaction and repeat purchase intentions, hotel operators can develop more targeted strategies to improve service delivery and facility offerings. This, in turn, can lead to enhanced customer loyalty, increased market share, and sustained business growth in a competitive industry.

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